



## **BOARD OF SUPERVISORS AGENDA ITEM REPORT**

### **CONTRACTS / AWARDS / GRANTS**

☐ Award ☐ Contract ☒ Grant

Requested Board Meeting Date: May 5, 2020

\* = Mandatory, information must be provided

or Procurement Director Award ☐

**\*Contractor/Vendor Name/Grantor (DBA):**

Arizona Department of Environmental Quality (ADEQ)

**\*Project Title/Description:**

Pima County DEQ Voluntary No Drive Day/Clean Air Program

**\*Purpose:**

The purpose of the contract is to administer and fund the Pima County DEQ Voluntary No-Drive Day/Clean Air Program (VND/CAP), as required by Arizona Revised Statute 49-506 and Pima County Code 17.44.020. ADEQ will provide the funding for the program and it will be administered by the Pima County Department of Environmental Quality (PDEQ) in accordance with the work plan outline in the contract. This is the annual amendment providing funding for FY2021.

**\*Procurement Method:**

Not Applicable

**\*Program Goals/Predicted Outcomes:**

The principle goal of the program is to reduce vehicle emissions that contribute to air pollution by encouraging drivers within Pima County to drive less and not drive on certain days and by increasing public awareness of air quality issues and the connection between driving and air quality.

**\*Public Benefit:**

Pima County has recently experienced violations of EPA air quality standards. To help prevent further deterioration, several initiatives were developed to reduce air pollution in Pima County, including the VND/CAP. There have been no violations of the EPA air quality standard for carbon monoxide since the program was initiated. However, in 2018, air quality in eastern Pima County violated the more protective EPA ozone standard for the first time. Since motor vehicle use contributes to ozone precursors and a large percentage of our community has respiratory ailments or heart disease (which puts them at risk when air quality is unhealthy), it is important to continue educating residents about air quality issues and encouraging community actions to reduce driving.

**\*Metrics Available to Measure Performance:**

Quarterly reports sent to ADEQ track the progress of the VND/CAP tasks and activity metrics. Invoice and requests for reimbursements will also be sent each quarter within 45 days after the end of the quarter. An annual telephone and internet survey done by an outside consultant evaluates aspects of the VND/CAP such as community-wide alternate mode use and an 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 next year. PDEQ will provide estimates of total emission reductions for CO, VOC, PM10, PM2.5, NOx, and total emissions saved in pounds or tons for the program year.

**\*Retroactive:**

No

GMI Approved 4-9-20 LLS

**Contract / Award 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) required:**Funding from General Fund? ☐ Yes ☐ No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_Contract is fully or partially funded with Federal Funds? ☐ Yes ☐ No**If Yes, is the Contract to a vendor or subrecipient?**Were insurance or indemnity clauses modified? ☐ Yes ☐ No*If Yes, attach Risk's approval.*Vendor is using a Social Security Number? ☐ Yes ☐ No*If Yes, attach the required form per Administrative Procedure 22-10.***Amendment / Revised Award Information**

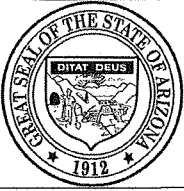
Document Type: \_\_\_\_\_ Department Code: \_\_\_\_\_ Contract Number (i.e., 15-123): \_\_\_\_\_

Amendment No.: \_\_\_\_\_ AMS Version No.: \_\_\_\_\_

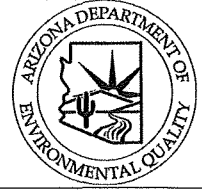
Effective Date: \_\_\_\_\_ New Termination Date: \_\_\_\_\_

Prior Contract No. (Synergen/CMS): \_\_\_\_\_

☐ Expense or ☒ Revenue ☒ Increase ☐ Decrease Amount This Amendment: \$ \_\_\_\_\_Is there revenue included? ☒ Yes ☐ No If Yes \$ \_\_\_\_\_**\*Funding Source(s) required:**Funding from General Fund? ☐ Yes ☒ No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_**Grant/Amendment Information** (for grants acceptance and awards)☒ Award ☐ AmendmentDocument Type: GTA M Department Code: DE Grant Number (i.e., 15-123): 20\*042Effective Date: 7/1/2020 Termination Date: June 30, 2021 Amendment Number: ADEQ18-198217- 3☐ Match Amount: \$ N/A ☒ Revenue Amount: \$ \$283,000.00**\*All Funding Source(s) required:** Arizona Department of Environmental Quality**\*Match funding from General Fund?** ☐ Yes ☒ No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_**\*Match funding from other sources?** ☐ Yes ☒ No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_**\*Funding Source:** Arizona Department of Environmental Quality**\*If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)?**Contact: Ursula Nelson, DirectorDepartment: Pima County Department of Environmental Quality Telephone: 724-7454Department Director Signature/Date: Minda K. Nelson 3/25/2020Deputy County Administrator Signature/Date: [Signature] 4/8/2020County Administrator Signature/Date: C. J. Schubert 4/8/2020  
(Required for Board Agenda/Addendum Items)



