



**BOARD OF SUPERVISORS AGENDA ITEM REPORT**  
**CONTRACTS / AWARDS / GRANTS**

Requested Board Meeting Date: June 20, 2017

or Procurement Director Award

**Contractor/Vendor Name (DBA):** Arizona Department of Environmental Quality (ADEQ)

**Project Title/Description:**

Voluntary No-Drive Day/Clean Air Program Contract Amendment (No. 13)

**Purpose:**

PDEQ continues implementation of the Voluntary No-Drive Days Program in Pima County. This amendment provides funding and the scope of work for 2018.

**Procurement Method:**

*Exempt per D29.4*

**Program Goals/Predicted Outcomes:**

The Program encourages Pima County drivers to avoid their motor vehicles during certain prescribed days such as Bike-to-Work Day, Walk and Roll to School Day, Car-Free Day, Bike to the Movies, Cyclovia, BikeFest and additional days when PDEQ issues air quality advisory notices.

**Public Benefit:**

The public benefit is to educate the community about air quality issues and actions. The reduction in pollution improves air quality in Pima County.

**Metrics Available to Measure Performance:**

The performance of the program is measured in results from a telephone and on-line survey performed by a professional company.

**Retroactive:**

*To: CoB- 6.2.17 (2)  
Pgs 8*

Procure Dept 06/02/17 PM 12:27

**Original Information**

Document Type: \_\_\_\_\_ Department Code: \_\_\_\_\_ Contract Number (i.e., 15-123): \_\_\_\_\_

Effective Date: \_\_\_\_\_ Termination Date: \_\_\_\_\_ Prior Contract Number (Synergen/CMS): \_\_\_\_\_

Expense Amount: \$ \_\_\_\_\_  Revenue Amount: \$ \_\_\_\_\_

Funding Source(s): \_\_\_\_\_

Cost to Pima County General Fund: \_\_\_\_\_

Contract is fully or partially funded with Federal Funds?  Yes  No  Not Applicable to Grant Awards

Were insurance or indemnity clauses modified?  Yes  No  Not Applicable to Grant Awards

Vendor is using a Social Security Number?  Yes  No  Not Applicable to Grant Awards

If Yes, attach the required form per Administrative Procedure 22-73.

**Amendment Information**

Document Type: CTN Department Code: DE Contract Number (i.e., 15-123): 13\*76

Amendment No.: 13 AMS Version No.: 11

Effective Date: June 30, 2017 New Termination Date: June 30, 2018

Expense  Revenue  Increase  Decrease Amount This Amendment: \$268,250.00

Funding Source(s): ADEQ

Cost to Pima County General Fund: N/A

Contact: Beth Gorman, Sr. Program Manager

Department: PDEQ Telephone: 724-7446

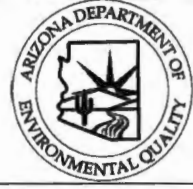
Department Director Signature/Date: *McNelson* 5.19.17

Deputy County Administrator Signature/Date: *[Signature]* 5/30/17

County Administrator Signature/Date: *C. Duluet* *[Signature]*  
*(Required for Board Agenda/Addendum Items)*



# AGREEMENT AMENDMENT



PROCUREAZ  
 MASTER CONTRACT: ADEQ12-008137  
 AGREEMENT NO.: EV11-0067  
 AMENDMENT NO.: 13  
 CONTRACTOR: PIMA COUNTY DEQ  
 TITLE: VOLUNTARY NO-DRIVE DAY/CLEAN AIR PROGRAM

ADEQ PROCUREMENT  
 1110 W. Washington Street  
 Phoenix, AZ 85007  
 602-771-4256

**THE PURPOSE OF THIS AMENDMENT IS TO:**

1. Authorize funding in the amount of \$268,250.00 for FY2018.
2. Scope of Work.  
Scope of Work FY2018, Attachment A, is hereby incorporated and made part of this Agreement (6 pages).
3. All other Terms and Conditions remain unchanged.

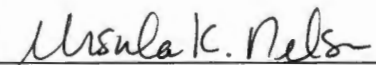
<b>CONTRACT</b>
<b>NO.</b> <u>CTN-DE-13-076</u>
<b>AMENDMENT NO.</b> <u>13</u>
This number must appear on all invoices, correspondence and documents pertaining to this contract.

**PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY**

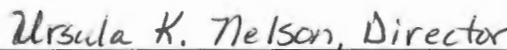
**ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY**

The Contractor hereby acknowledges receipt and understanding of the above Amendment.

The above referenced contract Amendment is hereby executed this day at Phoenix Arizona.

