



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217
QUARTERLY PROGRESS REPORT • JULY 1, 2018 – SEPTEMBER 30, 2018**

PROGRAM EXPENSES -----

PERCENT OF WORK COMPLETED: 25%

Reimbursable Services Expense totaled \$6,927.07 and included:

- \$5,432.49 – Labor with Fringe Benefit costs in October, November and December:
 - \$4,079.28– Labor expense
 - \$1,353.21– Fringe Benefit expense
- \$1,494.58– Overhead

GOAL 1: EXPAND OUTREACH REGARDING HEALTH IMPACTS OF O₃ AND PM-----

PERCENT OF WORK COMPLETED: 25%

WORK ACCOMPLISHED:

EXPAND RELATIONSHIPS WITH SCHOOLS

Staff met with representatives of the Pima County Schools Superintendent Office (SSO) to discuss and develop an opportunity to engage schools regarding a voluntary parent idle less program throughout Pima County. SSO staff helped PDEQ arrange a pilot program at Innovation Academy in the Amphitheater School District. PDEQ staff worked closely with a gifted-program teacher and principal at the elementary school to coordinate implementation of an idle reduction education campaign. Based on EPA's Idle Free Schools Program, PDEQ staff provided orientation and air quality training for students, led outreach activities (i.e. pledges, letters to parents, Idle Less literature, etc.), and is in the process of collecting pre- and post- campaign observations.

EXPAND RELATIONSHIPS WITH SMALL BUSINESSES

Staff maintains a relationship with the Downtown Tucson Partnership (DTP) and works with them to promote special VNDD events. The Partnership is a non-profit 501 (c)(6) corporation created to implement enhanced municipal services for the Downtown Business Improvement District. Included in their services is marketing and promotions. PDEQ staff coordinates with DTP's outreach staff to promote VNDD events to the thousands of individuals linked with their social media campaigns, including dozens of small businesses and their employees and customers in the downtown area.

DETERMINE OPTIMAL WAYS TO ENGAGE TARGET AUDIENCES

Staff is developing new interactive activities and display materials to address schools' need to focus on Science, Technology, Engineering, Arts and Math (STEAM). Several hand-on demonstrations will teach participants about the properties of air, while props and a new display board will discuss how engineers study air to be able to design systems or devices for motor vehicles and other sources to help reduce air pollution. This provides exactly what schools are looking for in the increasing number of STEM and STEAM

events scheduled before and during the fall and winter Science Fair season. In addition, it teaches students and families about different sources of air pollution and how air quality can be improved.

GOAL 2: COMMUNITY-WIDE EVENTS -----

PERCENT OF WORK COMPLETED: 8%

WORK ACCOMPLISHED:

CARPOOL-FOR-YOU EVENTS

Staff planned a series of outreach events for October 25 through December 11, 2018 that will focus on carpooling to and from the downtown Tucson area to reduce vehicle miles traveled and associated emissions. In addition to information on carpooling and encouraging individuals to sign up to find a carpool match, resources on other alternate modes of transportation will also be provided as well as literature on the health impacts of ozone and particulate matter, how to find real-time air quality data, actions to reduce air pollution and protect health. To attract and engage participants, PDEQ's interactive spinning wheel and festive display will provide an opportunity for question/answer interaction in a fun way.

The events will be promoted to Pima County employees via eScoop newsletter, emails, distributing flyers and posting on the Pima County Travel Reduction Program intranet site. The events will also be promoted via Downtown Tucson Partnership to expand our reach to include employees of small businesses in the downtown area.

TUCSON EARTH DAY FESTIVAL

As part of the Tucson Earth Day Festival planning committee, staff worked with other community partners to prepare for the 2019 event. The event will be held on Saturday, April 20, 2019 at the Children's Museum Tucson and adjacent Armory Park. The committee is comprised of employees of Bear Essential News, City of Tucson, Pima County, Kinder Morgan, Children's Museum Tucson, Raytheon, and retired citizens.

USE THE LOOP FOR YOUR COMMUTE PROJECT

This on-going program encourages no-drive days with The Loop, a non-motorized, multi-use pathway connecting communities within metropolitan Tucson. After targeted outreach to 76 major businesses within one half-mile of the facility in FY 2016-2017, staff continues to fill Loop literature and map orders and promote The Loop to businesses and the general public. At a minimum, the Loop is discussed and the promotional flyer is available at new employee orientations for Pima County employees throughout the year as well as at the Carpool-For-You events to be held in the second quarter.

SUPPORTING COMMUNITY PROGRAMS TO ENHANCE NO-DRIVE DAY GOALS

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

- **Arizona Department of Environmental Quality**

PDEQ staff continued to promote the Arizona Department of Environmental Quality five-day air quality forecast program for the Pima County region for ground-level ozone and coarse particulate matter. The forecasting services became available to the public mid-September 2017. It is intended to not only provide warnings to people who might have health issues associated with elevated levels of air pollution, but also to act as a preemptive measure, providing time for people to make plans that could keep air quality in a healthy range when it is forecasted to be unhealthy.

The forecasting has proved to be helpful for VNDD staff and provides information that we can include in our air quality advisories, including from where the pollution is coming and weather

patterns that are affecting air quality. It is especially helpful towards the end of the work week for potential weekend warnings.

