Together, we can clean the air

CHALLENGE DESCRIPTION

Join the University of Utah Clean Air for U: A TravelWise Challenge to help reduce your contribution to poor winter air quality. Clean Air for U is a month-long competition throughout February to reduce the number of single-occupant vehicle trips to the University and encourage alternative modes of transportation that produce fewer emissions. Vehicles account for 57 percent of air quality concerns during winter inversions, and tens of thousands of people travel to the University every day. We encourage University community members to take transit, carpool, ride bikes, and other options to help clean the air.

Enter as an individual, join a team, and log your non-single occupant vehicle trips at travelwisetracker.com/s/cleanairforU.

CHALLENGE GOALS

Engage the University community in collective action to reduce single-occupant vehicle trips to improve the air quality in the Salt Lake Metro Area.

30,000
Goal for number of trips saved

2,000
Goal for number of participants
HOW TO REGISTER

Sign up at travelwisetracker.com/s/cleanairforU. You can login using your Facebook account, or create a new login with your email address. Previous users of the tracker for the statewide Clear the Air Challenge can use the same login information. To add a team, select the Welcome menu in the top right of the screen and click on Edit Profile. Next, on the left side of the screen click the My Networks tab. In the Search Teams / Networks search box, type in U of U and then your department name, i.e. U of U College of Law or U of U Ballet. Select the team when it appears and you will be added. If your department does not have a team, email your team name to tracker@pennapowers.com. Remember to include “U of U” at the beginning of the team name.

You can register at any time before or during the challenge. Trips can be logged retroactively for up to five weeks.

NON-SOV OPTIONS

- **Active transportation**: Improve your health and lessen your emissions by bicycling, walking, or skateboarding to campus. Extra bonus: Getting across campus is a cinch with bikes and skateboards. Not ready to ride up hill? Bring your bike on buses or TRAX and then coast home.
- **Carpool or vanpool**: Find friends or colleagues to ride with to campus or other destinations. Don’t know anyone? Check out Zimride, a service Enterprise Rent-A-Car, which connects drivers and riders within a private University of Utah network. Log in with your University ID at zimride.com/utah.
- **Public transit**: Your University ID is a pass to get around the city! Tap on and off with your ID on UTA’s bus, TRAX, and Frontrunner systems. Check out rideuta.com for the best routes. Once on campus, check out the campus shuttles.
- **Trip chain**: Save time, money, and emissions by grouping your errands. Instead of going home after work first, make stops at the grocery store, bicycle shop, or other locations to avoid traveling back and forth.
- **Skip the trip**: Plan ahead to avoid unnecessary trips. Easy ways to start: Bring lunch to avoid driving off campus for food and plan out your meals for one week so you can make just one visit to the store.
- **Telework**: With homes and coffee shops offering strong Wi-Fi signals, and plenty of free video conferencing services, some work can be done from off campus. Talk to your boss about the possibility of occasionally teleworking.

HOW TO COUNT TRIPS SAVED

- **Bike**: If you bike to and from a location, it counts as two saved trips.
- **Walk**: If you walk to and from a location, it counts as two saved trips.
- **Carpool/vanpool**: If you carpool to and from campus (or any location), everyone but the driver saved two trips. Use Zimride to find a carpool buddy.
• **Transit:** If you ride the bus, TRAX, or Frontrunner, each leg counts as one trip. Use [rideuta.com](http://rideuta.com) to find the best route.

• **Trip chaining:** For every leg you eliminate, you save a trip. If you go the grocery store before driving home, you've saved one trip.

• **Skip the trip:** For every leg you eliminate, you save one trip. For example, if you bring lunch instead of driving off campus to buy food, you've saved two trips—one for the way there, and one for the way back.

• **Telework:** If you work from home one day, you've saved two trips. If you video conference to an off-site location within Utah, you've saved two trips.

**HOW RESULTS ARE CALCULATED**

(From the [Clear the Air Challenge website](http://cleartheairchallenge.org))

Trips saved is a total of all trips saved by participants. Miles saved is a total of all miles saved by participants.

Dollars saved is calculated by $0.566 x$ the number of miles saved. Figures come from [AAA Exchange](http://www.aaa.com) at the cost per mile of 56.6 cents based on a mid-sized sedan and traveling 15,000 miles per year. This figure includes all costs of driving (costs of ownership, maintenance, gas, etc.).


The emissions-saved formula takes into consideration the emissions—specifically CO2 per person, per mile—from the alternative transportation source and subtracts it from the emissions produced if driving alone.

