

*“Begin each day asking what thing
you could do differently that would
be good for the environment,
and good for you too.
And then do that thing.”*

-Sandra Postel

Fugitive Dust (PM₁₀) Outreach & Education Program

STAPPA/ALAPCO/EPA Meeting

Communicating Air Quality and Communities in Motion

December 1-3, 2004












**Pima County Department of
Environmental Quality, Tucson, Arizona**

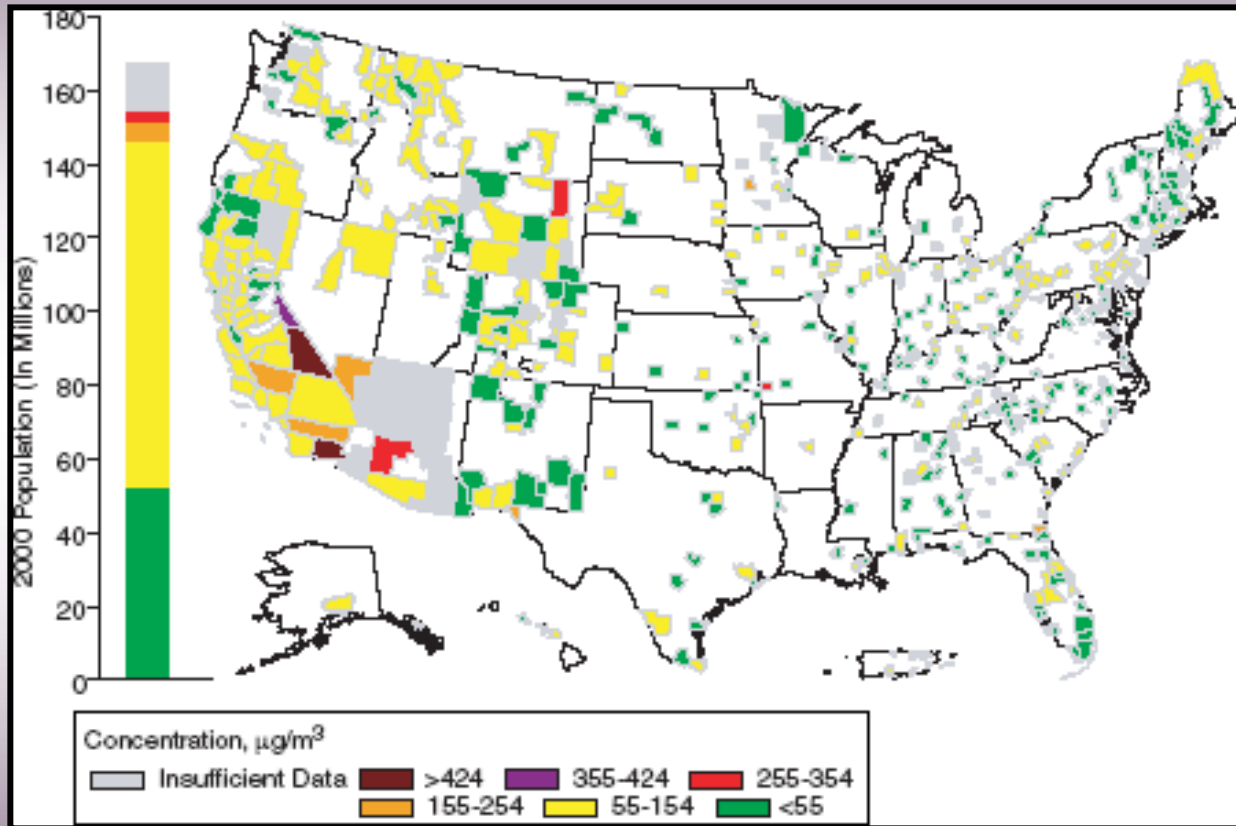
Beth Gorman, Program Manager

Karen Wilhelmsen, Program Coordinator

Agenda

-  Background information
-  PM₁₀ Outreach & Education
 -  Target Markets
 -  Materials Development
 -  Outreach Methods
 -  Media
 -  Program Evaluation
 -  Budget
-  Resources

