



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY  
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • AGREEMENT NUMBER EV11-0067  
QUARTERLY PROGRESS REPORT • OCTOBER 1, 2017 – DECEMBER 31, 2017**

**PROGRAM EXPENSES -----**

**PERCENT OF WORK COMPLETED:** 50%

Reimbursable Services Expense totaled \$69,363.61 and included:

- \$39,164.72 – Labor with Fringe Benefit costs in October, November and December:
  - \$28,641.21– Labor expense
  - \$10,523.51– Fringe Benefit expense
- \$26,186.66 – Overhead
- \$2,340.53 – Supplies: scooters for International Walk to School Day, books for student outreaches, office supplies, gift card incentives for contest participants
- \$1,671.70 – Other Miscellaneous: Advertising for Cycloviva, printing, motor pool and parking

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

**PERCENT OF WORK COMPLETED:** 74%

**WORK ACCOMPLISHED:**

**ACTIVATE YOUR COMMUTE**

VNDD staff worked with the Pima Association of Governments and El Rio Health to organize and plan a special two-part event for downtown commuters scheduled for January 30, 2018. A *Learn & Try Resource Fair* with exhibitors related to alternate modes of transportation, air quality and health are to be set up on the Joel D. Valdez Main Library Jacome Plaza from 11:30-1:30pm. *Brown Bag Lunch & Learn Presentations* are to be held inside the library from 12:00-1:00pm and will include presentations by Sun Tran transit, Tugo bikeshare, Sun Rideshare commuter resources, and Enterprise Rideshare regarding vanpooling. The purpose of the event is to remove barriers and provide information and resources to make it easier for individuals to choose alternate modes of transportation for their work commutes, and thus reduce congestion and vehicle emissions.

Staff worked with the County Communications Office to develop a promotional flyer, and contacted potential partners, including the Downtown Tucson Partnership (DTP), to solicit participation and help promote the event to downtown workers of large and small businesses via DTP's Twitter, Facebook and Instagram accounts with 65,000 followers. PAG staff worked to facilitate the event by securing sponsors and prizes, organizing the presenters and exhibitors, and arranging for a Sun Tran bus and Rideshare van to be on-site for demonstrations. A Tugo bikeshare station is already on-site for easy show-and-tell.

VNDD staff also secured a Certificate of Insurance for \$2,000,000 from Pima County Risk Management for the day of the event.

## **CYCLOVIA TUCSON**

Cyclovia Tucson is a mobile, biannual free event aimed at families to encourage no-drive days and enjoyment of 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.

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. Advertising was purchased by the PDEQ VNDD program to reach a broad segment of our community and encourage event participation. And the event was promoted through social media and on the PDEQ website.

The fall event was on Sunday, October 29, 2017. VNDD staff provided an interactive activity booth playing our *Crazy Air* card game, *What on Earth Can You Do?* magnetic clean air action item do and wish list, and *Spin and Learn* trivia questions to engage participants in learning about air quality and no-drive day messages. Approximately 30,000 people attended this event.

## **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.
- Forty-eight people pledged to drive less this quarter.

## **THE LOOP COMPLETION CELEBRATION**

Staff participates on a planning committee and subcommittee for The Loop Completion Celebration scheduled for March 17, 2018. The event will celebrate the projected completion of 131 miles of Tucson's car-free pathway, the longest public recreation, multi-use path in the United States, linking 30 public parks and other facilities in Pima County. There will be two venues for the celebration: Brandi Fenton Park and Kino Sports Complex. 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.

## **TUCSON EARTH DAY FESTIVAL**

As part of the Tucson Earth Day Festival planning committee, staff met with other community partners to begin preparing for the event scheduled for Saturday, April 21, 2018. The Festival will return to the Children's Museum Tucson and Armory Park. In addition to providing feedback on a variety of topics, staff also volunteered to research options and cost for T-shirts that will help identify committee members during the event. Color, size, style and cost options were presented at one of the monthly committee meetings, and a decision was tabled for a future meeting. Staff secured availability of bike racks for the Bike Valet station. The primary duties VNDD staff provides on this committee is recruiting and organizing volunteers for tasks with which we need assistance the day of the event.

