



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • APRIL 1, 2020 – JUNE 30, 2020**

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 100%

Reimbursable Services Expense totaled \$88,387.21 and included:

- \$23,300.19 – Labor with Fringe Benefit costs in April, May and June:
 - \$17,942.62– Labor expense
 - \$5,357.57– Fringe Benefit expense
- \$43,673.11 - Advertising
- \$6,500.00 – Contractual partial payment for the annual evaluation
- \$14,913.91- Administrative Overhead

SPECIAL NOTE -----

Due to the world-wide COVID-19 pandemic and associated social precautions, several PDEQ Voluntary No-Drive Day/Clean Air Program community activities were halted, modified or cancelled. Staff overcame these obstacles and continued to maintain and develop outreach materials this quarter to engage the community regarding air quality, particularly issues related to ground-level ozone.

Even with this unforeseen crisis, PDEQ VNDD staff were able to meet or exceed 10 of the 12 activity metrics set forth in the VNDD/CAP Scope of Work for Fiscal Year 2019-2020. Before the emergency stay-at-home order was declared, PDEQ staff were well on their way to accomplishing the activities in the two unmet categories with at least 62% of those activities implemented. When it became apparent that the Community Events and Outreach Booths goals were not going to be met due to COVID-19 restrictions, staff significantly increased other areas of public outreach.

• GOAL 1: 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)**
Discussions and plans to reach VNDD messaging throughout TUSD schools were held earlier this year. Planning meetings are expected to continue into the future, however, the coronavirus has impacted school operations significantly, and it is currently unclear as to when and how our materials and program might reach this target audience.
- **Cooper Center for Environmental Learning**
In December, staff was approached by an instructional specialist with the Cooper Center who is developing a program for high school students regarding air quality. As a resource, they are using

PDEQ's Clean Air curriculum published in 1996. The instructor was in contact to ask permission to use the content in their new program and if we could review the content with them and update if needed. VNDD staff agreed to assist and requested to see the final product for potential use in our outreach program. We also expressed interest in knowing how many students are exposed to the materials once the program is operational.

Our meeting to review the materials with the Cooper Center was scheduled for April 10 and was postponed due to coronavirus restrictions.

- **University of Arizona**

The professor of the University's ENVS 195A, Careers in Environmental Science class requested we provide a video presentation to replace the in-person presentations provided each semester. Our presentation addresses the function of PDEQ, details about the VNDD program, information about air quality, and the speaker's educational and professional journey. Of all the class's guest speakers, our presentation is a favorite as rated by the students themselves. We plan to have the presentation recorded before the fall semester begins.

EXPAND RELATIONSHIPS WITH SMALL BUSINESSES

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

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

DETERMINE OPTIMAL WAYS TO ENGAGE TARGET AUDIENCES

Staff employs a multi-media approach to effectively reach a wide variety of audiences and unique individuals within each audience. A combination of PowerPoint, props, demonstrations, stories, games, picture cards, audio-visuals and different perspectives are incorporated to engage multiple types of learners and address different motivators within any given audience.

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

Virtual lessons: To provide an alternative to in-person presentations, staff began brainstorming on potential presentations to record and post on PDEQ's website. We hope to develop plans and upload a variety of lessons related to air quality in FY 2020-2021 for both classrooms and the general public.

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

PERCENT OF WORK COMPLETED: 62%

WORK ACCOMPLISHED:

TUCSON 'VIRTUAL' EARTH DAY

As a member of the Tucson Earth Day Festival planning committee, staff worked with other community partners to plan and host the 2020 event, celebrating the 50th anniversary of the first Earth Day. The Children's Museum Tucson hosts the annual event with support from government agencies, businesses

and dedicated community members. The event was planned to be held downtown on Saturday, April 18, 2020 at the Children's Museum Tucson and adjacent Armory Park with at least 50 exhibitors providing interactive activities, live entertainment, food vendors, alternate fuels car show, and a passport program encouraging quality interaction at booths and a chance at prizes.

Due to the COVID-19 pandemic and the need to practice social distancing to protect public health and reduce the spread of the coronavirus, it was determined to cancel in-person festivities and focus efforts on on-line education based out of our website www.TucsonEarthDay.org. The website provided an introductory video by Mrs. Green's World and links to videos, movies, downloadable documents and live virtual events. Messages and activities were shared via Twitter, Facebook and Instagram at #TucsonVirtualEarthDay.

As a participant of the event, PDEQ's logo was posted with 25 others representing agencies and organizations with links to individual learning opportunities. PDEQ's logo linked to the [Public Service Announcement](#) page of our website which provides many short videos about air pollution and actions individuals can take to improve air quality.

USE THE LOOP FOR YOUR COMMUTE PROJECT

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

#THISISCLEANAIR

In response to the severity of COVID-19 restrictions, staff began developing a new virtual event, #ThisIsCleanAir, so that VNDD messaging can continue to reach community members without physical closeness. #ThisIsCleanAir will be a photo challenge where Pima County residents can submit photos and captions describing actions they take that helps reduce air pollution. This program will provide a common platform where individuals can take ownership of what they do, inspire others or get inspired from others about actions they take, and be rewarded for their actions with social connection and potential prizes. We will also attempt to collect data regarding reduced vehicle miles traveled or, if not transportation related, how their actions help improve air quality.

Staff researched other online photo contests from around the country to obtain ideas for a successful event and brainstormed with multiple individuals to improve planning. In addition, staff worked with Pima County Communications Office to develop program recognition artwork that can be used on multiple platforms. A draft [webpage](#) is being developed to promote the program, provide directions on how to participate and provide information and resources about sources, health effects and solutions to air pollution.

