



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • AGREEMENT NUMBER EV11-0067
QUARTERLY PROGRESS REPORT • JANUARY 1, 2018 – MARCH 31, 2018**

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 75%

Reimbursable Services Expense totaled \$73,439.98 and included:

- \$39,716.37– Labor with Fringe Benefit costs in October, November and December:
 - \$28,761.53– Labor expense
 - \$10,954.84– Fringe Benefit expense
- \$26,296.67– Overhead
- \$6,500.00 Contractual: consultant to perform telephone and internet annual survey
- \$139.94– Supplies: office supplies, gift card incentive for contest participants
- \$787.00– Other Miscellaneous: Advertising, printing, motor pool and parking

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

PERCENT OF WORK COMPLETED: 110%

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, which was on January 30, 2018. A *Learn & Try Resource Fair* with exhibitors related to alternate modes of transportation, air quality and health were set up on the Joel D. Valdez Main Library Jacome Plaza from 11:30-1:30pm. *Brown Bag Lunch & Learn Presentations* were held inside the library from 12:00-1:00pm and included short presentations by Sun Tran transit, Tugo bikeshare, Sun Rideshare commuter resources, and Enterprise Rideshare regarding vanpooling.

The purpose of the event was 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 traffic congestion and motor 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. PDEQ staff promoted the event by posting the flyers, sending email announcements to Pima County departments and TRP listserves, posting an announcement on the TRP Facebook page, posting Tweets, writing and distributing two news releases, and emailing representatives of major downtown employers to promote to their employees. 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 was already permanently installed on-site for easy show-and-tell.

The event engaged approximately 65 attendees at the presentations and 100 at the resource fair. During a recap meeting, it was decided to pursue this as a recurring annual 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 tens of thousands of people to practice and become comfortable riding bikes and walking throughout various neighborhoods. It is a highly popular event that 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. The event was also promoted through social media and on the PDEQ website.

The spring event is scheduled for April 8, 2018.

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.
- 213 people pledged to drive less this quarter.
- Contest participants pledged to not drive 97,306 miles during this quarter and so far this year, participants have committed to avoiding driving 373,527 miles.
- Pollution and greenhouse gases reduced: 83,168 pounds this quarter; 319,254 pounds so far this year.

THE LOOP COMPLETION CELEBRATION

Staff participated on a planning committee and subcommittee for The Loop Completion Celebration, which was held on March 17, 2018. The event celebrated the completion of 131 miles of Tucson's motor-free pathway, the longest public recreation, multi-use path in the United States, linking 30 public parks and other facilities in Pima County. There were two venues for the celebration: Brandi Fenton Park and Kino Sports Complex. PDEQ staff was stationed at the Kino Sports Complex, which was hosted by Pima County Health Department in collaboration with the Pima County Communications Office.

In addition to helping make decisions about operations of the event, staff also contacted many health and fitness type businesses located near the Loop and invited them to participate in the Celebration as an exhibitor and/or sponsor. Staff also acted as volunteer coordinator, performing some volunteer solicitation efforts, and, after obtaining a list of volunteers, assigning individuals tasks to complete during the event.

The theme at the Kino Sports Complex celebration was health, fitness and wellness. Engaging bike-friendly and pedestrian-friendly educational exhibits were provided as well as interactive health fair resource tables, a ribbon-cutting ceremony with dignitaries, music, food trucks, lawn games, multiple performances and health activities such as Zumba. Approximately 1,000 people attended this venue.

During the event, VNDD staff provided participants with an informational display and interactive educational activities focused on driving less and air quality, and checked volunteers in upon arrival.

TUCSON EARTH DAY FESTIVAL

As part of the Tucson Earth Day Festival planning committee, staff met with other community partners to continue preparing for the event scheduled for Saturday, April 21, 2018. The committee is comprised of employees of Bear Essential News, City of Tucson, Pima County, Kinder Morgan, Children's Museum Tucson, Raytheon, and retired citizens. The Festival will be held at the Children's Museum Tucson and Armory Park.

