



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • JULY 1, 2020 – SEPTEMBER 30, 2020**

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 25%

Reimbursable Services Expense totaled \$69,321.33 and included:

- \$42,535.09– Labor with Fringe Benefit costs in July, August, September:
 - \$31,534.20– Labor expense
 - \$11,000.89– Fringe Benefit expense
- \$575.00 Other – membership in Association for Commuter Transportation
- \$26,211.24 - Administrative Overhead

SPECIAL NOTE -----

Due to the world-wide COVID-19 pandemic and associated social precautions, several PDEQ Voluntary No-Drive Day/Clean Air Program community activities were halted, modified or cancelled. Staff continued to move forward by maintaining, developing and distributing outreach materials to engage the community regarding reducing emissions related to vehicle miles traveled and air quality, especially ground-level ozone and particulate matter.

• GOAL 1: FRESH START COMMUTE SOLUTIONS PILOT PROGRAM -----

PERCENT OF WORK COMPLETED: 16%

WORK ACCOMPLISHED:

Our new Fresh Start Commute Solutions program is designed to reach new employees before their first day of work to share resources, information and enticements regarding alternate modes of transportation that can influence commute mode choices. This quarter, staff:

- Created a Gantt chart outlining tasks to complete this project successfully;
- Was welcomed by Pima County Human Resources to be part of the “on-boarding” package for new employees;
- Researched the potential to shorten the wait time between an employee’s transit pass sign-up date and the date the transit subsidy becomes active. Human Resources determined the process cannot be shortened, however, the Clean Air Program will purchase and distribute 30-day transit passes to help fill the time gap and encourage new employees to choose transit;
- Began creating an information sheet with links to alternate modes resources that will be included as a mandatory part of the “on-boarding” packet for new employees to review;
- Researched potential commuter management and rideshare services, including Ride Amigos and Metropia, to actively recruit new carpools. Upon continued research, staff learned that Pima County Department of Transportation has plans to develop a comprehensive regional approach

that integrates all mobility strategies within the next several years. Instead of pursuing a contractual agreement with a rideshare service, VNDD staff will pursue more timely and personalized carpool matching efforts, perhaps partnering with the City of Tucson.

- Secured an expert bike resource at the Pima County Health Department who will provide service to employees seeking advice on safe routes and other bicycle inquiries.

• **GOAL 2: DEVELOP OUTREACH REGARDING HEALTH IMPACTS OF O₃ AND PM-----**

PERCENT OF WORK COMPLETED: 25%

WORK ACCOMPLISHED:

EXPAND RELATIONSHIPS WITH SCHOOLS

- **Potential Collaboration with Tucson Unified School District (TUSD)**
Discussions and plans to reach VNDD messaging throughout TUSD schools were held earlier this year. Planning meetings are expected to continue into the future, however, the coronavirus has impacted school operations significantly, and it is currently unclear as to when and how our materials and program might reach this target audience.
- **Pima County Superintendent of Schools**
Staff met with Pima County's School Superintendent, Dustin Williams, to discuss collaboration opportunities. Superintendent Williams showed keen interest in STEAM-related educational materials developed by PDEQ/Clean Air Program (CAP) staff, including the Desert Colors activity booklet. Strong potential was established for a CAP/Pima County Schools partnership to co-sponsor the next printing of Desert Colors. The CAP activity booklet is in close alignment with Pima County Schools' STEMAzing Project goals. Teachers are invited to add Arizona State Standard-approved lessons to enrich Desert Colors as a teaching tool for elementary and middle school students.
- **Cooper Center for Environmental Learning**
In December, staff was approached by an instructional specialist with the Cooper Center who is developing a program for high school students regarding air quality. They are using PDEQ's Clean Air curriculum. The instructor was in contact to ask permission to use the content in their new program and if we could review the content with them and update if needed. Our meeting to review the materials with the Cooper Center was scheduled for April 10 and was postponed due to coronavirus restrictions.
- **University of Arizona**
Staff worked with a professor and a studio producer to provide a recorded presentation for the University's ENV5 195A class, Careers in Environmental Science. Staff had presented in-person for several semesters, and the recorded format will allow more flexibility in reaching students. This will prove helpful as some classes have moved on-line due to the COVID-19 pandemic. Our presentation addresses the function of PDEQ, details about the VNDD program, information about air quality, and the speaker's educational and professional journey.

EXPAND RELATIONSHIPS WITH SMALL BUSINESSES

Staff maintains a relationship with the Downtown Tucson Partnership (DTP) and works with them to promote special VNDD events as warranted and re-supply with Clean Air Program literature. DTP is a non-profit 501 (c)(6) corporation created to implement enhanced municipal services for the Downtown Business Improvement District. Included in their services is marketing and promotions to 60 downtown businesses. DTP is working with VNDD to assist in providing winners of the #ThisIsCleanAir Photo Challenge a prize of gift cards to downtown businesses.

DETERMINE OPTIMAL WAYS TO ENGAGE TARGET AUDIENCES

As in-person community events have been cancelled or moved to remote platforms due to the COVID-19 pandemic, staff is engaging more frequently in online presentations, virtual events and “hands-off” activities. Staff worked on the following projects this quarter:

- #ThisIsCleanAir photo challenge via social media and new webpage;
- Online presentations: UofA ENVS 195A and Annual Youth and Peace Conference;
- Contributed materials for Public Library *DIY To Go* packets for families;
- Strengthened our [EcoKids](#) and [Public Service Announcement](#) webpages with links to more PDEQ worksheets, videos and links to other activities;
- Initiated air quality-related videos with Youth On Their Own; and
- Signed up as a vendor and developed an online “booth” for the virtual Pima County and City of Tucson Health and Wellness Fair to be held in October.

