



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • APRIL 1, 2019 – JUNE 30, 2019**

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 100%

Reimbursable Services Expense totaled \$45,304.91 and included:

- \$21,939.78– Labor with Fringe Benefit costs in April, May, and June:
 - \$15,950.85– Labor expense
 - \$5,988.93– Fringe Benefit expense
- \$435.67 – Office and operating supplies including educational presentation supplies
- \$4,282.82 – Advertising for No-Drive Day events
- \$4,859.92 – Tucson Police Department Services for event traffic control and safety
- \$13,786.72 – Administrative Overhead

• GOAL 1: EXPAND OUTREACH REGARDING HEALTH IMPACTS OF O₃ AND PM-----

PERCENT OF WORK COMPLETED: 100%

WORK ACCOMPLISHED:

EXPAND RELATIONSHIPS WITH SCHOOLS

- **School Idle Reduction Program**

This fiscal year, the pilot voluntary parent vehicle idle reduction program was implemented at the Amphitheater School District Innovation Academy. During the fourth quarter, VNDD staff worked with Pima County Communications videographers and the school’s principal, teacher and students to develop an informational video that encourages other schools to improve air quality around school campuses by reducing vehicle trips and adopting an Idle Less for Healthy Schools program. The two-minute video highlights the multi-layer benefits of adopting the program and provides resources to the free U.S. EPA Idle Less Toolkit to make it easier for schools to implement the program.

The video is posted on YouTube at <https://www.youtube.com/watch?v=B1GKSYz3is4>. There are currently 33 views on the final version, however, before the last edits were made and posted on May 29, there were more than two hundred views.

- **Semester Long After-School Class at Quail Run Elementary School**

January through May, VNDD staff provided a series of 12 presentations to an after-school Quasar Academy Program science class at Quail Run Elementary School with Marana Unified School District. Taking advantage of the opportunity to cover more material in these sessions compared to our usual one hour or less presentations, staff expanded content with overviews and details for a more holistic approach to air quality issues. Staff created PowerPoint presentations, projection slide images, utilized a wide variety of props, and developed a student worksheet for each class. Classes held this quarter included:

- *What on Earth Will I Do?* pledge: planning, promotion, pledge collecting, awarding prizes
- Viewing and discussing particulate slides placed on school grounds under microscopes
- Navigating to and using air quality data from PDEQ webpage
- Watching U.S. EPA Air Science 40 video
- Understanding personal and industry actions to reduce air pollution
- Class review, post-class survey, playing with air via stomp rockets

Pre- and post-surveys were given before and after the series of presentations were delivered. There was a marked increase in the awareness and knowledge students have about air quality.

- **ADEQ Air Quality Flag Program**

The Pima County Health Department (PCHD) enlisted four public schools to participate in the Arizona Department of Environmental Quality (ADEQ) Flag Program. PDEQ VNDD program supports the program and is available to provide classroom presentations regarding air quality, health effects, and no-drive actions that help to keep air healthy. In April, Craycroft, Davidson, Ironwood and Rattlesnake Ridge elementary schools in Tucson and Marana began flying the brightly colored flags to signal daily air quality conditions. In addition to schools, Pima County will also promote the opportunity to the public library system, Fire Departments, health-care facilities and major businesses.

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. The Partnership 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 downtown businesses.

Staff maintained a contact list of 17 Transportation Coordinators of major businesses in the downtown Tucson area from the Pima Association of Governments. With the hope of expanding PDEQ's drive-less promotions to employees of large and small businesses, staff contacted these representatives to see if they would be interested in working with PDEQ to reach the no-drive day messaging to their employees. The following businesses responded favorably to our initial connection: Arizona School for the Deaf and Blind, Banner UMC, City of Tucson, El Rio, D&D Pinball, Epic Café, Time Market, Caruso's Italian Restaurant and University of Arizona Parking & Transportation Services. At this time, staff is looking at innovative strategies to identify and address barriers to employees engaging in alternate modes of transportation. Outreach options include PDEQ staff providing presentations, resource tables at health or benefits fairs, newsletter articles, or supplying businesses with literature and resources.

DETERMINE OPTIMAL WAYS TO ENGAGE TARGET AUDIENCES

Staff employs a multi-media approach in order to effectively reach a wide variety of audiences and unique individuals within each audience. A combination of PowerPoint, props, demonstrations, stories, games, picture cards, audio-visuals and different perspectives are incorporated to engage multiple types of learners and address different motivators.

On April 26, staff sat on the Panel on Public Speaking for the Southern Arizona Chapter of Women Leading Government. Staff provided a short presentation, *Tailoring Presentations to Your Audience*, and through this talk we discussed the importance of speakers incorporating a variety of tools and techniques to effectively reach individuals within every audience.

REPORTS OR DATA PRODUCED:

Comparing pre- and post- program surveys of the semester long after-school air class at Quail Run Elementary School, there was a:

- 17% increase in student's thinking about air more often;
- 67% increase in the ability of students to list five or more causes of air pollution;
- 66% increase in the ability of students to list three or more health effects from breathing unhealthy air;
- 100% increase in student's ability to list five or more actions that people can take to reduce air pollution; and
- 50% increase in student's understanding of where they can find current air pollution levels.

• **GOAL 2: COMMUNITY-WIDE EVENTS** -----

PERCENT OF WORK COMPLETED: 133%

WORK ACCOMPLISHED:

CYCLOVIA TUCSON

Cyclovia Tucson is a free mobile event aimed at families to encourage no-drive days and enjoyment of walking, cycling, skating, playing and having fun in car-free streets. This event is organized by the Living Streets Alliance (LSA) with support from VNDD and provides a venue for people to practice and become comfortable riding bikes and walking throughout various neighborhoods. It enables individuals to become more confident alternate mode users without the obstacles that motor vehicle traffic can cause.

As a partner of the event, the PDEQ Clean Air Program logo was placed on promotional materials including flyers, website, and email blasts from LSA. Advertising was purchased on the Sun Link Streetcar, Zocalo magazine, Tucson Weekly, Arizona Public Media, Tucson Newspapers, Inc., and Thirteenth Street Media, Inc. by the PDEQ VNDD program to reach a broad segment of our community and encourage participation. VNDD staff also promoted the event via a news release, social media, and the PDEQ website.

