

Jane and John Q. Public—Communicating the Connection: Transportation and Public Health

July 25, 2016

TDM Program Works to Improve Air Quality by Eliminating 4,234 Tons of Emissions



BACKGROUND

For anyone living along the Wasatch Front or visiting on inversion or high ozone days, it is clear to see that Utah has an issue with air quality. While our air continues to improve year over year, without constant focus we could easily lose ground given the rapid rate of population growth in Utah—our state will nearly double in residents in the next 30 years.

The air quality issue in Utah, particularly across the Wasatch Front, is a product of the area’s unique geography—with large mountain ranges to the east and west, much of the pollution emitted from vehicles and other sources becomes trapped and remains in the immediate atmosphere. Too often, an unsafe level of air pollutants elicits health and environmental ramifications. While we can’t change our geography, we can affect how many emissions we release.

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

RESEARCH

LOCAL AIR QUALITY/TRANSPORTATION DATA

Working closely with the Department of Environmental Quality (DEQ) and the Utah Department of Transportation (UDOT), valuable data was gathered.

- During the winter inversion season, about 50 percent of the particulate matter in Utah’s air, especially along the Wasatch Front, is from vehicle emissions.
- By driving ten percent less you can reduce greenhouse gas emissions by 0.2 to 0.8 tons/year.
- Forty percent of all car trips in the U.S. are made within two miles of home.
- The average Utah driver travels 298 miles in approximately 60 trips per week.
- Roughly 80 percent of Utah’s population lives along the Wasatch Front corridor.

NATIONAL & LOCAL PUBLIC AIR QUALITY PROGRAMS

Time was spent researching air quality and travel reduction programs from across the country to get an understanding of what tactics had been effective and which had not in terms of behavioral change.

PAID MEDIA & NEWS MEDIA

Media choices today are endless; therefore, media tools including Scarborough, Strata, Quantcast, TNS Media Intelligence and Google Analytics were used to make effective media decisions and adjustments.



PLANNING

The first step to clearing the air and the congestion was to foster a discussion with key players on the personal, economic and health effects of bad air quality and to brainstorm desired results of a to be determined initiative. The result was an idea: create and execute a challenge, inviting Utahns to drive down their miles and thus improve air quality by driving less and driving smarter for one month. From this a unique partnership was formed where every partner supported the initiative in a very specific way. In addition to the broad array of community air quality partners who have engaged with the Challenge, the primary Challenge partners include:



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



Salt Lake Solutions—an committee put together to address issues identified by the City of Salt Lake



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

INITIATIVE

The Clear the Air Challenge, issued by business, government and community leaders, is an annual month-long competition, starting July 1, that gives Utahns the chance to reduce vehicle emissions by utilizing alternative means of transportation to driving in their car alone. By driving less and driving smarter, participants ultimately help improve air quality, reduce traffic congestion and conserve energy. The Challenge uses a competition format that has teams of individuals competing against each other to reduce the most single occupant trips and the most greenhouse gas emissions. The Challenge seeks to initiate long-term behavioral change among residents by helping them see that small changes can improve the quality of life in Utah and don't necessarily mean a total lifestyle change.

The Clear the Air Challenge is similar to commuter challenges you'll find in other communities, yet it is recognized as one of largest such challenges, if not the largest, in the country.

TARGET AUDIENCES

All Utah travelers.

ANNUAL GOALS & OBJECTIVES

Primary Goal: Improve air quality by driving less and driving smarter while decreasing traffic congestion and energy consumption.

Secondary: Educate Utahns on alternatives to driving alone (e.g., TravelWise strategies).

Tertiary: Create progressive steps toward long-term behavioral change of Utah travelers.

- Objectives:** While specific targets varied from year to year, a sample goal was to:
- Eliminate 300,000 vehicle trips.
 - Save 1 million miles.

MESSAGING

One of the most unique aspects about the Challenge was its ability to create a positive, proactive response to an environmental and health crisis. Instead of using a warning tone or scare tactics to generate action, messaging for the Challenge promoted working in teams, getting competitive and praising success. For example, print collateral included the message, "Let's keep this perfectly clear—take the Clear the Air Challenge" along with clear sky images of the Wasatch Front. Another example is, "Show you care about Utah's air—take the Clear the Air Challenge." A full array of creative elements can be found in the samples section of this case study.