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

- **Green Valley Community**

Staff represented Pima County DEQ at the Green Valley Council monthly meetings to keep the committee updated on air quality issues. Presentations on air quality issues are given each month and questions about local concerns are addressed. This involvement has strengthened rapport with the Green Valley community and has proven helpful when reaching out to the at-risk population on sensitive issues, such as air quality and mining activity.

- **Living Streets Alliance**

The Living Streets Alliance (LSA) is a 501(c)(3) organization established to promote healthy communities by empowering people to transform streets into vibrant places for walking, bicycling, socializing and play. VNDD program staff worked with LSA regarding the spring Cyclovia event (mentioned above) and the Bike Valet Program.

Bike Valet Program:

- Free, conveniently placed bike racks at community events encourages participants to leave cars at home and use bicycle transportation to venues;
- VNDD staff provided funding for the purchase of bike racks during Fiscal Year 2014-2015 that continue to be used; and
- During this quarter, the Bike Valet was available at three venues: July Ice Cream Social Ride, August Tucson Birthday Social Ride, and September Film Fest Social Ride. A total of 62 bikes were parked during these events. Due to lack of resources, valet service is no longer available by LSA. Instead, they will provide delivery and pick-up of the bike racks for event organizers. LSA also provides tags and banners for event staff to operate the valet service.

- **National Bike Challenge**

Staff promoted the Love to Ride National Bike Challenge *Cycle September* to Pima County employees and encouraged folks to sign up as individuals and ride bikes for transportation and recreation during the month of September.

The Challenge went global and had 36,906 participants who, all together, rode 6,188,330 miles. Thirty-eight county employees participated by logging their bike rides on the Love to Ride website. Unfortunately, data on miles ridden by Pima County employees was not provided by the national organization.

In addition to a chance at prizes from the Love to Ride team, the Pima County Employee Wellness Program donated *GO Active* stainless steel insulated beverage bottles and Pima Association of Governments donated front and rear LED bike lights for county employee participants. The prizes were awarded via a random drawing, and 12 participants received the bottles and bike light sets were available to all 38 participants.

- **National Weather Service**

Staff collaborates with the National Weather Service (NWS) to provide air quality information to the public. The partnership provides timely reports that warn the public of potential or existing

airborne dust issues and include a health impact statement to protect public health. When NWS issues dust alerts, the message also includes information about the availability of air quality information on the PDEQ website.

- **Pima Association of Governments**

Staff continued to collaborate with PAG on a variety of programs and projects:

- Air Quality Subcommittee: Chair meetings; help develop agenda with informative speakers to educate members about air quality issues and concerns; provide presentations regarding various air quality subjects.
- Travel Reduction Task Force: Jurisdictional representative, Travel Reduction Program Enforcement Agency for companies located in unincorporated areas of Pima County.
- Travel Reduction Program: Promoted alternate modes of transportation to approximately 7,000 Pima County employees via presentations, newsletter articles, email blasts, intranet site, Facebook group *Commute Trips & Tips*, and Reduced Emissions and Air Pollution (REAP) rewards program utilizing PAG resources.
- Guaranteed Ride Home Program: Due to funding changes, PAG discontinued this program that once served all major employers in Pima County.
- In preparation of the annual PAG Travel Reduction Program Employee Survey to be conducted with Pima County employees in October, staff prepared administrative memos to announce the survey by email blast, and requested an announcement of the survey be posted in the ADP portal.

- **Pima County Government Departments**

- Communications Office***

- Staff worked with graphic designers and communications specialists on a variety of projects including eScoop articles, news releases, announcement for email blast to county employees, and the redesign and printing of our Air Quality Index bookmark.

- Environmental Quality***

- Due to Pima Association of Governments cancelling their Guaranteed Ride Home Program, and with funding from PDEQ Director's Office, staff was able to re-establish a Guaranteed Ride Home Program for all Pima County employees. This helps to serve employees who use alternate modes of transportation for their work commutes by providing a free ride home in cases of emergency and when they are left without a personal vehicle.
 - Staff created a registration form, trip form for reimbursement, detailed description and Standard Operating Procedure of how the program operates.
 - Staff drafted an update and changes summary for Pima County Administrative Procedure 50-1 Guaranteed Ride Home Program. The edits were approved and signed by the County Administrator.
 - Staff developed the intranet webpage on the Travel Reduction Program site to provide resources needed for employees to register and submit reimbursement for emergency rides.
 - Staff acquired a list of Pima County employees who registered with PAG GRH program and notified them of PAG's program cancellation and introduction of PDEQ's new GRH program.
 - Staff created an excel spreadsheet to manage GRH registrants and their use of emergency rides. Forty-four employees signed up for the program this quarter.
 - Staff processed one claim for an emergency ride home from Uber. The 12.22 mile ride cost \$19.86, which was reimbursed to the employee from PDEQ Director's Office petty cash funds.

Health Department

- Bicycle and Pedestrian Program: Promoted bike safety classes, on-line and paper maps of bike routes and The Loop non-motorized pathway, bike bell and children's helmet give-away events, and related literature with the general public, major employers and Pima County employees.

Human Resources

- New Employee Orientations: Provided Travel Reduction Program presentations and informational literature about alternate modes of transportation to new employees. Five presentations were delivered this quarter, reaching 145 attendees.
- Bus Pass Sales: 945 bus passes were sold to Pima County employees this quarter via the HR Benefits program.