PM₁₀ Problem in Western States



Highest second maximum 24-hour PM₁₀ concentration, 2001
Map courtesy of www.epa.gov/airtrends/pm2.html

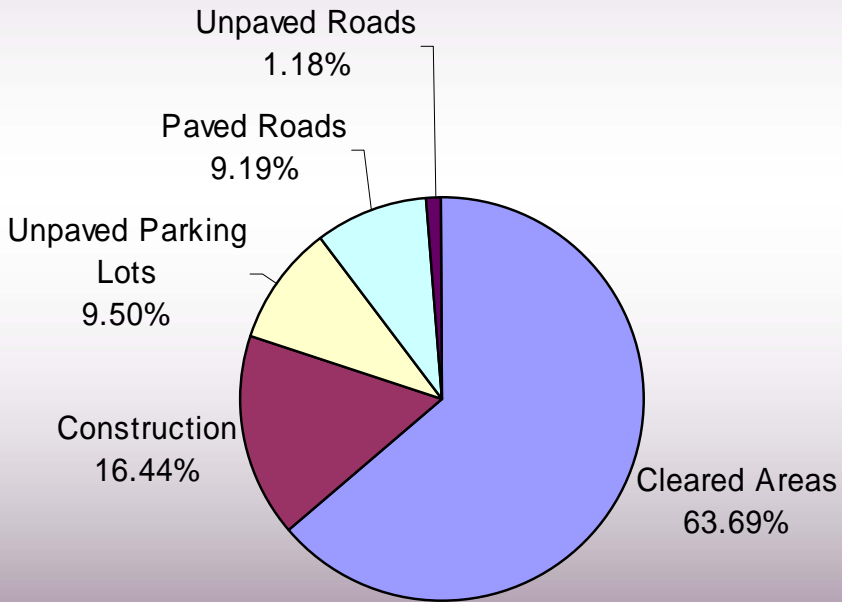
Pima County, Arizona Greater Tucson Area

- ▶ Pima County violated national air quality health standards for airborne dust (Particulate Matter, fugitive dust) in 1999 due to high winds and drought
- ▶ Non-Attainment vs. Natural Events Action Plan (NEAP)