A new email address, HealthyAir@pima.gov, was created by the Pima County Information Services Department and assigned to our program to receive the photo entries.

Although still a work in progress, we plan that the top five photos will be chosen by PDEQ staff and will be posted on social media for public vote. The winner with the most votes will win a prize and the photo will be posted on our website and social media. The challenge will be held multiple times throughout the year with changing themes to help maintain conversation in the community about air quality issues.

SUPPORTING COMMUNITY PROGRAMS TO ENHANCE NO-DRIVE DAYS GOALS

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

- **Arizona Department of Environmental Quality**

PDEQ staff continued to promote the Arizona Department of Environmental Quality five-day air quality forecast program for the Pima County region for ground-level ozone and coarse particulate matter. It is intended to not only provide warnings to people who might have health issues associated with elevated levels of air pollution, but also to act as a preemptive measure, providing time for people to make plans that could help keep air quality in a healthy range when it is forecasted to be unhealthy.

VNDD staff promoted the forecasting service this quarter via social media, in news releases and on a link on the main page of PDEQ's website.

- **Association for Commuter Transportation**

As a member of this association, PDEQ staff attended a virtual ACT conference on May 13: *Developing a Culture that Embraces Telework Post COVID-19*. The conversation stressed the importance of safety and the need for employees to maintain physical distancing, discussed essential versus non-essential employees, considered the availability of technology and equipment, and aired the potential for employees to take turns teleworking and working on-site.

It was also noted that during COVID-19 restrictions, teleworking was/is a main reason why many employees and businesses were able to continue operations; however, it was not universal for all. Toolkits, training and guidelines were/are needed for successful telework programs, and alternatives need to be made available for those who do not have access to technology, connectivity, or adequate work space at home. Options include providing drop-in centers for meeting space or equipment use, using staggered schedules for those working on-site, and finding alternatives to transit as services are reduced or would-be riders feel unsafe on public transport.

- **City of Tucson Department of Transportation & Mobility**

Staff was invited to a virtual meeting regarding the development of a new Travel Demand Management program for the City. Program elements and strategies are outlined, and they would like assistance identifying the "low-hanging fruit" that can be implemented promptly and brainstorm ideas for increased regional TDM coordination moving forward. The meeting is scheduled for July 30.

- **Green Valley Community**

Staff represented Pima County DEQ at the Green Valley Council meetings to keep the committee updated on air quality issues. Presentations on air quality issues are given each meeting and questions about local concerns are addressed. This involvement has strengthened rapport with the Green Valley community and has proven helpful when reaching out to the at-risk population on sensitive issues, such as air quality and mining activity. Meetings were curtailed in early 2020 due to the pandemic.

- **Living Streets Alliance**

The Living Streets Alliance (LSA) is a 501(c)(3) organization established to promote healthy communities by empowering people to transform streets into vibrant places for walking, bicycling, socializing and play. In addition to supporting Cyclovia Tucson to help promote bicycling and walking in place of vehicle trips, VNDD staff connects with LSA regarding the Bike Valet Program and other potential collaborative projects.

Bike Valet Program:

- Free, conveniently placed bike racks at community events encourages participants to leave cars at home and use bicycle transportation to venues;
- VNDD staff provided funding for the purchase of bike racks during Fiscal Year 2014-2015 that continue to be used;
- The bike racks were not utilized this quarter as events throughout the community were cancelled or not planned due to COVID-19.
- Staff began initial discussions with LSA regarding collaborating on a pilot “Slow Street” project in the South Tucson area to reduce vehicle traffic and encourage neighborhood walking and bicycling.

• National Weather Service

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

• Pima Association of Governments

Staff continued to collaborate with PAG on multiple programs and projects:

- Air Quality Subcommittee: If/when PAG schedules future meetings, VNDD staff will continue to work in partnership. PDEQ staff chaired the meetings for over fourteen years; helped develop agenda with informative speakers to educate members about air quality issues and concerns; and provided presentations regarding various air quality subjects.
- Travel Reduction Task Force: Jurisdictional representative, provide air quality-related presentations, Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County.
- Pima County’s Travel Reduction Program (TRP): Promoted alternate modes of transportation to approximately 7,000 Pima County employees via newsletter articles, email blasts, intranet site, Facebook group *Commute Trips & Tips*, and Reduced Emissions and Air Pollution (REAP) rewards program.

• Pima County Government Departments***Communications Office***

- Staff worked with graphic designers and communications specialists on a variety of projects including eScoop articles, news releases, social media guidance, and developing artwork for Health Watch and Air Quality Advisory banners for Pima County’s new GovDelivery news release system and imagery for our upcoming #ThisIsCleanAir social media challenge.

Environmental Quality

- With reimbursement funding from the PDEQ Director’s Office, staff operates a Guaranteed Ride Home Program for Pima County employees. This helps to encourage and serve employees who use alternate modes of transportation for their work commutes by providing a reimbursable ride home if they are without a personal vehicle and a crisis or emergency happens. Ninety Pima County employees are registered for this program, three of which registered during this quarter. No emergency rides were used this quarter.

Health Department

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

- VNDD staff continued to work with the Health Department's Principal Investigator of the Racial and Ethnic Approaches to Community Health (REACH) program. VNDD and REACH staff have mutual interest to promote The Loop, a 131-mile car-free shared path in Tucson. Many Clean Air Program resources align well with REACH efforts to support use of alternative modes, highlighting active transportation options. When in-person events are scheduled again, staff will participate.

