



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY  
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217  
QUARTERLY PROGRESS REPORT • JANUARY 1, 2020 – MARCH 31, 2020**

**PROGRAM EXPENSES -----**

**PERCENT OF WORK COMPLETED:** 75%

Reimbursable Services Expense totaled \$ 64,637.17 and included:

- \$34,121.92 – Labor with Fringe Benefit costs in January, February and March:
  - \$25,894.34 – Labor expense
  - \$ 8,227.58 – Fringe Benefit expense
- \$8,568.08- Printing, advertising and law enforcement for event traffic mgmt. and safety
- \$423.80 – Outreach and office supplies
- \$21,523.37 - Administrative Overhead

**• GOAL 1: DEVELOP OUTREACH REGARDING HEALTH IMPACTS OF O<sub>3</sub> AND PM----**

**PERCENT OF WORK COMPLETED:** 75%

**WORK ACCOMPLISHED:**

**EXPAND RELATIONSHIPS WITH SCHOOLS**

- **Potential Collaboration with Tucson Unified School District (TUSD)**  
Discussions and plans continued via email until schools were closed on March 16<sup>th</sup> due to the COVID-19 pandemic. Future meetings are planned.
- **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. As a resource, they are using PDEQ's Clean Air curriculum published in 1996. The instructor touched base to ask if we could help confirm information is current and applicable. They would like to incorporate numerous ideas and activities from the curriculum and were seeking permission to use the content. VNDD staff expressed delighted approval and agreed to help answer questions, share resources and brainstorm if desired. Staff also requested to see the final product for potential use in our outreach program, and asked if they would share how many students are exposed to the materials once the program is operational.

Staff scheduled a meeting to review the materials with the Cooper Center, which will be rescheduled once the COVID-19 stay home executive order by Governor Ducey is lifted.

**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, including bookmarks, *Desert Dwellers Know* activity sheets and *The Loop Maps*. 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.

Multiple businesses responded favorably to our initial connection. At this time, staff is looking at innovative strategies to identify and address barriers to employees engaging in alternate modes of transportation. Once COVID-19 pandemic restrictions are lifted, outreach options include PDEQ staff providing presentations, resource tables at health or benefits fairs, newsletter articles, or supplying businesses with literature, STEAM-inspired activity sheets and other air quality 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-visuales and different perspectives are incorporated to engage multiple types of learners and address different motivators within any given audience.

Staff updates presentations, creates new activities and crafts messages and articles while considering relevant current issues.

### **• GOAL 2: COMMUNITY-WIDE EVENTS & ACTIVITY -----**

**PERCENT OF WORK COMPLETED:** 49%

#### **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, organized by the Living Streets Alliance (LSA) and supported by VNDD, 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 common obstacles caused by motor vehicle traffic.

The fall Cyclovia event was held on October 27, 2019 and was attended by an estimated 40,000 people. The spring Cyclovia was scheduled for March 29, 2020, but was cancelled due to the COVID-19 pandemic. PDEQ staff was on the planning committee playing a lead in connecting with other Pima County department programs, inviting them to participate in the event and coordinating the County department's booth locations, activities and logistical needs.

As a sponsor of the event, PDEQ planned to cover the costs of advertising in Arizona Bilingual Magazine, Zocalo Magazine and social media platforms. Our logo was posted on multiple LSA webpages and promotional emails. When the event was cancelled, the ads were modified and used to promote the No-Drive day messaging.

##### **TUCSON 'VIRTUAL' EARTH DAY**

As a member of the Tucson Earth Day Festival planning committee, staff worked with other community partners to plan and host the 2020 event, celebrating the 50<sup>th</sup> anniversary of the first Earth Day. The Children's Museum Tucson hosts the event with support from government agencies, businesses and dedicated community members. The event was planned to be held downtown on Saturday, April 18, 2020 at the Children's Museum Tucson and adjacent Armory Park with at least 50 exhibitors providing interactive activities, live entertainment, food vendors, alternate fuels car show, and a passport program encouraging quality interaction at booths and a chance at prizes.

Due to the COVID-19 pandemic and the need to practice social distancing to reduce the spread of the coronavirus, it was determined we cancel in-person festivities and focus efforts on on-line education

based out of our website [www.TucsonEarthDay.org](http://www.TucsonEarthDay.org). The Children's Museum staff is taking the lead in organizing and promoting educational videos and online resources to share with the public. PDEQ staff provided a link to our Clean Air Program resources.

