



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • JANUARY 1, 2021 – MARCH 31, 2021**

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 75%

Reimbursable Services Expense totaled \$ 68,840.68 and included:

- \$29,977.64 – Labor with Fringe Benefit costs in January, February and March:
 - \$21,843.47 – Labor expense
 - \$8,134.17 – Fringe Benefit expense
- \$18,156.29 – Administrative Overhead
- \$17,363.99 – Advertising Healthy Air Drive-Less Pledge
- \$3,047.76 – Promotional items
- \$295 - Printing

SPECIAL NOTE -----

Due to the world-wide COVID-19 pandemic and associated social precautions, several PDEQ Voluntary No-Drive Day/Clean Air Program community activities were halted, modified or cancelled. Staff continued to support our drive-less education mission by maintaining, developing and distributing outreach materials; expanding virtual outreach; and engaging in new collaborative projects appropriate for implementation during the pandemic.

• GOAL 1: FRESH START COMMUTE SOLUTIONS PILOT PROGRAM -----

PERCENT OF WORK COMPLETED: 86%

WORK ACCOMPLISHED:

Our Fresh Start Commute Solutions program is designed to reach new employees and influence their commute mode choices before their first day of work. Resources, information and enticements are shared regarding the substantial monetary and personal benefits of using alternate modes of transportation. This quarter, staff:

- Submitted a resource sheet and fillable materials order form targeted to new employees. Staff confirmed that these materials have been included in the Human Resources new employee on-boarding process.
- Submitted to Human Resources our Travel Reduction Program presentation previously used in in-person New Employee Orientations with voice over text for recording and formatting into the Learning Management System training program. HR staff provided an initial recording for review and is currently working on edits provided by VNDD staff. Once finalized, new employees will view our presentation as part of the on-line on-boarding process.

- Once transit fares resume, we will continue working with Sun Tran to purchase of 30-day transit passes to help bridge the gap between when an employee signs up for the transit subsidy program and when the subsidy is activated. Sun Tran has extended free transit at least through June 2021.
- Staff purchased 50 Tugo bike share passes to be distributed per request by new employees via our fillable materials order form.
- Staff provided concierge services to two new employees regarding their work commute options.

• **GOAL 2: DEVELOP OUTREACH REGARDING HEALTH IMPACTS OF O₃ AND PM----**

PERCENT OF WORK COMPLETED: 75%

WORK ACCOMPLISHED:

EXPAND RELATIONSHIPS WITH SCHOOLS

- **Potential Collaboration with Tucson Unified School District (TUSD)**
Discussions and plans to reach VNDD messaging throughout TUSD schools were held earlier this fiscal year. Planning meetings are expected to continue into the future, however, the coronavirus has impacted school operations significantly, and it is currently unclear as to when and how our materials and program might reach this target audience.
- Staff provided an in-depth interview with a University of Arizona student in the Sustainable Built Environments program. The interview about PDEQ services and potential careers was recorded and is intended to be used as a podcast for other students to view.

EXPAND RELATIONSHIPS WITH SMALL BUSINESSES

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

DETERMINE OPTIMAL WAYS TO ENGAGE TARGET AUDIENCES

As in-person community events have been cancelled or moved to remote platforms due to the COVID-19 pandemic, staff is engaging more frequently in online presentations, virtual events and “hands-off” activities. Staff worked on the following projects this quarter:

- #ThisIsCleanAir photo and poetry challenge with updated webpage;
- Online presentations;
- Continue discussions with Youth On Their Own regarding their young-adult Ambassadors producing air quality videos for the VNDD program. To entice interest from a more broad pool of youth, the program was expanded to YOTO alumni; and
- Worked with Pima County Communications to develop an advertising plan that will reach the Spanish community with our Drive-Less messaging. Communications will research and submit a proposal to advertise through a variety of media in the fourth quarter.

• **GOAL 3: COMMUNITY-WIDE EVENTS & ACTIVITY -----**

PERCENT OF WORK COMPLETED: 61%

WORK ACCOMPLISHED:

#THISISCLEANAIR PHOTO AND POETRY CHALLENGE

This recurring event invites Pima County residents to submit photos and/or poetry describing actions they take that help keep air healthy or express awareness of air quality themes. The intent is to engage the

community, acknowledge the importance of clean air and actions to keep air healthy, encourage clean-air modes of travel, and inspire others to also act in clean air ways.

