



**VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • APRIL 1, 2022 – JUNE 30, 2022**

• GOAL 1: COMMUNITY-WIDE EVENTS •

PERCENT OF WORK COMPLETED: 131%

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 & SPONSORED EVENTS -----

ThisIsCleanAir Challenge ■

To mark the beginning of ground-level ozone season, celebrate Earth Day, and honor April's Poetry Month, staff hosted the spring ThisIsCleanAir Challenge. Using "Commute. Your thoughts. Seven words. Please send." as our theme, we requested participants to submit super-short seven-word stories that describe their alternate modes of commutes to work. Entries received via an online entry form by Earth Day April 22 were eligible for a chance at prizes.



This event provided a platform for those who use alternate modes to have a retrospective and fun way to share their commute stories, encourage and reward participants for taking action that improves air quality, and inspire others who may now see a different spin on alternate modes.

We promoted the event via: ThisIsCleanAir webpage; posting on Pima County's website home page; articles in the Pima County eScoop and City of Tucson NewsNet Daily Digest newsletters; emails to past event participants, Pima County employees on Travel Reduction Program list serves, and colleagues at the City of Tucson, Downtown Tucson Partnership, and Pima Association of Governments; and posted on PDEQ's Twitter and Facebook feeds. In addition, we distributed a news release on March 31.

Many entries received were profound, fun, and telling. Several are listed below:

- Sunrise, burning thighs, work, roving sunset, bedtime.
- Fresh air, easy, fun, sunshine, addictive. AWESOME!
- Shorter work week. Less pollution. Everyone wins.
- Pedaling through heat and wind to joy.
- By riding, traffic jam jail sentence commuted.
- No need to fuss. Ride the bus.
- I commute with coyotes on The Loop.
- Telework: doggo snuggles plus cleaner air? WIN!
- Bus friends keep me entertained for miles.
- Relaxing, safer, cheaper for me and environment.



- # entries received: 52
- # randomly-drawn prize recipients: 7
- Miles participants claimed to reduce annually by driving less: 218,950
- Pounds of air pollution and greenhouse gases reduced this quarter: 186,676

Tucson Earth Day Festival ■

This event was in downtown Tucson at the Children’s Museum and adjacent Armory Park on April 23. CAP sponsored the event as a Business Partner and listed as such on their promotional flyer. Thirty-eight exhibitors provided family-friendly hands-on activities for nearly three thousand attendees.



CAP staff debuted our new *Desert Dwellers Know EcoKids Activity Kits* and provided an opportunity to win a prize for those willing to take our *Drive Less Pledge* (adults) or our *What On Earth Can I Do? Pledge* (youth). Winners were randomly selected hourly from the supply of pledge cards submitted at that time.

Informational literature, activity books, bookmarks, and promotional items were provided amidst hands-on activities at our booth space. Our *What On Earth Can I Do?* magnetized activity allowed participants to identify actions they currently take to help the earth and green actions they would like to do. Participants were asked to target at least one action they would like to do and make a commitment to take action towards that goal within a month.

Sun Tran Transit Workshop ■

During *Air Quality Awareness Week* in May, staff hosted a *Sun Tran Transit Workshop* for those working and living in the downtown Tucson area. Staff reserved a downtown conference room, prepared and delivered a general presentation about using alternate modes of transportation, arranged for Sun Tran to provide a presentation about transit, and provided resource tables and snacks for attendees.



Sun Tran created a promotional flyer for the event, and it was promoted via email to the Pima Association of Governments (PAG), Downtown Tucson Partnership and City of Tucson. PAG shared the announcement with major employers in the downtown area. In addition, VNDD staff emailed it to new employees and Pima County Human Resources to reach individual department personnel representatives.

Staff collected email addresses of attendees and distributed a Google Forms survey after the event.

