

Daylight Saving Time Report

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Utah Governor's Office of
Economic Development

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Oct. 15, 2014

2014 HB 197 Rep. Ronda Menlove

- **GOED** to conduct **meeting** to discuss impacts of exempting Utah from daylight saving time
- **Invite** stakeholders to attend
 - Parents, senior citizens, and representatives from the agricultural, public education, recreation, and business communities
- **Compile comments and recommendations, publish summary**
- **Report to Interim Committees**
- **Funding = none**

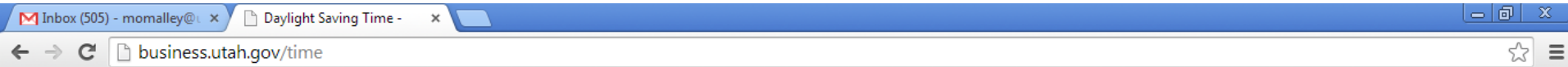
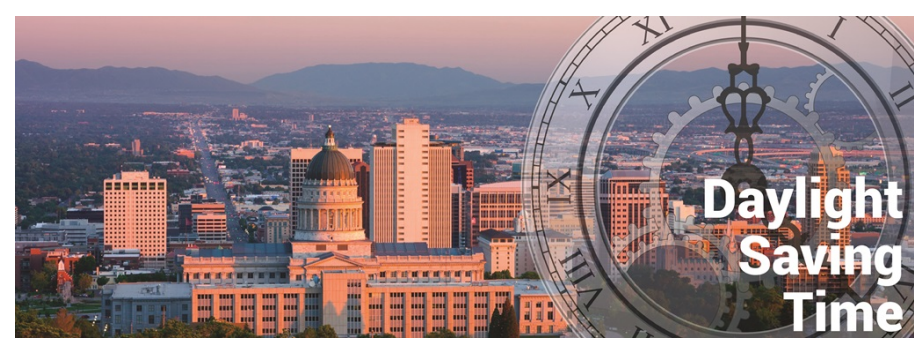
GOED Process

- Held one **public meeting** and solicited feedback at Rural Summit and Utah Farm Bureau
- Asked for official comments from **stakeholder organizations**
- Staged web **opinion poll**
- PR and social media to drive **web traffic**



Opinion Poll

business.utah.gov/time



Utah Daylight Saving Time Public Comment survey

*1. Please select the Daylight Saving Time (DST) option you prefer:

2. Residency:

3. Please indicate your gender:

4. Please indicate your age:

5. Employment status - Please select the description that best fits your employment status:

6. If employed or self-employed, please indicate your industry affiliation:



RETAIN ... ALIGN ... CREATE

Sunrise

Sunset

July 4th

Hours of Daylight = 15:01

RETAIN DST Sunrise 6:01 AM

DST Sunset 9:02 PM

ALIGN MST Sunrise 5:01 AM

MST Sunset 8:02 PM

CREATE NEW Sunrise 6:01 AM

MST Sunset 9:02 PM

Sunrise

Sunset

December 25th

Hours of Daylight = 9:15

DST Sunrise 7:50 AM

DST Sunset 5:05 PM

MST Sunrise 7:50 AM

MST Sunset 5:05 PM

CREATE NEW Sunrise 8:50 AM

MST Sunset 6:05 PM

Public Meeting at Clark Planetarium

July 10, 2014 video at
Business.utah.gov/time



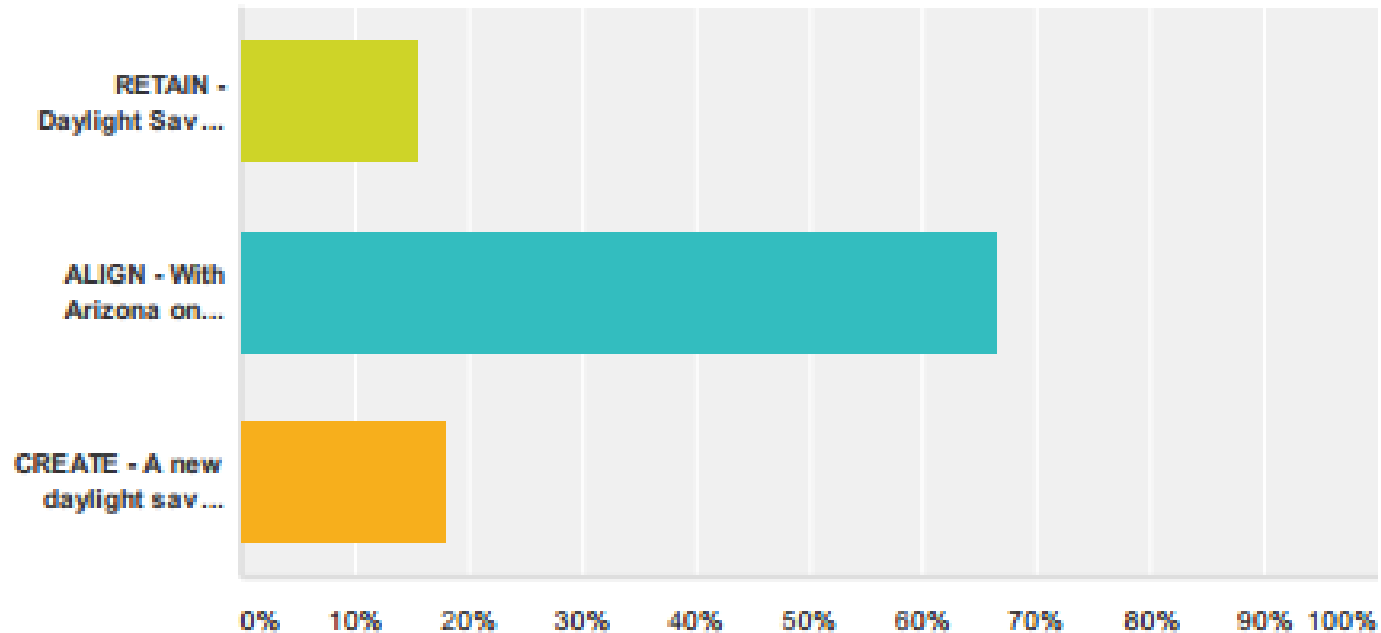
Rural Summit and Farm Bureau



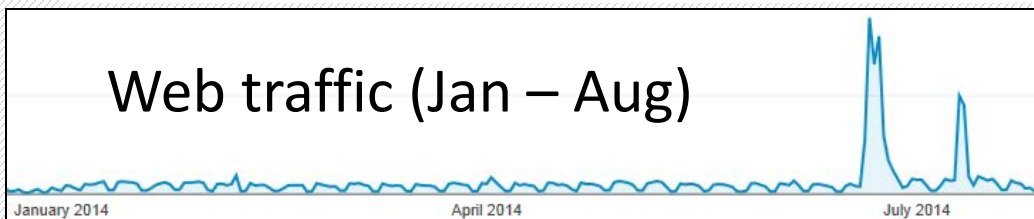
Polling at these meetings paralleled
online results

Opinion Poll Results

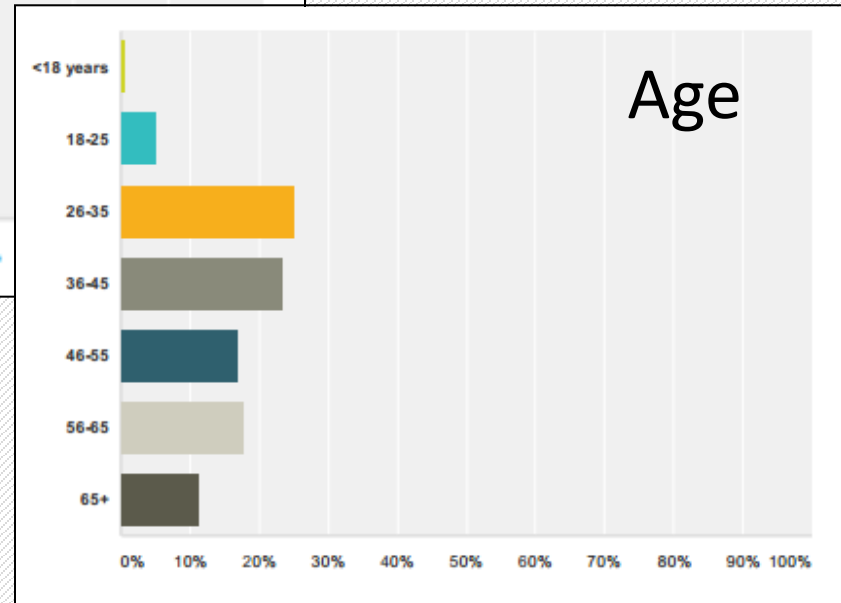
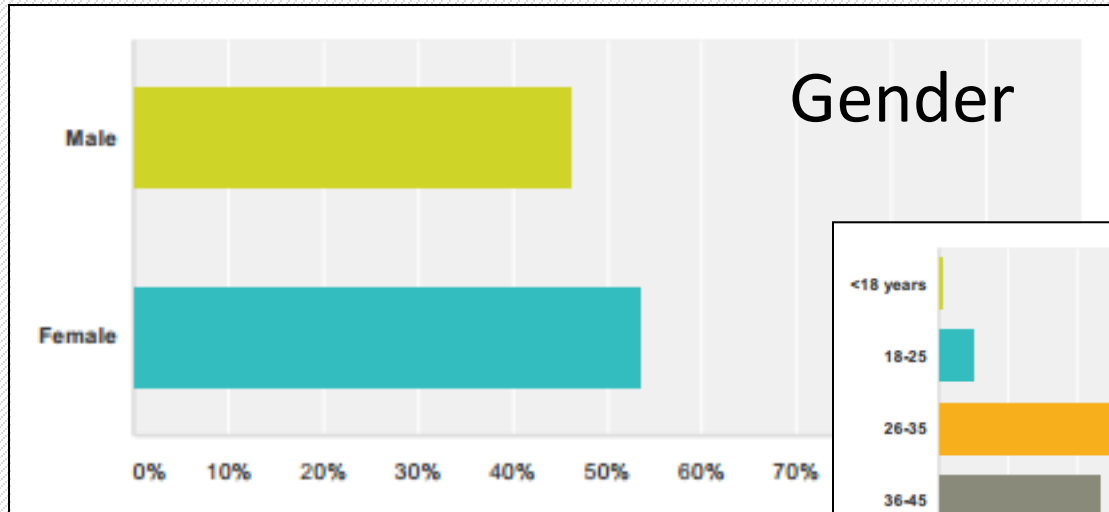
27,021 Responses and 13,762 Comments



