

HB 353:

REDUCTION OF SINGLE OCCUPANCY VEHICLE TRIPS PILOT PROGRAM

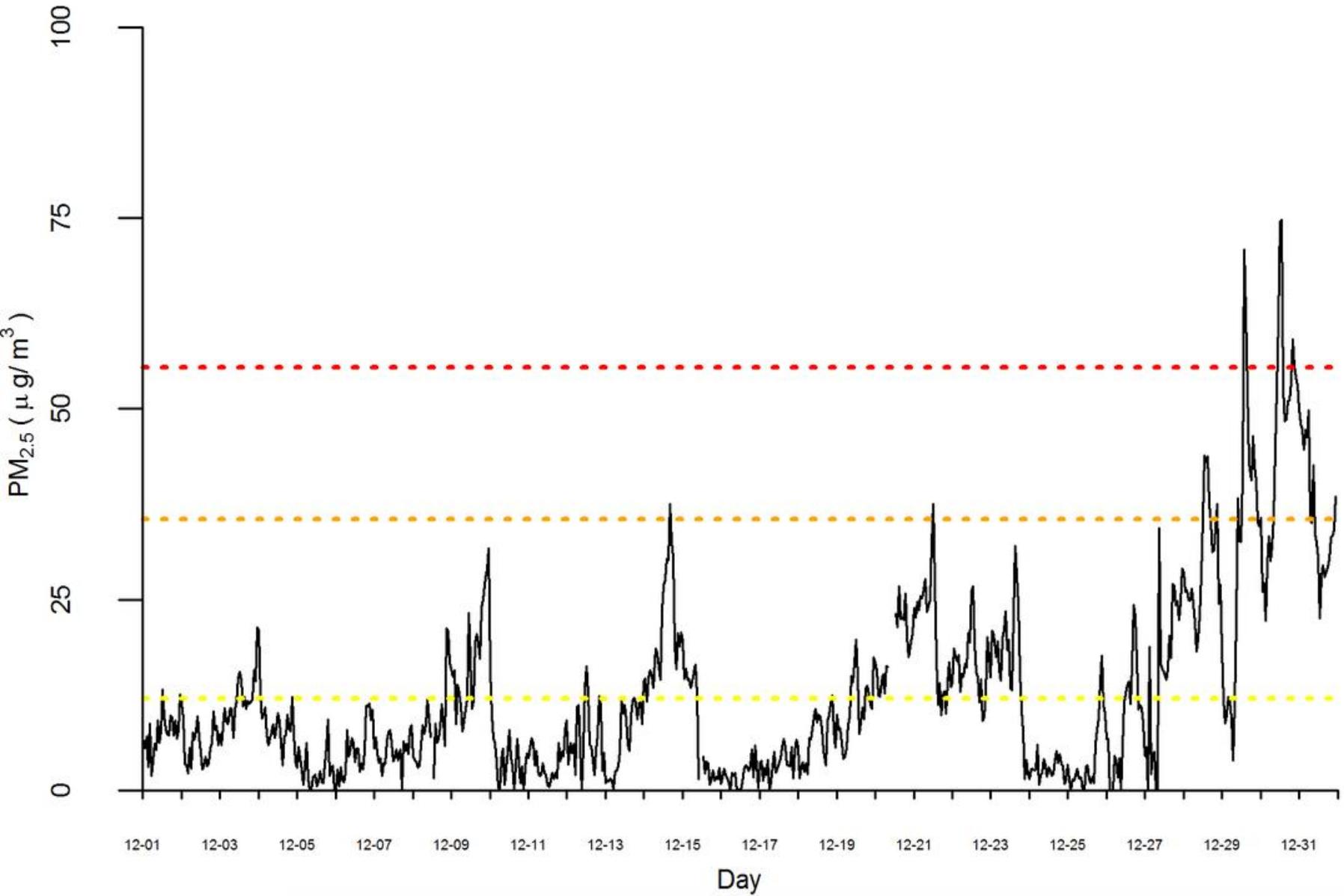
REP. JOEL BRISCOE, 27 FEBRUARY 2019

AQI colors

EPA has assigned a specific color to each AQI category to make it easier for people to understand quickly whether air pollution is reaching unhealthy levels in their communities. For example, the color orange means that conditions are "unhealthy for sensitive groups," while red means that conditions may be "unhealthy for everyone," and so on.

