



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY  
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217  
QUARTERLY PROGRESS REPORT • JULY 1, 2019 – SEPTEMBER 30, 2019**

**PROGRAM EXPENSES -----**

**PERCENT OF WORK COMPLETED: 25%**

Reimbursable Services Expense totaled \$53,339.67 and included:

- \$31,476.32– Labor with Fringe Benefit costs in July, August, and September:
  - \$23,665.63– Labor expense
  - \$7,810.69 – Fringe Benefit expense
- \$1,409.14 - Advertising No-Drive Day event and printing
- \$20,454.21 - Administrative Overhead

**• GOAL 1: DEVELOP OUTREACH REGARDING HEALTH IMPACTS OF O<sub>3</sub> AND PM----**

**PERCENT OF WORK COMPLETED: 25%**

**WORK ACCOMPLISHED:**

**EXPAND RELATIONSHIPS WITH SCHOOLS**

- **Semester Long After-School Science Class**  
Staff is engaged in a series of classes related to air quality for students signed up for the Quasar Academy After-School Science class at Quail Run Elementary School. Staff developed and provided 12 lessons for the class last fiscal year, and was invited to provide it again this fall.

Three classes were held this quarter and included:

- Introduction to the class, pre-class survey, reading of the *Lorax* and conversation
- Properties of Air – pressure, mass, weight, force, composition
- Watching U.S. EPA Air Science 40 video and Desert Dwellers Know activity sheets

Worksheets are provided at each class for students to demonstrate content awareness through a brief question/answer exercise. Nine additional sessions are scheduled during the second quarter to complete the program.

**EXPAND RELATIONSHIPS WITH SMALL BUSINESSES**

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

The following businesses responded favorably to our initial connection: Arizona School for the Deaf and Blind, Banner UMC, City of Tucson, El Rio, D&D Pinball, Epic Café, Time Market, Caruso's Italian Restaurant, Urban Fresh Restaurant (plant-based local organic food), and University of Arizona Parking and

Transportation Services. In addition, staff shared educational materials with a roving artist/sculptor and small business owner of Gardening Insights, who promotes environmentally-sensitive urban wildlife habitat and garden design services in downtown Tucson. At this time, staff is looking at innovative strategies to identify and address barriers to employees engaging in alternate modes of transportation. Outreach options include PDEQ staff providing presentations, resource tables at health or benefits fairs, newsletter articles, or supplying businesses with literature, STEAM-inspired activity sheets and other air quality resources.

#### **DETERMINE OPTIMAL WAYS TO ENGAGE TARGET AUDIENCES**

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

Staff updates presentations, creates new activities and crafts messages and articles with current general conversation in mind. For instance, in response to conversation on happiness and the importance of focusing on losses versus benefits at the Association for Commuter Transportation (ACT) National Conference in August, staff wrote articles and tweaked presentations to follow-through with these ideas and reach audiences more effectively.

All staff was also engaged in reading the book *Nudge, Improving Decisions About Health, Wealth, and Happiness* by Thaler and Sunstein. This book was also recommended at the ACT Conference and provides helpful insight as to how people's actions can influence others and suggests that readers employ the idea of libertarian paternalism to nudge people towards desired actions (driving less and active transportation) while still enjoying freedom of choice.

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

**PERCENT OF WORK COMPLETED:** 12%

#### **WORK ACCOMPLISHED:**

##### **CYCLOVIA TUCSON**

Cyclovia Tucson is a free mobile 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 common obstacles caused by motor vehicle traffic.

The fall event is scheduled for October 27, and promotional materials distinguish the VNDD/Clean Air Program as a sponsor of the event. Our logo was posted on multiple LSA webpages and promotional emails.

##### **USE THE LOOP FOR YOUR COMMUTE PROJECT**

Materials promoting the Loop multi-use, car-free path are distributed at outreach events and the *Use the Loop for Your Commute* flyer and maps are available at new employee orientations for Pima County employees throughout the year.

##### **SUPPORTING COMMUNITY PROGRAMS TO ENHANCE NO-DRIVE DAYS GOALS**

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

- **Arizona Department of Environmental Quality**

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

In September, VNDD and ADEQ staff participated in a conference call to update and enhance Clean Air Program performance measures and clarify priority tasks.

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

- **City of Tucson**

In August, VNDD staff met with City of Tucson (COT) staff, including the Planning Department's Deputy Director, Transit Service Coordinator and the Livability Planner, to discuss potential Travel Reduction Program strategies to reach employees and encourage an increase in alternate modes of travel for work commutes. VNDD staff learned details of COT's Downtown Allowance and Discounted Passes Program and discussed innovative ideas for future drive-less promotions and TRP initiatives inspired by the Complete Streets philosophy of Smart Growth America public engagement vision.

