



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • AGREEMENT NUMBER EV11-0067
QUARTERLY PROGRESS REPORT • JULY 1, 2017 – SEPTEMBER 30, 2017**

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 25%

Reimbursable Services Expense totaled \$35,576.76 and included:

- \$21,306.60— Labor with Fringe Benefit costs in July, August and September:
 - \$15,553.27 – Labor expense
 - \$5,753.33 – Fringe Benefit expense
- \$14,060.16 – Overhead
- \$210.00 – Motor pool and parking

GOAL 1: COMMUNITY-WIDE EVENTS -----

PERCENT OF WORK COMPLETED: 12%

WORK ACCOMPLISHED:

CYCLOVIA TUCSON

Cyclovia Tucson is a mobile, biannual free event that is aimed at families to encourage no-drive days and enjoy walking, cycling, skating, playing and having fun in car-free streets. This event is organized by the Living Streets Alliance (LSA) with support from VNDD and provides a venue for people to practice and become comfortable riding bikes and walking throughout various neighborhoods. It enables individuals to become more confident alternate mode users without the obstacles that motor vehicle traffic can cause. The fall event is scheduled for Sunday, October 29.

As a co-sponsor of the event, the PDEQ Clean Air Program logo was placed on promotional materials including flyers, website, and email blasts from the Living Streets Alliance.

HEALTHY AIR IS IN OUR HANDS

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

- Pledge cards and bookmarks distributed at outreach events.
- Posters displayed on the inside of Sun Tran busses and Sun Link Streetcar.
- Webpage on PDEQ website.
- 37 people pledged to drive less this quarter.

USE THE LOOP FOR YOUR COMMUTE PROJECT

This on-going program encourages no-drive days with The Loop, a non-motorized, multi-use pathway connecting communities within metropolitan Tucson. After targeted outreach to 76 major businesses

within one half mile of the facility in FY 2016-2017, staff continues to fill Loop map orders and promote The Loop to businesses and the general public.

Staff is on a planning committee and subcommittee for The Loop event scheduled for March 17, 2018, to celebrate the projected completion of 131 miles of Tucson's car-free pathway. Pima County Health Department, in collaboration with Kino Sports Complex, is leading the event coordination for the location where PDEQ will be. Health, fitness and wellness-themed festivities planned for the general public include a ribbon-cutting ceremony with dignitaries, music, food trucks, a bike rodeo, engaging bike-friendly and pedestrian-friendly educational exhibits, and interactive health fair resource tables for families.

WALK 'N BIKE TO SCHOOL DAY

This Pima County sponsored event is held twice a year to encourage no-drive days; active ways for children to get to and from school; improve air quality around schools and in neighborhoods; reduce driving and associated congestion; and to promote bicycle and pedestrian safety. The fall event is scheduled for October 27. Staff:

- Worked with Pima County Department of Transportation (PCDOT), major sponsor of the event;
- Purchased scooters for participant prize incentives at more than 50 schools; and
- Worked with the Pima County Superintendent of Schools to distribute event information to all public, private, and charter schools.
- In addition, PDEQ's department name appears on the promotional flier and was recognized as a sponsor and provider of outreach/education services in the news release encouraging schools to sign up for the event.

SUPPORTING COMMUNITY PROGRAMS TO ENHANCE NO-DRIVE DAY GOALS

VNDD staff works with many local groups to incorporate no-drive day efforts throughout the community.

- **American Lung Association**
Staff met with American Lung Association of Arizona staff to discuss the potential to partner on mutually beneficial outreach programs related to air quality. VNDD staff provided literature ALA can distribute to their clientele, and we parted with favorable minds towards future collaboration.
- **Arizona Department of Environmental Quality**
PDEQ staff worked with the Arizona Department of Environmental Quality to launch a new five-day air quality forecast program for the Pima County region for ground-level ozone and coarse particulate matter. Although ADEQ has been forecasting air quality for Phoenix, Yuma and Nogales regions for years, this is the first time the forecasting has been made available in a region currently in compliance with National Ambient Air Quality Standards. Both agencies are excited to provide this service to the public, not only to provide health 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 keep air quality in a healthy range when it is forecasted to be unhealthy.

VNDD staff attended meetings with ADEQ, accompanied ADEQ when visiting local television stations' meteorologists, and developed and distributed a news release and social media messages promoting availability of the new forecasting services. A link to the forecasting is also provided on PDEQ's website, main page. After a short trial-period for internal quality control, the forecasting program became available to the public mid-September.

Staff also met with ADEQ regarding the state's School Flag Program. We entertained the possibility of PDEQ providing services to facilitate the program in Pima County; however, it was

determined to keep the program deployment via ADEQ. During the summer, Twin Peaks Elementary school worked with ADEQ to introduce the School Flag Program at their school in the Town of Marana. PDEQ enhanced the understanding of the importance of this program by providing presentations at the school.

- **Green Valley Community**

Staff represented Pima County DEQ at the Green Valley Council monthly meetings to keep the committee updated on air quality issues. This involvement has strengthened rapport with the Green Valley community and has proven helpful when reaching out to the population on sensitive issues, such as air quality and mining activity.

- **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. VNDD program staff worked with LSA regarding the fall Cyclovia event and the Love to Ride Program.