STRATEGIES & TACTICS

With desired outcomes and resources identified, partners moved forward in creating and implementing the Clear the Air Challenge. The Challenge has been an annual event for the past seven years.

Although strategies have stayed fairly consistent throughout the years, the tactics have varied significantly from year-to-year, in part due to the level of resources available. Below is an overview of the strategies and tactics employed over the years.

STRATEGIES

- Persuade Utah travelers to drive less and drive smarter while decreasing traffic congestion to improve air quality.
- Educate Utahns on alternatives to driving alone.
- Create progressive steps toward long-term behavioral change for Utah travelers.
- Demonstrate how small changes by everyone can add up.
- Leverage the active voice of the less resistant audience (e.g., environmentally friendly, health or energy conscious individuals) to spread the word.
- Leverage businesses as influencers for initiatives.
- Engage key local political, business, community and faith leaders.
- Use the existing strategies employed by TravelWise, a UDOT program, as the basis of change.
- Use advertising and public relations to quickly raise awareness.
- Engage lifestyle bloggers with "high buying power" to get key messages out and influence the audience.
- Solicit partners to use the Clear the Air Challenge as a tactic of their program efforts. For example, "Show UCAIR about Utah's air by taking the Clear the Air Challenge."
- Incentivize participation with weekly and grand prizes.
- Provide praise, inspire competition and encourage trial of different TravelWise strategies during the Challenge and beyond.





Interactive Tactics:

- Build a robust TravelWise Tracker (travelwisetracker.com) and competition platform to track trips and miles saved by various alternative transportation modes.
- Launch a website (ClearTheAirChallenge.org) that utilizes the TravelWise Tracker.
- Use the TravelWise Tracker for smaller, mini challenges throughout the year to continue behavior change.

Tracker Dashboard
(travelwisetracker.com)

Grassroots Tactics:

- Create and utilize a Clear the Air booth at events.
- Create and distribute posters and rack cards.
- Host an open house and training session for key leaders, partners and team managers.
- Give outreach presentations at local businesses.
- Post weekly team spotlights on the website and include in the opt-in newsletter.
- Post the competition on community calendars.
- Host a Clear the Air Fair.
- Submit stories to local city and chamber newsletters.
- Host a blogger event collaborated with Today's Mama, a well-trusted lifestyle blogger organization.
- Ask air quality partners to distribute information.
- Solicit prizes from local companies and organizations.
- Develop a team start-up toolkit that includes communication pieces, best practices and tutorials.



Mass Media Tactics:

- Advertise in print publications: The Salt Lake Tribune, Deseret News and City Weekly.
- Advertise using out-of-home media, specifically public transit (bus tails).
- Advertise online with Search Engine Marketing, contextual ads and banner ads.
- Advertise on the radio with 30- and 60-second spots, 10-, 15- and 30-second live reads.
- Use outdoor boards to promote the Challenge and to give kudos to companies who've started a team.

Public Relations Tactics:

- Conduct press tours with b-roll footage of political, business, community and faith leaders.
- Maintain ongoing press relations, including live interviews on talk shows and news programs, news releases and proactive pitching.
- Hold an awards event and wrap-up press event.

Social Media Tactics:

- Promote content about the Challenge to encourage sign-ups with the powerful "look-a-like" targeting features offered through social media.
- Create Facebook and Twitter pages for frequent Challenge updates air quality information.
- Create YouTube, Flickr and LinkedIn pages.
- Solicit success stories from participants to post online and repurpose in other public relations materials.
- Develop a social media content kit to give to all partners.



CHALLENGE EXECUTION

Participants signed up for the Challenge as individuals with the option to form teams. Teams could be comprised of family, friends, co-workers or any mix of them. To promote competition between members of larger teams, sub-teams could be created. For example, Overstock.com could split up their team by department or the University of Utah could split their team up by the different colleges.

Weekly prizes were awarded to individuals through a random drawing of those who met or exceeded their goals. At the conclusion of the Challenge, an awards event was held at the popular Salt Lake City Farmer's Market. Grand prizes and bragging rights were awarded to top participants and to companies for their achievements too.