Our spring challenge is scheduled April 1-22 and focuses on the U.S. Environmental Protection Agency's Air Quality Awareness Week themes:

- Wildfires and smoke
- Asthma and health
- Citizen science and sensors
- Environmental justice and air quality
- Air quality around the world

We challenge the community to submit photos or poetry (in celebration of April's Poetry Month) which will be used during Air Quality Awareness Week in May. Noting that half the air pollution in Pima County comes from driving motor vehicles, we also require participants to indicate the number of vehicle miles avoided by skipping trips or using alternate modes of transportation.

PDEQ staff will choose finalists and post those entries for public vote and participants of winning entries will win prizes: Hydro Flask bottles, weather station, backpack cooler or Loop bicycle jerseys.

Staff prepared a news release and worked with the Pima County Communications Office to schedule advertising to promote the event via social media. Additional promotions include direct email to a variety of groups and updating the webpage to reflect the current activity.

Staff also worked with Pima County Information Technology Department to create an online fillable entry form through which participants may submit their entries and information via our website.

LIVING STREETS ALLIANCE *SHARED STREETS* PROGRAM

Staff collaborated with LSA on a pilot *Shared Streets* project in the South Tucson area last quarter to reduce vehicle traffic, improve safe accessibility for resident families and to encourage neighborhood walking and bicycling. The project provided temporary signage and traffic calming to turn a regular neighborhood street into one where drivers go slower, making it safer for kids, elders, and everyone to be outdoors walking and riding bikes with plenty of space for social distancing.

LSA has received overwhelming positive feedback and enthusiasm from residents, particularly those with young children and families who have resided in South Tucson for generations. Residents appreciate the traffic-calming measures and agree that speeding traffic is a threat on 8th Avenue.

Staff received a summary report in response to surveys and traffic counts that were conducted in October, November and December. Traffic comparison data indicates that car traffic volumes decreased by 45% and the average driving speed decreased by 16% at the 8th Avenue and 26th Street location. At the 8th Avenue and 33rd Street location, traffic comparison data indicated an increase in car traffic volume by 34% and a reduction in driving speed by 24%.

Residents of the neighborhoods shared anecdotal information to surveyors, stating that more neighbors are being seen out and about walking, socializing and biking after the Shared Streets was installed.

LIVING STREETS ALLIANCE *BICI BINGO*

The VNDD program agreed to sponsor LSA's Bici Bingo event to be held in April in lieu of traditional Bike Fest group rides and activities. Bici Bingo will encourage people to get on their bikes and visit a variety of local businesses, snap photos of themselves with their bikes in front of the businesses and submit for a chance at prizes. VNDD will be paying for advertising via ThisIsTucson, which has proven to be a successful way to spread the word for previous LSA events.

The program provides an opportunity for people to explore safe bike routes to local businesses and empowers them to travel to these sites with a car-free mode.

CITY OF TUCSON SLOW STREETS PROGRAM

In response to the COVID-19 pandemic, the City of Tucson Department of Transportation and Mobility (DTM) piloted Tucson Slow Streets, an initiative to reconfigure streets to support social distancing and encourage physical activity. The Slow Streets program temporarily closes certain streets to all but local traffic, giving Tucsonans more space to safely walk, bike, and run.

Slow Streets are neighborhood streets, temporarily limited to local traffic only through barricades, cones, and signs that:

- Provide space for safe physical activity, transportation, and recreation (walking, wheelchair rolling, biking, and playing) in the street.
- Encourage people driving to use alternate routes, only using Slow Streets when necessary to reach a final destination.
- Urge people driving to drive slowly and safely, and look out for people sharing the street.
- Do not impact emergency vehicle access.

Staff has been coordinating with City staff for Phase II of this project, which will focus on Santa Clara Avenue from Drexel to Valencia roads. The Slow Street installation is scheduled for April 26, with a Mobile Bike Repair event scheduled in May. Staff arranged to support the program by providing funding for a variety of activities, supplies and incentives including motor vehicle, bike and pedestrian traffic counts; labor and parts for mobile bike repair event; bike helmets; bicycles; and scooters to encourage the use of active modes instead of driving motor vehicles.

