



**VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • JULY 1, 2021 – SEPTEMBER 30, 2021**

• GOAL 1: COMMUNITY-WIDE EVENTS •

PERCENT OF WORK COMPLETED: 29%

Target: Host and/or sponsor a minimum of four community events, maintain the Healthy Air Drive Less Pledge and Fresh Start programs, table at 17 community events, and collaborate with other agencies, schools, businesses and groups to advance no-drive days' goals.

PDEQ SPONSORED EVENTS -----

Car Free Month and World Car Free Day ■

In honor of World Car Free Day, PDEQ celebrated the entire month of September inviting the public to submit selfies using alternate modes of transportation for a chance at prizes and to attend one of two mini-transportation fairs. The intent was to celebrate those who use alternate modes of transportation and encourage use of car free ways of travel.



Staff created a new webpage and worked with the Pima County Communications Office staff to create a promotional flyer and wayfinding signs. The festivities were promoted via direct email; posting flyers in county buildings; PDEQ website; two eScoop employee newsletters; Pima County's FYI newsletter; PDEQ Twitter and Facebook platforms; Downtown Tucson Partnership calendar, webpage, social media platforms and direct email to contacts; and emails to and from community partners including Sun Tran, City of Tucson, Pima County Health Department, and Pima Association of Governments.

Staff visited the event sites ahead of time and secured required permits from City of Tucson and Pima County Parks and Recreation departments and reserved space to host the two mini-transportation fairs. An early morning fair was held at Rillito Regional Park along the Loop to reach bicycle commuters on a popular route from 6:30 a.m. to 9:00 a.m. on Wednesday, September 22. A second fair was held on the same day from 11:00 a.m. to 1:00 p.m. at Jacomé Plaza to serve downtown commuters. Staff acquired food donations from Trader Joes, Market on the Move, Whole Foods, and Costco, including bananas, sweet potato chips, nuts, canned drinks, bottled water and other treats. We also provided information on alternate modes of travel and air quality, and encouragement items including LED bike light sets.

Staff obtained support from the Pima County Health Department, Sun Tran, Commute with Enterprise, and the University of Arizona Compost Cats who tabled at the in-person events to help make these fairs more comprehensive and successful.



- Attendance at Car Free Day at Rillito Park: 60
- Attendance at Car Free Day at Jacomé Plaza: 125
- # photos submitted: 51
- Miles reduced in September from selfie participants: 16,584
- Pounds of pollution and greenhouse gases reduced: 14,174

Walk 'N' Roll to School Week ■

CAP staff and staff of the Pima County Health Department (PCHD) collaborated to host Walk 'N' Roll to School Week, October 4- 8. The event is designed to encourage students to use active transportation, such as walking, biking, scootering, skateboarding, or rollerblading to get to school. When students utilize these methods of getting to school instead of driving in a car, they not only improve their physical fitness, but also reduce congestion and emissions from motor vehicles near schools.



Another goal of the event is to shed light on Safe Routes to School and the need for infrastructure improvements to allow for safer alternate mode travel to and from schools.

Staff worked with Pima County Communications Office to design and print stickers, tickets, flyers, posters and banners to be distributed or used at participating schools. Our Information Technology Department created an online registration form through which schools can sign up and order materials. PCHD helped promote the event to schools and helped deliver promotional items.

Stickers will be provided to participants and students will earn a participation ticket for each day they use an active mode to get to school during the week of October 4. Schools will collect tickets and conduct a random drawing to select a winner who will have their choice of a grand prize (scooter, bike pannier or Hydro Flask bottle).

Staff began delivering supplies in September. Our goal is to engage at least twenty (20) schools.

Cyclovia Remix, Hosted by Living Streets Alliance (LSA) ■

To accommodate COVID-19 pandemic restrictions, LSA reworked the traditional Cyclovia Tucson event by providing six months of family friendly opportunities to engage in socially distanced car-free activities. Participants can join group bicycle rides, take advantage of route suggestions and interactive maps to guide exploration, enjoy local DJ-curated route playlists, engage in scavenger hunts, and attend pop-up events such as mobile bike repair and t-shirt screen printing.



The PDEQ Clean Air Program (CAP) sponsored Cyclovia Remix as an Activity Partner and committed to be an exhibitor at the Mission Manor Park Bike Repair Event on October 24. We may participate at additional events as appropriate.

HEALTHY AIR DRIVE LESS PLEDGE -----

This on-going program encourages the public to take the *Healthy Air Is In Our Hands Drive-Less Pledge* and commit to reducing miles traveled by motor vehicles. An online pledge form is available in addition to pledge cards that are distributed and collected at outreach events.



