

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
AIR QUALITY TECHNICAL ADVISORY COMMITTEE MEETING

Thursday, March 24, 2016
MAG Office
Phoenix, Arizona

MEMBERS ATTENDING

	Tim Conner, Scottsdale, Chairman		Liz Foster for Jeanette Fish, Maricopa County Farm Bureau
	Jamie McCullough, El Mirage, Vice Chair		Heather Thrasher for Steve Trussell, Arizona Rock Products Association
	Drew Bryck, Avondale		* Claudia Whitehead, Greater Phoenix Chamber of Commerce
	Robert van den Akker, Buckeye		* Amanda McGennis, Associated General Contractors
	Jon Sherrill, Chandler		* Spencer Kamps, Homebuilders Association of Central Arizona
#	Hondo Judd, Gilbert		Mannie Carpenter, Valley Forward
#	Megan Sheldon, Glendale		Kai Umeda, University of Arizona Cooperative Extension
*	Cato Esquivel, Goodyear		Beverly Chenausky, Arizona Department of Transportation
*	Kazi Haque, Maricopa		# Eric Massey for Marina Mejia for Arizona Department of Environmental Quality
	Greg Edwards, Mesa		* Environmental Protection Agency
	Janet Ramsay for Stuart Kent, Peoria		Hether Krause, Maricopa County Air Quality Department
	Joe Giudice, Phoenix		Scott DiBiase, Pinal County
	Antonio DeLaCruz, Surprise		* Michelle Wilson, Arizona Department of Weights and Measures
	Oddvar Tveit, Tempe		@* Ed Stillings, Federal Highway Administration
*	Youngtown		* Judi Nelson, Arizona State University
*	Ramona Simpson, Queen Creek		Stan Belone, Salt River Pima-Maricopa Indian Community
*	Walter Bouchard, American Lung Association of Arizona		
	Kristin Watt, Salt River Project		
*	Rebecca Hudson-Nunez, Southwest Gas Corporation		
	Michael Denby, Arizona Public Service Company		
*	Gina Grey, Western States Petroleum Association		
*	Robert Forrest, Valley Metro/RPTA		
*	Dave Berry, Arizona Motor Transport Association		

*Members neither present nor represented by proxy.

#Participated via telephone conference call.

+Participated via video conference call.

@ Ex-Officio member, non-voting member.

OTHERS PRESENT

Lindy Bauer, Maricopa Association of Governments	Laura Hyneman, Mesa
Julie Hoffman, Maricopa Association of Governments	Joonwon Joo, Arizona Department of Transportation
Matt Poppen, Maricopa Association of Governments	Bob Huhn, Maricopa County Air Quality Department
Kara Johnson, Maricopa Association of Governments	Joe Gibbs, City of Phoenix
Dean Giles, Maricopa Association of Governments	
Taejoo Shin, Maricopa Association of Governments	
Randy Sedlacek, Maricopa Association of Governments	

1. Call to Order

A meeting of the Maricopa Association of Governments (MAG) Air Quality Technical Advisory Committee (AQTAC) was conducted on March 24, 2016. Tim Conner, City of Scottsdale, Chair, called the meeting to order at approximately 1:30 p.m. Eric Massey, Arizona Department of Environmental Quality; Hondo Judd, Town of Gilbert; and Megan Sheldon, City of Glendale, attended the meeting via telephone conference call.

Chair Conner indicated that copies of the handouts for the meeting are available. He noted for members attending through audio conference, the presentations for the meeting will be posted on the MAG website under Resources for the Committee agenda, whenever possible. If it is not possible to post them before the meeting, they will be posted after the meeting.

2. Call to the Audience

Chair Conner stated that the Call to the Audience provides an opportunity for members of the public to address the Committee on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Comment cards for those wishing to speak are available on the tables adjacent to the doorways inside the meeting room. Members of the public will be requested not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Committee requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard. Chair Conner noted that no public comment cards had been received.

3. Approval of the January 28, 2016 Meeting Minutes

The Committee reviewed the minutes from the January 28, 2016 meeting. Mannie Carpenter, Valley Forward, moved and Oddvar Tveit, City of Tempe, seconded, and the motion to approve the January 28, 2016 meeting minutes carried unanimously.

4. Update on the Moderate Area Ozone Plan

Matt Poppen, Maricopa Association of Governments, presented an update on the MAG Eight-Hour Ozone Moderate Area Plan for the Maricopa Nonattainment Area. The Moderate Area Plan is due January 1, 2017.

