



**VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • JANUARY 1, 2022 – MARCH 31, 2022**

• GOAL 1: COMMUNITY-WIDE EVENTS •

PERCENT OF WORK COMPLETED: 99%

Target: Host and/or sponsor a minimum of four community events, maintain the Healthy Air Drive Less Pledge and Fresh Start programs, table at 17 community events, and collaborate with other agencies, schools, businesses and groups to advance no-drive days' goals.

PDEQ HOSTED OR SPONSORED EVENTS -----

Cyclovia Remix, Hosted by Living Streets Alliance (LSA) ■

To accommodate COVID-19 pandemic restrictions, LSA reworked the traditional Cyclovia Tucson event by providing several months of family friendly opportunities to engage in socially distanced car-free activities.

Participants were able to join group bicycle rides, take advantage of route suggestions and interactive maps to guide exploration, enjoy local DJ-curated route playlists, engage in scavenger hunts, and attend pop-up events such as mobile bike repair and t-shirt screen printing.



The PDEQ Clean Air Program (CAP) sponsored Cyclovia Remix as an Activity Partner and participated as an exhibitor at the Cyclovia Sunshine Ride on February 19, a Spring Cyclovia Clean-Up on February 20 and a Cyclovia Remix Ride and Pop-Up Party on March 19.

Cyclovia Tucson, Hosted by LSA ■

After a two and a half year absence, this wildly popular community event hit the streets again on March 27, with approximately 50,000 attendees. Cyclovia Tucson provided five miles of car-free city streets for people of all ages and abilities to walk, bike, roll, skate, enjoy neighborhoods, participate in free activities, support local businesses, and connect with each other. Community partners set up hundreds of games and activities along the route reaching from Downtown Tucson's Jacomé Plaza to Mission View Elementary School in the City of South Tucson.



Once again, the CAP program sponsored the event and the CAP logo was included in promotions leading up to and after the event. Our booth was also one of several *Cinco for Cyclovia* stations where participants are encouraged to engage at the booth and receive a sticker to add to a BINGO card.

Staff also developed new *People on the Move for Health, Wellness & Planet* display banners and an interactive *I-Spy* activity to celebrate the return of this big event. Four prize drawings were conducted at our booth throughout the event for adults taking the *Drive Less Pledge* and for youth taking a pledge to protect the planet. A description of the new banners and activity is provided in Goal 3: Development and Distribution of Materials.

Living Streets Alliance surveyed participants at the event and provided results:



- Attending Cyclovia for the first time: 46%
- Participants who rode a bike, walked or took public transit to travel to the event: 50+%
- Long-term behavior change: Two out of three respondents stated they are more likely to bike or walk for transportation after participating in Cyclovia.
- Top three things people love about Cyclovia: community connections, open streets without car traffic, and being active.

Bike Commute Workshops ■

Staff hosted a lunchtime bike commute chat on January 19 to engage those who work or live in the downtown Tucson area. Staff invited the Pima County Health Department Bicycle and Pedestrian Program to lead the talk and welcomed two experienced Pima County employee bike commuters to share useful and practical tips to enhance enjoyment of bike commutes.



A brief presentation regarding alternate mode resources, supporting literature, and swag was also provided.

Event promotions included a new flyer distributed via email and posted in downtown buildings, social media, eScoop article, Travel Reduction Program intranet site for County employees and list serves. The Pima Association of Governments, City of Tucson, and the Downtown Tucson Partnership also promoted the event to downtown employees.

Twenty participants attended the workshop and engaged with questions and conversation. Staff surveyed the group after the class and received 12 responses.



- Plan on using a bicycle for transportation: 75%
- Miles saved per week, collectively, by riding a bike instead of driving motor vehicles each week: 157
- Additional comments: maps were helpful, great presentation with practical information, appreciated individual conversation after formal presentation, well put together and informative.

Due to its success and additional inquiries, another bike commute workshop was held at the Pima County Health Department on February 16 for those working in the Abrams Public Health Center. Thirteen attended this event, also led by the Bicycle and Pedestrian Program and three Pima County employee expert bike commuters.

ThisIsCleanAir Challenge ■

To mark the beginning of ground-level ozone season, celebrate Earth Day, and honor Poetry Month of April, staff prepared for and began promotions for the spring ThisIsCleanAir Challenge. Using “Commute. Your thoughts. Seven words. Please send,” as our title, we requested people submit super-short seven-word stories that describe their alternate modes of commutes to work. Entries received by Earth Day April 22 will be eligible for a chance at a prize – winner’s choice of a Hydro Flask bottle, bike pannier, insulated backpack cooler, or Loop bike jersey – all prizes conducive to using alternate modes.



Staff updated the event webpage, worked with the county’s Information Technology Department to create an online entry form, and crafted promotional emails which were sent to past event participants and Travel Reduction Program list serves of Pima County employees. Staff wrote an article and submitted it for the eScoop county employee newsletter. A news release was also drafted and released on March 31. Additional promotions will continue in April.