SUPPORTING ADDITIONAL COMMUNITY PROGRAMS THAT 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 forecasts for the Pima County region for ground-level ozone and particulate matter. Our promotions are intended to not only ask people to avoid driving, especially with single vehicle trips on high pollution days, but also to provide warnings to people who might have health issues associated with elevated levels of air pollution. Notification of air quality forecasts in the unhealthy range can provide time for people to make other travel plans that could reduce vehicular emissions. The forecasting service was promoted via social media, in news releases and on a link on the main page of PDEQ's website.
- **National Weather Service**
Staff collaborates with the National Weather Service (NWS) to provide air quality information to the public. The partnership provides timely reports that warn the public of potential or existing airborne dust and ozone issues and includes a health impact statement to protect the public. When NWS issues air quality alerts the message also includes information about the availability of air quality information on the PDEQ website.
- **Pima Association of Governments**
Pima Association of Governments (PAG) is a metropolitan planning organization and an association of local, state and tribal governments working on regional planning for transportation, watershed, air quality and economic vitality in Pima County. CAP staff provides on-going support to PAG concerning the reduction of vehicle miles driven by commuters.

Air Quality Subcommittee:

VNDD staff will continue to work in partnership with PAG. PDEQ staff chaired the meetings for over fourteen years; helped develop agenda with informative speakers to educate members about air quality issues and concerns; and provided presentations regarding various air quality subjects. Staff attends subcommittee meetings as scheduled.

Travel Reduction Task Force:

Jurisdictional representative and Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County. Provide information to the Task Force when requested by PAG.

Pima County's Travel Reduction Program (TRP):

Promoted alternate modes of transportation to approximately 7,000 Pima County employees via newsletter articles, intranet site, *Commute Trips & Tips* Facebook group, new employee *FreshStart* program, and Reduced Emissions and Air Pollution (REAP) rewards program.

- **Pima County Government Departments**

Analytics and Data Governance

- Data regarding Pima County employee teleworking activity is available from the Office of Analytics and Data Governance. Staff has access to their data-gathering website and captures VMT reductions for employees who are teleworking.

Environmental Quality

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

Health Department

- Bicycle and Pedestrian Program: Promoted on-line and paper maps of bike routes and The Chuck Huckelberry Loop non-motorized pathway, employee bike-share program, and related literature to the general public and Pima County employees.
- ADEQ School Flag Program: The Health Department has taken a lead in the flag program and VNDD staff has taken a support role. The Health Department is revisiting operations of the program and staff agreed to meet and discuss plans moving forward.

Human Resources

- Travel Reduction Program presentations at New Employee Orientations were halted indefinitely due to COVID-19 safe distancing restrictions and a hiring freeze. The TRP presentation is in the process of being formatted to be incorporated in the Learning Management System required training program for new employees.
- Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the HR Benefits program. Fares continue to be free until further notice from Sun Tran to protect drivers and passengers on transit vehicles during the COVID-19 pandemic. No bus passes were sold to employees this quarter, however, some employees continue to ride, and the resource is promoted in our TRP materials.
- Staff continued conversing with HR regarding our new Fresh Start Commute Solutions program, which is now incorporated into the new employee on-boarding procedures. The VNDD program intends to offer an initial free 30-day bus pass to those who commit to

take transit for their work commutes. Once it is determined when transit fares will be charged again, we will pursue purchasing the passes for distribution to those who sign up for the transit subsidy offered via HR.

Natural Resources, Parks and Recreation

- VNDD staff promoted the Chuck Huckelberry Loop multi-use, car-free path via our *FreshStart* program, social media and additional outreach opportunities and encouraged people to use this car-free pathway for travel purposes.

Office of Sustainability and Conservation

- Staff contributes to the Alternate Fuels Chapter of the Sustainability Action Plan for County Operations. This subcommittee is dedicated to reduce miles driven, improve efficiencies, and reduce emissions from the fleet of vehicles used by Pima County employees. Key participating departments on the subcommittee include Fleet Services, Environmental Quality, Human Resources, Facilities Management, and others as topics warrant.
- The team is working on projects to reduce emissions by decreasing employee vehicle idling and providing services to make using alternate modes more amenable. An idle reduction program for Pima County departments and employees is implemented, with data acquired from GPS units installed in most County fleet vehicles. Promotional *Idle Less* bookmarks continue to be distributed and GPS data reports are sent to department heads monthly for internal use.
- In addition, electric vehicles continue to be added to the county's fleet and team members are researching electric charging infrastructure needs and capabilities.