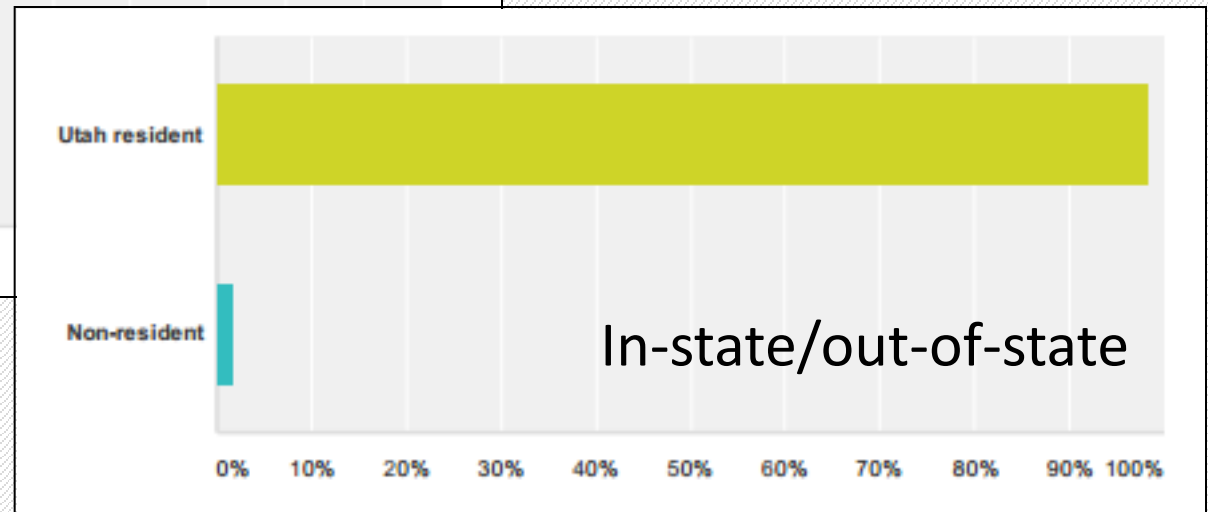
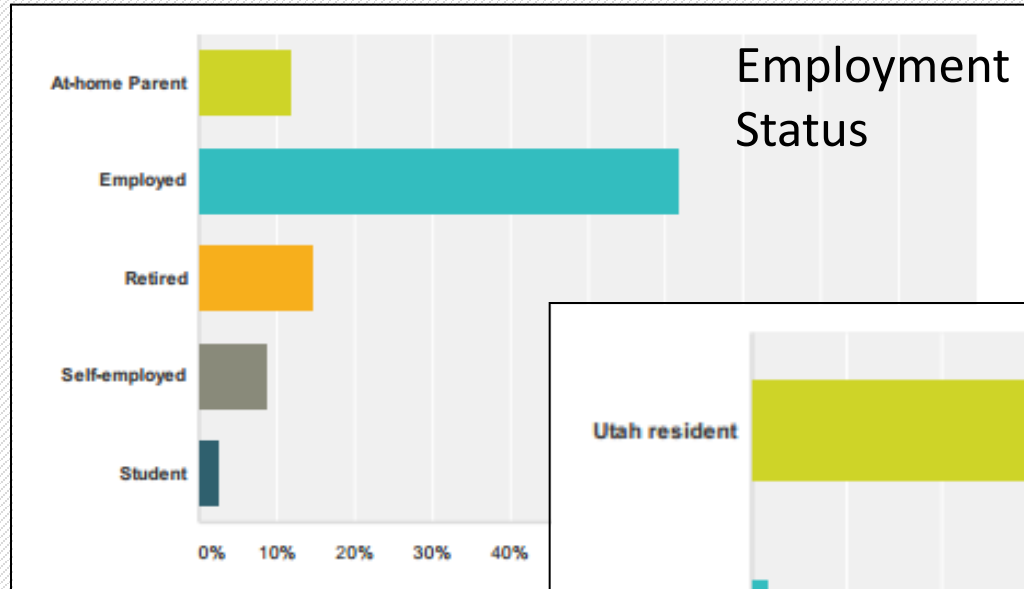
Web traffic (Jan – Aug)



