

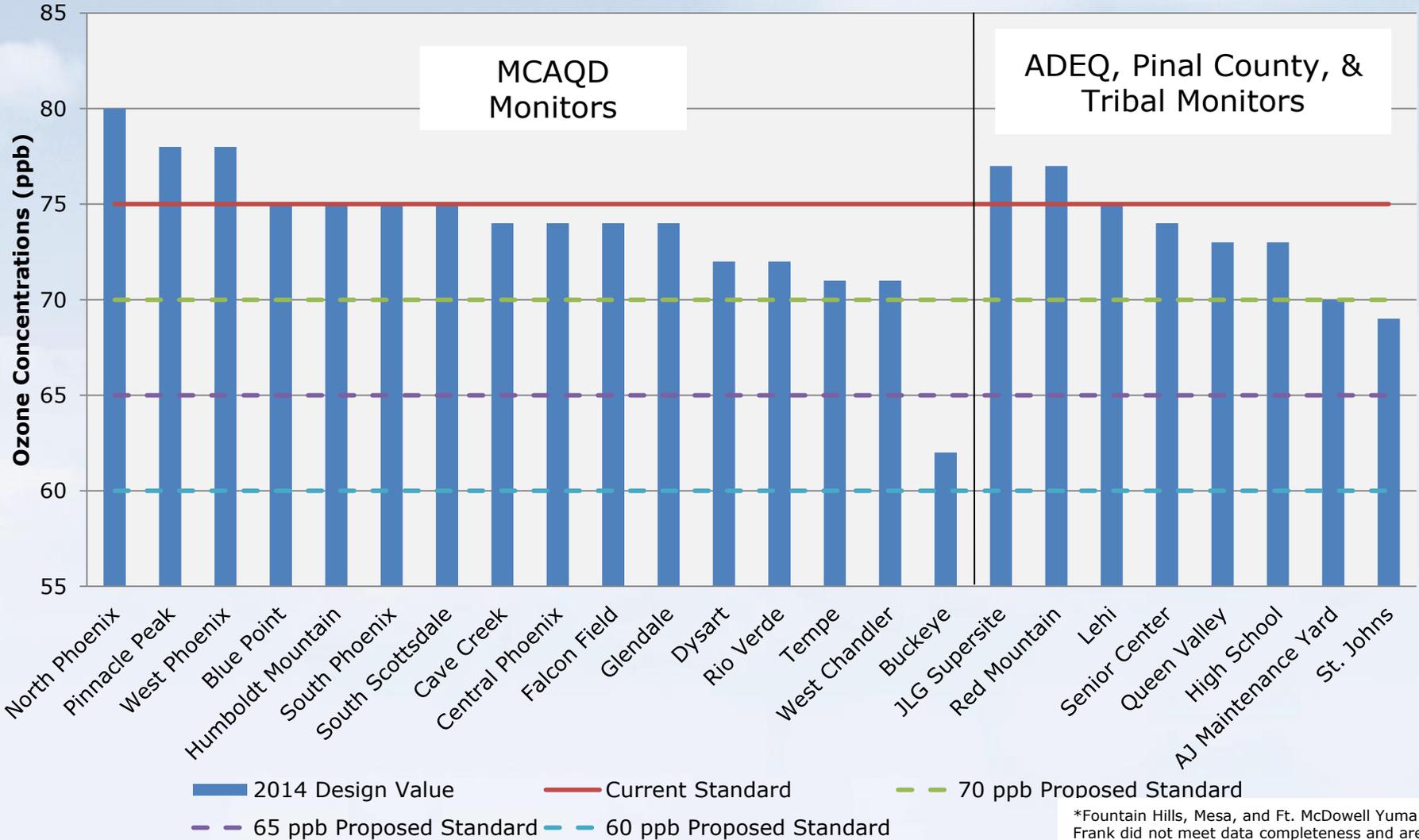
Ozone Campaign

Bob Huhn

5/21/2015

2014 Ozone Design Values and Proposed Health Standards

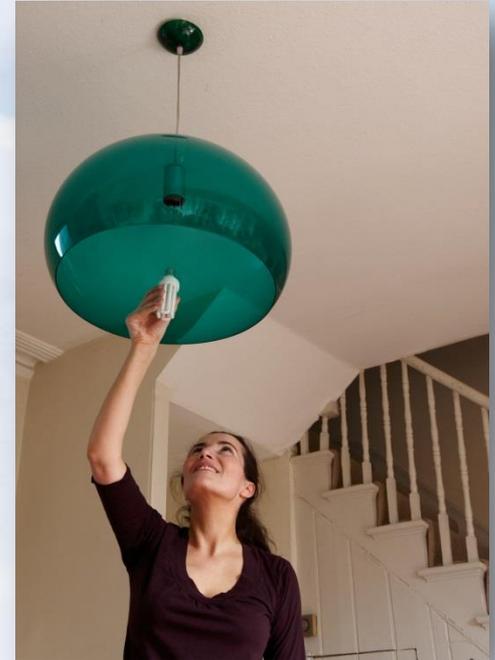
(Design value is based upon a 3-year average of the 4th highest 8-hour reading)



*Fountain Hills, Mesa, and Ft. McDowell Yuma Frank did not meet data completeness and are not included.