Love to Ride Program:

- Innovative international website and app program brought to Tucson in a collaborative effort headed by LSA. The program encourages behavior change and is designed to bolster bicycling by helping people overcome barriers to bicycling, providing targeted information, automatically recording participant bicycle trips, and providing rewards such as positive reinforcing messages.
- The VNDD program was one of the original financial sponsors of the program in the fall of 2016, and continues to provide promotional support towards Pima County employees via the Travel Reduction Program website and monthly newsletter articles. The Clean Air Program logo remains prominent on their website www.lovetoride.net/tucson.
- *Love to Ride* set up a Biketober event to be held during October. Staff promoted this opportunity to our Commute Trips and Tips Facebook Group for Pima County employees at the end of September. Participants can log in at www.lovetoride.net/tucson, with a team of up to eight riders. Teams compete in a "Pool" of nine other teams for prizes. Points are earned for miles ridden by bicycle, planned rides, and the number of people teams get to participate. Awesome prizes facilitated by the Biketober planners include: a trip to Italy or San Francisco, \$600 towards a bike or gear, woodfired Pizza Oven or Big Green Egg, bike gear and more. An article promoting the event was also submitted for the October eScoop newsletter for Pima County employees.
- Staff was recently informed that LSA will no longer be facilitating the *Love to Ride Program* in Pima County due to funding issues. It is possible that VNDD staff will promote the national program to Pima County employees and the community if we are aware of future events they host.

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.
- This quarter, due to the heat of the summer, there were no community events where the Bike Valet Program was needed.

- **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 issues and include a health impact statement to protect public health. When NWS issues dust 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 a variety of programs:

- Air Quality Subcommittee: Chair meetings; help develop agenda with informative speakers to educate members about air quality issues and concerns; provide presentations regarding various air quality subjects.
- Travel Reduction Task Force: Jurisdictional representative, Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County.
- Travel Reduction Program: Promoted alternate modes of transportation to approximately 7,000 Pima County employees via presentations, newsletter articles, email blasts, intranet site, Facebook group *Commute Trips & Tips*, and Reduced Emissions and Air Pollution (REAP) rewards program promoting PAG Sun Rideshare contests and resources. Attended brainstorming meetings focused on flexible transportation options and future activities.

- **Pima County Government Departments**

Communications Office

- Staff worked with graphic designers, videographers, and communications specialists on a variety of projects including articles, news releases, and creating the Spanish translated version of PDEQ's PM2.5 video, which was posted on YouTube and [PDEQ's website](#).

Human Resources

- New Employee Orientations: Provided Travel Reduction Program presentations to new employees. Four presentations were delivered this quarter, reaching 111 attendees.
- Bus Pass Sales: 1,020 bus passes were sold to Pima County employees this quarter via the HR Benefits program.

Natural Resources, Parks & Recreation

- Staff provides educational literature at an environmental education center, Desert Discovery Center, which serves to inform environmental educators and families about sustainability topics and regionally significant ecological issues relating to the desert environment and wildlife corridors, including water and air quality.

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.
 - The team is working on projects to reduce emissions by decreasing employee vehicle idling and providing services to make using alternate modes more amenable.
 - Staff continued to promote the Expanded Flex Commute Time trial period for Pima County employees. From May to October, employees, with approval from management, can arrive to work between 7:00 a.m. and 9:00 a.m. (as opposed to 7:30-8:30 a.m.) and leave work between 4:00 p.m. and 6:00 p.m. (as opposed to

4:30-5:30 p.m.). Staff will collect and provide feedback after October to determine if the increased schedule flexibility will continue.

- Staff met with personnel from the multi-species conservation plan to assist with their outreach plans. We discussed ways VNDD staff reaches the public and made several useful suggestions for them to implement as they develop their marketing plan.

Pinal County

- Staff contacted Pinal County regarding the news release PDEQ issued July 6 and planned to issue on July 7 about smoke from the Burro Fire that was affecting both Pima and Pinal counties. We discussed the possibility of issuing a joint news release regarding wildfire smoke and public health, but we determined it would be best to each issue our own releases. Pinal County borrowed much of the text from PDEQ's release for the press release in their region. In addition, Pinal County provided resources regarding NOAA ozone modeling they use for their air quality forecasting program.

Public Libraries and Community Centers

- Staff met with Library staff and that of the Living Streets Alliance to discuss the possibility of setting up a Bicycle Lending Library for Pima County residents. PDEQ could help promote the program if it comes to fruition, however, LSA and Library staff will work to develop and implement the program.
- Staff continued working with the Pima County Public Library system on a materials distribution program, *EcoNook for Desert Dwellers* (for teenagers and adults) and *Eco Kids Corner* (for 12 years and younger) promoting air quality and environmental awareness. PDEQ provides educational materials in collaboration with multiple community organizations to accommodate the needs of each location and to inform patrons of upcoming VNDD events.
- Staff previously provided master copies of some flyers to librarians to photocopy and resupply themselves with eco-literature customized to the specific interest of their library patrons. This also frees up PDEQ staff time and resources. On average, staff sends fresh supplies of printed materials once or twice per year.
- Staff coordinated with librarians and other community partners to develop a STEAM (science, technology, engineering, art & math) activity and coloring book used during the *Build a Better World Summer Reading Program*. The illustrated desert nature book, "Desert Dwellers Know Desert Colors" includes the poetry of Byrd Baylor, a Caldecott Honor Award-winning author who encourages teachers and parents to directly engage youth with nature and inspires conservation of Sonoran Desert habitats and resources, as well as encourage alternative modes of transportation.

Regional Wastewater Reclamation

- Last quarter, VNDD staff attended a brainstorming meeting with new RWRD outreach staff to discuss the possibility of collaboration on outreach and education activities. At this meeting, we decided to work with the Communications Office to develop a marketing piece to promote the outreach resources of all departments of Pima County. The Communications Office pursued this possibility; however, it was determined by upper management to put this project on hold for the time being.

