



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • APRIL 1, 2021 – JUNE 30, 2021**

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 100%

Reimbursable Services Expense totaled \$ 77,550.72 and included:

- \$35,357.51– Advertising
- \$21,999.65 – Administrative Overhead
- \$12,758.56 – Promotional items
- \$6,935.00 – Professional Services
- \$500.00 - Printing

SPECIAL NOTE -----

Due to the world-wide COVID-19 pandemic and associated social precautions, several PDEQ Voluntary No-Drive Day/Clean Air Program (VNDD) community activities were halted, modified or cancelled. Staff continued to support our drive-less education mission and maintaining, developing and distributing outreach materials; expanding virtual outreach; and engaging in new collaborative projects appropriate for implementation during the pandemic.

The VNDD program’s long-time Senior Program Manager, Beth Gorman, retired in February. In May, Natalie Shepp was hired to replace the vacancy. In the interim, two support staff, Karen Wilhelmsen and Skye Siegel, maintained outreach activities and administrative duties for the Clean Air Program.

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

PERCENT OF WORK COMPLETED: 77%

WORK ACCOMPLISHED:

Our Fresh Start Commute Solutions program is designed to reach new employees and influence their commute mode choices before their first day of work. Transportation studies in behavioral psychology indicate alternate modes of travel are more likely to be adopted before commute patterns become established. Resources, information and enticements are shared regarding the substantial monetary and personal benefits of using alternate modes of transportation.

Due to the COVID-19 pandemic, we were unable to completely reach our goal of implementing and evaluating the Fresh Start Commute Solutions program. Reasons include:

- **Free transit pass incentive:** Sun Tran transit fares remained free and will continue to be free through at least December 2021. Therefore, there was no need to purchase and distribute transit passes intended to incentivize employees. Once fares resume, we will purchase passes and make them available to new transit riders.

- **Track miles reduced:** We can resume gathering this data once employees go through the TRP presentation via the Learning Management System (LMS) on-boarding program. The production of our new employee TRP training was delayed due to lack of Human Resource staff availability and a heavy workload on VNDD staff. HR was at reduced staff level due to the pandemic, and mid-way through the editing process, their staff was re-assigned. The training is expected to be incorporated in July, and we will be able to contact employees later in the first quarter of FY2122 to track travel behavior.

This quarter, staff:

- Worked with Human Resources in developing, editing and incorporating our Travel Reduction Program presentation into the LMS training for new employees. The final version was approved, and new employees will view our presentation as part of the on-line on-boarding process beginning the first quarter of FY2122.
- Distributed Tugo bike share passes upon request to new employees via our fillable materials order form.
- Provided concierge services to employees regarding their work commute options.

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

PERCENT OF WORK COMPLETED: 100%

WORK ACCOMPLISHED:

EXPAND RELATIONSHIPS WITH SCHOOLS

- **Potential Collaboration with Tucson Unified School District (TUSD)**
VNDD staff met with Pima County Health Department (PCHD) staff involved with reaching TUSD schools regarding the ADEQ School Flag Program. They have incorporated PDEQ air quality resources in their “kits” which will be provided to TUSD schools as hard-copy and digital resources at the beginning of the school year.

Staff also scheduled a meeting with PCHD to discuss a “Back to School” event. We hope these collaborative efforts will enhance community outreach for both departments.

EXPAND RELATIONSHIPS WITH SMALL BUSINESSES

Staff maintains a relationship with the Downtown Tucson Partnership (DTP) and works with them to promote special VNDD events via social media. Collaborative projects that facilitate access to downtown businesses are under consideration to encourage active modes of transportation. 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-free” activities. Staff worked on the following projects this quarter:

- #ThisIsCleanAir photo and poetry challenge;
- Production of air videos by Youth On Their Own students;
- Supported Slow Streets program;
- Supported Bici Bingo; and
- Advertising campaign reaching the Spanish community.

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

PERCENT OF WORK COMPLETED: 125%

WORK ACCOMPLISHED:

#THISISCLEANAIR PHOTO AND POETRY CHALLENGE

This recurring event invites Pima County residents to submit photos and/or poetry related to air quality. The intent is to engage the community, acknowledge the importance of clean air and actions to keep air healthy, encourage clean-air modes of travel, and inspire others to protect air quality.

Our spring challenge was held April 1-22 and focused on the U.S. Environmental Protection Agency's Air Quality Awareness Week themes:

- Wildfires and smoke
- Asthma and health
- Citizen science and sensors
- Environmental justice and air quality
- Air quality around the world

We challenged the community to submit photos or poetry (in celebration of April's Poetry Month) related to Air Quality Awareness Week themes with the promise that we would use select entries during the Week's social media promotions in May. We promoted the Challenge event via a news release, website, social media and email list serves.

We received 21 entries: 14 photographs and seven poems. PDEQ staff chose finalists and posted photo and poetry entries for public vote. With 197 votes, eight winners were awarded prizes for first, second, third and honorable mention for both the photo and poetry categories. Winners were able to choose their prizes from a Hydro Flask bottle, weather station, backpack cooler or Loop bicycle jerseys.