HEALTHY AIR DRIVE LESS PLEDGE -----

This on-going program encourages the public to take the *Healthy Air Is In Our Hands Drive-Less Pledge* and commit to reducing miles traveled by motor vehicles. An online pledge form is available in addition to pledge cards that are distributed and collected at outreach events.



As per each quarter, one lucky participant was selected via a random number generating website to win a prize. This quarter, a Healthy Air Backpack Cooler was awarded to the winner who reported reducing miles driven by about 124 per week by skipping trips in her vehicle.



- # people pledged to drive less this quarter: 169
- Miles participants pledged to not drive during this quarter: 97,266
- Pounds of air pollution and greenhouse gases reduced this quarter: 82,929

FRESH START COMMUTE SOLUTIONS -----

PDEQ’s Fresh Start Commute Solutions program is designed to reach new employees and influence their commute mode choices before their first day of work or early in their employment with Pima County.



A Travel Reduction Program (TRP) training component is incorporated with the new employee mandatory on-boarding process. Staff has access to employees who take the training and emails surveys to employees attending the training the month prior. This quarter, staff distributed surveys to employees taking the training in December and January.

A resource sheet and materials order form is part of the packet of information given to new employees, along with an opportunity to take advantage of our Commuter Concierge service that guides employees in exploring travel options. The resources are also posted on the Pima County employee intranet site.

Results from the survey regarding the on-board training is provided in Goal 4: Program Evaluation. Below is data regarding our concierge service.



- Employees requesting concierge service this quarter: 1
- Miles reduced annually from concierge inquiries received this quarter: 1,000
- Total pounds of air pollution and greenhouse gases reduced: 853

TABLING EVENTS -----

With COVID less of a threat, staff contacted multiple organizations seeking community engagement. As a result, staff tabled at a number of new venues and provided information about air quality and travel reduction resources and interactive activities at 11 events this quarter.

Booths			
Date	Location	# Events	# Attendees
06-Feb-22	Dance, Move, Connect at Himmel Park	1	70
12-Feb-22	Menlo Park Neighborhood Potluck	1	60
19-Feb-22	Cyclovia Sunshine Ride by Living Streets Alliance	1	60
20-Feb-22	Spring Cyclovia Clean Up	1	50
27-Feb-22	Dance, Move, Connect at Himmel Park	1	50
5-Mar-22	Pima County Cares Resource Fair	1	1000

6-Mar-22	Dance. Move. Connect.	1	40
19-Mar-22	Cyclovia Remix Ride & Pop-Up Party	1	30
20-Mar-22	Dance. Move. Connect.	1	60
26-Mar-22	Ready, Set, Rec City of Tucson event	1	200
27-Mar-22	Cyclovia Tucson	1	50000
	TOTAL	11	51,620

COMMUNITY COLLABORATIONS -----

In addition to working with others to host and sponsor community-wide events, CAP staff collaborates with multiple organizations, departments and programs that support no-drive days' messaging and goals. Below is a list of those groups, relevant projects and metrics captured as available.

Arizona Department of Environmental Quality (ADEQ) ■

CAP staff referenced and promoted the ADEQ five-day air quality forecasts via social media, in news releases and on a link on the main page of PDEQ's website.

Children's Museum of Tucson (CMT) ■

Staff continued working with the CMT regarding PDEQ's developing Desert Dwellers Know (DDK) EcoKids Activity Kit for young children and their families. These activity kits will align with Arizona State Standards to meet STEAM (science, technology, engineering, art and math) Science Standard and the Language & Literacy Standard, and will be developed further to provide a comprehensive lesson plan and supply trunk for teachers to use in the classroom.

Staff put together a prototype kit for the Museum to review and is developing activity guidelines and acquiring supplies to include in the kit. We plan to debut the project at the Earth Day Festival in April.

City of Tucson ■

Staff connected with City of Tucson Department of Transportation to discuss potential collaboration on the Safe Routes to School Program.

Ironwood Tree Experience (ITE) ■

Staff finalized a contractual agreement and amendment to the 2021-22 VNDD grant in order to hire a local non-profit, Ironwood Tree Experience (ITE), who specializes in working with underserved teens to offer experiential environmental education programs. In January, ITE created and began to administer a new program called *Youth for Blue Skies (YBS)*. ITE recruited nine high school students from schools in environmentally stressed communities, who have committed to participating in the program through June 2022. These interns are learning about localized air quality issues and the impact they have on their communities.

The youth participated in several field events and helped facilitate the Cyclovia activity. A local news channel interviewed the interns at Cyclovia, which allowed the youth to explain why they joined the program and what they hope to improve in their communities. The interns will work on action plans that interest them most and present those plans at a summer symposium with local stakeholders. It is anticipated that the first cohort of youth will participate in this pilot program during the third and fourth quarters of this fiscal year. The ultimate goal of this program will be to make it possible for young people to realize the future they want to see and guide them toward becoming environmental leaders who can facilitate constructive changes to improve air quality in Pima County.