As per each quarter, one lucky participant was selected via a random number generating website to win a prize. This quarter, an insulated backpack cooler was awarded to the winner who reported reducing miles driven by about 10 per week by skipping trips in her vehicle.



- # people pledged to drive less this quarter: 103
- Miles participants pledged to not drive during this quarter: 72,098
- Pounds of air pollution and greenhouse gases reduced this quarter: 61,622

FRESH START COMMUTE SOLUTIONS -----

PDEQ’s Fresh Start Commute Solutions program is designed to reach new employees and influence their commute mode choices before their first day of work or early in their employment with Pima County.



A new Travel Reduction Program (TRP) training was incorporated in the new employee mandatory on-boarding process in July. Staff now has access to employees who take the training and resumed issuing surveys to employees attending the training the month prior. This quarter, staff distributed surveys to employees taking the training in July and August, and will wait until October to survey those receiving training in September.

A resource sheet and materials order form is provided in the packet of information given to new employees, including an opportunity to take advantage of our concierge service that guides employees in exploring travel options. The resources are also posted on the Pima County employee intranet site. Results from the survey in follow-up to the on-boarding training is found in Goal 4: Program Evaluation. Below is data regarding our concierge service.



- Employees requesting concierge service this quarter: 2
- Miles reduced annually from concierge inquiries received this quarter: 405
- Total pounds of air pollution and greenhouse gases reduced: 346

TABLING EVENTS -----

Although the COVID-19 pandemic has drastically reduced opportunity for tabling events, staff provided information about air quality and travel reduction resources and interactive activities at three events this quarter.

Booths			
Date	Location	# Events	# Attendees
22-Sep-21	World Car Free Day - Rillito Park	1	60
22-Sep-21	World Car Free Day - Jacomé Plaza	1	125
30-Sep-21	Sun Tran Electric Bus Launch event	1	85
	TOTAL	3	270

COMMUNITY COLLABORATIONS -----

In addition to working with others to host and sponsor community-wide events, CAP staff collaborates with multiple organizations, departments and programs that support no-drive days’ messaging and goals. Below is a list of those groups, relevant projects and metrics captured when available.

Arizona Department of Environmental Quality (ADEQ) ■

CAP staff referenced and promoted the ADEQ five-day air quality forecasts via social media, in news releases and on a link on the main page of PDEQ’s website.

City of Tucson Slow Streets ■

Last fiscal year, CAP provided funding for City of Tucson Department of Transportation and Mobility (COT DTM) to implement Slow Streets installations. Designed to enhance the safety of neighborhood streets and encourage the use of alternate modes of transportation. These temporary installations may take place quarterly on select residential streets prioritizing underserved neighborhoods. COT DTM also recruits

neighborhood block leaders to help engage the community and identify unique neighborhood needs and rewards leader efforts to ensure success. CAP's previous support provided funding for supplies and encouragement items that will be used at future Slow Street neighborhoods and Mobile Bike Repair events.

After each installation and event, COT DTM staff will conduct a survey and analysis to determine appropriate permanent traffic calming infrastructure and improvements that will make the area friendly to pedestrians and bicyclists on a long-term basis. In addition, when possible, COT DTM staff will collect pre and post vehicular speed and volume data using speed trailers.

CAP staff is scheduled to table at a Mobile Bike Repair event on October 23 at Keeling Elementary School, and remains available to participate in additional future events.

National Weather Service (NWS) ■

The NWS uses PDEQ air quality data to provide timely reports that alerts the public of potential or existing airborne dust and ozone issues, includes a health impact statement to protect the public and information about the availability of air quality information on the PDEQ website.

Pima County Health Department (PCHD) ■

- **ADEQ School Flag Program:** CAP and PCHD staff met to discuss opportunities and plans for this program. CAP outreach resource materials are included in the Flag Program Toolkit provided to schools by PCHD. Staff provided feedback on the draft PCHD flag program webpage and remains available to provide resources, presentations and support as needed.
- **World Car Free Day:** Health Department staff tabled at our CAP event held at Rillito Park along the Loop to help promote bicycling for travel.
- **Bicycle and Pedestrian Program:** CAP staff promoted online and paper maps of bike routes and the Chuck Huckleberry Loop non-motorized pathway, employee bike-share program, and related literature to the general public and Pima County employees. PCHD donated 50 scooters for use at CAP events such as Walk 'N' Roll to School Week and Slow Streets. In addition, we discussed the potential to host a bike safety and maintenance class for employees working in Downtown Tucson.
- **REACH the Loop program:** Staff met with a Health Department Program Manager to explore possible REACH back-to-school events and how to provide safe access to multiple schools located near The Loop.

