



**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY  
VOLUNTARY NO-DRIVE DAYS/CLEAN AIR PROGRAM • CONTRACT NO. ADEQ18-198217  
QUARTERLY PROGRESS REPORT • JANUARY 1, 2019 – MARCH 31, 2019**

**PROGRAM EXPENSES -----**

**PERCENT OF WORK COMPLETED: 75%**

Reimbursable Services Expense totaled \$63,502.00 and included:

- \$34,168.96 – Labor with Fringe Benefit costs in January, February and March:
  - \$25,310.63 – Labor expense
  - \$ 8,858.33– Fringe Benefit expense
- \$6,370.00 – Contractual for annual survey to track program effectiveness
- \$1,087.06 – Advertising No-Drive Day event, printing, promotional items for outreaches
- \$21,875.98 – Administrative Overhead

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

**PERCENT OF WORK COMPLETED: 75%**

**WORK ACCOMPLISHED:**

**EXPAND RELATIONSHIPS WITH SCHOOLS**

**School Idle Reduction Program**

Through connections with the Pima County Schools Superintendent Office, staff worked with a teacher, principal and students at Amphitheater School District’s Innovation Academy to pilot a voluntary parent vehicle idle-reduction program at the school. Based on EPA’s Idle Free Schools Program, PDEQ staff provided orientation and air quality training for 3<sup>rd</sup> to 5<sup>th</sup> grade students in the school’s gifted program. Staff also led outreach activities (i.e. parental pledges, letters to parents, school-wide survey, Idle Less literature, created and staffed a booth for Science Night at the school, etc.), and collected pre- and post-campaign observations (with students) of parent vehicle idling practices on campus after school.

Results of the campaign indicate there was a 56% decrease in the number of idling vehicles, a 17% decrease in time spent idling, and a 71% decrease in vehicle emissions. The PDEQ VNDD’s education messaging also highlighted ways to reduce vehicle trips and the benefits of breathing healthier air, such as improved student’s cognitive abilities, lung function and overall health & wellness.

Students acted as citizen scientists and turned this idle less program into a science fair project for the Southern Arizona Regional Science and Engineering Fair. They won a Third Place Award.

With Pima County Communications videographers and Innovation Academy principal, teacher and students, staff is developing an informational video to encourage other schools to adopt an Idle Less Program. The short video will highlight the multi-layer benefits of adopting the program and provide resources for the free EPA Idle Less Toolkit to make it easier for schools to implement the program.

**Semester Long After-School Class at Quail Run Elementary School**

January through May, VNDD staff is providing a series of 12 presentations to an after-school Quasar Academy Program science class at Quail Run Elementary School with Marana Unified School District.

Taking advantage of the opportunity to cover more material in these sessions compared to our usual one hour or less, staff expanded content with overviews and details for a more holistic approach to air quality issues. Classes held this quarter included:

- Introduction, pre-class survey, reading and discussion of *The Lorax* by Dr. Seuss
- Properties of air
- Air pollution basics
- How weather, geography, and geology affect air quality
- Air pollution effects on human health and the environment
- Measurements and capturing particulates on microscope slides

Staff created PowerPoint presentations, projection slide images, utilized a wide variety of props, and developed a student worksheet for each class. Six remaining presentations are scheduled during the fourth quarter.

### **ADEQ Air Quality Flag Program**

The Pima County Health Department (PCHD) continued working towards enlisting public schools to participate in the Arizona Department of Environmental Quality (ADEQ) Flag Program. PDEQ is in a support role and available to assist as necessary with potential classroom presentations regarding air quality, health effects, and no-drive actions that help to keep air healthy. In addition to schools, Pima County will also promote the opportunity to the public library system, Fire Departments, health-care facilities and major businesses.

### **EXPAND RELATIONSHIPS WITH SMALL BUSINESSES**

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

Staff received a contact list of 17 Transportation Coordinators of major businesses in the downtown Tucson area from the Pima Association of Governments. With the hope of expanding PDEQ's drive-less promotions to employees of large and small businesses, staff contacted these representatives to see if they would be interested in working with PDEQ to reach the no-drive day messaging to their employees. The following businesses responded favorably to our initial connection: Arizona School for the Deaf and Blind, Banner UMC, City of Tucson, El Rio, and University of Arizona Parking & Transportation Services. At this time, staff is looking at innovative strategies to identify and address barriers to employees engaging in alternate modes of transportation. Outreach options include PDEQ staff providing presentations, resource tables at health or benefits fairs, newsletter articles, or supplying businesses with literature and resources.