• GOAL 3: COMMUNITY-WIDE EVENTS & ACTIVITY -----

PERCENT OF WORK COMPLETED: 25%

WORK ACCOMPLISHED:

#THISISCLEANAIR PHOTO CHALLENGE

Staff created and hosted this new online event that invited Pima County residents to submit photos and captions describing actions they take that help reduce motor vehicle miles traveled. The intent is to engage the community, recognize their clean air actions, and inspire others to also act in clean air ways. To entice participation, the first prize winner receives a \$50 gift card to a downtown Tucson business, \$25 of which is to be paid for by VNDD grant funds with the remaining funded by another PDEQ program.

Staff brainstormed initial ideas with staff of Valley Metro who has expertise in promoting events via social media. Staff also worked closely with Pima County Communications Office to develop logo artwork, for assistance with paid social media advertising, and brainstorming an effective photo voting format. Staff created a [#ThisIsCleanAir webpage](#) and promoted the challenge via social media, a news release, paid advertising and articles.

A 15-second advertisement was created and aired on KOLD-TV and on the new PDEQ webpage. Four digital banner ads were also created and used on KOLD social media platforms throughout the month of September. The event was also promoted on KOLD’s September 3 5:00 a.m. and 6:00 a.m. morning news shows. Additional media, including KGUN TV-9 and SignalAZ.com, also promoted the challenge in response to the news release.

The challenge was held in September and we received 32 photographs from 26 participants depicting skateboarding; bicycling; carpooling; Sun Tran, Sun Link and Cat Tran transit; use of electric vehicles; riding horses; and how dogs influence their human’s behavior in support of healthy air. Staff will choose the top several photos and submit them for public vote in October.

The challenge may be held multiple times throughout the year, as resources allow, with changing themes to help maintain conversation in the community about air quality issues.

TUCSON SHARED STREETS PROGRAM

Staff worked with Living Streets Alliance (LSA), Pima County Department of Transportation, and the City of Tucson Department of Transportation and Mobility on a pilot *Slow Streets (a.k.a. Shared Streets)* program which temporarily reconfigures neighborhood streets to support social distancing, encourage physical activity and reduce motor vehicle use, while giving more space for residents to safely walk, bike and run.

Staff assisted with pre-program data collection documenting traffic, pedestrian and bicyclist usage including vehicular speed. Also, staff coordinated the purchase and delivery of safety lights, cones, barricades and signage for traffic calming near Ochoa Community School and Mission View Elementary in South Tucson.

LSA, with CAP staff support, plans to engage local families to create artistic signage and street murals to further encourage traffic calming. In addition, Mobile Bike Repairs and other events will be planned throughout the program period. The COT and LSA Slow Streets Programs are projected to continue into 2021.

SUPPORTING COMMUNITY PROGRAMS TO ENHANCE NO-DRIVE DAYS GOALS

VNDD staff works with many groups to incorporate No-Drive Days efforts throughout the community.

- **Arizona Department of Environmental Quality**

PDEQ staff continued to promote the Arizona Department of Environmental Quality five-day air quality forecasts for the Pima County region for ground-level ozone and coarse particulate matter. It is intended to not only ask people to avoid driving, especially with single vehicle trips on high pollution days, but also to provide warnings to people who might have health issues associated with elevated levels of air pollution and providing time for people to make plans in addition to not driving that could help keep air quality in a healthy range when it is forecasted to be unhealthy. The forecasting service was promoted via social media, in news releases and on a link on the main page of PDEQ's website.

Staff acquired permission from ADEQ to post their video about ozone, which is uploaded on PDEQ's [Understanding Ozone](#) webpage.

- **City of Tucson Department of Transportation & Mobility**

Staff met virtually with the City of Tucson Travel Demand Management program to brainstorm ideas for increased regional TDM coordination and share resources regarding alternate modes of transportation promotional opportunities. We discussed potential collaboration on carpool and Slow Streets programs, and the dream of installing a rent-free commute center where alternate mode users would have access to bike repair and lock-up areas, showers, and commuter information and resources.

- **Green Valley Community**

Staff represented Pima County DEQ at the Green Valley Council meetings to keep the committee updated on air quality issues. Presentations on air quality issues are given each meeting and questions about local concerns are addressed. This involvement has strengthened rapport with the Green Valley community and has proven helpful when reaching out to the at-risk population on sensitive issues, such as air quality and mining activity. After being curtailed in early 2020 due to the pandemic, meetings are starting up again.

- **Living Streets Alliance**

The Living Streets Alliance (LSA) is a 501(c)(3) organization established to promote healthy communities by empowering people to transform streets into vibrant places for walking, bicycling, socializing and play.

Cyclovia Tucson:

Spring and fall 2020 events cancelled due to COVID-19.

Bike Valet Program:

- Free, conveniently placed bike racks at community events encourages participants to leave cars at home and use bicycle transportation to venues;
- VNDD staff provided funding for the purchase of bike racks during Fiscal Year 2014-2015 that continue to be used;
- The bike racks were not utilized this quarter as events throughout the community were cancelled or not planned due to COVID-19.

Shared Streets:

- Staff initiated a collaboration with LSA on a pilot “Shared Street” project in the South Tucson area to reduce vehicle traffic, improve safe accessibility for resident families and to encourage neighborhood walking and bicycling. Discussions continue with City of Tucson to partner on their Slow Street project in January of 2021. Data will be collected to reflect changes in vehicular, bicycle, and pedestrian trips before and after the projects.