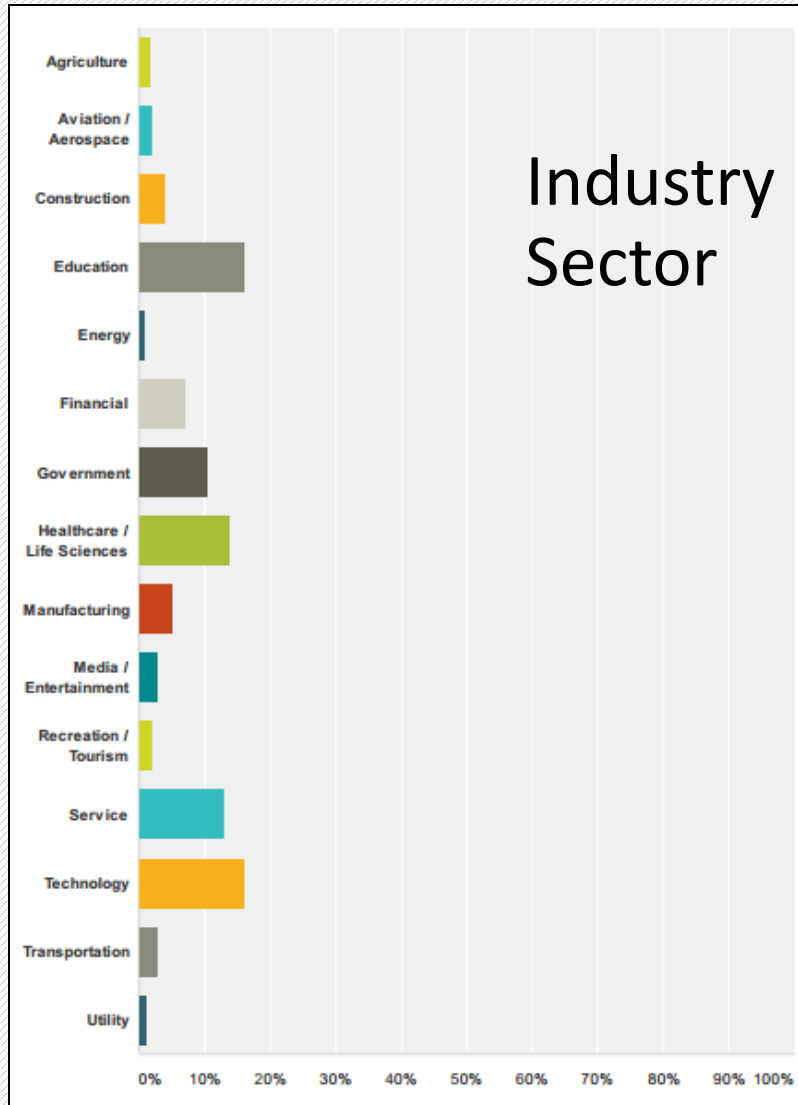
Opinion Poll Demographics



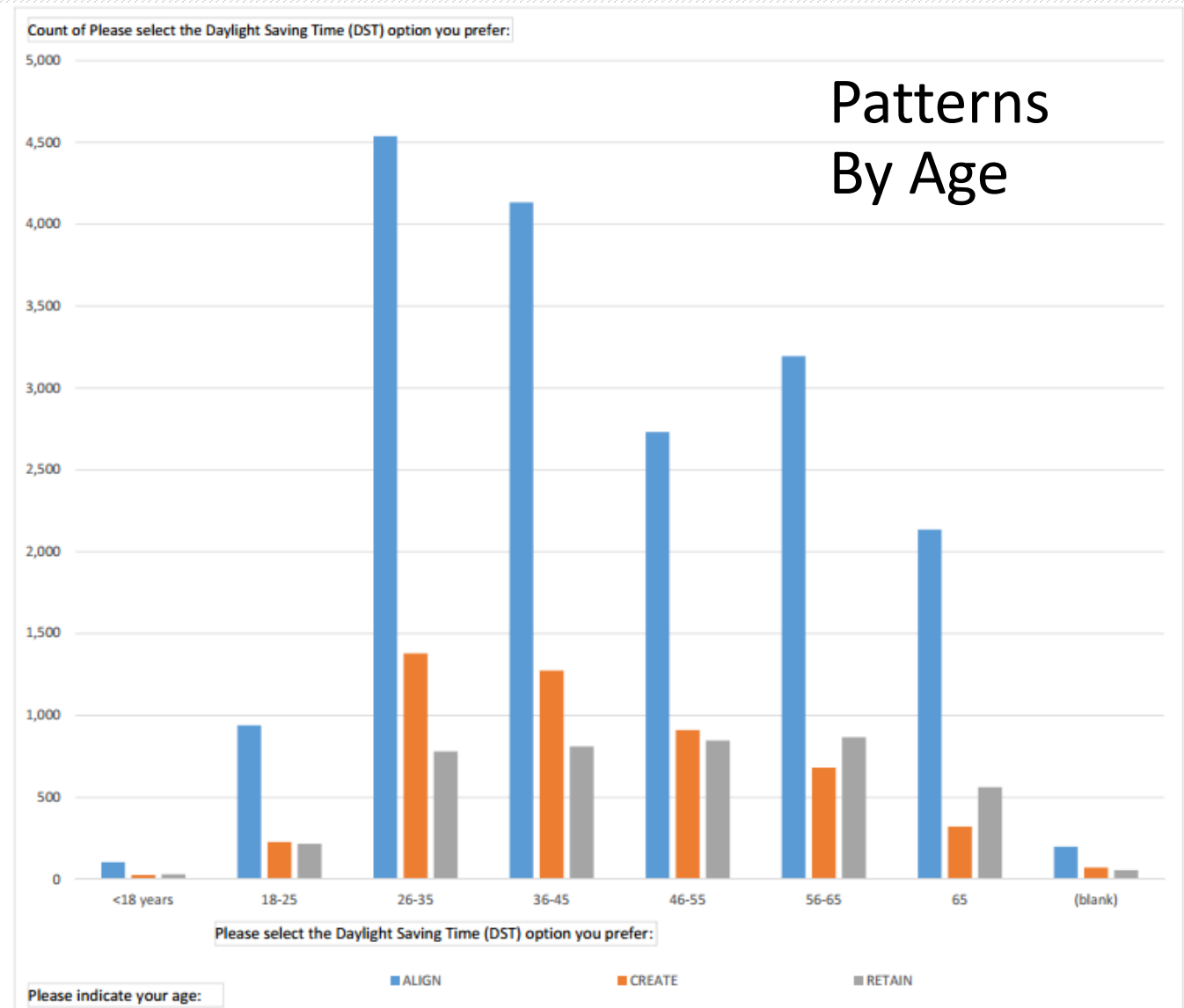
Opinion Poll Demographics



Opinion Poll Demographics



