

Clean Air NY

Evaluation 2007-2008

Metro-Mobility Meeting
December 13, 2007

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NYSDOT

December 10, 2007

Evaluation Activities

- Episodic Survey (Summer)
- Ongoing Survey (Year-round)
- Market Research
- Impact Evaluation (VMT reduction)

Evaluation Cycle



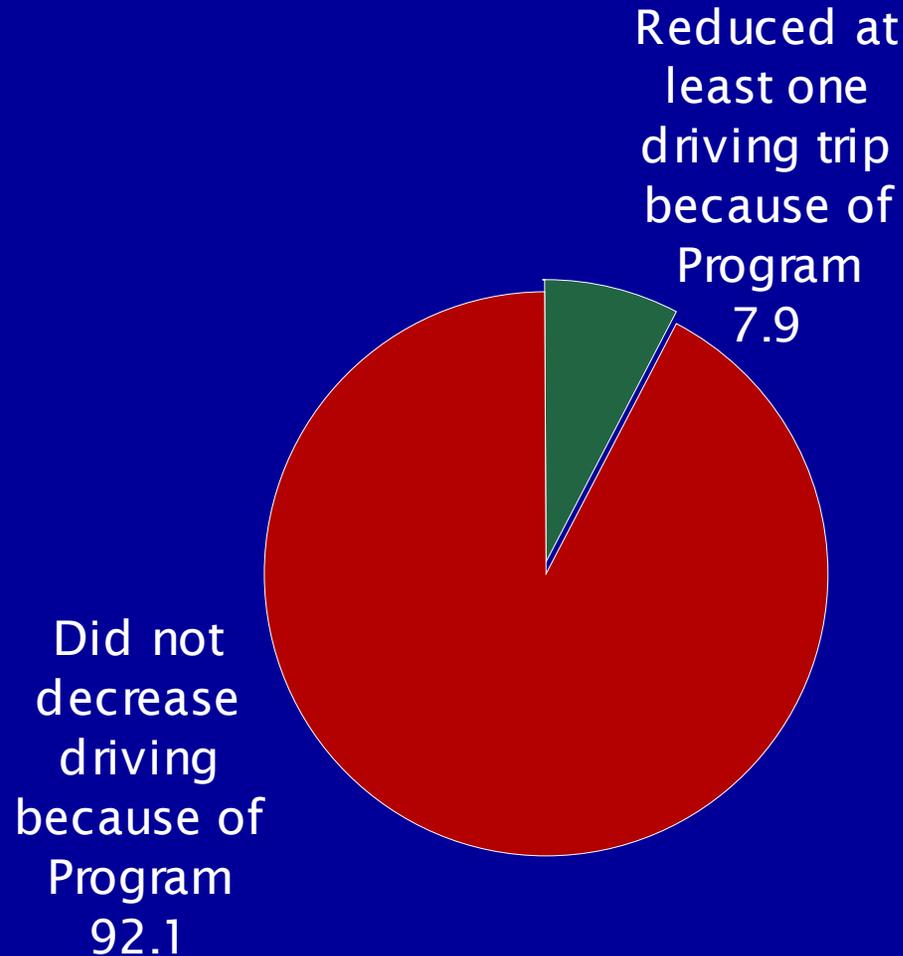
Purpose of Episodic Study

- Identify trip and VMT reduction on episodic Ozone Action Days
- Measure other air-related behavior changes on alert days
- Gather perceptions on air quality
- Track findings of 2006 study