EVALUATION

Response to the annual Clear the Air Challenge over the past seven years has been astounding. Within just the first year it had become one of the most recognized air quality initiatives in Utah, if not the country. Utilizing competition, working in teams and praising success, the Challenge itself became a success and made an impact on the air quality in Utah.

Achieving behavioral change of this magnitude required motivation beyond educational literature. Within the first year the Clear the Air Challenge had become one of the most recognized air quality initiatives in Utah, if not the country.

With each year, awareness and participation continued to grow. The changes Utahns have made in their driving habits are really starting to add up, but more importantly participants are telling us that they have been sustaining their TravelWise efforts beyond the Challenge. With such success, the Challenge facilitators are continuously getting requests for program information from organizations and municipalities in other states and countries.



CLEAR THE AIR CHALLENGE RESULTS (7 YEARS COMBINED)


11,749,361
vehicle miles saved

907,359 
vehicle trips eliminated

4,234 tons
of vehicle emissions reduced

\$5,480,515 
in gas, vehicle maintenance
and wear-and-tear saved


22,914,700
calories burned
(two-year total)

Participation as high as
8,916
for one Challenge


Approximately 50% new
participants to each Challenge
(i.e., educating new people every year)

BEHAVIORAL CHANGE RESULTS

Achieving behavioral change of this magnitude required motivation beyond educational literature. The month-long Clear the Air Challenge to drive down your miles was a competition, which provided Utahns with unique motivators—prizes and pride. By tracking miles saved and trips eliminated, participants saw their behaviors quantified into real results such as pounds of emissions reduced, money saved and more.

TRAVELWISE “MINI-CHALLENGE” RESULTS (2 YEARS COMBINED)

Because of the Challenge’s success, TravelWise enabled the use of the Tracker year round. For example, UDOT has many internal departments that track their fleet activities via the Tracker and many state agencies use the Tracker to help ensure that they are meeting Utah Governor Herbert’s goals for sustainability and reduced transportation related expenses.

In addition, year round use of the Tracker has given companies and municipalities the ability to host TravelWise “mini” Challenges at a time that best meets their needs. Results thus far include:

- 11 mini-Challenges held
- Saved 827,067 vehicle miles
- Eliminated 53,076 vehicle trips
- Reduced 231 tons of vehicle emissions
- Saved \$245,193 in gas, vehicle maintenance and wear-and-tear
- Burned 1,447,746 calories
- Participation from 1,580 individuals

PARTNERSHIPS RESULTS

Through these efforts, and the support of the partners, key community leaders, local media and businesses, the Challenge created a positive response to and involvement in a critical community issue. Collaboration has been key; the initiative would not have succeeded without the integral role of the partners over the years. Not only did partners provide the strategic and monetary resources, but they also provided a very important channel of communication to reach our target audiences.

Partners and all other air quality conscious organizations truly embraced the Challenge. They went to the extent of integrating the Challenge as a tactic in reaching their own organizations’ goals. This was a big win because in years past air quality initiatives had been an extremely territorial thing.

RECOGNITION

- The EPA recognized the Challenge in 2010 for its diverse community outreach and social networking components. Salt Lake City received a \$7.8 million grant from the EPA partly due to the Challenge’s success.
- Salt Lake City received the National Award for City Livability from the U.S. Conference of Mayors in 2010 for the Clear the Air Challenge.
- Utah’s Green Business Awards honored the Challenge in 2010 as a community initiative that engages citizens and businesses to become green.
- The Public Relations Society of America Salt Lake Chapter awarded the Challenge with a Golden Spike (2014) and Finalist Award (2009). These awards were for excellence in research- and results-driven communication efforts.
- *Fast Companies* recognized the Clear the Air Challenge as a bold and brilliant idea helping to build the cities of America’s future in their May 2011 article titled, United States of Innovation.
- The Salt Lake Chamber received the 2016 Award for Communication Excellence from the Association of Chamber of Commerce Executives for the Clear the Air Challenge.