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 is:

- Chair of the Air Quality Subcommittee and, as meetings are scheduled, helps develop agenda items to educate members about air quality issues and concerns.
- Jurisdictional representative and Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County.
- Designated Transportation Coordinator representing Pima County employees for the Travel Reduction Program (TRP). Staff administers the TRP for Pima County employees and promotes alternate modes of transportation to approximately 7,000 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 Office of Sustainability and Conservation ■

Staff contributes regularly 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.

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.
- Staff maintains a supply of \$10 value-loaded SunGO transit trial passes donated by Sun Tran last fiscal year. When distributed, staff provides the identification numbers of the cards so that Sun Tran may 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, once transit fares resume.
- Staff tabled at Sun Tran’s electric bus launch event in September. Sun Tran launched the use of 5 electric buses within their fleet.

Tucson Audubon Society ■

Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society (TAS) and connect with other local non-profits and businesses to distribute the desert conservation poster, *Desert Dwellers Know – A Celebration of Byrd’s Words*. TAS staff includes 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* (DDK) educational projects and for reprinting the poster and activity book.

Youth on Their Own ■

Last Fiscal Year, a contract was drafted between PDEQ CAP and Youth On Their Own to produce videos about air quality issues. Students of YOTO received payment for videos produced that discussed air pollution, sources of air pollution, how it affects human health and solutions to reduce air pollution. We received three usable videos, and the contract expires early next quarter. We plan to house these videos on Pima County’s YouTube channel and promote on our website and social media.

• GOAL 2: PRESENTATIONS & IN-DEPTH INTERVIEWS •

PERCENT OF WORK COMPLETED: 9%

Target: Provide a minimum of 35 presentations and in-depth interviews as schools, community groups, businesses, and the media.

PRESENTATIONS -----

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.

Presentations			
Date	Location	# Presentations	# Attendees
8-Jul-21	Ellie Towne Flowing Wells Community Center	1	25
13-Jul-21	Catalina Community Center	1	13
	TOTAL	2	38

INTERVIEWS -----

Interviews are provided in response to inquiries from the media, students and other interested parties.

In-Depth Interviews			
Date	Location	# Interviews	Reach
20-Sep-21	Inside Pima County Facebook video, World Car Free Day	1	*
	TOTAL	1	*

* Listener/viewer data unavailable.

• GOAL 3: DEVELOPMENT & DISTRIBUTION OF MATERIALS •

PERCENT OF WORK COMPLETED: 64%

Target: Create a minimum of 27 new flyers, brochures, articles, news releases, and promotional materials. Distribute materials via website, emails, the media, social media, and directly to the public on at least 350 occasions. Attain at least 140,000 impressions via social media.

COMMUNITY REACH -----

News Releases ■

Staff developed and distributed 10 news releases this quarter, eight of which were High Pollution Advisories and two announced community events that CAP would be hosting.

The releases were emailed through the county's GovDelivery system and reached thousands who have signed up to receive Air Quality Advisories and 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.

News Releases to the General Media and Subscriber Groups	
Date	Title
8-Jul-21	PDEQ Issues Ozone Air Pollution Advisory
20-Jul-21	PDEQ Issues Ozone Pollution Air Advisory
22-Jul-21	PDEQ Issues Ozone Air Pollution Advisory
28-Jul-21	PDEQ Issues Ozone Air Pollution Advisory
2-Aug-21	PDEQ Issues Ozone Air Pollution Advisory
3-Aug-21	PDEQ Issues Ozone Air Pollution Advisory
4-Aug-21	PDEQ Issues Ozone Air Pollution Advisory
13-Sep-21	PDEQ Issues Ozone Pollution Air Advisory
20-Sep-21	Pima County Celebrates Car Free Day by Hosting Mini-Fairs
30-Sep-21	Get Ready to Walk 'N' Roll to School October 4-8

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 Exposure ■

At least 118 news stories, advertisements or announcements related to no-drive days messaging reached thousands of community members via a variety of television and radio stations, websites, newspapers, magazines and newsletters.

Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity		
Date	Media	Subject
9-Jul-21	KVOA 4	Ozone air pollution advisory issued for Tucson area
9-Jul-21	KGUN 9	Ozone air pollution advisory issued for Tucson metro area
9-Jul-21	Recyco, Inc.	PDEQ Issues Ozone Air Pollution Advisory
16-Jul-21	eScoop, PC employee news	Need a free ride to work? Hop on the bus!
20-Jul-21	KGUN 9	High pollution advisory issued in Pima County July 20
20-Jul-21	KVOA 4	Advisory warns of elevated ozone levels in Tucson area
20-Jul-21	Tucson Sentinel	Tucson air pollution reaches harmful level, Pima County warns
28-Jul-21	KOLD 13	Ozone advisory issued for Tucson area
28-Jul-21	Tucson Sentinel	Ozone level in Tucson provokes 3rd air advisory in 8 days
2-Aug-21	KVOA	Advisory warns of elevated ozone levels in Tucson metropolitan area
2-Aug-21	KGUN 9	PDEQ issues Ozone Pollution Air Advisory
3-Aug-21	Tucson Sentinel	Ozone in Tucson climbs back to dangerous levels for 2nd straight day
6-Aug-21	eScoop, PC employee news	Lets recognize employees who creatively commute
3-Sep-21	eScoop, PC employee news	Drive less and win prizes during a car-free September
10-Sep-21	Pima County FYI Newsletter	Drive less and win prizes during a car-free September
10-Sep-21	DTP Calendar	Car Free Month / World Car Free Day
13-Sep-21	KVOA	Environmental regulators issue high pollution advisory in Tucson
15-Sep-21	Healthy Schools Healthy Community	Register Your School for Walk 'N' Roll to School Week, Oct 4-8
17-Sep-21	eScoop, PC employee news	Go car-free and win prizes
20-Sep-21	NewsKudo	Celebrate World Car Free Day on September 22
20-Sep-21	SAEMS.org	Pima County Celebrates Car Free Day by Hosting Mini-Fairs
21-Sep-21	DTP website	World Car Free Day
21-Sep-21	@Downtown Tucson	Celebrate World Car Free Day
21-Sep-21	downtowntucson Instagram	Celebrate car free travel the month of September
21-Sep-21	Inside Pima County	Celebrate World Car Free Day 2021
21-Sep-21	pima.gov	Celebrate World Car Free Day on September 22
22-Sep-21	Patch.com	Pima County Department of Environmental Quality Clean Air Program/Mini-Transportation Fair
22-Sep-21	NewsNet Daily Digest	Sun Tran to Unveil New Fleet of Electric Buses Next Week, PDEQ mention
22-30-Sep-21	Lotus: KCMT La Caliente	29 radio ads in Spanish promoting Walk 'N' Roll to School Week
22-30-Sep-21	KZLZ La Poderosa radio	56 radio ads in Spanish promoting Walk 'N' Roll to School Week
22-30-Sep-21	KOLD TV	4 TV ads in English promoting Walk 'N' Roll to School Week
30-Sep-21	pima.gov	Get Ready to Walk 'N' Roll to School October 4-8

Social Media ■

VNDD/Clean Air Program reaches a wide variety of audiences via messaging on Twitter, Facebook and NextDoor, and works with the Pima County Communications Office to expand our presence on platforms including YouTube, Facebook, Instagram and Google.

Twitter @PimaDEQ: This quarter, staff Tweeted or re-Tweeted 29 messages related to air. Message subjects included:

- High Pollution Advisories for ozone
- Air friendly ways to travel to school
- Access to real-time air quality data
- Air pollution and cognitive function
- Driving habits, a part of climate conversation
- World Car Free Day
- Reduce emissions and congestion at schools
- Walk ‘N’ Roll to School Week
- Survey for Tucson as Bicycle Friendly Community
- Reduce ozone pollution in Phoenix area
- Pima County earned “Trailblazing Partner Award” for cleaner, healthier environment
- Car Free selfies for Car Free Month
- ADEQ Voluntary Vehicle Repair Program
- New Sun Tran electric busses added to fleet

Facebook @PimaDEQ: Staff created 43 posts related to air quality on PDEQ’s Facebook account this quarter. Topics included:

- High Pollution Advisories for ozone
- Alternate modes to driving to school
- Feedback request regarding Cycloviva
- Back to school reminder about vehicle idling
- Sun Tran transit survey
- Wildfires and air quality
- Monsoon provides healthy air
- Trees and their benefits, including healthy air
- Real-time air data from PDEQ monitors
- New photochemical monitoring station
- National Dog Day: dogs need clean air too
- Air quality and citizen science
- Air pollution and cognitive function
- EPA climate change report
- Car Free Day Mini-Transportation Fair
- Car Free Month
- Walk ‘N’ Roll to School Week
- Announce winner of Drive Less Pledge
- Survey for Tucson as Bicycle Friendly Community
- Car Free selfies
- The Loop
- Pima County earned “Trailblazing Partner Award” for cleaner, healthier environment
- ADEQ Voluntary Vehicle Repair Program
- New Sun Tran electric busses added to fleet



