



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

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 50%

Reimbursable Services Expense totaled \$ 70,776.08 and included:

- \$35,916.45 – Labor with Fringe Benefit costs in October, November, December:
 - \$26,467.33 – Labor expense
 - \$9,449.12 – Fringe Benefit expense
- \$58.72 – Office Supplies
- \$5,200.00 - Advertising Healthy Air Drive-Less Pledge
- \$7,601.26 – miscellaneous expenditures for Shared Street project including safety signs, flashers, barricades, traffic cones to reduce vehicle traffic and encourage biking and walking
- \$21,999.65 - Administrative Overhead

SPECIAL NOTE -----

Due to the world-wide COVID-19 pandemic and associated social precautions, several PDEQ Voluntary No-Drive Day/Clean Air Program community activities were halted, modified or cancelled. Staff continued to move forward in our drive-less education mission by maintaining, developing and distributing outreach materials. Our outreach team strives to engage the community regarding emissions related to vehicle miles traveled and air quality, especially ground-level ozone and particulate matter. PDEQ staff continually strengthens and expands community partnerships to develop innovative new VNDD projects.

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

PERCENT OF WORK COMPLETED: 37%

WORK ACCOMPLISHED:

Our new Fresh Start Commute Solutions program is designed to reach new employees and influence their commute mode choices before their first day of work. Resources, information and enticements are shared regarding the substantial monetary and personal benefits of using alternate modes of transportation. This quarter, staff:

- Completed and submitted to Human Resources a resource flyer and materials order form to be included in the new employee on-boarding process. Due to reduced “non-essential” staff in the Human Resources Department, the materials will not be included until next quarter.
- Is fine-tuning the TRP presentation we gave in-person to new employees during their orientations prior to the COVID interruptions. The presentation will be formatted into the Learning Management System training program in which new employees will engage on-line as part of the on-boarding process.

- Worked with Sun Tran to arrange the purchase of 30-day transit passes to help bridge the gap between when an employee signs up for the transit subsidy program and when the subsidy is activated. Sun Tran is considering extending time for free rides to the public. When SunGO fares are scheduled to resume, we will purchase the passes.
- Met with the Pima County Department of Transportation regarding their plans to develop a comprehensive Mobility on Demand (MOD) program for a regional approach that will integrate advanced technologies to reduce congestion, save fuel, reduce miles driven, and provide real-time travel information. Once the MOD program is ready, we will assist with promotional efforts for the use of alternate modes of transportation and new mobile apps and technologies that help make smart transportation choices. We will incorporate MOD in the Fresh Start Commute Solutions Program and for the general public.

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

PERCENT OF WORK COMPLETED: 50%

WORK ACCOMPLISHED:

EXPAND RELATIONSHIPS WITH SCHOOLS

- **Potential Collaboration with Tucson Unified School District (TUSD)**
Discussions and plans to reach VNDD messaging throughout TUSD schools were held earlier this year. Planning meetings are expected to continue into the future, however, the coronavirus has impacted school operations significantly, and it is currently unclear as to when and how our materials and program might reach this target audience.
- **Partners in School Health**
Staff provided a virtual presentation about air quality resources available for schools and teachers in the classroom for this group of educators who meet regularly to learn about community resources. The presentation was recorded and is available for future viewing.

EXPAND RELATIONSHIPS WITH SMALL BUSINESSES

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

DETERMINE OPTIMAL WAYS TO ENGAGE TARGET AUDIENCES

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

- #ThisIsCleanAir photo challenge via social media and new webpage;
- Online presentations;
- Continue discussions with Youth On Their Own regarding their young-adult Ambassadors producing air quality videos for the VNDD program. Staff provided an informational presentation to one member of the group this quarter.

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

PERCENT OF WORK COMPLETED: 37%

WORK ACCOMPLISHED:

#THISISCLEANAIR PHOTO CHALLENGE

This recurring event invites Pima County residents to submit photos and captions describing actions they take that help keep air healthy. The intent is to engage the community, acknowledge the clean air actions they document, encourage clean-air ways of travel, and inspire others to also act in clean air ways.

This online event is scheduled throughout the year as resources allow. Our first photo challenge was held in September. Close to 500 individuals participated in the event including those who submitted photos and those who voted for their favorite photos. We received 32 photographs from 26 participants depicting skateboarding; bicycling; carpooling; Sun Tran, Sun Link and Cat Tran transit; use of electric vehicles; riding horses; and how dogs influence their human's behavior in support of healthy air. In October, staff chose nine photos and posted them on social media for public vote.