Transportation

- Co-sponsor Walk 'N Bike to School Day events. The fall event was set for October 27. VNDD purchased scooters to use as incentives for school and student participation.
- Bicycle and Pedestrian Program: Promoted bike safety classes, on-line and paper maps of bike routes and The Loop non-motorized pathway, bike bell and children's helmet give-

away events, reflective safety stickers and related literature with the general public, major employers and Pima County employees.

- **Sun Tran and Sun Link Streetcar Transit Services**
 - Promoted transit services to Pima County employees and the general public by providing Ride Guides and other brochures about how to ride transit.
 - *Healthy Air Is In Our Hands, Drive Less* campaign: Interior bus posters continue to be displayed in some busses. PDEQ will be printing out new interior bus posters once the ozone campaign for this year is finalized.

- **Tucson Audubon Society**
 - Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society to distribute the desert conservation poster and promotional bookmark, *Desert Dwellers Know – A Celebration of Byrd’s Words* and other VNDD literature.
 - A companion coloring and activity book, *Desert Dwellers Know Desert Colors*, is also being distributed through the Society. 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.

- **Tucson Clean & Beautiful**
 - Staff sits 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.
 - VNDD and TCB promote each other’s materials at select community outreach events.

- **University of Arizona**
 - Staff facilitates an internship Affiliation Agreement between PDEQ and the University of Arizona, providing information to students, conducting interviews, and developing project ideas. Staff acts as preceptors to students as they work on a variety of projects benefitting the department and the VNDD program.
 - Staff worked with two interns at PDEQ this quarter, one during the summer sessions and one beginning the fall semester. Our summer intern developed education activities including a Desert Dwellers Treasure Trunk sparked from our *Desert Dwellers Know* poster, focusing on science, technology, engineering, art and math to more easily integrate the program into classrooms. Our fall intern focused on developing outreach materials regarding ground-level ozone as another extension of the Desert Dwellers Know campaign. She worked to develop a restaurant kid’s menu that incorporates puzzles, games, text and artwork to educate families about ground-level ozone and actions people can take to reduce pollution. She also began working on a storyboard for an idle reduction Public Service Announcement video. We hope to film the video prior to her departure at the end of the semester.
 - Met with the University of Arizona Science Education program regarding potential partnership on a youth empowerment program that will develop a curriculum package to engage high school students in participatory science regarding air quality. Students will identify an important on-site air quality issue, use technology to collect real-time air quality data with mobile hand-held monitoring equipment, analyze the data and collaborate with fellow students across the nation to share gained insight for civic engagement.

If this partnership comes to fruition, VNDD staff will train partners to access real-time data from PDEQ’s air monitoring website; develop and provide technical training regarding local air quality issues; create and provide professional development training for teachers; develop and provide presentations for the classroom setting base on teacher needs; provide information about criteria air pollutants including sources, health effects and solutions to reduce these pollutants; and consult with curriculum developers and partners to provide input as needed.

- Met with University of Arizona Nutrition Network program to discuss the possibility of partnering on mutually beneficial programs to reach the community with our health messaging, and to provide VNDD resources to them.

REPORTS OR DATA PRODUCED:

Emission reduction documented through Healthy Air Is in Our Hands Campaign:

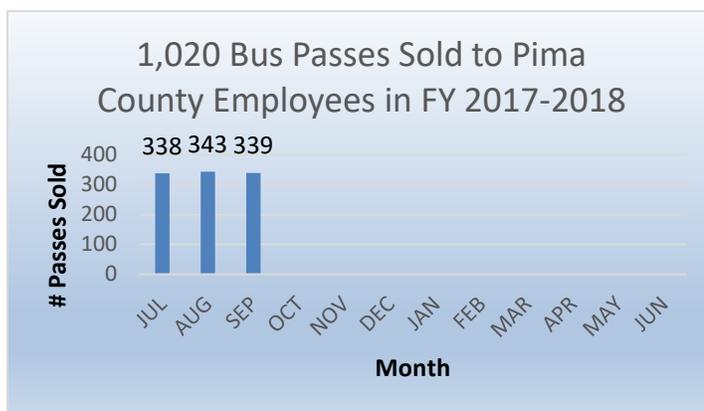
A total of 37 individuals pledged to drive less during the first quarter, reducing miles driven by 11,635 miles. This reduced air pollution and greenhouse gases by 9,944 pounds.

Emissions reduction through monthly Sun Rideshare Rewards Program:

Staff received data regarding Pima County employees who entered their alternate mode trips in PAG’s Sun Rideshare travel database in July, August and September. There were 98 employees using a variety of alternate modes who submitted 3,606 daily commute logs during this first quarter. According to PAG, total vehicle miles traveled were reduced by 76,252 miles, and air pollution and greenhouse gases were reduced by 59,867 pounds.

Emissions reduction from Pima County employee use of transit:

According to the employee survey conducted in October of 2016, we know that the average round-trip commute for Pima County employees is 25.4 miles. In this quarter, an average of 340 employees purchased bus passes each month. If these employees were able to use transit an average of three days per week (accounting for holidays, vacation days and days where driving is necessary), for the 13 weeks during this quarter they would have reduced driving by 336,804 miles and subsequently reduced vehicle emissions of air pollution and greenhouse gases by 287,867 pounds.



Living Streets Alliance Annual Report:

Staff received LSA’s report data on program and event successes in the last year. They served 65 schools and engaged 14,000 students in 60 events via the Safe Routes to School Program; attracted 65,000 participants and more than 140 community partners for Cyclovia Tucson events; hosted 28 bike repair clinics conducting repairs on 333 bikes; provided bike valet service at 17 events while parking 527 bicycles, engaged 960 people who logged more than 40,000 bicycle trips, and engaged 37,350 participants in 74 bicycle events during Bike Fest. VNDD staff will continue working with LSA on these engaging programs that also support no-drive days.