- PimaDEQ Tweets/re-Tweets on Twitter: 29
- PimaDEQ Facebook posts/re-posts: 43
- PimaDEQ Twitter Impressions: 51,666
- PimaDEQ Facebook people reached: 20,596

YouTube: Since 2015, and with the help of Pima County Communications Office, CAP staff posted YouTube videos related to air pollution and actions people can take for healthier air. Video views to-date are listed below and are cumulative from original upload date.



- Idle Less
 - [15-second version](#) (uploaded May 2018): 57 views
 - [40-second version](#) (uploaded April 2018): 307 views
- Help keep particles out of the air this New Year’s
 - [English version](#) (uploaded September 2017): 68 views
 - [Spanish version](#) (uploaded September 2017): 63 views
- Love the Air
 - [English version](#) (uploaded April 2015): 11,406 views
 - [Spanish version](#) (uploaded April 2021): 20,445

- 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 April 2019): 200+ views
 - [Final version](#) (updated May 2019): 117 views
- [Healthy Air Is In Our Hands](#) (uploaded September 2020): 29 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.

PDEQ Website Articles/Posts/Pages ■

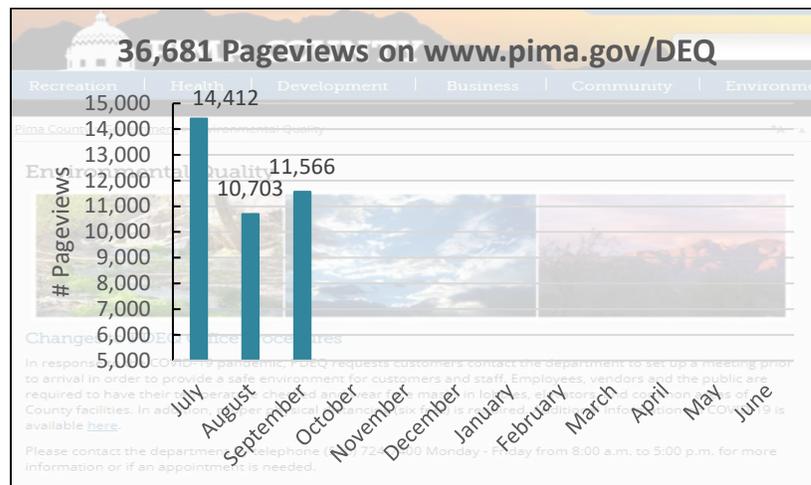
- **PDEQ Internet, www.pima.gov/DEQ**

Eleven articles were posted on the PDEQ website this quarter, including content regarding eight High Pollution Advisories and announcing Car Free Month and Walk ‘N’ Roll to School Week.

Staff updated our www.pima.gov/HealthyAir webpage adding new sub-pages to promote Car Free Month Celebrations and Walk ‘N’ Roll to School Week.

Staff added links to CAP resource flyers and activity worksheets on our [Teacher Resources](#) webpage.

Staff tracks website pageviews using Google Analytics reports provided by Pima County ITD.



- **Eco Kids Corner Website, www.pima.gov/EcoKids**

Debuted in January 2012, this kid-friendly website includes educational information regarding air quality, water, soil, climate change and reducing, reusing, and recycling. Viewers 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.

There were 84 pageviews on the Eco Kids Corner website this quarter.

Pima County Employee Travel Reduction Program (TRP) ■

As administrator of the Pima County Employee Travel Reduction Program (TRP) for approximately 7,000 employees, PDEQ staff shares resources and information to encourage employees to adopt no-drive days’ practices in their work commutes by using transit, carpooling, vanpooling, biking, walking, telecommuting, skipping trips, and combining errands.

New employees are reached via Human Resources on-board training in which employees receive resources, information and a mandatory training as mentioned in the *Fresh Start Commute Solutions* program in Goal 1. Additional resources and programs are listed below.