● National Weather Service

Staff collaborates with the National Weather Service (NWS) to provide air quality information to the public. The partnership provides timely reports that warn the public of potential or existing airborne dust and ozone issues and include a health impact statement to protect the public. When NWS issues air quality alerts the message also includes information about the availability of air quality information on the PDEQ website.

● Pima Association of Governments

Pima Association of Governments (PAG) is a metropolitan planning organization and an association of local, state and tribal governments working on regional planning for transportation, watershed, air quality and economic vitality in Pima County. CAP staff provides on-going support to PAG concerning the reduction of vehicle miles driven by commuters.

Activity Inventory Report:

Staff gathered data from Human Resources, Facilities Management and PDEQ’s Travel Reduction Program to provide information and data for PAG in this annual report. Travel reduction services and resources for Pima County employees was documented and submitted.

Travel Reduction Employee Survey:

Staff prepared to promote this annual survey for Pima County employees which will take place during the month of October. Staff submitted an eScoop article, requested the Communications Office to distribute an email blast directly to employees, secured support from Human Resources to reach Department Personnel Representatives in each department, updated the TRP intranet site with the survey link and password, prepared emails to promote the survey, and compiled a fun sheet of jokes to act as an incentive for employees to take the survey.

Air Quality Subcommittee:

VNDD staff will continue to work in partnership with PAG. PDEQ staff chaired the meetings for over fourteen years; helped develop agenda with informative speakers to educate members about air quality issues and concerns; and provided presentations regarding various air quality subjects.

Travel Reduction Task Force:

Jurisdictional representative and Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County. Provide information to the Task Force when requested by PAG.

Pima County's Travel Reduction Program (TRP):

Promoted alternate modes of transportation to approximately 7,000 Pima County employees via newsletter articles, intranet site, *Commute Trips & Tips* Facebook group, and Reduced Emissions and Air Pollution (REAP) rewards program.

- **Pima County Government Departments**

Environmental Quality

- With reimbursement funding from the PDEQ Director's Office, staff operates a *Guaranteed Ride Home Program* for Pima County employees. This helps to encourage and serve employees who use alternate modes of transportation for their work commutes by providing a reimbursable ride home if they are without a personal vehicle and a crisis or emergency happens. Eighty-nine Pima County employees are registered for this program, and one emergency ride costing the PDEQ Director's Office \$17.05 was taken this quarter.

Health Department

- Bicycle and Pedestrian Program: Promoted on-line and paper maps of bike routes and The Chuck Huckelberry Loop non-motorized pathway, employee bike-share program, and related literature to the general public and Pima County employees.
- VNDD staff continued to work with the Health Department's Principal Investigator of the Racial and Ethnic Approaches to Community Health (REACH) program. VNDD and REACH staff have mutual interest to promote The Loop, a 131-mile car-free shared path in Tucson. CAP staff provides on-going planning input to expand accessibility and use of The Loop. When in-person events are scheduled again, staff will participate.

Human Resources

- Travel Reduction Program presentations at New Employee Orientations were temporarily cancelled due to COVID-19 safe distancing restrictions and a hiring freeze. HR is in the process of restructuring the orientations, which will likely resume in January 2021 and be held virtually via Microsoft Teams.
- Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the HR Benefits program. Fares continue to be free through 2020 to protect drivers and passengers on Sun Tran vehicles during COVID-19 precautions. No bus passes were sold to employees this quarter, however, some employees continue to ride, and the resource is promoted in our TRP materials.
- Staff continued conversing with Pima County Human Resources regarding the possibility of increasing employee transit ridership once it is sensible to promote transit again. The VNDD program intends to offer an initial free 30-day bus pass to those who commit to take transit for their work commutes.
- The VNDD program will be included in the new employee on-boarding program as soon as materials are developed. Staff is working on a resource sheet that new employees will be required to review prior to their first day at work. The resource will encourage them to use alternate modes for work commutes before they start driving to work in their personal motor vehicles.

Natural Resources, Parks and Recreation

- Normally, materials promoting the Chuck Huckelberry Loop multi-use, car-free path are distributed at outreach events and the *Use the Loop for Your Commute* flyer and maps are available at new employee orientations for Pima County employees throughout the year. Due to the cancellation of events and presentations in response to COVID-19 restrictions, staff relied on social media to promote The Chuck Huckelberry Loop and encouraged people to use this car-free pathway for travel purposes.