Five posts were shared on Twitter and Facebook using Challenge entries to promote air awareness the first week of May, and we maintain rights to use the entries for future outreach. We also collected data regarding vehicle miles traveled reductions from those submitting entries.

LIVING STREETS ALLIANCE *BICI BINGO*

The VNDD program sponsored the Living Streets Alliance (LSA) Bici Bingo event which was held in April in lieu of traditional Bike Fest group rides and activities. The program provided an opportunity for people to explore and ride safe bike routes to local businesses, snap photos of themselves with their bikes in front of the businesses and submit for a chance at prizes. The event was also designed to increase patronage to local businesses.

VNDD paid for advertising in #ThisIsTucson to promote the event and encourage riders to choose car-free ways of travel. We also promoted the event via the PDEQ website, an article in the eScoop employee newsletter, printed flyers and emails to listserves.

The event supported 25 businesses, documented 192 bicycle trips, and accounted for nearly 400 miles biked instead of driven.

CITY OF TUCSON *SLOW STREETS PROGRAM*

Slow Streets are neighborhood streets, temporarily limited to local traffic only, to those who live, work, or play in the area, giving Tucsonans more space to safely walk and bike. The program began as a pilot in June 2020, in response to the COVID-19 pandemic. The City of Tucson Department of Transportation and Mobility (DTM) piloted the initiative to reconfigure streets to support social distancing, encourage physical

activity, and claim space for people traveling by foot and bicycle. Due to the success of the pilot and with support from Mayor and Council, the Tucson Slow Streets is now a fully funded program.

The DTM plans to install multiple Slow Streets on a quarterly basis on select residential streets city wide, prioritizing underserved Tucson neighborhoods. Each Slow Street is, and will be, a temporary 30-day installation of barricades and signage that provide space for physical activity, recreation and shared transportation modes. Mobile Bike Repair events address barriers to biking by providing free mobile bike repair to the surrounding neighborhood, provide additional information and encourage active modes of transportation. After each installation and event, DTM staff will conduct a survey and analysis to determine appropriate permanent traffic calming infrastructure and improvements that will make the area friendly to pedestrians and bicyclists on a long-term basis. In addition, when possible, DTM staff will conduct pre and post vehicular speed and volume data using speed trailers.

VNDD supported the program this quarter by assisting with outreach at the Mobile Bike Repair events and providing funding for a variety of activities, supplies and incentives including motor vehicle, bike and pedestrian traffic counts; labor and parts for mobile bike repair event; bike helmets; bicycles; scooters; and additional incentive items to encourage the use of active modes instead of driving motor vehicles. Items purchased with VNDD funds will continue to be used and distributed at future Slow Street installations and Mobile Bike Repair events.

In April, traffic barricades and signage were installed for the Slow Street on Santa Clara Avenue between Drexel and Valencia roads. A Mobile Bike Repair event was held on May 8th. Intercept surveys were conducted on a few dates in May to learn about qualitative neighborhood travel behavior as a result of the installation. Results indicate:

- Forty-two percent (42%) of respondents spend more time outside in the neighborhood; and
- Fifty-three percent (53%) noticed that vehicles were speeding less.

The DTM is currently working on a full analysis of speed and volume data to determine appropriate permanent infrastructure improvements at this location.

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 particulate matter. Our promotions are 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.
- **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 includes 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 outreach to reduce vehicle miles driven by commuters.

Air Quality Subcommittee:

VNDD staff will continue to work in partnership with PAG as meetings are scheduled. PDEQ staff has chaired these meetings for over fourteen years. This quarter, Natalie Shepp accepted the role of Pima County representative and Chair of the Air Quality Subcommittee. PDEQ also helps develop agenda items with informative speakers to educate members about air quality issues and concerns and provides presentations regarding various air quality subjects.

Travel Reduction Task Force:

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

Pima County's Travel Reduction Program (TRP):

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

Staff compiled data and information and submitted the annual Activity Inventory Report to PAG in May. This annual report documented the resources and activities Pima County provides its employees with regards to alternate modes of transportation.

- **Pima County Government Departments**

Analytics and Data Governance

- Data regarding Pima County employee teleworking activity is available from the Office of Analytics and Data Governance. Staff has access to their data-gathering website and captures VMT reductions for employees who are teleworking.

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 when a crisis or emergency happens.
- Ninety-one Pima County employees are registered for this program, including one employee who signed up this quarter. No emergency rides were charged.

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.
- ADEQ School Flag Program: Pima County Health Department has taken a lead in the school flag program and will share VNDD resources to schools the beginning of next school year.
- Back to School event: collaborative efforts are anticipated on a co-sponsored event for students at the beginning of the 2021-2022 school year. A meeting to discuss potential events is scheduled for mid-July.

Human Resources

- Travel Reduction Program presentations at New Employee Orientations were halted indefinitely due to COVID-19 safe distancing restrictions and a hiring freeze. The TRP presentation was edited this quarter and final version approved to be incorporated in the LMS required training for on-boarding new employees. The training should become active in July, and we will resume surveying employees to assess their travel modes of choice for work commutes.
- 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 at least December 2021 to encourage drivers and passengers to use transit during the COVID-19 pandemic and to honor the mask mandate. Some employees continue to ride. The resource is promoted in our TRP materials.