An artistic photo of feet on a skateboard earned the most votes and it was awarded the Grand Prize of a \$50 gift card (none of which was funded by the VNDD program). An additional two Runner-up winners were acknowledged with \$25 gift cards for their enthusiasm in bike maintenance and family bike outings. All three winners also received a PDEQ tote with miscellaneous promotional items, bike maps and relevant literature.

		
Grand Prize Photo! "Protect Your Mother" Ava P. saving 150 miles/week	Runner Up! Dirty Hands for Clean Air Diego S. saves 30 miles/wk.	Runner Up! Family & Dog Rides Together Carissa S. saving 250 miles/week

As part of the entry requirements, participants submitted the number of miles they reduced per week by using their clean-air modes of transportation. Participants reduced miles driven by 738 miles per week, or 9,594 miles for the quarter. These data were figured and reported in the first quarter report.

LIVING STREETS ALLIANCE SHARED STREETS PROGRAM

Staff continued a collaboration with LSA on a pilot *Shared Streets* project in the South Tucson area to reduce vehicle traffic, improve safe accessibility for resident families and to encourage neighborhood walking and bicycling. The project provides temporary signage and traffic calming to turn a regular neighborhood street into one where drivers go slower, making it safer for kids, elders, and everyone to be outdoors walking and riding bikes with plenty of space for social distancing.

LSA has received overwhelming positive feedback and enthusiasm from residents, particularly those with young children and families who have resided in South Tucson for generations. Residents appreciate the traffic-calming measures and agree that speeding traffic is a threat on 8th Avenue.

- Households with which LSA connected: 40
- Approximate number of households where driving is the main form of travel: 30
- Block leaders recruited to monitor barricades and share information with neighbors: 8

VNDD staff provided an information and activity table at the four Mobile Bike Repair events LSA held on Sundays throughout November.

CITY OF TUCSON SLOW STREETS PROGRAM

In response to the COVID-19 pandemic, the City of Tucson Department of Transportation and Mobility (DTM) piloted Tucson Slow Streets, an initiative to reconfigure streets to support social distancing and encourage physical activity. The Slow Streets program temporarily closes certain streets to all but local traffic, giving Tucsonans more space to safely walk, bike, and run. Staff has been coordinating with City staff to be involved in Phase II of this project which should begin in March and continue through the rest of the year.

Slow Streets are neighborhood streets, temporarily limited to local traffic only through barricades, cones, and signs that:

- Provide space for safe physical activity, transportation, and recreation (walking, wheelchair rolling, biking, and playing) in the street.
- Encourage people driving to use alternate routes, only using Slow Streets when necessary to reach a final destination.
- Urge people driving to drive slowly and safely, and look out for people sharing the street.
- Do not impact emergency vehicle access in any way.

SUPPORTING ADDITIONAL COMMUNITY PROGRAMS THAT ENHANCE NO-DRIVE DAYS GOALS

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

- **Arizona Department of Environmental Quality**
PDEQ staff continued to promote the Arizona Department of Environmental Quality five-day air quality forecasts for the Pima County region for ground-level ozone and coarse particulate matter. It is intended to not only ask people to avoid driving, especially with single vehicle trips on high pollution days, but also to provide warnings to people who might have health issues associated with elevated levels of air pollution. Notification of air quality forecasts in the unhealthy range can provide time for people to make other travel plans that could reduce vehicular emissions. The forecasting service was promoted via social media, in news releases and on a link on the main page of PDEQ's website.
- **Green Valley Community**
Staff represented Pima County DEQ at the Green Valley Council meetings to keep the committee updated on air quality issues. Presentations on air quality issues are given each meeting and questions about local concerns are addressed. This involvement has strengthened rapport with the Green Valley community and has proven helpful when reaching out to the at-risk population on sensitive issues, such as air quality and mining activity. After being curtailed in early 2020 due to the pandemic, meetings are starting up again.
- **Living Streets Alliance**
The Living Streets Alliance (LSA) is a 501(c)(3) organization established to promote healthy communities by empowering people to transform streets into vibrant places for walking, bicycling, socializing and play. In addition to the Shared Streets Program described above, we work with LSA on the following:

Cyclovia Tucson:

Spring and fall 2020 events cancelled due to COVID-19. The next event is tentatively scheduled for April 22, 2021, however, it may be cancelled as well.