In honor of a new partnership between LSA and the University of Arizona Poetry Center, the overarching theme of the April 7 event was poetry. Highlights of the event include 44,000 cycling, walking and skating participants, food trucks, a rock-climbing wall, zipline, performers and DJs, ride-through misters, a pop-up traffic circle demo, live poetry screen printing, roller hockey, and spontaneous poetry throughout the three-mile route.

VNDD staff attended the event as an exhibitor and provided an interactive activity booth incorporating drive-less subject words magnetized for participants to create engaging eco-themed poetry on a metal board. Our Spin and Learn activity was also available as well as no-drive day literature and information.

TUCSON EARTH DAY FESTIVAL

As part of the Tucson Earth Day Festival planning committee, staff worked with other community partners to plan and host the 2019 event. The event was held on Saturday, April 20, 2019 at the Children's Museum Tucson and adjacent Armory Park.

As one of 16 sponsors of the event, PDEQ's name was listed on marketing materials and our logo appeared on the poster and website. Posters and bookmarks were printed and distributed throughout the community. PDEQ's sponsorship contribution was paid for by funds other than the VNDD grant.

During the event, staff facilitated the Free Bike Valet Parking station and tabled, providing interactive activities and literature promoting no-drive day messaging. About fifty exhibitors total provided information and engaging activities covering a multitude of environmental topics. Approximately 2,200 people attended the event.

USE THE LOOP FOR YOUR COMMUTE PROJECT

This on-going program encourages no-drive days with The Loop, a non-motorized multi-use pathway connecting communities within metropolitan Tucson. After targeted outreach to 76 major businesses within one half-mile of the facility in FY 2016-2017, staff continues to fill Loop literature and map orders and promote The Loop to businesses and the general public.

The Loop is discussed and the *Use the Loop for Your Commute* flyer and maps are available at new employee orientations for Pima County employees throughout the year.

SUPPORTING COMMUNITY PROGRAMS TO ENHANCE NO-DRIVE DAY GOALS

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

- **Arizona Department of Environmental Quality**

PDEQ staff continued to promote the Arizona Department of Environmental Quality five-day air quality forecast program for the Pima County region for ground-level ozone and coarse particulate matter. It is intended to not only provide warnings to people who might have health issues associated with elevated levels of air pollution, but also to act as a preemptive measure, providing time for people to make plans that could help keep air quality in a healthy range when it is forecasted to be unhealthy.

VNDD staff promoted the forecasting service at presentations and events, on social media, in news releases and on a link on the main page of PDEQ's website.

In addition, PDEQ staff helped to beta-test the new ADEQ Air Quality app to assist in finding bugs prior to its launch.

- **City of Tucson**

Attended meetings regarding potential external grant funding for a *Final Mile* project. This funding would accelerate the final stages of the Big Jump project focused on increasing bicycle use in under-served southern Tucson communities. Members of the group include City of Tucson Department of Transportation, City of Tucson Ward 1, Living Streets Alliance, Pima County Health Department, grass-roots community organizations and concerned citizens.

- **Green Valley Community**

Staff represented Pima County DEQ at the Green Valley Council monthly meetings to keep the committee updated on air quality issues. Presentations on air quality issues are given each month 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.

- **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. VNDD staff agreed to support the Cyclovia Tucson event again in 2019 to help promote bicycling and walking in place of vehicle trips.

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;

- During this quarter, the bike racks were deployed at six venues, Rillito Farmers Market, Tucson Earth Day Festival, Oro Valley Farmers Market, Spring Cultivate Market, Solstice Ride and Santa Cruz River Heritage Market. At these events, 148 bikes were parked. Of the total bike riders, 23 responded to survey questions. Of this group, 22 indicated that they would still have attended the event even if the valet service was not provided, and 21 said that they would not have driven. Answers were not provided for the 125 remaining riders.
- **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 issues and include a health impact statement to protect public health. When NWS issues dust alerts, the message also includes information about the availability of air quality information on the PDEQ website.
- **Pima Association of Governments**
Staff continued to collaborate with PAG on a variety of programs and projects:
 - Air Quality Subcommittee: Chair meetings; help develop agenda with informative speakers to educate members about air quality issues and concerns; provide presentations regarding various air quality subjects.
 - Travel Reduction Task Force: Jurisdictional representative, provide air quality-related presentations, Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County.
 - Pima County's Travel Reduction Program: Promoted alternate modes of transportation to approximately 7,000 Pima County employees via presentations, newsletter articles, email blasts, intranet site, Facebook group *Commute Trips & Tips*, and Reduced Emissions and Air Pollution (REAP) rewards program utilizing PAG resources.
 - Distributed prizes provided by PAG to Pima County employees who participated in Bike BINGO for Bike Fest month, including LED front and rear bike light sets, ear buds, pens, and tote bags.
 - Gathered data and submitted the annual Activity Inventory Report to demonstrate that Pima County is complying with the Travel Reduction Program ordinance and engaging in activities that promote alternate mode use amongst Pima County employees.
- **Pima County Government Departments**
Communications Office
 - Staff worked with graphic designers and communications specialists on a variety of projects including eScoop articles, news releases, Idle Less for Healthy Schools video and developing a slogan and image to promote ground-level ozone information to the public.
- 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 free ride home if they are without a personal vehicle and a crisis or emergency happens. Seventy-five Pima County employees are registered for this program, eight of which registered during this quarter. One \$19.01 ride was taken with Uber this quarter.

Health Department

- Bicycle and Pedestrian Program: Promoted on-line and paper maps of bike routes and The Loop non-motorized pathway, employee bike-share program, and related literature with the general public and Pima County employees.
- Support role in the ADEQ Air Quality Flag Program in Tucson.

Human Resources

- New Employee Orientations: Provided Travel Reduction Program presentations and informational literature about alternate modes of transportation to new employees.
 - Presentations delivered this quarter: 5
 - Attendees: 157
- Bus Pass Sales: Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the HR Benefits program.
 - Passes sold this quarter: 917

Natural Resources, Parks & Recreation

- Staff provides educational literature at an environmental education center, Desert Discovery Center, which serves to inform environmental educators and families about sustainability topics and regionally significant ecological issues relating to the desert environment and wildlife corridors, including water and air quality.

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 partially implemented. Idle time has dropped significantly from 122,000 hours to 99,000 hours since the program began. Promotional bookmarks continue to be distributed, GPS data reports on vehicle idling duration is reported to department heads, and plans are being developed to bill departments for unnecessary idling.