As the volunteer coordinator, staff began recruiting and organizing volunteers for tasks with which we need assistance on the event day, secured food donations to feed volunteers snacks and lunch. Staff also secured availability of bike racks for the Bike Valet station, provided feedback on promotional efforts, and worked with a local printer to obtain cost estimates to print t-shirts for committee members to identify staff during the day of the event. It was decided to not purchase t-shirts this year due to budgetary constraints.

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 spring event is scheduled for April 6, 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**
PDEQ staff continued to promote the Arizona Department of Environmental Quality five-day air quality forecast program for the Pima County region for ground-level ozone and coarse particulate matter. The forecasting services became available to the public mid-September 2017. 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, in news releases and on 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 issues 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 spring 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
- During this quarter, the Bike Valet was available at two venues: Tucson Jazz Fiesta in January and the Sustainable Landscapes Expo in March. A total of 59 bikes were parked during these events. Survey questions were asked of participants. Ninety percent of respondents indicated that if bike parking service was not available, they would not have driven to the event. One-hundred percent of respondents indicated that they still would have attended the event even if the bike parking service was not available. LSA reported that six car trips were avoided.

Love to Ride Program:

- Last year, LSA introduced the *Love to Ride Program* and engaged Pima County in their bike promotions. LSA no longer facilitates the national program locally; however, VNDD staff received messages directly from the Love to Ride Program in collaboration with the National Bike Association about the National Bike Challenge to be held in May. Staff plans to promote the opportunity to Pima County employees in April and May to encourage no-drive days via bicycle commutes.

- **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 and projects:

- 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.
- Access to Sun Rideshare Data: Staff contacted PAG in March to request data on Pima County employee use of bicycles during the month of April, Bike Fest month. The data will be acquired in May, and will include information on number of employees participating, number of bike trips, car miles and air pollution reduced and names for a random prize drawing.

- **Pima County Government Departments**

Communications Office

- Staff worked with graphic designers, videographers, and communications specialists on a variety of projects including articles, flyers, news releases, idle less Public Service Announcement, artwork for a bus advertisement and internal bus posters, and to develop artwork and outreach plans regarding ground-level ozone.

Human Resources

- New Employee Orientations: Provided Travel Reduction Program presentations to new employees. Four presentations were delivered this quarter, reaching 102 attendees.
- Bus Pass Sales: 982 bus passes were sold to Pima County employees this quarter via the HR Benefits program.
- Expanded Flex Schedule Opportunity: Worked with HR towards enhancing increased flex time at the fringes of the work day. A memo from the Administrator's Office announced the continuance of flex time at the discretion of appointing authorities.

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. In January, staff facilitated a reprint of our Idle Less bookmarks for Pima County Fleet Services to

distribute to employees driving fleet vehicles. Plans are in the making to implement an idle reduction program that will encourage employees to idle less, and includes utilizing GPS data reports on vehicle idling duration.

Public Libraries and Community Centers

- Some time ago, staff had set up a partnership 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). The program promotes air quality and environmental awareness through PDEQ educational materials. VNDD staff remained available to provide literature as requests are made.
- 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 spring event is scheduled for April 6, 2018. 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.
- Staff learned that the Bicycle and Pedestrian Program has moved to the Health Department and is in the process of assessing its programs and operations.

• Sun Tran and Sun Link Streetcar Transit Services

- Promoted transit services to Pima County employees and the general public by providing on-line resources, Ride Guides and other brochures about how to ride transit.
- *Healthy Air Is In Our Hands, Drive Less* campaign: New interior bus posters were distributed to Sun Tran and mounted in busses. External Supertail bus advertisements were purchased for display on the back-end of busses in March and April.

• 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: TAS provided funding to hire an artist to develop artwork and layout a new activity sheet/kids menu.

• 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, the community and the VNDD program.
- Staff worked with one intern during the spring semester. As her main project, the intern developed a storyboard for a video designed to educate viewers about ground-level ozone: what it is, sources and how it is formed, health effects from breathing it, and solutions to reduce this pollutant. The storyboard was discussed with videographers in the Pima County Communications Office and we hope to finalize the script and begin filming later in 2018.

