



**VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • OCTOBER 1, 2021 – DECEMBER 31, 2021**

• GOAL 1: COMMUNITY-WIDE EVENTS •

PERCENT OF WORK COMPLETED: 56%

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 ■

Staff challenged the public to submit selfies of themselves using alternate modes of transportation for work commutes during the month of September and hosted two World Car Free Day tabling events in celebration of using alternate modes. Event results were reported last quarter, however, during this quarter we tracked entries, picked and notified random winners of the selfie challenge, awarded prizes and posted an events summary update on our website.



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.



Banners, flyers, stickers, and prizes were provided to participating schools. Students earned a participation ticket for each day they used an active mode to get to school during the week, and schools chose random winners from those tickets at the end of the event. Twenty-one schools participated in the event during the week. A media event was hosted at Los Amigos Elementary School where over 120 students walked to school on October 6th, as part of their walking school bus program.

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

To accommodate COVID-19 pandemic restrictions, LSA reworked the traditional Cyclovia Tucson event by providing several 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 participated as an exhibitor at the Mission Manor Park Bike Repair Event in October, and bike repair events in November and December. We may participate at additional events during the third quarter, 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, a Hydro Flask insulated beverage bottle 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: 115
- Miles participants pledged to not drive during this quarter: 75,465
- Pounds of air pollution and greenhouse gases reduced this quarter: 64,341

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 Travel Reduction Program (TRP) training component was incorporated in the new employee mandatory on-boarding process in July 2021. Staff has access to employees who take the training and issues surveys to employees attending the training the month prior. This quarter, staff distributed surveys to employees taking the training in September, October and November.

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 Commuter 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: 6
- Miles reduced annually from concierge inquiries received this quarter: 7,750
- Total pounds of air pollution and greenhouse gases reduced: 6,608

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 six events this quarter.

Booths			
Date	Location	# Events	# Attendees
02-Oct-21	Tucson Electric Vehicle Association	1	40
15-Oct-21	Assessor's Office Mini Transportation Fair	1	60
23-Oct-21	COT Slow Streets Mobile Bike Repair - Kelso	1	25
24-Oct-21	Cyclovía Remix Pop Up Party - Mission Manor Park	1	50
20-Nov-21	Living Streets Alliance Bike Repair	1	50
05-Dec-21	Living Streets Alliance Bike Repair and Park Party	1	75
	TOTAL	6	300

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.

In response to a request from ADEQ Vehicle Emissions Inspection (VEI) program, staff provided links to CAP Public Service Announcements for potential use at the VEI stations in Pima County. ADEQ chose to use our "Help Keep Particles Out of the Air this New Year's" video to broadcast during their annual Give the Gift of Clean Air campaign, December 1, 2021 through January 10, 2022.

Children's Museum of Tucson (CMT) ■

Staff approached the CMT to potentially collaborate to develop prototypes of Desert Dwellers Know (DDK) Treasure Trunks for school children and their families. These activity kits will align with Arizona State Standards to meet STEAM (science, technology, engineering, art and math) Science Standard and the Language & Literacy Standard. The initial pilot DDK Treasure Trunk elements and activities will be designed to engage kindergarteners.

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 current and future Slow Street neighborhoods and Mobile Bike Repair events.



During the fall, COT DTM implemented a 30-day Slow Street in the Keeling Neighborhood on Kelso Street, where temporary traffic control signage was installed. They hosted, and PDEQ staff tabled at, a Mobile Bike Repair event on October 23. Maintenance and repairs were provided on approximately 20 bicycles. A community bike ride was held in the area on November 7.

DTM conducted intercept surveys during this timeframe and have been analyzing the data to determine appropriate permanent traffic calming infrastructure and improvements that will make the area friendly

to pedestrians and bicyclists on a long-term basis. CAP staff remains available to participate in future Slow Street events.