- **National Weather Service**

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

- **Pima Association of Governments**

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

Air Quality Subcommittee:

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

Travel Reduction Task Force:

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

Pima County's Travel Reduction Program (TRP):

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

Promoted the annual PAG Travel Reduction Program Employee Survey in October. Staff developed email messages to reach department personnel representatives and members of our TRP list serves. Due to County policy changes, staff was not permitted to distribute a mass email blast to employees and relied on eScoop articles and our intranet page to reach employees directly. As an incentive for employees to respond, staff compiled family-friendly jokes which were provided in a link on the TRP intranet page.

- **Pima County Government Departments**

Analytics and Data Governance

- To capture new data regarding Pima County employee teleworking activity, staff connected with the Office of Analytics and Data Governance and received access to their data-gathering website. We can now capture VMT reductions for employees who are teleworking. This data will be included as a new metric for Goal #12 in the VNDD work plan.

Environmental Quality

- With reimbursement funding from the PDEQ Director's Office, staff operates a *Guaranteed Ride Home Program* for Pima County employees. This helps to encourage and

serve employees who use alternate modes of transportation for their work commutes by providing a reimbursable ride home if they are without a personal vehicle and a crisis or emergency happens. Eighty-nine Pima County employees are registered for this program, and one emergency ride costing the PDEQ Director's Office \$17.05 was taken this quarter.

Health Department

- Bicycle and Pedestrian Program: Promoted on-line and paper maps of bike routes and The Chuck Huckelberry Loop non-motorized pathway, employee bike-share program, and related literature to the general public and Pima County employees.

Human Resources

- Travel Reduction Program presentations at New Employee Orientations were temporarily cancelled due to COVID-19 safe distancing restrictions and a hiring freeze. Human Resources (HR) is in the process of restructuring the orientations which will be held virtually via Microsoft Teams. The TRP presentation will also become part of the Learning Management System program as a required training for new employees.
- Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the HR Benefits program. Fares continue to be free until further notice from Sun Tran to protect drivers and passengers on transit vehicles during the COVID-19 pandemic. No bus passes were sold to employees this quarter, however, some employees continue to ride, and the resource is promoted in our TRP materials.
- Staff continued conversing with HR regarding our new Fresh Start Commute Solutions program, being incorporated into the new employee on-boarding procedures, and the possibility of increasing employee transit ridership once it is sensible to promote transit again. The VNDD program intends to offer an initial free 30-day bus pass to those who commit to take transit for their work commutes.

Natural Resources, Parks and Recreation

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

Office of Sustainability and Conservation

- Staff contributes to the Alternate Fuels Chapter of the Sustainability Action Plan for County Operations. This subcommittee is dedicated to reduce miles driven, improve efficiencies, and reduce emissions from the fleet of vehicles used by Pima County employees. Key participating departments on the subcommittee include Fleet Services, Environmental Quality, Human Resources, Facilities Management, and others as topics warrant.
- The team is working on projects to reduce emissions by decreasing employee vehicle idling and providing services to make using alternate modes more amenable. An idle reduction program for Pima County departments and employees is implemented, with data acquired from GPS units installed in most County fleet vehicles. Promotional *Idle Less* bookmarks continue to be distributed and GPS data reports are sent to department heads monthly for internal use. In addition, electric vehicles continue to be added to the county's fleet and team members are researching electric charging infrastructure needs and capabilities.

- **Sun Tran and Sun Link Streetcar Transit Services**
 - Staff promoted transit services to Pima County employees and the general public by providing on-line resources, social media messaging, and updates regarding transit services to Pima County’s Travel Reduction Program transit list serve.
 - Sun Tran donated \$10 value-loaded SunGO transit passes to encourage Pima County employees to use transit for work commutes. Staff provides the identification numbers of the distributed cards so that Sun Tran can track their usage through time and assess the effectiveness of the promotion. The passes are distributed at New Employee Orientations and with responses to employee inquiries. Since we were not able to provide presentations this quarter, no passes were distributed this quarter.

- **Tucson Audubon Society**
 - Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society (TAS) to distribute the desert conservation poster, *Desert Dwellers Know – A Celebration of Byrd’s Words*. TAS staff include the poster and activity book, *Desert Dwellers Know Desert Colors*, on their gift shop’s webpage. A series of facts, questions and academic challenges in the activity book helps adhere this piece to core STEAM (science, technology, engineering, art and math) principles for easy integration with elementary school classrooms. Proceeds from the sales are used for future *Desert Dwellers Know* educational projects and for reprinting the poster and activity book.
 - This partnership also supported the design of multiple drive-less stickers celebrating the use of biking, walking, taking transit and carpooling. The stickers may be used as TAS membership incentives.