Natural Resources, Parks & Recreation

- Staff provides educational literature at an environmental education center, Desert Discovery Center, which serves to inform environmental educators and families about sustainability topics and regionally significant ecological issues relating to the desert environment and wildlife corridors, including water and air quality.

Office of Sustainability and Conservation

- Staff contributes to the Alternate Fuels Chapter of the Sustainability Action Plan for County Operations. This subcommittee is dedicated to reduce miles driven, improve efficiencies, and reduce emissions from the fleet of vehicles used by Pima County employees. 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. Plans are in the making to implement an idle reduction program that will encourage employees to idle less, and includes utilizing GPS data reports on vehicle idling duration, and charging departments for unnecessary idling.

Public Libraries and Community Centers

- Several years ago, staff had set up a partnership with the Pima County Public Library system on a materials distribution program, *EcoNook for Desert Dwellers* (for teenagers and adults) and *Eco Kids Corner* (for 12 years and younger). The program promotes air quality and environmental awareness through PDEQ educational materials. VNDD staff remained available to respond to requests for literature.
- Staff previously provided master copies of some flyers to librarians to photocopy and resupply themselves with eco-literature customized to the specific interest of their library patrons. This frees up PDEQ staff time and resources. On average, staff sends fresh supplies of printed materials once or twice per year.

• Sun Tran and Sun Link Streetcar Transit Services

- Promoted transit services to Pima County employees and the general public by providing on-line resources, Ride Guides and other brochures about how to ride transit.
- *Healthy Air Is In Our Hands, Drive Less* campaign: Interior bus posters continue to be displayed in Sun Tran busses.
- Sun Tran donated \$10 value-loaded SunGO transit passes to distribute to Pima County employees. Eight passes were distributed in September at New Employee orientations.

Staff reported the identification numbers of the distributed cards so that Sun Tran can track their usage through time to assess the effectiveness of the promotion.

- **Tucson Audubon Society**
 - Desert Dwellers Education Project: PDEQ staff continued to collaborate with Tucson Audubon Society to distribute the desert conservation poster, *Desert Dwellers Know – A Celebration of Byrd’s Words* and other VNDD literature.
 - A companion coloring and activity book, *Desert Dwellers Know Desert Colors*, is for sale at the Audubon Society gift store. The piece was developed to extend the Desert Dwellers Know concept using attractive artwork and the poetry of Byrd Baylor to provide lessons about sustainable desert living. A series of facts, questions and academic challenges helps adhere this piece to core STEAM (science, technology, engineering, art and math) principles for easy integration with elementary school classrooms. Proceeds from the sales will be used for reprinting the poster and activity book.

- **Tucson Clean & Beautiful**
 - Staff serves on the Board of Directors of Tucson Clean & Beautiful and shares information regarding No-Drive Days goals and special events as appropriate.
 - TCB has a very active “Trees for Tucson” program that staff helps to promote for the many air quality benefits provided by shade trees.
 - VNDD and TCB promote each other’s materials at select community outreach events.

- **University of Arizona**
 - Staff facilitates an internship Affiliation Agreement between PDEQ and the University of Arizona, providing information to students, conducting interviews, and developing project ideas. Staff acts as preceptors to students as they work on a variety of projects benefitting the department, the community and the VNDD program. This semester we worked with a Master of Public Health student to develop a pilot idle reduction campaign for schools to reduce vehicle emissions.
 - A project planned by an intern during the spring semester 2018 is pending. The intern developed a storyboard for a video designed to educate viewers about ground-level ozone: what it is, sources of it and how it is formed, health effects from breathing it, and solutions to reduce this pollutant. The project was discussed with videographers in the Communications Office and was put on hold due to timing logistics and staff workloads.

REPORTS OR DATA PRODUCED:

Emissions reduction from Healthy Air Is In Our Hands Campaign:

- 333 contest participants pledged to not drive 131,938.8 miles this quarter.
- 112,768 pounds of pollution and greenhouse gases reduced.

Emissions reduction through monthly Sun Rideshare Rewards Program:

Staff received data regarding Pima County employees who entered their alternate mode trips in PAG’s Sun Rideshare travel database in July, August and September 2018.

- 45 employees submitted alternate mode trips.
- 2,057 daily commute logs entered this quarter.
- 38,568 total vehicle miles reduced.
- 30,271 pounds of air pollution and greenhouse gases reduced.

Emissions reduction from Pima County employee use of transit:

According to the employee survey conducted in October of 2017, we know that the average round-trip commute for Pima County employees is 25.4 miles. In this quarter, 945 transit passes were sold to Pima County employees, an average of 315 each month. If these employees were able to use transit an average of three days per week (accounting for holidays, vacation days and days where driving is necessary), for the 13 weeks during this quarter they would have reduced driving by 312,039 miles and subsequently reduced vehicle emissions of air pollution and greenhouse gases by 266,700 pounds.



Emissions reduction from Pima County employee Guaranteed Ride Home Program:

- 44 employees signed up for this program during the first quarter.
- 60,476 vehicle miles traveled reduced this quarter.
- 211,454 pounds air pollution and greenhouse gas emissions reduced per year by these employees.