Air Quality Index Levels of Health Concern	Numerical Value	Meaning
Good	0 to 50	Air quality is considered satisfactory, and air pollution poses little or no risk.
Moderate	51 to 100	Air quality is acceptable; however, for some pollutants there may be a moderate health concern for a very small number of people who are unusually sensitive to air pollution.
Unhealthy for Sensitive Groups	101 to 150	Members of sensitive groups may experience health effects. The general public is not likely to be affected.
Unhealthy	151 to 200	Everyone may begin to experience health effects; members of sensitive groups may experience more serious health effects.
Very Unhealthy	201 to 300	Health alert: everyone may experience more serious health effects.
Hazardous	301 to 500	Health warnings of emergency conditions. The entire population is more likely to be affected.

December 2016 Hawthorne (HW) Hourly PM_{2.5}



Number of February Daily UTA Commute Trips by Air Quality

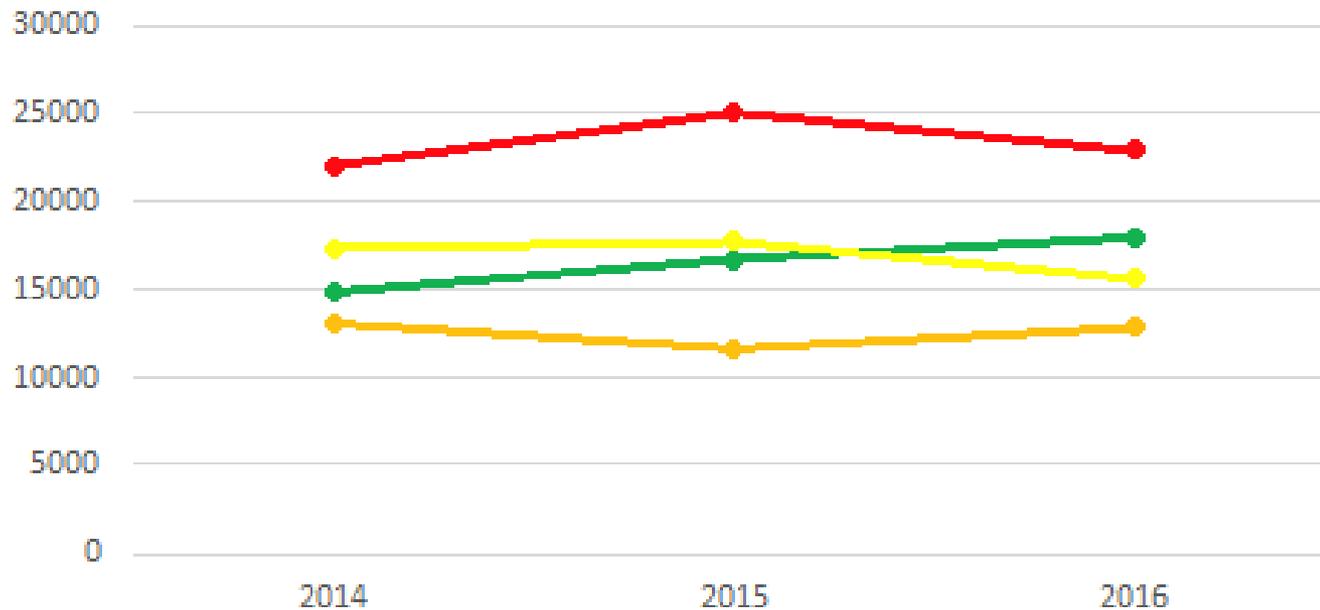


Figure 1 – Commute (6 – 9 AM and 3 – 6 PM) average daily trips during the month of February for the three largest UTA services by air quality.