Office of Sustainability and Conservation

- Staff contributes to the Alternate Fuels Chapter of the Sustainability Action Plan for County Operations. This subcommittee is dedicated to reduce miles driven, improve efficiencies, and reduce emissions from the fleet of vehicles used by Pima County employees. Key participating departments on the subcommittee include Fleet Services, Environmental Quality, Human Resources, Facilities Management, and others as topics warrant.
- The team is working on projects to reduce emissions by decreasing employee vehicle idling and providing services to make using alternate modes more amenable. An idle reduction program for Pima County departments and employees is implemented, with data acquired from GPS units installed in most County fleet vehicles. Promotional *Idle Less* bookmarks continue to be distributed and GPS data reports are sent to department heads monthly for internal use.
- **Sun Tran and Sun Link Streetcar Transit Services**
 - Staff promoted transit services to Pima County employees and the general public by providing on-line resources, social media messaging, and updates regarding transit services to Pima County's Travel Reduction Program transit list serve.
 - Sun Tran donated \$10 value-loaded SunGO transit passes to encourage Pima County employees to use transit for work commutes. Staff provides the identification numbers of the distributed cards so that Sun Tran can track their usage through time and assess the effectiveness of the promotion. The passes are distributed at New Employee Orientations and with responses to employee inquiries. Since we were not able to provide presentations this quarter, no passes were distributed.
- **Tucson Audubon Society**
 - Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society (TAS) to distribute the desert conservation poster, *Desert Dwellers Know – A Celebration of Byrd's Words*. TAS staff include the poster and activity book, *Desert Dwellers Know Desert Colors*, on their gift shop's webpage. A series of facts, questions and academic challenges in the activity book helps adhere this piece to core STEAM (science, technology, engineering, art and math) principles for easy integration with elementary school classrooms. Proceeds from the sales are used for future *Desert Dwellers Know* educational projects and for reprinting the poster and activity book.
- **Tucson Clean & Beautiful**
 - Staff serves on the Board of Directors of Tucson Clean & Beautiful and shares information regarding No-Drive Days goals and special events as appropriate.
 - TCB has a very active "Trees for Tucson" program that staff helps to promote for the many air quality benefits provided by shade trees. PDEQ coordinates with them to encourage the planting of low VOC emitting trees to reduce precursor emissions for ozone.

REPORTS OR DATA PRODUCED:

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE USE OF TRANSIT:

- Average round-trip commute miles for Pima County employees (October 2019 TRP survey): 24.6
- Transit passes sold during the fourth quarter: 0
 - Public transit passes were not for sale this quarter due to COVID-19 interruptions, however, Sun Tran's bus boarding tracking system estimates that 72% of regular Sun Tran bus riders continued riding Sun Tran at no charge. Accounting for a reduced fleet and low ridership on Sun Express busses, an estimated 25% of passengers on express routes continued riding. Using Sun Tran's statistics, we estimate 117 employees continued taking public transit each month this quarter.

- Accounting for holidays and vacation days and assuming alternate modes were used three days per week for 13 weeks this quarter:
 - Single-occupied vehicle driving miles reduced: 112,250
 - Pounds of air pollution and greenhouse gas emissions reduced: 95,940

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE GUARANTEED RIDE HOME PROGRAM:

- Employees currently signed up for this program: 89
- New registrants this quarter: 2
- Claims for reimbursement: 1
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 121,186
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 103,578

EMISSIONS REDUCTION FROM #THISISCLEANAIR PHOTO CHALLENGE:

Part of the ask was that participants provide the number of vehicle miles reduced per week by using alternate modes or otherwise reducing miles traveled. About half of the entries did not include this data.

- Participant claims of miles reduced per week: 738
- Miles reduced this quarter if weekly miles reduced were throughout quarter: 9,594
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 8,200

CAMPAIGN STATISTICS FROM #THISISCLEANAIR PHOTO CHALLENGE ADS ON KOLD.COM:

- Audience targeting: 83,300
- Static display ads, impressions: 100,000
- Email blast to KOLD subscribers: 28,000
- Facebook news feed ad impressions: 100,000
- Facebook post about the contest, followers: 285,000
- Pre-roll on KOLD.com, impressions: 40,000

• GOAL 4: PRESENTATIONS & IN-DEPTH INTERVIEWS-----

PERCENT OF WORK COMPLETED: 26%

WORK ACCOMPLISHED:

Staff creates, customizes, updates and delivers presentations to a wide range of audiences to educate and create greater awareness about air quality issues and no-drive actions that can be taken to reduce emissions and keep the air healthy to breathe.

Two presentations were recorded during this quarter and seven in-depth interviews were provided to the media. Additional virtual presentations are scheduled for the second quarter.

REPORTS OR DATA PRODUCED:

Presentations			
Date	Location	# Presentations	# Attendees
17-Sep-20	Annual Youth & Peace Conference - Recording, YouTube post	1	12 views
22-Sep-20	UofA ENVS 195 A class - recording for use at future date	1	Not available
TOTAL		2	12

In-Depth Interviews		
Date	Location	# Interviews
29-Jul-20	Eastern AZ Courier - mines and air quality	1
18-Aug-20	KOLD-TV - wildfire smoke	1
20-Aug-20	Green Valley News - mining compliance and air quality	1
24-Aug-20	AZ Daily Star / Tucson.com - wildfire smoke emissions and ozone	1
26-Aug-20	AZ Daily Star - air quality and health	1
8-Sep-20	KOLD-TV - hazy skies	1
22-Sep-20	TV Azteca - #ThisIsCleanAir photo challenge, Spanish	1
TOTAL		7

* Listener data not available.

● GOAL 5: DEVELOPMENT OF INFORMATIONAL MATERIALS -----

PERCENT OF WORK COMPLETED: 85%

WORK ACCOMPLISHED:

Staff developed news releases, promotional materials, advertisements, and articles to educate the public and encourage No-Drive Days and emission reductions.

NEWS RELEASES & MEDIA EXPOSURE:

Staff developed and distributed eleven news releases this quarter, including four Air Quality Health Watches and three High Pollution Advisories. A list of news releases distributed is provided below.

- **Air Index Now Information**

The media can obtain real-time Air Quality Index (AQI) information from PDEQ's website, www.pima.gov/deg. This information is published daily in local newspapers and on media websites. In addition, KVOA-TV, KOLD-TV, and KGUN-TV news programs normally incorporate the AQI into their weather report when advisories occur. The media can also access AQI data and five-day air quality forecasts from ADEQ.

- **News Stories**

At least 29 news stories or announcements related to No-Drive Days messaging reached thousands of community members via a variety of news stations, websites, newspapers, magazines and newsletters. In addition, #ThisIsCleanAir photo challenge was also promoted via KOLD display ads, email blast to subscribers, Facebook news feed and Facebook posts.