Employee Engagement: With the assistance of Pima County Communications Office, staff developed and distributed a survey in August for employees to determine what kind of travel reduction events or activities they would enjoy, what learning opportunities they could use, and what incentive items would make their efforts worthwhile. Results indicate that Pima County employees would be interested in:



- Food and drinks: 51% on the way home from work, 47% on the way to work
- Guided bike tours: 47%
- Interoffice competition: 42%
- Scavenger hunts: 42%
- Bike safety and maintenance class: 47%
- How to use transit class: 42%
- Virtual meetings via Microsoft Teams: 44%
- In-person meetings: 23%
- Prizes:
 - Hydro Flask bottle: 63%
 - Loop jersey: 56%
 - Insulated backpack cooler: 56%

Additional employee suggestions include the possibility of earning Healthy Lifestyle incentive points to go towards a reduced health insurance premium, bike tour of common routes not on major roads, adding safe and convenient bike parking, improving the ability of employees to telecommute, touring the Sun Link Streetcar with bikes, and providing other incentive items such as bicycle accessories, gift cards, Loop gear, free transit passes and fuel for those who carpool.

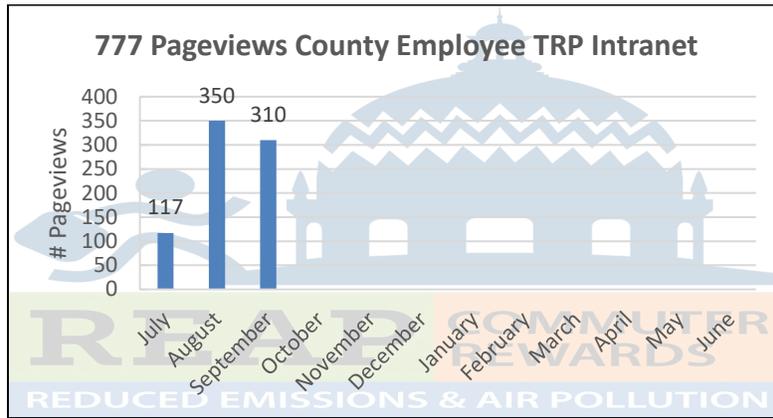
As a result of this survey, staff planned and hosted Car Free Month and associated mini-transportation fairs that provided food and drink, has approached the Pima County Health Department Bicycle and Pedestrian Program to provide a bike safety and maintenance class in November, and will continue to plan future events with these results in mind.

Employee Intranet Site: Staff updated the [TRP intranet site](#) for Pima County employees, posting three new articles promoting transit and an opportunity to provide feedback on a Sun Tran transit survey, asking employees what rewards and recognition they'd like in support of alternate modes of travel for commutes, and promoting Car Free Month and World Car Free Day in September.

The site retains information and resources for employees on benefits of using alternate modes, transit, biking, walking, carpooling, vanpooling, telecommuting, Guaranteed Ride Home program, COVID-safe commuting, and a resource flyer and order form for informational materials and swag that supports alternate modes and healthy air.

Staff worked with Pima County ITD to migrate current Web CMS intranet content into a new Umbraco platform that will launch on October 1.

DATA
PRODUCED



Transit Subsidy and Use: Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the Human Resources Benefits program. Sun Tran fares continue to be free through December 2021, however, Sun Tran’s bus boarding tracking system estimates that 72% of regular Sun Tran bus riders continued riding. Accounting for a reduced fleet and low ridership on Sun Express busses, an estimated 25% of passengers on express routes continued riding.

DATA
PRODUCED

- Average round-trip commute miles for Pima County employees (October 2020 TRP survey): 24.4
- Transit passes sold during the fourth quarter: 0 (fares remained free)
- Estimated employees who continued taking public transit each month: 117
- 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

Guaranteed Ride Home: Employees who use an alternate mode of transportation for at least two work commute days per week are eligible for up to four reimbursable emergency trips home, paid for by the PDEQ Director’s Office.

DATA
PRODUCED

- Employees currently signed up for this program: 92
- New registrants this quarter: 2
- Claims for reimbursement: 0
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 127,101
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 108,633

Telecommute Program: Due to the COVID 19 pandemic, Pima County expanded the ability of its employees to telework in 2020. As more people became vaccinated and the threat of the coronavirus has been reduced, fewer employees continued teleworking. However dwindling, the program still exists and some departments continue to make teleworking available to their employees.

DATA
PRODUCED

- # Employees teleworked this quarter: 748
- # Days employees teleworked: 10,204
- # Vehicle miles reduced: 248,984
- Pounds of pollution and greenhouse gas emissions reduced: 212,807

TRP Articles in eScoop Newsletter: Four articles were published in the bi-weekly eScoop, an internal newsletter for thousands of Pima County employees. Articles promoted transit, creative commutes, and Car Free Month celebrations in September.

