



PRINCE GEORGE'S COUNTY AIR QUALITY OUTREACH PLAN

PROGRESS UPDATE

07/23/08

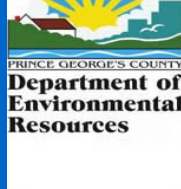


GOALS

- Increase County employees awareness and participation in air quality improvements
- Promote municipalities awareness & participation
- Improve public awareness & participation in air quality improvements
- Increase business community awareness of and participation
- Increase Awareness in County schools

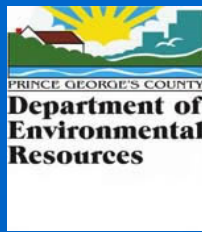


Goal 1: Increase Employee Awareness & Participation



Tasks:

- Determine a baseline on which to measure future progress (online Survey/Focus group)
- Develop customized messaging (Focus group)
- Develop County employee Participation programs
- Implement programs (\$\$\$\$\$)



Methodology

- Online Survey:
 - Approx 6,000 employees were invited to participate in online survey
 - Paper version of the survey also available
 - 1,565 employees for a response rate of 26%
- Focus Groups:
 - 5 focus group meetings held with key agencies



Objectives of The Survey & Focus Group

Gather input from employees regarding:

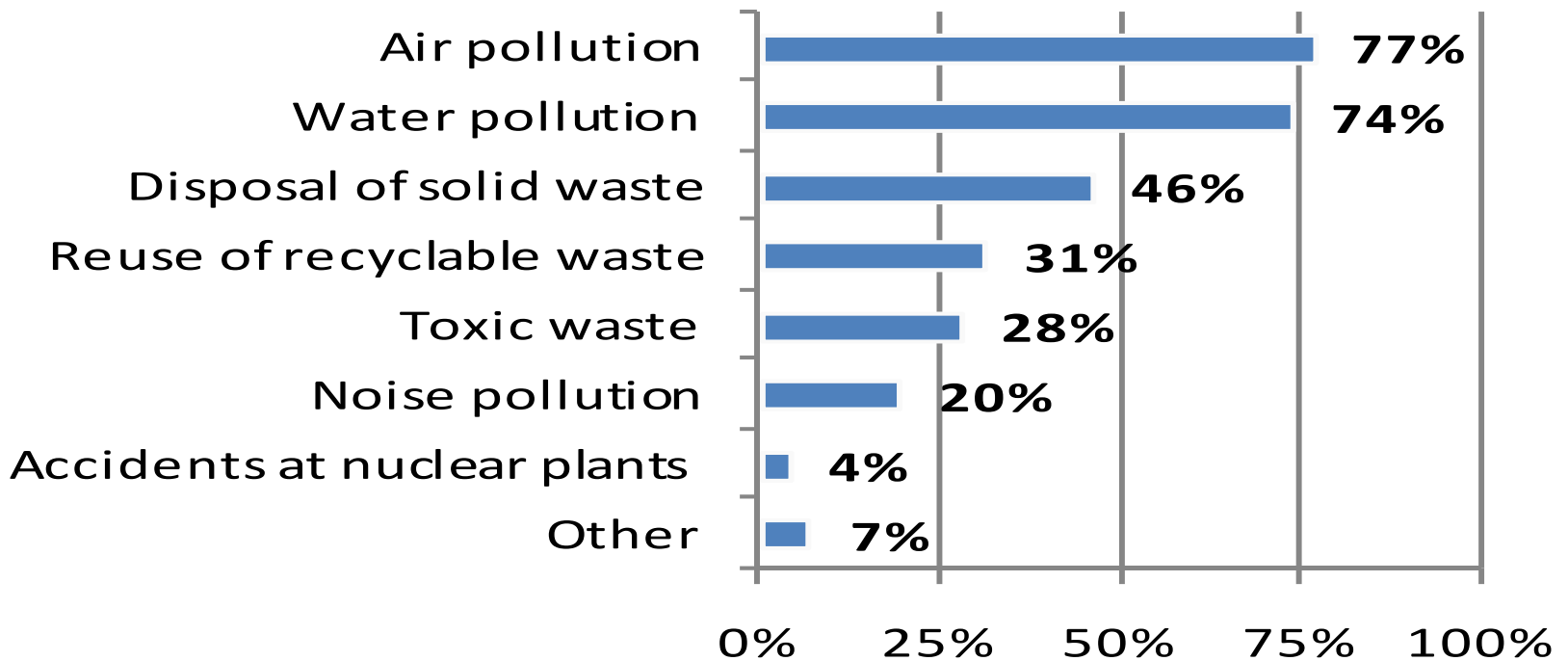
- Attitudes toward air quality
- Air Quality Action Day procedures
- Barriers and motivators for following Air Quality Action Day procedures
- Communication preferences for receiving air quality forecasts
- Preferences for air quality messages