#THISISCLEANAIR PROMOTIONAL MATERIALS

A new [webpage](#) and branding image was created to facilitate the #ThisIsCleanAir photo challenge this quarter. A 15-second advertisement was also created and aired on KOLD-TV and on the new webpage. Four digital banner ads were also created and used on KOLD social media platforms.

DESERT DWELLERS KNOW DRIVE LESS STICKERS

Artwork for two stickers promoting rideshare and walking was finalized. Sample stickers were printed and provided for review. These are the first of four anticipated drive-less stickers that will focus on different alternate modes of transportation. Printing for mass distribution is on hold until all the artwork is received and finalized for a full spectrum of alternate mode stickers that can be placed on water bottles, notebooks, and other items.

AIR VIDEOS

VNDD staff met virtually with staff of Youth On Their Own to utilize young adults in their Ambassador program to create a variety of short videos regarding local air quality issues. The Ambassadors will be paid a modest stipend, and PDEQ will own the informational videos to share online, via social media and in future presentations.

A proposal description was drafted and fillable proposal and storyboard forms were created. Staff is working with the Pima County Attorney's Office to draft up a contract between the two agencies.

ARTICLES WRITTEN

- **PDEQ Internet**

Ten articles based on VNDD news releases were posted on the PDEQ website this quarter. The articles shared information about the ozone season, health watches and high pollution advisories, #ThisIsCleanAir photo challenge, re-designating Ajo as in attainment status, clean air tips for the Labor Day holiday and smoke for California wildfires tainting Tucson's view.

- **eScoop Newsletter**

Articles were published in four issues of the eScoop, which is an internal newsletter for thousands of Pima County employees. Topics include reducing emissions while driving, alternate mode commute tips amidst COVID, #ThisIsCleanAir, and alternate mode commuter benefits for employees.

REPORTS OR DATA PRODUCED:

News Releases to the General Media and Subscriber Groups	
Date	Title
4-Aug-20	Pima County 2020 Ozone Season Update
21-Aug-20	Air Quality Health Watch Issued for Pima County (ozone)
24-Aug-20	Air Quality Health Watch Issued in Pima County (ozone and particulates)
25-Aug-20	PDEQ issues High Pollution Advisory (ozone and particulates)
25-Aug-20	ADEQ/PDEQ High Pollution Advisory (ozone)
26-Aug-20	High Pollution Advisory has been issued in Pima County (ozone and particulates)
27-Aug-20	Air Quality Health Watch has been issued in Pima County (ozone and particulates)
28-Aug-20	Air Quality Health Watch has been issued in Pima County (ozone and particulates)
1-Sep-20	PDEQ Launches #ThisIsCleanAir Photo Contest
4-Sep-20	Ajo Planning Area officially re-designated as meeting EPA air quality standards
4-Sep-20	ADEQ announced US EPA approved re-designation of Ajo planning area in meeting particulate matter standards
4-Sep-20	Try these clean air and money saving tips for Labor Day weekend
8-Sep-20	Smoke from California wildfires taint the view

Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity		
Date	Media	Subject
1-Jul-20	eScoop	Reduce unhealthy emissions while driving
7-Aug-20	eScoop	Workplace safety begins with the commute
9-Aug-20	SignalAZ.com	Pima County 2020 ozone season update
17-Aug-20	pima.gov/covid-19-employee-resources	Workplace safety begins with the commute
18-Aug-20	KOLD-TV News 13	Air quality declines as fires burn in Arizona, surrounding states
21-Aug-20	KGUN 9	Ozone pollution triggers air quality health watch in Pima County
21-Aug-20	KOLD	Air Quality Health Watch issued in Pima County
21-Aug-20	eminetra.com	Ozone pollution triggers air quality health watch in Pima County - Tucson, AZ
24-Aug-20	KGUN 9	Air Quality Health Watch issued for Pima County Aug. 24

25-Aug-20	KGUN 9	Why southern Arizona skies are so smoky
25-Aug-20	KOLD 13	Pima County DEQ issues high pollution advisory for Tucson
25-Aug-20	KVOA 4	Wildfire smoke prompts High Pollution Advisory on Wednesday in Pima County
25-Aug-20	tucson.com	Wildfire smoke, high heat bring bad air to Tucson
26-Aug-20	NWS Alert	Air Quality Alert
26-Aug-20	newsbreak.com	Air Quality Alert issued for Pima by NWS
26-Aug-20	tucsonlocalmedia.com	Westridge Fire burns in Tortolitas
26-Aug-20	gvnews.com	GV lucks out on air pollution as county issues seventh advisory since May 5
30-Aug-20	tucson.com	Wildfire smoke brings Tucson's worst air pollution in nine years
1-Sep-20	KGUN 9	Pima County launches #ThisIsCleanAir photo challenge
1-Sep-20	KOLD	Pima County launches #ThisIsCleanAir photo challenge
2-Sep-20	pima.gov	PDEQ launches #ThisIsCleanAir photo contest
3-Sep-20	KOLD TV	#ThisIsCleanAir photo challenge on 5:00am and 6:00am news programs
4-Sep-20	signalaz.com	PDEQ launches #ThisIsCleanAir photo contest
4-Sep-20	eScoop	Clean Air campaign kicks off
4-Sep-20	eScoop	County shares commuter benefits for employees
4-Sep-20	KOLD 13	Here are 7 tips to keep the air, environment clean over Labor Day Weekend
9-Sep-20	KOLD-TV 13	Smoky skies to continue for the next few days
9-Sep-20	kgun9.com	California wildfire smoke clouding Pima County skies
17-Sep-20	shsthepapercut.com	Lately, skies have been hazy

• **GOAL 6: DISTRIBUTION OF INFORMATIONAL MATERIALS -----**

Staff distributes information to the general public and specific audiences via website posting, e-mails to list serves, articles for newsletters, social media, and the distribution of literature through libraries, community centers and community outreach events.

