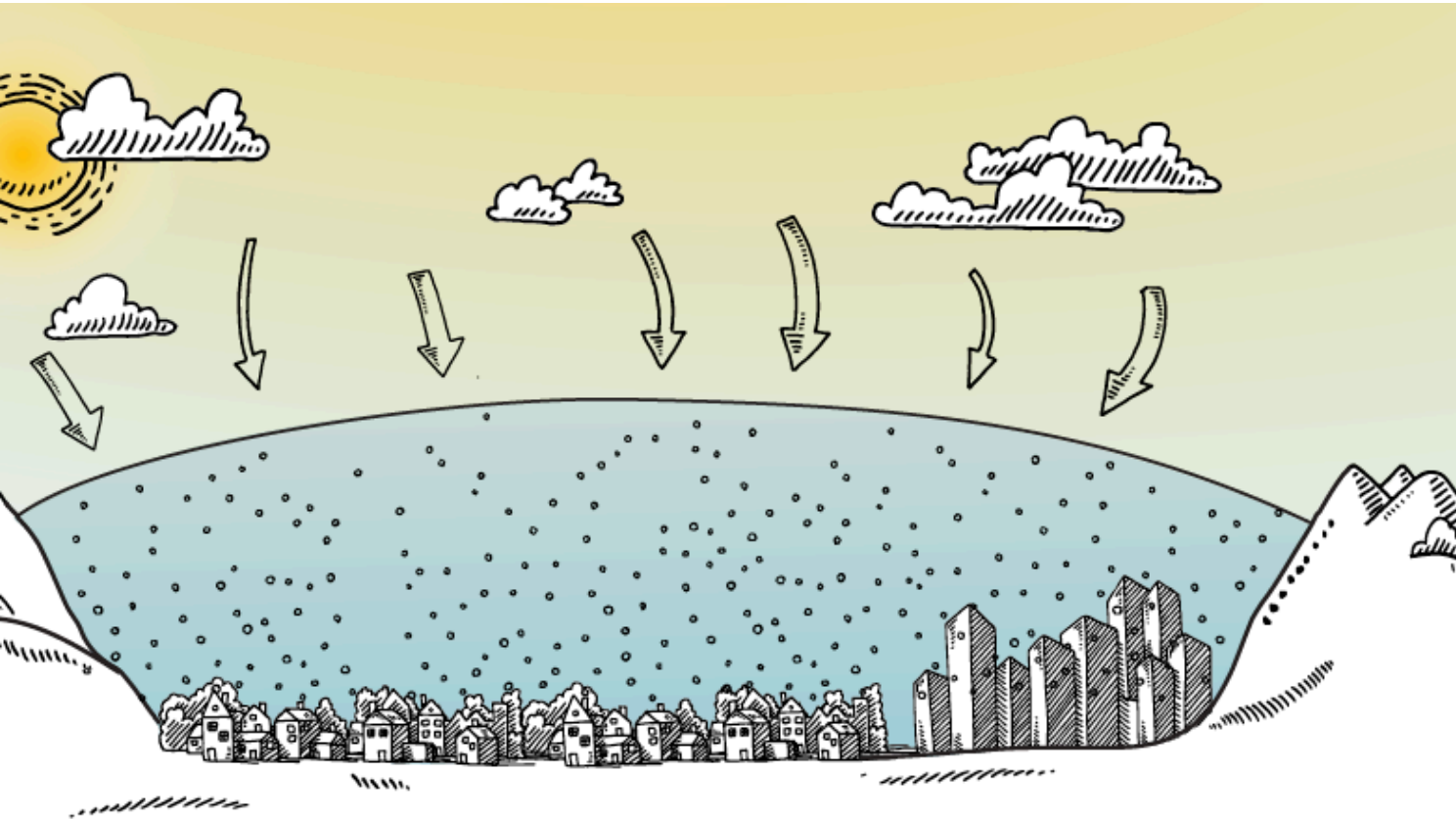


Jane and John Q. Public

Communicating the Connection: Transportation and Public Health



The Problem



Inversion in Winter | Ozone in Summer

The Problem

Because of increasing vehicle miles traveled (VMT) in Utah as a result of growth, vehicle emissions are contributing to poor air quality.