## **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.

#### **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 was on October 27, 2018. 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;
- Worked with the Pima County Superintendent of Schools to distribute event information to all public, private, and charter schools; and
- Forwarded the news release by PCDOT to PDEQ's air quality list serve.

In addition, PDEQ's department name appears on the promotional flyer and was recognized as a sponsor and provider of outreach/education services in the news release encouraging schools to sign up.

#### **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.

- **Arizona Department of Environmental Quality**

In the first quarter, 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.

The forecasting services became available to the public mid-September. It is intended to not only 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.

The forecasting has proved to be helpful for VNDD staff and provides information that we can include in our air quality advisories, including where the pollution is coming from and weather patterns that are affecting air quality. It is especially helpful towards the end of the workweek for potential weekend warnings.

VNDD staff promoted the forecasting service at outreach events, on social media, via a news release and a link on the main page of PDEQ's website.

- **Green Valley Community**

Staff represented Pima County DEQ at the Green Valley Council monthly meetings to keep the committee updated on air quality issues. Presentations on air quality are given each month 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.

- **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 (mentioned above) and the Bike Valet Program.

***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; and
- In October, the Bike Valet was available at two venues: Dusk Music Festival and the Tucson Meet Yourself. A total of 63 bikes were parked during these events. Survey questions were asked of participants. Eighty-one percent of respondents indicated that if bike parking service was not available, they would not have driven to the event. Nearly 100 percent of respondents indicated that they still would have attended the event even if the bike parking service was not available. Twelve car trips were avoided.

***Love to Ride Program:***

- Staff was informed that LSA will no longer be facilitating the *Love to Ride Program* in Pima County due to funding issues. VNDD staff may promote the national program to Pima County employees and the community if we are aware of future events they host.

- **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.
- Activate Your Commute: As mentioned above, VNDD staff worked with PAG and El Rio Health to organize and plan this event intended to engage downtown workers in using alternate modes of transportation for work commutes.
- Transportation Coordinators (TC) Training: VNDD staff attended training intended to inspire, share resources, and encourage the use of alternate modes of transportation for work commutes at major businesses in Pima County.

- **Pima County Government Departments**

- ***Communications Office***

- Staff worked with graphic designers, videographers, and communications specialists on a variety of projects including articles, news releases, a new idle less bookmark, idle less Public Service Announcement, and to discuss outreach opportunities regarding ground-level ozone.

- ***Human Resources***

- New Employee Orientations: Provided Travel Reduction Program presentations to new employees. Five presentations were delivered this quarter, reaching 119 attendees.
    - Bus Pass Sales: 998 bus passes were sold to Pima County employees this quarter via the HR Benefits program.
    - Expanded Flex Schedule Opportunity: Worked to produce a memo to County Administration requesting continuation of the expanded flex schedule for work commutes.

- ***Information Technology***

- Staff worked with IT to develop and distribute a Survey Monkey evaluation to receive employee feedback on the extended flex schedule trial period. IT has a professional Survey Monkey account that can accommodate a larger response rate than the program to which VNDD staff has access. The survey was distributed in November. Results indicate that the vast majority of Pima County employees find the expanded flex-schedule for work commutes helpful for personal and business reasons. Respondents cited reduced commute time, reduced idling, and the ability to use alternate modes of transportation for work commutes as benefits of the expanded flex schedule.

- ***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.).
      - In November, and with the help of IT, staff conducted a survey seeking opinions on the temporary expanded flex schedule opportunity. Staff reviewed survey results and prepared a report for the Alternate Fuels Subcommittee, and a memo sharing the data with the County Administrator. Staff worked with Human Resources to fine tune the memo.

### **Public Libraries and Community Centers**

- 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.
- 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.

### **Transportation**

- Walk 'N Bike to School Day: Co-sponsor. The fall event was on October 27, 2017. 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, and related literature with the general public, major employers and Pima County employees.
- Activate Your Commute: Exhibitor participation.

### **• 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 might still 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.
- Desert Dwellers Know restaurant kid's menu: With the help of a University of Arizona College of Public Health student intern and funding from the Tucson Audubon Society, a new activity sheet/kids menu was developed to reach our audience in an innovative way. The information and activities on the menu focus on ground-level ozone education. Artwork should be complete during the third quarter.