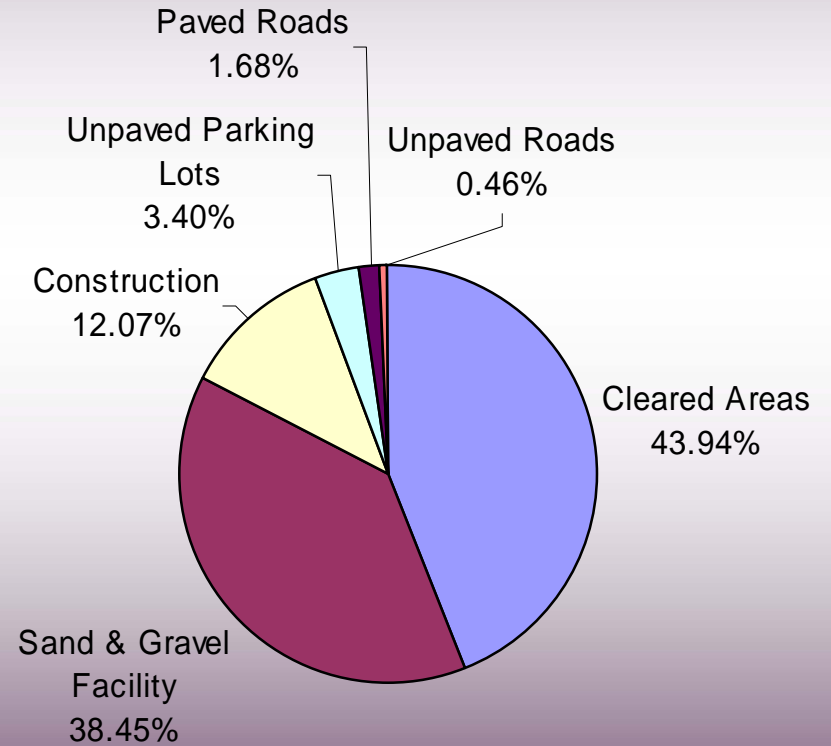


PM₁₀ Emissions Inventory

PM₁₀ at South Tucson Site

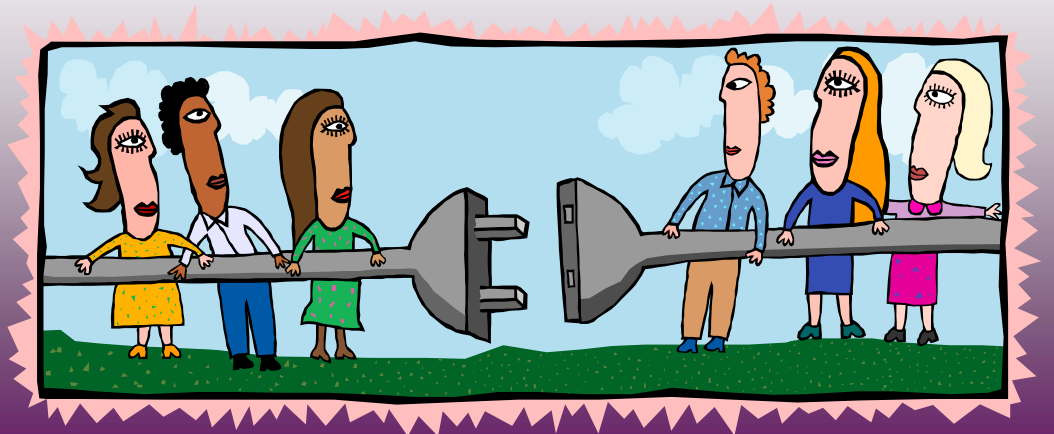


PM₁₀ at Orange Grove Site



NEAP Process

- ▶ NEAP stakeholders meetings 2000-2002
- ▶ Board of Supervisors approval Dec 2002
- ▶ Fee increase July 2003
- ▶ New inspectors, education program underway Sept 2003



Why Educate About PM10?

▶ Regulatory requirements

▶ ***HEALTH
EFFECTS***

▶ *Breathing
difficulties*

▶ *Heart attacks*

▶ *Premature
death*

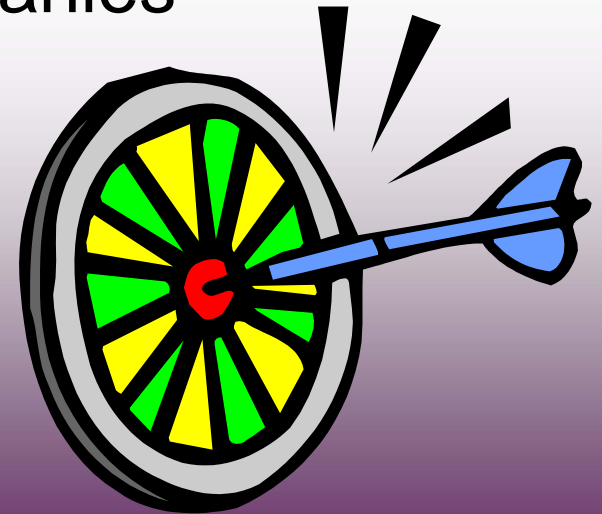


“Nothing strengthens the judgment and quickens the conscience like individual responsibility.”