The Partnership



A UDOT Program

TravelWise—a UDOT program working to decrease single-occupant vehicle trips across the state



Salt Lake Solutions—a committee put together to address issues identified by the City of Salt Lake—the committee has since been dissolved



Salt Lake Chamber—a connection to the business community and educator of the economic effects of poor air quality



Utah Clean Air Partnership—a program making it easier for individuals, businesses and communities to make changes to improve Utah's air



Penna Powers—a communication agency committed to programs that better the community

Program | Clear the Air Challenge (8 years)

CLEAR THE AIR CHALLENGE
Drive Down Your Miles

CLEAR THE AIR. SHARE THE LOVE. WIN!

Lots of Prizes to Win
Keeping Utah Skies clear of pollution involves everyone. We can do our part by riding a bike, carpooling, trip-chaining and by letting our family and friends know about the Clear the Air Challenge. Just share this cause with everyone you know and you could win a new bike or other cool prizes.

Prizes will be announced multiple times throughout the summer.

- June 11th
- June 25th
- July 9th
- July 16th
- July 23rd
- July 30th

**INCREASE YOUR CHANCES!
Repeat Steps 2 & 3**

CLEAR THE AIR CHALLENGE
Drive Down Your Miles

MAKE AIR QUALITY YOUR BUSINESS

TAKE THE CHALLENGE
JULY 1 - JULY 31

CLEAR THE AIR CHALLENGE
Drive Down Your Miles

LET'S KEEP THIS PERFECTLY CLEAR

TAKE THE CHALLENGE AND HELP CLEAR THE AIR

The Clear the Air Challenge, issued by business, government and community leaders, is a month-long competition starting July 1st that gives you the chance to reduce your vehicle emissions by choosing alternatives to driving your car less and driving smarter, you will ultimately help improve air quality, reduce traffic congestion and conserve energy in Utah. Do you have what it takes to be part of the solution?

TAKE THE CHALLENGE
JULY 1st - 31st

REGISTER TODAY

ClearTheAirChallenge.org

Program | Clear the Air Challenge



Program | Clear the Air Challenge

TravelWise CLEAR THE AIR CHALLENGE

Home Dashboard Admin Network Admin Events Incentives Tools Britni

Britni Brozo
My Stats Edit Profile

195 Non-SOV Trips
1,120.3 mi Non-SOV Distance

1 RIDE BIKE 10 RECYCLE TRIP 25 RECYCLE TRIP And 16 more!

A Start
B Destination
Find a Route

Favorite Trips Recent Searches

Shared Trips Coalville

- A 1972 E Kensington Ave, Salt Lake City, Utah, 84108
- B 1706 S Major St, Salt Lake City, Utah, 84115

46 Matching Carpools

Log Your Trips
As you travel, record your commutes here to participate in programs, contests, and more! Triplog dates must be within the last 5 weeks.

December 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Log Trips History

Selected Dates: 12/07/16

Where did you go?

Departure Time: 12:00 PM

Return Time: 1:00 PM
No Return Trip

One-Way Distance: 1.5 mi

Mode of Travel: Skip the Trip

Log 2 Trips

2016 Clear the Air Challenge
Top 10 Results — View all results.

Users Teams / Networks

TOP COMMUTERS	MULTI-MODE CHALLENGE
1 Angie	1,228
2 Jordan	1,087
3 Will	852
4 Spencer Hancock	472
5 Xavier	414
6 Kenny	332
7 lynn	305
8 Mark W.	287
9 DAVID	287
10 Josh	269

Please Note: Results may be delayed up to 15 minutes.

© TravelWise | Clear the Air Challenge & RideAmigos | Privacy Policy | Terms & Conditions | Support

Program | Clear the Air Challenge

The screenshot displays the TravelWise 'Clear the Air Challenge' dashboard. The browser address bar shows the URL: <https://travelwisetracker.com/#/dashboard/plan/Liberty%20Park%7C40.749546274000465,-111.8739256069997/1972%20E%20Kensington%20Ave,%20Salt%20Lake%20...>

The dashboard includes a navigation menu with 'Home', 'Dashboard', 'Admin', 'Network Admin', 'Events', 'Incentives', and 'Tools'. The main content area is split into a left sidebar and a right main panel.

Left Sidebar:

- Location:** A Liberty Park, B 1972 E Kensington Ave, Salt Lake City, Utah, 84108
- Date/Time:** Jul 13, 2016 @ 1:45 PM
- Search:** [Revise Search]
- Transportation Modes:**
 - Carpool:** 20 Results. Includes 'Schedule' and 'Any Days' options. 'Show Networks' is set to 'All Networks'.
 - Transit:** No Results
 - Walk:** 1 Result. 0 lbs CO2, 475 calories, 3.0 mi, 1 hr 2 min.
 - Bike:** 2 Results. 0 lbs CO2, 167 calories, 3.1 mi, 18 min.
 - Drive:** 1 Result. 3 lbs CO2, \$1.70, 3.1 mi, 10 min.