GOAL 2: PRESENTATIONS PROMOTING NO-DRIVE DAYS & REDUCED EMISSIONS-

PERCENT OF WORK COMPLETED 19%

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.

In addition to delivering several other presentations, staff created and delivered a joint presentation for the Southern Arizona Environmental Management Society regarding air quality and air permitting. The air permitting portion of the presentation was delivered by one of PDEQ's air permit engineers.

Staff also reworked the travel reduction presentation for new Pima County employees. Focusing more on personal benefits from using alternate modes of transportation, the presentation title is now *What Does Your Commute Do for You?* Information on health and environmental effects, money savings, resources for each mode of transportation and incentives are also discussed.

REPORTS OR DATA PRODUCED:

Staff delivered 13 presentations directly related to no-drive days this quarter to youth and adult groups, reaching 352 individuals. One presentation to the Catalina Community Center delivered in June was not counted in last quarter's report, and is included in the list below.

Presentations			
Date	Location	# Presentations	# Attendees
9-Jun-17*	Catalina Community Center (*not counted in FY 16/17)	1	46
7-Jul-17	Twin Peaks Elementary - Summer Program	2	47
13-Jul-17	Pima County New Employee Orientation	1	34
18-Jul-17	Pima County Health Department School Nurse Workshop	1	75
27-Jul-17	Board of Supervisor District 5	1	2
28-Jul-17	Santa Rosa Library	1	4
3-Aug-17	Pima County New Employee Orientation	1	13
24-Aug-17	Pima County New Employee Orientation	1	30
30-Aug-17	So AZ Environmental Management Society	1	30
1-Sep-17	Pima County Public Information Officers	1	7
14-Sep-17	Pima County New Employee Orientation	1	34
18-Sep-17	Twin Peaks Elementary - Staff Meeting	1	36
19-Sep-17	Citizens for Picture Rocks	1	40
	TOTAL	14	398

GOAL 3: DEVELOPMENT OF EDUCATIONAL & PROMOTIONAL MATERIALS -----

PERCENT OF WORK COMPLETED: 60%

WORK ACCOMPLISHED:

ARTICLES CREATED FOR ESCOOP NEWSLETTER

Staff wrote three articles for the on-line newsletter for thousands of Pima County employees to read. The articles provided information about the ozone season and reasons to drive less, how to replace expiring subsidized SunGO transit passes, updated bus routes and schedule, reasons and resources to use alternative modes of transportation, Facebook group for Pima County employees, Expanded Flex Schedule trial period, the Drive Less Pledge, Sun Rideshare resources including a new video *Do Your Share* and their Guaranteed Ride Home Program, and a reminder and link to the Travel Reduction Program intranet site.

ARTICLES AND PAGES CREATED FOR PDEQ INTERNET

Staff wrote seven articles based on VNDD news releases that were posted on the PDEQ internet site this quarter. These articles were based on PDEQ's news releases and were also posted on Pima County's main website and the County's weekly public newsletter, the FYI.

Staff also created and posted new webpages sharing information about vehicle idle reduction to help reduce air pollution. The pages identify reasons why drivers idle and asks individuals to re-think their behavior, especially if it is habit-driven. Tabs on the main idle reduction page also provide facts about engine idling contributing to air pollution and negative health outcomes; that idling also harms vehicles; provides seasonal tips to reduce idling (such as using a sun visor or towels on the outside of the windshield on cold nights to avoid idling for defrosting purposes); using math to calculate air pollution created over the course of a school year due to idling while waiting for students after school; and resources and ideas for schools that encourage parents to park their vehicles and become engaged with the school at the end of the school day, including Pocket Parks.

CYCLOVIA

As a financial sponsor, promotion partner and event participant, the PDEQ Clean Air Program logo was placed on promotional pieces for the fall Cyclovia event including a poster, flyer, and website.

LITTLE GREEN RIDING HOOD

Staff continued to work with Pima County Communications Office staff to develop an electronic page-turning feature of our *Little Green Riding Hood* book to post on our website.

SCHOOL POCKET PARKS

With the help from a University of Arizona College of Public Health student intern, staff developed a School Pocket Park idea and resource sheet to address parent vehicle idling at schools. The piece provides information and resources about ground-level ozone and particulate matter, how idling vehicles contribute to these pollutants, and how they affect human health, particularly children's health. At times, parents idle for 30-minutes or more, including days when ambient temperatures are mild. The sheet provides 15 ideas with varying degrees of resource-intensity to incorporate voluntarily at the school site to make it more comfortable for parents to turn their engines off and/or provide activities in which to engage parents while they wait. Ideas are accompanied with links to resources for low- or no-cost options such as planting trees to provide shade, installing free bike racks, building a Little Free Library, making a vegetable or Zen garden, and securing community members to help build the projects from scout groups to construction companies.

Seeking input and suggestions, the flyer was presented to public information officers from different Pima County Public Works departments and sent to the Pima County Superintendent of Schools.

PM_{2.5} VIDEO, SPANISH VERSION

The Pima County Office of Communications provided a translation to PDEQ’s video about fine particulate matter that was developed last fiscal year with the help of a University of Arizona student intern. Communications’ videographers edited the voiceover and artwork and it was posted on YouTube and on PDEQ’s website in the Public Service Announcements page. The message is delivered with a couple discussing sources, health effects and solutions to air pollution in the setting at a New Year’s Eve party, with a backyard fire and fireworks as the main topic of discussion for PM_{2.5}. Staff have observed that PM_{2.5} levels spike regularly during New Year’s Eve and Independence Day festivities, which prompted the idea for this project.