## Amendment to Agreement



CONTRACT NO.: ADEQ18-198217  
AMENDMENT NO.: 3  
TITLE: VOLUNTARY NO-DRIVE DAY/CLEAN AIR PROGRAM  
COUNTY: PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY

ADEQ PROCUREMENT  
1110 W. Washington Street  
Phoenix, AZ 85007  
602-771-2666

Effective upon signature, the Agreement referenced above is hereby amended as follows:

1. Pursuant to the **Agreement Terms**, Section Four (4), **Amendment**, the Agreement is hereby amended as follows:
  - 1.1. Section Five (5), **Amount of Agreement**, the following language is hereby added to Agreement:  
"ADEQ will provide County with up to \$283,000.00 for Fiscal Year 2021 to execute Fiscal Year 2021 Work Plan. Any changes or modification to any part of this Agreement shall be modified only by written Contract Amendment."; and
  - 1.2. **Scope of Work Section for Fiscal Year 2021** attached to this Amendment Three (3) is hereby added to Agreement; and
  - 1.3. **Budget Sheet for Fiscal Year 2021** attached to this Amendment Three (3) is hereby added to Agreement; and
  - 1.4. Section Thirteen (13), **Notices, Correspondence, Reports and Invoices**, is hereby revised and replaced with the following:

**"13. Notices, Correspondence, Reports and Invoices:**

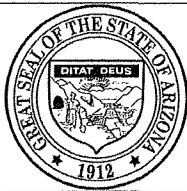
- 13.1 All notices and correspondence from the County except those described in 13.2 below shall be sent to:

Arizona Department of Environmental Quality  
Air Quality Division  
Amanda Luecker, Transportation Planner  
1110 West Washington Street  
Phoenix, AZ 85007-2935  
602-771-4887  
[luecker.amanda@azdeq.gov](mailto:luecker.amanda@azdeq.gov)

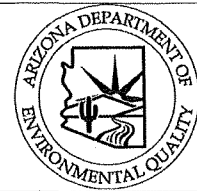
- 13.2 All correspondence relating to the execution of the Agreement, clarification of the Agreement, and Agreement Amendments shall be sent to:

**For ADEQ:**  
Arizona Department of Environmental Quality  
Contracts and Procurement Section  
Susan Holt, Sr. Procurement Specialist  
1110 West Washington Street  
Phoenix, AZ 85007-2935  
[holt.susan@azdeq.gov](mailto:holt.susan@azdeq.gov)  
602-771-2666

**For County:**  
Pima County Department of Environmental Quality  
Beth Gorman, Senior Program Manager  
33 N. Stone Avenue, Suite 700  
Tucson, AZ 85701  
[beth.gorman@pima.gov](mailto:beth.gorman@pima.gov)  
520-724-7446



### Amendment to Agreement



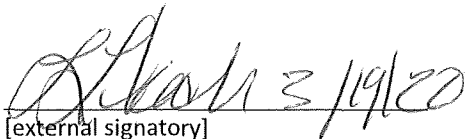
CONTRACT NO.:  
AMENDMENT NO.:  
TITLE:  
COUNTY:

ADEQ18-198217  
3  
VOLUNTARY NO-DRIVE DAY/CLEAN AIR PROGRAM  
PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL QUALITY

ADEQ PROCUREMENT  
1110 W. Washington Street  
Phoenix, AZ 85007  
602-771-2666

- 13.3 All invoices and reports relating to the Agreement shall be sent to:  
AccountsPayable@azdeq.gov; cc: Luecker.Amanda@azdeq.gov
- 13.4 Either party to this Agreement may designate a new contact by filing a notice with the other party in accordance with these notice requirements.
- 13.5 Reports and invoices shall be reported on a quarterly basis and submitted within 45 calendar days after the end of the quarter:  
September 30 – 1<sup>st</sup> quarter  
December 31 – 2<sup>nd</sup> quarter  
March 31 – 3<sup>rd</sup> quarter  
June 30 – 4<sup>th</sup> quarter
- Required content of Reports is described in the Work Plan.”