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

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

## **GOAL 2: COMMUNITY-WIDE EVENTS -----**

**PERCENT OF WORK COMPLETED:** 58%

### **WORK ACCOMPLISHED:**

#### **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, and retired citizens.

This year, the Children's Museum Tucson is playing a major role in organizing the event, taking care of many of the tasks other committee members have completed in the past.

#### **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.

Promotion of The Loop was directed towards healthcare facilities including Pima County Public Health Center, Banner Health, El Rio, and educational facilities including multiple Pima Community College campuses and the public library network. The Loop is also discussed and the promotional flyer is available at new employee orientations for Pima County employees throughout the year.

#### **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. It is intended to not only provide warnings to people who might have health issues associated with elevated levels of air pollution, but also to act as a preemptive measure, providing time for people to make plans that could help keep air quality in a healthy range when it is forecasted to be unhealthy.

The forecasting has proven 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 staff agreed to support the Cyclovia Tucson event again in 2019 to help promote bicycling and walking in place of vehicle trips.

***Bike Valet Program:***

- Free, conveniently placed bike racks at community events encourages participants to leave cars at home and use bicycle transportation to venues;
- VNDD staff provided funding for the purchase of bike racks during Fiscal Year 2014-2015 that continue to be used; and
- Due to lack of resources, valet staffing is no longer available by LSA. Instead, they 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.
- During this quarter, the bike racks were deployed at one venue, the Jewish Community Center School and Camp Fair in February. Eight bikes were parked during this event, including six from people who were riding as a social group to the event. Six bike riders indicated that they would still have attended the event even if the valet service was not provided, and they would not have driven. Answers were not provided for the two remaining riders.

- **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.
- Pima County's 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.
- Secured prizes for alternate modes of travel promotional events for Pima County employees, including LED front and rear bike light sets, ear buds, pens, and tote bags.
- Attended a focus group meeting to provide feedback for updating PAG's annual Activity Inventory Report format for transportation coordinators at major local employers.

- **Pima County Government Departments**

***Communications Office***

- Staff worked with graphic designers and communications specialists on a variety of projects including eScoop articles, news releases, and developing a slogan and image to promote ground-level ozone information to the public. Communications staff created a clever concept using imagery and words to depict the dichotomy of stratospheric and ground-level ozone. "Oh no! Ozone./Oh, no ozone! Help us change the punctuation."

Accompanying imagery showed vehicle emissions/beautiful blue sky. Upon showing the artwork to multiple people, it became clear that the concept would not be effective for a general audience. Staff continues to work with Communications to develop a more effective concept and imagery to educate the community about ozone air pollution.

### ***Environmental Quality***

- With reimbursement funding from the PDEQ Director's Office, staff operates a Guaranteed Ride Home Program for Pima County employees. This helps to encourage and serve employees who use alternate modes of transportation for their work commutes by providing a free ride home if they are without a personal vehicle and a crisis or emergency happens.

### ***Health Department***

- Bicycle and Pedestrian Program: Promoted bike safety classes, on-line and paper maps of bike routes and The Loop non-motorized pathway, and related literature with the general public and Pima County employees.
- Support role in the ADEQ Air Quality Flag Program in Tucson.
- Met to discuss possible collaboration on school program.

### ***Human Resources***

- New Employee Orientations: Provided Travel Reduction Program presentations and informational literature about alternate modes of transportation to new employees.
  - Presentations delivered this quarter: 4
  - Attendees: 110
- Bus Pass Sales: Pima County employees are eligible to receive a 50% subsidy on 30-day transit passes via the HR Benefits program.
  - Passes sold this quarter: 932