National Weather Service (NWS) ■

The NWS uses PDEQ air quality data to provide timely reports that alert the public of potential or existing airborne dust and ozone issues, includes a health impact statement to protect the public, and shares information about the availability of air quality information on the PDEQ website.

Pima Association of Governments (PAG) ■

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 is:

- Chair of the Environmental Planning Advisory Committee (EPAC) for 2022 and 2023.
- Chair of the Air Quality Subcommittee and, as meetings are scheduled, helps develop agenda items to educate members about air quality issues and concerns.
- Jurisdictional representative and Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County. In January, staff was successful in approaching UPS, who had been delinquent in complying with TRP ordinance rules. As a result of a CAP staff site visit, UPS connected with PAG with the assurance that they will be conducting their annual employee survey.
- Designated Transportation Coordinator representing Pima County employees for the Travel Reduction Program (TRP). Staff administers the TRP for Pima County employees and promotes alternate modes of transportation to approximately 7,000 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 attended a Transportation Coordinator training in February.

Pima County Communications Office ■

Staff meets regularly with Communications Office staff to discuss ongoing and upcoming promotional activities. We engage Communications staff to assist with marketing and to produce artwork and printed materials. This quarter they produced our new banners, created a promotional flyer for our bike commute workshop, and wrote articles for the eScoop county employee newsletter related to work commute travel.

Pima County Health Department (PCHD) ■

ADEQ Air Quality Flag Program: CAP outreach resource materials are included in the Flag Program Toolkit provided to at least 22 schools and a fire department by PCHD. Staff remains available to provide resources, presentations and support as needed.

PDEQ and PCHD staff met regarding Air Quality Awareness Week scheduled in May, and discussed complementary activities each program will pursue.

Bicycle and Pedestrian Program: CAP staff promoted online and paper maps of bike routes and the Chuck Huckleberry Loop non-motorized pathway, employee bike-share program, and related literature to the general public and Pima County employees.

As mentioned in Goal 1: Community-Wide Events, a Bike Commute class for downtown employees was held on January 19, 2022. The event was successful and PCHD decided to hold another one for County employees at the Abrams Public Health Center in February. VNDD staff spoke at both events regarding Pima County's Travel Reduction Program and associated resources.

Pima County Office of Sustainability and Conservation ■

Staff contributes regularly to the Alternate Fuels Chapter of the Sustainability Action Plan for County Operations. This subcommittee is dedicated to reduce miles driven and idling, improve efficiencies, and reduce emissions from the fleet of vehicles used by Pima County employees. Key participating

departments on the subcommittee include the Office of Sustainability and Conservation, 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 enlisted Sun Tran to provide a transit workshop, scheduled for May 3, for employees and residents in the downtown area.
- Staff maintains a supply of \$10 value-loaded SunGO transit trial passes previously donated by Sun Tran. 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. Although transit fares remain free, a couple of these cards were distributed upon request this quarter in anticipation of fares being reinstated in the near future.

Tucson Audubon Society ■

Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society (TAS) and connect with other local non-profits and businesses 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. The Desert Dwellers Know - Drive Less sticker collection will also become available this year in the TAS Nature Shop. 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.

University of Arizona (UofA) ■

The UofA Asthma and Airway Disease Research Center, UofA Department of Community, Environment, and Policy, PCHD Tobacco and Chronic Disease Prevention, and PDEQ Clean Air Program are collaborating to develop a comprehensive air pollution reduction program based at schools in Pima County. Components include the ADEQ air quality flag program, stock inhaler program, idle reduction program, and low-cost air quality sensor project. This quarter, UofA and PDEQ staff worked together to develop and submit a \$488,000 grant proposal for the EPA's *Enhanced Air Quality Monitoring for Communities* competitive solicitation. If awarded, this grant would provide additional funds for air quality sensors at underserved schools and additional staff funding to incorporate air quality related science and environmental justice projects that could be conducted by the students.

Staff worked with the UofA to renew our intern affiliation agreement for the current calendar year.

Staff hosted a UofA College of Public Health undergraduate student who is conducting research and surveys to learn about active modes of transportation by students and staff at the University and promote bicycling and using the Loop as part of the school/work commute.

• GOAL 2: PRESENTATIONS & IN-DEPTH INTERVIEWS •

PERCENT OF WORK COMPLETED: 46%

Target: Provide a minimum of 35 presentations and in-depth interviews as schools, community groups, businesses, and the media.

PRESENTATIONS -----

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 to take to reduce emissions and keep the air healthy to breathe.