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 January, February and March 2017. There were 79 employees using a variety of alternate modes who submitted 3,017 daily commute logs during this quarter. According to PAG, total vehicle miles traveled were reduced by 56,810 miles, and air pollution and greenhouse gases were reduced by 44,589 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, 982 transit passes were sold to Pima County employees, an average of 327 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 323,926 miles and subsequently reduced vehicle emissions of air pollution and greenhouse gases by 276,860 pounds.

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

PERCENT OF WORK COMPLETED: 55%

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 17 presentations directly related to no-drive days this quarter to youth and adult groups, reaching 390 individuals.

Presentations			
Date	Location	# Presentations	# Attendees
3-Jan-18	Green Valley Coordinating Council	1	21
9-Jan-18	Amphitheater School Nurse Presentation	1	32
18-Jan-18	Pima County New Employee Orientation	1	16
22-Jan-18	TRP Task Force	1	35
7-Feb-18	Green Valley Council	1	18
7-Feb-18	Pima County New Employee Orientation	1	24
27-Feb-18	PAG Air Quality Subcommittee	1	20?
1-Mar-18	Pima County New Employee Orientation	1	24
15-Mar-18	Sunrise Drive Elementary Science Day	4	125
16-Mar-18	Roadrunner Elementary School	1	20
22-Mar-18	Pima County New Employee Orientation	1	38
27-Mar-18	Interfaith Community Services	1	3
28-Mar-18	Sustainable Tucson Forum	1	26
30-Mar-18	Santa Rosa Library	1	8
	Total	17	390

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

PERCENT OF WORK COMPLETED: 119%

WORK ACCOMPLISHED:

ACTIVATE YOUR COMMUTE, EVENT FLYER

Staff worked with graphic designers of the Pima County Communications Office to develop a promotional flyer for our collaborative *Activate Your Commute* event, which was held on January 30. The flyer was sent to Pima County employees, Pima Association of Governments' list of other major employers in the downtown Tucson area, Downtown Tucson Partnership for promotion to smaller businesses, posted on social media, and was included with news releases.

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 transit fare changes, how to rideshare, how much driving costs, the 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 four 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.

COMMUTER BENEFITS FOR PIMA COUNTY EMPLOYEES

Staff developed a display flyer highlighting the major benefits for Pima County employees with relation to using alternate modes of transportation for work commutes. The flyer was displayed on PDEQ's table at the Activate Your Commute Resource Fair, and can be used during additional events directed specifically for Pima County employees.

CYCLOVIA

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

DESERT DWELLERS KNOW RESTAURANT KID'S MENU & ARTWORK:

With funds provided by the Tucson Audubon Society specifically set up for the Desert Dwellers Education Project, local artist Karin Mellin was hired to create new illustrations and a new activity sheet/kid's menu, an extension of the Desert Dwellers Know Colors, coloring and activity book. PDEQ staff worked with the artist (and a UofA student intern last quarter) to develop the content and general layout for the menus, which were provided in two sizes (8.5"x11" and 11"x17") to provide options for restaurant managers. The artwork was finalized in January.

Information and activities on the menu/activity sheet focus on ground-level ozone education and include facts about air pollution, a maze, fill-in-the-blank, word search, number puzzle, images to color, and action tips for readers to reduce vehicle emissions and air pollution. The larger format sheet also includes *Kids vs. Adults*, a game where children and parents take turns quizzing each other about air information.

Some artwork from the *Desert Dwellers Know Colors* book was used for the menus, however, new illustrations were also created, and PDEQ maintains rights to use these individual elements for future projects. New visuals include sources of air pollution that illustrate smoke or fumes: a car, wood fire, gasoline pump, factory, house with chimney, paint products, gasoline powered lawnmower, and a leaf blower. More art includes emissions-reducing solutions, including a public bus, carpool, streetcar, person biking, people walking, house with solar panels, clothes line, and a person using a broom to sweep. Additional artwork of natural elements include a sun, moon with stars, clouds, cacti, flowers, butterfly, bird soaring, and other desert animals.