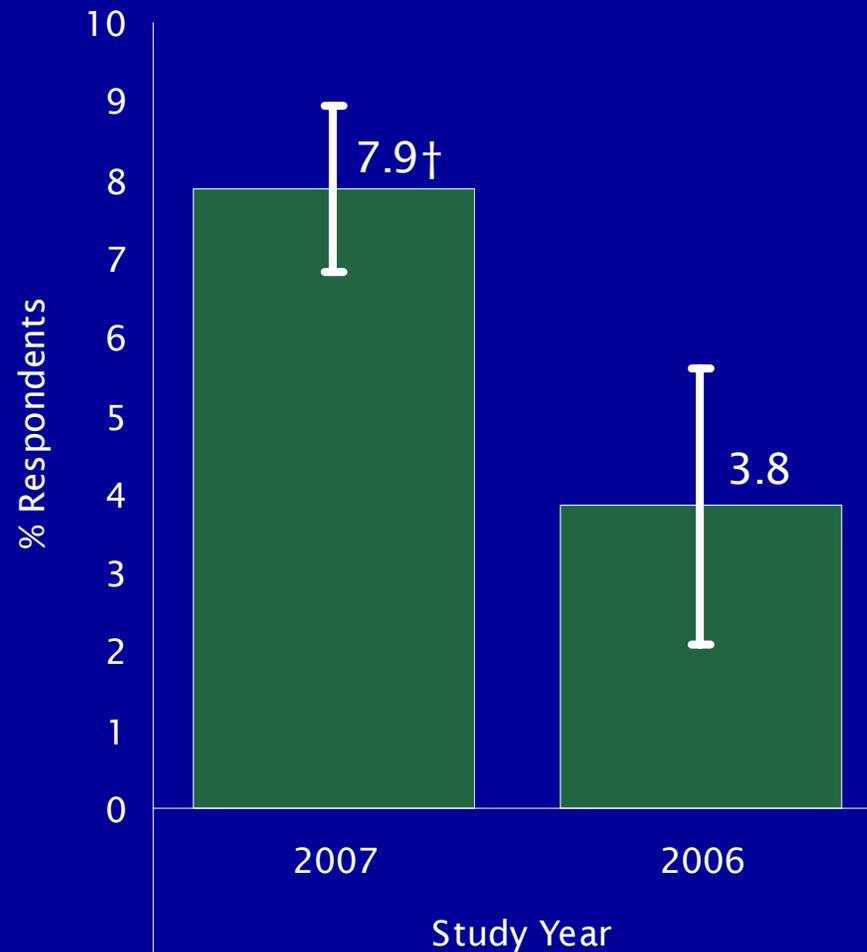
Methodology of Study

- 15-minute telephone survey
- 901 residents selected at random
- Conducted across 9 episode days
- Overall margin of error: $\pm 3.26\%$