VNDD staff provided CAP literature for a Birding Festival Tucson Water staff attended in August.

- **Green Valley Community**

Staff represented Pima County DEQ at the Green Valley Council meetings to keep the committee updated on air quality issues. Presentations on air quality issues are given each 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 staff agreed to support the Cyclovia Tucson event again in 2019 to help promote bicycling and walking in place of vehicle trips.

***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;
- During the hot summer months this quarter, the bike racks were not utilized.

- **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:

- Partnerships: Staff met with PAG staff to discuss ways that our programs could work together to increase opportunities to reach health care, educational and TRP facilities with information regarding health impacts and how to reduce air pollution.
- 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, provide air quality-related presentations, Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County.
- Pima County's Travel Reduction Program (TRP): Promoted alternate modes of transportation to approximately 7,000 Pima County employees via presentations, newsletter articles, email blasts, intranet site, Facebook group *Commute Trips & Tips*, and Reduced Emissions and Air Pollution (REAP) rewards program.
- In preparation for promoting the annual TRP survey for Pima County employees, staff drafted the following to be distributed or posted in October:
  - Memo to the County Administrator for support promoting the survey to county employees;
  - Draft memo from the County Administrator to employees;
  - Message and request for placement on the ADP system;
  - Article for the employee eScoop newsletter and TRP website;
  - Message to Department Personnel Representatives with a request to promote the survey within their departments;
  - Message to TRP listserves; and a
  - Compilation of jokes to use as a Thank You incentive to employees for taking the survey.

- **Pima County Government Departments**

***Communications Office***

- Staff worked with graphic designers and communications specialists on a variety of projects including eScoop articles, news releases, artwork for promotional items, and re-working the *Healthy Air Is In Our Hands* icon. Two new versions of the icon were developed, one reading Drive Less • Smile More and the other simply listing PDEQ in addition to the raised hands imagery and text *Healthy Air Is In Our Hands*.

***Environmental Quality***

- With reimbursement funding from the PDEQ Director's Office, staff operates a Guaranteed Ride Home Program for Pima County employees. This helps to encourage and serve employees who use alternate modes of transportation for their work commutes by providing a reimbursable ride home if they are without a personal vehicle and a crisis or emergency happens. Seventy-six Pima County employees are registered for this program, three of which registered during this quarter. Two emergency rides traveled this quarter, totaled \$62.16.

***Health Department***

- Bicycle and Pedestrian Program: Promoted on-line and paper maps of bike routes and The Loop non-motorized pathway, employee bike-share program, and related literature with the general public and Pima County employees.
- Support role in the ADEQ Air Quality Flag Program in Tucson.
- VNDD staff met with the Health Department's Principal Investigator of the Racial and Ethnic Approaches to Community Health (REACH) program. VNDD and REACH staff have

mutual interest to promote The Loop, a 131-mile car-free shared path in Tucson. Many Clean Air Program resources align well with REACH efforts to support use of alternative modes, highlighting active transportation options.

- In August, VNDD staff set up a booth at a Wellness Resource Fair and Healthy Schools Orientation for nurses, counselors health coordinators and PE educators.

### **Human Resources**

- New Employee Orientations: Provided Travel Reduction Program presentations and informational literature about alternate modes of transportation to new employees.
  - Presentations delivered this quarter: 4
  - Attendees: 138
- Bus Pass Sales: Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the HR Benefits program.
  - Passes sold this quarter: 933

### **Office of Sustainability and Conservation**

- Staff contributes to the Alternate Fuels Chapter of the Sustainability Action Plan for County Operations. This subcommittee is dedicated to reduce miles driven, improve efficiencies, and reduce emissions from the fleet of vehicles used by Pima County employees. Key participating departments on the subcommittee include Fleet Services, Environmental Quality, Human Resources, Facilities Management, and others as topics dictate.
- The team is working on projects to reduce emissions by decreasing employee vehicle idling and providing services to make using alternate modes more amenable. An idle reduction program for Pima County departments and employees is implemented, with data acquired from GPS units installed in most County fleet vehicles. In the last year, employees idled 23,000 hours less than the previous year. KOLD News 13 highlighted the program to the community on July 10. Promotional *Idle Less* bookmarks continue to be distributed, GPS data reports are sent to department heads monthly for internal use, and plans are being developed to promote the program more comprehensively to employees.

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

- Several years 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 respond to requests for literature.
- 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 frees up PDEQ staff time and resources. On average, staff sends fresh supplies of printed materials once or twice per year.