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

PERCENT OF WORK COMPLETED: 26%

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.

Staff began developing a series of 12 presentations for a Quasar Academy 21st Century Class at Quail Run Elementary School. Staff developed agendas for the first several scheduled classes and began developing new interactive activities regarding the properties of air, how the air gets dirty, how weather and geography affect air quality, how health is affected by air pollution, what individuals can do to reduce air pollution, and more. The class was cancelled due to low enrollment; however, a spring class series has good potential after promotion during the fall semester is conducted to pique more student interest.

REPORTS OR DATA PRODUCED:

Staff delivered 14 presentations directly related to No-Drive Days this quarter to youth and adult groups, reaching at least 389 individuals. In addition, staff provided four in-depth interviews on KXCI radio with Mrs. Green, KVOI Radio with Mike Shaw, KVOI Radio with Bill Buckmaster, and KXCI radio regarding Pedal the Pueblo, likely reaching thousands of listeners.

| Presentations | | | |
|---------------|--------------------------------------|-----------------|-------------|
| Date | Location | # Presentations | # Attendees |
| 3-Jul-18 | Pima County New Employee Orientation | 1 | 32 |
| 9-Jul-18 | Himmel Park Library | 1 | 4 |
| 26-Jul-18 | Pima County New Employee Orientation | 1 | 35 |
| 10-Aug-18 | American Heart Association | 1 | 30 |
| 15-Aug-18 | Pima County New Employee Orientation | 1 | 25 |

| | | | |
|-----------|--|-----------|------------|
| 21-Aug-18 | Creative Communications Advisory Council | 1 | 4 |
| 29-Aug-18 | Tucson Indian Center | 1 | 40 |
| 5-Sep-18 | Green Valley Council | 1 | 15 |
| 6-Sep-18 | Pima County New Employee Orientation | 1 | 33 |
| 12-Sep-18 | Hiaki High School | 1 | 25 |
| 12-Sep-18 | Charter Valencia High School | 2 | 100 |
| 19-Sep-18 | AARP | 1 | 16 |
| 27-Sep-18 | Pima County New Employee Orientation | 1 | 30 |
| | TOTAL | 14 | 389 |

| In-Depth Interviews | | |
|---------------------|--|--------------|
| Date | Location | # Interviews |
| 9-Jul-18 | KXCI Radio Interview – Mrs. Green | 1 |
| 20-Aug-18 | Radio interview - Mike Shaw KVOI - | 1 |
| 21-Aug-18 | Radio interview - Bill Buckmaster KVOI - | 1 |
| 14-Sep-18 | KXCI Radio Interview – Pedal the Pueblo | 1 |
| | TOTAL | 4 |

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

PERCENT OF WORK COMPLETED: 70%

WORK ACCOMPLISHED:

AIR QUALITY HEALTH WATCH & HIGH POLLUTION ADVISORY ICONS

With help from Pima County Communications, staff developed icons to distinguish news releases announcing air quality health watches and high pollution advisories for ozone and particulate matter. The Health Watch icon utilizes a strong “HW” on top of an orange diamond and set upon a blue background. The High Pollution Advisory uses “HPA” letters sitting on an orange-red triangle, with an orange background, indicating a more serious situation. The artwork includes a fillable text field where staff can update current dates as appropriate.

AIR QUALITY INDEX BOOKMARK

Staff worked with the Pima County Communications Office and Print Shop to re-design, update and print this bookmark that discusses what the Air Quality Index is and how to read the color code and number system. Included are resources for the user to find air monitoring data and sign up to receive PDEQ air quality advisories or the ADEQ five-day air quality forecasts.

CARPPOOL-FOR-YOU EVENTS PROMOTIONAL FLYER

Staff developed a flyer to announce the series of tabling events designed to promote carpooling to downtown employees between October 25 and December 11. The flyer will be hung in downtown county buildings, distributed at Pima County New Employee Orientations, and sent via email to promote the events. The Downtown Tucson Partnership will also help promote the event to downtown businesses.

ARTICLES WRITTEN

eScoop Newsletter

Staff wrote three articles for the on-line newsletter for thousands of Pima County employees to read. The articles provided information about ozone levels, how to use the Air Quality Index and other resources to

protect health, Cycle September, PDEQ's new Guaranteed Ride Home Program, SummerGO Youth Pass, the Healthy Air "Drive-Less" Pledge, PAG Sun Rideshare resources, and an opportunity to sign up for a list serve to receive information on alternative mode news.

PDEQ Internet

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

ADDITIONAL PROMOTIONAL PIECES

Updates to the existing *One Less Car* flyer were made to include the new PDEQ Guaranteed Ride Home Program for Pima County employees (paid for with PDEQ operating funds).

In addition to materials developed by PDEQ staff, a flyer promoting PDEQ's *Awesome Air in Pima County* presentation was provided by Himmel Park Public Library.

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

PERCENT OF WORK COMPLETED: 50%

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

WORK ACCOMPLISHED:

SOCIAL MEDIA MESSAGING

PDEQ staff tweeted messages on Twitter to encourage readers to reduce exposure to outside air, reduce exertion, drive less, and minimize vehicle idling.

- 11 tweets posted regarding expected high levels of ozone this quarter.