Natural Resources, Parks and Recreation

- VNDD staff promoted the Chuck Huckelberry Loop multi-use, car-free path via our *FreshStart* program, social media and additional outreach opportunities and encouraged people to use this car-free pathway for travel purposes.

Office of Sustainability and Conservation

- Staff participated in THRIVE, a pilot program with the aim of training Pima County employees to lead programs that help reduce County operations' carbon footprint. The seven-series workshop incorporated information on climate change, health and equity, the carbon cycle, carbon footprint, emission sources, mindful purchasing and disposal, and helping to prioritize sustainability initiatives. The Office of Sustainability is working with the Mrs. Green's World and the University of Arizona Arid Lands Resource Sciences Program to develop this training program and deliver to interested employees throughout the County's employee base.
- 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.

• 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.
- Staff maintains a supply of \$10 value-loaded SunGO transit trial passes donated by Sun Tran last fiscal year. When distributed, staff provides the identification numbers of the cards so that Sun Tran may track their usage through time and assess the effectiveness of the promotion. The passes will be distributed via our *FreshStart Commute Solutions* program and with responses to employee inquiries, once transit fares resume.

• 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 (DDK) educational projects and for reprinting the poster and activity book. TAS community partners expressed interest in developing new DDK environmental outreach projects to emphasize pollution prevention and drive-less messaging.

- 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 and were printed and made available this quarter.

- **Tucson Clean & Beautiful**

- 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 provides information on our website to encourage the planting of low VOC emitting trees to reduce precursor emissions for ozone.

REPORTS OR DATA PRODUCED:

EMISSIONS REDUCTION FROM THISISCLEANAIR CHALLENGE

- Miles saved this quarter by participants using alternate modes: 6,656
- Pounds of air pollution and greenhouse gases reduced per week: 5,689

EMISSIONS REDUCTION FROM BICI BINGO

- Miles saved during travel to participating businesses in April: 367
- Pounds of air pollution and greenhouse gases reduced: 314

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: 91
- New registrants this quarter: 1
- Claims for reimbursement: 0
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 123,266
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 105,356

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEES TELEWORKING

- # Days Employees teleworked: 24,024
- # Vehicle miles reduced: 586,175
- Pounds of pollution and greenhouse gas emissions reduced: 501,004

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

PERCENT OF WORK COMPLETED: 80%

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.

As COVID-19 restrictions have eased, staff was invited to provide a few presentations this quarter, however, we were unable to meet our goal of delivering 35 throughout the year. Five presentations and three interviews were completed this quarter, including three presentations that were delivered in-person.

REPORTS OR DATA PRODUCED:

Presentations			
Date	Location	# Presentations	# Attendees
6-Apr-21	PCHD National Public Health Week	1	50
8-Jun-21	Boys & Girls Club	2	20
10-Jun-21	Boys & Girls Club	1	13
14-Jun-21	PAG TRP Task Force - DDK	1	12
	Total	5	95

In-Depth Interviews			
Date	Location	# Interviews	Listeners
21-Apr-21	KOLD - State of the Air	1	*
03-May-21	KVOA - ozone season	1	*
15-Jun-21	KOLD: ozone advisory	1	*

* Listener data not available

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

PERCENT OF WORK COMPLETED: 245%

WORK ACCOMPLISHED:

Staff developed news releases, articles, advertisements, stickers, website posts, and emails for list serves to educate the public and encourage No-Drive Days and emission reductions.

NEWS RELEASES & MEDIA EXPOSURE:

Staff developed and distributed four news releases this quarter. A list of news releases distributed is provided below.

- **Air Index Now Information**

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

- **News Stories**

At least 495 news stories, advertisements or announcements related to No-Drive Days messaging reached thousands of community members via a variety of news stations, websites, newspapers, magazines and newsletters.

ARTICLES WRITTEN

- **PDEQ Internet**

Six articles were posted on the PDEQ website this quarter, sharing information about PDEQ’s ThisIsCleanAir Challenge, ozone season beginning, air quality around the home, air monitoring network, a Health Watch for particulates and a High Pollution Advisory for ozone.

- **eScoop Newsletter**

Four articles were published in the eScoop, an internal newsletter for thousands of Pima County employees. Articles promoted our ThisIsCleanAir Challenge, alternate modes of commuting, Bici Bingo, and idling motor vehicles.

- **Pima County FYI Newsletter**

One article was published in the Pima County FYI Newsletter about how to protect yourself from wildfire smoke.

NEW STICKERS

Stickers are very popular and are a great way to spread messages throughout the community on water bottles, notebooks, etc. This quarter, two new stickers were designed and printed:

- *Drive Less for Clear Skies* uses a night time star-filled sky as backdrop behind a saguaro silhouette.
- *Healthy Habitats for Desert Dwellers* features illustrations of native wildlife and plant life with downtown Tucson on the horizon.