Public Libraries and Community Centers

- Several years ago, staff had set up a partnership with the Pima County Public Library system on a materials distribution program, *EcoNook for Desert Dwellers* (for teenagers and adults) and *Eco Kids Corner* (for 12 years and younger). The program promotes air quality and environmental awareness through PDEQ educational materials. VNDD staff remained available to respond to requests for literature.
- Staff previously provided master copies of some flyers to librarians to photocopy and resupply themselves with eco-literature customized to the specific interest of their library patrons. This frees up PDEQ staff time and resources. On average, staff sends fresh supplies of printed materials once or twice per year.
- Brainstormed with Library staff on ideas to provide adult bike safety classes and Book Bike program using Bike Ambassadors.

- **Sun Tran and Sun Link Streetcar Transit Services**
 - Promoted transit services to Pima County employees and the general public by providing on-line resources, Ride Guides and other brochures about how to ride transit.
 - Last quarter, Sun Tran donated \$10 value-loaded SunGO transit passes to encourage Pima County employees to use transit for work commutes. Due to the success of the initial distribution of 50 passes September through December, an additional 50 passes were received in February. 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.
 - Passes distributed at New Employee Orientations this quarter: 24

- **Tucson Audubon Society**
 - Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society to distribute the desert conservation poster, *Desert Dwellers Know – A Celebration of Byrd’s Words* and other VNDD literature.
 - The companion coloring and activity book, *Desert Dwellers Know Desert Colors*, is for sale at the Audubon Society gift store. The piece was developed to extend the Desert Dwellers Know concept using attractive artwork and the poetry of Byrd Baylor to provide lessons about sustainable desert living. A series of facts, questions and academic challenges 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 will be used 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.
 - VNDD and TCB promote each other’s materials at select community outreach events.

- **University of Arizona**
 - Staff connected with the UofA Parking and Transportation Services Alternative Modes Program Manager regarding the potential for additional metric-gathering strategies and data analysis for alternate mode usage.

- **2030 District**
 - The Tucson 2030 District is a private-public nonprofit collaborative working group aimed at reducing building energy consumption, water use, and transportation emissions by 50% by 2030. Twenty-two communities across the U.S. are part of the 2030 District network.
 - Staff attended the Transportation subcommittee meeting to discuss potential collaboration on working with businesses in the downtown and university area to encourage and measure employee use of alternate modes of transportation.

REPORTS OR DATA PRODUCED:

CYCLOVIA TUCSON

- 44,000 attendees
- 10% increase in attendance at the Spring 2019 event compared to the Spring 2018 event
- 33% of people attended Cyclovia for the very first time

- 66% of participants (29,040) enjoyed a no-drive day by walking, biking, or taking transit to and from the event
- Vehicle miles reduced while transporting to event: 318,278
- Pounds of pollution and greenhouse gases avoided: 272,032

EMISSIONS REDUCTION FROM HEALTHY AIR IS IN OUR HANDS CAMPAIGN:

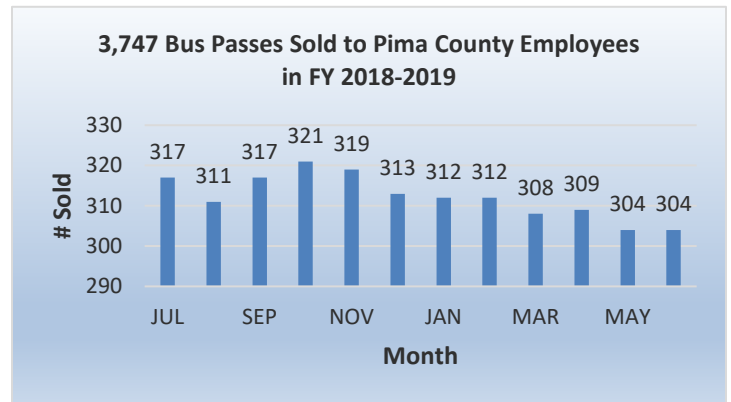
- # participants pledged to not drive this quarter: 573
- Total vehicle miles reduced this quarter: 674,065
- Pounds of pollution and greenhouse gases avoided this quarter: 576,124

EMISSIONS REDUCTION BY PIMA COUNTY EMPLOYEE TRIPS ENTERED IN PAG SUN RIDESHARE REWARDS PROGRAM:

- Number employees who entered trips during third quarter: 29
- Daily commute logs entered this quarter: 3,239
- Total vehicle miles reduced this quarter: 27,171
- Pounds of air pollution and greenhouse gases reduced this quarter: 21,326

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE USE OF TRANSIT:

- Average round-trip commute miles for Pima County employees (October 2018 TRP survey): 25.4
- Transit passes sold during fourth quarter: 917 (average of 306 per month)
- 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: 303,124
 - Pounds of air pollution and greenhouse gas emissions reduced: 259,080



EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE GUARANTEED RIDE HOME PROGRAM:

- Employees currently signed up for this program: 75
- New registrants this quarter: 8
- Claims for reimbursement: 1
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 99,593
- Annual miles traveled reduced by these employees: 337,870
- Pounds of air pollution and greenhouse gas emissions reduced per year: 288,778

• GOAL 3: PRESENTATIONS & IN-DEPTH INTERVIEWS-----

PERCENT OF WORK COMPLETED: 134%

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. In addition to the 32 presentations delivered reaching 1,139 people this quarter, two in-depth interviews were given to the media regarding the American Lung

Association's annual State of the Air Report and Air Quality Awareness Week. The radio and television audience reach is unknown as listener data is not available for these interviews.