### **• 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 one intern during the fall semester. The projects 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 developed a storyboard for an idle reduction Public Service Announcement video. The scenes were taped by Pima County videographers and production of the final cut should be completed next quarter.
- Staff provided a letter of recommendation for a former student intern in her quest to apply to graduate school, and for another former intern for employment applications.
- Staff submitted paperwork, accepting another student intern for the spring semester.

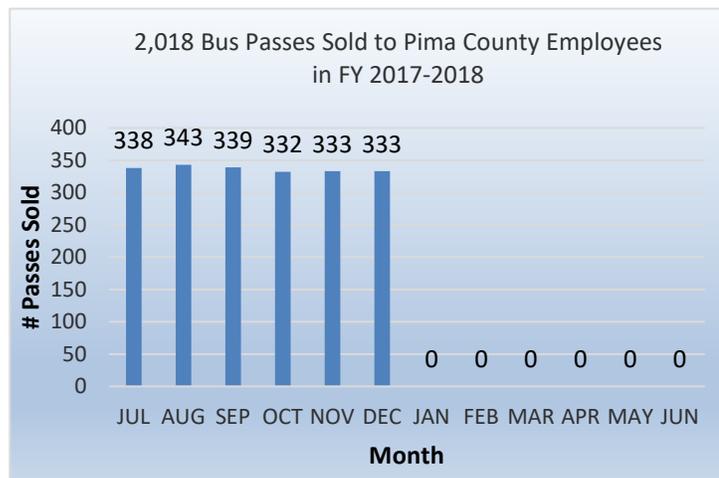
**REPORTS OR DATA PRODUCED:**

**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 October, November and December. There were 89 employees using a variety of alternate modes who submitted 3,674 daily commute logs during this quarter. According to PAG, total vehicle miles traveled were reduced by 71,256 miles, and air pollution and greenhouse gases were reduced by 55,927 pounds.

**Emissions reduction from Pima County employee use of transit:**

According to the employee survey conducted in October of 2017, we know that the average round-trip commute for Pima County employees is 25.4 miles. In this quarter, an average of 333 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 329,870 miles and subsequently reduced vehicle emissions of air pollution and greenhouse gases by 281,940 pounds.



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

**PERCENT OF WORK COMPLETED** 36%

**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.

**REPORTS OR DATA PRODUCED:**

Staff delivered 13 presentations directly related to no-drive days this quarter to youth and adult groups, reaching 303 individuals.

Presentations			
Date	Location	# Presentations	# Attendees
4-Oct-17	Philanthropic Education Organization	1	12
4-Oct-17	Green Valley Council	1	20
5-Oct-17	Pima County New Employee Orientation	1	35
11-Oct-17	AZ Transportation Builders Association	1	33
23-Oct-17	Lifelong Learning at the Highlands	1	11
26-Oct-17	Pima County New Employee Orientation	1	18
30-Oct-17	PAG TRP Task Force	1	35
31-Oct-17	PAG AQ Subcommittee	1	30
3-Nov-17	UofA ENVS 195A Class	1	25
16-Nov-18	Pima County New Employee Orientation	1	19
2-Dec-17	Wheeler Taft Abbett Library	1	18
12-Dec-17	Pima County New Employee Orientation	1	28
28-Dec-17	Pima County New Employee Orientation	1	19
	<b>TOTAL</b>	<b>13</b>	<b>303</b>

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

**PERCENT OF WORK COMPLETED:** 110%

**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 annual Travel Reduction Program Employee Survey, temporary expanded flex schedule opportunity, causes and effects of alternate modes of transportation, Healthy Air “Drive-Less” Pledge, PAG Sun Rideshare rewards, free emergency ride home, and an opportunity to sign up for a list serve to receive information on alternative mode news.

**ARTICLES AND PAGES CREATED FOR PDEQ INTERNET**

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

**BOOKS FOR YOUNG READERS**

In order to increase our repertoire of offerings to lower elementary school age students, staff purchased five books recommended in an article found during research to update our air quality outreaches. The books include *Air* (2017), *Air Pollution! How to limit the Pollution of the Air* (2016), *Why Do We Need Air?* (2014), *I Love Our Air* (2013), and *Every Breath We Take* (2016). The books can be read to students in classrooms and will act as great springboards to deeper discussion about local air issues and actions that students can take to help reduce air pollution and protect themselves from it.