Ironwood Tree Experience (ITE) ■

Staff facilitated a contractual agreement and amendment to the 2021-22 VNDD grant in order to hire a local non-profit, Ironwood Tree Experience (ITE), who specializes in working with underserved teens to offer experiential environmental education programs. Under this new contract, ITE will create and administer a new program called *Youth for Blue Skies (YBS)*. ITE will recruit students (ages 14-20) from schools in environmentally stressed communities, who will be facilitated by ITE, PDEQ and other community partners to learn about localized air quality issues and the impact they have on their communities. ITE will mobilize 8-10 youth, who will be paid stipends, to engage with their schools and neighborhoods to design and deliver transformative air quality, climate, and environmental justice projects. A summer symposium will also be hosted to present and discuss the youth's action plans with local stakeholders and determine next steps. It is anticipated that the first cohort of youth will participate in this pilot program during the third and fourth quarters of this fiscal year. The ultimate goal of this program will be to make it possible for young people to realize the future they want to see and guide them toward becoming environmental leaders who can facilitate constructive changes to improve air quality in Pima County.

National Weather Service (NWS) ■

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

Pima County Health Department (PCHD) ■

ADEQ Air Quality Flag Program: CAP outreach resource materials are included in the Flag Program Toolkit provided to 22 schools and a fire department by PCHD. PCHD reported that the Pascua Yaqui tribal leadership is proposing eight more sites to join the program, including their Health Social Services Family Center. Staff remains available to provide resources, presentations and support as needed. This program has been absorbed in a greater collaboration between PDEQ, PCHD and the University of Arizona as described below.

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.

A Bike Commute class for downtown employees is scheduled for January 19, 2022. Artwork for a promotional flyer was requested, a large conference room was reserved and speakers engaged.

Pima Association of Governments (PAG) ■

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:

- Elected chair of the Environmental Planning Advisory Committee (EPAC) for 2022 and 2023.
- 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.

- Staff worked with PAG on edit suggestions to improve the annual TRP survey for employees of major businesses.
- Staff attended a virtual TRP Task Force meeting in November.

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 and idling, improve efficiencies, and reduce emissions from the fleet of vehicles used by Pima County employees. Key participating departments on the subcommittee include the Office of Sustainability and Conservation, 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.

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 include the poster and activity book, *Desert Dwellers Know Desert Colors*, on their gift shop's webpage. The Desert Dwellers Know - Drive Less sticker collection will also become available this year in the TAS Nature Shop. 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.

University of Arizona (UofA) ■

The UofA Asthma and Airway Disease Research Center, UofA Department of Community, Environment, and Policy, PCHD Tobacco and Chronic Disease Prevention, and PDEQ Clean Air Program are collaborating to develop a comprehensive air pollution reduction program based at schools in Pima County. Components include the ADEQ air quality flag program, stock inhaler program, idle reduction program, and low-cost air quality sensor project. The hope is to provide stipends for school staff to implement and maintain these programs at participating schools to improve air-related health outcomes of students, families, and school staff. The group plans to solicit support from the Pima County Superintendent of Schools and the Director of PCHD. UofA and PDEQ staff are also working together to develop a grant proposal for the EPA's *Enhanced Air Quality Monitoring for Communities* competitive solicitation. If awarded, this grant would provide additional funds for air quality sensors at underserved schools and additional staff funding to incorporate air quality related science and environmental justice projects that could be conducted by the students.

Staff interviewed a UofA College of Public Health undergraduate student and confirmed engagement as an intern during the spring semester. The student will conduct research and surveys to learn about active modes of transportation by students and staff at the University and promote bicycling and using the Loop as part of the school/work commute.

Youth on Their Own (YOTO) ■

Last Fiscal Year, a contract was drafted between PDEQ CAP and YOTO 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 expired in October.

This quarter, the videos were posted on our [Public Service Announcement](#) webpage and promoted them on social media. They will remain on PDEQ's website for future use as appropriate.

• GOAL 2: PRESENTATIONS & IN-DEPTH INTERVIEWS •

PERCENT OF WORK COMPLETED: 24%

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
9-Nov-21	Sustainable Tucson	1	21
15-Nov-21	PAG Travel Reduction Program Task Force	1	13
21-Nov-21	Keeling Neighborhood Association	1	12
	TOTAL	3	46

INTERVIEWS -----

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

In-Depth Interviews			
Date	Location	# Interviews	Reach
6-Oct-21	Inside Pima County Facebook video Walk 'N' Roll to School	1	
1-Nov-21	KVOA, air quality regulations related to COP26, drive less messaging	1	
	TOTAL	2	*

● GOAL 3: DEVELOPMENT & DISTRIBUTION OF MATERIALS ●

PERCENT OF WORK COMPLETED: 127%

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 two news releases this quarter. One was an Air Pollution Advisory for particulates in October, and one released in November was timed with chilly nights to create greater awareness about the use of fireplaces and health effects of firewood smoke.