REPORTS OR DATA PRODUCED:

Presentations			
Date	Location	# Presentations	# Attendees
2-Apr-19	Quail Run Elementary School	1	7
4-Apr-19	Pima County New Employee Orientation	1	33
9-Apr-19	Quail Run Elementary School	1	7
15-Apr-19	TRP Regional Task Force	1	20
16-Apr-19	Quail Run Elementary School	1	7
17-Apr-19	Immaculate Heart Middle School	2	59
23-Apr-19	Quail Run Elementary School	1	6
23-Apr-19	Roberts-Naylor Elementary	2	63
25-Apr-19	Pima County New Employee Orientation	1	26
25-Apr-19	Women Leading Government	1	100
30-Apr-19	PAG Air Quality Subcommittee	1	28
30-Apr-19	Roberts-Naylor Elementary	2	71
30-Apr-19	Quail Run Elementary School	1	5
7-May-19	Roberts-Naylor Elementary School	2	71
7-May-19	Quail Run Elementary School	1	6
9-May-19	Robles Elementary School	2	50
15-May-19	Maldonado Elementary	3	84
16-May-19	Pima County New Employee Orientation	1	36
6-Jun-19	Pima County New Employee Orientation	1	29
12-Jun-19	Picture Rocks Community Center	1	48
17-Jun-19	Rincon High School	1	100
19-Jun-19	Rincon High School	1	100
20-Jun-19	Rincon High School	1	100
20-Jun-19	Urban Heat Island Workshop	1	50
27-Jun-19	Pima County New Employee Orientation	1	33
	Total	32	1,139

In-Depth Interviews	
Date	Location
29-Apr-19	KGUN 9 TV Interview re: ozone, ALA report and Air Quality Awareness Week
30-Apr-19	Bill Buckmaster radio interview

• **GOAL 4: DEVELOPMENT OF INFORMATIONAL MATERIALS -----**

PERCENT OF WORK COMPLETED: 256%

WORK ACCOMPLISHED:

MATERIALS FOR QUAIL RUN ELEMENTARY SCHOOL

As mentioned in Goal 1: Expanded Relationships with Schools, staff created new materials for a series of presentations at Quail Run Elementary School. These new tools include PowerPoint presentations, projection slide images, and student worksheets for each class.

DESERT DWELLERS KNOW ACTIVITY SHEET

Last fiscal year, a VNDD UofA student intern developed a kid's menu project that integrated puzzles, a maze and other activities to engage families while waiting for meals to be served at restaurants. All the activities were focused on educating families about ground-level ozone.

In addition to a restaurant activity menu, staff edited the artwork for use as an ozone-focused activity sheet at schools, community centers and libraries throughout Tucson. In place of the menu of food items, staff utilized the space inviting readers to draw or list actions each person does or will do to help keep air healthy to breathe.

EVENT PROMOTIONS

As a sponsor of events, the Clean Air Program and Pima County Department of Environmental Quality names and logos were included in posters, flyers, activity guide and event recap for Cycloviva Tucson and the Tucson Earth Day Festival.

ARTICLES WRITTEN

- **PDEQ Internet**

Seven articles based on VNDD news releases were posted on the PDEQ website this quarter. Some of these articles were also posted on Pima County's main website and their weekly public newsletter, the Pima County FYI.

- **eScoop Newsletter**

Staff wrote four articles for this on-line newsletter for thousands of Pima County employees to read. The articles provided information about Bike BINGO and other Bike Fest events, ground-level ozone, thank you to Bike BINGO players, and the importance of healthy air. Additional resources include links to the Travel Reduction Program intranet site, including pages for Guaranteed Ride Home Program, transit, bike, walk, carpool, and commuter contests. Contact information and promotion to join the Pima County Employee Commute Trips & Tips Facebook group is also listed at the end of each article.

• **GOAL 5: USE OF MEDIA FOR NOTICES OF UNHEALTHY OZONE FORECASTS -----**

PERCENT OF WORK COMPLETED: 100%

Prompted by ADEQ Five-Day Air Quality Forecasts of high levels of ozone, PDEQ staff creates and distributes social media messages and news releases for Pima County residents. It is expected these warnings will only need to be released during ozone season, the first and fourth quarters of our fiscal year.

WORK ACCOMPLISHED:

MEDIA RELEASES

Staff issued a news release in April about the arrival of ground-level ozone season and issued an Air Quality Health Watch for ozone for April 25 and 26.

SOCIAL MEDIA MESSAGING

Staff posted 32 Tweets and retweets on Twitter this quarter. Of those, there was a post for an Air Quality Watch for ground-level ozone for April 25-April 26, and one notice that elevated levels of ozone were expected in the upcoming weekend. Other posts provided resources linking followers to current air quality data, tips to reduce pollution and benefits of using alternate modes of transportation.

• 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: 280%

WORK ACCOMPLISHED:

PDEQ WEBSITE

Staff continued to promote, update and maintain the PDEQ website, posting seven new pages developed from news releases about air quality issues. Staff also updated the Idle Less page to include the new *Idle Less for Healthy Schools* video highlighting the pilot program conducted at Innovation Academy.

Staff worked with the Pima County Communications department to assign a new URL and develop content for it to help make accessing air quality educational materials easier.

AIR QUALITY LIST SERVE

Staff maintains a list serve to share timely air quality and No-Drive Day information quickly with interested individuals. Emails are sent to this list serve when air quality is expected to reach unhealthy levels or when air quality related news releases or notices of community events are sent to the media. Staff encourages a voluntary reduction in motor vehicle use as part of the advisories as appropriate. The public can sign up for this list serve on the PDEQ website or list their names on sign-up sheets that staff provides at select outreach events.

ECO KIDS CORNER WEBSITE

Staff continued to promote the Eco Kids Corner website by distributing bookmarks to public libraries, at presentations, or while tabling at community events. 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 Day practices in their work commutes by using transit, carpooling, vanpooling, biking and walking. During this quarter, staff:

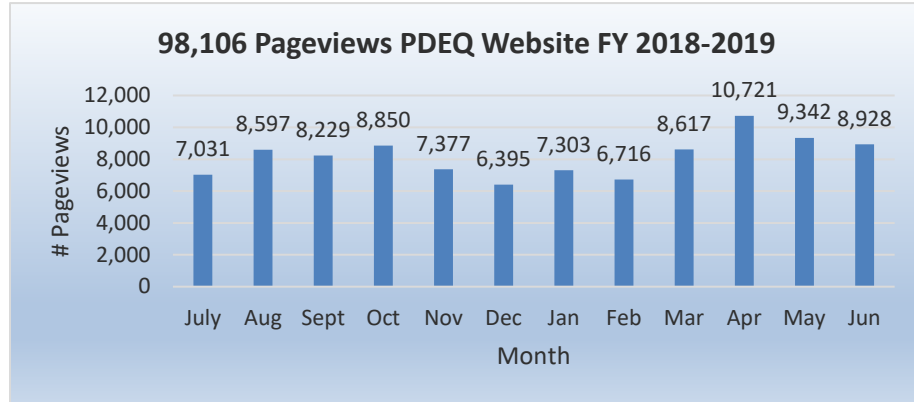
- Replied to inquiries regarding the use of alternate modes of transportation;
- Delivered travel reduction presentations and distributed resources at five New Employee Orientations;
- Registered eight more employees in the Guaranteed Ride Home Program for Pima County employees.
- Distributed alternate mode news and information via four employee newsletter articles;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via eScoop newsletter articles, website, and employee presentations;
- Contacted members of Travel Reduction Program alternate modes list serves, sharing timely news with those Pima County employees interested in transit (61 members), bicycle (94 members), walk (two members), and carpool and vanpool (10 members). Staff distributed messages on five occasions this quarter including information on Bike BINGO, Get on Board newsletter, Ruthrauff/I-10 Park and Ride lot closure, Sun Tran Open House events, and changes to Sun Express schedules.
- Maintained and updated the TRP intranet webpages providing resources and information about all alternative modes of transportation and the benefits they provide;
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees and posted six messages to the group; and
- Distributed Survey Monkey surveys to new employees to assess the effectiveness of the TRP presentations and resources delivered during new employee orientations.