PERCENT OF WORK COMPLETED: 99%

WORK ACCOMPLISHED:

PDEQ WEBSITE ARTICLES

Staff continued to promote, update and maintain the PDEQ website, posting ten new pages developed from news releases about air quality issues. A list of the articles is provided below.

AIR QUALITY LIST SERVE / INDIVIDUALS REACHED VIA GOVDELIVERY

The Air Quality list serve is housed with Pima County’s GovDelivery system that reaches thousands who have signed up to receive information regarding General County News, Health and Behavioral Health and Environmental Quality. We also reach the General Media and administrators for Pima County including the Board of Supervisors using this system.

This quarter, news releases were distributed to the list serve on eleven occasions regarding the ozone season, air quality health watches and high pollution advisories, #ThisIsCleanAir photo challenge, re-designation of Ajo as meeting air quality standards, clean air tips for the Labor Day weekend and smoke from California tainting Tucson’s view.

The public can sign up to receive PDEQ news releases via our website, Pima County’s GovDelivery sign-up system, and by listing their names on sign-up sheets that staff provides at select outreach events.

ECO KIDS CORNER WEBSITE

Debuted in January 2012, this kid-friendly website includes educational information regarding air quality, water, soil, climate change and reducing, reusing, and recycling. Kids can interact with a guessing game,

create 13 different types of nature poems, and find additional resources for local eco-related activities, as well as discover a plentitude of resources for more information and engaging websites.

INFORMATION FOR PIMA COUNTY EMPLOYEES

As administrator of the Pima County Employee Travel Reduction Program (TRP) for approximately 7,000 employees, PDEQ staff shares resources and information and encourages all employees to adopt No-Drive Days practices in their work commutes by using transit, carpooling, vanpooling, biking, walking, skipping trips, and combining errands. During this quarter, staff:

- Replied to inquiries regarding the use of alternate modes of transportation;
- Registered one employee in the Guaranteed Ride Home Program for Pima County employees and processed one reimbursement for an emergency trip;
- Distributed alternate mode news and information via an employee newsletter articles;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via website;
- Contacted members of Travel Reduction Program alternate modes list serves, sharing timely news with those Pima County employees interested in transit (51 members), bicycle (82 members), walk (two members), or carpool and vanpool (10 members). Staff distributed messages on seven occasions regarding proposed transit cuts and service changes, transit stop detours, #ThisIsCleanAir photo challenge, bike there on Car Free Day and transit fares being waived through 2020 due to COVID.
- Maintained and updated the TRP intranet webpages providing resources and information about alternative modes of transportation, the benefits they provide, and tips to be COVID safe while using alternate modes; and
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees, posting eight messages to the group.

SUN TRAN BUS ADVERTISEMENT

A bus advertisement developed and funded last spring remained on buses at least through July. The message *Treat the Air Like Your Life Depends On it – Because it Does!* was displayed in white text on a blue sky and poufy cloud background with our *Drive Less Smile More, Healthy Air Is In Our Hands* slogan and contact information.

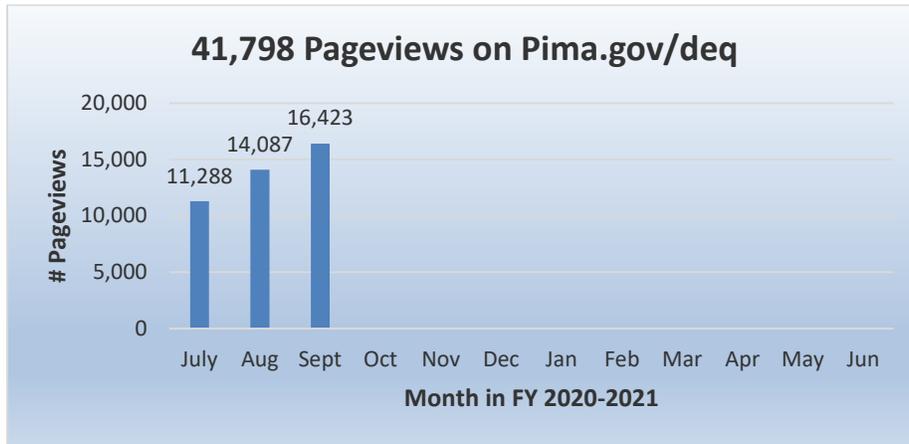
REPORTS OR DATA PRODUCED:

PDEQ & TRP WEBSITES

Staff tracks website pageviews using Google Analytics. During the first quarter of FY 2020-2021:

- Pageviews on PDEQ website: 41,798
- Pageviews on TRP webpages: 518

Air Related Articles Posted on pima.gov/deq	
Date	Title
4-Aug-20	Pima County 2020 ozone season update
21-Aug-20	Air Quality Health Watch issued for Pima County
25-Aug-20	High Pollution Advisory issued for Pima County
26-Aug-20	High Pollution Advisory issued for Pima County
27-Aug-20	Air Quality Health Watch issued for Pima County
28-Aug-20	Another Air Quality Health Watch issued for Pima County
1-Sep-20	PDEQ launches #ThisIsCleanAir photo contest
4-Sep-20	Ajo planning area officially re-designated as meeting EPA air quality standards
4-Sep-20	Try these clean air and money saving tips for Labor Day weekend
8-Sep-20	Smoke from California wildfires taints the view



• **GOAL 7: USE OF SOCIAL MEDIA PLATFORMS** -----

VNDD/Clean Air Program staff posts videos, photos, or text messages on Twitter, Facebook and YouTube to reach inter-generational audiences regarding No-Drive Days messaging.