Driving Reducers

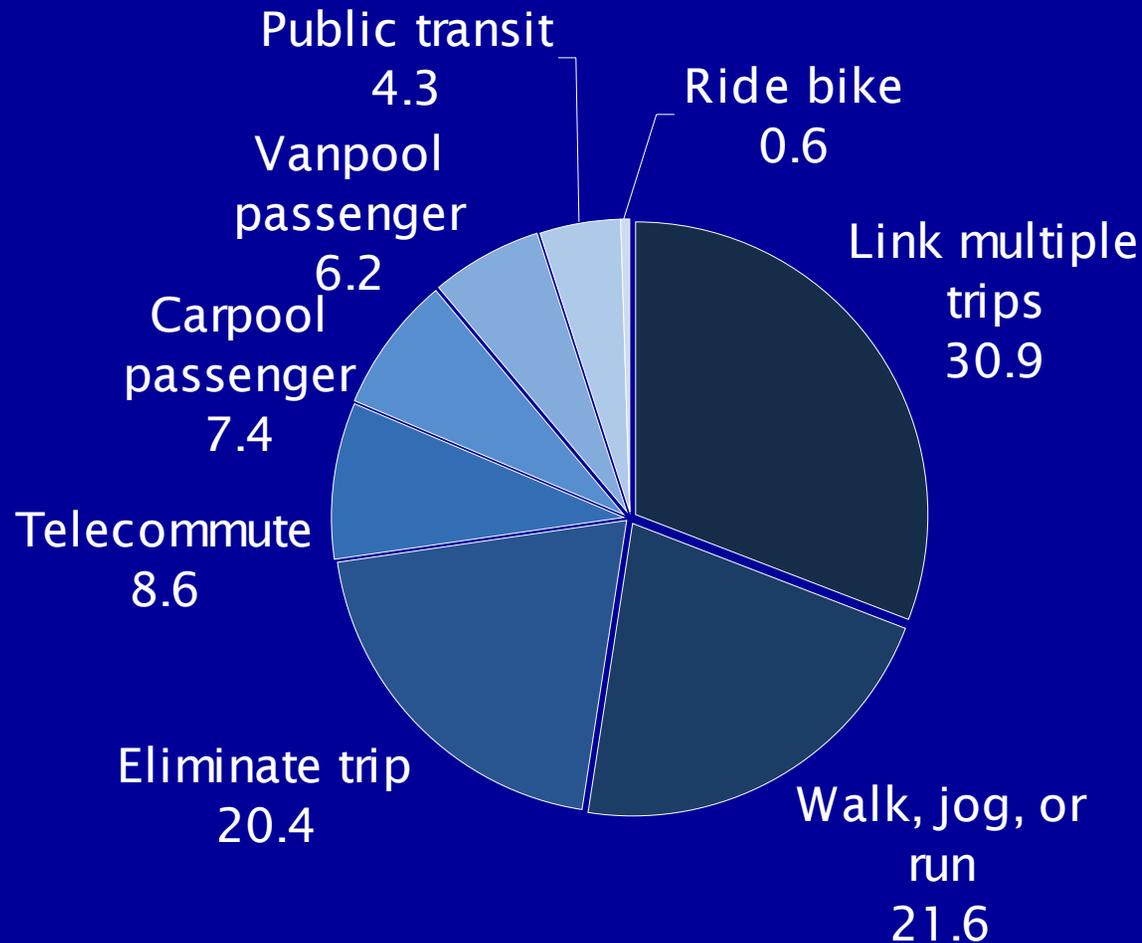


Driving Reducers: 2006~2007

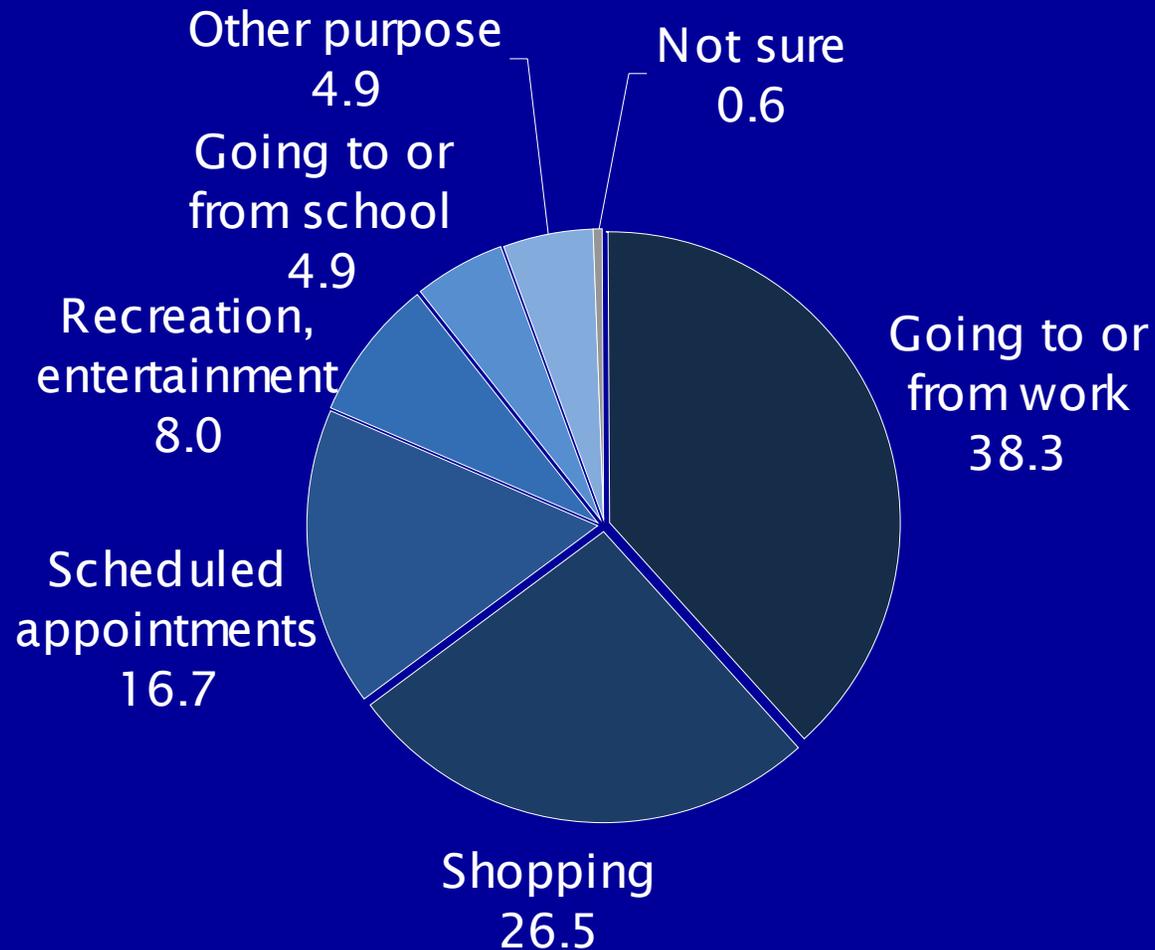