Key Findings

■ Perception of Air Quality Issues

Top 3 Issues of *Most* Concern to Prince George's County Area (n=1558)

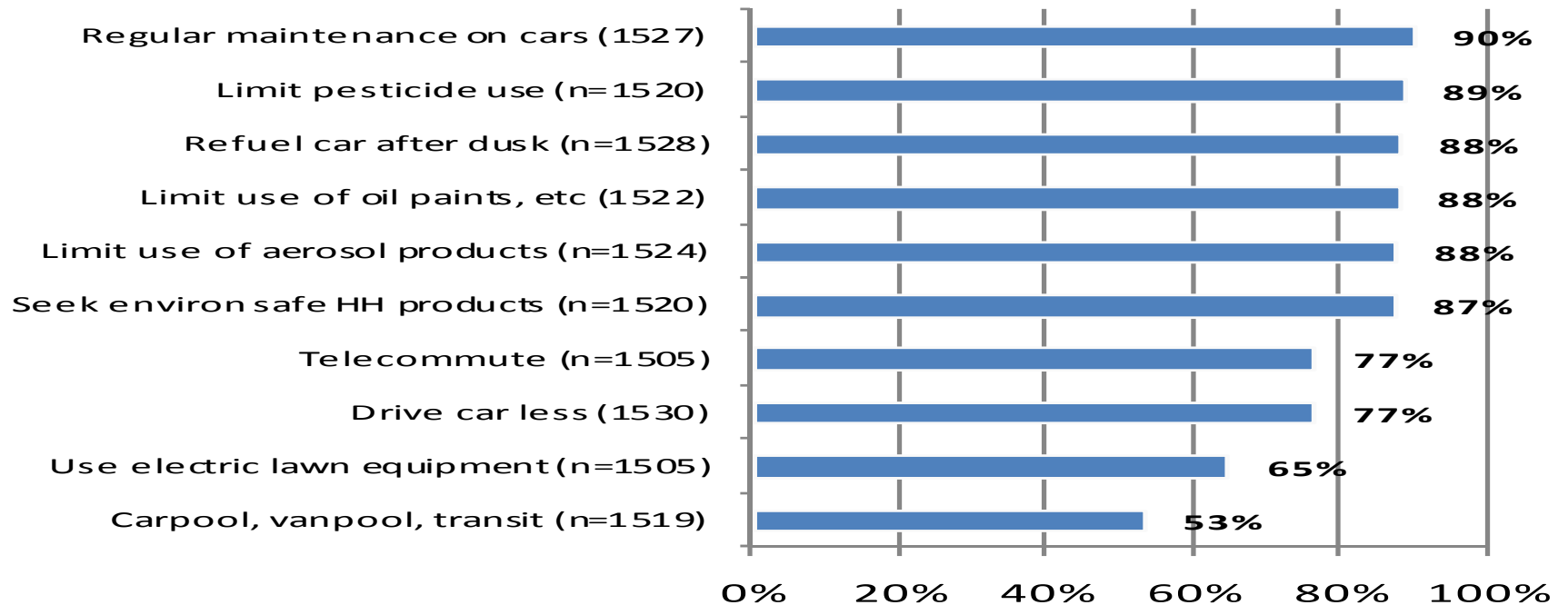




Key Findings

Willingness To Change Behavior

Those *Somewhat & Very* Willing to Take Actions to Reduce Air Pollution.



- Lack of support systems prevents employees from taking actions during air quality action days



Key Findings

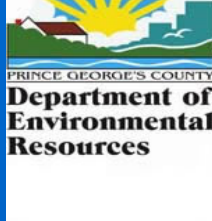


Motivators for Change :

- Providing Information on the Health Benefits of Improving Air Quality

Preferred messages

- short, direct, positive, and realistic.
- Emphasize the health benefits to individuals, their families and future generations



Next Steps

- Prepare employee outreach plan
 - short and long term goals, strategies and tactics