### ***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. An idle reduction program for Pima County departments and employees is partially implemented. Promotional bookmarks continue to be distributed, GPS data reports on vehicle idling duration is reported to department heads, and plans are being developed to bill 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.
  - Sun Tran donated \$10 value-loaded SunGO transit passes to encourage Pima County employees to use transit for work commutes. Due to the success of the initial distribution of 50 passes September through December, an additional 50 passes were received in February. Staff learned that of the 50 original passes, five were used at least once and two are being used regularly with value being loaded monthly. Staff provides the identification numbers of the distributed cards so that Sun Tran can track their usage through time and assess the effectiveness of the promotion.
    - Passes distributed at New Employee Orientations this quarter: 8
    - Passes distributed after promotion in the eScoop newsletter: 7
- **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.
  - The companion coloring and activity book, *Desert Dwellers Know Desert Colors*, is for sale at the Audubon Society gift store. The piece was developed to extend the Desert Dwellers Know concept using attractive artwork and the poetry of Byrd Baylor to provide lessons about sustainable desert living. A series of facts, questions and academic challenges helps adhere this piece to core STEAM (science, technology, engineering, art and math) principles for easy integration with elementary school classrooms. Proceeds from the sales will be used for reprinting the poster and activity book.
- **Tucson Clean & Beautiful**
  - Staff serves on the Board of Directors of Tucson Clean & Beautiful and shares information regarding No-Drive Days goals and special events as appropriate.
  - TCB has a very active “Trees for Tucson” program that staff helps to promote for the many air quality benefits provided by shade trees.
  - VNDD and TCB promote each other’s materials at select community outreach events.
  - Staff served as a judge at the Re-used Materials Becoming Art (RUMBA) event that encourages students to create art from found articles bound for landfills. Staff discussed the air quality benefits of reducing waste with attendees. Eighty-seven entries were submitted, with 239 participants. Egeee’s, Popcycle, Comic Con and Goodwill provided prizes for winners.
- **University of Arizona**
  - Worked with a Master’s of Public Health intern on the *Idle Less* school pilot program at Innovation Academy. A description of this program is provided in the Goal 1 section.

## **REPORTS OR DATA PRODUCED:**

### **Emissions reduction from Healthy Air Is In Our Hands Campaign:**

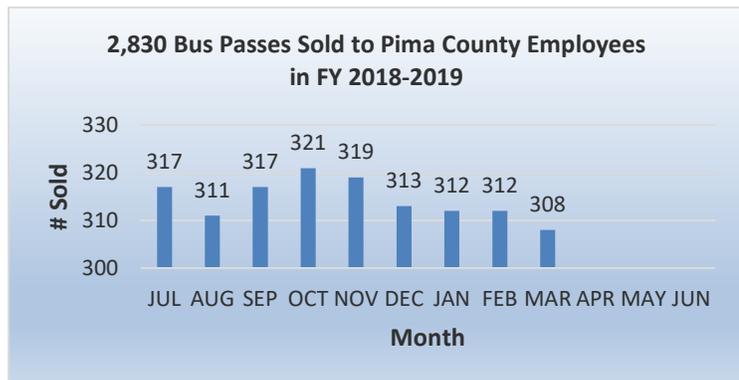
- # participants pledged to not drive this quarter: 524
- Total vehicle miles reduced this quarter: 210,181
- Pounds of pollution and greenhouse gases avoided this quarter: 179,642

### **Emissions reduction by Pima County employee trips entered in PAG Sun Rideshare Rewards Program:**

- Number employees who entered trips during third quarter: 35
- Daily commute logs entered this quarter: 1,636
- Total vehicle miles reduced this quarter: 29,401
- Pounds of air pollution and greenhouse gases reduced this quarter: 23,076

### **Emissions reduction from Pima County employee use of transit:**

- Average round-trip commute miles for Pima County employees (October 2018 TRP survey): 25.4
- Transit passes sold during third quarter: 932 (average of 311 per month)
- Assuming alternate modes were used three days per week for 13 weeks this quarter:



- Single-occupied vehicle driving miles reduced: 308,077
- Pounds of air pollution and greenhouse gas emissions reduced: 263,313

### **Emissions reduction from Pima County employee Guaranteed Ride Home Program:**

- Employees currently signed up for this program: 72
- New registrants this quarter: 11
- Claims for reimbursement: 0
- Vehicle miles traveled reduced this quarter by employees using alternate modes: 95,420
- Annual miles traveled reduced by these employees: 367,000
- Pounds of air pollution and greenhouse gas emissions reduced per year: 333,636