† Statistically significant change between the 2006 and 2007 studies

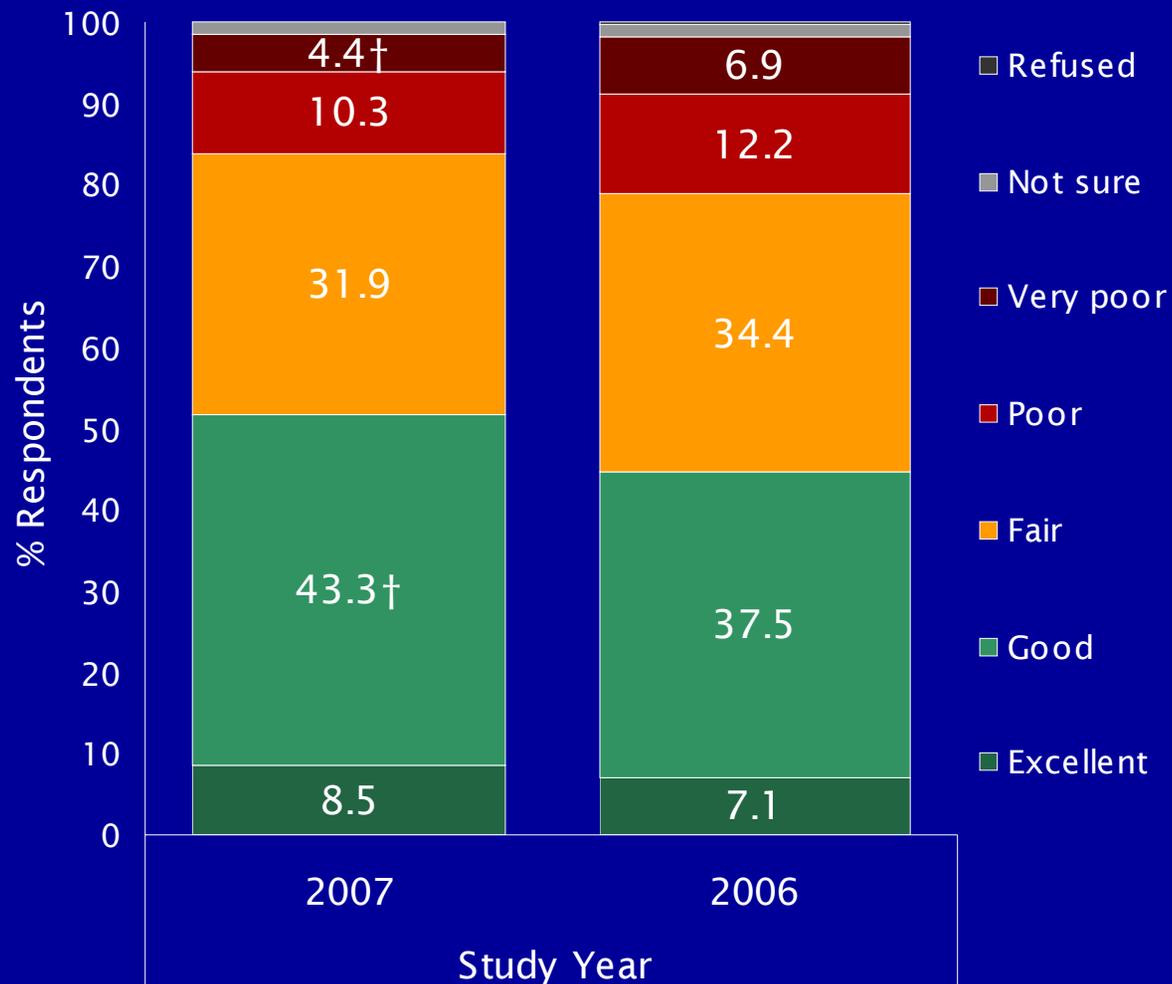