SAMPLE CREATIVE

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 alone. By driving 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

USE OF THE CHALLENGE

A traveler covers a distance of 298 miles each day on average. Only 25 percent of Utah travel is by car. This means that all drivers directly contribute to the pollution that affects our air quality. The Department of Air Quality, if everyone were to park their vehicles one day per week, emissions would decrease by 6,500 tons annually.

HOW TO GET STARTED?

To participate in the Challenge go to ClearTheAirChallenge.org to register for the challenge or become part of the solution. You can participate as an individual or as a team with family members or coworkers.

HOW IT WORKS

Each day we track mileage reductions in your trip log. Check back daily to see your progress toward goals or view inspiring stories from other participants. Be sure to visit the travel options page for information about alternatives to driving alone, and keep an edge on the competition.

PRIZES

For completing daily vehicle trips, you will be eligible to win better air quality in Utah, while participating on our roads and conserving energy. Meeting weekly goals, you will earn the opportunity to win prizes and statewide recognition.

JOIN THE CHALLENGE

Go to ClearTheAirChallenge.org to sign up today!

Rack Card

CLEAR THE AIR
CHALLENGE
Drive Down Your Miles

LET'S MAKE THIS
PERFECTLY
CLEAR

HELP IMPROVE AIR QUALITY IN UTAH BY
DRIVING LESS & DRIVING SMARTER

DRIVE LESS

The solution to poor air quality starts with each of us. By driving less, we can help reduce vehicle emissions. Implementing alternatives to driving alone is an effective and important step toward clean air. By walking, jogging, cycling, taking mass transit, carpooling or teleworking, you are making simple changes in your behavior that dramatically affect our air quality.

DRIVE SMART

You can reduce your vehicle emissions by simply thinking before you get in the car. Driving smart means consolidating errands into one trip, keeping up on vehicle maintenance, driving the speed limit, not driving during peak commute hours and being idle free. By decreasing our transportation emissions, we are contributing to healthier living for our family, friends and coworkers.

BENEFITS

By reducing your emissions, you are improving health, environmental conditions and quality of life in your community, as well as:

- Decreasing traffic congestion
- Reducing energy consumption
- Saving money

TRAVELWise
Start for you. Start for Utah.