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

**PERCENT OF WORK COMPLETED:** 86%

### **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.

## REPORTS OR DATA PRODUCED:

Presentations			
Date	Location	# Presentations	# Attendees
10-Jan-19	Pima County New Employee Orientation	1	30
28-Jan-19	PAG TRP Task Force	1	25
29-Jan-19	Quail Run Elementary School	1	6
30-Jan-19	Sunrise Drive Elementary School	5	150
31-Jan-19	Pima County New Employee Orientation	1	28
1-Feb-19	UofA ENV5 195A Class	1	26
12-Feb-19	Quail Run Elementary School	1	7
15-Feb-19	Santa Rosa Recreation Center	1	28
20-Feb-19	Pima County New Employee Orientation	1	28
26-Feb-19	Quail Run Elementary School	1	7
27-Feb-19	International School of Tucson	1	30
2-Mar-19	Wheeler Taft Abbett Library	1	6
5-Mar-19	Quail Run Elementary School	1	7
12-Mar-19	Quail Run Elementary School	1	6
14-Mar-19	Pima County New Employee Orientation	1	24
26-Mar-19	Quail Run Elementary	1	6
	<b>Total</b>	<b>20</b>	<b>414</b>

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

**PERCENT OF WORK COMPLETED:** 170%

### **WORK ACCOMPLISHED:**

#### **TABBED PICTURE CARDS OF CLEAN AIR ACTIONS**

To enhance non-PowerPoint youth presentations, staff created 12 picture cards to aid in discussing actions people can take to reduce air pollution. The 11"x17" cards are laminated and tabbed for easy reference during conversation. Printed words and photo imagery help to communicate these concepts.

- Walk there
- Bus there
- Bike there
- Ride share
- Idle less
- Alternate fuel
- Reduce
- Reuse, recycle
- Unplug
- Clean energy
- Plant trees
- Be outside

#### **BIKE BINGO**

Joining in Bike Fest efforts, staff updated a past Bike BINGO sheet to encourage Pima County employees to ride bikes more in April, particularly for work commutes. Participants can check off boxes on the sheet if they noticed things as they rode their bikes, such as shade trees, the sound of birds chirping, public art, bike bells, a driver taking care around a cyclist and 19 other items.

#### **MATERIALS FOR QUAIL RUN ELEMENTARY SCHOOL**

As mentioned in Goal 1: Expanded Relationships with Schools, staff created new materials for a series of presentations at Quail Run Elementary School. These new tools include PowerPoint presentations, projection slide images, and student worksheets for each class.

## **ARTICLES WRITTEN**

### **eScoop Newsletter**

Staff wrote three articles for this on-line newsletter for thousands of Pima County employees to read. The articles provided information about taking steps to drive less; saving money, miles, and pounds of pollution; and an opportunity to try transit for free. Additional resources include links to the Travel Reduction Program intranet site, including pages for Guaranteed Ride Home Program, transit, bike, walk, carpool, and commuter contests. Contact information and promotion to join the Pima County Employee Commute Trips & Tips Facebook group is also listed at the end of each article.

### **PDEQ Internet**

One article, *Air Quality Crucial to Healthy Hearts*, based on a VNDD news release was posted on the PDEQ website this quarter. This article was also posted on Pima County's main website and their weekly public newsletter, the FYI.

## **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**

Although 20 Tweets and retweets were posted on Twitter, no advisories or warnings for ozone were necessary.

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

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

### **PERCENT OF WORK COMPLETED: 215%**

### **WORK ACCOMPLISHED:**

#### **AIR QUALITY LIST SERVE:**

Staff maintains a list serve to share timely air quality and No-Drive Day information quickly with interested individuals. Emails are sent to this list serve when air quality is expected to reach unhealthy levels or when air quality related news releases or notices of community events are sent to the media. Staff encourages a voluntary reduction in motor vehicle use as part of the advisories as appropriate. The public can sign up for this list serve on the PDEQ website or list their names on sign-up sheets that staff provides at select outreach events.