Approved as to Form:

  
[external signatory]

Date: \_\_\_\_\_

PIMA COUNTY DEPARTMENT OF ENVIRONMENTAL  
QUALITY

ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY

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

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

Signature of Authorized Individual

Date

Day of \_\_\_\_\_ 2020

Typed or Printed Name and Title

Daniel Czecholinski  
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

\_\_\_\_\_  
Chairman, Board of Supervisors

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

CONTRACTOR

R. G. I. d. j. 3.20.2020  
PDEQ Date

Approved As to Form:

[Signature]  
Deputy County Attorney

3/19/20  
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 2021**

MARCH 5, 2020

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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 ambient air quality standards (NAAQS). 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 since the program was initiated. However, in 2018, air quality in eastern Pima County violated the more protective EPA ozone standard for the first time. Since motor vehicle use contributes to ozone precursors, it is important to continue educating residents about air quality issues and encouraging community actions to reduce driving.

## **II. GOALS & OBJECTIVES**

The principle goal of the program is to reduce vehicle emissions that contribute to air pollution by encouraging drivers not to drive on certain days and by increasing public awareness of air quality issues and the connection between driving, air quality and health. PDEQ staff provides information to the public concerning the importance of minimizing driving time. PDEQ believes it is important to foster community understanding of why residents are being asked to limit driving.

PDEQ approaches this need to reduce driving by using numerous 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:

- support of multiple No-Drive Day events and programs throughout the year to encourage carpooling, riding transit, walking, and biking instead of driving single occupant vehicles. Additional funding is being requested this year to support two more Cyclovia events. This will be in addition to the already planned two Cyclovia events that average 40,000 participants each. Three of the Cyclovia days are being held during ozone season;
- provision of air quality awareness and alternative mode 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
- provision of community education programs including speakers' bureau, tabling at business/employer outreaches and community events, purchasing advertising, writing news releases and expanding our reach through positive media relations, issuing air quality advisories with messages to drive less, the use of social media, and more.

During this year, PDEQ will investigate possible ways to measure vehicle miles traveled associated with VND activities and their costs for future VND proposals.



For this year only, PDEQ VND plans to support twice the number of No-Drive Day “Cyclovia” car-free events. Events will be held August 1<sup>st</sup>, November 1<sup>st</sup>, April 11<sup>th</sup> and June 11<sup>th</sup>. We are requesting additional funding to support the police traffic & safety officers and the purchase of incentives to encourage event participation.

Item	Cost
Police time: Additional Event #1	\$5,300
Police time: Additional Event #2	\$5,300
Additional Event #1 Incentive/Prize Drawing	\$575
Additional Event #2 Incentive/Prize Drawing	\$575
<b>Total Additional Requested for Expanded # of VND events</b>	<b>\$11,750</b>

Each Cyclovia event can draw as many as 40,000 car-free participants with 64% of those surveyed at the event saying, that because of the event, they will bike, walk, or take the bus more. This will equate to a reduction in vehicle emissions and PDEQ will investigate ways to show VMT reduction associated with these events.

PDEQ is also excited to propose a new pilot program focusing on new employees. Studies have shown that this is the best time to get people to change their work commutes before the habit of being a single occupant vehicle (SOV) driver gets ingrained. PDEQ will develop a “Drive Less – Smile More” initiative to reach out to new hires at Pima County *before* their first day of work to help them figure out a way to commute without driving alone. Another part of the program will be to enlist employee volunteers who are already using alternative modes of transportation to be “buddies” and join the “Healthy Air Brigade” to help the new employees feel comfortable with this new mobility experience. We would like to also provide the volunteers with an incentive for their efforts. If successful, PDEQ will develop an SOP to share with interested agencies and businesses.

Pima County hires approximately 50 employees a month. Funds will be needed for printing of special new hire flyer; postage for sending the flyer to each new hire via “snail mail” to get their attention, as opposed to email; cost of purchasing first monthly bus pass to get them started; and incentives to entice alternative mode “buddies” to help the new employees with their first few trips via bus, streetcar, carpooling or biking. The toolkit that is developed from this pilot program is a one-time investment.

It is difficult to estimate the participation rate in this new program and the associated emission reductions. However, if 10 percent of the 50 new hires/month decide not to drive and take the bus instead (five employees/month), with the average employee one-way commute of 12.3 miles, there would be a reduction of approximately 30,000 vehicle miles driven in a year. If we use the formula provided to us by Pima Association of Governments that would equate to about 35,100 pounds of emissions reduced and an improvement in traffic congestion in the downtown area. We will work with Pima County Human Resources and Sun Tran to consider helping with the cost of additional bus passes.

Item	Cost
Printing, envelopes & postage	\$650
Incentives for volunteers	\$450
Bus Passes (40 regular passes)	\$1,900
<b>Total for Drive Less – Smile More Pilot Project</b>	<b>\$3,000</b>

During FY2021, PDEQ will strive to decrease Pima County vehicle miles traveled that are tracked by PDEQ by 1.75 percent.