- **Tucson Clean & Beautiful**
 - Staff serves on the Board of Directors of Tucson Clean & Beautiful and shares information regarding No-Drive Days goals and special events as appropriate.
 - TCB has a very active “Trees for Tucson” program that staff helps to promote for the many air quality benefits provided by shade trees. PDEQ coordinates with them to encourage the planting of low VOC emitting trees to reduce precursor emissions for ozone.

REPORTS OR DATA PRODUCED:

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE USE OF TRANSIT:

- Average round-trip commute miles for Pima County employees (October 2020 TRP survey): 24.4
- Transit passes sold during the fourth quarter: 0
 - Public transit passes were not for sale this quarter due to COVID-19 interruptions, however, Sun Tran’s bus boarding tracking system estimates that 72% of regular Sun Tran bus riders continued riding Sun Tran at no charge. Accounting for a reduced fleet and low ridership on Sun Express busses, an estimated 25% of passengers on express routes continued riding. Using Sun Tran’s statistics, we estimate 117 employees continued taking public transit each month this quarter.
- Accounting for holidays and vacation days and assuming alternate modes were used three days per week for 13 weeks this quarter:
 - Single-occupied vehicle driving miles reduced: 111,337
 - Pounds of air pollution and greenhouse gas emissions reduced: 95,160

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE GUARANTEED RIDE HOME PROGRAM:

- Employees currently signed up for this program: 89
- New registrants this quarter: 0
- Claims for reimbursement: 1
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 121,186
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 103,578

EMISSIONS REDUCTION FROM ANNUAL PIMA COUNTY EMPLOYEE TRP SURVEY

- Survey response rate: 18.7%
- Vehicle miles reduced: 1,493,544
- Pounds of pollution and greenhouse gas emissions reduced: 1,276,533

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEES TELEWORKING

- # Days Employees teleworked: 24,910
- # Vehicle miles reduced: 607,793
- Pounds of pollution and greenhouse gas emissions reduced: 519,481

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

PERCENT OF WORK COMPLETED: 34%

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.

REPORTS OR DATA PRODUCED:

Presentations			
Date	Location	# Presentations	# Attendees
10-Nov-21	AZ Air Quality Control District Meeting	1	38
12-Nov-20	Green Valley Council	1	11
16-Nov-20	PAG TRP Task Force Meeting	1	15
19-Nov-20	Youth On Their Own - Ambassador	1	1
4-Dec-21	PAG EPAC/Air Quality Subcommittee meeting	1	36
11-Dec-20	Partners in School Health	1	5
	TOTAL	6	106

In-Depth Interviews			
Date	Location	# Interviews	Reach
26-Oct-20	KVOA-TV, tire inflation	1	*
9-Nov-20	Green Living Magazine, Give the gift of clean air	1	*
	TOTAL	2	*
* Listener data unavailable.			

• **GOAL 5: DEVELOPMENT OF INFORMATIONAL MATERIALS -----**

PERCENT OF WORK COMPLETED: 133%

WORK ACCOMPLISHED:

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

NEWS RELEASES & MEDIA EXPOSURE:

Staff developed and distributed eight news releases this quarter, including three Air Quality Health Watches for particulates. A list of news releases distributed is provided below.

- **Air Index Now Information**

The media can obtain real-time Air Quality Index (AQI) information from PDEQ's website, www.pima.gov/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 19 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.

DESERT DWELLERS KNOW DRIVE LESS STICKERS

Stickers are very popular and are a great way to spread messages throughout the community. This quarter, artwork was finalized for stickers promoting transit, biking, and Drive Less: Ride More. These are the last of five drive-less stickers that focus on alternate modes of transportation and can be placed on water bottles, coffee mugs, notebooks, and other items. Printing of the stickers is planned for the third quarter.

ARTICLES WRITTEN

- **PDEQ Internet**

Nine articles based on VNDD news releases were posted on the PDEQ website this quarter. The articles shared information about the ozone season, tire pressure changes with temperature changes, wildfire smoke, reduce idling on Halloween, fireplace smoke and Air Quality Health Watches.

- **eScoop Newsletter**

Articles were published in three issues of the eScoop, which is an internal newsletter for thousands of Pima County employees. Articles promoted the annual TRP employee survey and results of the survey.