ADDITIONAL ITEMS

- Virtual Tucson Earth Day Festival – compilation of PDEQ resources and on-line links
- Bici Bingo – Clean Air Program logo added to promotional materials by Living Streets Alliance

REPORTS OR DATA PRODUCED:

PDEQ News Releases Distributed to Subscriber Groups: Environmental Quality, BOS/Admin_private, General Media, Health and Behavioral Health	
Sent Date	Bulletin Subject
1-Apr-21	PDEQ Launches Spring ThisIsCleanAir Photo and Poetry Challenge
21-Apr-21	Pima County DEQ Issues Air Quality Health Watch (particulates)
29-Apr-21	Ozone Air Pollution Season Has Begun
14-Jun-21	PDEQ Issues Ozone Pollution Air Advisory

Media Exposure via TV, Radio, Print, Websites, eNewsletters, Outdoor Advertising and Publicity		
Date	Host	Description
1-Apr-21	KVOA.com	#ThisIsCleanAir: PDEQ launches photo and poetry challenge
1-Apr-21	signalsaz.com	Pima County Department of Environmental Quality Launches Spring ThisIsCleanAir Challenge
1-Apr-21	snewsi.com	#ThisIsCleanAir: PDEQ launches photo and poetry challenge
2-Apr-21	radio.azpm.org	Healthy Air Is In Our Hands Drive Less Pledge, ad
2-Apr-21	kvoa.com	#ThisIsCleanAir: PDEQ launches photo and poetry challenge
2-Apr-21	eScoop PC employee newsletter	Take part in DEQ's Clean Air Challenge
9-Apr-21	Living Streets Alliance eblast	Ready to Roll? Bici Bingo
12-Apr-21	bikefesttucson.com	Introducing: Bici Bingo

11-Apr-21	thisistucson.com	Bingo! Visit these local Tucson businesses by bike in April to win prizes (Bici Bingo) Social media boosts, Instagram stories, Facebook posts, premium listing, sponsored content
15-Apr-21	Tucson NewsNet Daily Digest	Clean Air Challenge Seeks Photos and Poetry
15-Apr-21	Mrs. Green's World newsletter	You Can Keep Our Clean Air Healthy
16-Apr-21	eScoop PC employee newsletter	Here's why these employees love alternate methods of commuting
16-Apr-21	eScoop PC employee newsletter	Bici Bingo lets employees have fun on their bikes
21-Apr-21	KOLD News 13	State of the Air: Pima County gets a failing grade, but ozone pollutants are dropping
21-Apr-21	patch.com	Pima County Issues Air Quality Health Watch
21-Apr-21	KVOA.com	High winds prompt health watch in Pima County
21-Apr-21	Tucson Environmental Svcs FB	There's still time to enter the #ThisIsCleanAir Challenge
Apr 1-30-21	The Drive 101.7FM, AM830	35 radio spots re: Missing Mountain ad
Apr 1-30-21	The Drive 101.7FM, AM830	30 radio spots re: Solution to air pollution ad
5-May-21	KVOA.com	It's ground-level ozone pollution season. Here's what you need to know.
14-May-21	FYI Newsletter for Pima County	Keeping the air healthy requires team effort
20-May-21	Mrs. Green's World newsletter	Drive less to win!
May - June	La Estrella/AZ Daily Star	Love the Air video, Spanish version on web banner and PSA
May - June	Urbana Radio	220 radio spots re: Healthy Air Drive Less Pledge, Spanish version
May - June	La Poderosa Radio	100 radio spots re: Healthy Air Drive Less Pledge, Spanish version
May - June	Azteca Tucson	74 60 second spots re: Love the Air PSA, Spanish version
June	Arriba Tucson	Segment re: Healthy Air Drive Less Pledge
May - June	Google ads	Love the Air PSA, English and Spanish versions
June	AZ Bilingual Magazine	1/2 page ad re: Healthy Air Drive Less Pledge
June	AZ Bilingual Magazine	Article contribution
4-Jun	eScoop PC employee newsletter	Idling vehicles less saves you more
14-Jun	KGUN 9	Pima County issues ground-level ozone air pollution advisory
14-Jun	Tucson Sentinel.com	Air pollution hits harmful levels in Tucson, with heat and wildfires contributing to haze
15-Jun	KOLD News 13	Air quality worsens across state as temps rise, fires burn
25-Jun	FYI Newsletter for Pima County	Follow these tips to keep your air healthy
28-Jun	KVOA.com	Despite uptick in wildfires, air quality still rated "Good" in Pima County

• **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 outreach events.

PERCENT OF WORK COMPLETED: 313%

WORK ACCOMPLISHED:

PDEQ WEBSITE ARTICLES

Staff continued to promote, update and maintain the [PDEQ website](#), posting six news articles related to air quality. A list of the articles is provided in the chart on page 11.

With the help of Pima County's Communications Office, we also created a [Spanish version](#) of our Drive Less Pledge webpage to be more inclusive of Latinx communities.

Staff provided continual updates to the [ThisIsCleanAir Challenge](#) webpages in April and May, reflecting promotion of the event, soliciting votes for favorite finalist entries, and announcing winning entries.