Human Resources

- Travel Reduction Program presentations at New Employee Orientations were temporarily cancelled due to COVID-19 safe distancing restrictions and a hiring freeze. HR is considering restructuring the orientations, and we are hopeful our TRP messaging will continue to be welcomed.
- Bus Pass Sales: Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the HR Benefits program. To reduce interaction and protect drivers and passengers on Sun Tran vehicles, fares have been free. No bus passes were sold to employees this quarter, however, some employees continue to ride.
- Staff followed up with Pima County Human Resources regarding the possibility of increasing employee transit ridership once it is sensible to promote transit again. We would like to reduce the time delay between employee sign up and when the subsidy is applied; potentially provide funding for the first month's pass; and secure potential for an increase in the budget for employee transit passes should interest and the purchase of bus passes increase. Transit sales amongst Pima County employees has slowly dwindled since 2009 and the County's budget allocation was commensurate with this decline.

Office of Sustainability and Conservation

- Staff contributes to the Alternate Fuels Chapter of the Sustainability Action Plan for County Operations. This subcommittee is dedicated to reduce miles driven, improve efficiencies, and reduce emissions from the fleet of vehicles used by Pima County employees. Key participating departments on the subcommittee include Fleet Services, Environmental Quality, Human Resources, Facilities Management, and others as topics warrant.
 - The team is working on projects to reduce emissions by decreasing employee vehicle idling and providing services to make using alternate modes more amenable. An idle reduction program for Pima County departments and employees is implemented, with data acquired from GPS units installed in most County fleet vehicles. Promotional *Idle Less* bookmarks continue to be distributed and GPS data reports are sent to department heads monthly for internal use.
- **Sun Tran and Sun Link Streetcar Transit Services**
 - Promoted transit services to Pima County employees and the general public by providing on-line resources, social media messaging, and updates regarding transit services to Pima County's Travel Reduction Program transit list serve.
 - Sun Tran donated \$10 value-loaded SunGO transit passes to encourage Pima County employees to use transit for work commutes. Staff provides the identification numbers of the distributed cards so that Sun Tran can track their usage through time and assess the effectiveness of the promotion. The passes are distributed at New Employee Orientations and with responses to employee inquiries. Since we were not able to provide presentations this quarter, passes were not distributed.

- **Tucson Audubon Society**
 - Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society (TAS) to distribute the desert conservation poster, *Desert Dwellers Know – A Celebration of Byrd’s Words* and other VNDD literature, including bookmarks and The Loop maps. TAS staff highlights the poster and activity book on their gift shop’s webpage.
 - The companion coloring and activity book, *Desert Dwellers Know Desert Colors*, is for sale at the Audubon Society gift store. The piece was developed to extend the *Desert Dwellers Know* concept using attractive artwork and the poetry of Byrd Baylor to provide lessons about sustainable desert living. A series of facts, questions and academic challenges helps adhere this piece to core STEAM (science, technology, engineering, art and math) principles for easy integration with elementary school classrooms. Proceeds from the sales are used for future *Desert Dwellers Know* educational projects and for reprinting the poster and activity book.

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

REPORTS OR DATA PRODUCED:

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE USE OF TRANSIT:

- Average round-trip commute miles for Pima County employees (October 2019 TRP survey): 24.6
- Transit passes sold during the fourth quarter: 0
 - Public transit passes were not for sale this quarter due to COVID-19 physical distancing protocol. 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. 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: 112,250
 - Pounds of air pollution and greenhouse gas emissions reduced: 95,940

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE GUARANTEED RIDE HOME PROGRAM:

- Employees currently signed up for this program: 90
- New registrants this quarter: 3
- Claims for reimbursement: 0
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 123,721
- Annual miles traveled reduced by these employees: 453,310
- Pounds of air pollution and greenhouse gas emissions reduced per year: 387,444

● GOAL 3: PRESENTATIONS & IN-DEPTH INTERVIEWS-----

PERCENT OF WORK COMPLETED: 148%

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. Presentations were cancelled at Immaculate Heart Middle and Nash Elementary schools this quarter due to COVID-19 social distancing directives.

No presentations were delivered during this quarter, however, two in-depth interviews were provided to the media.

REPORTS OR DATA PRODUCED:

In-Depth Interviews		
Date	Station	Topic
14-May-20	KGUN-9 Morning Blend	Air quality, ozone
19-May-20	Bill Buckmaster Show	Air quality, ozone, lawn & garden program, alternate modes, bicycling

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

PERCENT OF WORK COMPLETED: 170%

WORK ACCOMPLISHED:

EVENT PROMOTIONS

As a sponsor of Tucson Earth Day Festival, the PDEQ logo was included in promotional webpages, emails and printed materials provided by the Children’s Museum Tucson. A link to Clean Air Program public service announcements was also provided on the TucsonEarthDay.org website.

Sun Tran Bus advertisement: *Treat the Air Like Your Life Depends On It - Because It Does!* were displayed on Sun Tran busses this quarter through June.



ARTICLES WRITTEN

• PDEQ Internet

Fourteen articles based on VNDD news releases were posted on the PDEQ website this quarter. The articles shared information about ozone and particulates, including several Health Watches and Air Quality Advisories. Additional articles included information on tips to reduce emissions, and protecting oneself from fire smoke. At least three of these articles were also posted on Pima County’s main website www.pima.gov or the FYI newsletter.

• eScoop Newsletter

Staff wrote one article for this on-line newsletter for thousands of Pima County employees, *Considering Commute Options Amidst COVID-19*. The article was later posted in the County’s weekly FYI newsletter as a “Green Geek” entry on June 12.