MISCELLANEOUS NEW MATERIALS

- A bi-lingual Shared Streets flyer was created by the Living Streets Alliance, which included the Clean Air Program sponsor logo.
- The Clean Air Program logo was included in the Pima County and City of Tucson Health and Wellness Fair website.
- Promotional email flyer was developed by Partners in School Health to promote the presentation and recording of our air quality presentation.

- A “Current Air Quality Information” link was added to the Pima County employee intranet page next to the Tucson weather widget by the IT Department.

REPORTS OR DATA PRODUCED:

News Releases	
Date	Title
1-Oct-21	2020 Ozone Season Finally over
6-Oct-21	Tire Pressure and Temperatures Drop Together
9-Oct-21	Smoke from Wildfires taints the air and view
26-Oct-21	Air Quality Health Watch (particulates)
28-Oct-21	The Air Shouldn't Be Scary on Halloween
30-Nov-21	Air Quality Health Watch (particulates)
3-Dec-21	Air Quality Health Watch (particulates)
21-Dec-21	Fireplaces are heating up with chilly overnight temperatures and the holidays approaching

Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity		
Date	Media	Subject
2-Oct-20	KOLD - TV	2020 ozone season officially ended in Pima County
2-Oct-20	eScoop -Pima County employee news	Take the annual Travel Reduction Program survey
2-Oct-20	kgun9.com	San Xavier Co-op hay fire triggers air quality alert
6-Oct-20	ein.az.gov	Tire pressure and temperatures drop together
7-Oct-20	kgun9.com	Drop in temperatures could lead to drop in tire pressure
9-Oct-20	KVOA- TV 4	Smoke from nearby first blowing into midtown, west side
9-Oct-20	KOLD.com	Smoke from wildfires southwest of Tucson tainting air and view
9-Oct-20	kgun9.com	2 wildfires in southern Pima County blanket Tucson in smoke
9-Oct-20	kgun9.com	As temperatures drop, checking tire pressure becomes crucial
16-Oct-20	eScoop -Pima County employee news	Take the annual Travel Reduction Program survey
23-Oct-20	FYI Newsletter - Pima County	Vote for your favorite Clean Air photo
23-Oct-20	FYI Newsletter - Pima County	REACH Program providing increased access to The Loop
26-Oct-20	kgun9.com	High winds trigger air quality health watch for Pima County Monday
27-Oct-20	KVOA- TV 4	Temperatures are low... and your tire pressure might be too
6-Nov-20	eScoop -Pima County employee news	The results are in: County employees are driving less
30-Nov-20	kgun9.com	Air Quality Health Watch issued for Pima County Monday, Nov. 30
30-Nov-20	kvoa.com	High winds prompt Air Quality Health Watch in Pima County
3-Dec-20	newsbreak.com	Pima County Department of Environmental Quality issues air quality health watch
Dec-20	Green Living Magazine	Give the Gift of Fresh Air This Holiday Season

• 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: 201%

WORK ACCOMPLISHED:

PDEQ WEBSITE ARTICLES

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

AIR QUALITY LIST SERVE / INDIVIDUALS REACHED VIA GOVDELIVERY

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

This quarter, news releases were distributed to the list serve on eight occasions regarding the ozone season, tire pressure changes with temperature changes, smoke from wildfires, vehicle idling and air quality on Halloween, fireplace smoke and Air Quality Health Watches.

The public can sign up to receive PDEQ news releases via our website and Pima County's GovDelivery sign-up system.

ECO KIDS CORNER WEBSITE

Debuted in January 2012, this kid-friendly website includes educational information regarding air quality, water, soil, climate change and reducing, reusing, and recycling. Kids can interact with a guessing game, create 13 different types of nature poems, and find additional resources for local eco-related activities, as well as discover a plentitude of resources for more information and engaging websites.