Target Audience

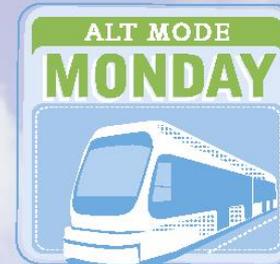
- Drivers
- Residents/Families
- Businesses



Commit to One Day



Ride your bicycle to places you would normally drive your car. Get some fresh air and save some gas.



Utilize alternate modes of transportation. Consider taking the light rail, bus or vanpool.



Carpool to as many locations as possible. Riding together decreases the amount of dust and exhaust in the air.



Walk to nearby locations instead of driving. Increase the number of steps on your pedometer and improve your health.



Avoid the drive-thru and go inside to order your food, coffee or prescriptions. You won't have to wait in a long drive-thru line and you will reduce exhaust emissions.



Hot temperatures and gasoline fumes create ground-level ozone. Reduce the effect and refuel your vehicle during the evening hours.



Sweep your driveway, patio, deck, etc. instead of using a leaf blower. Get some exercise and breathe in fresh air while you burn a few calories.



Download the Clean Air Make More App for iPhone, iPad and Android!



Slogan/Website Promotion

HW OZONE HEALTH WATCH - Last updated 5/15/15 3:26pm

CLEAN AIR MAKE MORE
MARICOPA COUNTY'S INITIATIVE TO PROMOTE CLEANER AIR AND HEALTHIER LIVES.

WHAT IS OZONE POLLUTION? **DAILY ACTIONS** **GET THE CLEAN AIR APP**

Commit to ONE DAY
AND HELP KEEP OZONE AWAY!

AIR QUALITY MODERATE

WOOD BURNING LEAF BLOWING OFF-HIGHWAY VEHICLES

TODAY
Clear
81° High 59° Low
Winds blowing NE at 2 MPH

TOMORROW
HEALTH WATCH for tomorrow
5/16/15, try to telecommute or carpool.

Share



Educate



WHAT IS OZONE

POLLUTION?

Ozone pollution is a concern in the warmer months of April through September. Ground level ozone is formed by a chemical reaction that needs heat from sunlight, nitrogen oxides and volatile organic compounds (VOCs). Ozone Health Watches are issued when the highest concentration of ozone pollution may approach the federal health standard.

TIPS

Drive less. When possible, walk, ride a bike, carpool, van pool or use public transportation.

Avoid waiting in long drive-thru lines, for example, at coffee shops, fast-food restaurants or banks. Park your car and go inside.

Re-fuel your vehicle after dark (or during cooler, evening hours).

RESTRICTIONS

During an Ozone High Pollution Advisory, leaf blowers & open burning/woodburning activity is restricted in Maricopa County. This includes individuals and businesses which have burn permits for open burning and woodburning fires at hotels and restaurants. are prohibited from being used in Maricopa County.



Maricopa County

Air Quality Department

Rev. 5/21/2015

Characters



Add to Calendar



DAILY ACTIONS

CYCLE SUNDAY

Ride your bicycle to places you would normally drive your car. Get some fresh air and save some gas while reducing air pollution.

 [Add to My Calendar](#)

The banner features a green header with the text 'DAILY ACTIONS'. Below it is a large illustration of a blue bear riding a green bicycle. A purple alien is in a basket on the front, and a green alien is on a small cart on the back. A green box with 'CYCLE SUNDAY' is overlaid on the illustration. To the right, there is a paragraph of text and a link to 'Add to My Calendar' with a calendar icon. At the bottom, there is a row of seven smaller icons representing different daily actions: Cycle Sunday, Alt Mode Monday, Ride Together Tuesday, Walk Somewhere Wednesday, No Drive Thru Thursday, Fuel After Dark Friday, and Sweep It Up Saturday.



Mobile App

Download the App

Download the Clean Air Make More App for iPhone, iPad and Android and receive real-time Maricopa County air quality information and information for reducing air pollution.

iPhone >

Android >



Maricopa County
Air Quality Department

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Billboards



Bus Stops



Light Rail



Thank you.

Bob Huhn

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Rev 5/21/2015