### **• 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.
- Sun Tran donated \$10 value-loaded SunGO transit passes to encourage Pima County employees to use transit for work commutes. Staff provides the identification numbers of the distributed cards so that Sun Tran can track their usage through time and assess the effectiveness of the promotion.
  - Passes distributed at New Employee Orientations this quarter: 13

- Staff met with Sun Tran in August to discuss potential transit promotions to Pima County employees and learned 31 of the previous 100 trial cards issued to Pima County employees were used for 956 rides.
- **Tucson Audubon Society**
  - Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society to distribute the desert conservation poster, *Desert Dwellers Know – A Celebration of Byrd’s Words* and other VNDD literature, including bookmarks and The Loop maps.
  - The companion coloring and activity book, *Desert Dwellers Know Desert Colors*, is for sale at the Audubon Society gift store. The piece was developed to extend the Desert Dwellers Know concept using attractive artwork and the poetry of Byrd Baylor to provide lessons about sustainable desert living. A series of facts, questions and academic challenges helps adhere this piece to core STEAM (science, technology, engineering, art and math) principles for easy integration with elementary school classrooms. Proceeds from the sales will be used for reprinting the poster and activity book.
- **Tucson Clean & Beautiful**
  - Staff serves on the Board of Directors of Tucson Clean & Beautiful and shares information regarding No-Drive Days goals and special events as appropriate.
  - TCB has a very active “Trees for Tucson” program that staff helps to promote for the many air quality benefits provided by shade trees.
  - VNDD and TCB promote each other’s materials at select community outreach events.
- **University of Arizona**
  - Staff provided a presentation to the University’s ENVS 195A class designed to give students an idea about different careers in the environmental field. Staff shared information about PDEQ, VNDD goals and activities, and encouraged students to drive less.

## **REPORTS OR DATA PRODUCED:**

### **EMISSIONS REDUCTION FROM HEALTHY AIR IS IN OUR HANDS CAMPAIGN:**

- # participants pledged to not drive this quarter: 339
- Total vehicle miles reduced this quarter: 130,651
- Pounds of pollution and greenhouse gases avoided this quarter: 111,668

### **EMISSIONS REDUCTION BY PIMA COUNTY EMPLOYEE TRIPS ENTERED IN PAG SUN RIDESHARE REWARDS PROGRAM:**

- Number employees who entered trips during third quarter: 29
- Daily commute logs entered this quarter: 3,102
- Total vehicle miles reduced this quarter: 24,598
- Pounds of air pollution and greenhouse gases reduced this quarter: 38,395

### **EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE USE OF TRANSIT:**

- Average round-trip commute miles for Pima County employees (October 2018 TRP survey): 25.4
- Transit passes sold during first quarter: 933 (average of 311 per month)
- Accounting for holidays and vacation days and assuming alternate modes were used three days per week for 13 weeks this quarter:
  - Single-occupied vehicle driving miles reduced: 308,077
  - Pounds of air pollution and greenhouse gas emissions reduced: 263,313

**EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE GUARANTEED RIDE HOME PROGRAM:**

- Employees currently signed up for this program: 76
- New registrants this quarter: 3
- Claims for reimbursement: 2
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 100,724
- Annual miles traveled reduced by these employees: 387,400
- Pounds of air pollution and greenhouse gas emissions reduced per year: 352,181

**• GOAL 3: PRESENTATIONS & IN-DEPTH INTERVIEWS-----**

**PERCENT OF WORK COMPLETED:** 30%

**WORK ACCOMPLISHED:**

Staff creates, customizes, updates and delivers presentations to a wide range of audiences to educate and create greater awareness about air quality issues and no-drive actions that can be taken to reduce emissions and keep the air healthy to breathe. In addition to the 12 presentations delivered reaching 304 people this quarter, three in-depth interviews were given to KGUN 9-TV, AZPM Radio, and the Bill Buckmaster Show regarding results of the ozone season and Cyclovia. The radio and television audience reach is unknown as listener data is not available for these interviews.

**REPORTS OR DATA PRODUCED:**

Presentations			
Date	Location	# Presentations	# Attendees
2-Jul-19	Picture Rocks Community Center	1	30
8-Jul-19	Littletown Community Center	1	45
15-Jul-19	PAG TRP Regional Task Force Meeting	1	25
18-Jul-19	Pima County New Employee Orientation	1	39
30-Jul-19	Santa Rosa Library	1	10
7-Aug-19	Pima County New Employee Orientation	1	38
29-Aug-19	Pima County New Employee Orientation	1	34
3-Sep-19	Quail Run Elementary School	1	3
10-Sep-19	Quail Run Elementary School	1	3
19-Sep-19	Pima County New Employee Orientation	1	30
25-Sep-19	Emily Grey Junior High	1	2
27-Sep-19	UofA ENV5 195A class	1	45
	<b>TOTAL</b>	<b>12</b>	<b>304</b>

In-Depth Interviews			
Date	Location	# Interviews	# Attendees
18-Jul-19	KGUN 9 TV	1	*
30-Jul-19	AZPM radio	1	*
17-Sep-19	Bill Buckmaster	1	*
	<b>TOTAL</b>	<b>3</b>	<b>*</b>

\* Listener data not available.