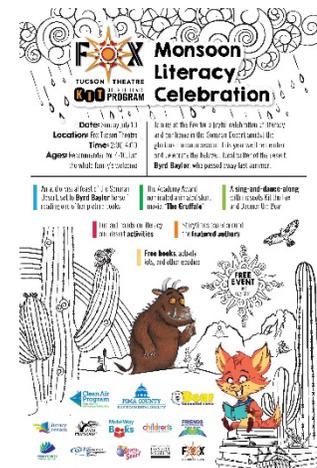


- # attendees: 9
- On a scale of 1 to 5, where 1 is Low and 5 is High, the effectiveness of the presentation in increasing attendees’ knowledge of environmental issues: 4.86
- On the same scale, effectiveness of presentation in encouraging actions to reduce air pollution: 4.86
- What attendees liked most about the presentation:
 - Literature and videos;
 - Graphs showing changes in the environment and the lungs;
 - Knowing how much pollution Tucson produces on a daily basis;
 - Tandem presentations of air quality issues followed by transport alternatives; and
 - Learned how to use public transportation.

Monsoon Literacy Celebration ■

CAP is the featured sponsor of the Fox Tucson Theatre's *Monsoon Literacy Celebration* that will be honoring Byrd Baylor, a local beloved author of children's books who was also the inspiration for PDEQ's *Desert Dwellers Know* project. Planned for this free family event are hands-on activity booths, story times, audio-visual screening of *Desert Dreams Celebrating Five Seasons in the Sonoran Desert* set to the voice of Byrd Baylor reading selections from her award-winning children's books, a sing-and-dance along, free books, and a viewing of the animated short movie, *The Gruffalo*.

The promotional poster was developed and distributed this quarter, and prominently displayed the CAP and PDEQ logos. Artwork of the *Desert Dwellers Know Colors* activity book were also design elements of the poster. The event is set for July 10.



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.



This quarter, the paper pledge form was redesigned to simplify content and save paper by utilizing both sides of the sheet and cutting its size in half.

As per each quarter, one lucky participant was selected via a random number-generating website to win a prize. This quarter, a bike panner was awarded to the winner who reported reducing miles driven by about 10 per week by using multiple ways to drive less.



- # people pledged to drive less this quarter: 100
- Miles participants pledged to not drive during this quarter: 102,882
- Pounds of air pollution and greenhouse gases reduced this quarter: 87,717

FRESH START COMMUTE SOLUTIONS -----

PDEQ's *FreshStart 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 included in the mandatory new employee on-boarding process. Staff emails surveys to employees who complete the training during the previous month. This quarter, staff distributed surveys to employees taking the training in February, March, and April.

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 encourages employees to explore drive-less travel options. In addition, the resources are posted on the Pima County employee intranet site.

There were no requests from individuals for concierge service this quarter, and results from the survey regarding the on-board training is provided in *Goal 4: Program Evaluation* of this report.

TABLING EVENTS -----

Staff tabled at five locations this quarter, totaling 25 booths this fiscal year, providing interactive activities and information about air quality and travel reduction resources.

Booths			
Date	Location	# Events	# Attendees
21-Apr-22	Students for Sustainability Environmental Summit	1	100
22-Apr-22	UofA Sustainable Transportation Fair on Earth Day	1	25
23-Apr-22	Tucson Earth Day Festival @ Children's Museum Tucson	1	2783
28-Apr-22	Butterfield Elementary School STEAM Night	1	100
24-Jun-22	Dia de San Juan Fiesta	1	150
	TOTAL	5	3,008

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) ■

CAP was a Business Partner sponsor of the Tucson Earth Day Festival hosted by CMT in April.

Staff continued working with the CMT regarding PDEQ's Desert Dwellers Know (DDK) EcoKids Activity Kit for young children and their families. These activity kits align with Arizona State Standards to meet STEAM (science, technology, engineering, art and math) Science Standard and the Language & Literacy Standard. Discussions continue with CMT staff to potentially use the EcoKids Kits at co-sponsored events, in CMT's *Sense of Place* exhibit, and/or develop custom EcoKids Kits for teachers to use in the classroom.

City of Tucson ■

Staff connected with City of Tucson Department of Transportation to discuss potential collaboration on the Safe Routes to School Program. Staff intends to work with PAG's Transportation Planning Committee to ensure that Safe Routes dollars will fund school safety projects, after recently being taken to fund Regional Transportation Authority (RTA) budget shortfalls. Staff will also be working with local non-profit, Living Streets Alliance (LSA), to incorporate Safe Routes programming into Walk-N-Roll to School week efforts.