NEWS RELEASES

Health watch and air quality advisory news releases warned the public of possible elevated levels of ozone, explained in basic terms how ozone is created, listed symptoms sensitive individuals might experience when exposed to higher levels of ozone, provided suggestions to reduce exposure, and listed actions people can take to reduce ozone levels. The news releases also give resources to find current air quality data and how to sign up to receive PDEQ Air Quality Advisories and ADEQ Five-Day Air Quality Forecasts.

- Six health watches issued during the first quarter.
- Three air quality advisories issued during the first quarter.

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, and the distribution of literature through libraries, community centers and community outreach events.

PERCENT OF WORK COMPLETED: 78%

WORK ACCOMPLISHED:

PDEQ WEBSITE:

Staff continued to promote, update and maintain the PDEQ website, posting 13 new pages developed from news releases about air quality issues.

| Articles Posted on PDEQ Website |
|--|
| July 23, 2018 – Air Quality Health Watch Issued for July 23 |
| July 24, 2018 – DEQ issues Air Quality Health Watch for July 24 |
| July 25, 2018 – Pima County Issues Air Quality Watch for July 25 |
| July 25, 2018 – Wondering why the skies are hazy today? |
| July 27, 2018 – Pima DEQ Issues Air Pollution Health Watch |
| July 30, 2018 – Pima County Issues Air Quality Health Watch |
| July 31, 2018 – Some back-to-school tips to save money and help the environment |
| July 31, 2018 – Pima County Issues High Pollution Advisory for Ozone |
| August 1, 2018 – County Issues Air Quality Health Watch for Aug. 1 |
| August 2, 2018 – High Pollution Advisory Issued for Aug. 2 |
| August 3, 2018 – Preliminary data indicate violation of EPA ozone standard in County |
| August 3, 2018 – PDEQ issues another High Pollution Advisory |
| August 8, 2018 – Pima DEQ issues revised Air Quality Permit |

ECO KIDS CORNER WEBSITE:

Staff continued to promote the Eco Kids Corner website by distributing 63 bookmarks this quarter to public libraries, at presentations, and while tabling at community events. Debuted in January 2012, this kid-friendly website includes engaging and educational information regarding air quality, water, soil, climate change and reducing, reusing, and recycling. Kids can interact with a guessing game, create 13 different types of nature poems, and find additional resources for local eco-related activities, as well as discover a plentitude of resources for more information and engaging websites.

LIST SERVES:

Staff maintains list serves to share timely air quality and No-Drive Day information quickly with interested individuals.

- **Air Quality List Serve**

Staff issues air quality advisories to individuals on our Air Quality List Serve when air quality is expected to reach unhealthy levels or when air quality related news releases or notices of community events are sent to the media. Staff encourages a voluntary reduction in motor vehicle use as part of the advisories as appropriate. The public can sign up for this list serve on the PDEQ website or list their names on sign-up sheets that staff provides at select outreach events. There are currently 848 members on the Air Quality List Serve, 138 members on the Media list serve and 13 air quality-related informational pieces were distributed to them this quarter.

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 Day practices in their work commutes by using transit, carpooling, vanpooling, biking and walking. During this quarter, staff:

- Replied to inquiries regarding the use of alternate modes of transportation;
- Delivered travel reduction presentations and distributed resources at five New Employee Orientations;
- Distributed alternate mode news and information via three employee newsletter articles;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via eScoop newsletter articles, website, and employee presentations;

- Contacted members of Travel Reduction Program alternate modes list serves, sharing timely news with those Pima County employees interested in transit (57 members), bicycle (95 members), walk (two members), and carpool and vanpool (14 members). Staff distributed information on eight occasions this quarter including messages about the cancellation of PAG's Guaranteed Ride Home Program, announcement of PDEQ's new Guaranteed Ride Home Program, changes to Sun Tran transit schedule, Park & Ride Lot relocation, Cycle September, and an Open House event for two proposed Sun Tran route changes.
- Maintained and updated the TRP intranet webpages providing resources and information about all alternative modes of transportation and the benefits they provide;
- Maintained a Facebook group, *Commuter Trips and Tips* for Pima County employees; and
- Distributed Survey Monkey surveys to new employees to assess the effectiveness of the TRP presentations and resources delivered during new employee orientations.

HARD COPY MATERIALS DISTRIBUTION:

Staff distributed 6,212 pieces of literature and promotional materials during this quarter. At least 91 different items authored by PDEQ and other agencies were distributed.

In addition to distributing materials at booths and presentations, staff also distributed literature and promotional items individually on at least 25 separate occasions reaching approximately 636 people.