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	
Date	Title
12-Oct-21	PDEQ issues Particulate Matter Air Pollution Advisory
22-Nov-22	Fireplaces are heating up with chilly overnight temperatures and the holidays approaching

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 263 advertisements, news stories, 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
October 2021	TV Azteca	55 Walk 'N' Roll to School Week ads aired
October 2021	KGUN 9 TV	16 Walk 'N' Roll to School Week ads aired
October 2021	Antenna TV (KGUN affiliate)	22 Walk 'N' Roll to School Week ads aired
October 2021	KWBA (KGUN affiliate)	12 Walk 'N' Roll to School Week ads aired
October 2021	KVOA TV	23 Walk 'N' Roll to School Week ads aired
October 2021	KOLD TV	26 Walk 'N' Roll to School Week ads aired
October 2021	KZLZ - La Poderosa radio	54 Walk 'N' Roll to School Week ads aired - Spanish
October 2021	Lotus radio - KCMT La Caliente	39 Walk 'N' Roll to School Week ads aired - Spanish
1-Oct-21	Pima County eScoop newsletter	Take the Travel Reduction Survey and improve everyone's commute
3-Oct-21	SignalsAZ	City of Tucson, get ready to Walk 'N' Roll to School October 4-8
3-Oct-21	dailyadvent.com	City of Tucson, get ready to Walk 'N' Roll to School October 4-8
6-Oct-21	Inside Pima County	Video interview re: Walk 'N' Roll to School Week
7-Oct-21	Living Streets Alliance listserve	Cycloviva Remix events promoted: Walk 'N' Roll to School, Free Bike Repair and others
12-Oct-21	Tucson Sentinel.com	Not just dust in the wind: Pima County airs pollution advisory Tuesday

15-Oct-21	Pima County eScoop newsletter	There's still time to take the Travel Reduction Survey
23-Oct-21	Living Streets Alliance listserve	Cyclovia Remix events. PDEQ CAP logo as sponsor
1-Nov-21	KYMA, KECY stations in California	Pima County schools to create cleaner air and cooling centers with help from the EPA
5-Nov-21	Pima County eScoop newsletter	Commuter concierge services are available for employees
18-Nov-21	Living Streets Alliance listserve	Cyclovia Remix events. PDEQ CAP logo as sponsor
19-Nov-21	Pima County eScoop newsletter	Transit survey finds more County employees are driving to work alone
28-Nov-21	SignalsAZ	Fireplace safety tips from Pima County
4-Dec-21	Living Streets Alliance listserve	Cyclovia Remix events, PDEQ CAP logo as sponsor
15-Dec-21	Pima County eScoop newsletter	Start the new year with cleaner air
16-Dec-21	Living Streets Alliance listserve	Cyclovia Remix events, PDEQ CAP logo as sponsor

Social Media ■

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

@PimaDEQ: This quarter, staff Tweeted or re-Tweeted 44 messages on Twitter and 47 on Facebook that relate to air. Message subjects included:

- Cyclovia Remix
- Walk ‘N’ Roll to School Week
- High Pollution Advisory in Rillito
- Blowing dust, airborne dust
- High Pollution Advisory for Pima County
- Gas, electric lawn and garden equipment
- Proposed transit improvements
- PAG bicycle and pedestrian counts
- Find ways to drive less
- Biking to school
- PDEQ air monitoring cameras operational
- Temperature inversions and air pollution
- Tucson Slow Streets
- Infrastructure bill and potential transit funding
- Burn wood wisely to reduce pollution
- Carpooling
- Idle reduction
- Youth On Their Own air quality videos
- Drive Less Pledge
- Gold status as Bicycle Friendly Community
- Free transit fares continue
- Fireworks and backyard fires contribute to air pollution
- Survey for SunLink riders
- Take transit to local events
- The Chuck Huckelbarry Loop
- Learn about safer streets

@PimaCounty: The Pima County Communications Office, on behalf of PDEQ, posted 20 messages on the Pima County Twitter and Facebook platforms regarding Walk ‘N’ Roll to School, High Pollution Advisory for Particulate Matter, gasoline lawn and garden equipment, public hearing for air quality permit, and East Pima-Tucson Gold Status as a Bicycle Friendly Community.