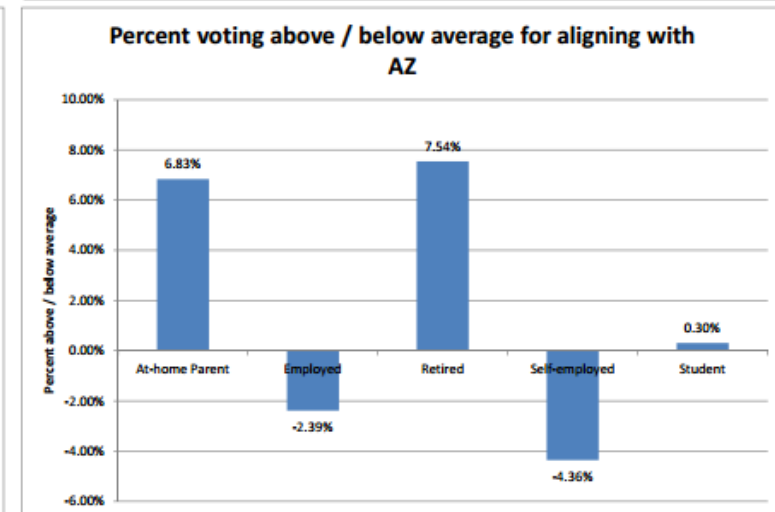
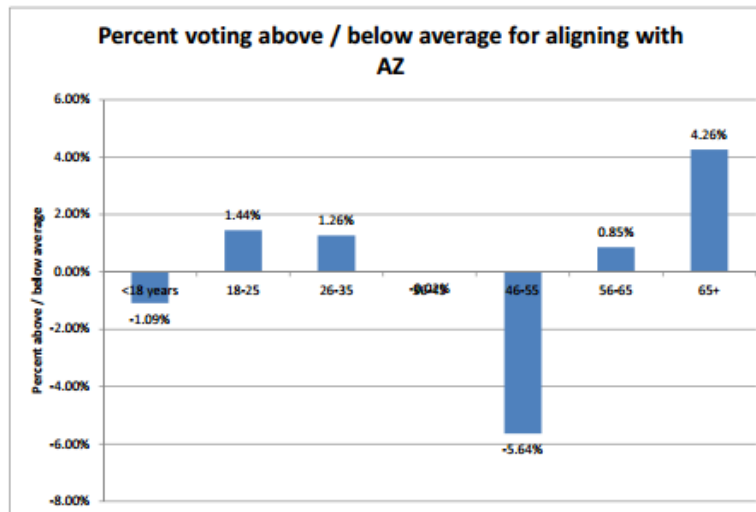
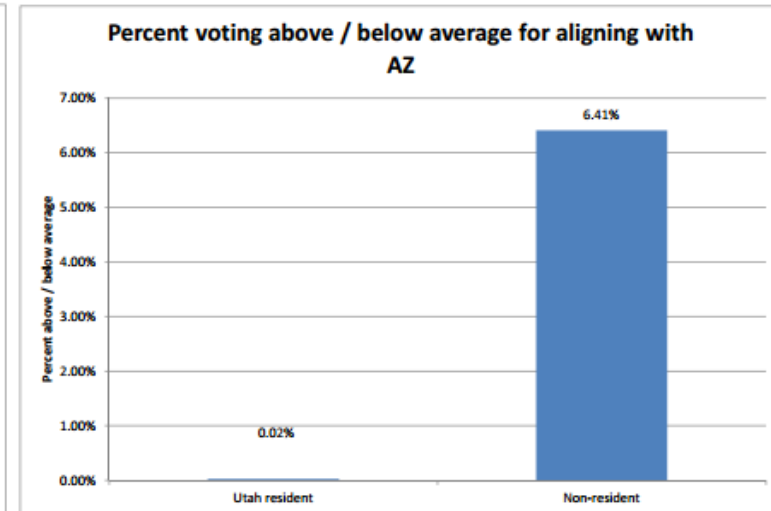
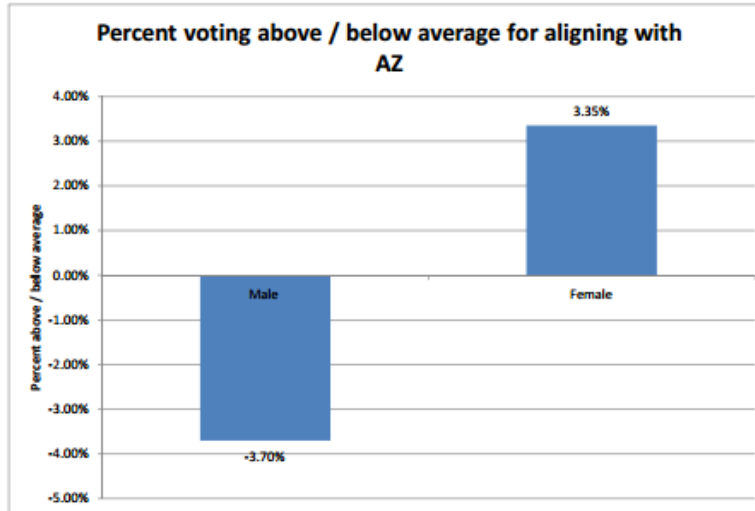
Opinion Poll Demographics