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

**PERCENT OF WORK COMPLETED:** 33%

### **WORK ACCOMPLISHED:**

#### **EVENT PROMOTIONS**

As a sponsor of Cyclovia, the Clean Air Program logo was included in promotional webpages and emails by the Living Streets Alliance.

#### **ARTICLES WRITTEN**

- **PDEQ Internet**

Five articles based on VNDD news releases were posted on the PDEQ website this quarter. Some of these articles were also posted on Pima County's main website and their weekly public newsletter, the Pima County FYI.

- **eScoop Newsletter**

Staff wrote three articles for this on-line newsletter for thousands of Pima County employees to read. The articles provided information about keeping air fresh and healthy, how weather affects air quality, and the stress of driving vs. happy feelings and other benefits from using alternate modes of transportation.

Additional resources at the end of the article include links to the Travel Reduction Program intranet site, including pages for Guaranteed Ride Home Program, transit, bike, walk, carpool, and commuter contests. Contact information and promotion to join the Pima County Employee Commute Trips & Tips Facebook group.

#### **PROMOTIONAL ITEMS**

- Staff ordered and received a reprint of the *Desert Dwellers Know Desert Colors* activity book, a popular item to engage people in a fun way and in appreciation and celebration of wise desert living, including how to protect air, water and land.
- With the aid of Pima County Communications Department, staff developed artwork for a new promotional item, mini-colored pencil packets. The small packet of six 3.5 inch pencils has on its front the PDEQ Clean Air Program logo with the message *Drive Less • Smile More* and our new [pima.gov/HealthyAir](http://pima.gov/HealthyAir) website URL.
- Staff re-ordered and received our very popular recycled refillable ink pens with the message *Drive Less • Smile More Healthy Air Is In Our Hands Pima County DEQ Clean Air Program*.

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

**PERCENT OF WORK COMPLETED:** 50%

Prompted by ADEQ Five-Day Air Quality Forecasts of high levels of ozone and real-time PDEQ air quality data, VNDD staff creates and distributes social media messages and news releases for Pima County residents. It is expected these warnings will only need to be released during ozone season, the first and fourth quarters of our fiscal year.

## **WORK ACCOMPLISHED:**

### **MEDIA RELEASES**

Staff issued six news releases this quarter including four Air Quality Health Watches for ozone, a notice that Pima County air quality exceeded the national health standard for ozone on July 25, and a summer ozone season update comparing this summer to last summer's pollution levels.

### **SOCIAL MEDIA MESSAGING**

Eight advertisements related to ozone, driving less, and reducing emissions were placed on Facebook and Instagram between July 24 and August 28.

Staff posted 13 Tweets and retweets on Twitter this quarter. Of those, four were directly related to ozone pollution and encouraged No-Drive Days.

## **REPORTS OR DATA PRODUCED:**

### **FACEBOOK AND INSTAGRAM ADVERTISEMENTS**

- People reached: 8,790
- Impressions: 70,413

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

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

**PERCENT OF WORK COMPLETED:** 43%

## **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.

Staff worked with Pima County Communications and Information Technology departments to create a new URL, [www.pima.gov/HealthyAir](http://www.pima.gov/HealthyAir), and web page design to help make accessing air quality educational materials easier. Content is structured with photos and images for easy recognition and linked to existing pages on ozone, particulate matter, sources of air pollution, protecting health, actions for healthy Air, the upcoming lawn and garden program and the Drive-Less Pledge. The new URL will replace our [www.pima.gov/deq](http://www.pima.gov/deq) on future printings of promotional materials and advertisements.

### **AIR QUALITY LIST SERVE**

Staff maintains a list serve to share timely air quality and No-Drive Days information quickly with interested individuals. Emails are sent to this 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.

### **ECO KIDS CORNER WEBSITE**

Staff continued to promote the Eco Kids Corner website by distributing bookmarks at presentations or while tabling at community events. Debuted in January 2012, this kid-friendly website includes educational information regarding air quality, water, soil, climate change and reducing, reusing, and recycling. Kids can interact with a guessing game, create 13 different types of nature poems, and find

additional resources for local eco-related activities, as well as discover a plentitude of resources for more information and engaging websites.