- Members on the Air Quality List Serve: 896
- Members on the Media list serve: 129
- Air quality-related informational piece distributed this quarter: 1

#### **ECO KIDS CORNER WEBSITE:**

Staff continued to promote the Eco Kids Corner website by distributing bookmarks to public libraries, at presentations, or while tabling at community events. Debuted in January 2012, this kid-friendly website

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

**INFORMATION FOR PIMA COUNTY EMPLOYEES:**

As administrator of the Pima County Employee Travel Reduction Program (TRP) for approximately 7,000 employees, PDEQ staff shares resources and information and encourages all employees to adopt No-Drive 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 four New Employee Orientations;
- Registered seven more employees in the Guaranteed Ride Home Program for Pima County employees.
- Distributed alternate mode news and information via four employee newsletter articles;
- Promoted the Pima Association of Governments (PAG) Sun Rideshare resources via eScoop newsletter articles, website, and employee presentations;
- Contacted members of Travel Reduction Program alternate modes list serves, sharing timely news with those Pima County employees interested in transit (56 members), bicycle (91 members), walk (two members), and carpool and vanpool (12 members). Staff distributed information on six occasions this quarter including notices of free TUGO bikeshare passes, test survey for Pima Association of Governments, transit route changes, new transit schedules, temporary downtown transit detours, and bike lock-up areas.
- 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:**

- Pieces of literature and promotional materials distributed this quarter: 5,890
- Items authored by PDEQ and other agencies distributed: 78
- Occasions on which materials were distributed directly (In addition to distributing materials at booths and presentations) : 39
- People reached via materials distribution: 818 people.

Materials Distribution			
Date	Location	# Events	# Recipients
2-Jan-19	Pasqua Yaqui Tribe	1	6
9-Jan-19	TUGO/Shift Transit	1	3
9-Jan-19	Brooklyn Pizza	1	10
14-Jan-19	Pima County Employees	16	16
15-Jan-19	Pasqua Yaqui Tribe	1	12
15-Jan-19	Pima County Communications	1	2
16-Jan-19	PDEQ Staff	1	1
17-Jan-19	Orange Grove Middle School	1	25
17-Jan-19	Pasqua Yaqui Tribe	1	50
22-Jan-19	BOS District 5	1	200

20-Feb-19	PDEQ staff for Bed & Breakfast guests	1	2
27-Feb-19	City of Tucson Truck Road-e-o	1	150
5-Mar-19	Pima County Employees - multiple departments	7	7
8-Mar-19	Tucson Clean & Beautiful RUMBA, multiple schools	1	200
13-Mar-19	Desert Discovery Center	1	71
13-Mar-19	Pima County Health Department, Eco Nook	1	50
19-Mar-19	Suffolk Hills Property Owners Association	1	12
26-Mar-19	Pima County Planning Division	1	1
	<b>Total</b>	<b>39</b>	<b>818</b>

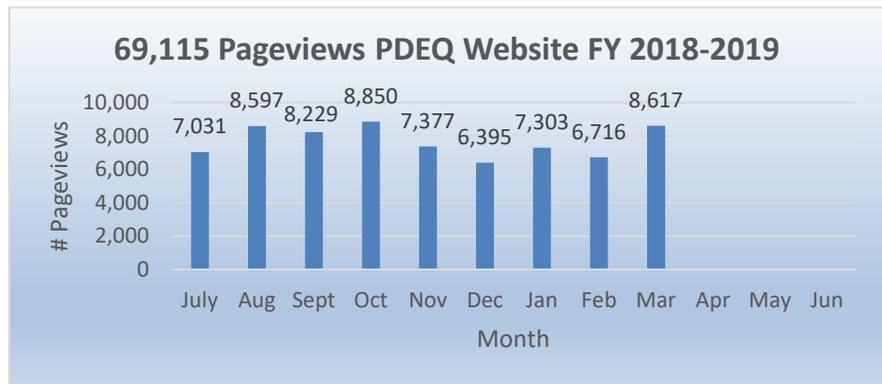
**PDEQ WEBSITE:**

Staff continued to promote, update and maintain the PDEQ website, posting one new page developed from a news release about air quality and heart health.

**REPORTS OR DATA PRODUCED:**

Staff tracks website pageviews using Google Analytics. During the third quarter of FY 2018-2019:

- Pageviews on PDEQ website: 22,636
- Pageviews on TRP webpages: 451



**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:** 75%

**WORK ACCOMPLISHED:**

- Pledge cards distributed: 92
- Healthy Air Is In Our Hands bookmarks distributed: 45
- People pledged to drive less this quarter: 524
- Miles contest participants pledged to not drive during this quarter: 210,181
- Pounds of air pollution and greenhouse gases reduced this quarter: 179,642