VNDD staff approached restaurants, after initial contact by last quarter's intern, to solicit interest in adding their menu items to the template. VNDD staff received kid's menu items from El Conquistador, and is in the process of working on editing the pdf templates. The Hub and The Cup Café are also potential candidates to utilize this activity sheet for their kid's menus.

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, having trouble breathing, 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, the video was filmed at a school in November, and developed into a 30-second PSA this quarter, which is posted on the new PDEQ idle reduction webpage.

FINISH THE SENTENCE... DISPLAY & AIR ACTIVITY WORKSHEET

To reach a young elementary school-age audience for a literacy night at St. Ambrose School, staff created a new tabletop display and developed a complementary fill-in-the-blank activity sheet about air and its properties and uses. Included is a word and image bank to make it easier for young students to think about these concepts. To accompany the display, staff invited participants to weigh air using balloons and a digital gram scale.

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 PDEQ's website.

SUN TRAN INTERNAL BUS POSTER

Staff worked with Pima County Communications Office to develop an 11"x17" poster to mount inside Sun Tran busses. Staff supplied 200 posters that promote the *Healthy Air Is In Our Hands Drive Less Pledge* which is designed to help reduce vehicle emissions.

SUN TRAN SUPERTAIL ADVERTISEMENT

The VNDD program worked with Pima County Communications Office to develop advertisement artwork to be placed on the rear end of Sun Tran busses to help promote the *Healthy Air Is In Our Hands Drive Less Pledge* and reduce vehicle emissions.

TUCSON EARTH DAY FESTIVAL POSTER

The PDEQ logo is prominent as a Gold Sponsor on the Tucson Earth Day Festival poster, which will be distributed in April to promote the Festival scheduled for Saturday, April 21.

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: 76%

WORK ACCOMPLISHED:

PDEQ WEBSITE:

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

Articles Posted on PDEQ Website
January 02, 2018 – Air quality advisory issued (particulates)
January 23, 2018 – 'Activate Your Commute' event planned for Jan. 30
March 27, 2018 – Early return of ground-level ozone season possible
March 29, 2018 – Pima County celebrates Walk 'n' Roll to School Day April 6

ECO KIDS CORNER WEBSITE:

Staff continued to promote the Eco Kids Corner website by distributing 433 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 787 members on the Air Quality List Serve, 142 members on the Media list serve and four 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 (96 members), walk (two members), and carpool and vanpool (14 members). Staff distributed information on two occasions this quarter. Topics of the messages include promoting the *Activate Your Commute* event to all listserves, and bus route time changes to the Transit listserve.

INFORMATION FOR PIMA COUNTY EMPLOYEES:

As administrator of the Pima County Employee Travel Reduction Program (TRP) for approximately 7,000 employees, PDEQ staff shares resources and information and encourage all employees to adopt no-drive day practices in their work commutes by using transit, carpooling, vanpooling, biking and walking. During this quarter, staff:

- Replied to inquiries regarding the use of alternate modes of transportation;
- Delivered travel reduction presentations and distributed resources at four 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;
- Emailed information to TRP listserves, Department Personnel Representatives, and PDEQ staff encouraging employees to attend the *Activate Your Commute* event held on January 30;
- Maintained the TRP intranet webpages providing resources and information about all alternative modes of transportation and the benefits they provide;
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees; and
- Distributed Survey Monkey surveys to new employees to assess the effectiveness of the TRP presentations and resources delivered during new employee orientations.

HARD COPY MATERIALS DISTRIBUTION:

Staff distributed 9,972 pieces of literature and promotional materials during this quarter. At least 78 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 16 separate occasions reaching 550 people.