Ironwood Tree Experience (ITE) ■

Staff continued to work with local non-profit, Ironwood Tree Experience (ITE) on the *Youth for Blue Skies (YBS)* program. YBS is an environment and community-based internship program for underserved teens. The internship program finished successfully with 8 interns, ages 14-18, from 7 different schools. The youth interns participated in 16 workshops focused on air pollution, environmental justice, climate change, and ecology through experiences in the Sonoran Desert community. By actively engaging in environmental science, attending expert led workshops, exploring nature's lessons and sharing community stories, interns gained new skills, friendships and a unique behind-the-scenes look at in intersections of environmental quality and society. In their capstone projects, interns formed 3 groups and created community action projects. They submitted their own grant proposals to Citizen Climate

Lobby (2 of which were awarded), and produced individual and group videos to capture their project, reflections, and overall experience. The [YBS Spring 2022 Program Report](#) outlines the results of this pilot program that wrapped up in June. These interns will now serve as YBS mentors for the 22-23 program.

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 Pima County's metropolitan planning organization and is 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.
- Designated Transportation Coordinator representing Pima County employees for the Travel Reduction Program.

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 redesigned the *Drive Less Pledge* cards, created artwork for our *Desert Dwellers Know EcoKids Activity Kit* brochure, updated a CAP and ADEQ air quality resource card, and published articles in the eScoop employee newsletter.

Pima County Health Department (PCHD) ■

Healthy Schools: Collaborated on messaging for Air Quality Awareness Week in May. PCHD shared a message about asthma and air quality in their *Healthy Schools...Healthy Community* newsletter.

Flag Program: PCHD staff was redirected from the ADEQ Flag Program to work on other projects. ADEQ is currently restructuring the Flag Program to a digital format. CAP will continue promotion as the program becomes available.

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.

Pima County Office of Sustainability and Conservation (OSC) ■

Alternate Fuels Chapter of the Sustainability Action Plan for County Operations: This subcommittee is dedicated to reduce emissions from the fleet of vehicles used by Pima County employees by: reducing vehicle miles driven and idling, improving efficiencies, and increasing the purchase and use of electric vehicles. 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. PDEQ regularly provides information regarding our Travel Reduction and Idle Less Programs.

Green Stewards Program: OSC began the revitalization of a campaign that solicits assistance from representatives of each department to lead environmentally responsible operations within County departments. Staff volunteering to be part of the Green Stewards Program began meeting to learn more

about program logistics, brainstormed topics and activities to reduce carbon emissions, waste, and air pollution. Two CAP staff are participating.

Pima County Sheriff Department ■

Knowing that the Sheriff Department stores a surplus of salvaged bicycles confiscated or found, staff inquired about acquiring some of those bicycles to repair and give away to communities in need, such as at schools in low-income neighborhoods. The Lead Evidence Technician is seeking approval for our departments to collaborate on this potential new project.

Sun Tran and Sun Link Streetcar Transit Services ■

- Staff promoted transit services to Pima County employees and the 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 present at a transit workshop for employees and residents in the downtown area. The workshop was on May 3.
- 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, they are still available in anticipation that fares will resume in 2023.

Tucson Audubon Society (TAS) ■

Desert Dwellers Education Project: PDEQ staff continued to collaborate with 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*. New TAS education staff members expressed interest in the *Desert Dwellers Know* projects and exploring outreach collaboration opportunities. The poster and activity book, *Desert Dwellers Know Desert Colors*, are offered through the TAS Nature Shop's webpage. The Desert Dwellers Know - Drive Less sticker collection is now available 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) ■

Collaboration: Last 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. Awards will be announced in September.

Intern Program: Staff hosted a UofA College of Public Health undergraduate student intern who conducted 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. The student utilized a GIS mapping program to feature bike routes and bus stops surrounding campus for students and staff to utilize when seeking commute options. She also engaged the UofA Parking and Transportation department to develop a survey instrument and obtained a baseline of travel behavior to and from campus. She may continue working with Parking & Transportation in the fall semester to pursue further data. In addition, the intern organized CAP's participation at the UofA's Earth Day events and staffed several tables with us at outreach events.

• GOAL 2: PRESENTATIONS & IN-DEPTH INTERVIEWS •

PERCENT OF WORK COMPLETED: 78%

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. This quarter, staff provided 10 of 22 presentations delivered this fiscal year.