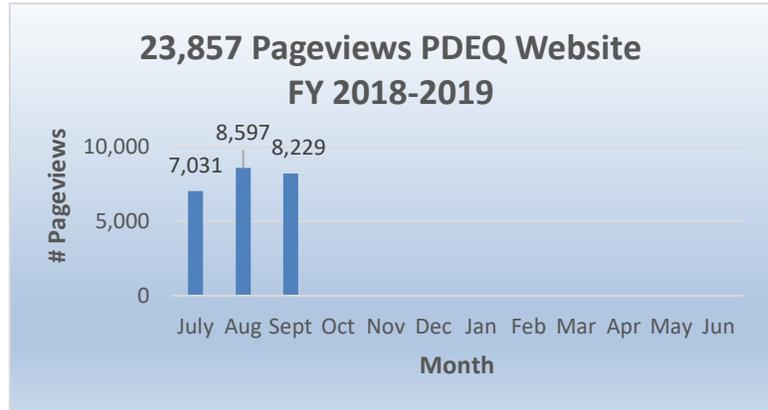
| Materials Distribution | | | |
|------------------------|--|----------|-------------|
| Date | Location | # Events | # Attendees |
| 3-Jul-18 | St. Francis Methodist Church | 1 | 3 |
| 5-Jul-18 | Historic Y | 1 | 20 |
| 6-Jul-18 | AARP | 1 | 25 |
| 6-Jul-18 | Tierra Antigua Realty | 1 | 10 |
| 11-Jul-18 | Quail Run Elementary School | 1 | 1 |
| 20-Jul-18 | Barrio Viejo Historic Properties | 1 | 3 |
| 20-Jul-18 | El Presidio B-N-B | 1 | 1 |
| 20-Jul-18 | Kena Milberg | 1 | 3 |
| 20-Jul-18 | Tucson Ministry Alliance | 1 | 60 |
| 31-Jul-18 | Azteca Tucson 14 | 1 | 1 |
| 10-Aug-18 | Raytheon | 1 | 100 |
| 16-Aug-18 | Pima County Superintendent of Schools | 1 | 20 |
| 20-Aug-18 | Downtown Tucson Partnership | 1 | 24 |
| 21-Aug-18 | Innovation Academy | 1 | 1 |
| 22-Aug-18 | International Contacts in Tbilisi | 1 | 3 |
| 23-Aug-18 | PDEQ Fleet | 1 | 20 |
| 28-Aug-18 | Innovation Academy | 1 | 3 |
| 31-Aug-18 | UofA College of Pharmacy | 1 | 2 |
| 5-Sep-18 | Interfaith Group - Theology Today Class | 1 | 25 |
| 7-Sep-18 | Pima County Superior Court | 1 | 40 |
| 11-Sep-18 | Health On Broadway | 1 | 10 |
| 11-Sep-18 | Wild Horizons | 1 | 1 |
| 14-Sep-18 | Pima County Bicycle & Pedestrian Program | 1 | 10 |
| 14-Sep-18 | Banner Health | 1 | 150 |

| | | | |
|-----------|--------------------|-----------|------------|
| 19-Sep-18 | Tucson High School | 1 | 100 |
| | TOTAL | 25 | 636 |

REPORTS OR DATA PRODUCED:

PDEQ Website:

Staff tracks pageviews to the PDEQ website using Google Analytics. During the first quarter of FY 2018-2019, 23,857 pageviews have been documented.



TRP Intranet Site:

Staff received data from Google Analytics reporting that there were 401 pageviews on the TRP intranet site during the first quarter.

GOAL 7: 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. The pledge is promoted at outreach events, on the PDEQ website, and posters inside Sun Tran busses. Each quarter a \$100 Visa card is randomly awarded to one lucky participant to act as an incentive for participation. Data is collected and analyzed to track pledged miles not driven and associated emission reductions.

PERCENT OF WORK COMPLETED: 25%

WORK ACCOMPLISHED:

- 266 pledge cards distributed.
- 230 Healthy Air Is In Our Hands bookmarks distributed.
- 333 people pledged to drive less this quarter.
- 131,983.8 miles contest participants pledged to not drive during this quarter.
- 112,768 pounds of air pollution and greenhouse gases reduced this quarter.

GOAL 8: COMMUNITY EVENT OUTREACHES -----

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

PERCENT OF WORK COMPLETED: 35%

WORK ACCOMPLISHED:

Staff tabled at eight community events this quarter reaching approximately 2,895 attendees with No-Drive Day messaging.

| Booths | | | |
|-----------|--|----------|-------------|
| Date | Location | # Events | # Attendees |
| 20-Jul-18 | Summer Safari Nights - Reid Park Zoo | 1 | 1000 |
| 25-Jul-18 | Pima County Youth Summer Camp Open House | 1 | 45 |

| | | | |
|-----------|---|----------|-------------|
| 27-Jul-18 | Summer Safari Nights - Reid Park Zoo | 1 | 1000 |
| 30-Jul-18 | Child-Parent Center Wellness Fair | 1 | 550 |
| 28-Aug-18 | Wellness Coordinator's Orientation | 1 | 95 |
| 06-Sep-18 | Historic Y Healthy Air Brownbag | 1 | 15 |
| 8-Sep-18 | Pilgrim Rest Missionary Baptist Church Health & Wellness Fair | 1 | 40 |
| 15-Sep-18 | Loop the Loop Event, PCNRPR | 1 | 150 |
| | TOTAL | 8 | 2895 |

GOAL 9: NEWS RELEASES & MEDIA EXPOSURE -----

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

PERCENT OF WORK COMPLETED: 48%

WORK ACCOMPLISHED:

NEWS RELEASES TO MEDIA:

Staff developed and distributed 12 news releases this quarter, including six air quality health watches and three high pollution advisories for ozone. The other news releases explained hazy skies from a distant wildfire, back-to-school eco tips, and discussed preliminary data that indicates a violation of the U.S. EPA ozone standard.