## **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.

## **IDLE LESS BOOKMARK**

VNDD staff developed content and designed the layout for a new bookmark, *Idle Less for Healthy Air*. The layout matches the design of our *School Pocket Park* flyer developed by a former UofA student intern. The content summarizes the main points from our idle reduction webpages, suggesting that drivers often idle out of habit. It identifies where drivers frequently idle, including at schools, doctor's offices, drive-thru's, parking lots and while waiting to pick someone up after work. It focuses on the benefits of idle reduction including saving money on fuel, minimizing vehicle wear, reducing air pollution, and protecting the health of those in and near their vehicles. It also directs readers to our website for additional information. The final artwork was prepared by graphic designers of Pima County's Communications Office.

Pima County Fleet Services likes the bookmark and ordered a reprint of them to distribute to Pima County employees along with the promotion of a new idle reduction procedure that will be effective in July.

## **IDLE REDUCTION OUTREACH VIDEO**

PDEQ's fall semester student intern from the University of Arizona developed a storyboard for an idle reduction video to encourage parents to turn their engines off. The story is set at an elementary school with idling vehicles as parents wait for students at the end of the day. One mother is distracted, listening to music as she is waiting, oblivious to the air pollution she is creating with her idling engine. As students gather, one child is overcome with the pollution and sits down to use an inhaler for asthma medicine. Surrounding students shout to the parent, "Turn it Off!" The mother hears the students and apologetically turns off her vehicle's engine.

With the assistance of the Pima County visual media production crew, video was filmed at a school in November. The PSA should be compiled and edited during the third quarter.

## **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.

## **TAKE A 2-MINUTE BREAK FLYER**

In order to promote the annual Travel Reduction Program Employee Survey, VNDD staff created a promotional flyer that was distributed via email to department representatives and posted in County offices.

## **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:** 117%

## **WORK ACCOMPLISHED:**

### **PDEQ WEBSITE:**

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

Articles Posted on PDEQ Website		
October 19, 2017 - Celebrate International Walk and Bike to School Day Oct. 27		
November 16, 2017 - Air quality season changes in Pima County		
December 5, 2017 - PDEQ has some fireplace tips for healthier air		
December 20, 2017 - Check air pollution levels before attending outdoor celebrations		
December 21, 2017 - Pima DEQ issues air quality advisory		

#### **ECO KIDS CORNER WEBSITE:**

Staff continued to promote the Eco Kids Corner website by distributing 194 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 discover 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 753 members on the Air Quality List Serve, 144 members on the Media list serve and five 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 (57 members), bicycle (100 members), walk (two members), carpool and vanpool (14 members). Staff distributed information to these listserves on three occasions this quarter. Topics of the messages include the annual TRP commute survey, Tugo bikeshare debut and a notice about a bus fare increase.

#### **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 \$575 in cash prizes; and
- Targeted the promotion of the annual Travel Reduction Program Employee Survey. Staff submitted an announcement that was posted on the ADP Self Service Portal for employee records, emailed department personnel representatives, emailed the TRP list serves, arranged for a

reminder email blast from the Communications Office, and sent reminder emails to department representatives and TRP list serves. In order to encourage employees to take the survey, staff incentivized the survey with prizes. Prizes included: Loop bicycle jerseys that were left over from a previous prize drawing, an insulated lunch box also remaining from a previous prize drawing, and Desert Dwellers Know posters. Eight lucky winners received the prizes through a random drawing of those who took the survey and submitted names. PAG's Sun Rideshare program manages the survey and provided a list of names.