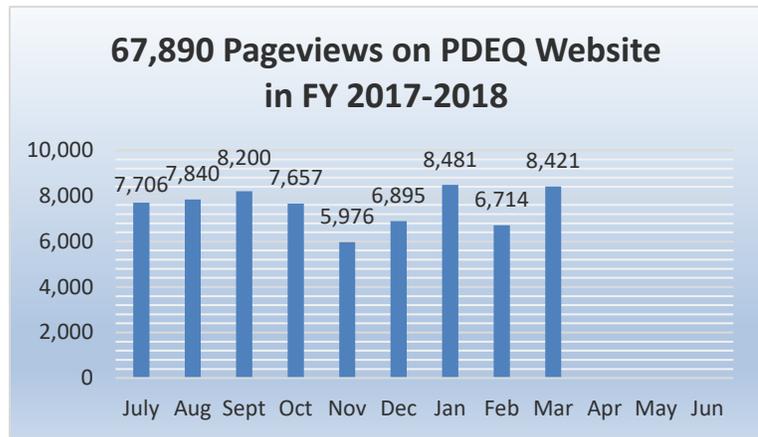
Materials Distribution			
Date	Location	# Events	# Attendees
2-Jan-18	Armory Park Neighborhood	1	10
9-Jan-18	Downtown Tucson Partnership	1	20
11-Jan-18	Rabbit Hole Explora-Storium	1	7
12-Jan-18	Climate Change Mitigation Group	1	30
17-Jan-18	Pima County Buildings Downtown	1	15
18-Jan-18	Arizona Builders Alliance	1	28
24-Jan-18	Primavera Foundation	1	5
26-Jan-18	Suffolk Hills Property Owner's Association	1	5

1-Feb-18	Pima County Finance & Risk Management	1	1
27-Feb-18	Tucson Estates	1	200
15-Mar-18	33 N. Stone Lobby	1	44
20-Mar-18	Pima County Health Department	1	60
21-Mar-18	Pima County Elections	1	15
22-Mar-18	City of Tucson Public Information & Conservation	1	50
22-Mar-18	Art House Centro	1	10
27-Mar-18	Pima Animal Care	1	50
	Total	16	550

REPORTS OR DATA PRODUCED:

PDEQ Website:

Staff tracks pageviews to the PDEQ website using Google Analytics. During the third quarter of FY 2017-2018, 23,616 pageviews have been documented, with 67,890 pageviews documented so far this fiscal year.



TRP Intranet Site:

Staff received data from Google Analytics reporting that there were 278 pageviews on the TRP intranet site during the third 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: 68%

WORK ACCOMPLISHED:

Staff tabled at seven community events this quarter reaching approximately 9,600 attendees with No-Drive Day messaging.

Booths			
Date	Location	# Events	# Attendees
25-Jan-18	Ted Walker Youth Day	1	3200
30-Jan-18	Activate Your Commute	1	100
7-Feb-18	Key to Employment Symposium - UofA	1	450
28-Feb-18	St. Ambrose Literacy Night	1	50
10-Mar-18	Festival of Books	1	4000
15-Mar-18	Pima County, City of Tucson Health & Wellness Fair	1	800
17-Mar-18	The Loop Completion Celebration	1	1000
	Total	7	9600

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: 78%

WORK ACCOMPLISHED:

ADVERTISEMENTS:

Staff purchased digital ads on the KOLD (Tucson News Now.com) website, promoting the *Healthy Air Is In Our Hands Drive Less Pledge*. The ad was placed on the Tucson News Now Homepage Wallpaper and In-Banner video on the website.

NEWS RELEASES TO MEDIA:

Staff developed and distributed five news releases this quarter, including one air quality watch for particulates. The other news releases announced the *Activate Your Commute* event, ground-level ozone season, and *Walk 'n' Roll to School Day*.

News Releases	
Date	Title
2-Jan-18	Air Quality Watch - fire smoke particulates
23-Jan-18	Activate Your Commute' Downtown Event, January 30, 2018
30-Jan-18	Activate Your Commute' Downtown Event is Today!
27-Mar-18	Early Return of Ground-Level Ozone Season Possible
29-Mar-18	Pima County Celebrates Walk 'n' Roll to School Day April 6

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. The media can also access AQI data and five-day air quality forecasts from ADEQ.