**INFORMATION FOR PIMA COUNTY EMPLOYEES**

As administrator of the Pima County Employee Travel Reduction Program (TRP) for approximately 7,000 employees, PDEQ staff shares resources and information and encourages all employees to adopt No-Drive Days practices in their work commutes by using transit, carpooling, vanpooling, biking 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;
- Registered three employees in the Guaranteed Ride Home Program for Pima County employees;
- Distributed alternate mode news and information via four employee newsletter articles;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via eScoop newsletter articles, website, and employee presentations;
- Contacted members of Travel Reduction Program alternate modes list serves, sharing timely news with those Pima County employees interested in transit (58 members), bicycle (86 members), walk (two members), and carpool and vanpool (10 members). Staff distributed messages on two occasions this quarter including information on new Sun Tran electric busses and new transit schedules;
- Maintained and updated the TRP intranet webpages providing resources and information about alternative modes of transportation and the benefits they provide;
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees and posted six messages to the group; and
- Distributed Survey Monkey surveys to new employees to assess the effectiveness of the TRP presentations and resources delivered during new employee orientations.

**REPORTS OR DATA PRODUCED:**

**PDEQ & TRP WEBSITES**

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

- Pageviews on PDEQ website: 27,542
- Pageviews on TRP webpages: 258

Articles on PDEQ Website	
Date	Title
25-Jul-19	Pima DEQ issues air quality watch for July 25
30-Jul-19	County exceeded EPA ozone standards on July 25
5-Aug-19	Pima DEQ issues Air Quality Health Watch
7-Aug-19	Pima DEQ issues air quality watch for Aug. 7
23-Aug-19	Summer air quality update from Pima County DEQ

Articles on Pima County Employee TRP Intranet Site	
Jul-19	How do I love thee, air? (Appreciating air and taking drive-less actions to protect it.)
Aug-19	How about that weather? (Weather affects air quality. Think about air with your next conversation about weather.)
Sep-19	Driven Crazy or Traveling Happy? (Cut driving stress and feel happier by using alternate modes for work commutes.)

**AIR QUALITY LIST SERVE**

- Members on the Air Quality List Serve: 959
- Members on the Media list serve: 127
- Air quality-related informational piece distributed this quarter: 5

## SOCIAL MEDIA MESSAGING

- Tweets posted: 13
- Facebook posts on Commute Trips & Tips: 6

## HARD COPY MATERIALS DISTRIBUTION

- Pieces of literature and promotional materials distributed this quarter: 3,777
- Items authored by PDEQ and other agencies distributed: 79
- Occasions on which materials were distributed directly (In addition to distributing materials at booths and presentations) : 27
- People reached via materials distribution: 389

Materials Distribution			
Date	Location	# Events	# Recipients
10-Jul-19	Pima County Health Department	1	1
10-Jul-19	City of Tucson Environmental Services	1	15
18-Jul-19	Pima County Regional Wastewater	1	1
18-Jul-19	TRP Kiosk Reload	1	15
26-Jul-19	Downtown Tucson Partnership	1	25
26-Jul-19	Art House Centro	1	12
29-Jul-19	PDEQ Lobby	1	15
1-Aug-19	Tierra Antigua Realty Green Committee	1	1
1-Aug-19	Tucson Water - Audubon Birding Festival	1	50
1-Aug-19	Pima County Downtown Buildings	1	30
7-Aug-19	TRP Kiosk Reload	1	18
9-Aug-19	Sun Tran	1	2
9-Aug-19	Tumerico Restaurant	1	3
12-Aug-19	St. Marks Presbyterian Church	1	25
13-Aug-19	TRP Kiosk Reload	1	30
22-Aug-19	City of Tucson Urban Planning, Transportation	1	4
23-Aug-19	Tucson Audubon Society	1	25
26-Aug-19	Pima County Health Department	1	1
26-Aug-19	Communications, Pima County	1	10
26-Aug-19	Pasqua Yaqui Tribe	1	10
27-Aug-19	St. Marks Pre-School & Kindergarten	1	25
29-Aug-19	TRP Kiosk Reload	1	18
4-Sep-19	Abrams Public Health Bldg. Eco Nook	1	25
9-Sep-19	Pima County Public Defender's Office	1	2
11-Sep-19	Urban Fresh	1	12
19-Sep-19	Pima County Information Kiosks	1	10
24-Sep-19	Quail Run Elementary School (supplies only)	1	4
	<b>TOTAL</b>	<b>27</b>	<b>389</b>

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

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

**PERCENT OF WORK COMPLETED:** 20%

### **WORK ACCOMPLISHED:**

#### **TWITTER**

PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, staff tweeted or retweeted 13 posts focused on air topics including:

- Idle Less Healthy Schools program (2)
- Improving gas mileage by inflating tires properly (1)
- Electric shuttles at Sabino Canyon (4)
- Air quality and the PDEQ visibility webcam (1)
- Planning ahead to avoid unnecessary miles and tailpipe emissions (2)
- No-Drive Days to save money and air pollution (1)
- Ozone season update (1)
- Staying cool and save money by taking transit (1)

#### **FACEBOOK**

- **Pima County Facebook**

The Pima County Communications Department provided 10 posts on Pima County's Facebook account related to ground level ozone between July 11 and August 26 on the following subjects:

- Get real-time air quality information
- Reduce idling in drive-thru lines and parking lots to keep air healthy to breathe
- Switch to electric or manual-powered lawn and garden equipment
- Maintain vehicles and avoid topping-off when refueling to minimize emissions
- Reduce energy consumption to reduce ozone
- Fill vehicle gas tanks after sunset to reduce ozone
- Drive less to reduce ozone
- How ground-level ozone is formed
- Health Watch for ground-level ozone
- Pima County cut fuel consumption by idling fleet vehicles less

Paid advertising was also posted on Facebook and Instagram between July 24 and August 28, including messaging for the following eight topics:

- What is ground-level ozone?
- Time for ozone
- Filling my gas tank
- Little changes, big impacts
- Healthy cars
- Clean green
- Don't drive-thru
- Know before you go!

- **Travel Reduction Program Group**

In May 2017, staff established a Facebook group for Pima County employees, *Commute Trips and Tips*, as a way to reach employees regarding driving less and using alternate modes of transportation for work commutes. There are currently 40 members in this group. This quarter, staff posted six messages regarding:

- July 4 holiday transit schedule and resources
- Free day on Sun Link Streetcar
- Sun Shuttle has a new mobile app, Tripshot
- Coming soon: New Sun Tran electric bus
- Good service rating for Sun Tran
- Sun Tran unveils first zero-emission battery electric bus

**YOUTUBE**

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

**REPORTS OR DATA PRODUCED:**

**TWITTER**

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

- Air quality related tweets this quarter: 13
- Impressions this quarter: 35,400 (for all PDEQ Tweets)
- Followers: 919
- Following: 591

**PIMA COUNTY FACEBOOK**

- People reached: 8,790
- Impressions:70,413

**COMMUTE TRIPS & TIPS FACEBOOK GROUP**

- Facebook posts this quarter: 6
- Members in *Commute Trips and Tips*: 40

**YOUTUBE VIDEO VIEWS**

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

- *Idle Less*
  - 15-second version (uploaded May 2018): 33 views
  - 40-second version (uploaded April 2018): 227 views
- *Help keep particles out of the air this New Year's*
  - English version (uploaded September 2017): 34 views
  - Spanish version (uploaded September 2017): 31 views
- *Love the Air* (uploaded April 2015): 629 views
  - *Love the Air* also plays in a video loop on at least one monitor located in a downtown county-owned building for people to view while they are waiting in the lobby.
- *Idle Less at Schools*
  - Draft version (uploaded in April): 200+ views
  - Final version (updated May 2019): 57 views

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

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

**PERCENT OF WORK COMPLETED: 25%**

**WORK ACCOMPLISHED:**

Data is collected and analyzed to track the number of participants, pledged miles not driven and associated emission reductions.

The pledge is promoted at outreach events and on the PDEQ website. Each quarter one lucky participant wins a \$100 Visa gift card via a random drawing.

**REPORTS OR DATA PRODUCED:**

**DRIVE-LESS PLEDGE QUARTERLY OUTCOMES:**

- Pledge cards distributed this quarter: 180
- Healthy Air Is In Our Hands bookmarks distributed: 114
- People pledged to drive less this quarter: 339
- Miles contest participants pledged to not drive during this quarter: 130,651
- Pounds of air pollution and greenhouse gases reduced this quarter: 111,668

**• GOAL 9: COMMUNITY EVENT OUTREACHES -----**

Staff provides visually stimulating, interactive displays to entice interest and engage audiences, providing information on ozone and actions that prevent air pollution, including No-Drive Days.

**PERCENT OF WORK COMPLETED:** 9%

**WORK ACCOMPLISHED:**

Staff tabled at two community and business events during the first quarter.