REPORTS OR DATA PRODUCED:

PDEQ & TRP WEBSITES

Staff tracks website pageviews using Google Analytics. During the fourth quarter of FY 2018-2019:

- Pageviews on PDEQ website: 28,991
- Pageviews on TRP webpages: 431



Articles Posted on PDEQ Website
April 03, 2019 – DEQ joins Living Streets Alliance for Cyclovia Tucson
April 10, 2019 – Wind-blown particulates block mountain views
April 16, 2019 – Health-affecting air pollution season arriving soon
April 25, 2019 – Pima DEQ issues air quality watch
April 29, 2019 – April 29 through May 4 is National Air Quality Awareness Week
May 23, 2019 – Save money, save the air this Memorial Day weekend
June 26, 2019 – Declare charcoal lighter fluid independence this Fourth of July

AIR QUALITY LIST SERVE

- Members on the Air Quality List Serve: 901
- Members on the Media list serve: 130
- Air quality-related informational piece distributed this quarter: 7

SOCIAL MEDIA MESSAGING

- Tweets posted: 32
- Facebook posts on Commute Trips & Tips: 6

HARD COPY MATERIALS DISTRIBUTION

- Pieces of literature and promotional materials distributed this quarter: 9,967
- Items authored by PDEQ and other agencies distributed: 87
- Occasions on which materials were distributed directly (In addition to distributing materials at booths and presentations) : 35
- People reached via materials distribution: 426 people.

Materials Distribution			
Date	Location	# Events	# Recipients
9-Apr-19	Pima County Attorney's Office	1	1
11-Apr-19	PDEQ staff	1	15
12-Apr-19	RUMBA Tucson Clean & Beautiful	1	40
16-Apr-19	Coronado National Forest	1	22
18-Apr-19	Pima County DEQ	1	9
18-Apr-19	Antigone Books	1	12
18-Apr-19	University of Arizona	1	1
19-Apr-19	33 N. Stone Ave	1	20
19-Apr-19	2030 District, Tucson	1	3
23-Apr-19	City High	1	94
29-Apr-19	University Medical Center	1	15
29-Apr-19	University of Arizona, Transportation	1	25
1-May-19	School of Natural Resources, UofA	1	34
1-May-19	AZ School for the Deaf and Blind	1	25
3-May-19	Pima County Employee Bike BINGO Players	14	14
7-May-19	Innovation Academy	1	2
31-May-19	D&D Pinball	1	50
4-Jun-19	Arizona State	1	15
5-Jun-19	Art House Centro	1	20
7-Jun-19	Pima County Finance Department	1	3
7-Jun-19	Tucson Water	1	2
13-Jun-19	ADEQ	1	4
	Total	35	426

• GOAL 7: 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: 100%

WORK ACCOMPLISHED:

Data is collected and analyzed to track the number of participants, pledged miles not driven and associated emission reductions.

The pledge is promoted at outreach events, on the PDEQ website, and posters inside Sun Tran busses. In April, additional advertising for the Drive-Less pledge was purchased from KVOA and KOLD media stations for exposure on their websites, email list serves and Facebook platforms.

REPORTS OR DATA PRODUCED:

KVOA ADVERTISING:

- Video Plays: 7,000
- Mobile and Desktop Banners: 150,000 impressions
- Super Billboards: four 24-hour takeovers
- KVOA Facebook Posts: 2
- KVOA Facebook followers: 171,000
- KVOA Email Blast: 1 (14,000 subscribers)

KOLD ADVERTISING:

- Static Display Ads on KOLD.com: 200,000 impressions
- Email blast: 1 (27,000 subscribers)
- KOLD Facebook Post: 1
- KOLD Facebook followers: 236,000

DRIVE-LESS PLEDGE QUARTERLY OUTCOMES:

- Pledge cards distributed this quarter: 290
- Healthy Air Is In Our Hands bookmarks distributed: 137
- People pledged to drive less this quarter: 573
- Miles contest participants pledged to not drive during this quarter: 674,065
- Pounds of air pollution and greenhouse gases reduced this quarter: 576,124

• GOAL 8: COMMUNITY EVENT OUTREACHES -----

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: 157%

WORK ACCOMPLISHED:

Staff tabled at eight community and business events during the fourth quarter.

REPORTS OR DATA PRODUCED:

Booths			
Date	Location	# Events	# Attendees
7-Apr-19	Cyclovia	1	44,000
20-Apr-19	Tucson Earth Day Festival	1	2,200
20-Apr-19	Geico Earth Day	1	150
24-Apr-19	University of Arizona Earth Day	1	300
30-Apr-19	Pima County, 33 N. Stone Ave,	1	35
2-May-19	Pima County, 130 W. Congress St.	1	20
3-May-19	Pima County, 240 N. Stone Ave.	1	35
10-Jun-19	Monsoon Awareness Fair	1	300
	Total	8	47,040

• **GOAL 9: NEWS RELEASES & MEDIA EXPOSURE -----**

Staff worked with the media to promote No-Drive Days activities, inform the public regarding air quality status, and encourage actions to reduce emissions. News releases were distributed to the media including KOLD, KVOA, KGUN, Fox 11, AZ Public Media, various radio stations, and the Arizona Daily Star, and to individuals on our air quality advisory list serve.

PERCENT OF WORK COMPLETED: 108%

WORK ACCOMPLISHED:

NEWS RELEASES TO MEDIA:

Staff developed and distributed seven news releases this quarter regarding Cyclovia Tucson, particulates affecting views, ozone season, National Air Quality Awareness Week, tips to reduce air pollution on Memorial Day weekend and the Independence Day holiday, and an Air Quality Health Watch for ozone.