INFORMATION FOR PIMA COUNTY EMPLOYEES

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

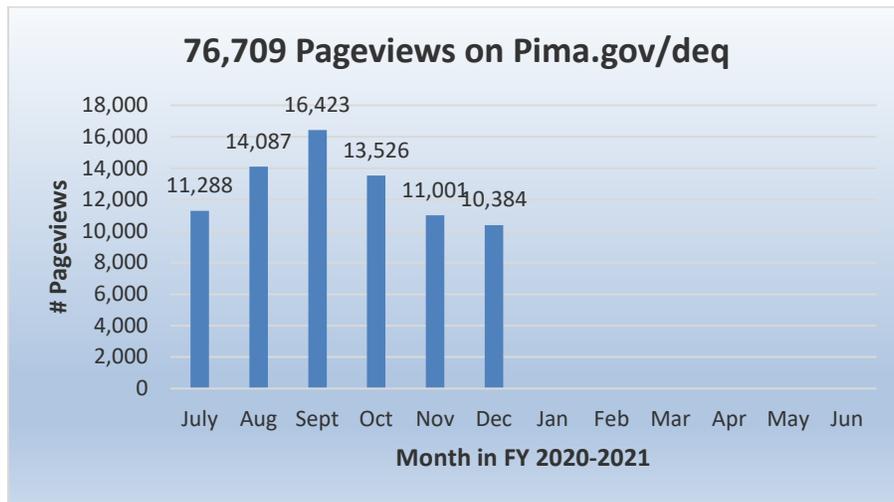
- Replied to inquiries regarding the use of alternate modes of transportation;
- Processed reimbursement for an emergency trip utilizing the Guaranteed Ride Home Program for Pima County employees;
- Distributed alternate mode news and information via an employee newsletter articles;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via website;
- Staff distributed messages on nine occasions regarding TUGO bike share, TRP survey, micro transit, transit route modifications, new CNG buses, and transit fare changes.
- Maintained and updated the TRP intranet webpages providing resources and information about alternative modes of transportation, the benefits they provide, tips to be COVID safe while using alternate modes, and the TRP survey; and
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees, posting five messages to the group.

REPORTS OR DATA PRODUCED:

PDEQ & TRP WEBSITES

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

- Pageviews on PDEQ website: 34,911
- Pageviews on TRP webpages: 1,357



Articles on PDEQ Website	
Date	Title
1-Oct-20	2020 Ozone Season Finally Over
6-Oct-20	Tire Pressure and Temperatures Drop Together
9-Oct-20	Smoke from wildfires taints the air and view
19-Oct-20	PDEQ Lawn & Garden Equipment Emissions Reduction Program Back in Action
26-Oct-20	Air Quality Health Watch issued for Pima County
28-Oct-20	The Air Shouldn't be Scary on Halloween
30-Nov-20	PDEQ has issued an Air Quality Health Watch
3-Dec-20	Air Quality Health Watch issued for Pima County
21-Dec-20	Fireplaces Heat Up as Cool Overnight Temperatures & Holidays Arrive

HARD COPY MATERIALS DISTRIBUTION

- Pieces of literature and promotional materials distributed this quarter: 1,266
- Items authored by PDEQ and other agencies distributed: 60
- Occasions on which materials were distributed (in addition to distribution at events): 24
- People reached via materials distribution: 259

Materials Distribution			
Date	Location	# Events	# Recipients
7-Oct-20	33 N. Stone Lobby	1	30
16-Oct-20	PCDOT Sign Shop	1	6
27-Oct-20	Martha Cooper Library	1	10
27-Oct-20	Kiosks at County Buildings	3	50
5-Nov-20	Kiosks at Pima County buildings	3	30
12-Nov-20	Pima County Health Department Ed Camp	1	54
17-Dec-20	LSA Slow Streets Data Collection I	1	2
18-Nov-20	Kiosks at Pima County buildings	3	30
19-Nov-20	Texas Parks & Wildlife Dept.	1	3
19-Dec-20	LSA Slow Streets Data Collection II	1	2
25-Nov-20	Ava Penoyer - #ThisIsCleanAir winner	1	2
1-Dec-20	Pima County Health Department	1	1
1-Dec-20	Tucson Estates	1	8
1-Dec-20	33 N. Stone Ave. lobby	1	20
4-Dec-20	Carissa Sipp #ThisIsCleanAir prize winner	1	3

20-Dec-20	Diego Salido - #ThisIsCleanAir prize winner	1	3
10-Dec-20	Pima Community & Workforce Development	1	4
30-Dec-20	Café Poca Cosa - The Little One	1	1
	TOTAL	24	259

• **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: 154%

WORK ACCOMPLISHED:

TWITTER

PDEQ’s first tweet on Twitter.com was on July 21, 2015. This quarter, staff tweeted 48 posts about air. Message subjects included:

- Good air quality
- Sources of air pollution
- Vehicle idling
- Fire smoke
- #ThisIsCleanAir photo challenge
- Winds and elevated particulates
- Kudos for keeping dust down
- Sun Link streetcar
- Air quality monitors and monitoring
- Air quality forecasts by ADEQ
- Tire pressure and temperature changes
- Trade in gas lawn and garden equipment
- Air quality and health
- The Loop
- Free bike repairs by LSA
- Sun Tran transit
- Trees beneficial for air quality
- Air Quality Index
- New Year’s celebration and PM2.5
- Desert Dwellers Know
- Sun (Tran) on Demand transit service
- Car-free fun
- Drive-Less pledge
- Give the gift of clean air
- Air quality pie charts