Mr. Poppen provided the Moderate Area Requirements. He stated that the Plan is required to demonstrate reasonable further progress (RFP). Mr. Poppen indicated that to demonstrate reasonable further progress, a Plan is required to demonstrate a minimum 15 percent reduction in anthropogenic volatile organic compound (VOC) emissions over a six year period, from 2012 to 2017. He noted that the attainment date for the region is July 20, 2018. Mr. Poppen reported that the Plan is required to demonstrate attainment in the prior 2017 ozone season since the attainment date is in the middle of the 2018 summer ozone season. He stated that three years of clean data is required at the monitors for years 2015, 2016, and 2017 to demonstrate that the region has met the standard. Mr. Poppen noted that the Environmental Protection Agency (EPA) has not finalized the reclassification of the Maricopa nonattainment area to a Moderate Area, however no changes are expected.

Mr. Poppen provided additional Moderate Area requirements. Additional requirements include: reasonably available control technology (RACT); reasonably available control measures (RACM); new source review; emissions inventories for the base year and attainment year; contingency measures; Motor Vehicle Emissions Budgets for transportation conformity; motor vehicle inspection and maintenance program; and emissions offset requirement for major industries. Mr. Poppen stated that he will provide an overview of RACT and RACM.

Mr. Poppen discussed reasonably available control technologies. Clean Air Act Section 182(b)(2) requires Moderate Areas to implement RACT. Mr. Poppen stated that the requirement to meet RACT for Moderate Areas is an independent requirement of what is needed for attainment. He added that RACT is required regardless if it is needed to attain the standard. EPA defines RACT as “the lowest emission limitation that a particular source is capable of meeting by the application of control technology that is reasonably available considering technological and economic feasibility.” RACT for Moderate Areas applies to all major stationary sources of VOC and nitrogen oxides (NO_x). Mr. Poppen indicated that major sources of VOC or NO_x are defined as having 100 tons per year of emissions of either VOC or NO_x. RACT also applies to stationary sources for which EPA has issued Control Techniques Guidelines (CTGs) and Alternative Control Techniques (ACTs). Mr. Poppen added that CTGs and ACTs apply to stationary sources categories such as gasoline stations or the coating of wood furniture.

Mr. Poppen indicated that EPA states that RACT needs to be current, as RACT may change over time as technology develops. EPA encourages states to review rules in other states to help determine what is current RACT. Maricopa County Air Quality Department is currently in the process of reviewing and revising their stationary source VOC and NO_x rules to meet RACT requirements. Pinal County Air Quality Control District indicated that there are two source categories in the Pinal County portion of the nonattainment area that are subject to RACT, gas stations and a metal surface coating operation. Mr. Poppen stated that RACT submittals are due to EPA by January 1, 2017, and will be submitted separately to EPA by Maricopa and Pinal County when complete.

Mr. Poppen stated that independent of the RACT requirement, a reasonably available control measures (RACM) analysis is also required. Clean Air Act Section 172(c)(1) requires the Moderate Area Plan to include provisions that “shall provide for the implementation of all RACM as expeditiously as practicable (including such reductions in emissions from existing sources in the area as may be obtained through the adoption, at a minimum, of RACT) and shall provide for attainment of the national primary ambient air quality standards.” Additionally, 40 Code of Federal Regulations Section 51.1112(c) requires that “the state shall submit with the attainment demonstration a State Implementation Plan revision demonstrating that it has adopted all RACM necessary to demonstrate attainment as expeditiously as practicable and to meet any RFP requirements.” Mr. Poppen indicated that RACM is very broad and applies to both stationary and mobile sources. He added that any anthropogenic source of VOC or NO_x can be evaluated under RACM.

Mr. Poppen continued discussion on the RACM analysis. Mr. Poppen stated that in order to meet RACM requirements, EPA guidance requires a state to adopt all reasonable measures (including RACT) to meet RFP requirements and to demonstrate attainment as expeditiously as

practicable. A state must also demonstrate that there are no additional measures that are reasonably available that will advance the attainment date by at least one year or contribute to RFP emission reductions. Mr. Poppen indicated that the EPA guidance requires that states should consider “all available measures, including those being implemented in other areas, and that a state must adopt measures for an area only if those measures are economically and technologically feasible and will advance the attainment date or are necessary for RFP.”