| News Releases | |
|---------------|--|
| Date | Title |
| 23-Jul-18 | Air Quality Health Watch July 23 & 24 |
| 24-Jul-18 | Air Quality Health Watch (ozone) |
| 25-Jul-18 | Why is the Sky Hazy Today? (Bruno Fire) |
| 25-Jul-18 | Air Quality Health Watch (ozone) |
| 27-Jul-18 | Air Quality Health Watch (ozone) |
| 30-Jul-18 | Air Quality Health Watch (ozone) |
| 31-Jul-18 | High Pollution Advisory (ozone) |
| 31-Jul-18 | Back to School Eco Tips Save Money |
| 1-Aug-18 | Air Quality Health Watch (ozone) |
| 2-Aug-18 | High Pollution Advisory (ozone) |
| 3-Aug-18 | High Pollution Advisory (ozone) |
| 3-Aug-18 | Preliminary Data Indicates Violation of EPA Ozone Standard |

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.

During the first quarter, staff provided four in-depth interviews to the media, two for different reporters on KVOI radio and two on KXCI radio. Topics of discussion included ozone air pollution, ways to reduce pollution while heading back to school, and actions that can be taken to reduce ground-level ozone.

NEWS STORIES:

At least 23 news stories, advertisements or announcements related to No-Drive Day messaging reached thousands of community members via a variety of news stations, websites, newspapers, and newsletters.

| Media Exposure via TV, Radio, Print, Outdoor Advertising and Publicity | | |
|--|-------------------------------|--|
| Date | Media | Subject |
| 20-Jun-18 | kvoa.com | Pima County issues air quality advisory |
| 16-Jul-18 | KOLD TV | PDEQ staff interviewed on using alternate modes of transportation |
| July-18 | eScoop PC employee newsletter | Are you breathing air this summer? |
| 23-Jul-18 | Intuit internal list serve | PDEQ issues Air Quality Health Watch |
| 23-Jul-18 | kvoa.com | Pima County DEQ issues air quality Health Watch |
| 23-Jul-18 | kvoa.com | Health Watch issued for rising ozone levels |
| 25-Jul-18 | gvnews.com | Fire and heat bring hazy skies, high ozone levels |
| 26-Jul-18 | Arizona Daily Star | Air Quality Health Watch Issued Again For Tucson Area |
| 31-Jul-18 | KGUN | High air pollution advisory in affect |
| 31-Jul-18 | Arizona Daily Star | Air quality health watch issued for Tucson today, high pollution advisory on Tuesday |
| 31-Jul-18 | KGUN | High summer ozone levels could impact local transportation projects |
| 31-Jul-18 | KVOA | High Pollution Advisory issued for Metro Tucson |
| 1-Aug-18 | Pima.gov | County issues Air Quality Health Watch for Aug. 1 |
| 3-Aug-18 | Pima County FYI | Back-to-school tips help save money and the environment |
| 4-Aug-18 | willcoxrangeneews.com | UPDATE: "Remnant dust" causing haze over Willcox and surrounding areas |
| 5-Aug-18 | Arizona Daily Star | Tucson area breaks EPA ozone limit, could harm kids, elderly |
| 11-Aug-18 | willcoxrangeneews.com | A hazy Friday morning in Willcox (Pima mentioned) |
| 17-Aug-18 | FOX 10 News | Blowing Dust Advisory |
| 18-Aug-18 | tucsonsentinel.com | Ozone levels in Pima County air nothing to cough at |
| Aug-18 | eScoop PC employee newsletter | Breathing is easy, isn't it? |
| 21-Aug-18 | buckmastershow.com | Challenging summer for air quality in Pima County |
| Sept-18 | eScoop PC employee newsletter | Cycle September is Here! |
| 24-Sep-18 | asa-tucson.org | Oct. 10: Protecting the Air We Breathe |

GOAL 10: CONTENT PRODUCED FOR SOCIAL MEDIA -----

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

PERCENT OF WORK COMPLETED: 26%

WORK ACCOMPLISHED:

Twitter: PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, PDEQ posted 43 tweets which yielded 62,900 impressions regarding various environmental subjects. Posts focused on air topics including: good air quality, bike commuting, conserving energy, pollution prevention, reducing engine idling, Loop the Loop event, local events where PDEQ staff is tabling, sign up for air quality advisories, using alternate modes for transportation, ozone, youth vulnerable to air pollution, active transportation, watching for dust storms, animals need clean air, using the Loop instead of driving, high pollution advisories for ozone, health watches for ozone, actions to reduce ozone pollution, hazy skies from wildfire, air quality index, air toxics at schools due to idling vehicles, ozone season, monsoon rains clean the air, free clean air presentations, changing driving habits for cleaner air, avoiding personal fireworks to keep air healthier, and reducing motor vehicle use.

Facebook, Travel Reduction Program Group: In May 2017, staff established a Facebook group for Pima County employees, *Commute Trips and Tips*, as a way to reach employees regarding driving less and using

alternate modes of transportation for work commutes. Twelve messages were posted during this quarter, including messages regarding the Guaranteed Ride Home Program, Sun Link Streetcar anniversary, streetcar safety, Pima County Bicycle & Pedestrian Program, Sun Tran transit route changes, Park & Ride location changes, proposed Sun Tran route changes, Cycle September, four-millionth passenger on the Sun Link Streetcar, and open house events for Sun Tran proposed route changes. There are 40 members of this Facebook group.