 6.1.17  
 Signature of Authorized Individual Date

Day of \_\_\_\_\_ 2017.

  
 Typed or Printed Name and Title

Timothy Franquist  
 Director, Air Quality Division



# PIMA COUNTY SIGNATURE PAGE

This document constitutes the entire agreement between the parties pertaining to the subject matter hereof, and all prior or contemporaneous agreements and understandings, oral or written, are hereby superseded and merged herein. This Contract may be modified, amended, altered or extended only by a written amendment signed by the parties.

IN WITNESS WHEREOF, the parties hereto have executed this Contract.

PIMA COUNTY

\_\_\_\_\_  
Chair, Board of Supervisors

\_\_\_\_\_  
Date

\_\_\_\_\_  
Clerk of the Board

\_\_\_\_\_  
Date

CONTRACTOR

W. Nelson 6.1.17  
PDEQ Date

Approved As to Form:

Lukach  
Lesley Lukach  
Deputy County Attorney

5/15/2017  
Date



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# **VOLUNTARY NO-DRIVE DAYS PROGRAM**

**Pima County Department of  
Environmental Quality**

**Scope of Work**

**for Air Quality Grant Funding**

**Fiscal Year 2018**

**ADEQ12-008137 Amendment No. 13**

**APRIL 19, 2017**

## **Pima County Department of Environmental Quality Voluntary No-Drive Days Program**

### **I. BACKGROUND**

The Pima County Department of Environmental Quality's (PDEQ) Voluntary No-Drive Days (VND) Program (also known as the Clean Air Program) was established in 1989 and is mandated by the omnibus air quality legislation enacted in 1988 (A.R.S. § 49-506) and Pima County Code 17.44.020. The PDEQ VND Program is also a permanent and enforceable control measure approved into the most recent Carbon Monoxide Limited Maintenance Plan by the U.S. Environmental Protection Agency effective January 20, 2010 [74 FR 67819; 12/21/09].

In the past, Pima County experienced violations of national air quality standards. To prevent further deterioration, several initiatives were developed to reduce air quality emissions in Pima County. The VND Program is one of those initiatives. There have been no violations of the EPA NAAQS for carbon monoxide or ground-level ozone since the program was initiated. However, Pima County is very close to violating the current more protective EPA ozone standard.

### **II. GOALS & OBJECTIVES**

The principle goal of the program is to reduce vehicle emissions that contribute to air pollution by encouraging drivers within Pima County not to drive on certain days and by increasing public awareness of air quality issues and the connection between driving and air quality. PDEQ staff directly provides information to the public concerning the importance of minimizing driving time. In PDEQ's experience, fostering greater community understanding of why residents are being asked to limit driving yields more positive responses to no-drive day events.

PDEQ approaches this need to reduce driving by using various techniques that provide public information about air quality and its relationship to the use of motor vehicles. Agency objectives include conducting a multi-tiered program to share information with residents about air quality including: the sponsorship of various no-drive day focused events and programs throughout the year to encourage carpooling, riding transit, walking, and biking instead of driving single occupant vehicles; and the provision of air quality awareness information programs for youth before driving habits are ingrained. PDEQ also understands that children can have a great influence over the adults in their household, so the information-sharing program also branches out to families and friends; and the provision of speakers' bureau, tabling at community events, purchasing advertising, expanding our reach through positive media relations, the use of social media, and more.

Over the years, PDEQ has expanded the objectives of the VND Program to include encouraging additional actions that reduce vehicle emissions such as combining errands into one trip, reducing engine idling, maintaining vehicles, and properly inflating tires.

**Pima County Department of Environmental Quality  
Voluntary No-Drive Days Program**

**III. TASKS & ACTIVITIES**

The following tasks and activities will be implemented to achieve the goals and objectives of the scope of work.