PERCENT OF WORK COMPLETED: 126%

WORK ACCOMPLISHED:

TWITTER

PDEQ’s first tweet on Twitter.com was on July 21, 2015. This quarter, staff tweeted 54 posts about air. Message subjects included:

- Ground-level ozone
- Wildfire smoke and hazy skies
- Avoid idling
- Keep tires properly inflated
- Drive less, smile more
- Air quality forecasts by ADEQ
- Air quality status
- Get there without a car
- Use the Loop
- Rain to help clear the air
- Use charcoal chimney, not lighter fluid
- Air Quality Health Watch
- High Pollution Advisory
- Enjoy breathing healthy air
- PDEQ visibility camera
- Transit
- Air Quality Index
- Walk and bike more
- Winds kicking up particulates
- Frequency of breathing
- Planting trees helps air quality
- Protect the air we breathe
- #ThisIsCleanAir photo challenge
- Keeping dust down to better air
- #WorldCarFreeDay
- PDEQ air monitoring sites
- Clean air tips for holiday weekend
- Hot temps and poor air quality

FACEBOOK

• **PDEQ Facebook**

Staff entered 49 posts related to air quality on PDEQ’s Facebook account this quarter. Topics were much the same as those Tweeted about in Twitter listed above.

• **Travel Reduction Program Group**

In May 2017, staff established a Facebook group for Pima County employees, *Commute Trips and Tips*, as a way to reach employees regarding driving less and using alternate modes of transportation for work commutes. There are currently 39 members in this group. This quarter, staff posted eight messages regarding:

- Potential transit cuts
- Transit service and route changes
- #This IsCleanAir photo challenge
- Transit fares waived through 2020

PIMA COUNTY COMMUNICATIONS OFFICE SOCIAL MEDIA SUPPORT

The Pima County communications group worked with VNDD staff to expand our reach via social media outlets, particularly with promotion and paid advertising of the #ThisIsCleanAir photo challenge. Platforms include Twitter, Facebook, and YouTube.

YOUTUBE

In previous years and with the assistance of Pima County Communications Office, PDEQ produced and posted six public service announcements related to air pollution and actions people can take for healthier air. This quarter, one additional 90-second video produced in-house was added promoting PDEQ's air quality resources. These videos are all currently active on YouTube.

REPORTS OR DATA PRODUCED:

AIR QUALITY RELATED MESSAGING ON SOCIAL MEDIA

Air Quality Related Messaging on Social Media First Quarter FY 2020-2021			
	Tweets	Impressions	Followers
Tweets by VNDD	54	71,597	1,136
Twitter by County Communications*	67	69,746	3,331
TOTAL	121	141,343	4,467
	Posts	Impressions	Likes/Clicks
Facebook posts by VNDD	49	35,930	298
Facebook posts by County Communications*	56	13,239	685
Facebook paid ads for #ThisIsCleanAir	30	29,502	287
TOTAL	135	78,671	1,270
GRAND TOTAL	256	220,014	5,737

* Provided messaging from Pima County Communications Office for VNDD.

YOUTUBE VIDEO VIEWS

Views to-date are listed below and are cumulative from original upload date.

- *Idle Less*
 - 15-second version (uploaded May 2018): 41 views
 - 40-second version (uploaded April 2018): 270 views
- *Help keep particles out of the air this New Year's*
 - English version (uploaded September 2017): 57 views
 - Spanish version (uploaded September 2017): 54 views
- *Love the Air* (uploaded April 2015): 671 views
 - *Love the Air* also plays in a video loop on at least one monitor located in a downtown county-owned building for people to view while they are waiting in the lobby.
- *Idle Less at Schools*
 - Draft version (uploaded in April): 200+ views
 - Final version (updated May 2019): 85 views
- *Healthy Air Is In Our Hands* (uploaded September 2020): 11 views
 - 90-second presentation for teachers, students and families to learn about PDEQ resources regarding air quality and ideas about what we can do to protect ourselves and reduce air pollution.

• **GOAL 8: HEALTHY AIR IS IN OUR HANDS DRIVE-LESS PLEDGE** -----

This on-going program encourages the public to take the *Drive-Less Pledge* and commit to reducing miles traveled by motor vehicles.

PERCENT OF WORK COMPLETED: 25%

WORK ACCOMPLISHED:

Drive-Less Pledge cards are distributed at outreach events and an online form is available on PDEQ's website inviting Pima County residents to commit to specific drive-less actions. Data is collected and analyzed to track the number of participants, pledged miles not driven, and associated emission reductions.

The pledge was promoted this quarter on the PDEQ website and through social medial posts. One lucky participant wins a \$100 Visa gift card via a random drawing each quarter. The gift card will no longer be funded by the ADEQ grant.

REPORTS OR DATA PRODUCED:

HEALTHY AIR IS IN OUR HANDS DRIVE-LESS PLEDGE QUARTERLY OUTCOMES:

- People pledged to drive less this quarter: 350
- Miles contest participants pledged to not drive during this quarter: 253,266
- Pounds of air pollution and greenhouse gases reduced this quarter: 216,467

• **GOAL 9: COMMUNITY OUTREACH BOOTHS** -----

Staff provides visually stimulating, interactive displays to entice interest and engage audiences, providing information on ozone and actions that prevent air pollution, including No-Drive Days.