• Sun Tran and Sun Link Streetcar Transit Services

- Staff promoted transit services to Pima County employees and the general public by providing on-line resources, social media messaging, and updates regarding transit services to Pima County's Travel Reduction Program transit list serve.
- Sun Tran donated \$10 value-loaded SunGO transit passes to encourage Pima County employees to use transit for work commutes. Staff provides the identification numbers of the distributed cards so that Sun Tran can track their usage through time and assess the effectiveness of the promotion. The passes will be distributed via our *FreshStart Commute Solutions* program and with responses to employee inquiries.

• Tucson Audubon Society

- Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society (TAS) to distribute the desert conservation poster, *Desert Dwellers Know – A Celebration of Byrd's Words*. TAS staff include the poster and activity book, *Desert Dwellers Know Desert Colors*, on their gift shop's webpage. A series of facts, questions and academic challenges in the activity book helps adhere this piece to core STEAM (science, technology, engineering, art and math) principles for easy integration with elementary school classrooms. Proceeds from the sales are used for future *Desert Dwellers Know* educational projects and for reprinting the poster and activity book.
- This partnership also supported the design of multiple drive-less stickers celebrating the use of biking, walking, taking transit and carpooling. The stickers may be used as TAS membership incentives and were printed and made available this quarter.

• Tucson Clean & Beautiful

- TCB has a very active "Trees for Tucson" program that staff helps to promote for the many air quality benefits provided by shade trees. PDEQ coordinates with them to encourage the planting of low VOC emitting trees to reduce precursor emissions for ozone.

REPORTS OR DATA PRODUCED:

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE USE OF TRANSIT:

- Average round-trip commute miles for Pima County employees (October 2020 TRP survey): 24.4
- Transit passes sold during the fourth quarter: 0
 - Public transit passes were not for sale this quarter due to COVID-19 interruptions, however, Sun Tran’s bus boarding tracking system estimates that 72% of regular Sun Tran bus riders continued riding Sun Tran at no charge. Accounting for a reduced fleet and low ridership on Sun Express busses, an estimated 25% of passengers on express routes continued riding. Using Sun Tran’s statistics, we estimate 117 employees continued taking public transit each month this quarter.
- Accounting for holidays and vacation days and assuming alternate modes were used three days per week for 13 weeks this quarter:
 - Single-occupied vehicle driving miles reduced: 111,337
 - Pounds of air pollution and greenhouse gas emissions reduced: 95,160

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEE GUARANTEED RIDE HOME PROGRAM:

- Employees currently signed up for this program: 90
- New registrants this quarter: 1
- Claims for reimbursement: 0
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 122,486
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 104,689

EMISSIONS REDUCTION FROM PIMA COUNTY EMPLOYEES TELEWORKING

- # Days Employees teleworked: 47,518
- # Vehicle miles reduced: 1,159,432
- Pounds of pollution and greenhouse gas emissions reduced: 990,967

• GOAL 4: PRESENTATIONS & IN-DEPTH INTERVIEWS-----

PERCENT OF WORK COMPLETED: 40%

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. Two presentations and one interview were completed this quarter via Microsoft Teams or Zoom. No in-person presentations have been scheduled.

REPORTS OR DATA PRODUCED:

Presentations			
Date	Location	# Presentations	# Attendees
9-Feb-21	Sustainable Tucson	1	22
	Total	1	22

In-Depth Interviews	
8-Feb-21	Mrs. Green's World - Healthy Air Drive Less Pledge
22-Mar-21	University of Arizona Sustainability student for class podcast

• **GOAL 5: DEVELOPMENT OF INFORMATIONAL MATERIALS** -----

PERCENT OF WORK COMPLETED: 168%

WORK ACCOMPLISHED:

Staff developed news releases, promotional materials, articles, advertisements, stickers, resource flyers and bi-lingual bookmarks/cards to educate the public and encourage No-Drive Days and emission reductions.

NEWS RELEASES & MEDIA EXPOSURE:

Staff developed and distributed three news releases this quarter. A list of news releases distributed is provided below.

- **Air Index Now 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.
- **News Stories**
At least 609 news stories, advertisements or announcements related to No-Drive Days messaging reached thousands of community members via a variety of news stations, websites, newspapers, magazines and newsletters.