**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 22 separate occasions reaching 274 people.

Materials Distribution			
Date	Location	# Events	# Attendees
2-Oct-17	HAIIOH Contest Winner	1	1
13-Oct-17	LiLi	1	1
19-Oct-17	UofA Tumamoc Hill	1	49
6-Nov-17	PDEQ staff	1	10
7-Nov-17	Royal Automotive Group	1	50
8-Nov-17	Pima County Mailroom	1	10
17-Nov-17	El Tour de Tucson Expo	1	50
28-Nov-17	Office of Emergency Management	1	5
29-Nov-17	Pima County Employee Winners TRP Survey	8	8
30-Nov-17	Volunteers Idle Less Video PSA	1	12
4-Dec-17	Sonoran Institute	1	10
4-Dec-17	Downtown Tucson Partnership	1	25
13-Dec-17	Joel D. Valdez Main Library	1	20
15-Dec-17	Tucson Guitar Symphony Orchestra	1	3
21-Dec-17	PDEQ front office	1	20
	<b>TOTAL</b>	<b>22</b>	<b>274</b>

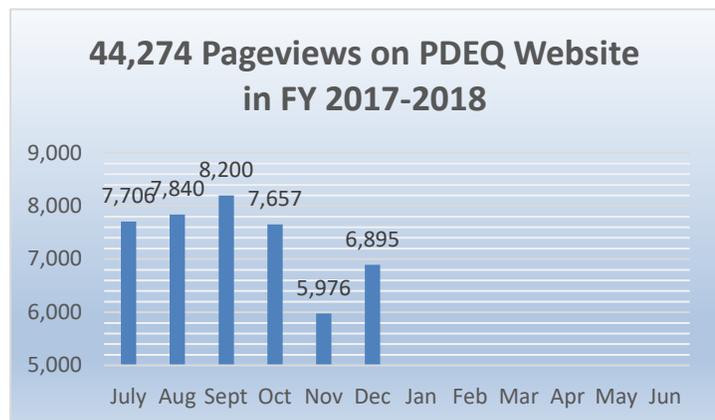
**REPORTS OR DATA PRODUCED:**

**PDEQ Website:**

Staff tracks page views to the PDEQ website using Google Analytics. During the second quarter of FY 2017-2018, 20,528 page views have been documented.

**TRP Intranet Site:**

Staff received data from Google Analytics reporting that there were 314 pageviews on the TRP intranet site during the second quarter.



**Annual TRP Employee Survey:**

PAG Sun Rideshare provided results from the annual survey taken by Pima County employees. Of 2,570 survey respondents (38.2 percent of Pima County employees), 20.6 percent of commute trips are made by alternative modes, a slight increase from 20.0 percent in 2016. Mode breakdown is as follows: transit (bus and streetcar), 8.1 percent; carpool, 7.0 percent; bike, 3.0 percent; compressed work week, 1.7 percent; walk, 0.9 percent, and telework, 0.1 percent. (Employees may be double-counted if they use multiple modes.) The average one-way miles per trip is 12.7, or 25.4 miles round trip. The average number of days per week that employees use alternate modes is 3.4.

If an employee commutes to work 48 weeks per year, and uses an alternate mode 3.4 times per week, on average, he/she can reduce miles travelled by approximately 4,145 miles per year. Multiply this by 1,386 employees (20.6 percent of 6,730 employees) and there would be a savings of approximately 4,911,909 pounds of air pollution and greenhouse gases.

**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:** 83%

**WORK ACCOMPLISHED:**

Staff updated air quality charts using the most current data for our table-top display focused on PDEQ’s air quality monitoring process. The new air quality forecasting resource for Tucson was also added.

Staff tabled at four community events this quarter reaching approximately 11,450 attendees with No-Drive Day messaging.

Booths			
Date	Location	# Events	# Attendees
29-Oct-17	Cycloviva Tucson	1	30,000
4-Nov-17	Community Food Bank of Southern Arizona	1	300
16-Nov-17	Butterfield Elementary STEAM Night	1	150
17-Nov-17	AZ STEM Adventure	1	1000
	<b>TOTAL</b>	<b>4</b>	<b>31,450</b>

**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:** 108%

**WORK ACCOMPLISHED:**

**NEWS RELEASES TO MEDIA:**

Staff developed and distributed five news releases this quarter, including one air quality advisory for particulates. The other news releases announced International Walk to School Day, air quality season

changes, fireplace tips for healthier air, and a reminder to check air quality levels before attending outdoor celebrations during the winter holiday season.