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 28 news stories or announcements related to No-Drive Day messaging reached thousands of community members via a variety of news stations, websites, newspapers, and newsletters.

REPORTS OR DATA PRODUCED:

News Releases	
Date	Title
2-Apr-19	Pima County DEQ joins Living Streets Alliance for Cyclovia Tucson April 7th
10-Apr-19	Wind-Blown Particulates Block Mountain Views
16-Apr-19	Health-affecting air pollution season arriving soon
25&26-Apr-19	Air Quality Health Watch for Ozone Air Pollution
26-Apr-19	National Air Quality Awareness Week is April 29-May 4, 2019
23-May-19	Money-saving tips for Memorial Day weekend that help the air!
26-Jun-19	Declare charcoal lighter fluid independence on the 4th of July!

Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity		
Date	Station/Publication	Subject
Apr-19	eScoop Pima County newsletter	Get on Your Bikes and Ride
Apr-19	kvoa.com	Healthy Air Is In Our Hands Drive-Less Pledge, paid advertising
Apr-19	kold.com	Healthy Air Is In Our Hands Drive-Less Pledge, paid advertising
5-Apr-19	Tucson NewsNet Daily Digest	Cyclovia Tucson this Weekend
10-Apr-19	kvoa.com	Grab your tissues: air quality levels up in Pima County
19-Apr-19	Pima County FYI Newsletter	Pollution season arriving soon
19-Apr-19	Tucson NewsNet Daily Digest	Tucson Earth Day Festival Tomorrow
22-Apr-19	ADEQ news release	Four schools in Tucson and Marana are the first to fly ADEQ Air Quality Flags in Pima County on this Earth Day
25-Apr-19	pima.gov	Pima DEQ issues air quality watch
25-Apr-19	pima.gov	Health-affecting air pollution season arriving soon
25-Apr-19	gvnews.com	County issues ozone air pollution watch

25-Apr-19	kvoa.com	Pima County DEQ issues air quality 'Health Watch'
25-Apr-19	kold.com	Pima County issues health warning; gets 'D' rating from American Lung Association
26-Apr-19	tucson.com AZ Daily Star	Pima County issues air quality health watch for Tucson area
26-Apr-19	Pima County FYI Newsletter	County issues air quality watch
26-Apr-19	esmondstation.com	Pima County issues air quality health watch for Tucson area
29-Apr-19	Tucson NewsNet Daily Digest	National Air Quality Awareness Week Underway
29-Apr-19	kgun9.com	Pima County gets a "D" grade for days with high levels of ozone
29-Apr-19	tucsonaz.gov	National Air Quality Awareness Week
May-19	eScoop Pima County newsletter	Can you hold your breath for four hours?
May-19	eScoop Pima County newsletter	Thanks to those who played bike BINGO
18-May-19	tucson.com AZ Daily Star	As temperatures rise in Tucson, so do concerns over health risks linked to higher ozone levels
19-May-19	tucson.com AZ Daily Star	EPA action on Tucson's ozone problem is at least a year off
20-May-19	govtech.com	Higher Ozone Levels in Tucson, Ariz., Cause Health Concerns
June-19	eScoop Pima County newsletter	Got Air?
27-Jun-19	kold.com	Declare charcoal lighter fluid independence this Fourth of July
27-Jun-19	pima.gov	Declare charcoal lighter fluid independence this Fourth of July
28-Jun-19	Pima County FYI Newsletter	Declare charcoal lighter fluid independence this Fourth of July

• **GOAL 10: CONTENT PRODUCED FOR SOCIAL MEDIA -----**

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

PERCENT OF WORK COMPLETED: 97%

WORK ACCOMPLISHED:

TWITTER

PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, staff tweeted or retweeted 32 posts focused on air topics including:

- Clean air for healthy habitats
- Fire smoke causing air pollution
- Share rides to feel good about commute
- Use the Loop for car-free travel
- Cyclovia Tucson
- Particulates obscuring mountain views
- Ozone season coming soon
- Benefits of using transit
- Air Quality Watch for ozone
- Alternate modes for work commutes
- Air Quality Awareness Week
- Check ozone levels before going out
- Prevent wildfires and unhealthy air
- PDEQ air quality monitors air pollutants
- Drive less and use the Loop
- Skip one day of driving each week
- Actions for healthy air
- Idling vehicles and air pollution
- Understanding ozone
- Accessing current air quality data
- Bike racks encourage more riding
- Keeping air quality great
- Use charcoal chimney for barbecues
- Winds increase particulates

FACEBOOK

• **Pima County Facebook**

The Pima County Communications Department posted information on the Pima County Facebook account in April regarding ground-level ozone. The post included a chart depicting the historic ground-level ozone averages found at Saguaro Park East, the site that tends to have the highest ozone readings in Pima County.

- **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. This quarter, staff posted six messages regarding:

- Bike month
- Free rides on Sun Link Streetcar
- Earth Day
- Get On Board Day
- National Air Quality Awareness Week
- Drive wisely on Memorial Day weekend

YOUTUBE

With the assistance of Pima County Communications, PDEQ produced and posted public service announcements related to air pollution and actions people can take for healthier air. Six videos are active on YouTube, including our new *Idle Less for Healthy Schools* video that was posted in May.

REPORTS OR DATA PRODUCED:

TWITTER

Quarterly impressions on Twitter have increased from 215 in the first quarter we began tweeting in 2015.

- Tweets this quarter: 32
- Impressions this quarter: 53,000
- Followers: 844
- Following: 557

PIMA COUNTY FACEBOOK

- 367 people reached with ozone post
- 19 engagements

COMMUTE TRIPS & TIPS FACEBOOK GROUP

- Facebook posts this quarter: 6
- Members in *Commute Trips and Tips*: 40

YOUTUBE VIDEO VIEWS

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

- *Idle Less*
 - 15-second version (uploaded May 2018): 32 views
 - 40-second version (uploaded April 2018): 210 views
- *Help keep particles out of the air this New Year's*
 - English version (uploaded September 2017): 32 views
 - Spanish version (uploaded September 2017): 26 views
- *Love the Air* (uploaded April 2015): 618 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 for Healthy Schools*
 - Draft version (uploaded in April): 200+ views
 - Final version (updated May 2019): 33 views

GOAL 11: PROGRAM EVALUATION -----

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

PERCENT OF WORK COMPLETED: 100%

WORK ACCOMPLISHED:

ANNUAL EVALUATION OF THE VOLUNTARY NO-DRIVE DAYS CAMPAIGN

FMR Associates, Inc. conducted the survey for the Evaluation of the 2018-2019 Pima County Clean Air Program Campaign in May. This annual survey utilized a split-methodology strategy with 245 telephone and 255 Internet interviews for a randomly-selected and statistically-projectable sample of adult (16 or older) residents of Pima County.