Mr. Poppen stated that over time the Maricopa nonattainment area has adopted and implemented 93 existing federal, state, and local ozone control measures. These measures continue to provide ongoing emissions reductions of VOC and NO_x into the future. Mr. Poppen noted that MAG is working closely with the Maricopa County Air Quality Department on the evaluation of RACM, including the evaluation of EPA’s Menu of Control Measures and NO_x and VOC rules in other nonattainment areas. The EPA Menu of Control Measures is a table of VOC and NO_x measures compiled from around the country for addressing mobile and stationary sources of VOC and NO_x. Since preliminary modeling indicates that existing nonattainment area measures are sufficient to demonstrate attainment as expeditiously as practicable and meet RFP requirements, no additional or stricter RACM are necessary. Additionally, no additional or stricter RACM will advance the attainment date by one year to July 20, 2017, as the measures would need to be in place by April 1, 2016 at the latest, which is not feasible. Mr. Poppen commented that this is not feasible because the measures would have to be adopted and implemented before the Plan is due to EPA and likely before EPA finalizes the reclassification to a Moderate Area.

Mannie Carpenter, Valley Forward, inquired if there is consultation with EPA while the analysis is being developed. Mr. Poppen replied that there has been consultation with EPA in which EPA has shared examples of RACM analyses. He stated that those conversations with EPA will continue as the analysis moves forward.

Hether Krause, Maricopa County Air Quality Department, provided an update. She stated that Maricopa County has concluded workshops on nine ozone rules. Ms. Krause indicated that the next step is a Board of Health meeting on April 25, 2016 and then publishing by the Secretary of State.

Drew Bryck, City of Avondale, asked where to find the list of the 93 implemented measures. Mr. Poppen responded that the list was provided in the January 28, 2016 Committee agenda materials. He added that MAG staff can email Mr. Bryck the list as well.

5. Ozone Boundary Designations

Lindy Bauer, Maricopa Association of Governments, presented an update on the ozone boundary designations. On October 26, 2015, EPA published the final notice to strengthen the eight-hour ozone standard from 0.075 to 0.070 parts per million (ppm). Ms. Bauer stated that by October 1, 2016 states are required to submit designation recommendations for attainment or nonattainment to EPA based upon 2013 to 2015 ozone monitoring data. She indicated that the Arizona Department of Environmental Quality (ADEQ) conducted two stakeholder meetings on the ozone boundary designations on February 23, 2016. By October 1, 2017, EPA will finalize the designations, classifications, and attainment dates based upon 2014 to 2016 ozone monitoring

data. Ms. Bauer noted that if requested, EPA can also evaluate 2017 ozone monitoring data. Attainment dates will range from the year 2020 to late 2037 depending upon ozone levels in the area (Marginal to Extreme).

Ms. Bauer provided an overview of ozone. She indicated that ground level ozone is a summer air pollution problem in the region. Ozone is not directly emitted into the atmosphere, rather it is formed through a chemical reaction between VOC and NO_x emissions in the presence of sunlight.

Ms. Bauer presented the draft 2011 ozone season-day VOC emissions in the Maricopa nonattainment area. She noted that biogenics, natural vegetation such as trees and plants, is the largest category at 58.5 percent. Area sources make up 19 percent of the VOC emissions and include the following: solvents and coatings use; fuel storage and transport; waste treatment and disposal; industrial and chemical processes; residential and industrial fuel combustion; and wildfires. Ms. Bauer reported that onroad sources, including cars and trucks, are 12.3 percent of the emissions. Nonroad sources make up 9.8 percent, which include: commercial; industrial; construction; mining; lawn and garden; farm and recreational equipment; aircraft; and locomotives. The remaining 0.5 percent are point sources, which are industrial, manufacturing and electrical power generating facilities.

Ms. Bauer discussed NO_x emissions. The draft 2011 ozone season-day NO_x emissions in the Maricopa nonattainment area include the following: 60.9 percent are from onroad sources; 28.5 percent are from nonroad; 6.3 percent are from area sources; 3.0 percent are from point sources; and 1.2 percent are from biogenic sources.

Ms. Bauer stated that ADEQ is evaluating the data to determine the boundary recommendation. Under the Clean Air Act Section 107(d), nonattainment areas include areas that are violating the standard or are contributing to the nonattainment of other nearby areas. ADEQ is evaluating five factors: air quality data; emissions and emissions related data; meteorology; geography/topography; and jurisdictional boundaries.

Ms. Bauer presented the 2013-2015 average of the fourth highest ozone concentrations in parts per million, with the June 20, 2015 ozone wildfire exceptional event excluded. She indicated that the Maricopa eight-hour ozone nonattainment area is marked in red. The current boundary is approximately 5,017 square miles. Within the nonattainment area, there are 20 air quality monitors in which 13 monitors do not meet the tightened ozone standard. Ms. Bauer stated that the Maricopa nonattainment area is violating the new standard. She added that the Maricopa Association of Governments Metropolitan Planning Organization (MPO) boundary is marked in blue on the figure. The MPO boundary was expanded in 2013 and covers the entire Maricopa nonattainment area and beyond. Under state law, if the nonattainment area includes an MPO, that agency prepares the air quality plan and shall be certified by the Governor.