Learn more at
www.TravelWiseUtah.gov

TAKE THE CHALLENGE

JULY 1st-31st

REGISTER TODAY

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ClearTheAirChallenge.org

CARPPOOL TO EVENTS | USE MASS TRANSIT | BIKE TO THE STORE | TELEWORK

Fact Sheet

CLEAR THE AIR
CHALLENGE
Drive Down Your Miles

LET'S KEEP THIS PERFECTLY CLEAR

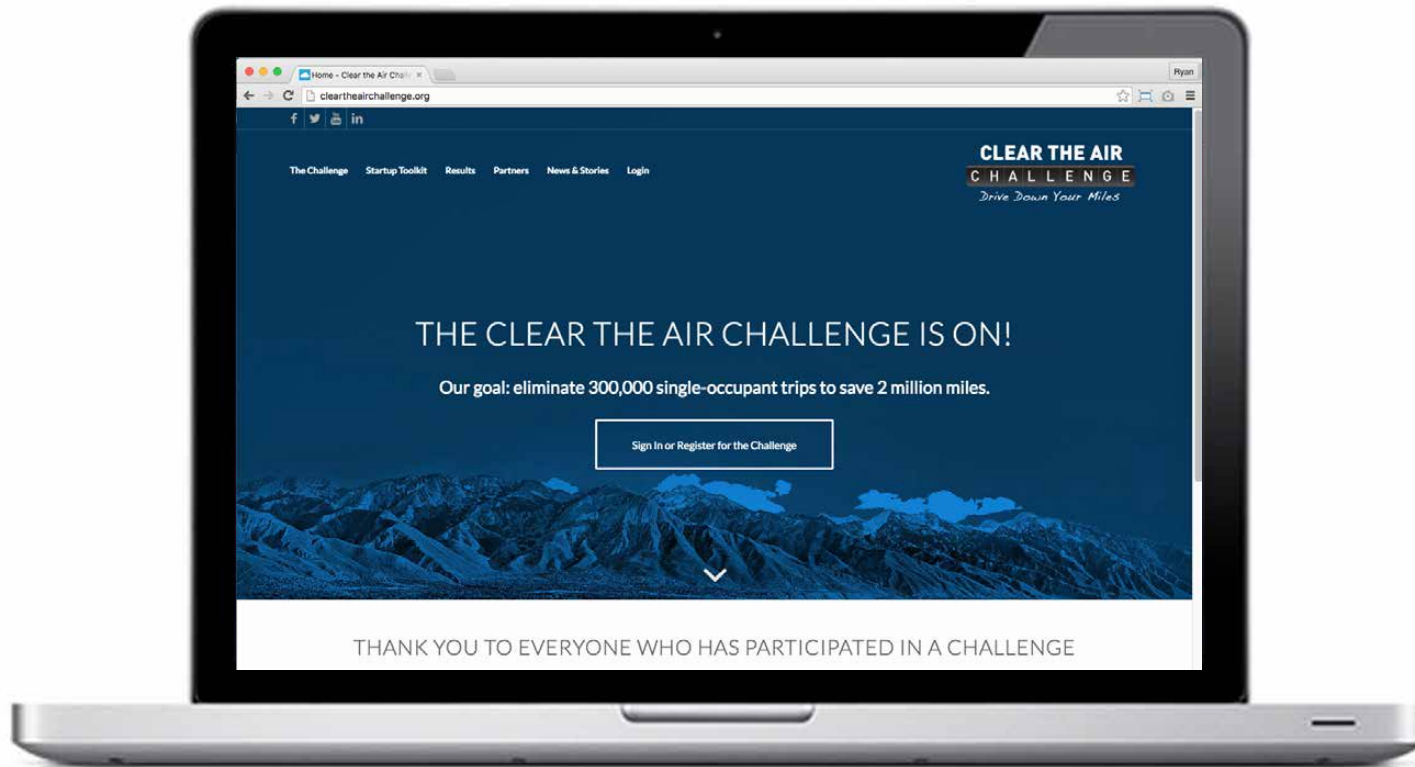
WHEN YOU TAKE THE CHALLENGE, WE ALL WIN.
AUGUST 1-31, 2012 | ClearTheAirChallenge.org