The goals of the survey is to evaluate awareness and effectiveness of the Clean Air Program Campaign for this past fiscal year, determine current commute travel behavior, and estimate the daily commuter miles saved through alternate mode use. This survey has been conducted for 29 campaign sessions, and data is analyzed and compared with previous years' results to assess trends in attitudes and behavior.

YOUTH & ADULT PRESENTATION SURVEYS

Surveys are distributed at or after presentations, as appropriate, to evaluate the effectiveness of the program in informing and encouraging no-drive actions among attendees. Three evaluations were returned this quarter from teachers attending presentations at Immaculate High, Quail Run Elementary, and Maldonado Elementary schools.

In addition, pre-and post-program surveys were completed by students attending the semester-long after-school *Awesome Air* science class at Quail Run Elementary School Quasar Academy.

TRAVEL REDUCTION PROGRAM SURVEYS DISTRIBUTED

- **New Employee Orientation Evaluations**

Staff received 126 evaluations from Pima County employees attending the Travel Reduction Program presentation at New Employee Orientations. These surveys are distributed by the Human Resources Department.

- **Survey Monkey Evaluations**

Staff distributed short on-line surveys to Pima County employees who attended Travel Reduction Program presentations at recent New Employee Orientations. Designed to determine employee commute modes of choice, the survey is distributed every month to attendees of presentations held one month prior. The delay provides employees an opportunity to establish commute habits and acts as a timely reminder for those who have not chosen to use them to consider alternate modes for their future work commutes.

- Surveys distributed to Pima County employees this quarter: 105
- Responses received: 37 (35% response rate)

REPORTS OR DATA PRODUCED:

ANNUAL EVALUATION OF THE VOLUNTARY NO-DRIVE DAYS CAMPAIGN

- 40% respondents indicate that a household member has a breathing-related medical condition (down from 43% in 2018).
- 9% of households do not have a working motor vehicle (up from 6% to 8% in recent years).
- 43% awareness rate of the Pima County Clean Air Program (down from 46% in 2018).
- 30% awareness rate of the phrase "*Healthy Air Is In Our Hands*" (down from 32% in 2018).
- 81% familiarity with at least one Clean Air Program event used to promote clean air in the Tucson area (Tucson Earth Day Festival, Bike to Work Day, Walk and Bike to School Day, Bike Fest, Cyclovia and/or Travel Reduction Program).
- Of the 81% familiar with Clean Air Program events, 15% indicate that they or someone in their household participated in at least one of these events (down from 18% in 2018).

- Of the 15% who report participation in a Clean Air Program event, 75% indicate that they have changed (or are considering changing) their daily behaviors to help improve air quality (up from 64% in 2018). This is a total of 9% of the total sample.
- There continues to be a significant difference in key attitudes and behaviors related to air quality among those aware of the Clean Air Program and those unaware.
 - 106% higher awareness and/or participation in Clean Air events or programs among those familiar with the program.
 - 17% higher understanding of activities to improve air quality among those aware of the Clean Air Program.
- Those living in central or south zip codes and women tend to be the populations who are more likely to change their behavior.
- Those familiar with at least one Clean Air Program event have a positive opinion of “events and activities that encourage people to use other modes of transportation or work from home instead of driving alone.”
- The top five steps taken to help reduce air pollution include:
 - Carpool/Less driving alone: 43% (up from 32% - 38% in recent years)
 - Keep car tuned: 41% (up from 34% last year)
 - Keeping tires properly inflated: 40% (up from 31% - 35% in recent years)
 - Generally reduced driving: 35% (down from 37% - 38% in recent years)
 - Avoid excessive idling: 23% (up from 12% - 16% in recent surveys)
- 40% of respondents say they are keeping their tires properly inflated to help reduce air pollution in the Tucson area (up from 34% last year). This yields an annual reduction of 38,630,419 gallons of fuel consumed.

Analysis of the data suggests, “The PDEQ Clean Air Program increases awareness, belief and actions related to improving air quality.” The key is increasing the number of residents who are aware of the Clean Air Program. Due to funding reductions in the 2018-2019 fiscal year, a small amount of advertising was purchased to boost no-drive days messaging on social media in December and January. We promoted two public service announcements, *Help Keep Particles Out of the Air* and *Idle Less*. It is possible that the reduction of awareness of the Clean Air Program and Clean Air Program events this year was due to a reduced advertising budget.

FMR provided recommendations for improving the next campaign: target populations unaware of the Clean Air Program. Suggested audiences include residents of central and southern Tucson areas, low-income households, 16-35 year-olds and new Pima County residents. The profile of this targeted group is consistent with higher levels of social media use, thus the recommendation is to increase and focus use of Twitter, Facebook and other social media platforms to reach these groups more effectively.

YOUTH AND ADULT PRESENTATION SURVEYS

On a scale of one (1) to five (5) where one is “Low” and five is “High,” the audience rated the effectiveness of the presentation in increasing attendees’ knowledge of environmental issues a 5.0. On the same scale, they ranked the effectiveness of the presentation in encouraging actions to reduce air pollution at 5.0.

Attendees were asked what they liked best about the presentation. Comments provided include:

- “Relevant information delivered in fun way and included student participation. Karen was very flexible and did two groups back-to-back.”
- “Karen was always well prepared with her lessons. She interacted appropriately with students in order to keep them engaged.”
- “The part where she demonstrated the pig's lungs. Very informational.”

PRE- AND POST-PROGRAM SURVEYS AT QUAIL RUN ELEMENTARY SCHOOL

Comparing pre- and post- program surveys: there was a:

- 17% increase in student's thinking about air often;
- 67% increase in the ability of students to list five or more causes of air pollution;
- 66% increase in the ability of students to list three or more health effects from breathing unhealthy air;
- 100% increase in student's ability to list five or more actions that people can take to reduce air pollution; 50% increase in student's understanding of where they can find current air pollution levels.