THREE YEARS OF UTA COMMUTE DATA

Total UTA ridership for the month of February, 2014 - 2016

Number of Average Daily Trips by Mode and Air Quality

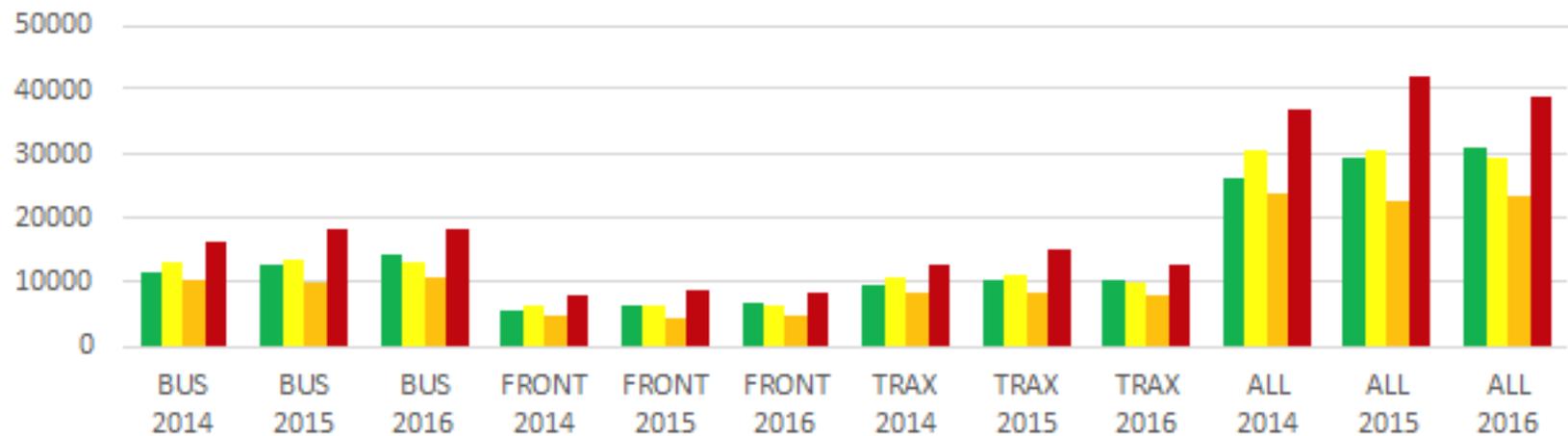