**REPORTS OR DATA PRODUCED:**

Booths			
Date	Location	# Events	# Attendees
30-Jul-19	Child-Parent Centers Wellness Fair	1	600
13-Aug-19	Healthy Schools Wellness Resource Fair	1	100
	<b>TOTAL</b>	<b>2</b>	<b>700</b>

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

Staff worked with the media to promote No-Drive Days activities, inform the public regarding air quality status, and encourage actions to reduce emissions. News releases were distributed to the media including KOLD, KVOA, KGUN, Fox 11, AZ Public Media, various radio stations, and the Arizona Daily Star, and to individuals on our air quality advisory list serve.

**PERCENT OF WORK COMPLETED:** 24%

**WORK ACCOMPLISHED:**

**NEWS RELEASES TO MEDIA:**

Staff developed and distributed six news releases this quarter, including four Air Quality Watches for ozone, an announcement that Pima County air quality exceeded the health standard on July 25, and an air quality update regarding the summer pollution season.

**AIR INDEX NOW 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.

**NEWS STORIES:**

At least 22 news stories or announcements related to No-Drive Days messaging reached thousands of community members via a variety of news stations, websites, newspapers, and newsletters.

**REPORTS OR DATA PRODUCED:**

News Releases	
Date	Title
25-Jul-19	Air Quality Health Watch (Ozone)
30-Jul-19	Pima County air quality exceeded EPA ozone standard on July 25, 2019
5-Aug-19	Air Quality Health Watch (Ozone)
7-Aug-19	Air Quality Health Watch (Ozone)
7-Aug-19	ADEQ Health Watch (Ozone)
23-Aug-19	Summer air quality update from Pima County DEQ

Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity		
Date	Media	Subject
Summer-19	KGTV Summer Community Quarterly	Money-saving Tips That Help the Air!
10-Jul-19	KOLD TV-13	Pima County cutting idle time for fleet vehicles, helping reduce air pollution
18-Jul-19	KGUN-9 TV	Lack of monsoon storms may affect air quality
25-Jul-19	KVOA-4 Tucson	Air pollution advisory issued in Pima County
25-Jul-19	pima.gov	Pima DEQ issues air quality watch for July 25
25-Jul-19	KGUN-9	Pima County issues health watch over ground-level ozone pollution
26-Jul-19	KVOA Tucson News	Air pollution advisory issued in Pima County
26-Jul-19	Ubuntu News	Pima County issues health watch over ground-level ozone pollution
30-Jul-19	Arizona Public Media	Ozone goes over EPA standard in Pima County for first time this year
31-Jul-19	KVOA-4 TV	Ground Level Ozone Exceeds Standards
5-Aug-19	pima.gov	Pima DEQ issues Air Quality Health Watch
5-Aug-19	Arizona Daily Star	Pima County issues air quality health watch for Tucson metro area
5-Aug-19	News-4 Tucson	Health Watch issued Monday for metro Tucson
5-Aug-19	worldpice.net	Health Watch issued Monday for metro Tucson
7-Aug-19	Arizona Jewish Post	ADEQ and PDEQ alert for Tucson
7-Aug-19	pima.gov	Pima DEQ issues air quality watch for Aug. 7
7-Aug-19	KVOA-4 Tucson	Elevated levels of ozone prompt health watch advisory for Tucson area
8-Aug-19	Arizona Daily Star	Local Opinion: Don't add to summer exhaust
9-Aug-19	Esmond Station Community Radio	Pima County issues air quality health watch for Tucson metro area
28-Aug-19	pima.gov	Summer air quality update from Pima County DEQ
Sept-19	Desert Leaf	Where the Rubber Meets the Road
17-Sep-19	Buckmaster Show	Season of transition for air quality

**GOAL 11: PROGRAM EVALUATION -----**

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

**PERCENT OF WORK COMPLETED: 12%**

## **WORK ACCOMPLISHED:**

### **YOUTH & ADULT PRESENTATION SURVEYS**

Surveys are distributed at or after presentations, as appropriate, to evaluate the effectiveness of the presentation 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 118 evaluations from Pima County employees attending the Travel Reduction Program presentation at New Employee Orientations. These surveys are distributed by the Human Resources Department.