Ms. Bauer commented on two monitors located outside the Maricopa nonattainment area, the Tonto National Monument and Queen Valley Monitors. These two monitors do not meet the new ozone standard of 0.070 ppm. The Tonto National Monument monitor is located in the Tonto National Forest with a reading of 0.071 ppm. The Queen Valley monitor is located in Pinal County with a reading of 0.071 ppm. Ms. Bauer stated that the value for the Tonto monitor

excludes the wildfire exceptional event on June 20, 2015. She commented that the two monitors are only slightly over the tightened ozone standard. Ms. Bauer stated that the issue under consideration is, should the two monitors, that are slightly over the standard, be included in the nonattainment area.

Ms. Bauer presented the ozone monitoring trend data at the Queen Valley and Tonto National Monument monitors for years 2001 to 2015. She stated that the data shows a downward trend. The dotted line is the 0.070 ppm standard. Ms. Bauer noted that one monitor is located in the Tonto National Forest and the other is on the border. She commented that there is some transport from the Maricopa nonattainment area to the monitor locations. However, MAG staff conducted HYSPLIT modeling that determined the wind direction is not always flowing from the nonattainment area to these monitoring locations. Ms. Bauer mentioned that the location of the monitors is near biogenic sources that can contribute to ozone.

Ms. Bauer discussed the emerging issue of background ozone. EPA recently conducted workshops on background ozone. Ms. Bauer indicated that when EPA lowered the standard, background ozone is a larger part of an area's concentration. Background ozone includes: natural sources such as plants, vegetation, trees, wildfires, and stratospheric ozone intrusion; transport from other states; and international transport. Ms. Bauer noted that stratospheric ozone intrusion is where ozone from the stratosphere is pulled down to ground level during storms which can result in increased ozone concentrations. She stated that EPA estimates that in 2017, background ozone will be 52 percent of the concentration in the Maricopa nonattainment area, 67 percent of the concentration at the Queen Valley monitor, and 64 percent at the Tonto National Monument monitor. Ms. Bauer commented that background ozone is difficult because the state and local agencies cannot control it. The state and local agencies focus on manmade sources within the nonattainment area and this region already has 93 existing federal, state, and local control measures in place. Ms. Bauer noted that it is difficult to find additional control measures that will have an impact. EPA indicates that there are some federal control measures that will have an impact. Ms. Bauer stated that EPA has published a list of those measures that have been presented to the Committee, such as the Tier 3 vehicle tailpipe standards. The hope is that the federal control measures will help with concentrations in our nonattainment area and transport from other states.

Ms. Bauer displayed an EPA map of estimated background ozone concentrations for the United States. She noted the Intermountain West has the highest background ozone concentrations. EPA has indicated that the Intermountain West has the highest concentrations due to: high elevations that capture transport; rural locations; federal land; and stratospheric ozone intrusions. Ms. Bauer stated that despite the lower background ozone concentrations in the East, background ozone is still an issue in these areas as well. She mentioned that many states expressed concern on background ozone at the EPA workshop. When EPA lowered the ozone standard, background ozone became a larger percentage of an area's ozone concentration.

Ms. Bauer discussed the ozone boundary issues. She repeated that background ozone is now a larger percentage of an area's ozone concentrations with the new 2015 ozone standard. Inside the nonattainment area, tighter controls on business and industry will apply. If the boundary is expanded, those businesses and industries now in the nonattainment area will be required to meet offset requirements. If a new company in the nonattainment area is a major source, 100 tons or

more, they may look for emission reduction credits from the Arizona Emissions Bank. However, the Arizona Emissions Bank does not have many, if any, credits available. Ms. Bauer noted that this is a deterrent to new business and industry moving into the region. She stated that at the March 23, 2016 MAG Regional Council meeting, a member of the Maricopa County Board of Supervisors had discussed that the lack of credits is an issue for existing business and industry that would like to expand. Existing business and industry bring new jobs into the region, however if there are no emission reduction credits in the bank to purchase for the expansion, this could negatively impact economic development. Ms. Bauer indicated that this is a difficult issue. She also noted that the state is required to report the violating monitors.

Ms. Bauer continued discussion on ozone boundary issues. She mentioned that there are also transportation conformity requirements. The Regional Planning Agency authority to develop air quality plans is tied to the MPO boundary (A.R.S. 49-406A.). The Plan determines the Motor Vehicle Emissions Budget for transportation conformity.