#### **USE THE LOOP FOR YOUR COMMUTE PROJECT**

Materials promoting the 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. This resource for the community has grown in popularity for recreational as well as transportation use.

#### **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 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.

- **Association for Commuter Transportation**

PDEQ staff organized a breakfast for the Southern Arizona members of ACT on February 27<sup>th</sup> to discuss projects and programs related to promoting alternative modes.

- **City of Tucson Department of Transportation**

Staff met with the Director of Transportation to discuss air quality and transportation links and ways to work together to accomplish the goals of both departments while maintaining healthy air quality.

- **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 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. In addition to supporting Cyclovia Tucson to help promote bicycling and walking in place of vehicle trips, VNDD staff connects with LSA regarding the Bike Valet Program and other potential collaborative projects.

#### ***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 January and February this quarter, the bike racks were utilized at four events: Vintage Bike Show, Move Tucson Launch, Social Ride to African Village and a Ward I Open House, where a total of 65 bikes were parked, replacing car trips. The racks were not used in March.
- **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**  
Staff continued to collaborate with PAG on multiple programs and projects:
  - Air Quality Subcommittee: If PAG schedules future meetings, PDEQ staff 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 (TRP): 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.
- **Pima County Government Departments**  
**Communications Office**
  - Staff worked with graphic designers and communications specialists on a variety of projects including eScoop articles and news releases.

#### ***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-eight Pima County employees are registered for this program, two of which registered during this quarter. Two emergency rides traveled this quarter, cost the Director's Office \$47.03.

#### ***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.
- 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. Many Clean Air Program resources align well with REACH efforts to support use of alternative modes, highlighting active transportation options. Staff provided an activity table at two events in January and February. The March event was cancelled.

### **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: 4
  - Attendees: 145
- 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: 808
- Staff met with Pima County Human Resources and Sun Tran to explore the possibility of increasing employee transit ridership. Potential methods discussed include: reducing or eliminating the time delay between employee sign up and when the subsidy is applied; providing funding for the first month's pass; and securing an increase in the budget for employee transit passes. Transit sales amongst Pima County employees has slowly dwindled since 2009 and the County's budget allocation was commensurate with this decline. It will be a challenge to increase that administrative budget line item.

### **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. An article about idling less was provided in the January *Ask the Green Geek* column of the Pima County FYI public newsletter. An additional article about the success of the idle reduction program for the County's Regional Wastewater and Reclamation Department was published in the January edition of the eScoop.

### **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.
- Due to decreasing space availability, most librarians have opted to offer resources as part of ongoing programs and/or as part of existing educational literature displays.

### **• Sun Tran and Sun Link Streetcar Transit Services**

- Promoted transit services to Pima County employees and the general public by providing on-line resources, social media messaging, Ride Guides and other brochures about how to ride transit.
- Met with Sun Tran staff and Pima County Human Resources staff to brainstorm on a way to encourage brand new employee hires before their first day of work to use Sun Tran and other alternative modes of transportation for their commute with a personal trip planner.

- 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.
  - Passes distributed this quarter: 10
- **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* and other VNDD literature, including bookmarks and The Loop maps. TAS staff highlights the poster and activity book on their gift shop’s webpage.
  - 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 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.
  - VNDD and TCB promote each other’s materials at select community outreach events.
  - VNDD staff tabled at the Tree Festival and Climbing Championship on March 7, an event sponsored by TCB.
- **University of Arizona**
  - Staff provided a presentation for the Environmental Sciences 195-A class about PDEQ services, our Clean Air Program, and finding careers in the environmental field.

## **REPORTS OR DATA PRODUCED:**

### **EMISSIONS REDUCTION FROM HEALTHY AIR IS IN OUR HANDS CAMPAIGN:**

- # participants pledged to not drive this quarter: 388
- Total vehicle miles reduced this quarter: 151,905
- Pounds of pollution and greenhouse gases avoided this quarter: 129,833

### **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 first quarter: 808 (average of 269 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: 258,079
  - Pounds of air pollution and greenhouse gas emissions reduced: 220,580

**EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE GUARANTEED RIDE HOME PROGRAM:**

- Employees currently signed up for this program: 88
- New registrants this quarter: 2
- Claims for reimbursement: 2 (\$47.03 paid for by funds from PDEQ Director’s Office)
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 118,911
- Annual miles traveled reduced by these employees: 457,350
- Pounds of air pollution and greenhouse gas emissions reduced per year: 415,773

**• GOAL 3: PRESENTATIONS & IN-DEPTH INTERVIEWS-----****PERCENT OF WORK COMPLETED:** 144%**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 11 presentations delivered reaching 485 people this quarter, six in-depth interviews were given to KOLD TV, Arizona Daily Star, and the Bill Buckmaster show regarding air quality, ozone, and air monitoring. Audience reach via these interviews is unknown as reader/viewer data is not available.