- **Survey Monkey Evaluations**

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

## **REPORTS OR DATA PRODUCED:**

### **NEW EMPLOYEE ORIENTATION EVALUATIONS**

Overall, the topic is relevant to participants, presentations were clear, and the quality of the presentation materials either met or exceeded the expectations of the attendees. Of the 118 Pima County employees submitting evaluations, several made comments regarding the Travel Reduction Program presentation. Comments include:

- *Very informative.*
- *Well done.*
- *Karen had a great delivery of a lot of info.*
- *Good information.*
- *Good.*
- *Good choices offered.*
- *Nice idea – but not feasible for positions at the jail.*
- *Great energy but not at all relevant to those with children and long commutes.*
- *Speaker enthusiastic but all over the place.*
- *Great presentation!*
- *Skye was a great presenter.*
- *Very energetic.*
- *She was very informative and passionate about the topic! She was also very energizing.*
- *She was awesome. 😊*
- *Skye knew her material so well, she didn't present it well. i.e. she spoke too fast, skipped over half of the material, skipped around. Seemed flighty.*
- *Skye was very excited about her department.*
- *Great enthusiasm.*
- *Great energy – especially good after lunch!*
- *Very interesting.*
- *Super energetic!*
- *Fun presentation!*
- *Great energy, engaging. Neat facts. GAK!*
- *Nice presentation.*
- *Skye was high energy and passionate about her job. Made her presentation enjoyable.*
- *Great presentation. Very complete.*
- *Fantastic and informative.*
- *Thank you.*

### **TRP SURVEY MONKEY SURVEYS OF NEW PIMA COUNTY EMPLOYEES**

When asked what modes of transportation participants use for their work commutes at least one day per week, alternate modes including transit, carpool, bike and walk represent 19% of those trips.

- Surveys distributed to Pima County employees this quarter: 145
- Responses received: 29 (20% response rate)
- Vehicle miles traveled avoided per year by these respondents: 10,250
- Pounds of air pollution and greenhouse gases reduced per year: 8,761

Ten respondents also left comments while taking the survey this quarter, including:

- *I was appreciative of the county's support in these options and if there comes a point in my commute where I can use alternative means I will as I am very open on a cost and quality of life level.*
- *Any help or guidance that TRP can give to Sun Tran so that the community of Corona de Tucson can be supported by Sun Tran services (i.e., bus/shuttle) is greatly appreciated.*
- *Taking alternative modes would take me longer to get to work.*
- *Casual carpools - where employees willing to pick up others who live nearby and have that as an option in a place where those willing to commute can sign up.*
- *Create a database accessible to all employees where they can elect the side of town they live on and whether or not they are needing a ride or willing to give a ride to another employee who works at the same place.*
- *I looked into some of the things mentioned. Just decided I need to have my car close in case of emergencies and such.*
- *I am moving soon and will look at alternate transportation after I get into the new address.*
- *She was very enthusiastic about the program. I am currently commuting from Phoenix and will look into other TRP options when I actually move down.*
- *I did learn a lot at my training about alternative modes of transportation, but because of my location, I am unable to use any of them. But if I could, I would!!*
- *It's great to hear about the resources in hopes I can incorporate them into my life at some time.*

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

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

**PERCENT OF WORK COMPLETED:** 25%

### **WORK ACCOMPLISHED:**

Staff participated in one teleconference call with ADEQ in September regarding performance measures to help quantify the effectiveness of our outreach program in terms of emissions reductions. Current metrics were discussed and will continue to be used to evaluate our program quarterly. An additional potential metric was identified and could possibly be used if Pima Association of Governments would be willing to add a question on their annual surveys that are distributed to employees of major employers in the Travel Reduction Program.

VNDD staff provided a draft question to ADEQ for consideration, and ADEQ will edit the question as appropriate and follow-up with PAG to see if this, or a question like this, would be agreeable:

*( ) Agree ( ) Disagree I am driving less due to engaging in a Pima County No-Drive Days/Clean Air Program activity of sponsored event, such as: Healthy Air Is In Our Hands Drive Less Pledge, Air Quality Advisory, presentation, information at booth, Cyclovia, Tucson Earth Day Festival, advertisement, news release, social media or article.*

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

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

**PERCENT OF WORK COMPLETED:** 25%

#### **WORK ACCOMPLISHED:**

Of eight survey instruments attempting to measure vehicle miles reduced related to VNDD outreach, data is available for four items this quarter. More data from other metrics will be available as we progress through the fiscal year.

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

Vehicle Miles Reduced • VNDD Programs FY 2019-2020					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands	130,651				130,651
Annual CAP Survey <sup>A</sup>					-
Annual TRP Survey Pima County employees <sup>B</sup>					-
PC Employee NEO Survey <sup>C</sup>	10,250				10,250
Guaranteed Ride Home - PC employees	100,724				100,724
Tire Inflation Education Program <sup>D</sup>					-
Cyclovia Participants Car-Free Day					-
Transit Pass Use by Pima County employees	308,077				308,077
<b>TOTAL</b>					<b>549,702</b>

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

B. Pima Association of Governments

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

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

E. Federal Highway Administration Household Travel Survey Alternate Mode Trip Distance (with the assumption that most people biked to the event). 66% of Cyclovia Tucson participants (29,040) used alt modes on their trip to Cyclovia Tucson.