When students were asked what they liked the best about the class their responses include:

- "How the teacher was nice and caring and all the fun and activities we had."
- "Getting to play with lungs and seeing a spider on a slide under a microscope."
- "Doing the static electricity. [Electrostatic precipitator demonstration using balloons and black pepper.]
- "That you get to do cool stuff. That I know a lot about air."
- "The activities."

Comments regarding suggestions for improvement include:

- "No need for improvement because the class is perfect and other kids should try it."
- "More experiments not so much lesson."
- "Thanks for this class."
- "Nothing."

NEW EMPLOYEE ORIENTATION EVALUATIONS

Overall, the topic is relevant to participants, presentations were clear, and the quality of the presentation materials either met or exceeded the expectations of the attendees. Of the 126 Pima County employees submitting evaluations, several made comments regarding the Travel Reduction Program presentation.

Comments include:

- "Very helpful info."
- "Live too far out."
- "Glad this topic was included."
- "Was comprehensive but was really geared towards those who will be working downtown and not others."
- "Informative."
- "Irrelevant to the department."
- "Good job."
- "There's no need to share images of pig's lungs."
- "I work in the boonies."
- "Wish we were closer to use it."
- "Thank you for explaining pig lung damage, but it was still rough to see."
- "Thanks for the warning on the graphic video! Gross!"
- "Very good."
- "She is super excited about her presentation! I enjoyed it!"
- "Enthusiastic presenter."
- "Best slide deck."
- "Well explained."

TRP SURVEY MONKEY SURVEYS OF NEW PIMA COUNTY EMPLOYEES

When asked what modes of transportation participants use for their work commutes at least one day per week, alternate modes including transit, carpool, bike and walk represent 62% of those trips. Due to these employees use of alternate modes of transportation, data collected indicates:

- Vehicle miles traveled avoided per year by these respondents: 33,400
- Pounds of air pollution and greenhouse gases reduced per year: 28,547

Thirteen respondents also left comments while taking the survey this quarter, including:

- "I am very much interested in carpooling and vanpooling. Thank you!"
- "I plan to add bicycle use to my mix of commute preferences."
- "I would ride my bike more but I need resources in finding a helmet."
- "I reside too far out of the City and County to allow me to use alternate transportation. However, I do cut down as much as I can outside of work..."
- "It [presentation/resources] encouraged me to take advantage of the bus route near my home."
- "I will ride my bike when I can. Travel is almost 22 miles each way and makes it a bit of a production. If I can find a shower near work I would be more inclined."
- "Am waiting for bicycle locker to be available before beginning."
- "I was already carpooling."
- "I'm glad this material was covered in the NEO. I plan to ride the bus and start riding my bike occasionally."
- "Better access to alternative transportation for county employees not working downtown. Stationed at the Water Campus, there are few alternatives to get to work."
- "Great job. I would be interested in shower options. (YMCA downtown) but are there options at Abrams - not sure the former YMCA at the Kino complex is an option. [Followed up. No showers at Kino complex.]"
- "It was a great presentation, and if I didn't work non-standard days and hours at a site over 35 miles away from where I live, I would try to use alternate modes of transport."
- "A covered bicycle parking area in the courtyard at 201 N. Stone would be nice. The Travel Reduction Program is great, thanks!"

GOAL 12: 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: 0%

No ADEQ conference calls or meetings regarding these metrics were scheduled.

WORK ACCOMPLISHED:

No meetings were scheduled to calculate emission reductions from VNDD activities; however, VNDD staff traveled to Phoenix on June 13 and met with ADEQ air program staff to discuss program operations, including metrics currently obtained and reported. There were no suggestions for additional or different metrics.

GOAL 13: 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: 100%

WORK ACCOMPLISHED:

Staff used eight survey instruments in attempt to measure vehicle miles reduced. We drew data from the Healthy Air Is In Our Hands Drive Less Pledge, annual Clean Air Program campaign evaluation, data from the Pima Association of Governments Sun Rideshare database, surveys distributed to new Pima County employees, the Guaranteed Ride Home Program (established this year), Cyclovia Tucson report, and transit pass use by Pima County employees.

Although we continue to communicate the importance of using alternate modes of travel, many external variables are beyond the influence of the VNDD program. Population growth, the distance between work location and home, and gasoline prices are a few of these variables.

REPORTS OR DATA PRODUCED:

Total miles reduced in 2017-2018: 17,745,717

Goal of 1.75% miles reduced in 2018-2019: 18,056,267 or greater

Total miles reduced 2018-2019: 16,973,205

Although VNDD staff did complete the tasks aimed at reducing miles traveled and tracked data using chosen program and survey instruments, the results of these metrics indicate that overall there was an increase of 4.35% in miles traveled during the 2018-2019 fiscal year compared to the previous year. We did not meet the goal of reducing vehicle miles traveled by 1.75% in Pima County.

Vehicle Miles Traveled Reduced in Pima County			
Program	Miles Reduced		% Change
	FY 2017-2018	FY 2018-2019	
Healthy Air Is In Our Hands	698,337	1,126,404	61.30
Annual CAP Survey ^A	3,628,940	2,763,933	-23.84
Annual TRP Survey Pima County employees ^B	7,514,180	6,750,321	-10.17
PC Employee NEO Survey ^C	88,100	76,550	-13.11
Guaranteed Ride Home - Pima County employees	Program not offered	337,870	N/A
Tire Inflation Education Program ^D	577,867	646,849	11.94
Cyclovia Participants Car-Free Day ^E	Data not available	318,278	N/A
Transit Pass Use by Pima County employees	5,238,293	4,953,000	-5.45
TOTAL	17,745,717	16,973,205	-4.35

Vehicle Miles Reduced • VNDD Programs FY 2018-2019					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands	131,984	110,174	210,181	674,065	1,126,404
Annual CAP Survey ^A				2,763,933	2,763,933
Annual TRP Survey Pima County employees ^B		6,750,321			6,750,321
PC Employee NEO Survey ^C	4,750	16,300	22,100	33,400	76,550
Guaranteed Ride Home - PC employees	61,750	81,107	95,420	99,593	337,870
Tire Inflation Education Program ^D				646,849	646,849
Cyclovia Participants Car-Free Day				318,278	318,278
Transit Pass Use by Pima County employees	1,248,156	1,260,043	1,232,306	1,212,495	4,953,000
TOTAL					16,973,205

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

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). 66% of Cyclovia Tucson participants (29,040) used alt modes on their trip to Cyclovia Tucson.