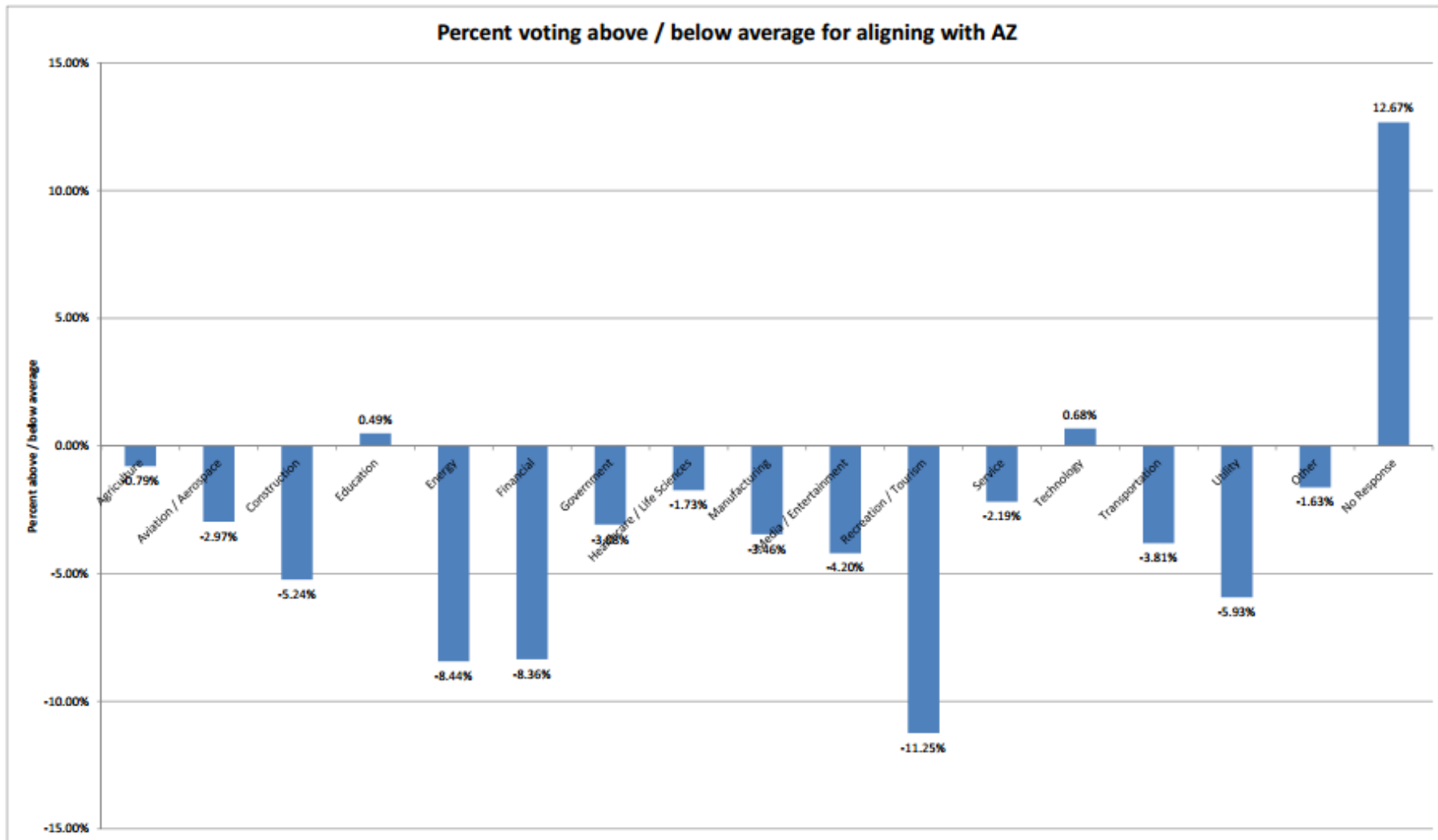
Align – Additional Analysis

How to read this chart:

This chart shows the propensity that people in each demographic voted to ALIGN with Arizona and is the percent above/below the average response for all voters
So for example females were 3.35% more likely to vote to Align with Arizona, and Males were 3.70% less likely to vote for it.