FACEBOOK

- **PDEQ Facebook**
Staff entered 45 posts related to air quality on PDEQ’s Facebook account this quarter. Topics were much the same as those Tweeted about in Twitter listed above.
- **Travel Reduction Program Group**
In May 2017, staff established a Facebook group for Pima County employees, *Commute Trips and Tips*, as a way to reach employees regarding driving less and using alternate modes of transportation for work commutes. There are currently 39 members in this group. This quarter, staff posted five messages regarding:
 - Transit fares
 - Micro transit
 - #ThisIsCleanAir photo challenge
 - Tugo bike share
 - TRP survey

PIMA COUNTY COMMUNICATIONS OFFICE SOCIAL MEDIA SUPPORT

VNDD staff continued to work with the Pima County Communications Office to continue and expand our presence on social media outlets. Platforms include Twitter, Facebook, and YouTube.

YOUTUBE

Between 2015 and 2020, and with the help of Pima County Communications Office, VNDD staff posted seven YouTube videos related to air pollution and actions people can take for healthier air.

REPORTS OR DATA PRODUCED:

AIR QUALITY RELATED MESSAGING ON SOCIAL MEDIA

Air Quality Related Messaging on Social Media Second Quarter FY 2020-2021			
	Tweets	Impressions	Followers
Tweets by VNDD	48	92,900	1,200
Twitter by County Communications*	0	0	N/A
TOTAL	48	92,900	1,200
	Posts	Impressions	Likes/Clicks
Facebook posts by VNDD	45	7,634	Unknown
Facebook posts by County Communications*	0	0	N/A
TOTAL	45	7,634	0
GRAND TOTAL	93	100,534	1,200

* Provided messaging from Pima County Communications Office for VNDD.

YOUTUBE VIDEO VIEWS

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

- *Idle Less*
 - 15-second version (uploaded May 2018): 44 views
 - 40-second version (uploaded April 2018): 277 views
- *Help keep particles out of the air this New Year's*
 - English version (uploaded September 2017): 62 views
 - Spanish version (uploaded September 2017): 59 views
- *Love the Air* (uploaded April 2015): 735 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): 88 views
- *Healthy Air Is In Our Hands* (uploaded September 2020): 19 views
 - 90-second presentation for teachers, students and families to learn about PDEQ resources regarding air quality and ideas about what we can do to protect ourselves and reduce air pollution.

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

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

PERCENT OF WORK COMPLETED: 50%

WORK ACCOMPLISHED:

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

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

REPORTS OR DATA PRODUCED:

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

- People pledged to drive less this quarter: 319
- Miles contest participants pledged to not drive during this quarter: 129,870
- Pounds of air pollution and greenhouse gases reduced this quarter: 111,000

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

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

PERCENT OF WORK COMPLETED: 22%

WORK ACCOMPLISHED:

Due to COVID-19 precautions, there is limited opportunity to table at community events. This quarter, staff was able to attend as an exhibitor at one virtual health and wellness fair and four in-person neighborhood events.

REPORTS OR DATA PRODUCED:

Analytics from the Pima County and City of Tucson Health and Wellness Fair was captured indicating:

- # event attendees: 362
- Document downloads: 36
- Clean Air Program leads collected: 19 (Staff followed up with the lead contacts and provided information and materials as appropriate.)

Booths			
Date	Location	# Events	# Attendees
27-Oct-20	PC & COT Virtual Health & Wellness Fair	1	362
8-Nov-20	LSA Shared Streets - Ochoa Community School	1	14
15-Nov-20	LSA Shared Streets - Mission View Elementary	1	25
22-Nov-20	LSA Shared Streets - 8th Ave/33rd St	1	25
29-Nov-20	LSA Shared Streets - 8th Ave/33rd St	1	35
	TOTAL	5	461

GOAL 10: PROGRAM EVALUATION -----

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

PERCENT OF WORK COMPLETED: 0%

WORK ACCOMPLISHED:

TRAVEL REDUCTION PROGRAM SURVEYS DISTRIBUTED

- **Survey Monkey Evaluations**

Staff has in the past distributed follow-up surveys to attendees of New Employee Orientations throughout the year. Due to COVID-19 restrictions, staff was not able to provide TRP presentations this quarter, thus, no surveys were distributed. We were invited to provide presentations for orientations in a new virtual format, and are currently waiting to hear back from Human Resources regarding a schedule. We hope to be able to distribute evaluations in the near future.