Presentations			
Date	Location	# Presentations	# Attendees
5-May-22	Sun Tran Transit Talk	1	10
6-Jun-22	Rocking K Ranch Community	1	13
6-Jun-22	Arizona 4-H	3	45
9-Jun-22	SW Environmental Health Sciences Center, Scholars Program	1	8
14-Jun-22	SW Environmental Health Sciences Center, Steps to STEM Program	1	29
28-Jun-22	Boys & Girls Club - Rookies	1	12
29-Jun-22	Boys & Girls Club - Juniors	1	13
30-Jun-22	Boys & Girls Club - Teens	1	10
	TOTAL	10	140

INTERVIEWS -----

One interview was provided in response to an inquiry from the media.

Interviews		
Date	Location	# Interviews
25-Apr-22	KOLD - TV re: wildfires and air quality	1
	TOTAL	1

• GOAL 3: DEVELOPMENT & DISTRIBUTION OF MATERIALS •

PERCENT OF WORK COMPLETED: 227%

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, all High Pollution Advisories for ozone. 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.

PDEQ News Releases Distributed to Subscriber Groups: Environmental Quality, BOS/Admin_private, General Media, Health and Behavioral Health	
Sent Date	Bulletin Subject
6-May-22	PDEQ issues ground-level ozone pollution advisory
13-May-22	PDEQ issues ground-level ozone pollution advisory
31-May-22	PDEQ issues ground-level ozone pollution advisory
1-Jun-22	PDEQ issues ground-level ozone pollution advisory
16-Jun-22	PDEQ issues ground-level ozone pollution advisory

The media can obtain real-time Air Quality Index (AQI) information from PDEQ’s website, www.pima.gov/DEQ. Published daily, this information is 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 via PDEQ’s website.

Media Exposure ■

At least 29 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 was interviewed by KOLD-TV regarding wildfire smoke on April 25. The story aired on April 28.

Media Exposure via TV, Radio, Print, Websites, eNewsletters, Advertising and/or Publicity		
Date	Host	Description
1-Apr-22	Pima County newsletter eScoop	Commute. Youth thoughts. Seven words. Please send.
1-Apr-22	KVOA.com	Pima County wants to hear about your alternative commutes
4-Apr-22	Pima.gov	Seven words for a clean air commute
13-Apr-22	COT NewsNet Daily Digest	Seven words for a clean air commute
15-Apr-22	Pima County newsletter eScoop	Join lunchtime transit talk May 3
20-Apr-22	Living Streets Alliance news	Tucson Earth Day Festival
21-Apr-22	Downtown Tucson news	Tucson Earth Day Festival
28-Apr-22	KOLD TV-4	How to make sure the air you're breathing is healthy amid wildfire season
27-Apr-22	COT NewsNet Daily Digest	Lunchtime transit talk next week
27-Apr-22	PCHD Healthy Schools news	Asthma & Air Quality, Air Quality Awareness Week
29-Apr-22	Signals	Huckleberry Loop voted Best Trail
2-May-22	COT NewsNet Daily Digest	Lunchtime transit talk tomorrow
6-May-22	KGUN 9	High Pollution Advisory issued for Tucson metro area
6-May-22	Arizona Public Media	High pollution advisory for Tucson
13-May-22	KVOA.com	Environmental regulators issue ozone air pollution advisory in Tucson
13-May-22	Arizona Public Media	High pollution advisory to Tucson on Friday
18-May-22	Pima County newsletter eScoop	Use Commute Trips & Tips to revitalize your work commute
31-May-22	Pima.gov	PDEQ issues ozone air pollution advisory May 31
1-Jun-22	KGUN 9	Pima County issues ground level air pollution advisory
1-Jun-22	Tucson Sentinel	Ozone in Tucson hits hazardous levels for 2nd time this week