Ms. Bauer stated that MAG has analyzed the data on whether the two monitors should be included in the boundary. MAG has indicated to ADEQ, based upon the downward trend in the monitoring data and that both monitors only slightly exceed the standard, that the boundary does not need to be expanded at this time. Ms. Bauer indicated that ADEQ is required to report violating monitors, however the upcoming ozone season has not yet occurred. The ozone nonattainment area may not need to be expanded if the ozone concentrations come down in 2016 and the monitors are in compliance. ADEQ has indicated they can revise their ozone boundary designation recommendation. Ms. Bauer noted that if the monitors were to violate the standard, ADEQ could revise the recommendation to expand the boundary. She discussed that MAG has recommended that ADEQ consider not expanding the boundary at this point in time due to the downward trend of ozone concentrations at the monitors and that the monitors are only slightly over the new standard. The 2016 monitor data should be considered first before recommending a boundary expansion. In the guidance, EPA encourages states to consider 2016 data in making their recommendations.

Ms. Bauer discussed the ADEQ boundary designation schedule. On April 14, 2016, ADEQ has scheduled another stakeholder meeting. ADEQ will prepare a draft designations document. A notice of availability will be published in May 2016. A public hearing would be conducted in June 2016. The designations document would be submitted to the Governor in September 2016. The Governor would then submit the document to EPA by October 1, 2016.

Eric Massey, Arizona Department of Environmental Quality, thanked Ms. Bauer for her presentation. He stated that ADEQ is considering the MAG request to not expand the ozone nonattainment area boundary, however the Governor's ozone boundary designation recommendation is required to utilize 2013 to 2015 data. Mr. Massey indicated that all of the recommendations and data will be considered. He noted no decisions have yet been made on the boundary designation recommendation. Mr. Massey stated that ADEQ is considering a similar approach to one submitted for lead boundary designations where two options are offered. One option would be the recommendation based on 2013 to 2015 data, however if the 2016 data was lower and the monitors were in compliance, ADEQ would recommend keeping the nonattainment area boundaries the same. An ADEQ recommendation revision may not be necessary if a two option recommendation is submitted. Mr. Massey indicated that a two option ozone boundary designation recommendation provides all the information to EPA up-front and

the state maintains the opportunity to negotiate with EPA. He added that there will be more discussion on April 14, 2016. Mr. Massey indicated that ADEQ is leaning towards the two option recommendation, however it is open to comment.

7. Maricopa County Ozone Campaign

Chair Conner indicated that agenda item number seven will be heard before agenda item number six. Bob Huhn, Maricopa County Air Quality Department, presented the Maricopa County Ozone Campaign. He thanked the Committee for all their help with the Ozone and No Burn Campaigns. Mr. Huhn stated that he will provide an overview of the previous Ozone Campaign and the upcoming 2016 Ozone Campaign. He stated that the main concerns with ozone are the health effects for residents of the region.

Mr. Huhn displayed a table of 2015 ozone design values at the monitors. He noted that a number of the monitors are in compliance with the 2008 ozone standard of 0.075 ppm. However, a majority of the monitors are not in compliance with the tightened 2015 ozone standard of 0.070 ppm. Mr. Huhn noted that more High Pollution Advisories will occur with the lower standard. He stated that the Campaign is important to educate and spread the message about ozone.

Mr. Huhn discussed the first Ozone Campaign in 2015. He indicated that the Campaign may be added to each year. The 2016 Campaign will kick off April 1, 2016 with a News Release. Mr. Huhn stated that the 2015 Campaign utilized: billboards; a light rail wrap; community newsletters; radio advertisements and public service announcements (PSAs); social media; and websites. He noted that there was a great deal of help from many partners. Mr. Huhn displayed the daily tips that were utilized on the 2015 billboards. The Campaign daily tips were a call to action that featured the slogan "Help Keep Ozone Away, Commit to One Day." Mr. Huhn commented that slight changes will be made to the messaging and billboards for the 2016 Ozone Campaign, however the characters will remain.

Mr. Huhn displayed results from the 2015 Ozone Campaign survey. He commented that three in five Metro-Phoenix area residents reported being familiar with air quality issues in Maricopa County. He reported that one in five residents, 20 percent, had seen or heard about the "Commit to One Day, Help Keep Ozone Away" Campaign. Mr. Huhn stated that the Maricopa County Air Quality Department was pleased with the 20 percent result since this was the first year of the campaign, but he noted that there is still room for improvement. Overall, four in five, 80 percent, of residents indicate being likely to take at least one of the proposed actions to help reduce ozone. He noted residents of Central and West Phoenix were significantly more likely than East Valley residents to take each of the proposed actions, with the exception for light rail and bus. Central Phoenix residents were more likely than East and West Valley residents to ride the light rail or bus. Mr. Huhn stated that the Campaign can target slightly different audiences by geographic location, for example light rail promotion may be heavier downtown.