GOAL 4: DISTRIBUTION OF EDUCATIONAL MATERIALS -----

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

PERCENT OF WORK COMPLETED: 71%

WORK ACCOMPLISHED:

PDEQ WEBSITE:

Staff continued to promote, update and maintain the PDEQ website, posting seven new pages based off of news releases about air quality issues, tips to reduce air pollution, and the new ADEQ five-day air quality forecasting program. Additional new pages focused on vehicle idle reduction were also created and posted.

Articles Posted on PDEQ Website 1 st Quarter FY 2017-2018	
Date	Title
July 6, 2017	Air quality advisory for particulates from Burro Fire
July 7, 2017	DEQ issues air quality advisory for particulates and ozone
July 19, 2017	Save money, and the environment, with these back-to-school tips
August 29, 2017	Pima Environmental Quality issues air quality watch
August 30, 2017	Clean air and money saving tips for Labor Day
September 6, 2017	Smoke from distant fires obscure mountain views here
September 13, 2017	New system to provide five-day air quality forecasts

ECO KIDS CORNER WEBSITE:

Staff continued to promote the Eco Kids Corner website by distributing 639 bookmarks this quarter to public libraries, at presentations, and while tabling at community events. Debuted in January 2012, this kid-friendly website includes engaging and 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 a plentitude of resources for more information and engaging websites.

LIST SERVES:

Staff maintains list serves to share timely air quality and No-Drive Day information quickly with interested individuals.

- **Air Quality List Serve**

Staff issues air quality advisories to individuals on our Air Quality List Serve when air quality is expected to reach unhealthy levels or when air quality related news releases or notices of community events are sent to the media. Staff encourages a voluntary reduction in motor vehicle use as part of the advisories as appropriate. The public can sign up for this list serve on the PDEQ website or list their names on sign-up sheets that staff provides at select outreach events. There are currently 747 members on the Air Quality List Serve, 146 members on the Media list serve and eight air quality-related informational pieces were distributed to them this quarter.

- **Pima County Employee Alternate Mode List Serves**

Staff maintains list serves to share timely news with those Pima County employees interested in alternate modes of transportation: transit (58 members), bicycle (100 members), walk (two members), carpool and vanpool (14 members). Staff distributed information to these listserves on six occasions this quarter. Topics of the messages include the possible interruption in bus service due to a potential strike, bikeshare bikes available, Car Free Day, and Biketober.

INFORMATION FOR PIMA COUNTY EMPLOYEES:

As administrator of the Pima County Employee Travel Reduction Program (TRP) for approximately 7,000 employees, PDEQ staff:

- Replied to inquiries regarding the use of alternate modes of transportation;
- Delivered travel reduction presentations and distributed resources at New Employee Orientations;
- Distributed alternate mode news and information via three employee newsletter articles.
- Promoted the Pima Association of Governments (PAG) Sun Rideshare Rewards Program via eScoop newsletter articles, website and employee presentations. The messages share resources and information, and encourage all employees to adopt no-drive day practices in their work commutes by using transit, carpooling, vanpooling, biking and walking. Employee participants are recognized for their use of alternate modes and PAG provides cash prizes. This quarter, nine Pima County employees won a total of \$425 in cash prizes and reduced air pollution and greenhouse gases by 3,464 pounds.

HARD COPY MATERIALS DISTRIBUTION:

Staff distributed 7,882 pieces of literature and promotional materials during this quarter. At least 100 different items authored by PDEQ and other agencies were distributed.

In addition to distributing materials at booths and presentations, staff also distributed literature and promotional items individually on at least 41 separate occasions reaching 1,532 people.

Materials Distribution			
Date	Location	# Events	# Attendees
10-Jul-17	Edible Baja AZ	1	7
11-Jul-17	Banner University Medical Center	1	100
12-Jul-17	Antigone's Books	1	10
12-Jul-17	KXCI	1	10
12-Jul-17	Tucson Association of Realtors	1	50
20-Jul-17	Santa Maria - Bonita S.D.	1	2
25-Jul-17	American Lung Association	1	2
27-Jul-17	Pima County Dept. of Transportation	1	100
27-Jul-17	Pima County Natural Resources, Parks & Rec	1	100

27-Jul-17	UofA College of Public Health	1	10
28-Jul-17	PC Office of Sustainability & Conservation	1	5
28-Jul-17	Pima County Print Shop	1	6
1-Aug-17	Office of Sustainability & Conservation	1	12
1-Aug-17	Laura Noble Banks Elementary School	1	25
3-Aug-17	UofA Poetry Center	1	30
4-Aug-17	UofA Student/Citizen Science Project	1	1
10-Aug-17	PDEQ Staff	1	40
11-Aug-17	Bookman's	1	20
15-Aug-17	AZ Native Plant Society Monsoon Mixer	1	50
16-Aug-17	Tucson Water	1	250
18-Aug-17	Tucson Audubon Society	1	20
21-Aug-17	City of Tucson	1	20
21-Aug-17	AZ Native Plant Society	1	25
21-Aug-17	University of Arizona student intern	1	1
25-Aug-17	Pima County Leased Properties	1	30
25-Aug-17	Girl Scouts Troop #2164	1	5
28-Aug-17	Cox Communications	1	6
28-Aug-17	Tucson Association of Realtors	1	20
1-Sep-17	Downtown Tucson Partnership	1	3
6-Sep-17	Orange Grove Middle School	1	350
7-Sep-17	Waste Management	1	6
7-Sep-17	Community Food Bank	1	50
8-Sep-17	Pima County Green Purchasing	1	6
8-Sep-17	Edible, Tucson Community School	1	100
11-Sep-17	Healthy Air Pledge Contest Winner	1	1
12-Sep-17	Healthy Air Pledge Contest Winner	1	1
15-Sep-17	UofA AZ Nutrition Network	1	4
18-Sep-17	SW Center for Economic Integrity	1	40
20-Sep-17	Byrd Baylor	1	1
20-Sep-17	Tucson Audubon Society	1	12
27-Sep-17	Healthy Air Pledge Contest Winner	1	1
	TOTAL	41	1532