June	Fox Theatre website	Monsoon Literacy Celebration - CAP sponsor logo
14-Jun-22	Pima.gov	PDEQ issues ground level ozone advisory
16-Jun-22	Tucson Sentinel	Air pollution in Tucson reaches harmful levels, made worse by smoke from Contreras Fire
16-Jun-22	Patch	Pima County Dept. of Environmental Quality issues Advisory for Thurs.
16-Jun-22	KGUN 9	Pima County issues advisory for ground-level ozone air pollution
16-Jun-22	KVOA.com	Fire burning southwest of Tucson prompts ozone pollution advisory
16-Jun-22	Pima County newsletter eScoop	Employees share benefits of traveling by transit
20-Jun-22	Fox Theatre news release	Monsoon Literacy Celebration at the Fox Tucson Theatre Special Event Honors Byrd Baylor - PDEQ CAP sponsor
28-Jun-22	Fox Theatre news	Celebrate literacy and the desert at the Fox - CAP sponsor logo
27-Jun-22	Fox Theatre Facebook	Monsoon Literacy Celebration - PDEQs Desert Dwellers Know poster focus

Social Media ■

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 Pima County platforms including YouTube, Facebook, Twitter, Instagram and/or 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: 36
- @PimaDEQ Facebook posts/re-posts: 89
- @PimaDEQ Twitter Impressions: 40,347
- @PimaDEQ Facebook people reached: 38,140
- Total # impressions via Twitter and Facebook this fiscal year with CAP messaging: 229,604

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.



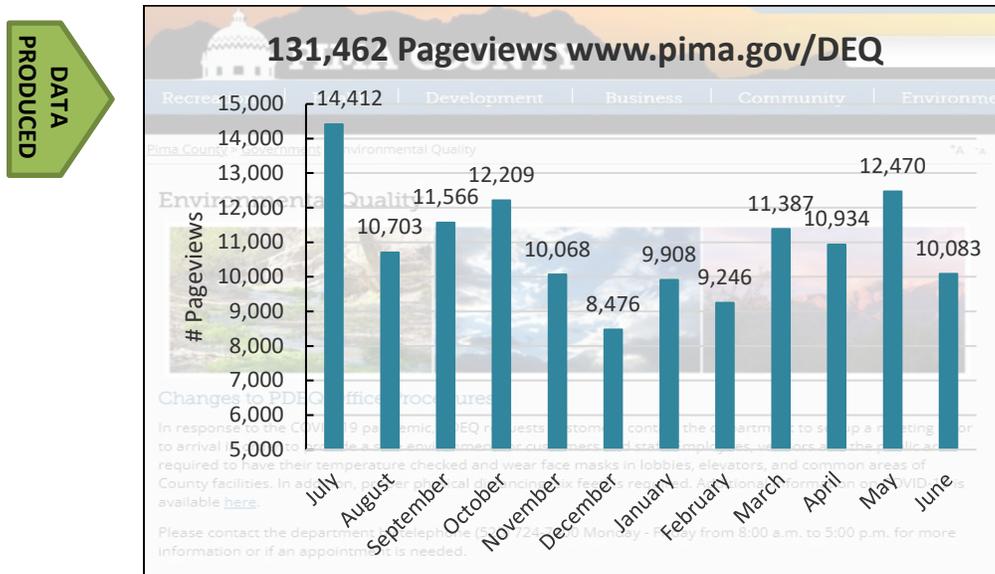
- Idle Less
 - [15-second version](#) (uploaded May 2018): 63 views
 - [40-second version](#) (uploaded April 2018): 327 views
- Help keep particles out of the air this New Year's
 - [English version](#) (uploaded September 2017): 80 views
 - [Spanish version](#) (uploaded September 2017): 72 views
- Love the Air
 - [English version](#) (uploaded April 2015): 11,470 views
 - [Spanish version](#) (uploaded April 2021): 20,456
- Idle Less at Schools
 - Draft version (uploaded April 2019): 200+ views
 - [Final version](#) (updated May 2019): 151 views
- [Healthy Air Is In Our Hands](#) (uploaded September 2020): 34 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](#): 17 views
 - [Pollution in Arizona](#): 11 views
 - [Our Planet](#): 17 views

PDEQ Website Articles/Posts/Pages ■

- **PDEQ Internet, www.pima.gov/DEQ**

Seven articles were posted on the PDEQ website this quarter, including promotion for our ThisIsCleanAir Challenge and six High Pollution Advisories.

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 197 pageviews on the Eco Kids Corner website 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.