Right Main Panel:

- Map:** A map of Salt Lake City showing the route from Liberty Park (marked with a blue pin 'B') to the destination (marked with a blue pin 'A'). The route is highlighted in blue and passes through several numbered carpooling points (2, 3, 4, 5).
- Post Your Own Carpool:** A blue button to create a new carpool.
- Driver Profiles:**
 - Marianne:** 9 from HAMPTON AVE, SALT LAKE CITY, UTAH, 84111. DRIVER'S TRIP: 3.0 MI / 15 MIN. Prefs: [Car icon], [Down arrow]. Schedule: [Empty].
 - Jordan:** 9 from 400 E, SALT LAKE CITY, UTAH, 84111. DRIVER'S TRIP: 4.3 MI / 22 MIN. Prefs: [Car icon], [Down arrow]. Schedule: S M T W T F S (S and F are highlighted). 9:30 AM & 8:30 PM.
 - Alexander:** 9 from 600 S, SALT LAKE CITY, UTAH, 84102. DRIVER'S TRIP: 4.5 MI / 20 MIN. Prefs: [Car icon], [Down arrow]. Schedule: [Empty].
 - Alexander:** 9 from 600 S, SALT LAKE CITY, UTAH, 84102. DRIVER'S TRIP: 4.5 MI / 20 MIN. Prefs: [Car icon], [Down arrow]. Schedule: [Empty].

Program | Clear the Air Challenge

The screenshot displays the TravelWise 'Clear the Air Challenge' interface. The browser address bar shows the URL: <https://travelwisetracker.com/#/dashboard/plan/Liberty%20Park%7C40.749546274000465,-111.8739256069997/1972%20E%20Kensington%20Ave,%20Salt%20Lake%20...>

The page features a navigation menu with options: Home, Dashboard, Admin, Network Admin, Events, Incentives, Tools, and Britni. The main content area is divided into 'Routes' and 'Bikepools' sections.

Routes Section:

- RESULT 1 - via path**
 - A Liberty Park
 - B 1972 E Kensington Ave, Salt Lake City, Utah, 84108
 - depart at 1:45 PM
 - arrive at 2:02 PM
 - 18 min, 3.1 mi
- RESULT 2 - via 1300 South**
 - A Liberty Park
 - B 1972 E Kensington Ave, Salt Lake City, Utah, 84108
 - depart at 1:45 PM
 - arrive at 2:02 PM
 - 17 min, 3.0 mi

Transportation Mode Summary:

Mode	Results	CO2	Calories	Distance	Time
Carpool	20				
Transit	No Results				
Walk	1 Result	0 lbs CO2	475 calories	3.0 mi	1 hr 2 min
Bike	2 Results	0 lbs CO2	167 calories	3.1 mi	18 min
Drive	1 Result	3 lbs CO2	\$1.70	3.1 mi	10 min

The map shows the route between Liberty Park (Point A) and 1972 E Kensington Ave (Point B) in Salt Lake City, Utah. The map includes street names, landmarks like the University of Utah and Sugar House Park, and a search bar for 'GreenBike Bicycle Share'.

The Results



11,749,361

vehicle miles saved

907,359

vehicle trips eliminated

Participation as high as



8,916

for one Challenge

4,234 tons

of vehicle emissions reduced



22,914,700

calories burned
(two-year total)

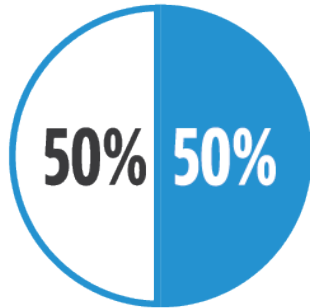
\$5,480,515

in gas, vehicle maintenance
and wear-and-tear saved

The Lessons Learned

- Delegate a single partner to lead team
- Engage entities over individuals
- Leverage research for educated changes
- Evaluate targets and tactics annually
- Start business outreach early
- Be flexible and adjust quickly

The Success



Up to 50% new participants
to some Challenges
(i.e., educating new people every year)



of participants are likely to
sustain TravelWise behaviors
after the Challenge

Jane and John Q. Public

Communicating the Connection: Transportation and Public Health