News Releases	
Date	Title
19-Oct-18	Pima County's Celebration of International Walk to School Day is Friday, Oct. 27, 2017
16-Nov-17	Air Quality Season Changes in Pima County
5-Dec-17	PDEQ Offers Fireplace Tips for Healthier Air
20-Dec-17	Check Air Pollution Levels Before Attending Outdoor Celebrations
21-Dec-17	Air Quality Advisory for Particulates December 21, 2017

#### AIR QUALITY INDEX INFORMATION:

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

#### MEDIA INTERVIEWS:

During the second quarter, staff was interviewed by:

- Green Valley News reporter regarding dust emissions from the Freeport McMoRan mine.
- Arizona Public Media regarding Walk to School Day.

#### NEWS STORIES:

At least 26 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	Publication/Station	Description
Oct-2017	Zocalo Magazine	Sun 29, Cyclovia announcement in Events calendar
Oct-2017	Zocalo Magazine	Cyclovia advertisement
6-Oct-17	Pima County FYI newsletter	EcoKids website promotion
20-Oct-17	Pima County FYI newsletter	International Walk & Bike to School Day is Oct 27
24-Oct-17	AZ Daily Star tucson.com	Walk & Bike to School Day slated for Friday
26-Oct-17	AZPM National Public Radio	Pima County Celebrates Walk and Bike to School Day Friday
27-Oct-17	Pima County FYI newsletter	Pima County Celebrates Walk and Bike to School Day Friday
27-Oct-17	Pima County FYI newsletter	Cyclovia Tucson en la Doce
27-Oct-17	news.azpm.org	Pima County Celebrates Walk and Bike to School Day Friday
28-Oct-17	KGUN 9 - TV	Cyclovia Tucson with another successful event, this time with new route
17-Nov-17	Pima County FYI newsletter	Air quality season changes in Pima County
20-Nov-17	webcms.pima.gov	Air quality season changes in Pima County
27-Nov-17	wastenothesystems.com	Air Quality Pima County link provided on main page Resource Links
6-Dec-17	KGUN 9 - TV	Fireplace tips for healthier air
6-Dec-17	kgun9.com	Fireplace tips for healthier air
7-Dec-17	AZ Daily Star	8 Tips to Protect Yourself From Fireplace smoke
8-Dec-17	Pima County FYI newsletter	PDEQ has some fireplace tips for healthier air
11-Dec-17	webcms.pima.gov	PDEQ has some fireplace tips for healthier air
15-Dec-17	webcms.pima.gov	Fireplace tips for healthier air
20-Dec-17	webcms.pima.gov	Check air pollution levels before attending outdoor celebrations
21-Dec-17	Green Valley News	Dust plume prompts air quality warning
21-Dec-17	AZPM National Public Radio	PDEQ particulate advisory
21-Dec-18	webcms.pima.gov	Check air pollution levels before attending outdoor celebrations

21-Dec-17	webcms.pima.gov	Pima DEQ issues air quality advisory
22-Dec-17	NOAA-NWS-Alerts	High pollution advisory: reduce fireplace use, avoid gas-powered lawn equipment
28-Dec-17	Pima County FYI newsletter	Check air pollution levels before attending outdoor celebrations

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

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

**PERCENT OF WORK COMPLETED:** 295%

### **WORK ACCOMPLISHED:**

**Twitter:** PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, PDEQ posted 86 tweets which yielded 41,200 impressions regarding various environmental subjects. Posts focused on air topics including: drive less, idle less, air quality and fireworks, air pollution and vehicle emissions, air quality levels, share rides, healthy air to breathe, air advisory for particulate pollution, fireplace smoke, high winds and elevated particulates, weather effects on air quality, traffic congestion, skip a trip, air pollution and diabetes, biking and walking instead of driving, seasonal changes affecting air quality, rush hour traffic and congestion, air pollution trapped in cool morning air, Tugo bike share, rain cleaning air, combining vehicle trips, air monitoring, Cyclovia Tucson, avoiding engine idling, Walk & Bike 2 School Day, air pollution can trigger heart attacks and strokes, particulate matter, winds that disperse air pollution, hazy skies, The Loop, temperature inversion traps air pollution, use a broom instead of leaf blowers, ride the bus or streetcar for healthy air, check tire pressure, healthy air to breathe, protect young lungs, 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. Five messages were posted during this quarter, including messages regarding the annual Travel Reduction Program Employee Survey, Tugo bikeshare, and a Sun Tran transit fare increase. There were 37 members of this group during the second quarter.