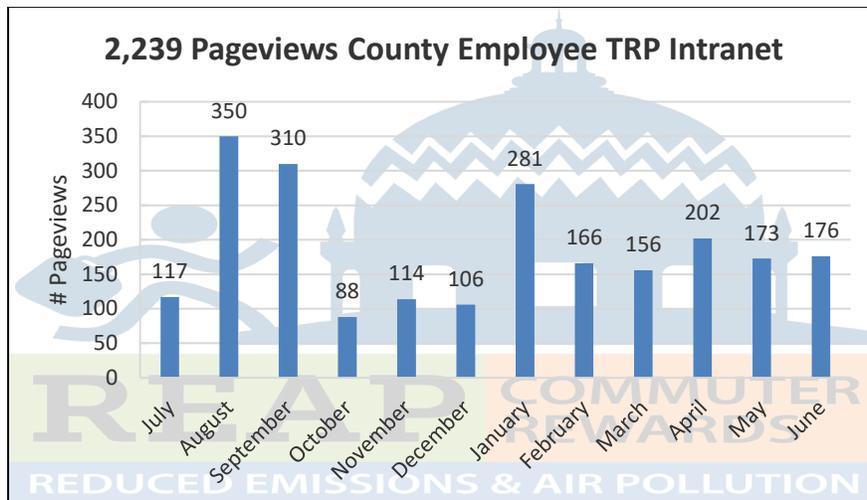
New employees receive on-board training in which they review resources, information, and attend a mandatory on-line training as mentioned in the *Fresh Start Commute Solutions* program in Goal 1.

Employee Engagement: Staff collaborated with Sun Tran and hosted a Transit Workshop in May. More than half of the participants were Pima County employees.

Employee Intranet Site: Staff updated the [TRP intranet site](#), posting four new articles promoting our ThisIsCleanAir Challenge, Sun Tran Transit Workshop, Commuter Trips & Tips Facebook Group, and Travel by Transit. These articles are the same that were posted in the eScoop employee newsletter.

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.



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.



- 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: 190
- 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: 185,250
 - Pounds of air pollution and greenhouse gas emissions reduced: 157,944

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.



- Employees currently signed up for this program: 103
- New registrants this quarter: 5
- Claims for reimbursement: 1
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 142,441
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 121,445

Telecommute Program: Due to the COVID 19 pandemic, Pima County expanded the ability of its employees to telework in 2020. The program continues, as approved by each departments appointing authority.



- # Employees teleworked this quarter: 621
- # Days employees teleworked: 7,948
- # Vehicle miles reduced: 198,705
- Pounds of pollution and greenhouse gas emissions reduced: 169,415

TRP Articles in eScoop Newsletter: Four articles were published in the bi-weekly eScoop, an internal newsletter for thousands of Pima County employees. Articles promoted our ThisIsCleanAir Challenge, Transit Workshop, Commute Trips & Tips Facebook group, and traveling by transit.

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. Seven notices were emailed to these list serves to share pertinent information about transit updates, free days with Tugo bike share, promotion of transit workshop, and transit survey.

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 three messages regarding our ThisIsCleanAir Challenge, free Tugo bike share days and free transit fares continued.

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.

- **Desert Dwellers Know EcoKids Activity Kit brochure:** Promotional and instructional brochure to engage families in exploring nature and working on lessons to learn about environmental concepts, including air quality. The brochure is part of a packet of materials and also includes a list of kit contents, activity directions, and outlines educational objectives and outcomes.
- **Drive Less Pledge Card:** Redesign to simplify text, utilize both sides of card, and reduce size to save paper resources.
- **Promotional Flyers:** Sun Tran Transit Workshop and Youth for Blue Skies internship opportunity.

The PDEQ CAP logo and/or name was also included in promotional flyers created by other organizations to promote the Tucson Earth Day Festival, Tucson Fox Theatre Monsoon Literacy Celebration, and El Día De San Juan Fiesta.