DESERT DWELLERS KNOW DRIVE LESS STICKERS

Stickers are very popular and are a great way to spread messages throughout the community. This quarter, stickers promoting transit, biking, and Drive Less: Ride More were printed, completing our five sticker series of drive-less and alternate modes of transportation themes.

ARTICLES WRITTEN

- **PDEQ Internet**
Three articles based on VNDD news releases were posted on the PDEQ website this quarter. The articles shared information about driving less and smiling more, burning garbage is dangerous and harmful to the air and drive less to show love for the air on Valentine's Day.
- **eScoop Newsletter**
Four articles were published in the eScoop, an internal newsletter for thousands of Pima County employees. Articles promoted driving less for a New Year's resolution, getting creative with commuting via multiple modes, the retirement of a clean air staff person, and swapping a drive-less story for a sticker (from which we received four employee stories).

NEW BILINGUAL MATERIALS

- **Air Quality Index Card**
This double-sided English only bookmark grew in size to accommodate a Spanish version on one side and English on the other.
- **50 Ways to Green the Earth Bookmark**
Artwork was edited to fit the English version on one side of this bookmark and a Spanish version on the other.

MISCELLANEOUS ADDITIONAL MATERIALS CREATED

- Fresh Start Commute Solutions resource flyer and fillable materials order form.
- Flyer, *Links & Resources to Protect Your Health and the Air* for the Virtual Tucson Earth Day Festival.

REPORTS OR DATA PRODUCED:

News Releases	
Date	Title
5-Jan-21	Resolve to Drive Less and Smile More in 2021
7-Jan-21	Burning Garbage is Dangerous & Harmful to the Air
12-Feb-21	Drive less to show you love for the air this Valentine's Day

Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity		
Date	Media	Subject
7-Jan-21	kgun9.com	Pima County reminds residents not to burn trash
7-Jan-21	newsbreak.com	Pima County reminds residents not to burn trash
15-Jan-21	eScoop Pima County employee newsletter	Driving less in 2021 may help your health and wallet
16-Jan-21	kold.com	Pima County encourages community to drive less to improve air quality
30-Jan-21	Arizona Business Daily	Pima County video warns about dangers of breathing in fire-based pollutants
5-Feb-21	eScoop Pima County employee newsletter	Career promoting clean air draws to a close
8-Feb-21	Mrs. Green's World interview	Healthy Air Drive Less Pledge
18-Feb-21	Mrs. Green's World newsletter	Drive less to win!
19-Feb-21	eScoop Pima County employee newsletter	Get creative with your commuting
1-Mar-21	Sustainable Tucson newsletter	Thank you to PDEQ for presentation and promo of Healthy Air Drive Less Pledge
6-Mar-21	Signals AZ	The Chuck Huckelberry6 Loop Voted Best Recreational Trail
19-Mar-21	Mrs. Green's World newsletter	Drive less to win!
19-Mar-21	eScoop Pima County employee newsletter	Swap a drive-less story for a sticker
Jan-Mar 2021	KVOA-4 TV	78 spots/ads on TV for Healthy Air Drive Less Pledge and/or Clean Air Program commercials January 1 through March 31
Jan-Mar 2021	KVOA digital website banners	49 spots/ads for Healthy Air Drive Less Pledge January 1 through March 31
Jan-Mar 2021	KGUN-9 TV	64 Healthy Air Drive Less Pledge ads
Jan-Mar 2021	KGUN digital display ads	18 Healthy Air Drive Less Pledge ads
Jan-Mar 2021	KWBA-TV	76 Healthy Air Drive Less Pledge ads
Jan-Mar 2021	MTUC	80 Healthy Air Drive Less Pledge ads
March 1-31	Arizona Public Media	35 Healthy Air Drive Less Pledge ads, plus 4 posts on website
Feb-March 2021	Mrs. Green's World	Healthy Air Drive Less Pledge video on website, 4 30-second promos in podcasts, blog article, two social media posts per month, personal outreach
Feb-March 2021	KXCI	185 Healthy Air Drive Less Pledge ads

• 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: 237%

WORK ACCOMPLISHED:

PDEQ WEBSITE ARTICLES

Staff continued to promote, update and maintain the PDEQ website, posting three new pages developed from news releases about air quality issues, and updating our #ThisIsCleanAir Challenge page. A list of the articles is provided below.