MEDIA INTERVIEWS:

During the third quarter, staff was interviewed on four instances:

- January 2: KGUN TV-9 and KVOA TV-4 regarding smoke from the green waste landfill fire;
- March 21: KVOI radio regarding Cyclovia, Bike Fest, Walk 'n' Roll to School Day, and vehicle idle reduction; and
- March 30: AZPM radio regarding ozone.

NEWS STORIES:

At least 24 news stories, advertisements 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, Websites, eNewsletters, Outdoor Advertising and Publicity		
Date	Host	Description
2-Jan-18	KGUN 9 - TV	Landfill fire finally out, arson suspected
2-Jan-18	KVOA.com	Air Quality Watch Issued for localized residential smoke
8-Jan-18	Arizona Daily Star	Two ends come together: County's Loop now a loop
24-Jan-18	pima.gov	Activate Your Commute event planned for Jan 30

24-Jan-18	pima.gov	Loop Completion Celebration March 17
26-Jan-18	Pima County FYI	Coming full circle: Loop Completion Celebration March 17
26-Jan-18	Pima County FYI	Activate your commute at free downtown event January 30
29-Jan-18	Tucson NewsNet Daily	Activate Your Commute Downtown Tomorrow
30-Jan-18	KVOI	Activate Your Commute
30-Jan-18	Blog for Arizona.net	Activate Your Commute
30-Jan-18	speedway.tucson.com	Activate Your Commute
12-Feb-18	Pima County FYI	Green Geek: Alternatives to driving a car
14-Feb-18	gvnews.com	Plenty of dust but no violations so far in pecan harvest
5-Mar-18	pima.gov	Join us to celebrate completion of The Loop
8-Mar-18	Pima County FYI	Exercise, pets and more on tap for March 17 Loop Completion Celebration
16-Mar-18	Tucson NewsNet Daily	Completion of The Loop Celebration this Weekend
Mar-18	Tucson News Now	Drive Less, Healthy Air Is In Our Hands Facebook ads
16-Mar-18	Pima County FYI	The Loop is for everyone, so join us for the March 17 celebrations
27-Mar-18	Mrs. Green's World blog	Sustainable Living Forum PDEQ listed as guest speaker
28-Mar-18	bikefesttucson.com	PDEQ CAP logo displayed as sponsor
28-Mar-18	KVOA.com	Harmful ozone increasing earlier in the year
30-Mar-18	Pima.gov	Pima County celebrates Walk 'n' Roll to School Day April 6
30-Mar-18	Pima.gov	Early return of ground-level ozone season possible
30-Mar-18	Pima County FYI	Pima County celebrates Walk 'n' Roll to School Day April 6

REPORTS OR DATA PRODUCED:

Tucson News Now provided *Healthy Air Is In Our Hands* campaign results for the ads purchased in March. An ad was placed on the TucsonNewsNow.com website, another on their Homepage Wallpaper, and an In-Banner Video was also placed. More than 100 visitors requested more information about this campaign after seeing the ad on TucsonNewsNow.com, with 100,011 views and a click through rate of 0.08%. On the Wallpaper, there were 9,455 views, 36 ad engagements and a 0.38% click through rate. On average, viewers watched about 50% of the Drive Less commercial. Of 203 video views, more than 28% of viewers watched the entire commercial.

Total ad views was 50,005, there were 254 expands, 203 video views, 199 unique views, and 33 clicks.

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

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

PERCENT OF WORK COMPLETED: 115%

WORK ACCOMPLISHED:

Twitter: PDEQ’s first tweet on Twitter.com was on July 21, 2015. This quarter, PDEQ posted 56 tweets which yielded 54,700 impressions regarding various environmental subjects. Posts focused on air topics including: public transportation options; Activate Your Commute event; current air quality resources; visit PDEQ booth at event; air quality good, moderate; carpool friends; changing habits for clean air; Healthy Air Is In Our Hands; view from PDEQ webcam; smoke from fires; riding bikes; trees helping air quality; Love the Air video; winds and airborne dust; air quality monitors; invite PDEQ to meeting to share air info; walking tour; ozone season; Cyclovia Tucson; gas-powered lawn mowers and air pollution; use visibility to assess smoke danger; drive and idle less; sign up to receive air quality advisories; controlled burn news; avoid idling at drive-thrus; ways to reduce ozone; streetcar; and other related tweets and retweets.