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: 5,276
- Items distributed authored by PDEQ and other agencies: 73
- Occasions on which materials were distributed (in addition to distribution at events): 47
- People reached via materials distribution: 717

Materials Distribution			
Date	Location	# Events	# Recipients
5-Apr-22	NRPR Sonoran Desert Weedwackers	1	25
6-Apr-22	Healthy Air Drive Less Pledge winner @ Cyclovia	1	1
12-Apr-22	Pima County Health Department	1	200
16-Apr-22	Fox Theater	1	12
18-Apr-22	Pima County District 1 Farmer's Market	1	100
21-Apr-22	Pima County Communications	1	100
22-Apr-22	Ironwood Tree Experience	1	20
22-Apr-22	Sun Tran	1	40

26-Apr-22	Healthy Air Pledge @ Earth Day Festival	7	7
29-Apr-22	National Crime Victim's Rights	1	125
3-May-22	Fox Theater	1	2
4-May-22	ThisIsCleanAir Challenge winners	7	7
2-Jun-22	Pima County building kiosks	4	25
15-Jun-22	Pima County Solid Waste Division	1	1
22-Jun-22	Tucson Audubon Society	1	2
29-Jun-22	Downtown Pima County buildings, businesses, community centers	17	50
	TOTAL	47	717

● GOAL 4: PROGRAM EVALUATION ●

PERCENT OF WORK COMPLETED 100%

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 ■

PDEQ contracted with FMR Associates, Inc. to evaluate the effectiveness of the Clean Air Program's outreach and education efforts. The survey was conducted in May and results were delivered in June. Consistent with previous years, 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 [Executive Summary](#) and [Full Report](#) are available on the [CAP webpage](#).

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, 26 to 35 year olds, and those who are 65+ years old who live in lower income households;
- Target messaging that promotes air quality and results in saving money on fuel (tire inflation education, increased carpooling, and free transit (while available)); and
- Continue using social media to reach younger audiences and supplement, as budget allows, with traditional media such as television, print and/or radio advertising.

Below is a list of highlighted results from the FY2022 survey.

- Aware of Clean Air Program: 42% (41% in FY2021)
- Aware of various clean air events or activities: 75% (75% in FY2021)
- Familiar with "Healthy Air Is In Our Hands" Drive-Less Pledge: 26% (20% in FY2021)
- Familiar with Walk and Roll to School Week: 31% (41% in FY2021)
- Familiar with the ThisIsCleanAir Challenge: 30% (27% in FY2021)
- Aware of Car Free Day: 31% (new this year)
- Aware that the majority of our air pollution comes from motor vehicle use: 75% (75% in FY2021)
- Seen or heard information that vehicle engine idling causes air pollution: 73% (71% in FY2021)
- Generally driving less to reduce air pollution: 55% (54% in FY2021)
- Perceived seriousness of an air quality problem in Tucson:
 - Major problem: 20% (21% in FY2021)
 - Moderate problem: 53% (52% in FY2021)

- Minor problem: 27% (20% in FY2021)
- Steps taken to reduce air pollution:
 - Generally reduced driving: 47% (46% in FY2021)
 - Keep tires properly inflated: 26% (29% in FY2021)
 - Keep car tuned: 25% (28% in FY2021)
 - Carpool: 23% (20% in FY2021)
 - Avoid excessive idling: 13% (15% in FY2021)
 - Planted trees: 12% (13% in FY2021)
 - Bought a more fuel efficient car: 9% (12% in FY2021)
 - Chose once a week not to drive: 9% (11% in FY2021)
 - Nothing: 15% (15% in FY2021)

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: 76
- Responses received: 23 (30% response rate)
- Vehicle miles traveled avoided per year by these respondents: 33,600
- Pounds of air pollution and greenhouse gases reduced per year: 28,647

Presentation Evaluations ■

Surveys were distributed after presentations in attempt to evaluate the effectiveness of the program in informing audiences about air quality and encouraging no-drive actions among attendees. One presentation evaluation was returned and results of a survey conducted by a facilitator was also provided.



- Evaluations returned this quarter from Boys & Girls Club: 1
- On a scale of 1 (Low) to 5 (High):
 - The effectiveness in increasing attendees' knowledge of environmental issues: 4
 - The effectiveness in encouraging actions to reduce air pollution: 4
- Liked best: Interactive Jeopardy game
- Suggestions for improvement: Break down material and terms to make it easier for youth to comprehend. Videos could be explained better.
- Evaluations summarized at 4-H: 25
- "Strongly agreed" or "Agreed" that the information was useful: 100%
- Comparing before and after presentation knowledge about the subject, there was increased knowledge:
 - Knew "very little" – Before 15% : After 0%
 - Knew "little" – Before 25% : After 0%
 - Knew "some" – Before 40% : After 15%
 - Knew "much" – Before 10% : After 55%
 - Knew "very much" – Before 10% : After 30%

● GOAL 5: RESEARCH EMISSIONS REDUCTIONS METHODS ●

PERCENT OF WORK COMPLETED: 100%

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.