AIR QUALITY LIST SERVE / INDIVIDUALS REACHED VIA GOVDELIVERY

The Air Quality list serve is housed with Pima County's GovDelivery system that reaches thousands who have signed up to receive information regarding General County News, Health and Behavioral Health and Environmental Quality. We also reach the General Media and administrators for Pima County including the Board of Supervisors using this system.

This quarter, news releases were distributed to the list serve on three occasions regarding driving less and smiling more for a New Year's resolution, burning garbage is dangerous and harmful to the air, and show love for the air by driving less on Valentine's Day.

The public can sign up to receive PDEQ news releases via our website and Pima County's GovDelivery sign-up system.

ECO KIDS CORNER WEBSITE

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

INFORMATION FOR PIMA COUNTY EMPLOYEES

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

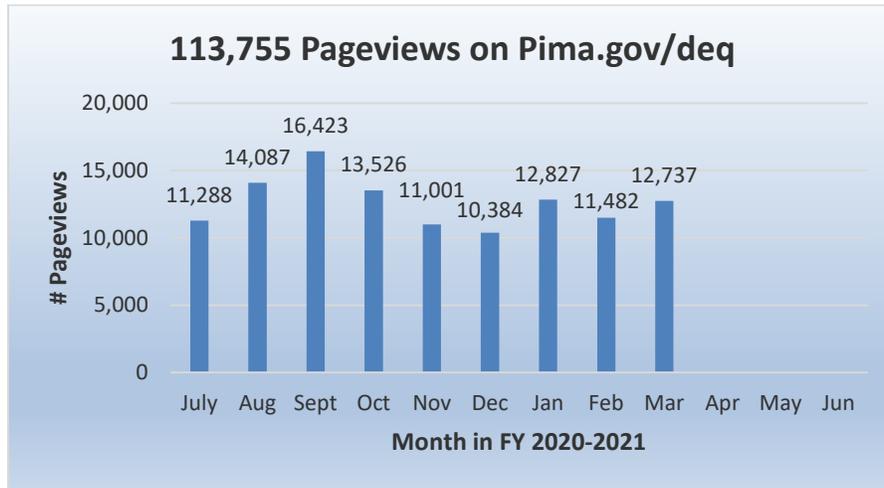
- Replied to inquiries regarding the use of alternate modes of transportation;
- Distributed alternate mode news and information via an employee newsletter articles;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via website;
- Distributed one message to our transit list serve regarding free transit fares continuing through June 2021;
- Maintained and updated the TRP intranet webpages providing resources and information about alternative modes of transportation, the benefits they provide, tips to be COVID safe while using alternate modes, results from the annual TRP survey; consider driving less for a New Year's resolution; and being creative with drive less commuting. Staff added a new web page about telecommuting as the County employee policy became more inclusive.
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees, posting three messages to the group about transit detours, free transit fares and a reminder to reduce vehicle idling.

REPORTS OR DATA PRODUCED:

PDEQ & TRP WEBSITES

Staff tracks website pageviews using Google Analytics. During the third quarter of FY 2020-2021:

- Pageviews on PDEQ website: 37,046
- Pageviews on TRP webpages: 478



Articles on PDEQ Website	
Date	Title
4-Jan-21	Resolve to drive less and smile more in 2021
7-Jan-21	Burning garbage is dangerous and harmful to the air
12-Feb-21	Drive less to show your love for the air this Valentine's Day

HARD COPY MATERIALS DISTRIBUTION

- Pieces of literature and promotional materials distributed this quarter: 522
- Items authored by PDEQ and other agencies distributed: 35
- Occasions on which materials were distributed (in addition to distribution at events): 21
- People reached via materials distribution: 387

