

March 2009

**R Observe HPA R Refuel after dark  
R Carpool R Telework R Take Transit  
R Stay in for lunch R Combine trips**



For Immediate Release...

***High Pollution Advisory Season Is Just Around The Corner***

With warm weather approaching and ozone levels likely to reach unhealthy standards sometime during the summer months, your participation in the annual High Pollution Advisory Program is very important. And while so much is happening in State government, we cannot ignore the health impacts and concerns of the HPA season.

The unhealthy ozone that is created from sunlight, heat, and volatile organic compounds (emissions) is dangerous to breathe—especially over long periods of time. Certain segments of our population are more at risk. Here are some of the health risks of ozone:

- Increased hospital admissions for respiratory ailments.
- Repeated exposure can make you more susceptible to respiratory infection and lung inflammation.
- Most at risk are children - they are active outdoors and breathe in larger quantities of ozone per pound of body weight.
- Even low levels of ozone can be dangerous to outdoor workers such as construction and landscape workers.

The Arizona Department of Environmental Quality will be issuing weekly air quality forecasts to help residents with planning outdoor activities in advance. Capitol Rideshare will be communicating the weekly Air Quality Forecasts (AQF) to all agencies for dissemination to their employees. The information will also be communicated on our website, agency website links, and emails from Agency Travel Reduction Coordinators. ADEQ will also issue special Health Watches for sensitive populations when the air quality is near levels that may affect children, seniors, or persons with existing respiratory problems. These Health Watches will be issued through the general media.

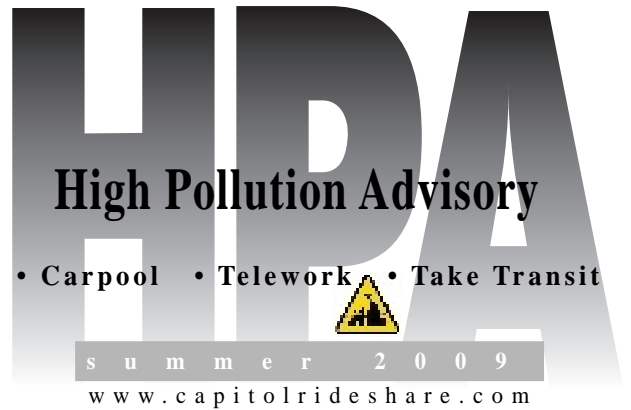
On High Pollution Advisory Days (HPAs), when we are likely to reach or exceed the federal standard, we need our state employees to use an alternate mode to get to work. Employees are urged to carpool, take transit, or telework. HPA signs will be posted at all agencies. During the ozone season (April 1 through September 30), if there is an HPA issued, State employees in Maricopa County will also be eligible to sign on to our website and enter the Summer Ozone Contest. They must use an alternate mode for each HPA day to be eligible. At the end of each month, recognition will be awarded to randomly selected recipients.

**We need your help!** Capitol Rideshare encourages you to participate in the High Pollution Advisory Program by reducing your commute; especially on High Pollution Advisory Days. If you are not already using an alternate mode of transportation, we want to encourage you to reduce your commute miles by carpooling, riding transit, or teleworking (if feasible). Even if you are only able to reduce your commute one day a week, it will make a difference. On High Pollution Advisory Days, please take immediate action and do not drive alone to work that day. Watch for posted signs and emails that will alert you. If possible, telework, bus, or carpool. Even if you are not a regular carpooler, perhaps you can find someone who you can share the ride with on High Pollution Advisory Days. And make sure you enter the drawing on our website that day! Capitol Rideshare can help you find someone to share the ride. Visit [www.capitolrideshare.com](http://www.capitolrideshare.com) and you can even do your own online matchlist!

Other warm weather pollution reducing actions include re-fueling your car after dark, not using drive-thru options, and bringing your lunch or eating at a cafeteria or restaurant within walking distance, thereby avoiding noontime driving. Make sure tires are properly inflated and your car is tuned up. Other activities for the High Pollution Advisory Program include participating in the Clean Air Campaign “Summer Clean Air Challenge” and other contests and information tables that will be conducted. Please, take the time this summer to help our quality of life and improve the air that we breathe.

If you have any questions about the High Pollution Advisory Program, please call Capitol Rideshare at 542-RIDE. With your help we can make a difference.

# Program Components



## **Air Quality Forecast**

Each Monday, agencies will receive the Air Quality Forecast (AQF) for the week via email from Capitol Rideshare to communicate to their employees.

## **HPA**

On days when ozone levels are in danger of reaching or exceeding the new health standard, a High Pollution Advisory (HPA) will be issued. Any day that an HPA is issued, travel reduction coordinators will be immediately notified. They, in turn, will notify their agency employees.

## **HPA Educational Campaign**

Information will be distributed in the March/April, May/June, and July/August editions of the Rideshare Review newsletter. Additional printed and electronic material will also be distributed.

## **HPA Online Contest**

During the ozone season (April 1 through September 30), if there is an HPA issued, State employees in Maricopa County will be encouraged to sign on to Capitol Rideshare's website and enter the Summer Ozone Contest. Employees are eligible to enter the contest each HPA day they use an alternative mode to replace the single occupant vehicle commute trip to work. At the end of each month, randomly selected recipients will be recognized.

## **Animated Monthly Emails**

Animated monthly emails will be distributed to agency Travel Reduction Coordinators and they, in turn, will send them to all employees in Maricopa County. The message will contain information regarding education and understanding of the HPA program, alternate modes, and ozone pollution.

## **Agency Website Information**

All agency websites will feature a direct link button (provided by Capitol Rideshare) to the Air Quality Forecast webpage on Capitol Rideshare's website.

## **Summer Clean Air Challenge**

The Clean Air Campaign will feature two Challenge Weeks. The first Challenge Week will be June 22-26 and the second Challenge Week will be July 13-17.

## **HPA Awareness Information Tables**

Whenever possible, awareness tables will be conducted at various agencies during the lunch hour or before work hours. Information about the HPA Program, ozone pollution, and alternate modes will be distributed.

## **General Collateral Materials**

A small media kit will be distributed to each agency newsletter editor and to each Travel Reduction Coordinator. The electronic kit will contain a sample article, artwork, logo, and general information about the HPA Program.

# HPDA

## High Pollution Advisory

- Carpool
- Telework
- Take Transit



s u m m e r 2 0 0 9

[www.capitolrideshare.com](http://www.capitolrideshare.com)