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 four occasions regarding our ThisIsCleanAir Challenge, ozone season, a Health Watch for particulates and a High Pollution Advisory for ozone.

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. Viewers 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 employees to adopt No-Drive Days practices in their work commutes by using transit, carpooling, vanpooling, biking, walking, telecommuting, skipping trips, and combining errands. During this quarter, staff:

- Replied to inquiries regarding the use of alternate modes of transportation;
- Distributed alternate mode news and information via employee newsletters;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via website;
- Distributed eight messages to our TRP list serves regarding Bici Bingo, Bike Month, transit schedule changes, free transit fares continued through December 2021, and transit holiday schedule changes;
- Maintained and updated the TRP intranet webpages providing resources and information about alternate modes of transportation, the benefits they provide, and tips to be COVID safe while using alternate modes. Additional temporary articles were posted including information on Bici Bingo, and a request for employees to submit a drive-less story for a sticker, and idling vehicles.
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees, posting two messages to the group about Bici Bingo and Sun Tran service changes for holiday weekend.

HARDCOPY MATERIALS DISTRIBUTED

In addition to distributing materials at presentations, staff also provides hard copy items and promotional give-away items during events or in response to personal requests and business connections. A list of distribution events is below.

REPORTS OR DATA PRODUCED:

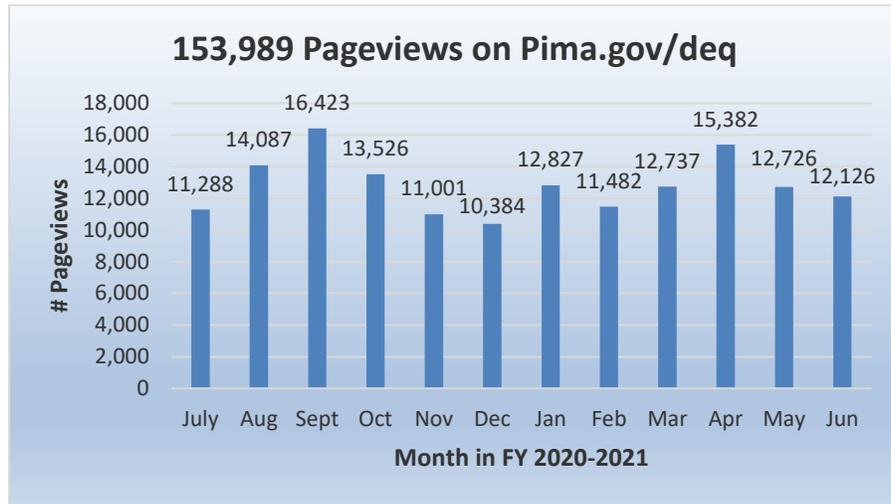
ARTICLES PUBLISHED ON www.PIMA.GOV/DEQ

VNDD-Related Articles Posted on pima.gov/deq	
Date	Comment Topic
1-Apr-21	PDEQ launches spring ThisIsCleanAir Photo and Poetry Challenge
21-Apr-21	Air Quality Health Watch issued for particulates
29-Apr-21	Ozone air pollution season has begun
25-May-21	2020 DEQ Ambient Air Monitoring Network Plan available online
27-May-21	Clean your backyard air this summer
14-Jun-21	PDEQ issues ozone pollution air advisory

PDEQ & TRP WEBSITES

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

- Pageviews on PDEQ website: 40,234
- Pageviews on TRP webpages: 428



HARD COPY MATERIALS DISTRIBUTION

- Pieces of literature and promotional materials distributed this quarter: 5,425
- Items authored by PDEQ and other agencies distributed: 66
- Occasions on which materials were distributed (in addition to distribution at events): 41
- People reached via materials distribution: 898

Materials Distribution			
Date	Location	# Events	# Recipients
2-Apr-21	Venito Garcia Library, Tohono O'odham Nation	1	1
2-Apr-21	Wheeler Taft Abbett Library	1	100
8-Apr-21	PC Superior Court - Story for a Sticker	1	1
9-Apr-21	Tucson Estates II Homeowners Association	1	5
13-Apr-21	Health On University	1	1
13-Apr-21	Corona Foothills Middle School	1	100
14-Apr-21	Pima County Health Department	1	1
15-Apr-21	Mercado San Agustin Businesses, MSA Annex	1	4
21-Apr-21	Pima County DEQ Staff	1	35
22-Apr-21	Pima County Health Department, Earth Day meeting	1	20
26-Apr-21	Vet Sec	1	1
28-Apr-21	Pima County NRPR	1	80
20-Apr-21	Pima County staff via Fresh Start Commute Solutions	1	1
5-May-21	Hotel Congress	1	2
12-May-21	Tucson Audubon Society	1	50
12-May-21	Pima County Flood Control	1	1
12-May-21	Healthy Air Drive Less Pledge Winner - J. Soderstrom	1	1
14-May-21	Pima County Flood Control	1	10
14-May-21	Tucson Water, Tucson Environmental Services	1	3
14-May-21	ThisIsCleanAir Challenge Winner, N. Befus	1	1
17-May-21	Pima County NRPR	1	100