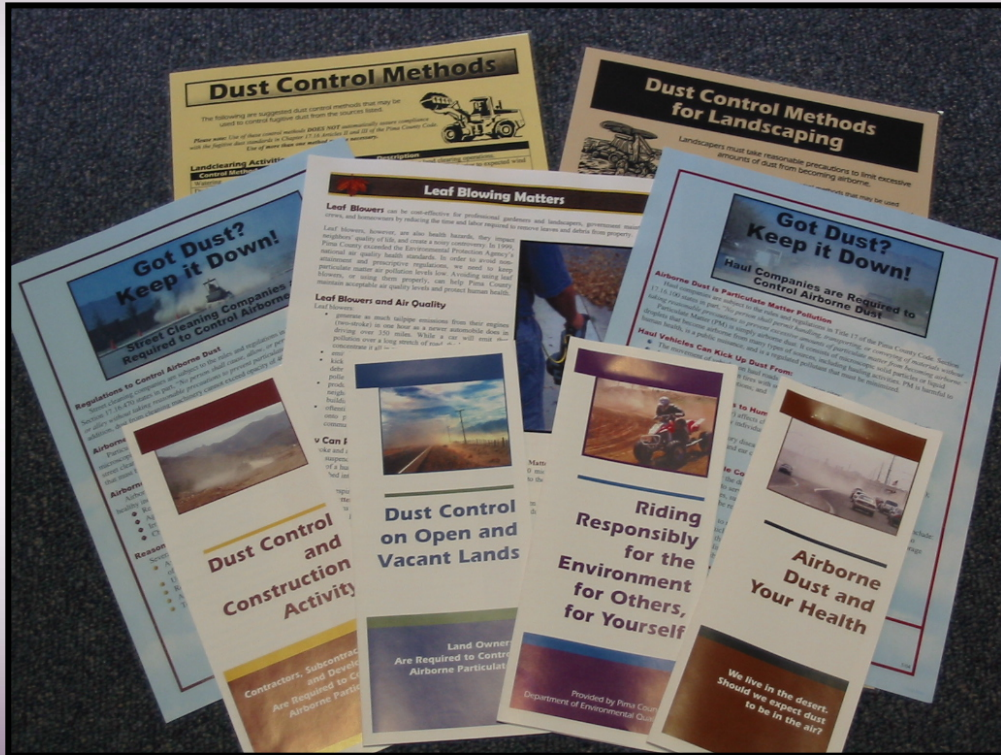
-Elizabeth Cady Stanton

Target Markets

- Landowners
- Contractors/subcontractors/developers
- Off-road vehicle enthusiasts
- Landscape companies, apartment complexes
- Haul and street cleaning companies
- Government agencies
- Schools/youth
- General public
- Media








Materials Development



Outreach Events

Direct Mail

-  Off-road vehicle clubs, sales & service shops, tour companies
-  Landscape companies
-  Hauling companies
-  Street cleaning companies
-  Government jurisdictions



Presentations

- Construction
- Landscape maintenance
- Building, homeowner associations
- City, county, state government
- Community groups
- School/youth groups