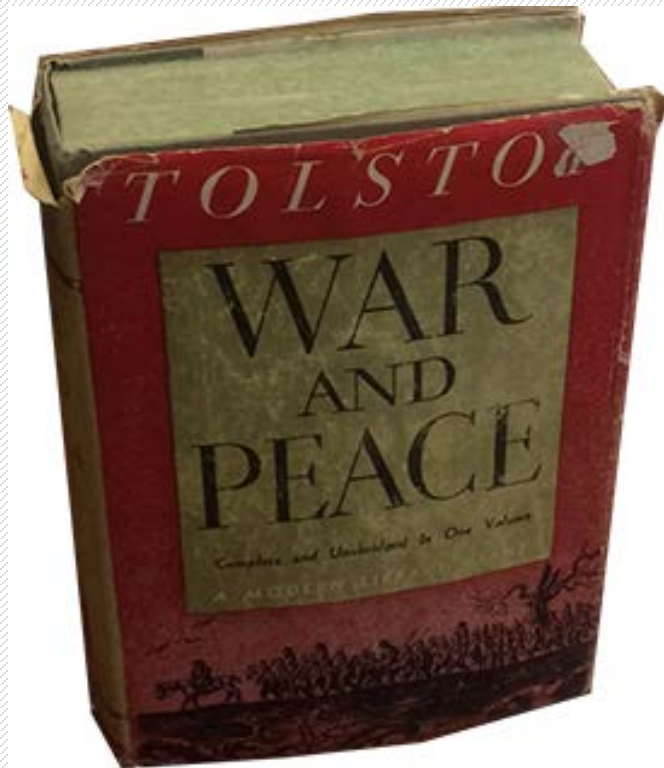


Align – Additional Analysis



Opinion Poll Results

587,000 words



574,000 words

A screenshot of the Utah Governor's Office of Economic Development website. The page features a navigation menu with links like 'News', 'Events', 'Contact Us', and 'GOED Sites'. A search bar is visible. The main content area has a header for 'UTAH' and a large image of the Utah State Capitol building with the text 'Daylight Saving Time'. Below this, there is a section titled 'DAYLIGHT SAVING TIME' with a note: 'Please note: GOED is completely neutral on this topic, we have simply been asked to collect the data. Comments and voting are now closed as of August 29th, 2014.' The page also includes a 'Background information' section with links to Wikipedia, a press release, and a New York Times article. A 'Before you vote' section provides instructions on how to cast a vote regarding the sunrise and sunset times.

Public Comment Themes

adjust align arizona benefit body business **change** children clocks
dark difficult earlier early enjoy **evening** extra fall family feel forth forward getting going hard hate
hour keep kids later leave **light** lived longer love messes months morning people
please prefer really reason round schedule school sleep spring standard stay
summer sun switching takes think times twice weeks winter **workyear**

- Convenience
- Health
- Safety
- Recreation
- Technology
- “Don’t be quirky”
- Bigger issues to solve

Stakeholder Comments - Retain

- **South Salt Lake Chamber of Commerce** – This is a national/regional issue
- **Springville Area (Mapleton) Chamber of Commerce**
- **Ski Utah** – “Dramatic operational challenges” with avalanche control/lifts, plus avoiding Utah “quirky” label
- **Lagoon Corporation** – “The net result would basically be one less hour of significant operation and revenue per day...Make hay while sun shines.”
- **Utah High School Activities Association** – Changing would impact sports
- **Utah Youth Soccer Association** – Retain or Create... “The longer we have daylight at night, the more games we can hold...”
- **Utah Tourism Industry Association** – “We do not have consensus from our Board or membership on this issue...if we had to make a recommendation, it would be to keep the status quo.”
- **Water Design Inc.** – “The value of daylight during the evening hours from 6:18 pm to 9:30 pm is exponentially more ‘VALUABLE’ to businesses and recreationists...”
- **Leasing Group, LLC**



Stakeholder Comments – Align/Create

- **State Office of Education** – Superintendents are 50% for Align, 40% for Retain
- **Department of Agriculture and Food** - small, informal sampling of several individual farmers and ranchers, and producer groups. Consensus among those who have an opinion is that daylight saving time should be adopted all year (Create).
- **Utah Farm Bureau Federation** – Align
- **Kirk Watkins, M.D.** – Change, health impacts
- **Mark Bryant, BNA Consulting** – Align or Create



Stakeholder Comments – Neutral/More Study

- **Department of Public Safety** – Analysis of crashes (2009 – 2013)... “[Time change] does not appear to be a significant factor in regard to motor vehicle crashes in Utah”
- **Rocky Mountain Power** – Neutral... “The impact of these various options on power usage in Utah isn't significant.” Temperature drives power usage more than daylight.
- **Utah Department of Commerce** – Neutral
- **Utah Department of Human Services** – No comment at this time, encouraged seniors to attend meeting
- **Utah Department of Workforce Services** - “Discussions about the possibility of changing Utah’s daylight saving time policy should focus on the needs of employers and the impact on our workforce, in order to optimize Utah’s economic performance.”



Thank you

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Business.utah.gov/time

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