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

PERCENT OF WORK COMPLETED: 100%

Prompted by ADEQ Five-Day Air Quality Forecasts of high levels of ozone and real-time PDEQ air quality data, VNDD staff creates and distributes social media messages and news releases for Pima County

residents. It is expected these warnings will only need to be released during ozone season, the first and fourth quarters of our fiscal year.

WORK ACCOMPLISHED:

SOCIAL MEDIA MESSAGING REGARDING OZONE

- Tweets on Twitter:
 - Forecast info: 4
 - Air Quality Advisories and Health Watches: 5
- Posts on Facebook:
 - Forecast info: 3
 - Air Quality Advisories and Health Watches: 4

• GOAL 6: DISTRIBUTION OF INFORMATIONAL MATERIALS -----

Staff distributes information to the general public and specific audiences via website posting, e-mails to list serves, articles for newsletters, social media, and the distribution of literature through libraries, community centers and community outreach events.

PERCENT OF WORK COMPLETED: 225%

WORK ACCOMPLISHED:

NATIONAL ASSOCIATION FOR CLEAN AIR AGENCIES

In support of Air Quality Awareness Week 2020 held May 4-8, and in response to COVID-19 school closures across the U.S., VNDD staff updated our [Eco Kids](#) webpage and provided information and links to several of PDEQ's educational resources that were shared via NACAA's outreach efforts. Resources include links to PDEQ's:

- [Eco Kids Corner](#);
- Little Green Riding Hood story [ebook](#), [worksheet](#) and [discussion questions](#);
- Desert Dwellers Know [11"x17"](#) and [8.5"x11"](#) activity sheets;
- [Bike vs. Car](#) STEM worksheet;
- [Facts and Fun for Kids About Air](#) brochure; and
- [Finish the Sentence](#) worksheet about air for young elementary students.

PDEQ WEBSITE

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

AIR QUALITY LIST SERVE / GROUPS REACHED VIA GOVDELIVERY

Previously, staff maintained a list serve to share timely air quality and No-Drive Days information quickly with interested individuals. Emails were sent to this list serve when air quality was expected to reach unhealthy levels or when air quality related news releases or notices of community events were sent to the media. Last quarter there were 962 members on our Air Quality List Serve.

In addition to individuals listed on our existing list, a new system introduced by the Pima County Communications Office in April provides the ability of PDEQ to reach more individuals. The GovDelivery system reaches thousands who have signed up to receive information regarding General County News, Health and Behavioral Health and Environmental Quality. We can also reach the General Media and administrators for Pima County including the Board of Supervisors using this system.

The public can continue to sign up to receive PDEQ news releases via our website, through Pima County’s GovDelivery sign-up system, or by listing their names on sign-up sheets that staff provides at select outreach events.

ECO KIDS CORNER WEBSITE

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

INFORMATION FOR PIMA COUNTY EMPLOYEES

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

- Replied to inquiries regarding the use of alternate modes of transportation;
- Registered three employees in the Guaranteed Ride Home Program for Pima County employees;
- Distributed alternate mode news and information via an employee newsletter article;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via website;
- Contacted members of Travel Reduction Program alternate modes list serves, sharing timely news with those Pima County employees interested in transit (51 members), bicycle (82 members), walk (two members), or carpool and vanpool (10 members). Staff distributed messages on ten occasions regarding transit schedule interruptions and changes, bike month, artwork along the Loop pathway, commute options during COVID-19 restrictions, donning masks on transit, new Sun Tran and Sun Link app, and Tucson being among the best cities for bicycling.
- Maintained and updated the TRP intranet webpages providing resources and information about alternative modes of transportation and the benefits they provide;
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees and posted eight messages to the group; and
- Distributed one Survey Monkey survey to new employees to assess the effectiveness of the TRP presentations and resources delivered during new employee orientations.

REPORTS OR DATA PRODUCED:

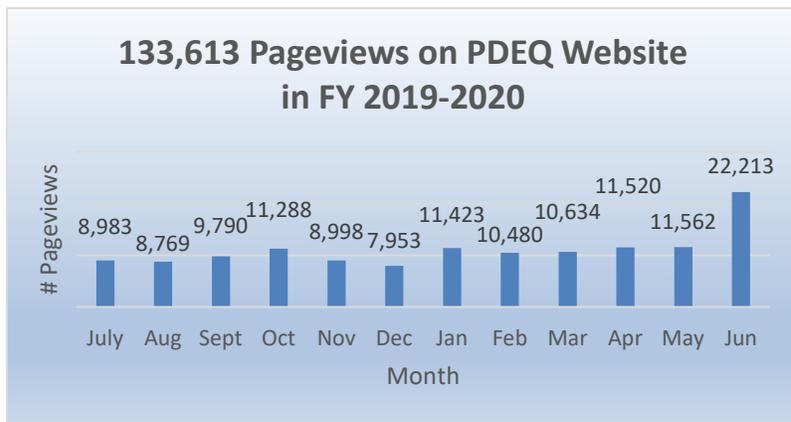
PDEQ & TRP WEBSITES

Staff tracks website pageviews using Google Analytics. During the fourth quarter of FY 2019-2020:

- Pageviews on PDEQ website: 45,295
- Pageviews on TRP webpages: 269

VNDD-Related Articles Posted on pima.gov/deq	
Date	Comment Topic
21-Apr-20	PDEQ Provides Tips for an Earth Day Like No Other
27-Apr-20	Ozone air pollution season is here along with hotter temperatures
5-May-20	PDEQ has issued an Air Quality Health Watch for May 5, 2020
6-May-20	Air quality exceeded EPA ozone standard yesterday and could be high today
26-May-20	PDEQ issued an Air Pollution Advisory for May 26, 2020
8-Jun-20	PDEQ issued Air Quality Health Watch for particulates
9-Jun-20	Air Pollution Health Watch issued for June 8, 2020
10-Jun-20	Pima County DEQ Issues Air Quality Advisory for June 10, 2020
11-Jun-20	PDEQ Issues Air Quality Health Watch for June 11, 2020
12-Jun-20	Forecasted Improvements in Weekend Air Quality
17-Jun-20	Smoke from Bighorn Fire Impacts Air Quality North of Tucson
22-Jun-20	Smoke from Green Waste Facility Impacts Ina Road and I-10 Area
25-Jun-20	Ina Road Green Waste Fire Continues to Emit Smoke
30-Jun-20	Celebrate Healthier Air on the 4th of July

Pageviews on PDEQ's website nearly doubled in June, likely because of an increase in air pollution concerns related to the Bighorn Fire and several Air Quality Health Watches and Advisories that were issued regarding ozone and particulates.



An article that was written for the eScoop employee newsletter was also posted on the TRP intranet site for Pima County employees.

REACH VIA GOVDELIVERY

- Air quality-related informational pieces distributed this quarter: 14
- Total Recipients: 120,855

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

VNDD/Clean Air Program staff posts videos, photos, or text messages on Twitter, Facebook and YouTube to reach inter-generational audiences regarding No-Drive Days messaging.

PERCENT OF WORK COMPLETED: 129%

WORK ACCOMPLISHED:

TWITTER

PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, staff tweeted 49 posts and the Pima County Communications Office re-tweeted 16 VNDD posts. Message subjects included:

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Drive Less Pledge • Air quality forecast • Ozone season • Earth Day festivities • Be car free • Bicycling • Walk and bike for #MoreMoreMonth • Working at home • Wildfire impacts and safety • The Loop non-motorized pathway • Air pollution levels | <ul style="list-style-type: none"> • Ozone advisories and health watches • Keep tires properly inflated • Shade trees • Resources from clean air agencies • Air quality around the world • Air Quality Index • Health effects of air pollution • Air Quality Awareness Week • Driving and idling less • Fire smoke • Wind and air quality |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

FACEBOOK

- **PDEQ Facebook**
Staff entered 48 posts related to air quality on PDEQ's Facebook account this quarter. Topics were much the same as those Tweeted about in Twitter listed above.
- **Travel Reduction Program Group**
In May 2017, staff established a Facebook group for Pima County employees, *Commute Trips and Tips*, as a way to reach employees regarding driving less and using alternate modes of

transportation for work commutes. There are currently 39 members in this group. This quarter, staff posted eight messages regarding:

- National Bike Month
- Electric busses come to Tucson
- Commuting during COVID-19 restrictions
- Use of face masks on transit required
- Transit route schedules during holidays

YOUTUBE

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

REPORTS OR DATA PRODUCED:

TWITTER

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

- Air quality related tweets this quarter: 49
- Impressions this quarter: 86,155
- Followers: 1,098

FACEBOOK

- Facebook posts this quarter: 48
- Reach: 18,473
- Followers: 230

COMMUTE TRIPS & TIPS FACEBOOK GROUP

- Facebook posts this quarter: 8
- Members in *Commute Trips and Tips*: 39

YOUTUBE VIDEO VIEWS

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

- *Idle Less*
 - 15-second version (uploaded May 2018): 40 views
 - 40-second version (uploaded April 2018): 263 views
- *Help keep particles out of the air this New Year's*
 - English version (uploaded September 2017): 57 views
 - Spanish version (uploaded September 2017): 48 views
- *Love the Air* (uploaded April 2015): 665 views
 - *Love the Air* also plays in a video loop on at least one monitor located in a downtown county-owned building for people to view while they are waiting in the lobby.
- *Idle Less at Schools*
 - Draft version (uploaded in April): 200+ views
 - Final version (updated May 2019): 79 views

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

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

PERCENT OF WORK COMPLETED: 100%

WORK ACCOMPLISHED:

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

The pledge was promoted this quarter via radio and TV broadcast and on the PDEQ website. One lucky participant wins a \$100 Visa gift card via a random drawing each quarter.

REPORTS OR DATA PRODUCED:

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

- People pledged to drive less this quarter: 518
- Miles contest participants pledged to not drive during this quarter: 570,756
- Pounds of air pollution and greenhouse gases reduced this quarter: 487,826

• 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: 65%

WORK ACCOMPLISHED:

Nine planned tabling events were cancelled due to the COVID-19 pandemic. Withdrawn events include SARSEF Future Innovator’s Night, Cyclovia, World TB Day, in-person Tucson Earth Day Festival, University of Arizona Earth Day, Mercado Farmers’ Market, Environmental Awareness Day, and two REACH events. A minimum of 24 events, reaching 104% of work completed, would have been provided had VNDD staff been able to participate in the scheduled in-person events.

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

Staff worked with the news media to promote No-Drive Days activities, inform the public regarding air quality status, and encourage actions to reduce emissions. News releases were distributed to the media including KOLD, KVOA, KGUN, Fox 11, AZ Public Media, various radio stations, and the Arizona Daily Star, via Pima County’s new GovDelivery system.

PERCENT OF WORK COMPLETED: 116%

WORK ACCOMPLISHED:

NEWS RELEASES TO MEDIA:

Staff developed and distributed fourteen news releases this quarter, including five Air Quality Health Watches and two High Pollution Advisories. Additional news releases include tips for Earth Day, ozone season, forecasted air quality improvement for weekend, fire smoke, and celebrating healthy air.

