



**Pima County Department of Environmental Quality  
Clean Air Program (Voluntary No-Drive Day)**

**Ozone Public Outreach & Education Program**

- ◆ Issue news release to highlight the change of the air pollution “season” and focus education on the summer ozone season. Also remind public of availability of up-to-the-hour air pollution information on website and hotline.
- ◆ Sponsor events during the spring to encourage the use of alternative modes of transportation to reduce the vehicle emissions that lead to ground-level ozone.
- ◆ Provide air quality presentations throughout the summer to community groups and programs for students. Focus on the health effects of ground-level ozone and actions we can take to reduce emissions that form ozone.
- ◆ Memorial Day or 4<sup>th</sup> of July – issue news release to highlight problems associated with charcoal lighter fluid and other Volatile Organic Compound (VOC) emitting products.
- ◆ Work with the American Lung Association to publicize the annual “State of the Air” report and educate the public regarding the health effects of ozone and other air pollutants.
- ◆ Gas Cap Testing and Voucher Program – Targets VOCs emitted from faulty gas caps. Provide testing and vouchers as funding is available. Focus on areas where emissions testing is not required.
- ◆ Work with local media to encourage individuals to sign up to receive air quality advisories via email.
- ◆ Issue health/air pollution advisories when ozone levels are elevated. Work with American Lung Association to get interviews with medical spokespeople and individuals whose health is compromised when air pollution is high.
- ◆ Air TV and radio commercials as funding is available throughout the late spring and summer to increase general awareness and let public know what they can do to reduce air pollution.

For more information contact Pima County Department of Environmental Quality call (520) 740-3343.