PERCENT OF WORK COMPLETED: 0%

WORK ACCOMPLISHED:

No booths were scheduled this quarter due to COVID-19 precautions. Staff signed up to be a vendor for the *Virtual Pima County and City of Tucson Health and Wellness Fair* scheduled for October.

GOAL 10: PROGRAM EVALUATION -----

The Voluntary No-Drive Days/Clean Air Program is evaluated in the spring annually as well as throughout the year as practical to assess effectiveness of the outreach services the program provides.

PERCENT OF WORK COMPLETED: 0%

WORK ACCOMPLISHED:

TRAVEL REDUCTION PROGRAM SURVEYS DISTRIBUTED

- **Survey Monkey Evaluations**
Usually, staff distributes follow-up surveys to attendees of New Employee Orientations throughout the year. Due to COVID-19 restrictions, staff was not able to provide TRP presentations this quarter, thus, no surveys were distributed. We were invited to provide presentations for orientations in a new virtual format that should begin January 2021.

ANNUAL EVALUATION OF THE VNDD CLEAN AIR PROGRAM

PDEQ contracts with an independent survey service to provide the annual evaluation of our outreach and education program. The randomized telephonic and on-line survey takes place in the spring, and staff will pursue contract approval this winter.

GOAL 11: RESEARCH EMISSIONS REDUCTIONS METHODOLOGIES -----

Staff is available to participate in conference calls or meetings with ADEQ and TRP agencies to discuss methodologies that calculate emission reductions and benefits that result from VNDD activities.

PERCENT OF WORK COMPLETED: 25%

WORK ACCOMPLISHED:

Staff remained available to discuss potential methods for emissions calculations. Although no such meetings were scheduled, staff attended webinars in attempt to learn about programs or methods other agencies employ to enhance alternate mode use and reduce vehicle emissions.

- **Association for Commuter Transportation Webinars**

The August 6 meeting highlighted smart city planning and design, including the use of intelligent transportation systems that integrate data and digital technology to solve problems unique to the city or regions within a city.

The September 24 webinar discussed COVID-19 and the future of public transportation. The impassioned speaker, Paul Comfort of the Trapeze Group, discussed future-proofing transit by adjusting service offerings. Suggestions include using contactless payment technology, providing health kiosks at transit centers, installing dividers between seats, providing real-time passenger quantity information, providing masks to passengers without them, using ultraviolet light to disinfect vehicles, and cleaning buses during normal service hours so riders can see that vehicles are being sanitized. Comfort suggested that bus systems reboot to focus on shifts in jobs and population so that riders can get to their job within 30 minutes. Increasing frequency on key routes to 15 minutes or less and reducing “friction” with bus-only lanes, e-faring or tap-n-go cards can help speed up buses and accomplish that goal.

GOAL 12: DECREASE NUMBER OF VEHICLE MILES TRAVELED IN PIMA COUNTY ---

Staff gathers data from surveys, contests and databases administered and/or promoted by VND program to estimate the reduction in vehicle miles traveled associated with the program. The goal for this fiscal year is to decrease vehicle miles traveled by 1.75% in Pima County.

PERCENT OF WORK COMPLETED: 25%

WORK ACCOMPLISHED:

Three of eight survey instruments were used to measure vehicle miles reduced related to VNDD outreach this quarter.

It is important to note that many external variables may influence the data retrieved. This year, the COVID-19 pandemic safety restrictions reduced transit use, cancelled new employee presentations and subsequent surveys, and cancelled Cyclovia and its accompanying drive-less data. A change in population size, fluctuating distance between work and home locations, the price of fuel and other uncontrollable variables can also influence the number of miles traveled in Pima County.

REPORTS OR DATA PRODUCED:

Vehicle Miles Reduced • VNDD Programs FY 2020-2021					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands	253,266				253,266
Annual CAP Survey ^A					-
Annual TRP Survey Pima County employees ^B		1,493,544			1,493,544
PC Employee NEO Survey ^{C*}	N/A				-
Guaranteed Ride Home - PC employees	121,186				121,186
Tire Inflation Education Program ^D					-
Cyclovia Participants Car-Free Day ^{E*}		Cancelled			-
Transit Pass Use by Pima County employees ^{**}	112,250				112,250
#ThisIsCleanAir Photo Challenge	121,186				121,186
TOTAL	607,888				2,101,432

A. CAP Survey: data regarding work, school, shopping and leisure trips and % VND/CAP awareness used to estimate influence on miles not driven. Percent of total respondents aware of CAP.

B. Pima Association of Governments: Data from employees submitting survey only. Does not represent entire employee population.

C. New employees responding to survey and indicating how many miles they do not drive per week due to use of alternate modes. Annual miles extrapolated, assuming 50 weeks worked per year.

D. Annual CAP Survey, gallons reduced from proper tire inflation translated into miles reduced by dividing total gallons saved by 25.68 mi. (PAG, Cotty, 12/21/18) Percent of total respondents aware of CAP.

E. Federal Highway Administration Household Travel Survey Alternate Mode Trip Distance (with the assumption that most people biked to the event).

* COVID-19 social restrictions interfered with activities, resulting in reduced data collection and lower numbers.

**Due to COVID-19 restrictions and using passenger count mechanisms, Sun Tran estimates an average of 72% ridership on regular Sun Tran routes. Assumptions guesstimate 25% ridership on Sun Express routes due to reduced Sun Express fleet and low ridership.