Presentations			
Date	Location	# Presentations	# Attendees
19-Jan-22	Bike Commute Class, PCHD	1	20
21-Jan-22	Health Air Quality Applied Sciences Team - NASA (Use satellite data for air quality purposes)	1	33
14-Feb-22	LID Working Group: use of EJ Screen for air quality outreach and health related concerns	1	22
10-Feb-22	Green Valley Council	1	11
16-Feb-22	Bike Commute Class at Abrams Public Health	1	13
31-Mar-22	Green Valley Council	1	24
	TOTAL	6	123

INTERVIEWS -----

Interviews were provided in response to inquiries from the media.

Interviews		
Date	Location	# Interviews
10-Mar-22	KGUN-9 TV re: Driving less to save money on fuel (aired 3/11/22)	1
24-Mar-22	Azteca TV re: Cyclovia	1
	TOTAL	2

• GOAL 3: DEVELOPMENT & DISTRIBUTION OF MATERIALS •

PERCENT OF WORK COMPLETED: 175%

Target: Create a minimum of 27 new flyers, brochures, articles, news releases, and promotional materials. Distribute materials via website, emails, the media, social media, and directly to the public on at least 350 occasions. Attain at least 140,000 impressions via social media.

COMMUNITY REACH -----

News Releases ■

Staff developed and distributed five news releases this quarter. The releases were emailed through the county’s GovDelivery system and reached thousands who have signed up to receive Air Quality Advisories and 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.

News Releases	
Date	Title
11-Jan-22	Youth for Blue Skies launches
14-Feb-22	Love the air we breathe today and every day
14-Mar-22	Tucson Electric Power Air Quality Permit Revision Public Comment Period
24-Mar-22	Join us at Cyclovia Tucson this Sunday!
31-Mar-22	Seven words for a clean air commute

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.

Media Exposure ■

At least 26 advertisements, news stories, or announcements related to no-drive days messaging reached thousands of community members via a variety of television and radio stations, websites, newspapers, magazines and newsletters.

Staff wrote an op-ed regarding wood smoke for the Green Valley News in February. There was no evidence that the article was published.

Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity		
Date	Media	Subject
5-Jan-22	eScoop Pima County employee newsletter	Kick car habits to the curb in 2022
5-Jan-22	eScoop Pima County employee newsletter	Bike commuting session will feature free bike lights, maps
18-Jan-22	Signalsaz.com	PDEQ Partners with Ironwood Tree Experience to Launch Youth for Blue Skies
21-Jan-22	eScoop Pima County employee newsletter	Where can you park your commuter bike?
25-Jan-22	Living Streets Alliance listserv	Cyclovia Tucson REMIX - Clean Air Program logo as sponsor
2-Feb-22	eScoop Pima County employee newsletter	Take some voluntary actions to aid involuntary breathing
3-Feb-22	Living Streets Alliance listserv	Cyclovia Tucson REMIX - Clean Air Program logo as sponsor
16-Feb-22	NewsNet Daily Digest, City of Tucson	Cyclovia returns next month
16-Feb-22	Living Streets Alliance listserv	Announcing the spring Cyclovia Tucson route! - PDEQ On the Move Activity Hub highlighted, Clean Air Program logo as sponsor
15-Feb-22	eScoop Pima County employee newsletter	Employees share their adventures in bike commuting
18-Feb-22	Living Streets Alliance listserv	Cyclovia REMIX, scooter prize donated by PDEQ Clean Air Program with logo as sponsor
4-Mar-22	eScoop Pima County employee newsletter	Car vs. truck vs. leaf blower: Which pollutes the most?
11-Mar-22	Pima County FYI Newsletter	Environmental Quality inspectors keep the air clean for County residents
11-Mar-22	Pima County FYI Newsletter	Pima County departments to promote healthy lives, healthy planet at Cyclovia
11-Mar-22	KGUN 9	Saving on gas: Tucsonans try different modes of transportation
16-Mar-22	Arizona Public Media	Tucson Electric Power plant emissions upgrade scheduled
19-Mar-22	Signals	Public input needed for Tucson air quality
22-Mar-22	Living Streets Alliance listserv	Cyclovia hits the streets Sunday, Downtown-South Tucson - Clean Air Program logo as sponsor
11-Apr-22	KGUN 9	Tucson 'Loop' nominated as one of the best recreational trails in America, picked up from PDEQ social media post
24-Mar-22	NewsNet Daily Digest, City of Tucson	Cyclovia Tucson this weekend
24-Mar-22	Noticias, Azteca Tucson TV	2:14 piece re: Cyclovia Tucson, including interview by PDEQ Natalie Shepp
24-Mar-22	KOLD News 13	Cyclovia Tucson returns with hundreds of activities, listing PDEQ on the Move activity hub

25-Mar-22	Living Streets Alliance listserve	Cyclovia Tucson this Sunday, March 27, 9am - 3pm, Clean Air Program logo as sponsor
27-Mar-22	KGUN 9 TV	Pima County teens come together to create environmental change, interview by PDEQ Natalie Shepp and others
28-Mar-22	Living Streets Alliance listserve	Cyclovia Tucson - That. Was. Epic. Clean Air Program logo as sponsor
31-Mar-22	Living Streets Alliance listserve	Cyclovia Tucson - Fun Cyclovia photos. Clean Air Program logo as sponsor.