### III. TASKS & ACTIVITIES

Tasks	Activities
1. Develop a new pilot program to encourage alternate mode use among brand new employees.	Work with Pima County HR and Sun Tran to facilitate initial contacts, purchase of bus passes, determine optimum bus routes or bike paths; create and print new materials to engage employees to use alternative modes in their commute; mail employees materials to generate interest; help with employee trip planning; develop buddy program & enlist volunteers & provide small incentives to thank employees; track results and estimate emission reductions.
2. Continue the public outreach campaign to increase awareness of health impacts of ozone and particulate matter, including actions to protect those at risk and reduce air pollution levels.	Enhance relationships with schools and small businesses to increase program reach throughout the community; determine optimal ways to engage target audiences.
3. Assist with planning, organizing, sponsoring and/or staffing community-wide No-Drive Days events.	A minimum of 4 No-Drive Days Focused Events.
4. Create and provide presentations and in-depth media interviews to encourage No-Drive Days and actions to reduce emissions. Target new audiences and expand current audiences.	A minimum of 35 presentations at schools, businesses, community groups and media to encourage No-Drive Days and ozone emission reductions.
5. Develop informational materials to encourage No-Drive days, vehicle emission reductions and provide general air quality information to the community.	A minimum of 40 fact sheets, articles, news releases or brochures to educate the public and encourage no-drive days and emission reductions.
6. Distribute informational materials to the public via website posting, social media, promoting ADEQ forecasts, emailing to list serve, outreaches, etc.	A minimum of 150 public information distribution opportunities.
7. Continue to enhance knowledge & use of additional social media platforms to reach more of the community. Produce content (videos, photos, messages) for use on social media.	Post a minimum of 200 air quality-related items on social media. Attain at least 140,000 impressions annually.
8. Continue promoting and managing the “Healthy Air Is In Our Hands” Drive-Less Pledge initiative to encourage No-Drive Days and a reduction in vehicle use. Provide incentives for prize drawings to encourage participation.	Promote the Drive Less Pledge, enter and analyze data provided on entry forms to track pledged miles not driven and vehicle emission reductions.
9. Develop engaging activities and displays and participate in community event outreaches to encourage No-Drive Days. Focus on ozone awareness and actions to prevent it.	A minimum of 17 community outreach booths at schools, businesses, and other locations.
10. 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 other surveys and provide calculations of emission reductions associated with VND program.

11. Continue to research potential methodologies to calculate emission reductions and benefits from VND Days activities.	Participate with calls and/or meetings with ADEQ and TRP agencies as scheduled and activities as assigned.
12. Decrease by 1.75 percent the number of Pima County Vehicle Miles Traveled tracked by the VND program.	Gather data from surveys, contests & data bases administered and/or promoted by VND program, estimate VMT reduction.

### **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.

PDEQ will provide estimates of total emission reductions for current fiscal year and the past four years for the following pollutants: CO, VOC, PM10, PM2.5, NOx, total emissions saved in pounds or tons.

In addition, PDEQ will use the annual community-wide survey to determine VMT, SOV and AMU rates in the required format.

### **IV. 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 fiscal year end

## VI. BUDGET

### Voluntary No-Drive Day

February 14, 2020

<b>TASK 1: COUNTY PROGRAM</b>		<b>FTE Hours</b>		
Time Period: July 1, 2020– June 30, 2021			<b>Program</b>	<b>Total</b>
<b>PERSONNEL</b>		<b>Hourly Rate</b>	<b>Operations</b>	<b>Cost</b>
Beth	Gorman	34.87	925	32,254.75
Karen	Wilhelmsen	28.81	925	26,649.25
Skye	Siegel	24.50	925	22,662.50
<b>Total Hourly Cost</b>				<b>81,566.50</b>
<b>Total Hours</b>				<b>2775</b>
<b>Fringe Benefit</b>				<b>26,916.95</b>
<b>Total Labor with Fringe</b>				<b>108,483.45</b>
<b>REIMBURSABLE EXPENSES</b>				
Marketing/Advertising				61,168.48
Supplies				5,300.00
Incentives/Promotional Items				7,600.00
Contractual				29,000.00
Printing				2,275.00
Postage				475.00
Other Misc. Charges				900.00
<b>Total Other Operating Expenses</b>				<b>106,718.48</b>
<b>Total Program Operations</b>				<b>215,201.93</b>
<b>GRAND TOTAL COSTS BY TASK</b>				<b>TASK 1</b>
Time Period: July 1, 2020–June 30, 2021				<b>County/VNDD</b>
<b>Total Labor with Fringe</b>				<b>108,483.45</b>
<b>Reimbursable Expenses</b>				<b>106,718.48</b>
<b>Overhead</b>				<b>67,798.07</b>
<b>TOTALS</b>				<b>283,000.00</b>