Materials Distribution			
Date	Location	# Events	# Recipients
29-Jan-21	Alan Ram - Landscaping Company	1	15
29-Jan-21	Healthy Air Drive Less Pledge winner	1	1
11-Feb-21	Pima County Assessor's Office	1	3
24-Feb-21	City of Tucson Los Reales Landfill - HHW Program	1	250
24-Feb-21	Pima County Downtown Building Kiosks	3	25
2-Mar-21	Elaine Troy - Resident	1	1
15-Mar-21	Pima County Procurement Officers	1	12
19-Mar-21	Pima County Finance, DEQ, Flood Control, Superior Court	4	12
19-Mar-21	PDEQ staff	2	15
25-Mar-21	Desert Discovery Center	1	7
26-Mar-21	Tucson Estates II	1	3
28-Mar-21	Byrd Baylor - Artist, resident	1	12
28-Mar-21	Pima County Natural Resources, Parks & Recreation	1	25
29-Mar-21	Nick Bisley - TRP Fresh Start	1	5
29-Mar-21	Ed Mejia - TRP Fresh Start, DSD	1	1
		21	387

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

VNDD/Clean Air Program staff posts photos and verbiage on Twitter and Facebook and works with the Pima County Communications Office to expand our presence on social media outlets, including YouTube videos and Instagram posts. Social media enables us to reach inter-generational audiences regarding No-Drive Days messaging.

PERCENT OF WORK COMPLETED: 170%

WORK ACCOMPLISHED:

TWITTER

PDEQ’s first tweet on Twitter.com was on July 21, 2015. This quarter, staff tweeted 10 posts about air. Message subjects included:

- Weather and air quality
- Drive-less pledge
- Fire smoke
- New Year’s resolution to keep air healthy
- The Loop, car-free pathway
- Particulates on New Year’s Eve
- ADEQ Air Quality Forecast
- Love the air on Valentine’s Day
- Green bars on ADEQ Air Quality Forecast
- Idle less during full-time in-person school

FACEBOOK

• **PDEQ Facebook**

Staff created nine posts related to air quality on PDEQ’s Facebook account this quarter. Topics were the same as those Tweeted about in Twitter listed above.

• **Travel Reduction Program Group**

In May 2017, staff established a Facebook group for Pima County employees, *Commute Trips and Tips*, as a way to reach employees regarding driving less and using alternate modes of transportation for work commutes. There are currently 37 members in this group. This quarter, staff posted three messages regarding:

- Transit detours
- Free transit fares continue
- Idle less during full-time in-person school

YOUTUBE

Between 2015 and 2020, and with the help of Pima County Communications Office, VNDD staff posted eight YouTube videos related to air pollution and actions people can take for healthier air. We discussed translating our Love the Air video into Spanish for a YouTube post as well as paid advertising.

REPORTS OR DATA PRODUCED:

AIR QUALITY RELATED MESSAGING ON SOCIAL MEDIA

Air Quality Related Messaging on Social Media Third Quarter FY 2020-2021			
	Tweets	Impressions	Followers
Tweets by VNDD	10	9,344	1,200
Facebook posts by VNDD	9	2,047	621
TOTAL	19	11,391	1,821

YOUTUBE VIDEO VIEWS

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

- *Idle Less*
 - 15-second version (uploaded May 2018): 53 views

- 40-second version (uploaded April 2018): 287 views
- *Help keep particles out of the air this New Year's*
 - English version (uploaded September 2017): 63 views
 - Spanish version (uploaded September 2017): 62 views
- *Love the Air* (uploaded April 2015): 796 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): 100 views
- *Healthy Air Is In Our Hands* (uploaded September 2020): 20 views
 - 90-second presentation for teachers, students and families to learn about PDEQ resources regarding air quality and ideas about what we can do to protect ourselves and reduce air pollution.

● **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: 75%

WORK ACCOMPLISHED:

Drive-Less Pledge cards are distributed at outreach events when possible and an online form is available on PDEQ's website inviting Pima County residents to commit to specific drive-less actions.

The pledge was promoted through social media posts and advertising was purchased for television and radio exposure on KVOA, KGUN, KWBA, MTUC, Arizona Public Media, KXCI and Mrs. Green's World.

Data is collected and analyzed to track the number of participants, pledged miles not driven, and associated emission reductions. One lucky participant wins a prize via a random drawing each quarter.

In February, staff worked with IT to edit the online pledge form to include telework as an option for participants' mode of driving less. Telecommuting has become a more popular avenue to reduce miles driven and this edit provides opportunity to capture that data.

