

UTC Project Information	
Project Title	MPC-559 – Identifying Effective Travel Behavior Change Strategies for Poor Air Quality Events in Northern Utah
University	Utah State University
Principal Investigator	Patrick A. Singleton Ziqi Song
PI Contact Information	<p>Patrick A. Singleton Assistant Professor Utah State University Phone: (435) 797-7109 Email: patrick.singleton@usu.edu ORCID: 0000-0002-9319-2333</p> <p>Ziqi Song Assistant Professor Utah State University Phone: (435) 797-9083 Email: ziqi.song@usu.edu ORCID: 0000-0002-9693-3256</p>
Funding Source(s) and Amounts Provided (by each agency or organization)	<p>USDOT, Research and Innovative Technology Administration \$59,733.75</p> <p>Utah State University \$59,735.75</p>
Total Project Cost	\$119,471.50
Agency ID or Contract Number	69A3551747108
Start and End Dates	December 11, 2017 to July 31, 2024
Brief Description of Research Project	This research project intends to first identify various informational, encouragement, enticement, and other travel demand management strategies intended to result in voluntary travel behavior modifications (towards reduced driving) during poor air quality events in Northern Utah. Second, this research project will measure and evaluate the effectiveness of these strategies by statistically analyzing data collected from a series of travel behavior questionnaires. The researchers hypothesize that information-only strategies may not be very effective; instead, techniques that involve social norms, gamification, and/or monetary rewards may be more promising at yielding voluntary reductions in driving on poor air quality days.
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	Insights from this research suggest that policies to spread awareness of the harms of air pollution from automobile emissions and other “soft” (voluntary) travel behavior change strategies might be able to encourage some people to choose less-polluting modes and drive less on poor air quality days. But significant barriers still need to be overcome to (re)design communities to reduce automobile

	dependence and make it easier to choose public transit and active transportation (walking and bicycling) options.
Impacts/Benefits of Implementation (actual, not anticipated)	This research increases our understanding of people's perceptions of air pollution and how they change (or do not change) their travel behavior in response to episodes of area-wide poor air quality. We suggest future research in larger urban areas in order to better inform the design of travel behavior change strategies.
Web Links <ul style="list-style-type: none"> • Reports • Project Website 	MPC Final Report – Investigating Travel Behavior and Air Quality in Northern Utah