Social Media ■

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

@PimaDEQ: This quarter, staff provided messages on Twitter and Facebook that relate to air.

Social Media exposure data:



- @PimaDEQ Tweets/re-Tweets on Twitter: 25
- @PimaDEQ Facebook posts/re-posts: 51
- @PimaDEQ Twitter Impressions: 10,594
- @PimaDEQ Facebook people reached: 13,856

YouTube: Since 2015, and with the help of Pima County Communications Office, CAP staff posted YouTube videos related to air pollution and actions people can take for healthier air. Video views to-date are listed below and are cumulative from original upload date.

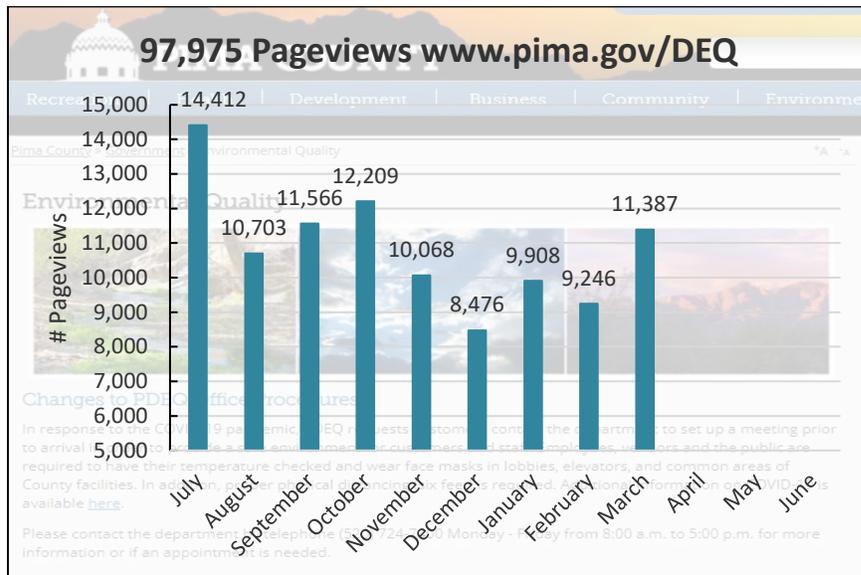


- Idle Less
 - [15-second version](#) (uploaded May 2018): 61 views
 - [40-second version](#) (uploaded April 2018): 324 views
- Help keep particles out of the air this New Year's
 - [English version](#) (uploaded September 2017): 78 views
 - [Spanish version](#) (uploaded September 2017): 71 views
- Love the Air
 - [English version](#) (uploaded April 2015): 11,449 views
 - [Spanish version](#) (uploaded April 2021): 20,449
- Idle Less at Schools
 - Draft version (uploaded April 2019): 200+ views
 - [Final version](#) (updated May 2019): 144 views
- [Healthy Air Is In Our Hands](#) (uploaded September 2020): 33 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.
- Although the air quality videos produced by Youth On Their Own students are not permitted to be posted on the Pima County YouTube channel due to authorship, their YouTube links are posted on PDEQ's [Public Service Announcement](#) page.
 - [Air Pollution](#): 16 views
 - [Pollution in Arizona](#): 10 views
 - [Our Planet](#): 16 views

PDEQ Website Articles/Posts/Pages ■

- **PDEQ Internet, www.pima.gov/DEQ**
Six articles were posted on the PDEQ website this quarter, including content regarding our partnership with Ironwood Tree Experience, Love the Air on Valentine's Day, PDEQ inspector's tasks to help keep the air clean, Tucson Electric Power air quality permit, and promoting Cyclovia.

Staff tracks website pageviews using Google Analytics reports provided by Pima County ITD.



- **Eco Kids Corner Website, www.pima.gov/EcoKids**
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.

There were 159 pageviews on the Eco Kids Corner website so far this fiscal year.

Pima County Employee Travel Reduction Program (TRP) ■

As administrator of the Pima County Employee Travel Reduction Program (TRP) for 6,000 to 7,000 employees, PDEQ staff shares resources and information to encourage employees to adopt no-drive days' practices in their work commutes by using transit, carpooling, vanpooling, biking, walking, telecommuting, skipping trips, and combining errands.

New employees receive on-board training in which they review resources, information, and attend a mandatory on-line training as mentioned in the *Fresh Start Commute Solutions* program in Goal 1.