TRP List Serves: Staff maintains email lists of county employees interested in receiving timely and urgent news about their travel mode of choice: transit, bike, carpool/vanpool and walk. Six notices were emailed to these list serves to share pertinent information about:

- Sun Express transit survey
- New Sun On Demand mobile app
- Sun Tran fare survey
- Transit service changes
- Car Free Month
- Survey for the Bike Friendly Community Tucson designation application

Commute Trips & Tips Facebook Group: In May 2017, staff established this Facebook group for Pima County employees as a way to facilitate conversation regarding driving less and using alternate modes of transportation for work commutes. There are currently 38 members in this group. This quarter, staff posted three messages regarding:

- Sun Express service survey
- Guaranteed Ride Home program
- World Car Free Day festivities

Annual TRP Employee Survey for Pima County Employees: October is the month for Pima County employees to complete the annual employee Travel Reduction Program survey hosted by the Pima Association of Governments. Staff worked with the Pima County Communications Office staff to create a survey icon, newsletter article and email message to reach employees. Staff also arranged to purchase candy and snack treats to use as incentives to improve the response rate. Last year, we received an 18% response rate, with a goal of attaining 50%. Promotions begin October 1.

New Promotional Materials Created ■

In addition to new articles, social media messages, emails to list serves and website updates, staff worked to create new items to help promote events.

- Walk 'N' Roll to School Week Promotional Materials:
 - Logo
 - Stickers
 - Participation tickets
 - Flyers
 - Posters
 - Banners
- World Car Free Day Promotional Materials:
 - Logo
 - Flyers
 - A-frame wayfinding signs

Hardcopy Materials Distributed ■

Staff provides printed literature and promotional give-away items at presentations, tabling events and in response to personal requests and business connections.



- Pieces of literature and promotional materials distributed this quarter: 29,753
- Items distributed authored by PDEQ and other agencies: 64
- Occasions on which materials were distributed (in addition to distribution at events): 75
- People reached via materials distribution: 4,243

Materials Distribution in Addition to Presentations and Tabling Events			
Date	Location	# Events	# Recipients
22-Jul-21	Hotel Congress	1	3
26-Jul-21	Pima County downtown building kiosks	5	75
6-Aug-21	Health On University	1	3
6-Aug-21	Buffelgrass Complaints	3	4
12-Aug-21	Kinney Village	1	10
13-Aug-21	City of Tucson	1	5
16-Aug-21	The Little One, restaurant	1	5
24-Aug-21	Pima County Health Department	1	15
27-Aug-21	RTA Citizens Advisory Committee	1	3
31-Aug-21	Winner of Drive Less Pledge	1	1
31-Aug-21	Pima County employees	27	27
1-Sep-21	Pima County ITD	1	1
2-Sep-21	Pima County downtown building kiosks	3	10
3-Sep-21	Pima County Health Department - School Flag Program	1	100
9-Sep-21	Pima County Natural Resources, Parks & Recreation	1	12
14-Sep-21	Sonoran Desert Weed Whackers	1	15
14-Sep-21	Pima County DEQ staff	1	3
14-Sep-21	Lester Pytlak, Fresh Start Commute Solutions - PC employee	1	2
16-Sep-21	University of Arizona College of Public Health	1	20
17-Sep-21	Sun Tran bus riders route 107X	1	10
20-Sep-21	Rosemarie Rivera Elementary School	1	600
20-Sep-21	Estes Elementary School	1	200
20-Sep-21	Gilbert Rivera, Fresh Start Commute Solutions - PC employee	1	3
20-Sep-21	Butterfield Elementary School	1	150
20-Sep-21	Cholla High School	1	500
20-Sep-21	Sewell Elementary School	1	100
21-Sep-21	Mission View Elementary School	1	100
21-Sep-21	Los Amigos Technical Academy	1	300
21-Sep-21	Lauffer Middle School	1	100
21-Sep-21	Los Niños Elementary School	1	100
21-Sep-21	Quail Run Elementary School	1	150
24-Sep-21	Twin Peaks K-8 School	1	300
24-Sep-21	Richardson Elementary School	1	330
24-Sep-21	Hudlow Elementary School	1	150
28-Sep-21	Austin Mulshine, Fresh Start Commute Solutions - PC employee	1	1
28-Sep-21	Utterback Middle School	1	250
29-Sep-21	Hendricks Elementary School	1	200
30-Sep-21	Nash Elementary School	1	120
30-Sep-21	University of Arizona College of Public Health	1	15
30-Sep-21	Peter Howell Elementary School	1	200
30-Sep-21	Tucson Electric Vehicle Association National Drive Electric Week	1	50
	TOTAL	75	4,243

• GOAL 4: PROGRAM EVALUATION •

PERCENT OF WORK COMPLETED: 13%

Target: Contract with research professionals to evaluate program effectiveness via an annual randomized telephone and on-line survey. Utilize surveys throughout the year to evaluate presentations and program.