- *Move Minneapolis* – All About That Timing: Habits, Mode Choice, and Transportation Behavior Change
- 6th Annual Arizona Extreme Heat Planning Workshop
- Towards a Future of Environmental Health Sciences Workshop
- EPA’s Clean School Bus Program
- ESIP Unbound Workshop on remote sensing for environmental justice
- Arizona School Health and Wellness Coalition Meeting
- EJ Screen 2.0
- VOS Webinar: The Changing Workplace and Impact on Transportation
- EPAZ Meeting on Environmental Justice
- EPA Tools and Resources Webinar: Preparing for Wildfire Smoke
- EPA Tools & Resources Webinar: Understanding Environmental Justice through EPA Tools
- EPA ORD Webinar: The Smoke Ready Communities Research Study

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. Currently, Pima County Administration is working with UArizona on the development of an app called Metropolis that will incorporate TDM strategies and PDEQ staff will remain involved with these efforts.

• GOAL 6: DECREASE VEHICLE MILES TRAVELED •

PERCENT OF WORK COMPLETED: 100%

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

Twelve survey instruments measured reductions of vehicle miles traveled in relation with CAP outreach programming. Comparing this year to last, we did not reach the goal of reducing miles driven by 1.75%, but rather documented an increase of miles driven by 2.9%. A significant figure affecting this metric is a 71% reduction in the number of Pima County employees telecommuting as COVID-19 restrictions eased.

It is important to note that many external variables may influence the number of miles traveled in Pima County, including a change in population size, fluctuating distance between work and home locations, the price of fuel, and other uncontrollable variables.

Vehicle Miles Traveled in Pima County: A Two-Year Comparison			
Program	Miles Reduced		% Change
	FY 2020-2021	FY 2021-2022	
Healthy Air Is In Our Hands Drive Less Pledge ^A	664,171	347,711	-47.65
Annual CAP Survey ^B	3,023,636	3,669,032	21.35
Annual TRP Survey Pima County employees ^C	7,980,164	5,334,438	-33.15
PC Employee NEO Survey ^D	-	74,325	N/A
Guaranteed Ride Home - Pima County employees	488,124	536,822	9.98
Tire Inflation Education Program ^E	464,782	437,144	-5.95

Cyclovia Participants Car-Free Day ^f	-	580,000	N/A
Transit Pass Use by Pima County employees ^g	446,261	598,837	34.19
#ThisIsCleanAir Challenge	16,250	218,950	1247.38
Teleworking Pima County Employees ^h	3,028,837	881,434	-70.90
Fresh Start Concierge Pima County employees ⁱ	390	9,155	2247.44
Car Free Month/World Car Free Day	-	16,584	N/A
TOTAL	13,067,138	12,687,848	-2.90

A. Calculation methodology changed in FY2122 from previous years to reflect only the pledge commitment of the current year, resulting in a decrease of miles reduced.

B. 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.

C. According to FY21-22 PAG survey results, 2,099,136 miles reduced by 2,424 respondents. When extrapolated for entire employee base of 6,160, total miles reduced = 5,334,438.

D. 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.

E. Annual CAP Survey, gallons reduced from proper tire inflation translated into miles reduced by dividing total gallons saved by 25.7 mi. (PAG, Cotty, 12/21/18) Percent of total respondents aware of CAP.

F. Data obtained by Living Streets Alliance.

G. Due to COVID-19 restrictions and using passenger count mechanisms updated with 2021 data, Sun Tran estimates an average of 97% ridership on regular Sun Tran routes. Assumptions guestimate 58% ridership on Sun Express routes due to reduced Sun Express fleet and low ridership.

H. Pima County Office of Analytics and Data Governance

I. Annual miles extrapolated assuming 50 weeks worked per year.