REPORTS OR DATA PRODUCED:

PDEQ Website:

Staff tracks page views to the PDEQ website using Google Analytics. During the first quarter of FY 2017-2018, 23,746 page views have been documented.



TRP Intranet Site:

Staff received data from Google Analytics reporting that there were 244 pageviews on the TRP intranet site during the first quarter.

GOAL 5: COMMUNITY EVENT OUTREACHES -----

Staff provides visually stimulating, interactive displays to entice interest and engage audiences, providing information that supports No-Drive Day resources and ideas.

PERCENT OF WORK COMPLETED: 50%

WORK ACCOMPLISHED:

Staff tabled at six community events this quarter reaching approximately 2,400 attendees with No-Drive Day messaging.

Booths			
Date	Location	# Events	# Attendees
8-Jul-17	Team STATCAP, cyclist social	1	40
8-Jul-17	Pima County Public Library @ Reid Park	1	2000
21-Jul-17	Wheeler Taft Abbett Library	1	9
27-Aug-17	TCE Teach-In	1	149
16-Sep-17	St. John Park Comfort Station Ribbon Cutting	1	50
22-Sep-17	Ventana Vista School, Plant Sciences Night	1	150
	TOTAL	6	2398

GOAL 6: NEWS RELEASES & MEDIA EXPOSURE -----

Staff worked with the media to obtain maximum coverage of the voluntary No-Drive Days program activities. News releases were distributed to the media such as KOLD, KVOA, KGUN, Fox 11, various radio stations, and the Arizona Daily Star, and to individuals on our air quality advisory list serve.

PERCENT OF WORK COMPLETED: 67%

WORK ACCOMPLISHED:

NEWS RELEASES TO MEDIA:

Staff developed and distributed eight news releases this quarter, including two air quality advisories and one air quality watch regarding elevated levels of ground-level ozone and/or particulates. The other news releases provided tips to reduce air pollution during back-to-school and Labor Day activities and information on smoke from distant wildfires, the new five-day air quality forecasting by ADEQ, and maintaining proper tire pressure during seasonal changes in temperature.

News Releases	
Date	Title
6-Jul-17	Air Quality Advisory for Particulates from Wildfire Smoke
7-Jul-17	Air Quality Advisory for Particulates and Ozone
19-Jul-17	Back to School Money and Planet-Saving Tips
29-Aug-17	Air Quality Watch for Particulates
30-Aug-17	Clean Air and Money Saving Tips for Labor Day Weekend
6-Sep-17	Smoke from Distant Fires Obscuring Our Mountain Views
13-Sep-17	New Program to Protect Health and Encourage Actions for Healthier Air
21-Sep-17	Checking Tires When Temperature Drops Is Key to Safety & Money Savings

AIR QUALITY INDEX INFORMATION:

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

MEDIA INTERVIEWS:

During the first quarter, staff was interviewed by:

- Arizona Daily Star reporters regarding ozone and the Tucson Electric Power Air Quality Permit;
- KVOI radio (Bill Buckmaster) on air quality and upcoming events;
- KOLD TV regarding air quality and odors;
- KOLD TV regarding the number of unhealthy days last year;
- AZPM radio regarding the ADEQ Air Quality Forecast; and
- KVOI radio (Mike Shaw) on air quality and the ADEQ Air Quality Forecast.

NEWS STORIES:

At least 41 news stories or announcements reaching thousands of community members were published or posted on a variety of news stations, websites, newspapers, and newsletters.

Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity		
Date	Media	Subject
Jul-2017	Pima County eScoop newsletter	Sun Tran has updated bus routes, GRH, Facebook Group, Expanded Flex Schedule, Drive Less Pledge
6-Jul-17	ein.az.gov	Air Quality Advisory for particulates from Burro fire smoke
6-Jul-17	kvoa.com	Air quality advisory issued for Tucson area
7-Jul-17	Pima County website	Air quality advisory for particulates from Burro Fire
7-Jul-17	Coronado Nat'l Forest Facebook	Pima County Air Quality Advisory
8-Jul-17	NOAA-NWS-Alerts	Blowing Dust Advisory
8-Jul-17	12news.com	Blowing Dust Advisory
21-Jul-17	Pima County FYI newsletter	Public Health in Schools Conference draws reps from 40 schools (PDEQ air quality advisories)
21-Jul-17	kvoa.com	Smoke from Burro Fire prompts air quality advisory, update
24-Jul-17	tucsonaudubon.org	Desert Dwellers Know - A Celebration of Byrd's Words poster, listing
26-Jul-17	Sun Rideshare News	Several air quality advisory alerts about high ozone levels...issued by PDEQ
Aug-2017	Pima County eScoop newsletter	Sun Tran has updated bus routes and schedules beginning Aug. 6
Aug-2017	ediblebajaarizona.com	Desert Dwellers Know Education Program
Aug-2017	Edible Baja Arizona magazine	Four Seasons of Byrd Baylor: A Desert Beloved
28-Aug-17	12news.com	Blowing Dust Advisory
29-Aug-17	kvoa.com	Air quality watch in effect in eastern Pima County
29-Aug-17	webcms.pima.gov	Pima Environmental Quality issues air quality watch
29-Aug-17	tucsonsentinel.com	Dust in the wind means air quality watch for Pima County
30-Aug-17	webcms.pima.gov	Clean air and money saving tips for Labor Day
31-Aug-17	PAG TDM list serve	Clean air and money saving tips for Labor Day Weekend
31-Aug-17	coworxstaffing list serve	Clean Air and Money Saving Tips for Labor Day Weekend
Sept-2007	Pima County eScoop newsletter	Why Alternative Modes? Reasons and Resources
1-Sep-17	webcms.pima.gov	DEQ offers tips to save money and air for Labor Day Weekend
6-Sep-17	Pima County FYI newsletter	Ask the Green Geek: Guaranteed Ride Home for alternate mode users
6-Sep-17	kvoa.com	What's with the hazy skies over Tucson?
6-Sep-17	webcms.pima.gov	Smoke from distant fires obscure mountain views here
8-Sep-17	Mike Shaw Show	Air quality and ADEQ Air Quality Forecast
9-Sep-08	Pima County FYI newsletter	Smoke from distant fires obscure mountain views here

