

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
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Funding Source(s) and Amounts Provided (by each agency or organization)	<p>USDOT, Research and Innovative Technology Administration \$59,733.75</p> <p>Faculty salary \$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, 2022
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	
Impacts/Benefits of Implementation (actual, not anticipated)	

Web Links

- Reports
- Project Website