Mr. Huhn discussed the 2016 Ozone Campaign. He stated that currently television advertisements are being created for spots that feature the characters. Mr. Huhn indicated that the characters were well received in the previous campaign. An agreement has been finalized with a production company to create 10 second, 15 second, and 30 second animated spots. Mr. Huhn played a five second animated spot. Mr. Huhn indicated that the spot will be one

continuous shot with a voice over that features the characters participating in ways to reduce ozone. The animated spots will have the “Commit to One Day” call to action.

Mr. Huhn stated that the billboards will undergo an evolution. Mr. Huhn indicated that the Clean Air Council made a recommendation to not limit the actions to one day a week, that residents can do these actions on any day of the week or everyday. He noted that the billboard display presented has not been finalized, however, it shows some of the changes. The seven different billboards will present a general call to action to reduce ozone. The billboards will run on digital displays and traditional billboards.

Mr. Huhn presented the previous light rail wrap and the concept for the new light rail wrap. The 2016 Ozone Campaign light rail wrap will feature the general message while acknowledging the light rail riders and others who see the message. The light rail wrap states, “Riding Light Rail Helps Keep Ozone Away! For more ways YOU can reduce air pollution, visit: cleanairmakemore.com/ozone.”

Mr. Huhn noted that the 2016 Campaign radio PSA’s will remain the same as the previous campaign. He played an animated 15 second PSA that can be played on various platforms.

Mr. Huhn discussed social media elements for the Maricopa County Air Quality Department, as well as, other partners and communities. He stated that social media helps the Campaign reach new audiences when partners or communities share the posts. Mr. Huhn indicated that the most recent No Burn Campaign boosts on social media were very effective for minimal cost. This will also be done for the 2016 Ozone Campaign.

Mr. Huhn displayed a new element for the 2016 Campaign: a character mascot. The character mascot will be used for outreach, events, and perhaps light rail promotion. The mascot will be designed after one of the main characters. Mr. Huhn stated that several companies were evaluated and advice was sought from the Phoenix Suns mascot. He indicated that the company selected has made costumes for many notable companies. The Maricopa County Air Quality Department is currently working with the company on the mascot costume development.

Mr. Huhn discussed the ozone online toolkit. The toolkit is comprised of the following: radio and television PSAs; promotional materials such as flyers and posters; artwork and logos; newsletter stories and op-ed pieces. Mr. Huhn stated that this toolkit will be available for partners, communities, and any entity that would like to help spread the word about the Ozone Campaign. He noted that the toolkit can be downloaded from the Maricopa County website. Mr. Huhn indicated that a majority of the toolkit will be finalized by April 1, 2016, however the spots will not be available by that date. An education coordinator has also composed lesson plans and curriculum for varying grade levels that will be available in the toolkit.

Mr. Huhn shared ways for communities to spread the word on the Ozone Campaign. Some partners and communities have helped with the following: purchase billboards and PSA spots; promote on social media; spread the word at local meetings; and newsletter features. The target audience of the campaign is drivers, especially single occupancy drivers. Mr. Huhn stated that Maricopa County has partnered with Uber. He indicated that Uber will be offering a discount for riders on High Pollution Advisory days, however this still would not eliminate cars on the road. Mr. Huhn stated that Uber will also offer fare sharing that will allow multiple riders in the same area or with a destination in the same area to gain a discounted rate for sharing the Uber

trip. Uber also mentioned the possibility of carpooling that would get multiple people in the vehicle and less cars on the road. Mr. Huhn indicated that Uber is also encouraging drivers to refuel vehicles after dark. He added that Uber has discussed working with the Trip Reduction Program to provide rewards. Mr. Huhn inquired if anyone had questions or feedback on the Ozone Campaign. None were noted.

6. Update on the Maricopa County Winter No Burn Campaign

Mr. Huhn provided an update on the Maricopa County Air Quality Department Winter No Burn Campaign. He stated that for the first time in several years, the region did not have a No Burn Day on Christmas Eve and Christmas Day, however there was an exceedance on Christmas Day. Mr. Huhn indicated that determining a No Burn Day is based on meteorology and formulas. A No Burn Day was not determined necessary on Christmas Eve and Christmas Day due to windy weather conditions. Mr. Huhn reported that media articles on the determination not to have a No Burn Day discussed responsible wood burning, however some of the headlines may have sent the wrong message, which resulted in the exceedance on Christmas Day.