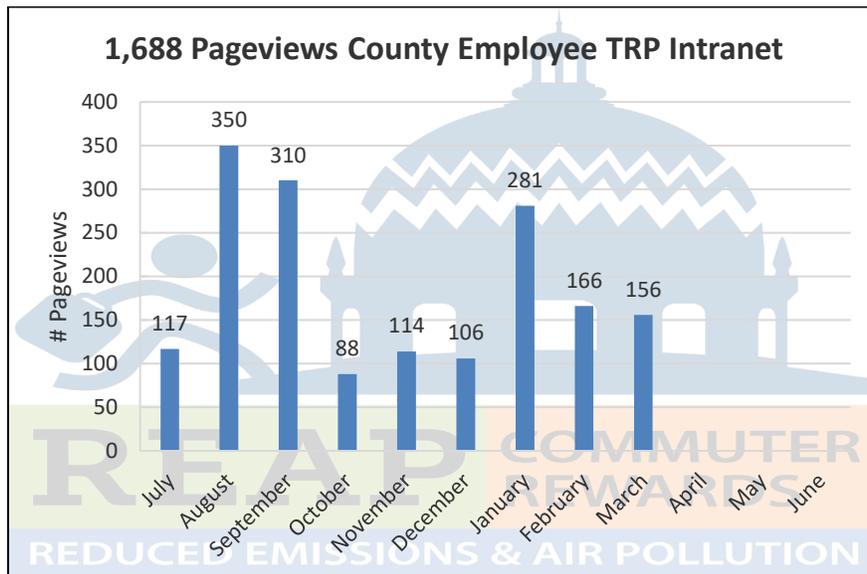
Employee Engagement: Staff collaborated with the Pima County Health Department to schedule and host two bike commute classes in January and February, and noted in Goal 1 above.

Employee Intranet Site: Staff updated the [TRP intranet site](#), posting three new articles promoting clean air in the New Year, bike commute class, and breathing air pollution and health effects.

Updates to two resource flyers were completed and re-linked on the intranet site. The updated flyers were forwarded to Human Resources to update their onboarding information packet.

The site retains information and resources for employees on benefits of using alternate modes, transit, biking, walking, carpooling, vanpooling, telecommuting, Guaranteed Ride Home program, COVID-safe commuting, and a resource flyer and order form for informational materials and swag that supports alternate modes and healthy air.

DATA
PRODUCED



Transit Subsidy and Use: Per existing policies and procedures, Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the Human Resources Benefits program. These passes have not been sold since the spring of 2020, however, as Sun Tran continues to provide free transit services amidst continuing COVID concerns. Sun Tran’s manual bus boarding tracking system updated to reflect 2022 data estimates that 97% of regular Sun Tran bus riders continued riding. Accounting for a reduced fleet and low ridership on Sun Express busses, an estimated 58% of passengers on express routes continued riding.

DATA
PRODUCED

- Average round-trip commute miles for Pima County employees (October 2021 TRP survey): 25
- Transit passes sold during the fourth quarter: 0 (fares remained free)
- Estimated employees who continued taking public transit each month: 155
- 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: 151,125
 - Pounds of air pollution and greenhouse gas emissions reduced: 128,849

Guaranteed Ride Home: Employees who use an alternate mode of transportation for at least two work commute days per week are eligible for up to four reimbursable emergency trips home per year, paid for by the PDEQ Director’s Office.

DATA
PRODUCED

- Employees currently signed up for this program: 98
- New registrants this quarter: 1
- Claims for reimbursement: 0
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 133,835
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 114,107

Telecommute Program: Due to the COVID 19 pandemic, Pima County expanded the ability of its employees to telework in 2020. As more people were vaccinated and as time advanced, fewer employees continued teleworking. Last December, PDEQ staff drafted and the PDEQ Director submitted a memo to Pima County Administration asking them to encourage more Pima County department directors to allow telecommute and flexible schedules for their employees. In January, a memo was released from the Administrator supporting telecommuting and encouraging its use when appropriate. In addition, compressed work schedules were re-introduced, in part, to provide options for those who cannot telecommute.



- # Employees teleworked this quarter: 776
 - # Days employees teleworked: 10,990
 - # Vehicle miles reduced: 268,151
 - Pounds of pollution and greenhouse gas emissions reduced: 228,625

TRP Articles in eScoop Newsletter: Six articles were published in the bi-weekly eScoop, an internal newsletter for thousands of Pima County employees. Articles included: Kick car habits to the curb in 2022, Bike commuting session, Where can you park your commuter bike, Take some voluntary actions to aid involuntary breathing, Employees share their adventures in bike commuting, and Car vs. truck vs. leaf blower emissions comparison.