**REPORTS OR DATA PRODUCED:**

Presentations			
Date	Location	# Presentations	# Attendees
9-Jan-20	Pima County New Employee Orientation	1	34
24-Jan-20	University of Arizona ENVS195A class	1	35
30-Jan-20	Pima County New Employee Orientation	1	36
5-Feb-20	Sunrise Drive Elementary Science Day	4	239
20-Feb-20	Pima County New Employee Orientation	1	40
3-Mar-20	Pima County Department Personnel Rep Meeting	1	48
12-Mar-20	Pima County New Employee Orientation	1	35
12-Mar-20	Ellie Towne/Flowing Wells Community Center	1	18
	<b>Total</b>	<b>11</b>	<b>485</b>

In-Depth Interviews	
15-Jan-20	KOLD TV interview
20-Feb-20	AZ Daily Star meeting regarding an ozone story
9-Mar-20	KOLD TV interview regarding ozone
10-Mar-20	Bill Buckmaster Show regarding ozone, winter air pollution season and other PDEQ programs
19-Mar-20	AZ Daily Star recorded interview regarding air quality monitors and ozone
25-Mar-20	AZ Daily Star regarding ozone

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

**PERCENT OF WORK COMPLETED:** 111%

**WORK ACCOMPLISHED:**

**EVENT PROMOTIONS**

As a sponsor of Cyclovia, the Clean Air Program logo was included in promotional webpages, emails and printed materials provided by the Living Streets Alliance. Unfortunately, the event scheduled for March 29 was cancelled just weeks before it was to be held, and promotions ceased.

**ARTICLES WRITTEN**

• **PDEQ Internet**

Two articles based on VNDD news releases were posted on the PDEQ website this quarter. The articles shared information about higher levels of particulates in relation to New Year’s celebrations and tips to show love for the air on Valentine’s Day and beyond. At least one of these articles was also posted on Pima County’s main website, [www.pima.gov](http://www.pima.gov).

• **Green Living Magazine**

Staff wrote two articles which were published in Green Living Magazine, an eco-conscious lifestyle periodical that offers current trends in wellness and sustainability initiatives, inspiring readers to make a difference in our environment.

Articles Written for Green Living Magazine	
Jan 2020	Am I crazy? My journey with public transportation and its unexpected benefits
Mar 2020	But I don't see anything: What you need to know about ozone

• **eScoop Newsletter**

Staff wrote three articles for this on-line newsletter for thousands of Pima County employees.

Pima County Employee eScoop Articles	
3-Jan-20	Get creative with your 2020 commuting
3-Jan-20	Wastewater (department) sees success in idling less
7-Feb-20	How do you get to work? Commuters share their stories

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

**PERCENT OF WORK COMPLETED:** 50%

Prompted by ADEQ Five-Day Air Quality Forecasts of high levels of ozone and real-time PDEQ air quality data, VNDD 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:**

**SOCIAL MEDIA MESSAGING**

This quarter, there was no need to message about unhealthy ozone forecasts as ozone season has not yet begun. However, one tweet on Twitter posted in February reminded readers of this pollutant and encouraged the community to fight the formation of ozone and take a pledge to drive less and use alternate modes of transportation more.

## • **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:** 160%

### **WORK ACCOMPLISHED:**

#### **PDEQ WEBSITE**

Staff continued to promote, update and maintain the PDEQ website, posting two new pages developed from news releases about air quality issues.

#### **AIR QUALITY LIST SERVE**

Staff maintains a list serve to share timely air quality and No-Drive Days 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**

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, skipping trips, combining errands, 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 four New Employee Orientations;
- Registered two employees in the Guaranteed Ride Home Program for Pima County employees;
- Distributed alternate mode news and information via three employee newsletter articles;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via 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 (52 members), bicycle (82 members), walk (two members), or carpool and vanpool (10 members). Staff distributed messages on two occasions this quarter including information on transit schedule changes.
- Maintained and updated the TRP intranet webpages providing resources and information about alternative modes of transportation and the benefits they provide;
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees and posted four 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 second quarter of FY 2019-2020:

- Pageviews on PDEQ website: 32,537
- Pageviews on TRP webpages: 531

Articles Posted on PDEQ Website
January 06, 2020 - New Year's Celebrations Caught on PDEQ Air Quality Monitors
February 14, 2020 - Show Your Love for the Air

The three articles that were written for the eScoop employee newsletter were also posted on the TRP intranet site for Pima County employees.