17-May-21	ThisIsCleanAir Challenge Winner - J. Wills	1	1
18-May-21	Aero Allergen Research	1	1
19-May-21	Pima County building kiosks, 4 locations	1	40
20-May-21	Tucson Association of Realtors	1	30
20-May-21	ThisIsCleanAir Challenge Winner - M. Moran	1	1
21-May-21	Pima County building kiosks, 4 locations	1	122
22-May-21	Tucson Property Executives	1	30
25-May-21	Pima County Facilities Management	1	3
26-May-21	Pima County Public Works Building kiosk	1	10
26-May-21	National Parks Conservation Association, Tucson	1	10
26-May-21	Pima County DEQ Storm water staff	1	4
26-May-21	Tucson Estates II	1	8
26-May-21	Pima County Communications Office	1	2
28-May-21	ThisIsCleanAir Challenge Winner - G. Peterson	1	1
28-May-21	ThisIsCleanAir Challenge Winner - B. Boyd	1	1
28-May-21	ThisIsCleanAir Challenge Winner - A. Classen	1	1
4-Jun-21	Constables Office, Eviction Prevention Fair	1	100
4-Jun-21	ThisIsCleanAir Challenge winner - L. Klotzer	1	1
14-Jun-21	Byrd Baylor family	1	10
28-Jun-21	Sylvia Robine	1	4
	Total	41	898

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

VNDD/Clean Air Program reaches a wide variety of audiences via messaging on Twitter, Facebook and NextDoor, and works with the Pima County Communications Office to expand our presence on platforms including YouTube, Facebook, Instagram and Google.

PERCENT OF WORK COMPLETED: 236%

WORK ACCOMPLISHED:

TWITTER

PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, staff tweeted 17 posts about air. Message subjects included:

- ThisIsCleanAir Challenge
- Bici Bingo
- Air Quality Health Watch for particulates
- Earth Day
- Beginning of ozone season
- Air Quality Awareness Week
- Air quality and asthma
- Air quality in general
- Low-cost air quality monitors
- Reduction in air pollution through time
- Air pollution kills millions worldwide
- Alternate modes to save money on fuel
- Free fares continue on Sun Tran transit

FACEBOOK

• **PDEQ Facebook**

Staff created 30 posts related to air quality on PDEQ's Facebook account this quarter. Topics included:

- ThisIsCleanAir Challenge
- Bici Bingo
- Air Quality Health Watch for particulates
- Earth Day

- Beginning of ozone season
 - Air Quality Awareness Week
 - Health effects from breathing pollution
 - Clean air is important for everyone
 - Air monitoring
 - Reduced air pollution through time
 - Air pollution kills people worldwide
 - Ground-level ozone
 - Clear skies and awesome views
 - Drive less and cut fuel expenses
 - World Bicycle Day
 - Leaf blowers kick up dust
 - Free fares on Sun Tran continue
 - Air Quality Health Watch for ozone
 - Bad air days
 - Presentations available
 - Drive less to reduce climate change
- **Travel Reduction Program *Commute Trips & Tips* Facebook 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 37 members in this group. This quarter, staff posted two messages regarding:
 - Sun Tran transit service changes
 - Bici Bingo

NEXTDOR

Staff received training on NextDoor this quarter and began using the platform to promote PDEQ messaging.

CLEAN AIR CAMPAIGN VIA COMMUNICATIONS OFFICE

Pima County Communications Office assisted us in developing advertising and focusing promotion of VNDD messaging to target Latinx communities via Google, Facebook and Instagram during May and June. Our *Love the Air* PSA was translated into Spanish and posted on social media in addition to messaging for our *Healthy Air Is In Our Hands Drive Less Pledge*.

BICI BINGO SOCIAL MEDIA CAMPAIGN

As mentioned in Goal #3, VNDD sponsored Bici Bingo with advertisements through #ThisIsTucson Instagram and Facebook platforms.

YOUTUBE

Since 2015, and with the help of Pima County Communications Office, VNDD staff posted eight YouTube videos related to air pollution and actions people can take for healthier air. This quarter, Communications translated our *Love the Air* video into Spanish and posted on YouTube with paid advertising to boost views.

REPORTS OR DATA PRODUCED:

AIR QUALITY RELATED MESSAGING ON SOCIAL MEDIA

Social Media Activity 4th Quarter FY 2020-2021		
Source	# Posts	Impressions
VNDD Clean Air Program Twitter	17	13845
VNDD Clean Air Program Facebook	30	79084
Google ads via Pima Communications	2	170900
Facebook/Instagram via Pima Communications	2	436962
AZ Bilingual Magazine FB/Instagram via Communications	Unknown	Unknown
TOTAL	51	700791

YOUTUBE VIDEO VIEWS

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

- *Idle Less*
 - 15-second version (uploaded May 2018): 56 views
 - 40-second version (uploaded April 2018): 301 views
- *Help keep particles out of the air this New Year's*
 - English version (uploaded September 2017): 67 views
 - Spanish version (uploaded September 2017): 63 views
- *Love the Air*
 - English version (uploaded April 2015): 11,401 views
 - Spanish version (uploaded April 2021): 20,428
 - *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 April 2019): 200+ views
 - Final version (updated May 2019): 111 views
- *Healthy Air Is In Our Hands* (uploaded September 2020): 25 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: 100%

WORK ACCOMPLISHED:

Drive-Less Pledge cards (232) were distributed at outreach events this quarter, and an online form remains available on PDEQ's website inviting Pima County residents to take the pledge committing to specific drive-less actions.