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

REPORTS OR DATA PRODUCED:

PDEQ News Releases Distributed to Subscriber Groups: Environmental Quality, BOS/Admin_private, General Media, Health and Behavioral Health		
Sent Date	Bulletin Subject	Total Recipients
21-Apr-20	Pima County DEQ offers tips for your Earth Day	7334
27-Apr-20	Ozone air pollution season is here along with hotter temperatures	7960
5-May-20	Air Quality Health Watch (ozone)	8236
6-May-20	PDEQ is issuing another Ozone Health Watch today	8250
26-May-20	High Pollution Advisory (ozone)	8620
8-Jun-20	Air Quality Health Watch (particulates)	8582
9-Jun-20	Air Quality Health Watch (particulates and ozone)	8763
10-Jun-20	High Pollution Advisory (ozone)	8790
11-Jun-20	Air Quality Health Watch (particulates and ozone)	8850
12-Jun-20	Forecasted Improvement in Weekend Air Quality	8928
17-Jun-20	Smoke from Bighorn Fire Impacts Air Quality North of Tucson	9000
22-Jun-20	Smoke from Green Waste Facility Impacts Ina Road and I-10 Area	9166
25-Jun-20	Ina Road Green Waste Fire Continues to Emit Smoke	9175
30-Jun-20	Celebrate Healthier Air on the 4th of July	9201
	TOTAL	120855

Media Exposure via TV, Radio, Print, Websites, eNewsletters, Outdoor Advertising and Publicity		
Date	Host	Description
23-Apr-20	tucson.com	Tucson-area traffic, air pollution levels plunge during COVID-19 pandemic
28-Apr-20	azpm.org	With fewer cars on the streets, Tucson's air quality is improving
29-Apr-20	Green Valley News	Here it comes: First 100-degree day, summer are banging on the door
29-Apr-20	NewsNet Daily Digest, COT	Ozone season upon us
5-May-20	KGUN 9	Pollution-related health watch issued for Tucson area
6-May-20	KVOA.com	PDEQ issues another Ozone Health Watch Wednesday
6-May-20	pima.gov	Air quality exceeded EPA ozone standard yesterday and could be high today
11-May-20	Arizona Daily Star	Tucson's ozone levels, with likely push from Phoenix, hit bad range for 1 day last week
19-May-20	KGUN 9-TV morning blend	Here's what we know about Pima County's air quality (recorded on May 14)
19-May-20	Bill Buckmaster Show	Staff interviewed re: air quality, ozone, Cut Down Pollution program, alternate modes, bicycling
25-May-20	KVOA TV 4	High Pollution Advisory for Tucson area in effect Tuesday
26-May-20	pima.gov	PDEQ issued an Air Pollution Advisory for May 26, 2020
26-May-20	NewsNet Daily Digest, COT	High Pollution Advisory in Effect Today
26-May-20	Tucson Weekly	Pima County Issues Air Pollution Advisory
26-May-20	KGUN9.com	High Pollution Advisory in effect for Tucson area
27-May-20	Arizona Daily Star	Tucson expected to flirt with record-high temperature later this week
27-May-20	KGUN 9 newfeed	Keep this in mind when you breathe in our air
1-Jun-20	Pima County eScoop	Consider commuting options amidst COVID-19
8-Jun-20	pima.gov	PDEQ issued Air Quality Health Watch for particulates
8-Jun-20	KOLD.com	Wind shift could send smoke from two wildfires into Tucson
8-Jun-20	KVOA.com	Wildfire smoke prompts Health Watch in Pima County
9-Jun-20	KGUN 9	Pima County Department of Environmental Quality issues air pollution health watch
9-Jun-20	tucson.com	Tucson temperatures will begin heating up again after mild break
10-Jun-20	Arizona Daily Star	Crews battling Bighorn Fire working to keep flames from moving down into Pima Canyon

10-Jun-20	KGUN 9	Air Quality Advisory issued for Tucson area Wednesday, June 10
10-Jun-20	KVOA.com	Pima County Department of Environmental Quality issues air quality advisory
11-Jun-20	tucson.com	Pima County Department of Environmental Quality issues air quality health watch
11-Jun-20	tucson.com	Bighorn Fire threatening 850 homes, has potential to become 'major disaster,' feds say
12-Jun-20	tucson.com	One week in, Bighorn Fire continues to rage near Tucson; residents on alert
12-Jun-20	KGUN9.com	Pima County Department of Environmental Quality forecasts improved air quality this weekend
12-Jun-20	Pima County FYI	Green Geek on commuting options during COVID pandemic
15-Jun-20	tucsonlocalmedia.com	Burn Watch: Bighorn Fire moves towards Summerhaven, Catalina evacuation lifted
20-Jun-20	eacourier.com	Smoky skies place vulnerable at risk, but Graham County lacks air quality monitors
22-Jun-20	KGUN 9 TV	Staff interview re: general air quality, weather influences
23-Jun-20	Arizona Public Media	What people should be concerned about regarding health and fire smoke
25-Jun-20	Tucson Weekly	Inferno, PDEQ air quality health watch referenced
26-Jun-20	KOLD TV 13	Health experts give advice as smoke lingers over NW side
26-Jun-20	KVOA.com	Pima County: Ina Rd green waste fire continues to emit smoke
30-Jun-20	Sun Tran busses	Ads on sides of busses, Treat the Air as if Your Life Depends on it. Because it does.