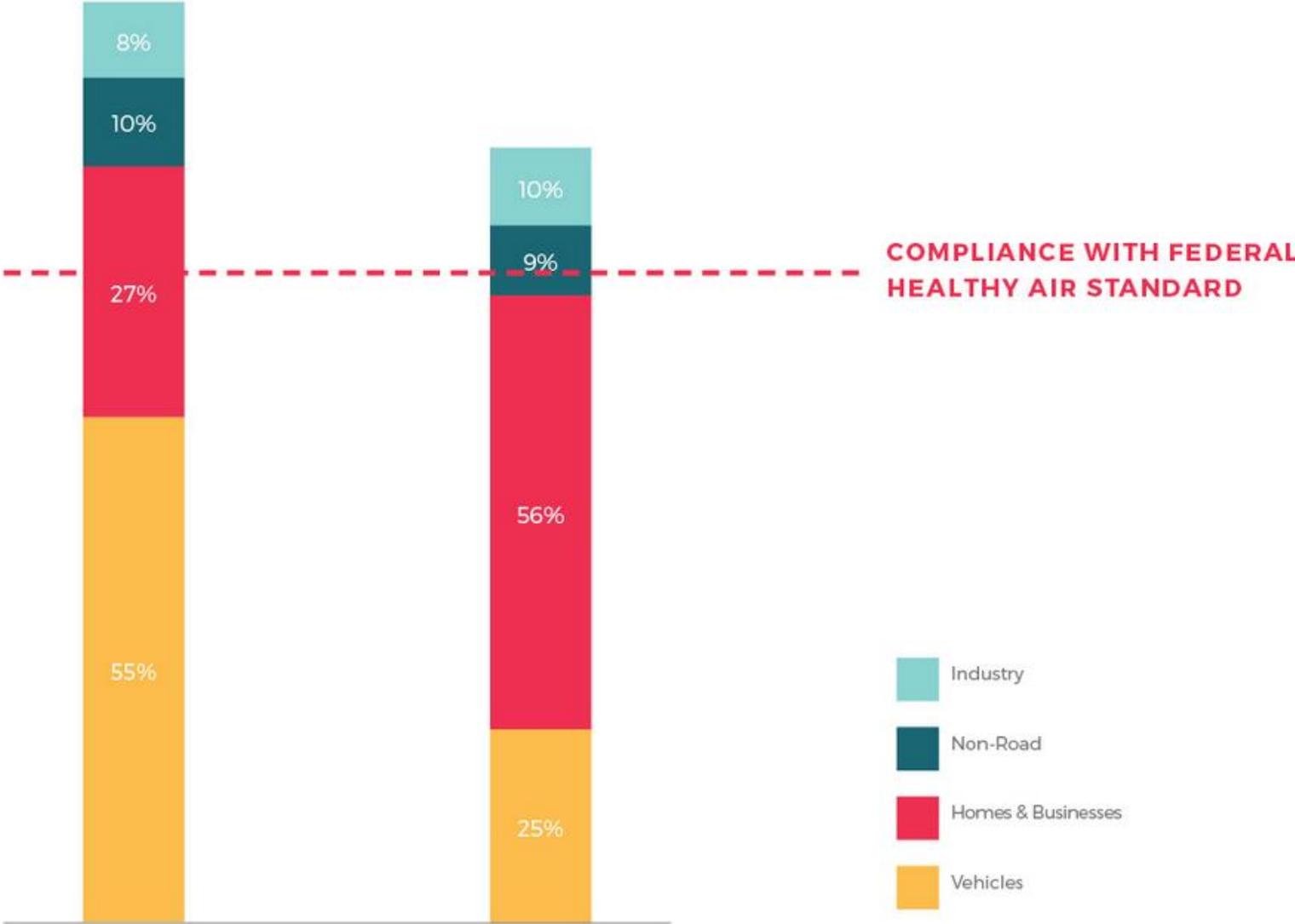
Figure 2 – Total (commute & non-commute) average daily trips during the month of February for the three largest UTA services by air quality.