14-Sep-17	Tucson NewsNet Daily Digest	New Program to Provide Air Quality Forecasts
14-Sep-17	kvoa.com	In the forecast: Air Quality outlooks for Metro Tucson
14-Sep-17	tucsonaz.gov	New Program to Provide Air Quality Forecasts
15-Sep-17	Pima County FYI newsletter	New system to provide five-day air quality forecasts
17-Sep-17	KVOA TV Tweet - Jeff Beamish	Air quality forecasts for Tucson!
17-Sep-17	KVOA TV Tweet - Weather	Air quality forecasts for Tucson!
17-Sep-17	news.azpm.org	Pima County to Get Regular Air-Quality Forecasts
20-Sep-17	KVOA TV Tweet - Jeff Beamish	Winds kicking up dust
21-Sep-17	kvoa.com	PDEQ: Tire pressure should be checked as temperatures drop
22-Sep-17	webcms.pima.gov	Checking tires when temps fall helps safety and saves money
22-Sep-17	Pima County FYI newsletter	Pima County to Get Regular Air-Quality Forecasts
22-Sep-17	Pima County FYI newsletter	Checking tires when temps fall helps safety and saves money
Sept-2017	Picture Rocks Digest newsletter	Upcoming Events: PDEQ Speaker Skye Siegel
26-Sep-17	Buckmaster Show	Year-to-date Pima County Air Quality Update

GOAL 7: CONTENT PRODUCED FOR SOCIAL MEDIA -----

VNDD/Clean Air Program staff posts messages on Twitter and Facebook.

PERCENT OF WORK COMPLETED: 86%

WORK ACCOMPLISHED:

Twitter: PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, PDEQ posted 79 tweets regarding various environmental subjects including: AQI values for current air quality, gusty winds, tire pressure during temperature changes, PDEQ air quality monitors, blowing dust, ADEQ air quality forecasts, reducing pollution by carpooling, fire smoke, clean air, PDEQ's presence at community outreach events, World Ozone Day, idling less to reduce air pollution and protect young lungs, beautiful desert skies, hazy mountain views, tips to save money and help the air, air quality watch, going green with school commutes, planting trees, riding bikes instead of driving, improving community health, reducing stress by taking transit, biking and walking, driving less and using alternate modes more, keeping car windows closed to reduce in-car pollution, elevated ozone levels, new Sun Tran Rideguide in effect, riding streetcar for clean air, biking for clean air, ride Sun Tran to reduce stress, ozone formation, checking air quality levels, conserving energy improves air quality, healthy air, monsoon is keeping air healthy, smelling smoke and protecting from wildfire smoke, and other related tweets and retweets.

Facebook: 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. Seven messages were posted during this quarter, including messages regarding the potential for a bus strike, new PAG Sun Rideshare video *Do Your Share*, reminder regarding the six-month trial period for extended flex time schedule, Car-Free Day for September, new five-day air quality forecasting by ADEQ, and an announcement for the upcoming Love to Ride Biketober. There were 38 members of this group in the first quarter.

Additional Social Media Projects: In addition, our University of Arizona intern began brainstorming ideas for a new video about vehicle idle reduction that will be posted on YouTube and PDEQ's website within the next few months.

REPORTS OR DATA PRODUCED:

Quarterly impressions have increased from 215 in the first quarter we began tweeting to 52,400 impressions this quarter. PDEQ has 495 Twitter followers and is following 393 organizations.

GOAL 8: 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 and services the program provides.

PERCENT OF WORK COMPLETED: 12%

WORK ACCOMPLISHED:

ANNUAL EVALUATION OF THE VOLUNTARY NO-DRIVE DAYS CAMPAIGN:

Staff plans to continue to work with FMR Associates, Inc. to conduct an Evaluation of the 2017-2018 Pima County Voluntary No-Drive Days/Clean Air Program Campaign in May of 2018. Among other goals, the survey will be conducted to evaluate awareness and effectiveness of the 2017-2018 campaign and to determine current commute travel behavior including the use of or potential use of alternative modes of transportation within the population of Pima County.

To capture a reasonable representation of the population, the evaluation will be conducted via telephone interviews and on-line questionnaires.