Facebook – Pima County: Staff worked with the Communications Office to post two *Healthy Air Is In Your Hands Drive Less Pledge* messages on Pima County’s Facebook account in March, and purchased “boosts,” or ads promoting the messages to targeted Facebook users. The ads were targeted to individuals between the ages of 16 and 60, who live up to 25 miles out of Tucson.

Facebook – Travel Reduction Program Group: In May 2017, staff established a Facebook group for Pima County employees, *Commute Trips and Tips*, as a way to reach employees regarding driving less and using alternate modes of transportation for work commutes. Six messages were posted during this quarter, including messages regarding carpool and vanpool opportunities; Activate Your Commute event; minor time changes to transit routes; and the Loop Completion Celebration. There were 37 members of this group during the third quarter.

YouTube: Videos produced for PDEQ are posted on YouTube including *Love the Air*, and *Help keep particles out of the air this New Years* (English and Spanish versions). The idle reduction video should also be posted on YouTube next quarter.

REPORTS OR DATA PRODUCED:

Quarterly impressions on Twitter have increased from 215 in the first quarter we began tweeting to 54,700 impressions this quarter. PDEQ has 594 Twitter followers and is following 423 organizations.

Total impressions for exposure on Pima County’s Facebook page is 37,300, total reach is 22,526, and the number of times users liked, shared, commented on the post or clicked on the line was 695.

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: 37%

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. 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, which include: “Very informative and helpful,” “Great information. Knowledgeable presenter,” “I use my personal vehicle for my position so ride alternatives do not work for me,” “The government should provide real incentives and opportunities [to encourage alternate mode use], not some raffle,” “The pig lungs were breath taking,” “Skye was an energetic hoot of a speaker. Love her enthusiasm for what she does,” “Interesting, but video didn’t work,” “High energy speaker. Great for after lunch engagement,” “Presenter (Skye) had to wing it, but she did a great job,” “Skye is amazing. Very funny. Very informative,” and “Very upbeat.”

- **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 54 employees this quarter, receiving 12 responses (22% response rate). Responses indicate that *at least* 22% of commute days are traveled using an alternative mode (including Sun Tran busses, SunLink Streetcar, carpool, vanpool, bike or walk). Collectively, these survey respondents avoid driving more than 226 miles per week due to their use of alternate modes of transportation, reducing air pollution and greenhouse gases by approximately 9,658 pounds per year.

Optional Comments Provided in TRP Survey Monkey Survey
Wish I could ride the bus, but it takes at least an hour each way. Carpooling? Insufficient incentive to meet someone new and try to negotiate. Vanpool? Now you're talking. Create a vanpool service from downtown/westside to E. Ajo. I've participated in this in the past.
The presentation was excellent and informational.
Thanks for doing this. Bike boxes should be fully subsidized if inside parking isn't available. Also, any future library should have staff bathrooms and extra room for bike storage. Thx!
Good presentation - great ideas for finding alternate modes.
I think that the program is a great contribution to its Division.
It was informative, however at this time I am unable to use other forms.
Improve safety for bikers downtown (designate bike only lanes) and I am confident many people would ride bikes.
I am a home visitor, and while I do occasionally utilize a county vehicle, in general I am required to use my own car. As a result, I cannot use an alternative method to travel back and forth to work. However, I LOVE all of the ways Pima County is encouraging their employees to use alternative methods of transportation and I would likely utilize one or more, if that were more conducive to my work situation. Thanks!

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 this quarter for the ozone prevention goal are described in the text above in goals one to eight of this report. The itemized list below is provided separately to more easily 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 an Air Quality Watch for particulates from fire smoke in eastern Pima County.
- News release announcing the possibility of an early ground-level ozone season.
- Social media messages encouraging driving less and idling less, especially when AQI levels were in the moderate range.