Mr. Huhn provided enforcement data for December 31, 2015 and January 1, 2016 No Burn Days. He reported the following: 167 complaints received; 312 canvassing letters; 14 unconfirmed burn letters sent; seven warning notices; and one Notice of Violation (NOV) was given to a restaurant. Mr. Huhn reported that the complaints and canvassing letters were higher than previous years. He explained that when a complaint is received from a neighborhood that has smoke, but a source cannot be identified canvassing letters will be sent to that neighborhood or area. Unconfirmed burn letters are sent when a complaint is filed for a specific address, however the smoke cannot be verified. Mr. Huhn noted that one restaurant was issued a NOV; they had received violations in the past. He commented that the numbers may appear low, however this was for a two day period.

Mr. Huhn discussed the outreach for the No Burn Campaign. He stated that the outreach included: billboards in English and Spanish; Arizona Department of Transportation signs; television, radio, and newspaper outreach in English and Spanish; grocery store signage, weekly advertisements, and in-house radio; residence door-hangers in English and Spanish; public and private partnerships; and social media. Mr. Huhn noted that La Voz hung residence door hangers within a two mile radius of the West Phoenix and South Phoenix monitor. He noted a photo in a nail salon that had displayed No Burn Day Campaign graphics.

Mr. Huhn discussed social media. He reported the Maricopa County reached a combined 51,450 views after boosting two different posts on Facebook. One boosted post was about the mobile application and the other post was about the No Burn Days on December 31 and January 1. Mr. Huhn noted that boosting the posts on social media opened up a lot of feedback from the public that demonstrated the campaign was reaching a larger audience than in the past. He reported that Twitter impressions increased from 2,885 to 19,910. The weekly mobile application downloads increased by 168 percent that resulted in 820 application downloads from the boosted posts. Mr. Huhn noted that Fox 10, ABC 15, Amanda Reeve, Eric Massey, as well as, many agencies aided in sharing posts on social media.

Mr. Huhn discussed media coverage. He indicated that the information presented is solely news coverage on New Years Eve and New Years Day and does not include the paid advertisement.

The local television viewership was 756,084 and there were 34 media requests. Mr. Huhn stated that 19 interviews were conducted and ride alongs occurred with many news agencies on New Years Day due to the high concentration levels. A bonfire was captured by multiple news stations that was found during one ride along with a news crew. The bonfire was extinguished using water which produced smoke. The news stations were able to capture footage for the news reports. Mr. Huhn stated that some of the weather forecasts on the news stations discussed the No Burn Campaign and inversions with regard to the No Burn Campaign. Mr. Huhn noted that the advertisement value for the news coverage if paid was \$69,015.51.

Mr. Huhn provided an overview of paid media coverage. The paid media coverage included: 15 second bookend television PSAs; 30 second television PSAs provided by many television stations; radio spots; social media posts; news and weather coverage; community shows; live segments; Time Warner Cable crawls were provided by COX; cross-channel taggables; digital push down advertisements through La Voz. Mr. Huhn stated that ADEQ provided the funding for the coughing camel advertisements. He commented that the campaign bought bookends during news casts; a bookend is a 15 second spot that is the first and last advertisement during the same commercial segment. The 15 second spots that bookend the news commercials are more likely to be seen and are more cost effective than 30 second spots. He mentioned that after buying time with COX, they provided some prime time spots for the crawls on varying stations. Mr. Huhn noted that Spanish outreach was provided through the door hangers, as well as, television and radio advertisements.

Mr. Huhn discussed the 2016 PM-2.5 exceedances. He stated that there were exceedances of the PM-2.5 standard on January 1, 2016 and March 16, 2016. Mr. Huhn noted that the exceedance on March 16, 2016 at the Durango monitoring site also reported high concentrations on March 15th and 17th. He indicated that multiple technicians went to the site, however no source was found. The technicians reported a strong odor in the air and that a nearby mulch facility was overturning mulch. Mr. Huhn stated that the source is not confirmed, yet the activities at the mulch facility may have produced secondary formation particles that could have caused the exceedance. In addition, the following factors were present that could have contributed to the exceedance: high levels of sulfur dioxide, ammonia, and nitrates in the air; stagnant weather conditions; manufacturing activity in the area; diesel trucks that were present in the area; and fly ash being unloaded from railcars. He indicated that the Maricopa County Air Quality Department is still analyzing the March exceedance.