The pledge was actively promoted on TV Azteca in June via an interview by our Spanish-speaking Communications Office partners. Social media posts also focused on the pledge. The online pledge form was also translated into Spanish and is available on our website.

Data from the online and hard-copy pledge forms are collected and analyzed to track the number of participants, pledged miles not driven, and associated emission reductions. As per each quarter, one lucky participant was selected via a random number generating website to win a prize. This quarter, an insulated backpack cooler was awarded to the winner who reported reducing miles driven by about 40 per week by skipping trips in the previous quarter.

REPORTS OR DATA PRODUCED:

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

- People pledged to drive less this quarter: 463
- Miles contest participants pledged to not drive during this quarter: 180,278
- Pounds of air pollution and greenhouse gases reduced this quarter: 154,083

• **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: 41%

WORK ACCOMPLISHED:

Due to COVID-19 precautions, there were rare opportunities to table at community events this year. Staff was invited to and attended two events this quarter, and provided interactive activities at a total of seven booths during FY2021.

Booths			
Date	Location	# Events	# Attendees
24-Apr-21	Sunnyside Neighborhood Association Earth Day	1	60
8-May-21	Slow Streets, Mission Manor Park Mobile Bike Repair	1	60
	Total	2	120

• **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: 57%

WORK ACCOMPLISHED:

The COVID-19 pandemic greatly reduced our ability to receive evaluations from presentation attendees, however, we did receive a few presentation surveys, and completed the annual evaluation of our Clean Air Campaign.

ANNUAL EVALUATION OF THE VNDD CLEAN AIR PROGRAM

PDEQ contracted with FMR Associates, Inc. to evaluate the effectiveness of the Clean Air Program’s outreach and education efforts. Staff slightly adjusted and approved the survey instrument which was conducted from mid-May to early June. Results were delivered in June and a presentation was scheduled to share the information with interested parties in July.

This study is comprised of a 500-person, randomly-selected and statistically projectable sample of Pima County residents 16 years of age or older. Surveys were conducted via telephone (250) and the internet (250) and appropriately represented the population density of the Northwest, Central, South and East Tucson areas. The survey was available in English and Spanish.

The COVID-19 pandemic has certainly influenced travel behavior, reduced availability of and engagement in community events, and subsequently reduced awareness of and participation in Clean Air Program activities.

TRAVEL REDUCTION PROGRAM SURVEYS

Formerly, staff distributed follow-up surveys to attendees of New Employee Orientations monthly. Due to COVID-19 restrictions, staff was not invited to deliver TRP presentations this quarter, thus, no surveys were distributed. Our TRP presentation will be included in the new employee on-boarding training program in July. Moving forward, Human Resources will provide a list of employees who have taken the training each month so that we may send presentation evaluations and be able to track this metric again.

PRESENTATION EVALUATIONS

Surveys were distributed at or after presentations in attempt to evaluate the effectiveness of the program in informing audiences about air quality and encouraging no-drive actions among attendees. Three evaluations were returned this quarter from leaders after a presentation at the Boys & Girls Club.

REPORTS OR DATA PRODUCED:

ANNUAL EVALUATION OF THE VNDD CLEAN AIR PROGRAM

Once again, FMR research concluded that the “Clean Air Program increases awareness, belief and actions related to improving air quality.” For future efforts, they recommend:

- Targeting those unfamiliar with the program, which includes residents of the south region, 16 to 25 year olds, those of Hispanic origin, and newer residents being here five or less years;
- Continue focusing on social media to help reach younger and newer residents; and
- Supplement with traditional forms of advertising such as television, print and/or radio to reach the south region.

Below is a list of highlighted results from the FY2021 survey.

- Aware of Clean Air Program: 41% (42% in FY1920)
- Aware of various clean air events or activities: 75% (82% in FY1920)
- Familiar with “Healthy Air Is In Our Hands” Drive-Less Pledge: 20% (New this year. Previously asked “You have seen or heard the phrase “Healthy Air Is In Our Hands” – 35% in FY1920)
- Familiar with the ThisIsCleanAir Challenge: 27% (New this year)
- Seen or heard information regarding clean air or air pollution: 79% (73% in FY1920)
- Aware that the majority of our air pollution comes from motor vehicle use: 75% (same as FY1920)
- Seen or heard information that vehicle engine idling causes air pollution: 71% (72% in FY1920)
- Generally driving less to reduce air pollution: 54% (53% in FY1920)
- Perceived seriousness of an air quality problem in Tucson:
 - Major problem: 21% (20% in FY1920)
 - Moderate problem: 52% (50% in FY1920)
 - Minor problem: 20% (25% in FY1920)
- Steps taken to reduce air pollution:
 - Generally reduced driving: 46% (47% in FY1920)
 - Keep tires properly inflated: 29% (42% in FY1920)
 - Keep car tuned: 28% (41% in FY1920)
 - Carpool: 20% (35% in FY1920)
 - Avoid excessive idling: 15% (22% in FY1920)
 - Planted trees: 13% (25% in FY1920)
 - Bought a more fuel efficient car: 12% (21% in FY1920)
 - Chose once a week not to drive: 11% (17% in FY1920)
 - Nothing: 15% (11% in FY1920)