TRP List Serves: Staff maintains email lists of county employees interested in receiving timely and urgent news about their travel mode of choice: transit, bike, carpool/vanpool and walk. Four notices were emailed to these list serves to share pertinent information about:

- Bike commute workshop
- Equitable transit
- Cyclovia Tucson
- ThisIsCleanAir Challenge

Commute Trips & Tips Facebook Group: In May 2017, staff established this Facebook group for Pima County employees as a way to facilitate conversation regarding driving less and using alternate modes of transportation for work commutes. There are currently 36 members in this group. This quarter, staff posted seven messages regarding:

- Bike commute workshop in January
- Bike commute workshop in February
- New pay-as-you-go option with Tugo Bike Share
- Face masks still required on transit vehicles
- Equitable transit
- Chuck Huckelberry Loop nominated for USA Today's Best Recreation Trail in the nation
- Cyclovia Tucson

New Promotional Materials Created ■

In addition to new articles, social media messages, emails to list serves and website updates, staff worked to create new items to help promote air quality education.

- **Extra-long landscape photo banner:** This 30-foot banner displays three beautiful landscape photos representing land, water and air. Three inspirational nature quotes from Caldecott award winning children's author Byrd Baylor overlay the photos. We used the banner at Cyclovia spanning three tents to draw attention to our booth. For a smaller footprint, the banner can also be used with one tent, hanging on three interior tent walls. The imagery was chosen to attract viewers and inspire them with the beauty and peace of nature.
- **Short title banner: *People on the Move for Health, Wellness & Planet:*** This is a one-foot tall text-only banner that mounts to the outside front of a 10-foot canopy and orients the audience to our booth concept.
- **Action photo collage banner sets:** Two 10-foot banner sets display photo examples of different actions people can take to reduce air pollution and greenhouse gases. Each set is of two 10-foot banners that were placed back to back for use by participants or viewers both inside and outside our booth corridor at Cyclovia. The sets may be used singly at smaller venues.
- **Interactive I-Spy activity sheet:** Used in conjunction with the action photo collage banners, these treasure hunt BINGO sheets direct participants to search for different actions that encourage them to protect air and the environment. One sheet was created for adults with 16 elements for which to search, and another for youth provides nine simpler actions.

- **Promotional flyers:** Bike Commute Workshop for January 19, Bike Commute Workshop for February 16, Youth for Blue Skies internship announcement.
- **ThisIsCleanAir Challenge entry form:** ITD created an online submission form for people to submit their entries.

Hardcopy Materials Distributed ■

Staff provides printed literature and promotional give-away items at presentations, tabling events and in response to personal requests and business connections.



- Pieces of literature and promotional materials distributed this quarter: 6,456
- Items distributed authored by PDEQ and other agencies: 75
- Occasions on which materials were distributed (in addition to distribution at events): 24
- People reached via materials distribution: 606

Materials Distribution			
Date	Location	# Events	# Recipients
3-Jan-22	El Encanto Estates HOA	1	145
4-Jan-22	Pima County Downtown Building Kiosks	3	14
4-Jan-22	Clerk of the Board new employee - Fresh Start program	1	1
5-Jan-22	Tucson Electric Power	1	3
6-Jan-22	PCHD for Amphitheater School District outreach	1	300
10-Jan-22	Hotel Congress	1	20
10-Jan-22	Downtown Tucson Partnership	1	3
11-Jan-22	Ajo Library new employee - Fresh Start program	1	1
25-Jan-22	Alexis Machado - Drive Less Pledge winner	1	1
4-Feb-22	Cyclovia Remix attendees - mailed after event	3	2
4-Feb-22	Walking buddies	1	3
4-Feb-22	Cadden Community Management	1	30
12-Feb-22	Art House Centro	1	50
16-Feb-22	Office of Children's Council - Fresh Start	1	1
27-Feb-22	UofA Public Health	1	9
28-Feb-22	Chroma Soul Arts	1	4
9-Mar-22	Pima Association of Governments	1	4
23-Mar-22	Walk-in customer to PDEQ office	1	2
24-Mar-22	Youth for Blue Skies	1	12
30-Mar-22	Healthy Air Pledge winner at Cyclovia	1	1
	TOTAL	24	606

• GOAL 4: PROGRAM EVALUATION •

PERCENT OF WORK COMPLETED: 63%

Target: Contract with research professionals to evaluate program effectiveness via an annual randomized telephone and on-line survey. Utilize surveys throughout the year to evaluate presentations and program.

Annual Evaluation of the VNDD Clean Air Program ■

FMR Associates, Inc. remains the contracted vendor to evaluate the effectiveness of the Clean Air Program's outreach and education efforts. Staff reviewed and edited questions in preparation for the upcoming survey which will be conducted in May 2022.

Survey to New Pima County Employees ■

Our TRP presentation is included in the Pima County new employee on-boarding process and mandatory training program. Staff distributed follow-up surveys using Google Forms to employees taking the training the previous month.