### **AIR QUALITY LIST SERVE**

- Members on the Air Quality List Serve: 962
- Members on the Media list serve: 131
- Air quality-related informational piece distributed this quarter: 3

### **SOCIAL MEDIA MESSAGING**

- Tweets posted on Twitter: 27
  - Impressions on Twitter: 43,200
- Facebook posts: 27
  - Impressions on Facebook: 2,126
- Facebook posts on *Commute Trips & Tips*: 4
  - Reach: 40 members x 4 posts = 160

### **HARD COPY MATERIALS DISTRIBUTION**

- Pieces of literature and promotional materials distributed this quarter: 5,960
- Items authored by PDEQ and other agencies distributed: 75
- Occasions on which materials were distributed directly (In addition to distributing materials at booths and presentations) : 16
- People reached via materials distribution: 546

Materials Distribution			
Date	Location	# Events	# Recipients
7-Jan-20	Pima County Recorder's Office	1	3
9-Jan-20	Pima County Buildings Kiosk Reload	1	19
10-Jan-20	Pima County Mailroom	1	25
11-Jan-20	Davidson Elementary School	1	100
13-Jan-20	33 N. Stone Ave., Security Staff	1	3
17-Jan-20	Glenn Smith - resident	1	1
27-Jan-20	Pima County Board of Supervisors - Tucson Estates Event	1	200
29-Jan-20	Winners of Healthy Air Is In Our Hands Drive Less Pledge	4	4
30-Jan-20	Pima County Buildings Kiosk Reload	1	9
10-Feb-20	Pima County Fleet Services	1	150
20-Feb-20	Pima County Building Kiosk Reload	1	17
9-Mar-20	Theresa Lee Health Department	1	2
12-Mar-20	Pima County Buildings Kiosk reload	1	13
	<b>Total</b>	<b>16</b>	<b>546</b>

## • **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:** 70%

### **WORK ACCOMPLISHED:**

#### **TWITTER**

PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, staff tweeted 27 posts focused on air topics including:

- Transit
- Alternate modes of transportation
- Idle less at schools
- Clean air
- General eco including air
- Trees and air pollution
- Skipping trips for clean air
- PDEQ air data at New Year's celebration
- Healthy Air Is In Our Hands pledge
- Ozone
- Drive and idle less
- Carpooling
- Air and weather
- Airborne dust control methods
- Preserving the planet
- Lights out for Earth Hour
- Being car free
- Transit benefits
- The Loop

#### **FACEBOOK**

- **PDEQ Facebook**

Staff attended a training for FaceBook to enhance presence and learn tips from an active County department poster.

Staff began posting messages on Facebook independently of the Pima County Communications Department and provided 27 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 40 members in this group. This quarter, staff posted four messages regarding:

- Transit schedule changes
- Sun Link streetcar seasonal schedule changes
- Using alternate modes provides long-term health and happiness benefits (SHRM report)

#### **YOUTUBE**

In previous years and with the assistance of Pima County Communications, PDEQ produced and posted six public service announcements related to air pollution and actions people can take for healthier air. These videos are all currently active on YouTube.

### **REPORTS OR DATA PRODUCED:**

#### **TWITTER**

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

- Air quality related tweets this quarter: 27
- Impressions this quarter: 43,200
- Followers: 992

## FACEBOOK

- Facebook posts this quarter: 27
- Impressions: 2,126

## COMMUTE TRIPS & TIPS FACEBOOK GROUP

- Facebook posts this quarter: 4
- 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): 39 views
  - 40-second version (uploaded April 2018): 251 views
- *Help keep particles out of the air this New Year's*
  - English version (uploaded September 2017): 53 views
  - Spanish version (uploaded September 2017): 45 views
- *Love the Air* (uploaded April 2015): 664 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): 77 views

## • 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:** 75%

### **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 actions leading to driving less. 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 and on the PDEQ website. One lucky participant wins a \$100 Visa gift card via a random drawing for each quarter.

