

# MAG Management Committee

May 13, 2009



WALK MORE USE CFLS MORE CARPOOL MORE BIKE MORE RAKE MORE TELECOMMUTE MORE DRIVE HYBRIDS MORE CONSOLIDATE ERRANDS MORE RIDE PUBLIC TRANSPORTATION MORE USE ENERGY EFFICIENT APPLIANCES MORE CARRY REUSABLE TOTE BAGS MORE CONSIDER SOLAR MORE RUN COLD WATER CYCLES MORE USE REUSABLE CONTAINERS MORE CONSERVE ELECTRICITY MORE REDUCE WOODBURNING MORE RECYCLE MORE USE ELECTRIC LAWN AND GARDEN EQUIPMENT MORE REFUEL AFTER DARK MORE RIDE THE BUS MORE RIDE THE LIGHT RAIL MORE WALK MORE USE CFLS MORE CARPOOL MORE BIKE MORE RAKE MORE TELECOMMUTE MORE DRIVE HYBRIDS MORE CONSOLIDATE ERRANDS MORE RIDE PUBLIC TRANSPORTATION MORE USE ENERGY EFFICIENT APPLIANCES MORE CARRY REUSABLE TOTE BAGS MORE CONSIDER SOLAR MORE RUN COLD WATER CYCLES MORE USE REUSABLE CONTAINERS MORE CONSERVE ELECTRICITY MORE REDUCE WOODBURNING MORE RECYCLE MORE USE ELECTRIC LAWN AND GARDEN EQUIPMENT MORE REFUEL AFTER DARK MORE RIDE THE BUS MORE RIDE THE LIGHT RAIL MORE WALK MORE USE CFLS MORE CARPOOL MORE BIKE MORE RAKE MORE TELECOMMUTE MORE DRIVE HYBRIDS MORE CONSOLIDATE ERRANDS MORE RIDE PUBLIC TRANSPORTATION MORE USE ENERGY EFFICIENT APPLIANCES MORE CARRY REUSABLE TOTE BAGS MORE WALK MORE USE CFLS MORE CARPOOL MORE

**CLEAN AIR  
MAKE  
MORE**



# Air Pollution: Defined

Air Pollution is:

*...the result of man's attempt to attain a higher standard of living...*



...as long as man continues to attempt to attain higher standards of living, there will be air pollution ...



Maricopa County  
Air Quality Department

- **King Henry the 8<sup>th</sup>:** Who so ever shall be found burning coal within the sound of my voice shall suffer the loss of his head
- **1948, Donora, Pennsylvania:** Black Cloud lingered 5 days, killing 20 people and causing 6,000 of town's 14,000 people to become ill
- **1952, London's Killer Fog:** 4000 people died within a few days due to air pollution: **SMOG**



## *Reputation & Budget Impact*

- Maricopa County is allowed 3 exceedance days within a 3 year period.
  - 2006 = 27 exceedance days
  - 2007 = 11 exceedance days
  - 2008 = 12 exceedance days
  - 2009 = 3 exceedance days so far

In 3.4 years = **53** exceedance days



# What are the Consequences?

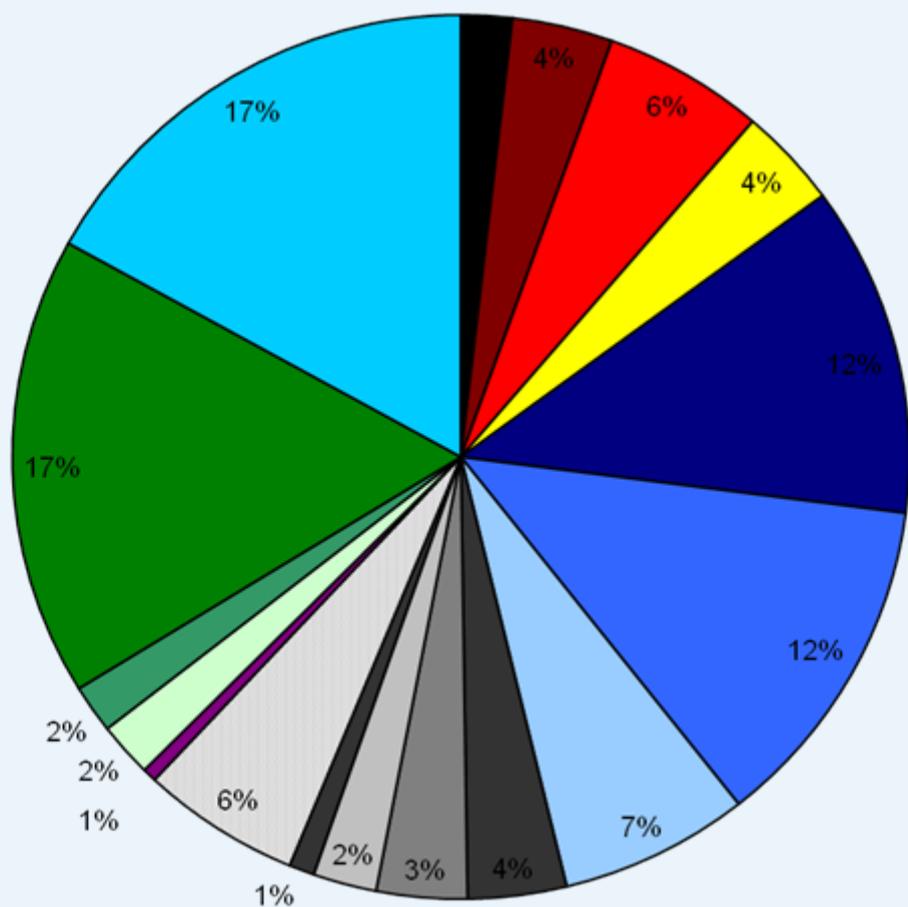
- The loss of more than \$7 BILLION for transportation project funding
- Increasingly stringent air quality regulations
- Adverse health impacts