- Surveys distributed to Pima County employees: 58
- Responses received: 19 (33% response rate)
- Vehicle miles traveled avoided per year by these respondents: 2,000
- Pounds of air pollution and greenhouse gases reduced per year: 1,705

Presentation Evaluations ■

Surveys were distributed after presentations and at booth events in attempt to evaluate the effectiveness of the program in informing audiences about air quality and encouraging no-drive actions among attendees. No presentation evaluations were returned, however four people provided feedback regarding our activity booth at the Living Streets Alliance Spring Clean Up event in February and a Dance, Move, Connect event in March.



- Evaluations returned this quarter: 4
- All respondents stated that they learned something at our interactive booth:
 - How to drive less
 - Broader choices available to improve air quality
 - Riding more helps reduce a person's carbon footprint
 - Great motivation to actively transport
- All respondents stated that they do, or will consider taking action to improve air quality.
 - Looking into taking transit
 - Ride more and drive less
- Additional comments/suggestions include:
 - Facebook presence as a group to join
 - Very generous, informative and friendly contact. Thanks and keep up the good work.
 - Skye is wonderful!

● GOAL 5: RESEARCH EMISSIONS REDUCTIONS METHODS ●

PERCENT OF WORK COMPLETED: 75%

Target: Meet with or participate in conference calls with ADEQ and TRP agencies to discuss methodologies that calculate emission reductions and benefits that result from VNDD activities. Work with the Pima County Department of Transportation to measure non-SOV trips and encourage alternate modes of travel, including effective measurement techniques.

ADEQ or TRP Agency Meetings ■

Staff remained available to discuss potential methods for emissions calculations and attended several webinars or meetings to potentially improve the effectiveness of the CAP.

- January 11: Attended NACAA Outreach Committee meeting regarding low-cost air quality sensors
- January 19: EPA Tools and Resources Webinar: Challenges and Prizes

- January 20 & 21: NASA Health and Air Quality Applied Sciences Team Meeting
- January 28: Arizona Annual Travel Reduction Meeting with ADEQ
- February 3: TRP Webinar: Improving Diversity and Inclusion Programs in Public Transportation
- February 16: EPA Tools & Resources Webinar: How to evaluate Air Sensors for Smoke Monitoring Applications
- February 17: EPA Webinar: Addressing State, Tribal, and Local Needs related to Cumulative Impacts
- February 22: EPA National Environmental Justice Community Engagement Call
- March 3: Arizona Multi-agency Air Quality Agencies Meeting
- March 8: NACAA Public Outreach Meeting
- March 18: ACT TDM Gas Price Discussion
- March 22: ACT - Valley of the Sun Chapter Meeting
- March 22: Climate Conversations: EV Infrastructure

Pima County Department of Transportation (PCDOT) ■

Staff remained available to meet and gather information on non-SOV trips, encourage alternate modes of travel and research effective metrics. Staff met with PCDOT to discuss current and future effort plans to enhance alternate mode use and reduce vehicle emissions.

• GOAL 6: DECREASE VEHICLE MILES TRAVELED •

PERCENT OF WORK COMPLETED: 75%

Target: Decrease by 1.75% the number of vehicle miles traveled in Pima County.

Twelve survey instruments measure reductions of vehicle miles traveled in relation with CAP outreach programming. It is important to note that many external variables may influence the number of miles traveled in Pima County, including the COVID-19 pandemic, a change in population size, fluctuating distance between work and home locations, the price of fuel, and other uncontrollable variables.

Vehicle Miles Reduced • VNDD Programs FY 2021-2022					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands Drive-Less Pledge	72,098	75,465	97,266		244,829
Annual CAP Survey ^A					-
Annual TRP Survey Pima County employees ^B		5,334,438			5,334,438
PC Employee New Employee Survey ^C	12,300	26,425	2,000		40,725
Guaranteed Ride Home - PC employees	127,101	133,445	133,835		394,381
Tire Inflation Education Program ^D					-
Cyclovia Participants Car-Free Day ^E			580,000		580,000
Transit Pass Use by Pima County employees ^F	111,337	151,125	151,125		413,587
#ThisIsCleanAir Challenge	N/A	N/A	N/A		-
Teleworking Pima County employees ^G	248,984	165,594	268,151		682,729
Fresh Start Concierge Pima County employees ^H	405	7,750	1,000		9,155
Car Free Month/World Car Free Day	16,584				16,584
TOTAL	588,809	5,886,492	1,232,377	-	7,716,428

- 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. According to FY20-21 PAG survey results 1,493,544 miles reduced by 1,262 respondents. This was reported in Q1. When projected for entire employee base of 6,743, total miles reduced = 7,980,164. Projecting for entire employee base will be used moving forward.
- 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. Data obtained by Living Streets Alliance.
- F. Due to COVID-19 restrictions and using passenger count mechanisms, Sun Tran estimates an average of 72% ridership on regular Sun Tran routes. Assumptions guesstimate 25% ridership on Sun Express routes due to reduced Sun Express fleet and low ridership.
- G. Pima County Office of Analytics and Data Governance
- H. Annual miles extrapolated assuming 50 weeks worked per year.