Social Media exposure data:



- @PimaDEQ Tweets/re-Tweets on Twitter: 44
- @PimaDEQ Facebook posts/re-posts: 47
- @PimaDEQ Twitter Impressions: 10,214
- @PimaDEQ Facebook people reached: 7,191
- @PimaCounty Twitter/Facebook posts: 20
- @PimaCounty Twitter/Facebook impressions/reach: 37,000

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.

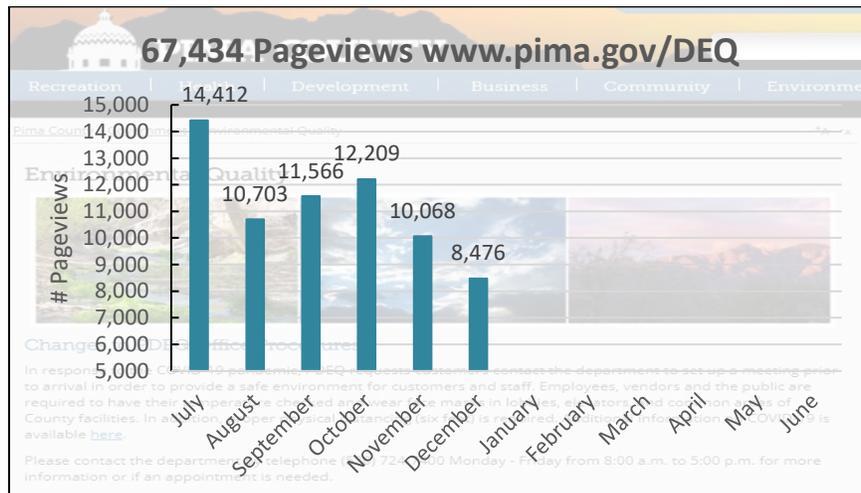


- Idle Less
 - [15-second version](#) (uploaded May 2018): 59 views
 - [40-second version](#) (uploaded April 2018): 321 views
- Help keep particles out of the air this New Year's
 - [English version](#) (uploaded September 2017): 78 views
 - [Spanish version](#) (uploaded September 2017): 71 views
- Love the Air
 - [English version](#) (uploaded April 2015): 11,414 views
 - [Spanish version](#) (uploaded April 2021): 20,448
- Idle Less at Schools
 - Draft version (uploaded April 2019): 200+ views
 - [Final version](#) (updated May 2019): 129 views
- [Healthy Air Is In Our Hands](#) (uploaded September 2020): 30 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.
- Although the air quality videos produced by Youth On Their Own students are not permitted to be posted on the Pima County YouTube channel due to authorship, their YouTube links are posted on PDEQ's [Public Service Announcement](#) page.
 - [Air Pollution](#): 15 views
 - [Pollution in Arizona](#): 8 views
 - [Our Planet](#): 14 views

PDEQ Website Articles/Posts/Pages ■

- **PDEQ Internet, www.pima.gov/DEQ**
 Five articles were posted on the PDEQ website this quarter, including content regarding Car Free Month Celebrations summary, High Pollution Advisory for Particulates, Walk 'N' Roll to School Week, fireplace smoke, and new youth videos about air quality.

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 111 pageviews on the Eco Kids Corner website so far this year.