# Coarse Particulate Emissions

## 2007 PM<sub>10</sub> Emissions with Committed Control Measures

(PM<sub>10</sub> Nonattainment Area Total = 97,436 tons/yr)



- Stationary point sources
- Industrial processes
- Fuel combustion & fires
- Agriculture
- Construction (residential)
- Construction (commercial)
- Construction (road)
- Other earthmvg (trenching, weed cntrl)
- Travel on unpaved parking lots
- Offroad rec. vehicles fugitive dust
- Leaf blowers fugitive dust
- Windblown vacant
- Windblown other
- Nonroad mobile sources
- Exhaust/tire wear/brake wear
- Paved road fugitive dust (incl. trackout)
- Unpaved road fugitive dust

- To achieve the 5% Plan we are;
  - Conducting a countywide outreach/public education effort
  - Increasing training; compliance & public awareness
  - Revising rules 300, 310, 314, 316
  - Revising ordinances to address:
    - Leaf blowers
    - Vehicle use on vacant lots
    - Residential wood burning
  - Creating Advisory Committee



## *Our Ambitious Goals*

- Decrease the number of days we exceed the standard
- Engage everyone to take action
- Reduce particulate pollution emissions by 5% each year until we reach attainment (5% Plan)
- Meet the requirements laid out in SB1552



- Training Interest:
  - Rules and regulations
  - Basic dust certification
  - Enforcement training
- Dust Palliatives:
  - Need water trucks & contracts for application of the products
- Resources:
  - Training
  - PIO education & outreach material
  - Contracts for equipment / services



- Equipment Sharing:
  - Five of the cities need equipment to help address OHV use
- Public Outreach:
  - PIO material that includes brochures, newsletters, templates to add local info, Channel 11 info and videos, & HOA material
- Enforcement:
  - Most cities/towns enforce dust regulations on a complaint basis
  - Lack of funding and personnel



# CLEAN AIR MAKE MORE

WALK MORE USE CFLS MORE  
ERRANDS MORE RIDE PUBLIC  
MORE CONSIDER SOLAR MORE  
REDUCE WOODBURNING MORE  
MORE RIDE THE BUS MORE

## Ozone Ahead

DRIVE MORE CONSOLIDATE  
ERRANDS MORE REUSABLE TOTE BAGS  
CONSERVE ELECTRICITY MORE  
REFUEL AFTER DARK  
BIKE MORE RAKE MORE



DRIVE HYBRIDS MORE CONSOLIDATE ERRANDS MORE RIDE PUBLIC TRANSPORTATION MORE USE ENERGY EFFICIENT APPLIANCES MORE CARRY REUSABLE  
TOTE BAGS MORE CONSIDER SOLAR MORE RUN COLD WATER CYCLES MORE USE REUSABLE CONTAINERS MORE CONSERVE ELECTRICITY MORE REDUCE  
WOODBURNING MORE RECYCLE MORE USE ELECTRIC LAWN AND GARDEN EQUIPMENT MORE REFUEL AFTER DARK MORE RIDE THE BUS MORE WALK MORE

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# Clean Air Make More Resources

USE MORE CONSOLIDATE  
REUSABLE TOTE BAGS  
CONSERVE ELECTRICITY MORE  
REFUEL AFTER DARK  
BIKE MORE RAKE MORE

Perform mobile monitoring at selected sites  
(5% Plan commitment)



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# Public Outreach Resources

- Outdoor HPA Alert Billboards
- Radio
- Brochures/Posters/Flyers
- Local Events
- Community Presentations
- No Burn Days declared on HPA + Health Watch



