

UTAH DEPARTMENT OF TRANSPORTATION

CLEAR THE AIR CHALLENGE 2014

IN JUST
31 DAYS

When Utah Department of Transportation wanted to organise the annual Clear The Air Challenge to reduce energy consumption, optimize mobility and improve their air quality, ultimately improving the quality of life in Utah, they wanted the easiest and also the most effective and versatile solution to achieve that. So, Utah Department of Transportation chose RideAmigos Transport Demand Management SaaS platform to accomplish their goals.

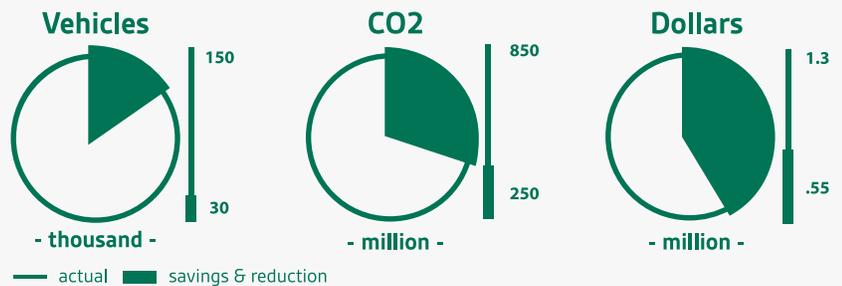
RideAmigos TDM platform called UNITY provides regional commuter networks, multi-modal trip planners (carpooling/vanpooling, biking, walking, transit, etc), certified transportation commute surveys, trip trackers, reward systems, and GIS reporting tools.

Utah Department of Transportation used UNITY TDM for Clear The Air Challenge 2014. And the savings measured were tremendous. This document outlines the savings during a 31 Day time period for Utah using RideAmigos UNITY.

The RideAmigos platform was deployed and fully leveraged by Utah Department of Transportation, Salt Lake Chamber and PPBH in 2014 for the annual Clear The Air Challenge. The 6800 people who used the platform during this time searched for realtime commute information, directions, visual mapping of various transportation options, and also to create open and closed groups and networks for carpool systems and sharing rides. The organizers marketed the platform extensively - they gave top users weekly prizes such as gym bags, headlamps, bicycling gear and other active outdoor gear, and posted Challenge events, team spotlights and air quality alerts, making the Challenge informative, fun and competitive. In the process, Salt Lake City and Utah saved money, improved the health of the users and improved the air quality of the region. The Challenge concluded with a press conference by Mayor Becker, Mayor Corroon and the Governor's Energy Advisor, Dianne Neilsen, alongwith an awards ceremony to recognise the outstanding teams and the overall Challenge winners.



STATS BREAKDOWN



Bicycle

27k - trips
251k - miles
13M - calories
27k - SOV trips saved
92M - CO2 saved
142k - dollars saved

TeleWork

23k - trips
371k - miles
23k - SOV trips saved
137M - CO2 saved
210k - dollars saved

Walking

14k - trips
34k - miles
3M - calories
14k - SOV trips saved
12M - CO2 saved
19k - dollars saved

CarPool

30k - trips
653k - miles
15k - SOV trips saved
120M - CO2 saved
185k - dollars saved

Transit

31k - trips
645k - miles
31k - SOV trips saved
150M - CO2 saved
75k - dollars saved

Trip-Chaining

12k - trips
132k - miles
12k - SOV trips saved
49M - CO2 saved
75k - dollars saved



ride**amigos**CORP.

SOV = single-occupant vehicle

For more information, please contact Prachi V at Prachi@rideamigos.com