Pima County Employee Travel Reduction Program (TRP) ■

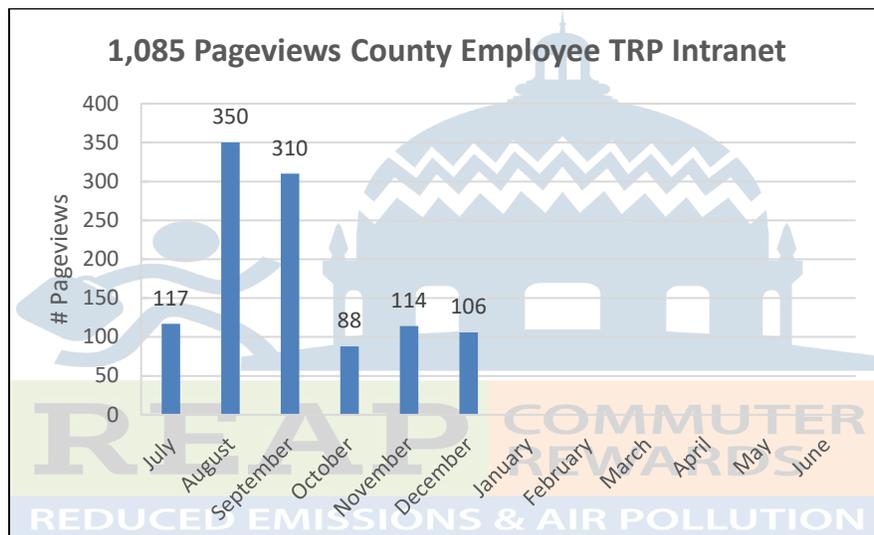
As administrator of the Pima County Employee Travel Reduction Program (TRP) for 6,000 to 7,000 employees, PDEQ staff shares resources and information to encourage employees to adopt no-drive days' practices in their work commutes by using transit, carpooling, vanpooling, biking, walking, telecommuting, 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: Staff collaborated with the Pima County Health Department to schedule and plan for a bike commute class in January. Staff reserved a community meeting room, connected with experienced bike commuters who will present at the event, requested a promotional flyer be developed, and established a registration system to limit attendees to assure COVID protocols may be maintained. The event will be free and open to the public and will be promoted to downtown employers.

Employee Intranet Site: With content migrated to a new Umbraco platform, our TRP intranet site for Pima County employees received a fresh new look this quarter. Staff updated the [TRP intranet site](#), posting three new articles promoting the annual employee TRP survey, announcing results of the survey, and suggesting action towards cleaner air in the new year.

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.



Transit Subsidy and Use: Per existing policies and procedures, Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the Human Resources Benefits program. These passes have not been sold since the spring of 2020, however, as Sun Tran continues to provide free transit services amidst the continuing COVID pandemic. Sun Tran’s manual bus boarding tracking system updated to reflect 2021 data estimates that 97% of regular Sun Tran bus riders continued riding. Accounting for a reduced fleet and low ridership on Sun Express busses, an estimated 58% of passengers on express routes continued riding.



- Average round-trip commute miles for Pima County employees (October 2021 TRP survey): 25
- Transit passes sold during the fourth quarter: 0 (fares remained free)
- Estimated employees who continued taking public transit each month: 155
- 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: 151,125
 - Pounds of air pollution and greenhouse gas emissions reduced: 128,849

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 per year, paid for by the PDEQ Director’s Office.



- Employees currently signed up for this program: 100
- New registrants this quarter: 4
- Claims for reimbursement: 0
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 133,445
- Pounds of air pollution and greenhouse gas emissions reduced this quarter: 113,775

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 as time advanced, fewer employees continued teleworking. Although dwindling, the program still exists and some departments continue to make teleworking available to their employees. PDEQ staff drafted a memo, submitted by the PDEQ Director to Pima County Administration asking them to encourage more Pima County department directors to allow telecommute and flexible schedules for their employees. This is under consideration.



- # Employees teleworked this quarter: 551
- # Days employees teleworked: 6,624
- # Vehicle miles reduced: 165,594
- Pounds of pollution and greenhouse gas emissions reduced: 141,185

TRP Articles in eScoop Newsletter: Five articles were published in the bi-weekly eScoop, an internal newsletter for thousands of Pima County employees. Articles promoted the annual TRP survey, commuter concierge service, transit survey results, and inspiration to start the new year with clean air in mind.

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. Nine notices were emailed to these list serves to share pertinent information about:

- Annual TRP employee survey announcement and reminders
- Transit detours for events in October, November and December
- Public meetings for improved transit routes
- Input needed on improved transit services to Marana
- Free transit fares extended through June of 2022

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 36 members in this group. This quarter, staff posted three messages regarding:

- Annual TRP employee survey
- Input needed for improved transit services to Marana
- Free transit fares extended through June of 2022

Annual TRP Employee Survey for Pima County Employees: The annual Travel Reduction Program employee survey, hosted by the Pima Association of Governments, was distributed in October. Staff promoted the survey via eScoop articles, emails to Department Personnel Representatives, Commute Trips & Tips Facebook group, the TRP website, email to TRP list serves, and a reminder email blast direct to employees. Staff provided additional encouragement and rewards to employees to take the survey by offering snacks and information in-person. Staff delivered candy and other snacks to the Office of Emergency Management, Fleet Services, Kino Service Center and provided one mini-transportation fair at the Assessor’s Office.