GOAL 11: PROGRAM EVALUATION -----

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

PERCENT OF WORK COMPLETED: 100%

WORK ACCOMPLISHED:

TRAVEL REDUCTION PROGRAM SURVEYS DISTRIBUTED

- **Survey Monkey Evaluations**

Staff was not able to provide Travel Reduction Program presentations this quarter due to the COVID-19 restrictions on social distancing and a Pima County hiring freeze. Abbreviated orientation sessions were conducted remotely via Microsoft Teams, and they only included presentations by Finance, Employee Rights and Benefits. Staff awaits Human Resources invitation to provide presentations to this group in the future.

Staff distributed one short on-line survey to Pima County employees who attended Travel Reduction Program presentations at the February and March New Employee Orientations. Designed to determine employee commute modes of choice, the survey is usually distributed to attendees of presentations held one month prior. The delay provides employees an opportunity to establish commute habits and acts as a timely reminder for those who have not chosen to use them to consider alternate modes for their future work commutes.

ANNUAL EVALUATION OF THE VNDD CLEAN AIR PROGRAM

PDEQ contracted with FMR Associates, Inc. to provide the annual evaluation of our outreach and education program. The randomized telephonic and on-line survey took place in late May surveying a total of 500 residents 16 years of age or older. The 2020 survey measured both current and pre-COVID-19 employment and commuting patterns in an attempt to yield the most accurate and complete results.

Surveys were distributed based on geographic density to be representative of population in the South, Northwest, Central and East regions in metropolitan Tucson. FMR found that awareness of the Clean Air Program has been maintained, a large percentage of people in the community are familiar with at least one event associated with our program, and more people are taking action to help keep the air clean when compared to last year.

FMR concludes, once again, that “these survey findings and tracking results suggest that the Clean Air Program increases awareness, belief and actions related to improving air quality,” and that “targeting those unfamiliar with the program continues to be a key recommendation.” Those unfamiliar include those who live in the Central or Northwest regions, are older than 66 years, from low-income households and those who have been residents of Pima County for less than two years.

REPORTS OR DATA PRODUCED:

TRP SURVEY MONKEY SURVEYS OF NEW PIMA COUNTY EMPLOYEES

When asked what modes of transportation participants use for their work commutes at least one day per week, alternate modes including transit, carpool, bike and walk represent 18% of those trips.

- Surveys distributed to Pima County employees this quarter: 60
- Responses received: 11 (18% response rate)
- Vehicle miles traveled avoided per year by these respondents: 750
- Pounds of air pollution and greenhouse gases reduced per year: 641

Three comments were provided by survey respondents this quarter.

- *Presentation was short and rushed.*
- *The energy during the presentation was great!*
- *I have a 30-mile commute.*

ANNUAL EVALUATION OF THE VNDD CLEAN AIR PROGRAM

- Awareness of Pima County Clean Air Program: 42% (43% last year)
Program awareness is directly related to the perception of a more serious air quality problem and is higher among households impacted by a breathing-related medical problem.
- Awareness of Various Clean Air Events or Activities: 82% (consistent with last year)
Despite event cancellations due to the COVID-19 outbreak, 82% of respondents are familiar with at least one event or activity used to promote clean air, including Earth Day Festival, Cycloviva, Travel Reduction Program, and others.
- Of those familiar with CAP events, rate of participation in said events: 20%
This rate is higher than recent years' 12%-18%.
- Of past CAP event participants, those changing daily behavior to improve air quality: 60%
This means that 10% of the combined sample report a change in their behavior after participating in a CAP event. This is up from last year (9%).
- Steps most often taken to reduce air pollution:
 - **Generally reduced driving: 47% (up significantly from recent surveys at 35%-38%)**
 - Keeping tires properly inflated: 42% (up incrementally from 31%-40% in recent years)
 - Keeping car tuned: 41% (same as last year)
 - Carpooling: 35% (down from 43% last year, but consistent with prior years)
 - Planting trees: 25% (up from 17%-20% in past two years)
 - Avoid excessive idling: 22% (23% last year)
 - Bought a more fuel efficient vehicle: 21% (up from 13%-17% in recent years)
 - **Chosen one day a week to not drive: 17% (up from 12%-13% the last two surveys)**
 - Bought bicycles: 17% (up from 14%-15% in recent years)
 - Done nothing to reduce air pollution: 11% (down from 15% last year)
- Have seen or heard the phrase “Healthy Air Is In Our Hands”: 35% (up from 30% last year)
- Have seen or heard information about keeping tires properly inflated: 78% (down from 82%-88% in past years)
- Aware the majority of air pollution comes from motor vehicle use: 75% (down from 77% last year)
- Seen or heard information about clean air or air pollution: 73% (down from 80%-84% in past years)
- Seen or heard information about engine idling causing air pollution: 72% (down from 90% in recent years)

- Generally driving less to reduce air pollution: 53% (up from 52% last year)
- Generally driving less due to COVID-19 outbreak: 74% (average of 21.6 miles per day not driven)
- Perceived seriousness of an air quality problem in Tucson:
 - Major problem: 20%
 - Moderate problem: 50%
 - Minor problem: 25%
 - Unsure: 5%