HELPING UTAHNS CREATE THE FUTURE THEY WANT SINCE 1997

Learn How

SOURCES OF EMISSIONS



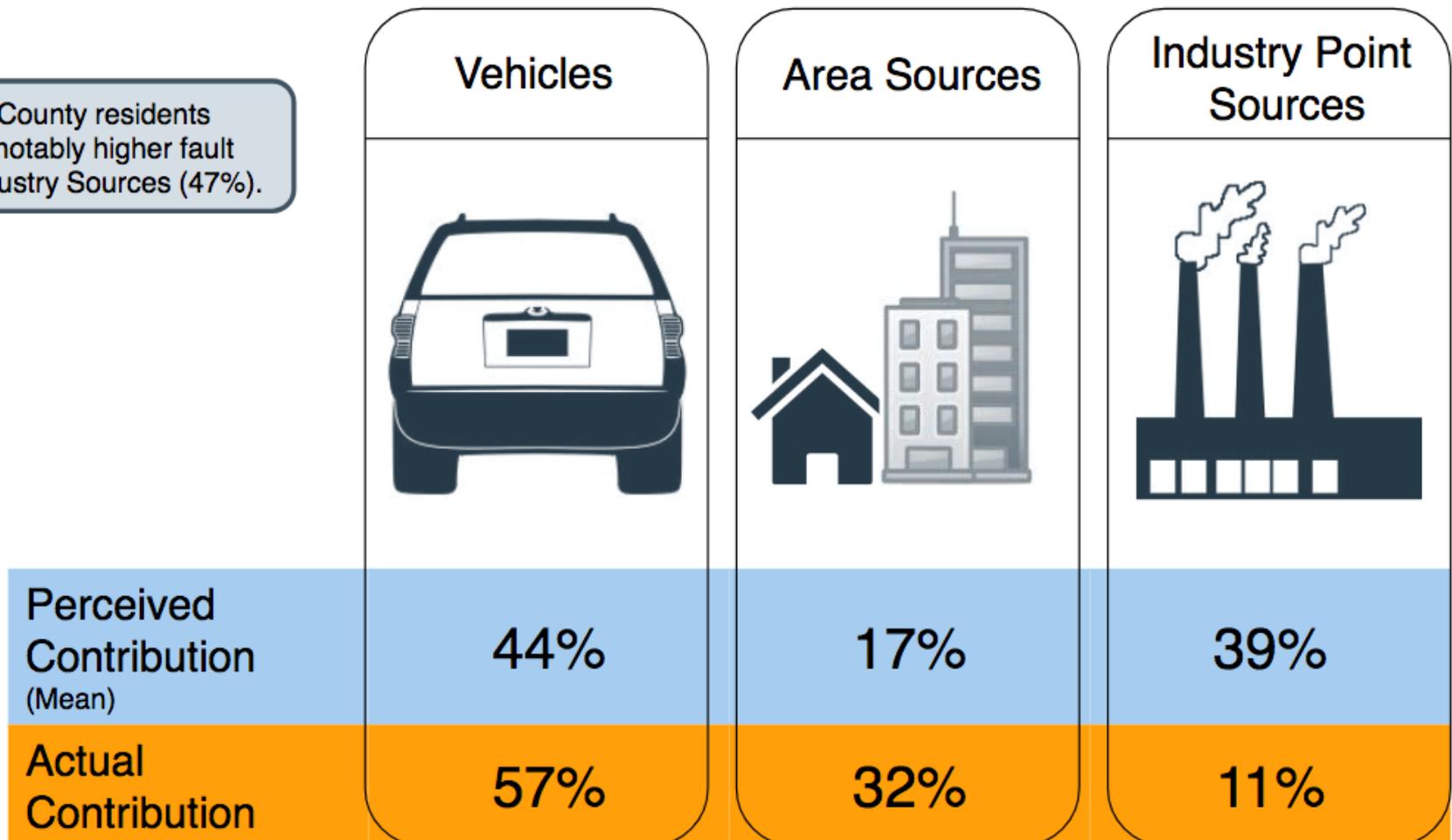
Today's Emissions

2050 Emissions if We Make No Changes

- Industry
- Non-Road
- Homes & Businesses
- Vehicles

While residents correctly perceive vehicles as the largest contributor to air pollution, area sources tend to be underestimated and industry sources are overestimated.

Davis County residents place notably higher fault on Industry Sources (47%).