<b>Tasks</b>	<b>Activities</b>
1. Develop campaign to increase awareness of health impacts of ozone and actions to be taken to reduce ozone levels.	Research successful ozone prevention programs; determine best ways to engage target audiences; develop a work plan for the program; determine best ways to evaluate program when implemented.
2. Assist with planning, organizing, and staffing community-wide No-Drive Days events.	5 No-Drive Days Focused Community-Wide Events.
3. Create and provide presentations to encourage No-Drive Days and actions to reduce emissions. Target new audiences for the ozone reduction campaign.	80 presentations that encourage no-drive days and emission reductions.
4. Develop informational materials to encourage no-drive days and emission reductions. Focus new materials on ozone awareness and actions to prevent it.	32 fact sheets, articles, or brochures to encourage no-drive days and emission reductions.
5. Distribute informational materials to the public via website posting, emailing to list serve, or through libraries or outreach events.	200 public information distribution opportunities.
6. Develop activities and participate in community event outreaches to encourage No-Drive Days. Focus on ozone awareness and actions to prevent it.	25 community outreach booths at schools, businesses, and other locations.
7. Write news releases to promote No-Drive Days activities, inform public regarding air quality status, and encourage actions to reduce emissions. Focus on ozone awareness and actions to reduce ozone.	23 news releases distributed to media and community list serve. Track media's use of news releases.
8. Produce content (videos, photos, text messages) for use on social media.	210 postings of air quality-related content on social media.
9. Contract with research professionals to evaluate program through a random survey; and develop survey instruments for various audiences.	Submit results of evaluation by research consultant and results of additional surveys and provide calculations of emission reductions associated with VND program using the data gathered through these surveys and other means.
10. Continue to research potential methodologies to calculate emission reductions and benefits that result from VND Days activities.	Participate with calls and/or meetings with ADEQ and TRP agencies as scheduled and activities as assigned.

**Pima County Department of Environmental Quality  
Voluntary No-Drive Days Program**

**IV. DELIVERABLES**

Quarterly reports will be sent to ADEQ tracking the progress of VND Program tasks and activities within 45 days after the end of the quarter. Invoice reports will also be sent each quarter within 45 days after the end of the quarter.

An annual report will be sent to ADEQ within 60 days of the end of the fiscal year. The annual report will include a narrative summary of the activities and tasks for the fiscal year that were successful and a discussion of how the program will be improved during the coming year. Estimated emissions reductions will be included in the reports.

**V. SCHEDULE FOR SUBMISSION OF DELIVERABLES**

<b>Deliverable</b>	<b>Date of Submittal</b>
Quarterly Invoices	45 days after the end of the quarter
Quarterly Reports	45 days after the end of the quarter
Annual Report	60 days after the end of the fiscal year.



**Pima County Department of Environmental Quality  
Voluntary No-Drive Days Program**

**VI. BUDGET**

Description of Work	Anticipated Budget
Personnel: Staff time to create the ozone prevention program; pilot program to members of target audience; obtain feedback; and make programmatic modifications.	\$142,508.00
Equipment	0
Supplies: Office and outreach supplies to engage newly targeted audiences at events and presentations.	\$800.00
Contractual	\$7,500.00
Other:* In addition to items normally covered in this category, because of the expanded audience for the ozone program, there will be an increase in the amount needed for printing, outreach tools, incentives, promotional items, and advertising.	\$13,364.00
Administration**	\$104,078.00
<b>Total Budget</b>	<b>\$268,250.00</b>

\*Category "Other" includes VND Program operating supplies, software, travel, training, printing, advertising, interdepartmental charges, vehicle maintenance/parking, incentives/tools for program participation, promotional items, telephone, etc.

\*\*Category "Administration" is the Administration/Overhead budget category which includes a portion of electricity use, paper, copy machine costs, computers, software, Information Technology support, Accounting support, as well as a portion of the salaries of personnel in the PDEQ Director's Office who provide assistance and guidance towards achieving the VND Program goals and make programmatic recommendations. These include the PDEQ Director; Deputy Director, a secretary who helps track expenditures, invoice payments, contract submittals to County Attorney and the Board of Supervisors; and the front officer staff who direct calls, assist with purchasing, deliveries, sorting mail, etc.

Additional funding will be used for the creation of an ozone prevention program in Pima County to work towards keeping Area B in attainment of the EPA ozone standard including:

- Staff time to:
  - o develop a pilot ozone prevention program;
  - o promote additional No-Drive Days during periods of potentially high air pollution;
  - o target local businesses with fewer than 100 employees to educate employees and customers about ways to reduce driving;
  - o target religious institutions to reach a new and receptive audience;
  - o work with graphic artists and videographers to create visuals to support the educational campaign and videos for placement on YouTube and social media;

**Pima County Department of Environmental Quality  
Voluntary No-Drive Days Program**

- target schools to provide information to students and parents about ozone prevention;
  - target HOAs and Neighborhood Associations to inform residents about ozone creation, health effects and prevention and alternatives to driving;
  - partner with local organizations to expand the reach of the campaign;
  - track impressions and outreach efforts; and
  - report program results to ADEQ.
- Contract with a research company to: evaluate the effectiveness of the initial program through random survey methodology.

**Benefits -** A community education program will increase awareness of the causes, health impacts and solutions to ground-level ozone and encourage actions by businesses, organizations, and residents throughout Pima County to drive less and help reduce the formation of ozone.