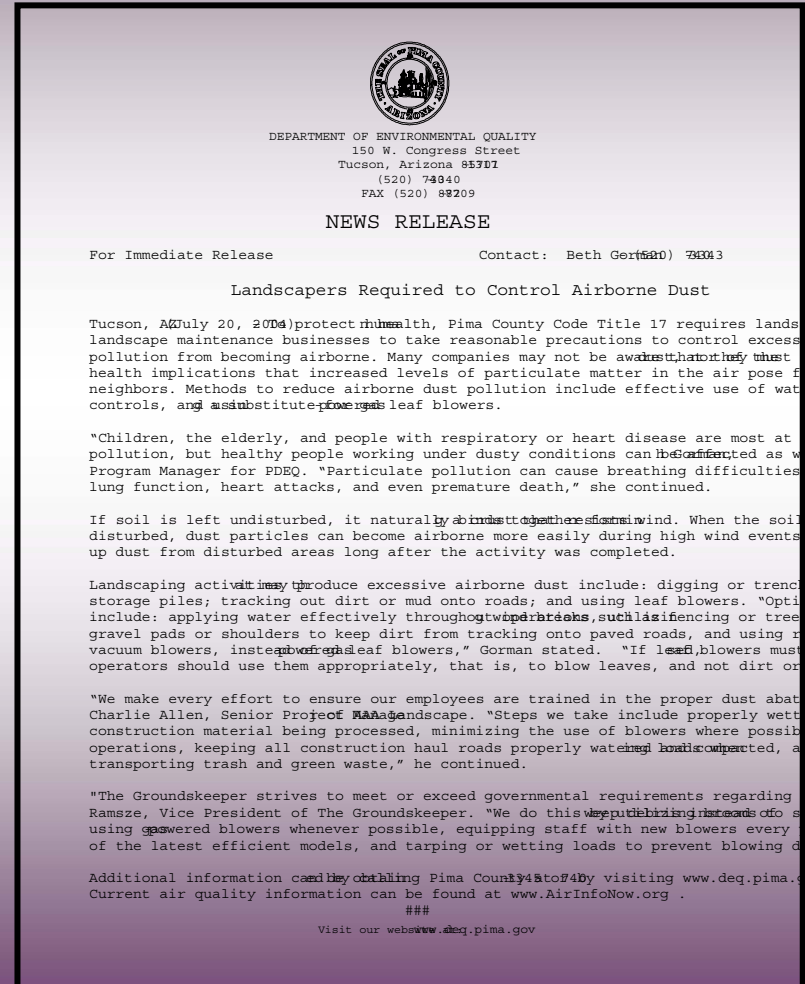
Booths at Community or Business Events

- Employee benefit's fairs at businesses
- Public Works events
- Community events like Earth Day, Clean Air Fair, sports & recreation events



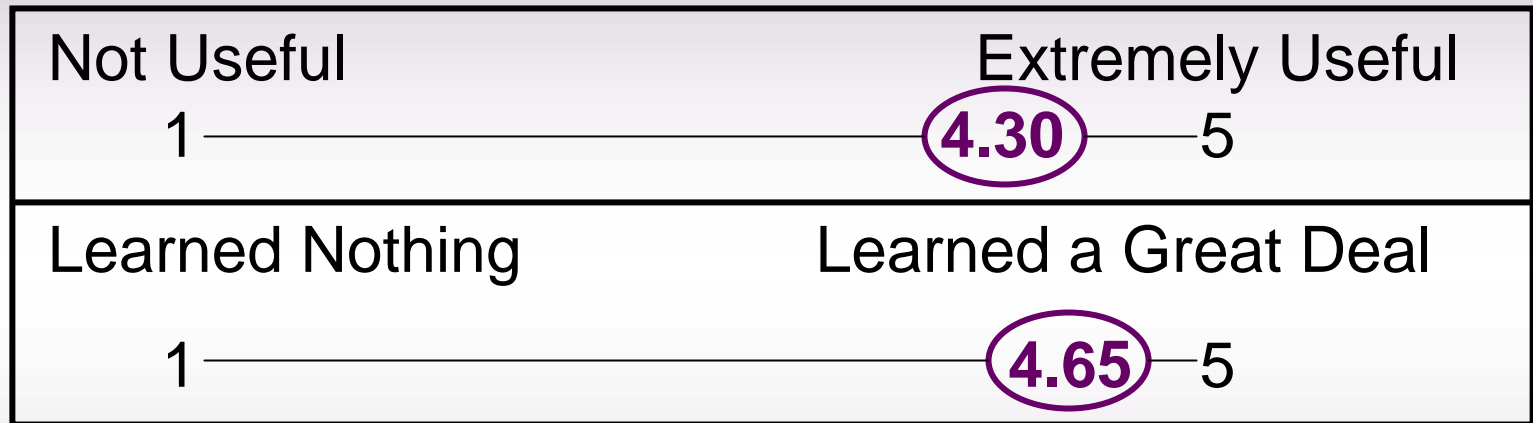
Media Involvement


- 🌱 News releases
- 🌱 TV interviews
- 🌱 Radio interviews
- 🌱 Newspaper articles
- 🌱 Newsletter articles
- 🌱 TV & radio commercials