Annual Evaluation of the VNDD Clean Air Program ■

FMR Associates, Inc. remains the contracted vendor to evaluate the effectiveness of the Clean Air Program's outreach and education efforts. The next survey will be in the spring of 2022.

Survey to New Pima County Employees ■

In July, our TRP presentation was included in the Pima County new employee on-boarding process and mandatory training program. Staff resumed distribution of presentation follow-up surveys using Google Forms.



- Surveys distributed to Pima County employees: 25
- Responses received: 7 (28% response rate)
- Vehicle miles traveled avoided per year by these respondents: 12,300
- Pounds of air pollution and greenhouse gases reduced per year: 10,513
- Three employees also provided comments on the program:
 - "Sad that telework is not even an option [in some Pima County departments]."
 - "No car = no downtown parking fees!"
 - "Telework is really a great alternative and should really be an option."

Presentation Evaluations ■

Surveys were distributed after presentations in attempt to evaluate the effectiveness of the program in informing audiences about air quality and encouraging no-drive actions among attendees.



- Evaluations returned this quarter: 4
- On a scale of one (1) to five (5) where one is "Low" and five is "High," the audience rated:
 - Effectiveness in increasing attendees' knowledge of environmental issues: 5.0
 - Effectiveness in encouraging actions to reduce air pollution: 5.0
- Features that respondents liked best about the presentation:
 - Stomp rockets and volunteer examples
 - Presenter enthusiasm and what was taught
 - Hands on experience
 - Activities
- Suggestions for improvement: 0
- Additional comments:
 - "It was perfect."
 - "Kids love it!"
 - "All enjoyed it."

• GOAL 5: RESEARCH EMISSIONS REDUCTIONS METHODS •

PERCENT OF WORK COMPLETED: 25%

Target: Meet with or participate in conference calls with ADEQ and TRP agencies to discuss methodologies that calculate emission reductions and benefits that result from VNDD activities. Work with the Pima

County Department of Transportation to measure non-SOV trips and encourage alternate modes of travel, including effective measurement techniques.

ADEQ or TRP Agency Meetings ■

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.

- July 14, 2021: Maricopa County Air Quality Department, Travel Reduction Program supervisor.
- July 2021: Environmental Health Matters Initiative, How We Move Matters, three-part virtual workshop exploring the connections between new transportation and mobility options and environmental health.
- July 28, 2021: Infraday Summit, the Future of Infrastructure, Mobility and Transportation in the Mountain States.

• GOAL 6: DECREASE VEHICLE MILES TRAVELED •

PERCENT OF WORK COMPLETED: 25%

Target: Decrease by 1.75% the number of vehicle miles traveled in Pima County.

Twelve survey instruments are used to measure reductions of vehicle miles traveled in relation with CAP outreach programming. It is important to note that many external variables may influence the number of miles traveled in Pima County, including a change in population size, fluctuating distance between work and home locations, the price of fuel and other uncontrollable variables.

Vehicle Miles Reduced • VNDD Programs FY 2021-2022					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands Drive-Less Pledge	72,098				72,098
Annual CAP Survey ^A					-
Annual TRP Survey Pima County employees ^B					-
PC Employee New Employee Survey ^C	12,300				12,300
Guaranteed Ride Home - PC employees	127,101				127,101
Tire Inflation Education Program ^D					-
Cyclovia Participants Car-Free Day ^E					-
Transit Pass Use by Pima County employees ^F	111,337				111,337
#ThisIsCleanAir Challenge	N/A				-
Teleworking Pima County employees ^G	248,984				248,984
Fresh Start Concierge Pima County employees ^H	405				405
Car Free Month/World Car Free Day	16,584				
TOTAL	588,809	-	-	-	588,809

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 Pima County employees submitting survey only. Does not represent entire Pima County 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). 34.7% of Cyclovia Tucson participants (13,880) biked for their trip to Cyclovia Tucson.

F. 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.

G. Pima County Office of Analytics and Data Governance

H. Annual miles extrapolated assuming 50 weeks worked per year.