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 Pima Association of Governments was also key in promoting the event to their TRP employers in the downtown area. The event was held on January 30, 2018 and employees from Pima County, El Rio Health, U.S. Department of Justice and other federal employees, City of Tucson, State of Arizona and smaller businesses in the downtown area attended the event.

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. Also, staff reached out to schedule presentations through St. Francis in the Foothills, Tikkun Steering Committee (Jewish philanthropic organization), New Life Community Church of the Nazarene, Casas Church, Christ the King Episcopal Church and Community Christian Church and Young Men's Christian Association (YMCA). Five presentations are confirmed so far for next quarter.

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

- Idle reduction bookmark was reprinted for Pima County Fleet Services for distribution to Pima County employees.
- Idle reduction video completed and posted online with assistance from 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 Ted Walker Youth Day, Metropolitan Energy Commission's Annual Key to Employment event, Amphitheater School District school nurses, Sunrise Drive Elementary School, Roadrunner Elementary School, Santa Rosa Library, and St. Ambrose School.
- Scheduled presentations or tabling events at the League of United Latin American Citizens Youth Leadership Conference, Sahuarita Middle School, Robles Elementary School, Valencia Library, Trio Upward Bound Program, Catalina Community Center, 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.
- PDEQ staff worked with District 2 staff to send information to neighborhood associations regarding air quality issues.
- PDEQ staff also provided printed materials for distribution at a large neighborhood association meeting in District 3.

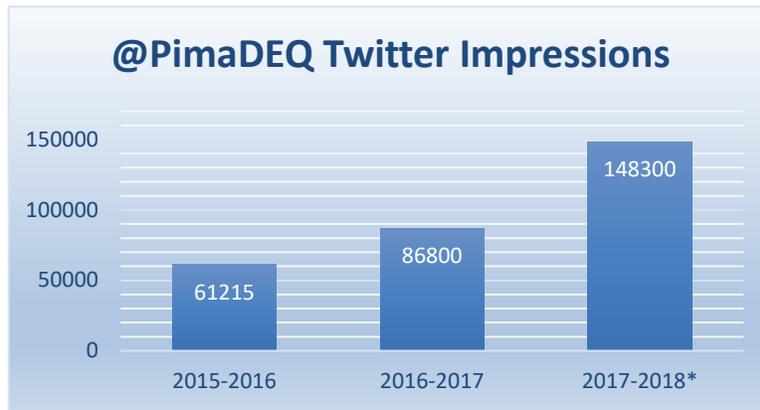
PARTNER WITH LOCAL ORGANIZATIONS TO EXPAND REACH

- Met with representatives from a variety of organizations to discuss partnering, planning collaborative projects, and providing VNDD resources to increase reach. Organizations include:
 - Living Streets Alliance
 - Pima County Public Library
 - Pima County Public Works Public Information Officers
 - Pima County Health Department
 - Pima County Communications Office
 - Pima Association of Governments, Travel Reduction Program
 - Downtown Tucson Partnership
 - El Rio Health
 - Tucson Earth Day Festival committee

TRACK IMPRESSIONS AND OUTREACH EFFORTS

- Below is a chart showing the growth of impressions from PDEQ's Twitter activity since we began the account in July 2015.

*Note: 2017-2018 data only includes impressions from the first three quarters of the fiscal year.



- Pima County Facebook – *Healthy Air Is In Our Hands* messages in March:
 - Total impressions: 37,300
 - Total reach: 22,526
 - Engagement: 695
- Website pageviews:
 - PDEQ website: 23,616
 - Travel Reduction Program intranet site: 278
- Media impressions: *Healthy Air Is In Our Hands* targeted ad placement on TucsonNewsNow.org:
 - Views: 100,011
 - Video Views: 203
 - Engagement: 110
- Outreach efforts:
 - People reached via booths at community events: 9,600
 - People reached via materials distribution: 550
 - People reached via presentations: 390

EVALUATE EFFECTIVENESS OF INITIAL PROGRAM

- Staff reviews progress each quarter.
- Program will be evaluated at year end.