Program Evaluation

Audience Surveys



 Research results: 42% public aware of PDEQ's efforts to reduce dust

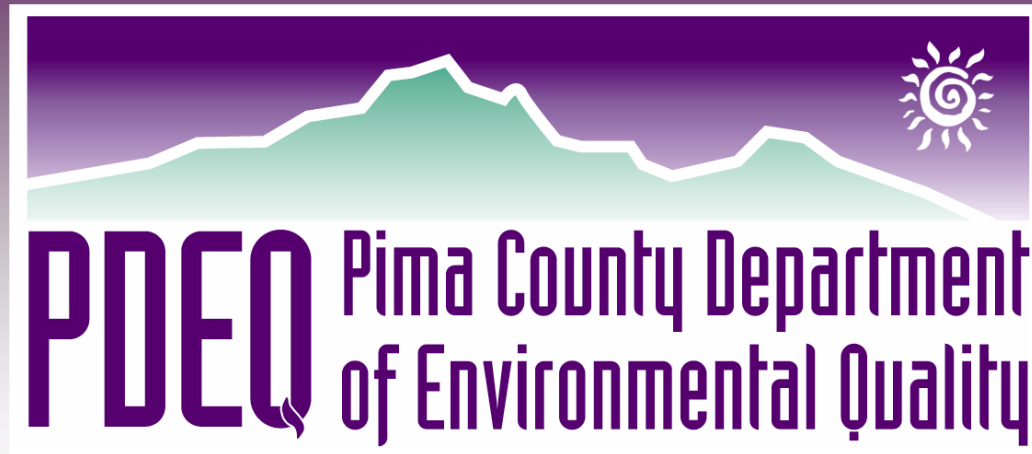
 No PM₁₀ exceedence since education program began

Budget

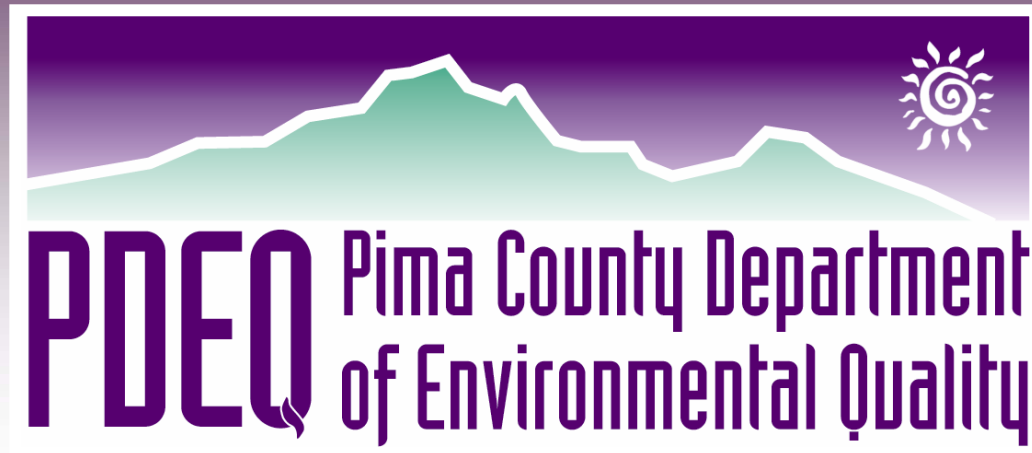
First Year Start-Up Costs

Item	Expense
Advertising	\$43,000
Educational Literature	\$11,000
Promotional Materials	\$5,500
Presentation Supplies	\$4,500
Personnel	\$60,000
Total	\$124,000

Resources



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www.deq.pima.gov/air/pcneap/Dust_info.htm

“You must be the change you wish to see in the world.”

-Mohandes Karamchand Gandhi