

MAG Regional Council

May 27, 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**



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MORE**

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

Air Pollution: Defined

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

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

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- **King Henry the 8th:** 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 exceedances per monitor within a 3 year period.
 - 2006 = 27 exceedance days
 - 2007 = 11 exceedance days
 - 2008 = 12 exceedance days
 - 2009 = 3 exceedance days so far

In 3.5 years = **53** exceedance days





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What are the Consequences?

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

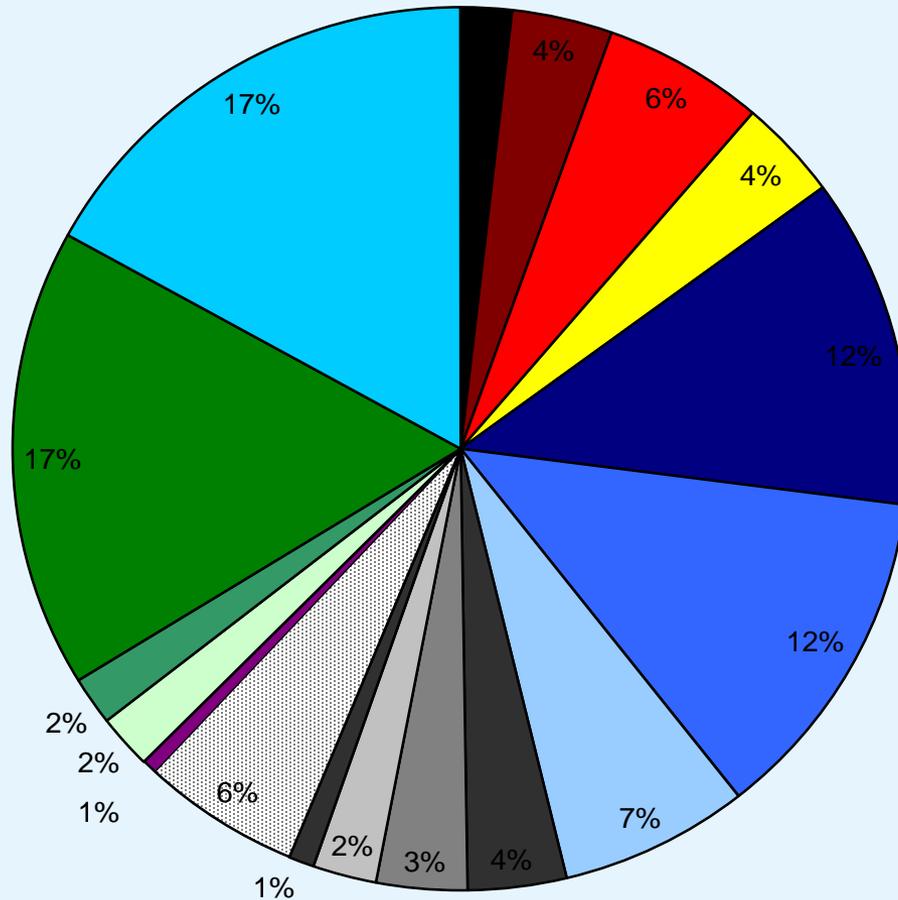
- Increasingly stringent air quality regulations
- The potential loss of federal highway funding
- Adverse health impacts