f Share the Challenge to win prizes
fb.com/ClearTheAirChallenge

CARPPOOL TO EVENTS | USE MASS TRANSIT | BIKE TO THE STORE | TELEWORK

call take SOLUTIONS **TRAVELWise** **VENUE** **RioTinto**

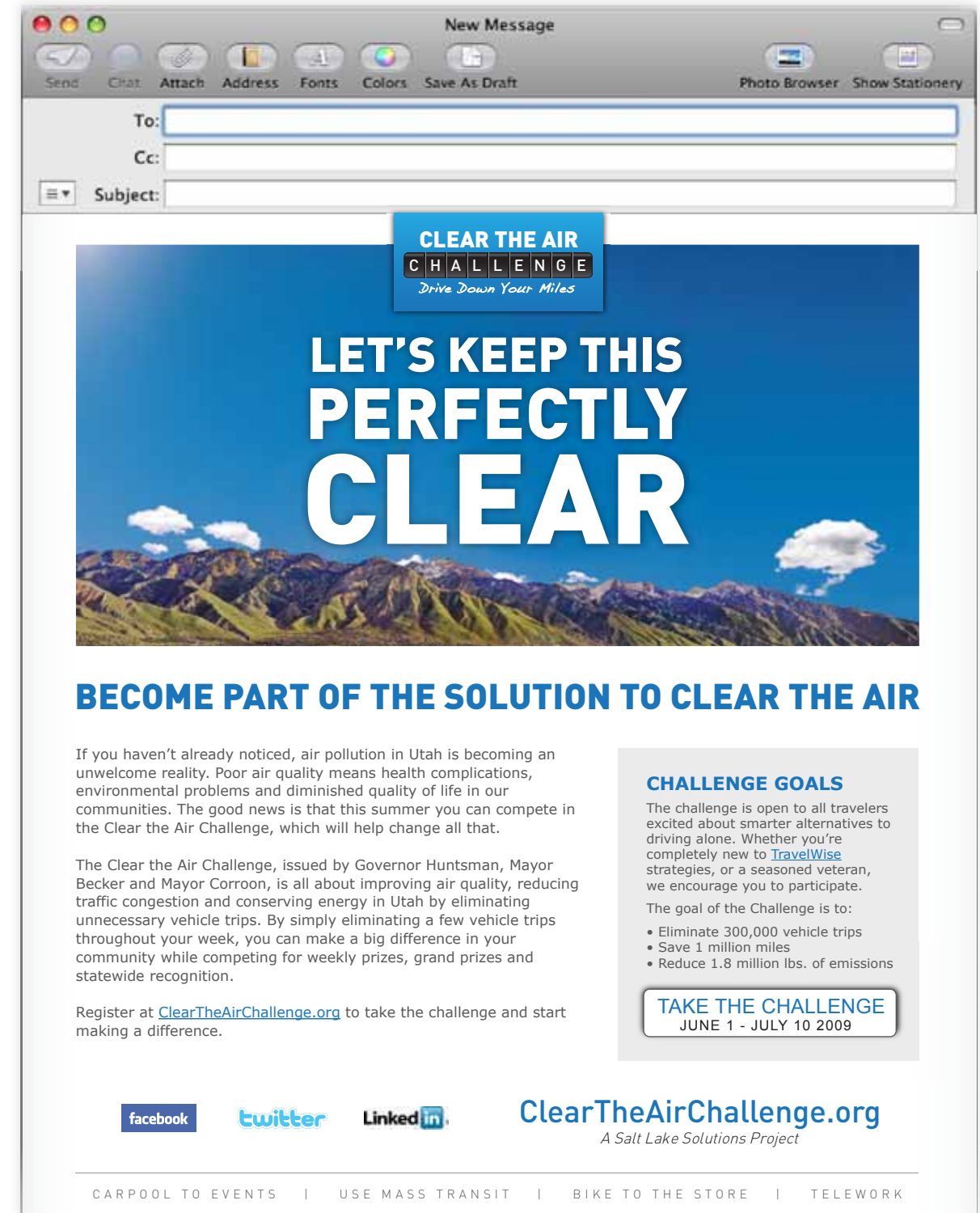
Poster



Website (cleartheairchallenge.org)



Partner Landing Page (ucair.org)



Email



Partner Video Salt Lake Comic Con (<https://www.youtube.com/watch?v=LSmmSrVKwxU>)

CLEAR THE AIR
CHALLENGE
Drive Down Your Miles

CLEAR THE AIR. SHARE.
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 - July 16th
- June 25th - July 23rd
- July 9th - July 30th

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

Social Media Contest

Blog Site Bug

**CLEAR THE AIR
CHALLENGE**

Congratulations-You Made a Difference

TRIPS ELIMINATED	VEHICLE EMISSIONS REDUCED	MILES SAVED	ENERGY SAVED
134,373	1,333,751 <small>Pounds</small>	1,588,744	72,208 <small>Gallons of Gas</small>

Great work, you have completed the 2012 Clear the Air Challenge and helped improve air quality, reduce congestion and reduce energy consumption in Utah. Now you can take a deep breath, look up and claim your greatest prize—cleaner air.

Governor Herbert, Mayor Becker, Mayor Corroon and the Salt Lake Solutions Team commend your efforts and thank you for your participation. However, there's still a lot to be done. Continue to implement TravelWise strategies throughout your life and preserve clean air for yourself and future generations.

GOVERNOR HERBERT

MAYOR BECKER

MAYOR CORROON

Don't Stop Now-Keep Clearing the Air

Certificate

Jane and John Q. Public-Communicating the Connection: Transportation and Public Health | TDM PROGRAM WORKS TO IMPROVE AIR QUALITY BY ELIMINATING 4,234 TONS OF EMISSIONS 8

CLEAR THE AIR

CHALLENGE

Drive Down Your Miles

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Sign up!

ClearTheAirChallenge.org

Show

UCAIR



BIKE TO BEAT

RIO TINTO

ClearTheAirChallenge.org

Show

UCAIR

TRAVELWise

A UDOT Program

SALT LAKE CHAMBER

OF COMMERCE

WHO'S UP TO CHALLENGE

IMPACT HUB'S TEAM?