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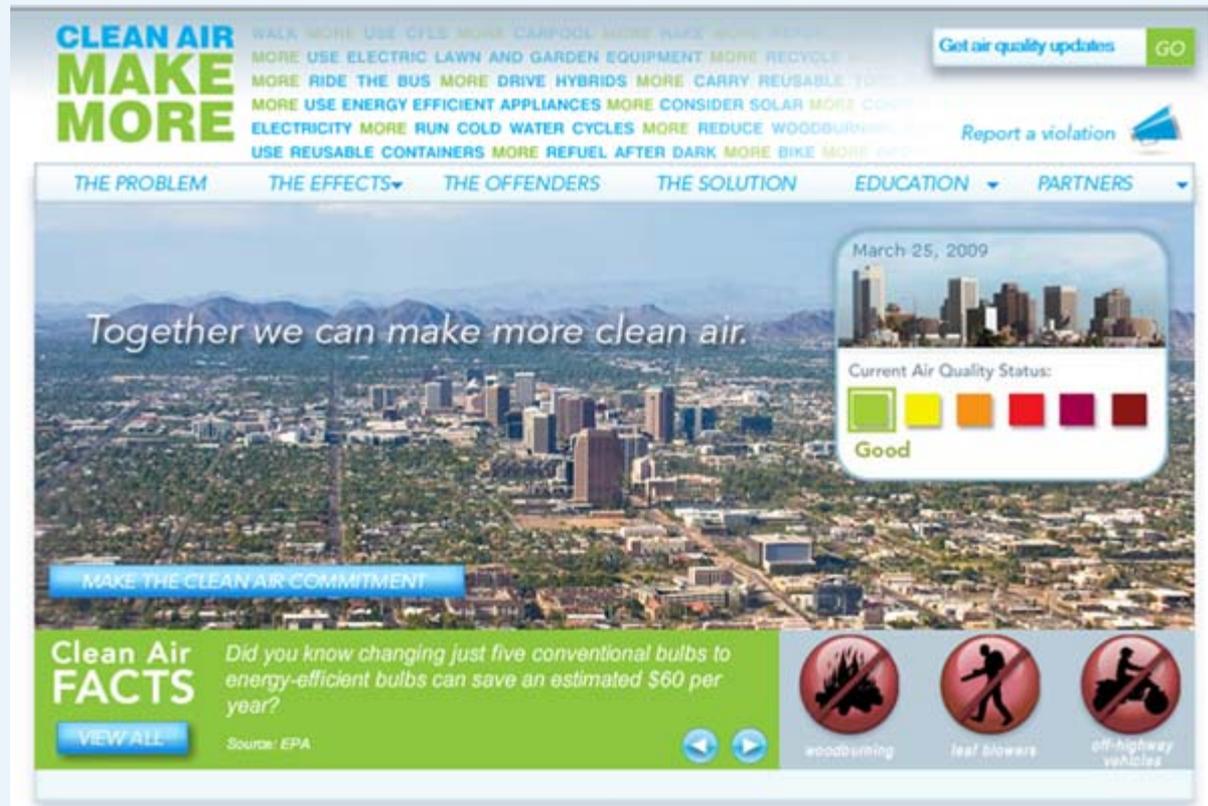
## Public Outreach Resources

USE MORE CONSOLIDATE  
REUSABLE TOTE BAGS  
SAVE ELECTRICITY MORE  
REFUEL AFTER DARK  
BIKE MORE RAKE MORE

- Website
- Widget
- Text alerts
- Eblast
- Communication



A screenshot of a desktop widget for the Clean Air Make More campaign. It features the logo at the top left, a date of March 18, 2009, and a city skyline image. Below the image is a 'Current Air Quality Status' section with a color-coded scale (green to red) and the word 'Good'. Three circular icons represent woodburning, leaf blowers, and off-highway vehicles. A 'FACT' section at the bottom states: 'One gas mower spews 87 lbs. of the greenhouse gas CO2, and 54 lbs. of other pollutants into the air every year. Learn more >>'. The website URL 'CLEANAIRMAKEMORE.COM' is at the bottom.



A screenshot of the Clean Air Make More website. The header includes the logo and a navigation menu with links: 'THE PROBLEM', 'THE EFFECTS', 'THE OFFENDERS', 'THE SOLUTION', 'EDUCATION', and 'PARTNERS'. A 'Get air quality updates' button is in the top right. The main content area features a city skyline and the text 'Together we can make more clean air.' Below this is a 'Current Air Quality Status' section with a color-coded scale and the word 'Good'. A 'Clean Air FACTS' section includes a 'VIEW ALL' button and a source attribution to EPA. Three circular icons with red slashes over them represent woodburning, leaf blowers, and off-highway vehicles.

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**MAKE**  
**MORE**

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# Outreach Campaign

*We all need to get involved!*

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- Policymakers
- Stakeholders
  - Healthcare Advocates
  - Environmental Advocates
- Industry
  - Trade Organizations
  - Businesses
- General Public



# *Become the Clean Air Make More Ambassador*

- Be our Clean Air Champion!
- Be the local expert
- Provide leadership in developing local outreach efforts
- Carry out local efforts on behalf of the program
- Conduct community presentations
- Create awareness for air quality issues/permits



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## *Make the Clean Air Commitment!*

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ELECTRICITY MORE  
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BIKE MORE RAKE MORE

- Add Clean Air Make More link on your website
  - E-Mail to your residents
- Designate a Clean Air Make More Ambassador
  - Citizen newsletters
  - Ongoing mailings to residents
  - Channel 11
- Make the Clean Air Commitment



We can do this together!

Become our Partner

CLEAN AIR  
MAKE  
MORE



Maricopa County  
Air Quality Department

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