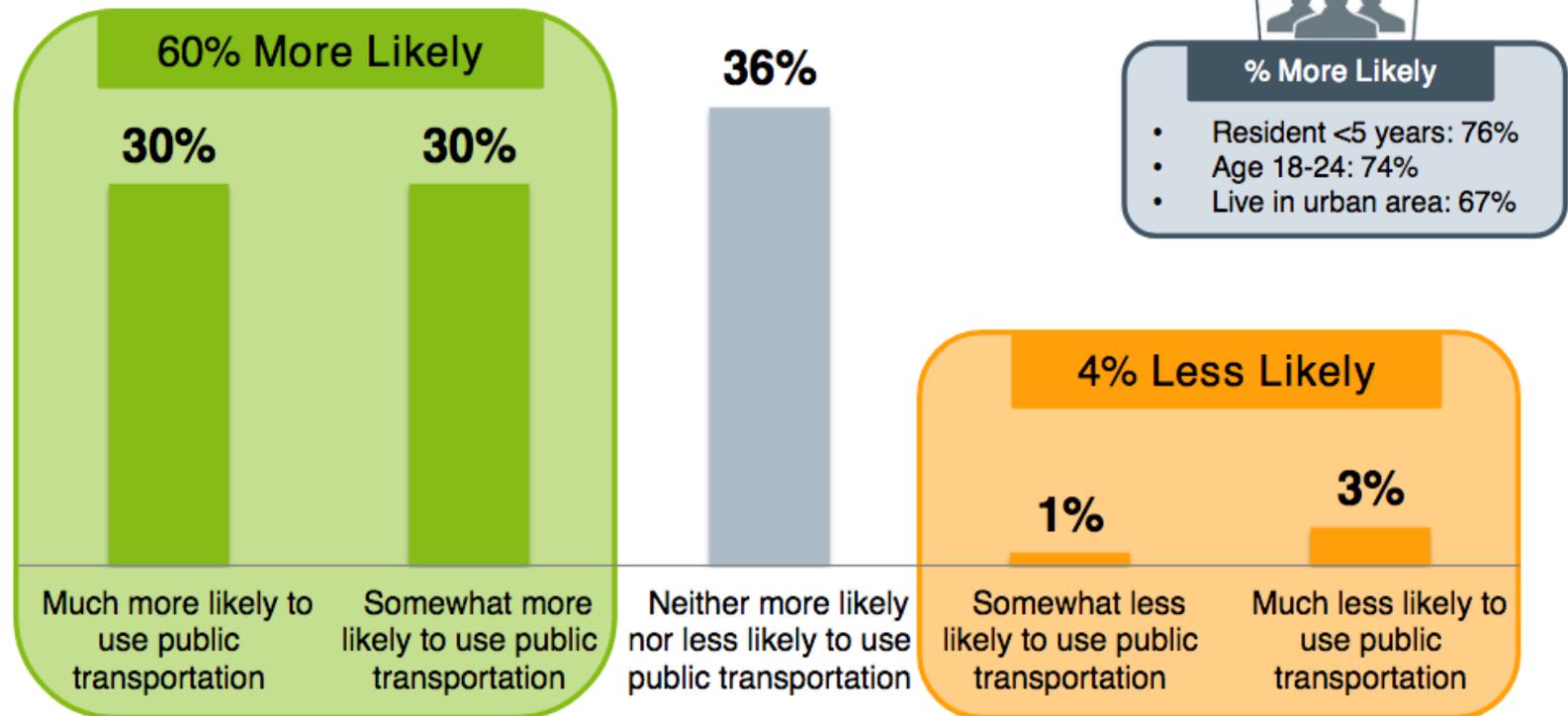
INCENTIVE IMPACT

YOUR GOALS WITH INNOVATIVE RESEARCH WE HELP YOU
UNDERSTAND HOW TO ENGAGE THE HEARTS AND MINDS OF
PEOPLE THAT MATTER MOST TO ACHIEVING YOUR GOALS

If free during poor air quality days, nearly a third would be much more likely to use public transportation.



***Change in Likelihood to Use Public Transportation
If Free During Poor Air Quality Weeks***



To combat bad air, UTA fares will be free Friday

Could initiative expand to make public transit free on all red air days?

[Home](#) > [Business](#) > [UTA announces Free Fare Friday for Dec. 22](#)

Business

Local

Local Business

UTA announces Free Fare Friday for Dec. 22

By **Gephardt Daily Staff** - December 20, 2017

UTA's Free Fare Friday nets 23 percent rider increase

UTA's free-fare day adds 29K riders

By **Public Transit Blog** - January 17, 2018

HB 353

- **Creation of Trip Reduction Program**
- **Encourage trip reductions through public transportation, car pooling, teleworking**
- **DAQ will select the Alternative Transportation and Work Days for pilot program during winter inversion season**
- **Three day notice of the start of free fares during Alternative Transportation and Work Days**
- **\$1.2 million will fund 17 free-fare days**
- **Pilot project will run from May 14, 2019 to June 30, 2022**

ACCOUNTABILITY

DAQ will analyze:

- **Public transit ridership**
- **Vehicles on the roads**
- **Other benefits of the Trip Reduction Program**
- **Report results to the Natural Resources, Agriculture, and Environmental Quality Appropriations subcommittee during 2020 Interim**