YOUTH & ADULT PRESENTATION SURVEYS:

Surveys are distributed at or after presentations, as appropriate, to evaluate the effectiveness of the program in informing and encouraging no-drive actions among attendees. No evaluations were returned this quarter.

TRAVEL REDUCTION PROGRAM SURVEYS DISTRIBUTED:

- **New Employee Orientation Evaluations:**

Staff received survey results regarding Travel Reduction program presentations during New Employee Orientations for Pima County. These surveys are distributed by the Human Resources Department. Overall, the topic is relevant to participants, presentations were clear, and the quality of the presentations materials either met or exceeded the expectations of the attendees. Some audience members provided comments, including: "Very entertaining and convincing," "Very enthusiastic," "Loved the energy from the presenter," "Great energy," "Thanks," "Yay for talking about taking care of air! Also good to keep it shorter. Thanks for maps/info," "Very good presentation and resources," "A lot of helpful handouts," and "Short but sweet."

- **Survey Monkey Evaluations:**

Staff distributed short on-line surveys to Pima County employees who attended Travel Reduction Program presentations at recent New Employee Orientations. The survey is designed to determine employee commute modes of choice and to evaluate the effectiveness of resources and information delivered during presentations. The survey is distributed every month to attendees of presentations held one month prior. The delay provides employees an opportunity to establish their commute modes of choice and acts as a timely reminder that alternate modes are available for those who have not chosen to use them.

REPORTS OR DATA PRODUCED:

TRP Survey Monkey Surveys

Staff distributed Survey Monkey surveys to 120 employees this quarter, receiving 53 responses (44% response rate). Staff learned that of those who responded, 26% use an alternative mode (including Sun Tran busses, SunLink Streetcar, carpool, vanpool, bike or walk) at least one day a week. Collectively, these survey respondents avoid driving more than 896 miles per week due to their use of alternate modes of transportation, reducing air pollution and greenhouse gases by approximately 40,727 pounds per year.

GOAL 9: 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: 0%

No ADEQ conference calls or meetings were scheduled.

WORK ACCOMPLISHED: 0%

No ADEQ conference calls or meetings were scheduled.

OZONE PREVENTION PLAN GOALS AND ACCOMPLISHMENTS -----

Per ADEQ12-008137 Amendment No. 13 for 2018, and as part of VNDD goals to keep Area B in attainment of the EPA ozone standard, staff will develop plans to increase awareness of the causes, health impacts and solutions to ground-level ozone and encourage actions by businesses, organizations and residents throughout Pima County to drive less and help reduce the formation of ozone.

Tasks accomplished for this ozone prevention goal are described in the text above in Goals 1 to 8 of this report. An itemized list supporting new ozone prevention goals is provided below to demonstrate accountability.

DEVELOP A PILOT OZONE PREVENTION PROGRAM

- VNDD staff met to brainstorm and develop a plan of action to reach additional audiences. Ideas to be implemented include:
 - Design new graphics for use for social media messages to attract attention and educate readers on a variety of actions that can be taken to reduce ozone;
 - Design exterior bus ads and interior bus posters to reach riders and drivers;
 - Design attractive retractable and horizontal banners to take to businesses and events to educate community about ozone;
 - Create six educational panels for a table top display to educate families, businesses and community members about ozone;
 - Create videos for website and presentations to educate viewers about ozone and actions that can be taken to reduce it.

Meetings are scheduled with Pima County Communications and Graphics to obtain additional ideas to reach the community and begin work on creating the above items.

PROMOTE NO-DRIVE DAYS DURING PERIODS OF HIGH AIR POLLUTION

- News release at the beginning of the school year for alternate mode school commutes.
- News release with tips during Labor Day activities.
- Social media messages encouraging driving less and idling less.

TARGET EMPLOYEES OF LOCAL SMALL BUSINESSES ABOUT WAYS TO REDUCE DRIVING

- Provided presentation to members of the Southern Arizona Environmental Management Society who represent many small businesses throughout the Tucson region.

TARGET RELIGIOUS INSTITUTIONS ABOUT WAYS TO REDUCE DRIVING

- Staff discussed the need to target this specific group in planning meeting.

CREATE VISUALS AND/OR VIDEOS TO SUPPORT EDUCATIONAL CAMPAIGN ON SOCIAL MEDIA

- Developed design and content for idle reduction bookmark. Submitted project to Office of Communications for development.
- Created and produced vehicle idle reduction webpages.
- Created and printed Pocket Parks idea and resource sheet.
- Began brainstorming ideas to develop idle reduction video.

TARGET SCHOOLS TO REACH STUDENTS AND FAMILIES ABOUT OZONE PREVENTION

- Contacted Pima County Superintendent of Schools for assistance with distributing School Pocket Parks resource and idea flyer to schools.
- Provided faculty presentation at Twin Peaks Elementary School.
- The idle reduction video in planning stages is set on school grounds to target parent vehicle idling at the end of the school day.

TARGET HOMEOWNER'S AND NEIGHBORHOOD ASSOCIATIONS

- Staff discussed the need to target this specific group in planning meeting.

PARTNER WITH LOCAL ORGANIZATIONS TO EXPAND REACH

- Met with representatives from a variety of organizations to discuss partnering and providing VNDD resources for increase reach. Organizations include:
 - American Lung Association of Arizona
 - Living Streets Alliance
 - Pima County Public Library
 - Pima County Public Works Public Information Officers
 - Pima Association of Governments, Travel Reduction Program
 - University of Arizona, Nutrition Network Program

TRACK IMPRESSIONS AND OUTREACH EFFORTS

- No progress to report at this time.

EVALUATE EFFECTIVENESS OF INITIAL PROGRAM

- No progress to report at this time.