<table>
<thead>
<tr>
<th>Transportation mode</th>
<th>CO2 Per Mile</th>
<th>Emissions Saved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>378 g</td>
<td>If I drive alone I don’t save any CO2</td>
</tr>
<tr>
<td>Transit</td>
<td>254.5 g</td>
<td>If I use transit I save 123.5 g CO2 (378 minus 254.5)</td>
</tr>
<tr>
<td>Bike</td>
<td>0 g</td>
<td>If I bike I save 378 g CO2 (378 minus 0)</td>
</tr>
</tbody>
</table>

Figures from a 2008 American Bus Association Foundation study titled, *Updated Comparison of Energy Use & CO2 Emissions From Different Transportation Modes* were used for the Tracker calculations. For public transit methods, the available options of “Light Rail” and “Transit Bus” are combined for an average of 254.5 g CO2 per passenger, per mile. For private vehicle transportation, cars, SUVs and motorcycles, the “Car – 1 Person” figure equates to 378 g CO2 per passenger, per mile.
PRIZES

The number of prizes is based on donations received. Prizes for the 2016 Clean Air for U Challenge have been generously provided by: GREENbike, Ski Utah, Enterprise CarShare, Liberty Heights Fresh, Utah Department of Natural Resources, and UTA. Only current students, faculty, and staff are eligible for prizes.

Top teams and individuals will be recognized for their successes. The team that saves the most trips total and the team that saves the most trips per capita will be awarded plaques. To be eligible for the per capita honor, teams must have at least five members. In addition, the top five individuals will be honored and will be treated to dinner with Senior Vice President Ruth Watkins and Chief Sustainability Officer Amy Wildermuth. Time and location TBA.

There will be two types of random opportunity drawings: weekly and challenge conclusion.

- Weekly: Prizes for weekly drawings will be available to any participant who logs at least one trip during the week period, defined as 12 a.m. Sunday-11:59 p.m. Saturday. Winners will be selected at random from eligible participants.
- Challenge conclusion: Participants who log at least 15 trips throughout the challenge (12 a.m. 2/1/2016-11:59 p.m. 2/29/2016) will be eligible for prize drawings at the end of the challenge. Winners will be selected at random from eligible participants.

Prize winners for random opportunity drawings will be announced in the weekly Clean Air for U newsletter that will be sent to all participants. Winners will be emailed with information on how to collect their prizes. They will need to present a current University ID. Entry into the Clean Air for U Challenge constitutes permission for the Challenge and/or our promotional agents, to use participants’ names, photos, travel stats, likenesses, and prize information for advertising and promotional purposes related to the Challenge without further permission or compensation.

No substitutions or monetary values are available as replacement for a prize. All prizes must be used by the date indicated on the prize. The odds of winning are dependent on the number of eligible entries in the Clean Air for U Challenge. All prizes are awarded “as is” without warranty of any kind, express or implied, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose. Neither the Sustainability Office or the University of Utah, nor any of their partner organizations, affiliates, directors, officers, employees, representatives, or agents, shall be liable for any costs or direct, indirect, incidental, consequential or special damages arising out of or in connections with the promotion, or for any claims, damages, or injuries associated with acceptance or use of the prize and/or any related activities. All winners accept any and all risks associated with the acceptance of any prize. If a winner elects not to accept such risks, then the winner may refuse the prize.

Tax Consequences. Winners will be solely responsible for any and all local, state, and federal taxes incurred by their participation in the contest. Prizes may not be exchanged for cash or any other consideration. Sponsor will report any individual winnings over $600 (in cash or fair market value of goods or services) in a one (1) year period to the Internal Revenue Service. Winners will receive a Form 1099 from the University if the University reports any such winnings to the Internal Revenue Service. Winners may be required to provide a W9 to the University.
FREQUENTLY ASKED QUESTIONS

- **Do trips saved on work time count?** Yes, as long as in the state of Utah.
- **Do trips saved on personal time count?** Yes, as long as in the state of Utah.
- **Do trips with electric vehicles count?** No. The goal of the challenge is to eliminate single occupant vehicle trips.

- **How do I join a team?** To add a team, select the Welcome menu in the top right of the screen and click on Edit Profile. Next, on the left side of the screen click the My Networks tab. In the Search Teams / Networks search box, type in U of U and then your department name, i.e. U of U College of Law or U of U Ballet. Select the team when it appears and you will be added. If your department does not have a team, email your team name to tracker@pennapowers.com. Remember to include “U of U” at the beginning of the team name.

- **Which browsers are supported?** Up-to-date browsers including Chrome, Firefox, Safari and Internet Explorer (10 or later) are supported.

- **How does the challenge ensure accurate results?** Challenge results are as accurate as the data entered by participants. If there is an entry in question, the participant will be contacted to verify the information.

- **What if I already avoid single-occupant vehicle trips?** Get credit for doing good work! Log your trips, even if they represent your normal behavior at travelwisetracker.com/s/cleanairforU.

- **Why doesn’t the dashboard show the top individuals and teams in the Clean Air for U Challenge?** The TravelWise Tracker is used by multiple organizations to run challenges similar to Clean Air for U. The dashboard shows the all-time best individuals and teams that use the tracker.

ADDITIONAL QUESTIONS?

Call the University of Utah Sustainability Office at 801-585-9352.