YouTube: With the assistance of Pima County Communications, PDEQ produced and posted public service announcements related to air pollution and actions people can take for healthier air. The videos were posted in previous years, and views continue to increase.

REPORTS OR DATA PRODUCED:

Twitter:

Quarterly impressions on Twitter have increased from 215 in the first quarter we began tweeting to 62,900 impressions this quarter. PDEQ has 736 Twitter followers and is following 486 organizations.

YouTube Video Views:

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

- *Idle Less*
 - 15-second version (uploaded May 2018): 28 views
 - 40-second version (uploaded April 2018): 159 views
- *Help keep particles out of the air this New Year's*
 - English version (uploaded December 2016): 147 views
 - Spanish version (uploaded September 2017): 21 views
- *Love the Air* (uploaded April 2015): 590 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.

GOAL 11: PROGRAM EVALUATION -----

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

PERCENT OF WORK COMPLETED: 12%

WORK ACCOMPLISHED:

ANNUAL EVALUATION OF THE VOLUNTARY NO-DRIVE DAYS CAMPAIGN:

Staff began initial work to go out to bid for a new contractor to perform the annual telephone and internet survey.

YOUTH & ADULT PRESENTATION SURVEYS:

Surveys are distributed at or after presentations, as appropriate, to evaluate the effectiveness of the program in informing and encouraging no-drive actions among attendees. Three evaluations were returned this quarter from members of an adult audience at Himmel Park Library.

TRAVEL REDUCTION PROGRAM SURVEYS DISTRIBUTED:

- **New Employee Orientation Evaluations:**

Staff received survey results regarding Travel Reduction program presentations during New Employee Orientations for Pima County. These surveys are distributed by the Human Resources

Department. Overall, the topic is relevant to participants, presentations were clear, and the quality of the presentation materials either met or exceeded the expectations of the attendees.

- **Survey Monkey Evaluations:**

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

Staff distributed Survey Monkey surveys to 94 employees this quarter, receiving 18 responses (19% response rate).

REPORTS OR DATA PRODUCED:

YOUTH AND ADULT PRESENTATION SURVEYS

On a scale of one (1) to five (5) where one is “Low” and five is “High,” the audience rated the effectiveness of the presentation in increasing attendees’ knowledge of environmental issues a 4.7. On the same scale, they ranked the effectiveness of the presentation in encouraging actions to reduce air pollution at 4.7.

Attendees were asked what they liked best about the presentation. Comments include an explanation of the break-down of types of air pollutants, very knowledgeable presenter, videos helped with presentation flow, and good data provided credibility. When asked how we could improve the presentation, no one commented. One additional comment stated that the attendee thought it was a very interesting presentation and they will be doing more air research.

NEW EMPLOYEE ORIENTATION EVALUATIONS

Ninety-eight Pima County employees submitted evaluation sheets after attending New Employee Orientations. Several made comments regarding the Travel Reduction Program portion of the event. Comments include:

- “Good presentation.”
- “Informative, engaging, and lots of helpful handouts.”
- “Helpful info.”
- “Great attitude. Engaged class and great personality.”
- “Love her. Great ideas.”
- “Too long.”
- “Great speaker.”
- “Wonderful resources”
- “Very good! Educational.”
- “Not relevant for the Sheriff Department for some positions.”
- “Another great benefit.”
- “Awesome benefit to have discounted bus passes!! The last company I was with didn’t have them. Sad!”
- “Thank you for \$10 SunGO card for bus.”
- “Instructor did good job. Good videos.”
- “Motorcycles should count!”
- “Very helpful. Made me want to try the bus.”

TRP SURVEY MONKEY SURVEYS OF NEW PIMA COUNTY EMPLOYEES

The data collected during the first quarter shows that alternate modes of transportation accounts for at least 17% of weekly commutes (including Sun Tran busses, SunLink Streetcar, carpool, vanpool, bike or walk). Due to these employees use of alternate modes of transportation, data collected indicates:

- 4,750 vehicle miles traveled are avoided per year by these respondents.
- 4,318 pounds of air pollution and greenhouse gases are reduced per year.

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

- “The presentation was great. I wish I had a schedule and commute that coincide with bus schedules.”
- “I’ll be taking the bus soon so it’ll save me a good amount of money on gas.”
- “They spoke about alternate modes of transportation but many of the applications weren’t practical. For instance, I can ride a bike to work, but there are no facilities to shower. Also, with Arizona weather, it’s very hot outside, yet I’m required to wear business casual (including pants). This isn’t practical. Also, the bus pass takes a long time to become available, and the bus routes aren’t practical for many of the locations I must travel. It’s a good idea, but practical application and implementation is lacking vision.”
- “I thought the presentation was very helpful. I haven’t started with the bus yet because I wanted to get a sense of my work hours first (i.e.: If when overtime might be required).”

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

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

PERCENT OF WORK COMPLETED: 0%

No ADEQ conference calls or meetings were scheduled.

WORK ACCOMPLISHED:

No meetings were scheduled to calculate emission reductions from VNDD activities.

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

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

PERCENT OF WORK COMPLETED: 5%

WORK ACCOMPLISHED:

Staff is working to establish a baseline from which to gauge a change in vehicle miles traveled.