## 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:** 122%

### WORK ACCOMPLISHED:

Booths			
Date	Location	# Events	# Attendees
31-Jan-19	Cross Middle School STEM Night	1	50
7-Feb-19	Harelson Elementary STEM Night	1	250
7-Feb-19	Ted Walker Youth Day	1	2000
8-Mar-19	SARSEF Future Innovator's Night	1	500
12-Mar-19	Pima County/City of Tucson Employee Wellness Fair	1	500
8-Mar-19	SARSEF Future Innovator's Night	1	500
	<b>Total</b>	<b>6</b>	<b>3800</b>

## 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:** 80%

### WORK ACCOMPLISHED:

#### NEWS RELEASES TO MEDIA:

Staff developed and distributed one news release this quarter regarding air quality and heart health.

News Releases
February 13, 2019 – Air quality crucial to healthy hearts

#### AIR INDEX NOW INFORMATION:

The media can obtain real-time Air Quality Index (AQI) information from PDEQ's website, [www.pima.gov/deq](http://www.pima.gov/deq). This information is published daily in local newspapers and on media websites. In addition, KVOA-TV, KOLD-TV, and KGUN-TV news programs normally incorporate the AQI into their weather report when advisories occur. The media can also access AQI data and five-day air quality forecasts from ADEQ.

#### NEWS STORIES:

At least five news stories 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, Websites, eNewsletters, Outdoor Advertising and Publicity		
Date	Host	Description
4-Jan-19	Pima County FYI	DEQ offers ways to feel good about your commute in 2019
Feb-19	Desert Leaf	State of Our Air
14-Feb-19	pima.gov	Air quality crucial to healthy hearts
15-Feb-19	Pima County FYI	Air quality crucial to healthy hearts
29-Mar-19	Pima County FYI	County programs to be part of Cyclovia Tucson event

## **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:** 67%

### **WORK ACCOMPLISHED:**

#### **PURCHASED PROMOTION:**

Pima County Communications Office posted the VNDD Idle Less video on Facebook and boosted the post as paid advertising in January. The number of people reached was 645.

#### **TWITTER:**

PDEQ's first tweet on Twitter.com was on July 21, 2015. This quarter, VNDD's posts focused on air topics including: idling vehicles less; trees for air quality; PDEQ air monitoring stations; healthy air; modes of driving less; PDEQ presentations; commute mode choices; air pollution and heart health; atmospheric "perfection" day; effects of daily commutes; The Loop; preventing desert wildfires; and some retweets from others on air-related topics.

#### **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. Posted during this quarter were messages regarding free TUGO bikeshare passes, new transit schedules, temporary transit detours and Transit Driver Appreciation Day.

- Facebook posts: 4
- Members in *Commute Trips and Tips*: 40

#### **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 in 2015.

- Tweets this quarter: 20
- Impressions this quarter: 24,200
- Followers: 808
- Following: 554

#### **YOUTUBE VIDEO VIEWS:**

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

- *Idle Less*
  - 15-second version (uploaded May 2018): 30 views
  - 40-second version (uploaded April 2018): 197 views
- *Help keep particles out of the air this New Year's*
  - English version (uploaded September 2017): 33 views
  - Spanish version (uploaded September 2017): 25 views
- *Love the Air* (uploaded April 2015): 611 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:** 37%

### **WORK ACCOMPLISHED:**

#### **ANNUAL EVALUATION OF THE VOLUNTARY NO-DRIVE DAYS CAMPAIGN:**

Per Pima County protocol, staff worked with Pima County Procurement Department and went out to bid for a new contractor to perform the annual telephone and internet survey. FMR Associates was chosen to do the survey which will be conducted during the fourth quarter.

#### **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. Five evaluations were returned this quarter.

#### **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.

- **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.

- Surveys distributed to Pima County employees this quarter: 96
- Responses received: 30 (31% 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 4.8. On the same scale, they ranked the effectiveness of the presentation in encouraging actions to reduce air pollution at 4.87.

Attendees were asked what they liked best about the presentation. Comments provided include:

- "Everything. Presenter incorporated some riddles at the beginning of the presentation, children really enjoyed that! The book [The Lorax] was projected on a screen, all children had the opportunity of associating the book reading and the images. Children really liked the activity #1 and #2 to improve the environment. They were engaged all the time and presenter had the time to talk to all children about environment and responded to all questions made by children."
- "Everything was perfect."
- "Well presented; good crafts to follow."