Mr. Huhn stated that the Maricopa County Air Quality Department is analyzing if there was any additional course of action that could have been taken for the January 1, 2016 exceedances. He noted that there was more outreach and education than had been completed in the past. Mr. Huhn discussed ideas for the No Burn Campaign next year. He mentioned focusing on alternatives to burning wood, such as utilizing gas fireplaces. Mr. Huhn indicated that the Maricopa County Air Quality Department is in the planning stages of a fireplace retrofit program that they hope to have completed by the next No Burn Campaign. Mr. Huhn asked for feedback on what alternatives can be presented and what can be done to reach more people effectively. The Maricopa County Air Quality Department is planning to begin the No Burn Campaign earlier in the year to allow for advanced planning.

Jamie McCullough, City of El Mirage, asked the concentration level of the exceedances on New Years Day. Mr. Huhn replied that he does not have the exact number, but it was high. He

mentioned that at times, it was the highest hourly concentrations recorded. Mr. Huhn stated that fireworks and layovers could have contributed to the high levels that were especially elevated in the early morning hours. The concentration levels were the highest right after midnight in which woodburning and fireworks would have been the likely contributors. Additionally, low wind speed was also a factor.

Ms. McCullough inquired if the exceedances could be an exceptional event. Ms. Bauer replied that the concentration levels on New Years Day included 152.1 micrograms per cubic meter ($\mu\text{g}/\text{m}^3$) at the West Phoenix monitor, 113.9 $\mu\text{g}/\text{m}^3$ at the Glendale monitor, 119.1 $\mu\text{g}/\text{m}^3$ at the Thirty-Third monitor, and 108.0 $\mu\text{g}/\text{m}^3$ at the South Phoenix monitor. The Durango monitoring site exceedance on March 16, 2016 was 39.4 $\mu\text{g}/\text{m}^3$. She stated that *The Arizona Republic* reported that the concentrations were some of the highest in the country on New Years Day. Ms. McCullough suggested sharing the concentration levels and the impacts to avoid an exceedance in the upcoming season. She commented that it is fun to have a fire on New Years Eve, however it can result in issues. Mr. Huhn replied that it is nice to have a fire during the holidays, but the issue is the air quality and health effects.

Chair Conner mentioned perhaps looking into discussing firework impacts in the messaging. Mr. Huhn responded that the issue of fireworks has been discussed. He stated that the City of Tempe reached out to the Maricopa County Air Quality Department on fireworks after the January 1, 2016 exceedance. In addition, Tempe has discussed the possibility of banning the sale of wood on No Burn Days and High Pollution Advisory Days.

Joe Giudice, City of Phoenix, asked if Maricopa County has completed their analysis on the impact of fireworks. Mr. Huhn responded that Maricopa County is still analyzing the numbers from the last two winter seasons. He indicated that preliminary data shows that fireworks have an impact on concentration levels, however specifics will need to be finalized. Mr. Giudice commented that tying the health impacts to the Campaign may reach the people that burn wood despite knowing they should not burn wood on No Burn Days. He mentioned an image of a child and their dog wearing masks could have an impact by relaying the health effects. Mr. Giudice suggested the Campaign messaging focus on why burning wood on No Burn Days has harmful health effects, as opposed to just banning wood burning on No Burn Days. Mr. Huhn replied that the No Burn Campaign has partnered with the Human Society on the health effects for pets.

Mr. Huhn mentioned a survey from Puget Sound that found that health effects ranked lower in importance than the possibility of losing freedoms, having no burn days, and fines. Mr. Huhn stated that the Maricopa County Air Quality Department will discuss having the health aspects play a larger part of the next campaign.

Mr. Carpenter suggested that perhaps Campaign messaging on the financial impacts, such as higher taxes and loss of highway funds, would resonate with the public. Mr. Huhn thanked Mr. Carpenter for his feedback.

8. Update on the PM-10 Lawsuit

Ms. Bauer provided an update on the PM-10 lawsuit. She noted that the Arizona Center for Law in the Public Interest had filed a lawsuit against EPA to challenge the approval of the MAG 2012 Five Percent Plan for PM-10. Ms. Bauer stated that on February 29, 2016 the MAG special

Washington, D.C. legal counsel indicated that the U.S. Ninth Circuit Court of Appeals is considering this case for oral argument for the week of June 13-17, 2016.

9. Call for Future Agenda Items

Chair Conner indicated that the next meeting of the Committee has been scheduled for Thursday, April 21, 2016 at 1:30 p.m. He requested suggestions for future agenda items. With no further comments, the meeting was adjourned at approximately 2:45 p.m.