In 2020, we received an 18% response rate. This year we reached a response rate of 39.4%. Results of the survey, still under the influence of COVID caution, indicate that more people are driving alone for work commutes compared to last year, with teleworking taking the biggest hit.



- Total # Employees: 6,160
- # Respondents: 2,424
- # Vehicle miles reduced by respondents: 2,099,136
- Projected # vehicle miles reduced by total employee base: 5,334,438
- Pounds of pollution and greenhouse gas emissions reduced: 4,548,124

% Trips by Mode	2020	2021
Drive Alone	75.9%	83.0%
Carpool/Vanpool	6.0%	5.2%
Bus	4.9%	3.5%
Street Car	0.8%	0.4%
Bike	2.7%	2.2%
Walk	1.3%	0.9%
Telework	7.1%	3.4%
Compressed Work Week	1.3%	1.4%

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 air quality education.

- Three new videos were created by students of Youth On Their Own: *Air Pollution*, *Pollution in Arizona* and *Our Planet*.
- The Clean Air Program logo was prominent on a Tucson Slow Streets flyer produced by the City of Tucson for the free Mobile Bike Repair event at Keeling Elementary School in October.

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: 11,357
- Items distributed authored by PDEQ and other agencies: 81
- Occasions on which materials were distributed (in addition to distribution at events): 59
- People reached via materials distribution: 2,436

Materials Distribution			
Date	Location	# Events	# Recipients
1-Oct-21	Nash Elementary	1	350
1-Oct-21	Dietz K-8 School	1	300
1-Oct-21	Hendricks Elementary	1	250
5-Oct-21	Car Free Month Selfie Challenge Winners	4	1
5-Oct-21	Baboquivari Middle and High Schools	1	150
5-Oct-21	Lawrence Middle School	1	150
6-Oct-21	Car Free Month Selfie Challenge Winner	1	1
6-Oct-21	Lauffer School Walk N Roll to School winner	1	1
7-Oct-21	Car Free Month Selfie Challenge Winner	1	1
7-Oct-21	UofA College of Public Health & Campus Bike Valet	1	20
11-Oct-21	Car Free Month Selfie Challenge Winner	1	1
11-Oct-21	Ben's Bells	1	3
13-Oct-21	Car Free Month Selfie Challenge Winner	1	1
14-Oct-21	Pima County Office of Emergency Management	1	8
14-Oct-21	Car Free Month Selfie Challenge Winner	1	1
14-Oct-21	UofA Bike Valet	1	25
14-Oct-21	Pima County Fleet Services	1	40
15-Oct-21	Pima County Health Department	1	6
15-Oct-21	City of Tucson Planning Department	1	25
18-Oct-21	Car Free Month Selfie Challenge Winner	1	1
18-Oct-21	Cholla High School Walk N Roll Prize Winner	1	1
18-Oct-21	Kino Service Center	1	50
21-Oct-21	Lawrence Middle School	1	50
21-Oct-21	Baboquivari High School Walk N Roll Prize Winner	1	1
22-Oct-21	Twin Peaks K-8 School Walk N Roll Prize Winner	1	1
22-Oct-21	Quail Run Elementary Walk N Roll Prize Winner	1	1
22-Oct-21	Marshall Elementary Walk N Roll Prize Winner	1	1
22-Oct-21	Mission View Elementary Walk N Roll Prize Winner	1	1
22-Oct-21	Los Amigos Technical Academy Walk N Roll Winner	1	1
22-Oct-21	Butterfield Elementary Walk N Roll Prize Winner	1	1
3-Nov-21	Las Alturas Homeowners Association	1	50
4-Nov-21	Pima County Health Department - TRP Survey Prize Winners	2	2
4-Nov-21	Pima County Public Defender's Office - TRP Survey Prize Winner	1	1
5-Nov-21	Pima County Public Library - Main	1	5