### **REPORTS OR DATA PRODUCED:**

#### **DRIVE-LESS PLEDGE QUARTERLY OUTCOMES:**

- Pledge cards distributed this quarter: 172
- Healthy Air Is In Our Hands bookmarks distributed: 16
- People pledged to drive less this quarter: 388
- Miles contest participants pledged to not drive during this quarter: 151,905
- Pounds of air pollution and greenhouse gases reduced this quarter: 129,833

• **GOAL 9: 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:** 65%

**WORK ACCOMPLISHED:**

Staff tabled at eight community activity and resource events during the third quarter. Additional events scheduled in March were cancelled due to the COVID-19 pandemic, including the SARSEF Future Innovator’s Night, Cyclovia, World TB Day, and a REACH event.

**REPORTS OR DATA PRODUCED:**

Booths			
Date	Location	# Events	# Attendees
11-Jan-20	Pima County Health Department REACH Event	1	70
30-Jan-20	Ted Walker Youth Day	1	3200
6-Feb-20	Harelson Elementary STEM Night	1	250
8-Feb-20	Pima County Health Dept. REACH Event	1	40
11-Feb-20	Ochoa Community School	1	100
27-Feb-20	Booth Fickett MEGA Night	1	200
07-Mar-20	Tree Festival	1	200
10-Mar-20	Pima County & City of Tucson Employee Health Fair	1	400
	<b>Total</b>	<b>8</b>	<b>4,460</b>

• **GOAL 10: NEWS RELEASES & MEDIA EXPOSURE** -----

Staff worked with the news 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:** 60%

**WORK ACCOMPLISHED:**

**NEWS RELEASES TO MEDIA:**

Staff developed and distributed two news releases this quarter, including one describing high PM2.5 levels as a result of New Year’s Eve celebrations and on encouraging readers to show their love for the air on Valentine’s Day.

**AIR INDEX NOW INFORMATION:**

The media can obtain real-time Air Quality Index (AQI) information from PDEQ’s website, [www.pima.gov/deq](http://www.pima.gov/deq). 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 nine 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.

**REPORTS OR DATA PRODUCED:**

News Releases	
Date	Title
6-Jan-20	Last Week's New Year's Celebrations Caught on PDEQ Air Quality Monitors
13-Feb-20	On Valentine's Day, show your love for the air (and a loved one) Skip a trip to reduce air pollution

Media Exposure via TV, Radio, Print, Websites, eNewsletters, Outdoor Advertising and Publicity		
Date	Host	Description
Jan-2020	Green Living Magazine	Am I crazy? My journey with public transportation and its unexpected benefits
Jan-2020	pima.gov	Am I crazy? Nope, just a blissful bus commuter
6-Jan-20	pima.gov	New Year's Celebrations Caught on PDEQ Air Quality Monitors
7-Jan-20	KGUN-9	Air Quality monitors catch New Year's celebrations
15-Jan-20	Pima County FYI - Green Geek	Does idling for only a few minutes really matter?
2-Mar-20	KOLD-13	Tree Fest event with PDEQ participating
March-20	Green Living Magazine	But I don't see anything: What you need to know about ozone
March-20	Green Living Magazine	Healthy Air Is In Our Hands advertisement
9-Mar-20	KOLD-13	Pima County concerned about exceeding ozone limits

**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:** 37%

**WORK ACCOMPLISHED:****YOUTH & ADULT PRESENTATION SURVEYS**

Surveys are distributed at or after presentations, as appropriate, to evaluate the effectiveness of the presentation in informing and encouraging no-drive actions among attendees. One evaluation was returned this quarter from the facilitator of an air quality presentation to elementary school-age children at an after school program.

**TRAVEL REDUCTION PROGRAM SURVEYS DISTRIBUTED**

- **New Employee Orientation Evaluations**

Staff received 90 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.

#### **ANNUAL EVALUATION OF THE VNDD CLEAN AIR PROGRAM**

PDEQ is contracted with FMR Associates, Inc. to provide the annual evaluation of our outreach and education program. Potential survey question modifications were discussed this quarter, as well as a plan for survey timing. The telephonic and on-line survey will take place in the fourth quarter.