Work Commuting Behavior	During COVID-19	Pre-COVID-19
Employed full time (30+ hours per week)	30%	42%
Employed part time	12%	12%
Unemployed	12% (plus 7% furloughed)	9%
Retired	27%	26%
8 hour days, 5 days per week	60%	69%
Compressed work schedule	11%	10%
Varied schedule or "other"	21%	17%
Drive alone for work or school	61% (3.8 days per week)	71% (4.5 days per week)
Walked to work or school	19% (2.6 days per week)	23% (2.8 days per week)
Carpool/Vanpool	18% (2.5 days per week)	21% (3.2 days per week)
Teleworked	41% (3.9 days per week)	18% (3 days per week)
Attended class at home instead of in school	16% (4.4 days per week)	9% (3.5 days per week)
Took bus to work or school	9% (2.8 days per week)	15% (3.2 days per week)
Took streetcar to work or school	4% (2.1 days per week)	7% (1.7 days per week)
Rode bicycle for work or school	10% (2.4 days per week)	11% (2.6 days per week)
Estimated commuter miles saved through alternate modes	4,632,871	3,776,177

GOAL 12: RESEARCH EMISSIONS REDUCTIONS METHODOLOGIES -----

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

PERCENT OF WORK COMPLETED: 100%

WORK ACCOMPLISHED:

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

- April 1, 2020: Association for Commuter Transportation’s *CommuteCon 2020: The Science of Smart Commuting*. The meeting highlighted fresh starts as the best times to approach employees with the idea of choosing alternate modes of transportation. Fresh starts include when people first start a job, when they move homes, or for New Year’s resolutions. Additional ideas include birthdays, holidays, the first day of spring, job changes, and after successful programs such as Bike to Work Day.
- May 14, 2020: SCOOP, *Their Commute: The First Step to a Safe Return to the Workplace*. This webinar pointed out that a safe return to work begins with the commute. Key employer considerations should be to transport employees safely back to work and to assure that modes of transportation are reliable and equitable for all employees. There will be less reliance on high density transport, such as transit, and more reliance on telework, drive-alone and active modes. Carpooling seemed to stand out as a top contender for alternate modes as it can be controlled

with low-occupancy, involves known and trusted members, and airflow can be controlled easily to reduce the risk of exposure to the virus.

- June 12, 2020: SCOOP, *A Safe and Equitable Employee Commute*. Commute safety is one of the top concerns of workers. Although ventilation, sanitation, and seating on transit is challenging, transit is necessary to provide equitable transportation to the workplace. Employers should consider staggering shifts and implement several safety measures for employees to be and feel safe during their commute and at their workplace. A return to the workplace can be frightening and stressful, especially for employees who are concerned about at-risk spouses and childcare.
- June 25, 2020: Eno Center for Transportation, *Road to Recovery: How Human Decision Making Will Affect the Post-COVID World*. The speaker encouraged listeners to approach promotions using the EAST framework: help make decisions EASY, draw attention to the solution with rewards to make it ATTRACTIVE, share what other people are doing and ask for public commitment for the SOCIAL aspect, and be TIMELY to prompt people when they are most receptive. Suggestions for activities include:
 - Provide personalized travel plans.
 - Target those who are at a crossroads with a fresh start such as recently moving into new neighborhoods, starting a new job, having a birthday or at the New Year.
 - Provide a welcome packet with transit card and special offers.
 - Use the return to work from COVID interruptions by focusing on biking, walking and teleworking.
 - Look for opportunities to encourage and guide employees into new and healthier commuting habits.
 - Utilize commitment contracts that are specific, measurable, and of which participants can identify and take ownership.

GOAL 13: DECREASE NUMBER OF VEHICLE MILES TRAVELED IN PIMA COUNTY ---

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

PERCENT OF WORK COMPLETED: 100%

WORK ACCOMPLISHED:

Eight survey instruments attempted to measure vehicle miles reduced related to VNDD outreach. Although VNDD staff did complete the tasks aimed at reducing miles traveled, the results of these metrics indicate that there was an overall increase in miles traveled by 2.26 percent.

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 change in population size, fluctuating distance between work and home locations, the price of fuel and other uncontrollable variables can also influence the number of miles traveled in Pima County.

REPORTS OR DATA PRODUCED:

Vehicle Miles Traveled in Pima County: A Two-Year Comparison			
Program	Miles Reduced		% Change
	FY 2018-2019	FY 2019-2020	
Healthy Air Is In Our Hands	1,126,404	1,065,212	-5.43
Annual CAP Survey ^A	2,763,933	3,018,383	9.21

Annual TRP Survey Pima County employees ^B	2,397,304	2,239,744	-6.57
PC Employee NEO Survey ^{C*}	76,550	39,100	-48.92
Guaranteed Ride Home - Pima County employees	337,870	453,310	34.17
Tire Inflation Education Program ^D	646,849	673,841	4.17
Cyclovia Participants Car-Free Day ^{E**}	318,278	304,250	-4.41
Transit Pass Use by Pima County employees ^{**}	1,238,251	959,509	-22.51
TOTAL	8,905,439	8,753,349	-1.71

Vehicle Miles Reduced • VNDD Programs FY 2019-2020					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands	130,651	211,900	151,905	570,756	1,065,212
Annual CAP Survey ^A				3,018,383	3,018,383
Annual TRP Survey Pima County employees ^B		2,239,744			2,239,744
PC Employee NEO Survey ^{C*}	10,250	22,100	6,000	750	39,100
Guaranteed Ride Home - PC employees	100,724	109,954	118,911	123,721	453,310
Tire Inflation Education Program ^D				673,841	673,841
Cyclovia Participants Car-Free Day ^{E**}		304,250		Cancelled	304,250
Transit Pass Use by Pima County employees ^{**}	308,077	279,185	259,997	112,250	959,509
TOTAL					8,753,349

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

B. Pima Association of Governments

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

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

E. Federal Highway Administration Household Travel Survey Alternate Mode Trip Distance (with the assumption that most people biked to the event). 34.7% of Cyclovia Tucson participants (13,880) biked for their trip to Cyclovia Tucson.

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