PRESENTATION EVALUATIONS

On a scale of one (1) to five (5) where one is “Low” and five is “High,” the audience rated:

- Effectiveness in increasing attendees’ knowledge of environmental issues: 4.7
- Effectiveness in encouraging actions to reduce air pollution: 5.0

Features that respondents liked best about the presentation:

- Air Jeopardy game;
- Engagement activities; and
- Learning about the issues and then how to take action.

Suggestions for improvement include:

- Add more topics;
- Add information on climate change; and
- Add more elements to engage the kids, touch or visual-wise.

• **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: 100%

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.

- April 8: Association for Commuter Transportation (ACT) – Cause Marketing: Giving Consumers a Higher Purpose
- May 18-19: National Association of Clean Air Agency’s (NACAA) Annual Meeting
- May 26: Fire and SmokeMap webinar
- June 10: CA Environmental Justice Webinar
- June 21: ACT New Member Webinar
- June 22: Trends in Micromobility Webinar
- June 24: EPA Climate & Heat Webinar
- June 25: City Ratings Goes Global – Connecting Your City by Bike
- June 28: Statewide Sustainability Roadmap for Air Quality Meeting

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

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

PERCENT OF WORK COMPLETED: 100%

WORK ACCOMPLISHED:

Eleven survey instruments have been used to measure reductions of vehicle miles traveled. Some of these metrics are temporarily unavailable due to COVID-19 pandemic interference that caused cancellations of normal events and activities.

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:

Comparing FY1920 to FY2021 and using the metrics we had available to us, the VNDD program exceeded the goal of reducing vehicle miles traveled in Pima County by 1.75%. The impact of the COVID-19 pandemic significantly affected the availability and promotion of community events, such as Cyclovia and Earth Day. Carpooling and transit were underutilized as well, due to the close proximity of other riders. However, telecommuting dramatically increased, which fortunately saves the most VMT of all of our programs. We

will continue to encourage telecommuting as a great way to reduce commuter emissions, while simultaneously promoting transit, walking, biking, scootering, smart mobility, and community collaboration.

Vehicle Miles Reduced • VNDD Programs FY 2020-2021					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands Drive-Less Pledge***	139,523	129,870	214,500	180,278	664,171
Annual CAP Survey ^A				3,023,636	3,023,636
Annual TRP Survey Pima County employees ^B		1,493,544			1,493,544
PC Employee NEO Survey ^{C*}	N/A	N/A	N/A	N/A	-
Guaranteed Ride Home - PC employees	121,186	121,186	122,486	123,266	488,124
Tire Inflation Education Program ^D				464,782	464,782
Cyclovia Participants Car-Free Day ^{E*}		Cancelled		Cancelled	-
Transit Pass Use by Pima County employees**	112,250	111,337	111,337	111,337	446,261
#ThisIsCleanAir Challenge	9,594	N/A	N/A	6,656	16,250
Teleworking Pima County Employees ^F	675,437	607,793	1,159,432	586,175	3,028,837
Other events: Living Streets Alliance Bici Bingo	N/A	N/A	N/A	367	367
TOTAL	1,057,990	2,463,730	1,607,755	4,496,497	9,625,972

Vehicle Miles Traveled in Pima County: A Two-Year Comparison			
Program	Miles Reduced		% Change
	FY 2019-2020	FY 2020-2021	
Healthy Air Is In Our Hands Drive Less Pledge***	1,065,212	664,171	-37.65
Annual CAP Survey ^A	3,018,383	3,023,636	0.17
Annual TRP Survey Pima County employees ^B	2,239,744	1,493,544	-33.32
PC Employee NEO Survey ^{C*}	39,100	-	-100.00
Guaranteed Ride Home - Pima County employees	453,310	488,124	7.68
Tire Inflation Education Program ^D	673,841	464,782	-31.02
Cyclovia Participants Car-Free Day ^{E*}	304,250	-	-100.00
Transit Pass Use by Pima County employees**	959,509	446,261	-53.49
#ThisIsCleanAir Challenge	N/A	16,250	N/A
Teleworking Pima County Employees ^F	N/A	3,028,837	N/A
Living Streets Alliance Bici Bingo	N/A	367	N/A
TOTAL	8,753,349	9,625,972	9.97

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 Pima County employees submitting survey only. Does not represent entire Pima County 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). 34.7% of Cyclovia Tucson participants (13,880) biked for their trip to Cyclovia Tucson.

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 include 25% ridership on Sun Express routes due to reduced Sun Express fleet and low ridership.

***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.