#### **REPORTS OR DATA PRODUCED:**

##### **YOUTH PRESENTATION SURVEYS**

On a scale of 1 to 5, where 1 is “Low” and 5 is “High”, the effectiveness of the presentation ranked:

- Increasing attendees’ knowledge of environmental issues: 5
- Encouraging action to reduce air pollution: 4

Comments:

- *I love that there were opportunities for the kids to interact. This made them engaged. Also the on spot switch because of rain.*
- *I did have one parent complain about the pig lung and asked to be informed in advance. More opportunity for all participants to interact.*
- *They all seemed to have fun and be engaged. Pig lung huge talking point with the kids. Thanks for the goodies.*

##### **NEW EMPLOYEE ORIENTATION EVALUATIONS**

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

Comments:

- *Skye is awesome. Can I work for her?*
- *Fast paced.*
- *Very informative.*
- *Great energy. Most informative presentation. I wish the public had more access to this material. UA & WTC could do with distributing some of this info.*
- *I carpool but not with another county employee. They work for the UofA/State. I park at a City garage.*
- *Soft speaker. Made concentrating after lunch in dark room challenging.*
- *Good presentation. Useful information. Great at communicating the benefits and importance of participating.*
- *Very informative. Helped clarify my transportation questions.*
- *Presenter seemed to really believe in her job and the mission of the department.*
- *Frustrating when job requires me to drive my vehicle.*
- *Dept. has a great overall message that came across in a way that didn’t make me feel guilty about driving and also gave me some good alternative options.*
- *Nice lady but showed up late – had no idea what was happening – gave us a 2<sup>nd</sup> 10 minute break.*
- *Great presenter.*
- *Passionate, enthusiastic presenter.*
- *Great topic! Too bad the presenter was late.*
- *Hard to tell as she missed her slot and had to give a really quick presentation.*
- *Very engaged and loved the give-aways.*
- *Very informative.*
- *Excellent.*
- *Funny.*

## 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 33% of those trips.

- Surveys distributed to Pima County employees this quarter: 67
- Responses received: 15 (22% response rate)
- Vehicle miles traveled avoided per year by these respondents: 6,000
- Pounds of air pollution and greenhouse gases reduced per year: 5,128

Nine presentation attendees also left comments while completing the survey this quarter.

- *Cycling is my next best option. I will explore cycling to work in the near future.*
- *Information provided alternatives - but when utilized, were not practical and safe.*
- *Something to assist finding carpool partners.*
- *There isn't a service that can be caught from Three Points area. There are a lot of people driving in the morning 30+ miles to work from that area. It would be nice if there was a solution.*
- *Presentation is well thought out, perhaps an organized way to have a meeting point in a neighborhood to carpool.*
- *In practical use, it would have been nice to plan an actual route to see how to overcome some of the impractical consequences (walking a mile after dark).*
- *I tried for four days to use the bus system to get from my house to my work downtown. First day the bus came late and I was 25 mins late for work. The second day, the bus came early and drove away as I walked up. Late for work, again. Third day, caught the bus, but was still 15 mins late. Fourth day caught the next earliest bus (in the dark), was 35 mins early for work. I did not even try to take the bus home because it is too dark by the time I get dropped off and have to walk a mile to my house. I really did try... :(*
- *I already rode the bus to commute to work before the presentation*
- *Expand on the benefits provided to employees such as paying a portion of the bus fees*

## 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:** 75%

### **WORK ACCOMPLISHED:**

Staff remained available to discuss potential methods for emissions calculations.

## 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:** 75%

### **WORK ACCOMPLISHED:**

Of eight survey instruments attempting to measure vehicle miles reduced related to VNDD outreach, data is available for four items this quarter. Data from other metrics will be available as we progress through the fiscal year.

**REPORTS OR DATA PRODUCED:**

Vehicle Miles Reduced • VNDD Programs FY 2019-2020					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands	130,651	211,900	151,905		494,456
Annual CAP Survey <sup>A</sup>					-
Annual TRP Survey Pima County employees <sup>B</sup>		2,239,744			2,239,744
PC Employee NEO Survey <sup>C</sup>	10,250	22,100	6,000		38,350
Guaranteed Ride Home - PC employees	100,724	109,954	118,911		329,589
Tire Inflation Education Program <sup>D</sup>					-
Cyclovia Participants Car-Free Day <sup>E</sup>		304,250			304,250
Transit Pass Use by Pima County employees	308,077	279,185	258,079		845,341
<b>TOTAL</b>					<b>4,251,730</b>

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). 34.7% of Cyclovia Tucson participants (13,880) used alt modes on their trip to Cyclovia Tucson.