**Additional Social Media Projects:** In addition, with the assistance of our University of Arizona student intern, we filmed a new video about vehicle idle reduction. Pima County Communications visual media staff will be editing it next quarter and it will be posted on YouTube and PDEQ's website within the next few months.

### **REPORTS OR DATA PRODUCED:**

Quarterly impressions on Twitter have increased from 215 in the first quarter we began tweeting to 41,200 impressions this quarter. PDEQ has 536 Twitter followers and is following 408 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:** 25%

### **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 April 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. Three evaluations were returned this quarter. On a scale of 1-5, where 1 is Low and 5 is High, the effectiveness of increasing knowledge regarding air quality and the environment ranked a 4.67. On the same scale, the effectiveness of encouraging actions to protect the air and environment ranked a 4.33.

**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, which include: "Interesting info," "A lot of info," "I learned a lot of new things," "Very informative," "Engaging, knowledgeable," "Great information," "Good to know. I commute each day from southwest Tucson," and "Nice to know the different alternatives to get to work and save money."

- **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 102 employees this quarter, receiving 27 responses (26% response rate). Staff learned that 19% 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 191 miles per week due to their use of alternate modes of transportation, reducing air pollution and greenhouse gases by approximately 8,682 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 is developing 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 developed a plan of action to reach additional audiences. Staff worked with the Pima County Communications Office to:
  - Design new graphic messages for use on social media 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 ground-level ozone and actions to reduce pollution.

**PROMOTE NO-DRIVE DAYS DURING PERIODS OF HIGH AIR POLLUTION**

- News release announcing Air Quality Season Change in Pima County.
- News release with tips reduce fireplace smoke for healthier air.
- News release suggesting a check on air pollution levels prior to attending outdoor celebrations.
- Air quality advisory issued for particulates in December, due to transport.
- Social media messages encouraging driving less and idling less.

**TARGET EMPLOYEES OF LOCAL SMALL BUSINESSES ABOUT WAYS TO REDUCE DRIVING**

- Worked with the Downtown Partnership to help promote our *Activate Your Commute* event to their membership and downtown stakeholders. The event is scheduled for January 30, 2018.

**TARGET RELIGIOUS INSTITUTIONS ABOUT WAYS TO REDUCE DRIVING**

- Staff developed messaging and a contact list to reach religious leaders in our community. Staff contacted the Interfaith Community Services to schedule a presentation through their Whole Health Education Program, Connecting Mind, Body and Spirit.

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

- Idle reduction bookmark printed and distribution began.
- Worked on an idle reduction video with a University of Arizona student intern and Pima County's Visual Media Production crew.
- Worked with Communications Office to develop multiple icons with No-Drive Days messaging that will accompany Twitter tweets and other promotional opportunities.

**TARGET SCHOOLS TO REACH STUDENTS AND FAMILIES ABOUT OZONE PREVENTION**

- The idle reduction video is set on school grounds to target parent vehicle idling at the end of the school day.
- Delivered presentations or staffed event tables at Twin Peaks Elementary school, University of Arizona, AZ STEM Adventure and Wheeler Taft Abbett Library.
- Scheduled presentations or tabling events at the Ted Walker Youth Day, Metropolitan Energy Commission's Annual Key to Employment event, Amphitheater School District school nurses, Roadrunner Elementary School, Santa Rosa Library, the League of United Latin American Citizens Youth Leadership Conference, Sentinel Peak High School, Trio Upward Bound Program and the Himmel Park Library.

**TARGET HOMEOWNER'S AND NEIGHBORHOOD ASSOCIATIONS**

- Staff discussed the need to target this specific group in planning meeting and the best way to reach them.

**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:
  - Living Streets Alliance
  - Pima County Public Library
  - Pima County Public Works Public Information Officers
  - Pima Association of Governments, Travel Reduction Program
  - Downtown Tucson Partnership
  - El Rio Health

**TRACK IMPRESSIONS AND OUTREACH EFFORTS**

- No progress to report at this time.

**EVALUATE EFFECTIVENESS OF INITIAL PROGRAM**

- No progress to report at this time.