REPORTS OR DATA PRODUCED:

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

- People pledged to drive less this quarter: 568
- Miles contest participants pledged to not drive during this quarter: 214,500
- Pounds of air pollution and greenhouse gases reduced this quarter: 183,333

● **GOAL 9: COMMUNITY OUTREACH BOOTHS -----**

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

PERCENT OF WORK COMPLETED: 22%

WORK ACCOMPLISHED:

Due to COVID-19 precautions, there were no opportunities to table at community events this quarter. Cyclovia was cancelled, the Tucson Earth Day Festival stayed virtual with online resources, and no additional events were planned.

GOAL 10: PROGRAM EVALUATION -----

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

PERCENT OF WORK COMPLETED: 25%

WORK ACCOMPLISHED:

TRAVEL REDUCTION PROGRAM SURVEYS DISTRIBUTED

- **Survey Monkey Evaluations**

Staff has, in the past, distributed follow-up surveys to attendees of New Employee Orientations throughout the year. Due to COVID-19 restrictions, staff was not able to provide TRP presentations this quarter, thus, no surveys were distributed.

Our TRP presentation is currently being re-formatted for the new employee on-boarding training program. Once that is complete, we will ask Human Resources for a list of employees to send presentation evaluations each month.

ANNUAL EVALUATION OF THE VNDD CLEAN AIR PROGRAM

PDEQ contracts with an independent survey service to provide the annual evaluation of our outreach and education program. Staff met virtually with the FMR Associates, Inc. team to discuss and slightly edit the questionnaire. The randomized telephonic and on-line survey is scheduled to begin mid-May. Results of the survey will be available in June.

GOAL 11: 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: 75%

WORK ACCOMPLISHED:

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

- **February 4:** Association for Commuter Transportation (ACT) – Looking Ahead: A Roadmap for Healthy Air & Equitable Climate Action for the Biden Administration
- **February 25:** ACT – Future of Corporate Campus Transportation: Returning Back to Work After the Pandemic
- **March 3:** City of Tucson Department of Transportation and Mobility – Tucson Transportation Talks Summit
- **March 11:** ACT – Making the Connection: Partnering with Your Transit System
- **March 22:** Maricopa County Air Quality Department – Clean Air Make More Education Resources

In addition, staff connected with the Association of Commuter Transportation members via their new on-line *Connect* platform regarding emissions metrics from outreach activity. Responses from Miami Rideshare and Air Awareness program and Denver Regional Council of Governance may provide additional metrics we can incorporate in our reporting. Staff will review the materials as time becomes available.

GOAL 12: 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: 75%

WORK ACCOMPLISHED:

Ten survey instruments measure reductions of vehicle miles traveled, although some of these metrics are temporarily unavailable due to the COVID-19 pandemic.

It is important to note that many external variables may influence the data retrieved. This year, the COVID-19 pandemic safety restrictions reduced transit use, cancelled new employee presentations and subsequent surveys, and cancelled Cyclovia and its accompanying drive-less data. A shift to increased teleworking, a change in population size, fluctuating distance between work and home locations, the price of fuel and other uncontrollable variables can also influence the number of miles traveled in Pima County.

REPORTS OR DATA PRODUCED:

Vehicle Miles Reduced • VNDD Programs FY 2020-2021					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands	139,523	129,870	214,500		483,893
Annual CAP Survey ^A					-
Annual TRP Survey Pima County employees ^B		1,493,544			1,493,544
PC Employee NEO Survey ^{C*}	N/A	N/A	N/A		-
Guaranteed Ride Home - PC employees	121,186	121,186	122,486		364,858
Tire Inflation Education Program ^D					-
Cyclovia Participants Car-Free Day ^{E**}		Cancelled			-
Transit Pass Use by Pima County employees ^{**}	112,250	111,337	111,337		334,924
#ThisIsCleanAir Photo Challenge	9,594	N/A	N/A		9,594
Teleworking Pima County Employees ^F	675,437	607,793	1,159,432		2,442,662
TOTAL	1,057,990	2,463,730	1,393,255		5,129,475

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: Data from employees submitting survey only. Does not represent entire employee population.

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).

F. Pima County Office of Analytics and Data Governance

* COVID-19 social restrictions interfered with activities, resulting in reduced data collection and lower numbers.

**Due to COVID-19 restrictions and using passenger count mechanisms, Sun Tran estimates an average of 72% ridership on regular Sun Tran routes. Assumptions guesstimate 25% ridership on Sun Express routes due to reduced Sun Express fleet and low ridership.