### **NEW EMPLOYEE ORIENTATION EVALUATIONS**

Overall, the topic is relevant to participants, presentations were clear, and the quality of the presentation materials either met or exceeded the expectations of the attendees. Of the 84 Pima County employees submitting evaluations, several made comments regarding the Travel Reduction Program presentation at the New Employee Orientation. Comments include:

- “Karen’s presentation had lots of interesting info.”
- “Good.”
- “Helpful and insightful.”
- “Super informative. Understood everything very clearly.”
- “Karen is awesome.”
- “Not sure if dwelling on health issues relating to commuting is really necessary, pedantic, video likewise unnecessary.”
- “Excited for the benefit to take bus and ride bike.”
- “Amazing individual.”
- “So awesome! We need more of this.”
- “Really liked presentation.”
- “More options for people who live outside of Tucson.”
- “Great presentation.”
- “Not a very deep dive...”
- “Very helpful and useful information.”
- “Awesome presentation. Excellent transportation alternatives to consider.”

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

When asked what modes of transportation participants use for their work commutes at least one day per week, alternate modes including transit, carpool, bike and walk represent 30% of those trips. Due to these employees use of alternate modes of transportation, data collected indicates:

- Vehicle miles traveled avoided per year by these respondents: 22,100
- Pounds of air pollution and greenhouse gases reduced per year: 18,889

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

- “More routes that go to outliers. If you don’t live downtown you have trouble getting to use alternative methods.”
- “Even though I still drive to work every day, this presentation provided very valuable information and I found it very interesting.”
- I chose alternate modes of transportation due to save gas not for air quality.”
- “Maybe provide more accessible information about joining carpools or vans (send a follow-up email with a link for how to find existing carpools/vans). I would consider that if it coordinated with my work schedule. Unfortunately, no buses can get me from home to work.”
- “Thanks for the free TUGO pass.”
- “Parking almost makes the job not worth it sometimes. The county garages have a huge waitlist and only save a few dollars. Making \$18/hr is like making \$14/hr elsewhere after all of the deductions and expenses!”
- “I live in a rural area with 3 kids I have to drop off and pick up from a sitter. There is no way I could take alternative transportation at this time. If I had a coworker live close by I would be happy to have them carpool with me, but they would have to go with me on a drive to drop off and pick up. I appreciate the information though and maybe someday I could utilize it. Thanks.”
- “Since Ajo employees are forced to travel for nearly 3 hours for training that could easily be accomplished via computer perhaps money could be saved and the purposes of alternate travel better served if Ajo employees simply finished much of the training remotely. Wasn’t a single bit

of information presented during the NEO that couldn't have been handled via computer. Not...one...iota.”

- “It was very informative. Thank you!”
- “Having to clock in at exactly 8am makes me a bit hesitant to take the bus.”
- “I thought this was a great presentation and very informative.”

**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 regarding these metrics 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: 75%**

**WORK ACCOMPLISHED:**

Staff is tracking activity each quarter.

Vehicle Miles Traveled Reduced in Pima County FY 2018-2019			
Program	Miles Reduced		% Change
	FY 2017-2018	2018-2019	
Healthy Air Is In Our Hands	698,337		
Annual CAP Survey <sup>A</sup>	4,141,734		
Annual TRP Survey Pima County employees <sup>B</sup>	7,514,180	6,750,321	-10.17
PC Employee NEO Survey <sup>C</sup>	88,100		
Guaranteed Ride Home - PC employees	Not offered this year		
Tire Inflation Education Program <sup>D</sup>	1,256,232		
<b>TOTAL</b>	<b>13,698,583</b>		

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

B. From Pima Association of Governments

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

D. From 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)

Vehicle Miles Reduced • VNDD Programs FY 2018-2019					
Program	Q1	Q2	Q3	Q4	Total
Healthy Air Is In Our Hands	131,984	110,174	210,181		452,339
Annual CAP Survey <sup>A</sup>					
Annual TRP Survey Pima County employees <sup>B</sup>		6,750,321			6,750,321
PC Employee NEO Survey <sup>C</sup>	4,750	16,300	22,100		43,150
Guaranteed Ride Home - PC employees	61,750	81,107	95,420		238,277
Tire Inflation Education Program <sup>D</sup>					