Coarse Particulate Emissions

2007 PM₁₀ Emissions with Committed Control Measures

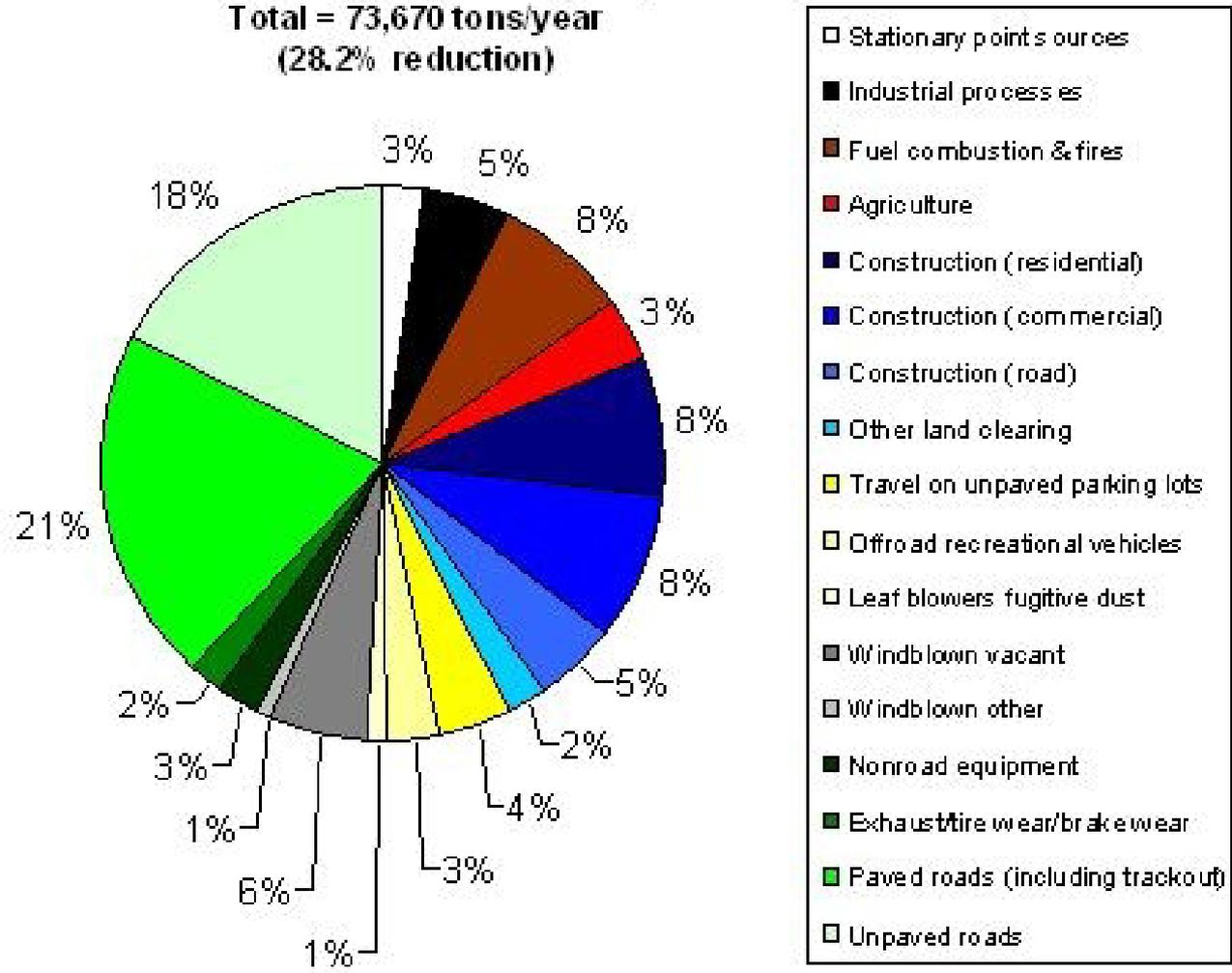
(PM₁₀ Nonattainment Area Total = 97,436 tons/yr)



- 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

Coarse Particulate Emissions

Figure ES-8
2010 PM-10 Emissions
with Committed Control and Contingency Measures
Total = 73,670 tons/year
(28.2% reduction)





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We are at Your Service

FOR MORE CONSOLIDATE
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 RAKE MORE

- 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



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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





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Workshop Survey Results

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RAKE MORE

- 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



Maricopa County
Air Quality Department

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- 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