ANNUAL EVALUATION OF THE VNDD CLEAN AIR PROGRAM

PDEQ contracts with an independent survey service to provide the annual evaluation of our outreach and education program. The randomized telephonic and on-line survey takes place in the spring.

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

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

PERCENT OF WORK COMPLETED: 50%

WORK ACCOMPLISHED:

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

- **Association for Commuter Transportation Webinars**

October 29, 2020: *Reduce, Relocate, Revitalize: The Expedia Group Commute Story*

Provided an example of a change in the general view of the commute progressively since 2015 in preparation and during the company move from Bellevue, WA to Seattle. They provided personalized efforts to help their employees determine beneficial commute modes and promoted multi-modes to accommodate multi-travel needs and reduce drive-alone transport when possible. The Expedia Group hired consultants from Nelson/Nygaard and utilized software from Luum to integrate the program design and employee engagement.

Features they incorporated:

- Free transit passes for all, regardless of parking status
- Transition from monthly parking permits to flexible daily parking
- Commute bonuses to incentivize non-drive-alone modes
- Monthly challenges and daily incentives with prizes
- Provided shuttles for those not on a transit route

The Expedia Group found that employee satisfaction increased and the impact on air quality and the environment has decreased. Luum software helped improve administrative efficiencies.

December 15, 2020: *New Year, New Transportation Possibilities*

Information shared by representatives from Tesla, Wells and Associates, and WeDriveU with regards to a return to the office during COVID-19 interruptions in job accessibility. Main points:

- Provide flexible commute alternative
- Break down barriers by re-educating and re-invigorating employees
- Encourage sustainable mobility with electric vehicles for shuttles, vanpools and carpools
- Provide protected bike lanes in urban settings

- Utilize technology to encourage trip-planning
 - Be creative with funding approaches – offer advertising opportunities on transit vehicles, scooter and bike share signage
 - Leverage technology for equity to make transit available and easy to access
 - Utilize collaborative work spaces to keep office buildings filled
 - Utilize micro transit, on-demand services that offer acceptable wait times
 - With regarding to being COVID-safe
 - Provide good air circulation
 - Make trips short and quick
 - Reschedule cleaning so patrons can see transit vehicles being sanitized
- **EPA Webinar: Travel Efficiency Assessment Method**
December 2, 2020: With Capital Area Council of Governments in Austin, TX and the Southwest Pennsylvania Commission. Main points:
 - Increase transit frequency to improve travel time on key corridors
 - Provide region-wide transit
 - Provide full transit subsidy for public sector workers
 - Incorporate tolls to reduce vehicle miles traveled
 - Provide incremental transit improvements such as a shuttle service for riders who's destination is a mile or so beyond the nearest transit stop
 - Parking and VMT costs have the most impact on reducing VMT
 - Bike/pedestrian programs are difficult to quantify.

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

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

PERCENT OF WORK COMPLETED: 50%

WORK ACCOMPLISHED:

As new data became available regarding teleworking Pima County employees, staff added this additional survey instrument to calculate VMT in Pima County. We now have ten survey instruments indicated in the chart below, although some of these metrics are temporarily unavailable due to the COVID-19 pandemic.

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

REPORTS OR DATA PRODUCED:

Vehicle Miles Reduced • VNDD Programs FY 2020-2021					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands	139,523***	129,870			269,393
Annual CAP Survey ^A					-
Annual TRP Survey Pima County employees ^B		1,493,544			1,493,544
PC Employee NEO Survey ^{C*}	N/A	N/A			-
Guaranteed Ride Home - PC employees	121,186	121,186			242,372

Tire Inflation Education Program ^D					-
Cyclovia Participants Car-Free Day ^{E*}		Cancelled			-
Transit Pass Use by Pima County employees ^{**}	112,250	111,337			223,587
#ThisIsCleanAir Photo Challenge	9,594	N/A			9,594
Teleworking Pima County Employees ^f	675,437	607,793			1,283,230
TOTAL	1,057,990	2,463,730			3,521,720

*** Note: In order to improve consistency in calculating miles reduced from Drive Less Pledge participants, staff revised the number provided in the first quarter report.

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

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

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

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

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

F. Pima County Office of Analytics and Data Governance

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

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