ClearTheAirChallenge.org

Show

UCAIR

TRAVELWise

A UDOT Program

SALT LAKE CHAMBER

OF COMMERCE

YOUR CHALLENGE

GETS STARTED IN:

ClearTheAirChallenge.org

3

DAYS

Show

UCAIR

TRAVELWise

A UDOT Program

SALT LAKE CHAMBER

OF COMMERCE

Digital Billboards

PREPARE TO POST SWEET VICTORY





WHO WILL YOU

CHALLENGE?



Social Media Promoted Posts



State of Utah

GARY R. HERBERT
Governor

GREG BELL
Lieutenant Governor

DEPARTMENT OF TRANSPORTATION

CARLOS M. BRACERAS, P.E.
Executive Director

SHANE M. MARSHALL, P.E.
Deputy Director

On February 12, 2013 Governor Gary Herbert asked all State Agencies to establish a “meaningful and measurable” Trip Reduction plan through the UDOT-TravelWise program. We appreciate each of you evaluating ways you can reduce daily trips in each of your agencies and the effort put in to establishing your TRIP agreements.

Now that your TRIPs have been submitted, we recommend that you begin collecting your trip reduction data and tracking your progress using one of the following 3 options beginning Monday, July 1.

1) UDOT - TravelWise Tracker

The UDOT-TravelWise program provides an online tracker where employees can enter their trips and miles saved online (www.travelwise.utah.gov/tracker). You need to register once (5 minutes), and then we recommend keeping track weekly or even daily (less than 5 minutes/week). You can also track your trips saved on Facebook or using the TravelWise Tracker App on your cell phone.

Also, you can participate as an individual or a team in the 2013 Clear the Air Challenge (www.cleartheairchallenge.org). The Clear the Air Challenge, www.cleartheairchallenge.org, is a friendly competition issued by Governor Herbert, Mayor McAdams, Mayor Becker and the Salt Lake Chamber to improve air quality by reducing your vehicle trips and vehicle miles traveled. The Challenge runs from July 1 to July 31.

Note: the TravelWise Tracker is the calculator used for the Clear the Air Challenge, so when the 2013 CTAC is over, you will still be able to track your Trip Reduction efforts to meet the Governor's Trip Reduction directive.

2) UDOT-TravelWise Tracking Survey

Attached you will find a survey that can help you track the trips saved by your employees. The survey asks four simple questions that will help you identify ways in which your agency is saving trips. You can set this up as an online survey if you prefer (like www.surveymonkey.com).

3) Your tracking tool

As every Agency is different, we recognize that one tracking method may not fit all agencies. If you have already established a tracking method, please feel free to continue tracking with your chosen method.

If you have any questions regarding tracking your TRIP, please contact Angelo Papastamos, TravelWise Program Manager, at apapastamos@utah.gov or 801-633-7712.

TRAVELWise
A UDOT Program

Program Development • Telephone (801) 965-4129 • Facsimile (801) 965-4551 • www.udot.utah.gov
Calvin Rampton Complex • 4501 South 2700 West • Mailing Address: P.O. Box 143600 • Salt Lake City, Utah 84114-3600

Letter to All State Agencies



Having trouble viewing this email? [View it in your browser](#).



[SUBSCRIBE](#)

June 20, 2013

Top news from slchamber.com, June 20



Sign up for the Clear the Air Challenge

Since 2012, more than 11,000 Utahns have participated in the Clear the Air Challenge, saving more than five million miles.

The goals for 2013 are to engage 10,000 participants statewide, eliminate 300,000 vehicle trips and save two million vehicle miles. It's ambitious, but certainly doable... with your help.

To take the challenge, visit www.ClearTheAirChallenge.org. It's fun, quick and easy to register and start tracking your miles saved. You can register as an individual or a team.



[More details...](#)

CHAMBER CALENDAR

SEO: Today's and Tomorrow's Do's and Don'ts
June 25 - 3:00PM

WBC: Building Effective Client Relationships
June 26 - 3:00PM

Member Orientation
July 17 - 8:30AM

COMMUNITY CALENDAR

Partner Email Newsletter (One of Many)



CLEAR THE AIR
C H A L L E N G E
Drive Down Your Miles