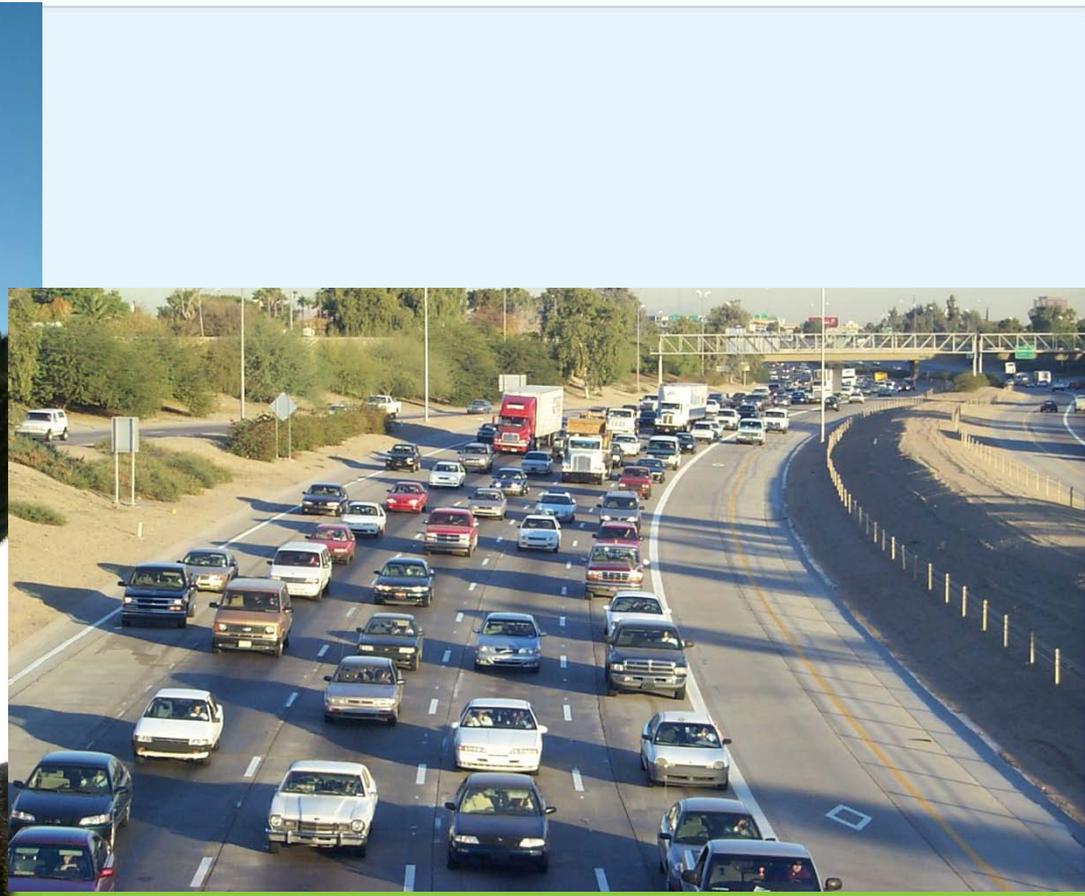


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Ozone Ahead

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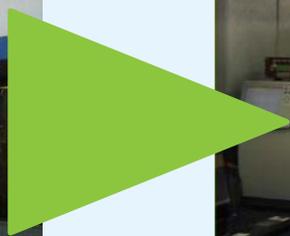
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Clean Air Make More Resources

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





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Public Outreach Resources

REUSE MORE CONSOLIDATE
 REUSABLE TOTE BAGS
 SAVE ELECTRICITY MORE
 REFUEL AFTER DARK
 RAKE MORE

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



- Website
- Widget
- Text alerts
- Eblast
- Communication



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Outreach Campaign

We all need to get involved!

DRIVE HYBRIDS MORE CONSOLIDATE
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- Policymakers
- Stakeholders
 - Healthcare Advocates
 - Environmental Advocates
- Industry
 - Trade Organizations
 - Businesses
- General Public



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Become the Clean Air Make More Ambassador

DRIVE HYBRIDS MORE CONSOLIDATE
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- 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!

FOR MORE CONSOLIDATE
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ELECTRICITY MORE
REFUEL AFTER DARK
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



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We can do this together!
Become our Partner

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