5-Nov-21	Pima County Public Library - Murphy Wilmot	1	10
8-Nov-21	Pima County Health Department	1	100
9-Nov-21	Pima County Public Fiduciary	1	1
9-Nov-21	Pima County Wastewater	1	1
10-Nov-21	Kiosk replenishment in Pima County public buildings	4	125
12-Nov-21	UofA and Pima County Health Department	1	3
12-Nov-21	Drive Less Pledge Prize Winner	1	1
19-Nov-21	Tucson Children's Museum	1	3
23-Nov-21	Pima Association of Governments	1	1
6-Dec-21	Pima County Department of Environmental Quality	1	3
7-Dec-21	Pima County ITD - Fresh Start Program	1	1
7-Dec-21	Pima Association of Governments	1	200
8-Dec-21	Sun Tran	1	450
10-Dec-21	Paul Mirocha Design	1	10
21-Dec-21	Pima County Attractions and Tourism	1	4
23-Dec-21	Pima County Public Works Building -recharge kiosk	1	20
20-Dec-21	Pima County Courts	1	1
31-Dec-21	Suffolk Hills Property Owner's Association	1	1
	TOTAL	59	2,436

• GOAL 4: PROGRAM EVALUATION •

PERCENT OF WORK COMPLETED: 25%

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 ■

Our TRP presentation is included in the Pima County new employee on-boarding process and mandatory training program. Staff distributed follow-up surveys using Google Forms to employees taking the training the previous month.



- Surveys distributed to Pima County employees: 61
- Responses received: 26 (43% response rate)
- Vehicle miles traveled avoided per year by these respondents: 26,425
- Pounds of air pollution and greenhouse gases reduced per year: 22,530

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: 1
- 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:
 - Clear, succinct.
- Suggestions for improvement: 0
- Additional comments:
 - Provide the survey via a link to click on instead of a fillable pdf to complete, save and submit. *[As a result of this comment, a Google Forms survey was created that can be linked to in an email request.]*

● GOAL 5: RESEARCH EMISSIONS REDUCTIONS METHODS ●

PERCENT OF WORK COMPLETED: 50%

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.

- October 7: ACT Webinar: Panel Discussion – How do we prepare for a more flexible and adaptable commute?
- October 12 and 14: Environmental Health Matters webinar on Communities, Climate Change, Health Equity – A New Vision.
- October 20-21: NACAA 2021 Virtual Fall Meeting
- October 25-27: U.S. Dust Symposium
- November 3: Urban Heat Island Workshop
- November 9: VOS Webinar: The Future of Clean Energy in Transportation Webinar
- November 16: Association for Commuter Transportation, Bike Incentives, Do They Work?
- December 2: VOS Webinar: Explore the Future of Transportation
- December 6: National Association of Clean Air Agencies Coffee Break, National Air Quality Training Program enhancements.
- December 9: ACT Webinar: Returning to the Office: New Mobility Strategies
- December 15: Environmental Protection Agency Clean School Bus Program
- December 15: ACT Valley of the Sun Chapter Meeting
- December 15: EPA Webinar: Making your Data Count
- December 16: Behavioral Parking Research Webinar

Pima County Department of Transportation (PCDOT) ■

Staff remained available to meet and gather information on non-SOV trips, encourage alternate modes of travel and research effective metrics. Staff changes at PCDOT re-focused their direction on these efforts, and no meetings were scheduled.

● GOAL 6: DECREASE VEHICLE MILES TRAVELED ●

PERCENT OF WORK COMPLETED: 50%

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 the COVID-19 pandemic, 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	75,465			147,563
Annual CAP Survey ^A					-
Annual TRP Survey Pima County employees ^B		5,334,438			5,334,438
PC Employee New Employee Survey ^C	12,300	26,425			38,725
Guaranteed Ride Home - PC employees	127,101	133,445			260,546
Tire Inflation Education Program ^D					-
Cyclovia Participants Car-Free Day ^E					-
Transit Pass Use by Pima County employees ^F	111,337	111,337			222,674
#ThisisCleanAir Challenge	N/A	N/A			-
Teleworking Pima County employees ^G	248,984	165,594			414,578
Fresh Start Concierge Pima County employees ^H	405	7,750			8,155
Car Free Month/World Car Free Day	16,584				
TOTAL	588,809	5,846,704	-	-	6,435,513

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. According to FY20-21 PAG survey results 1,493,544 miles reduced by 1,262 respondents. This was reported in Q1. When projected for entire employee base of 6,743, total miles reduced = 7,980,164. Projecting for entire employee base will be used moving forward.

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. Data obtained by Living Streets Alliance.

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.