Method of Trip Reduction



Purpose of Trip Reduced

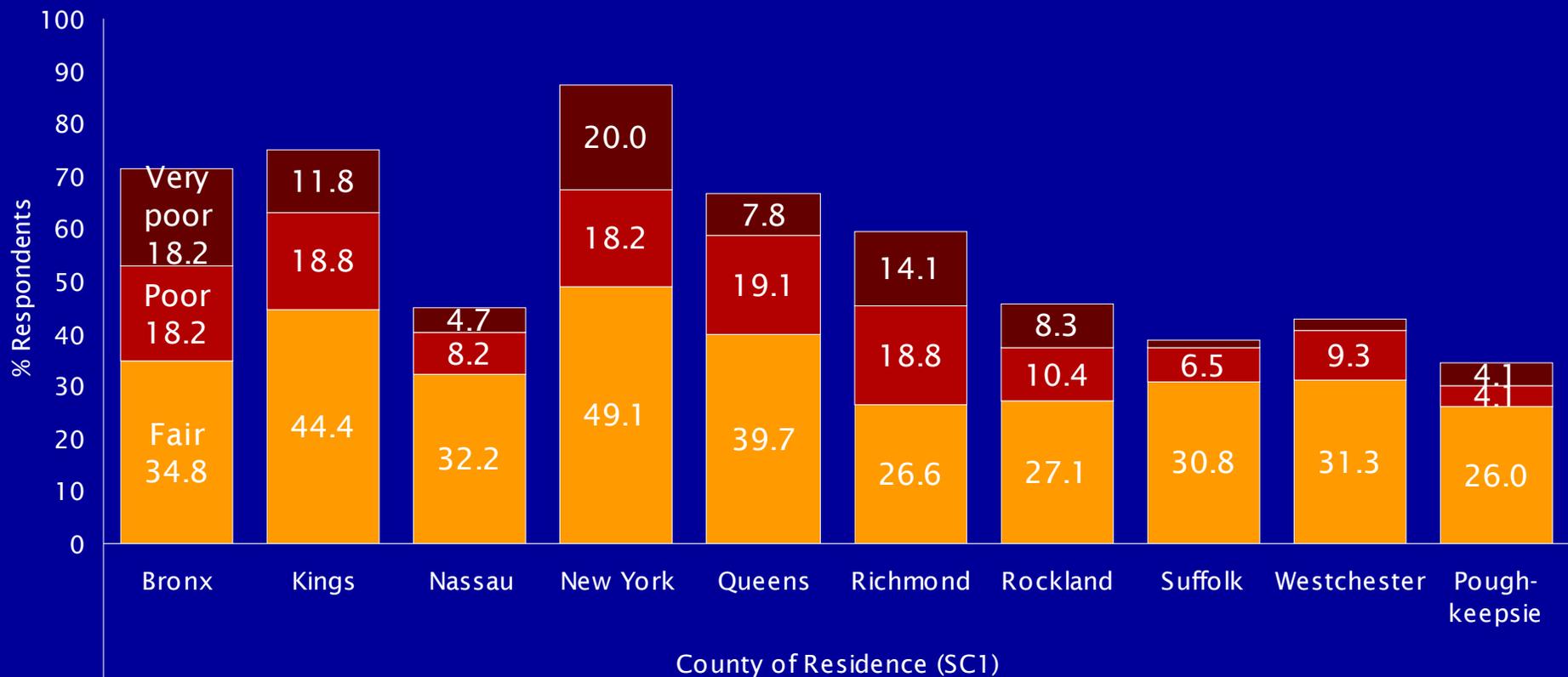


County Air Quality: 2006~2007

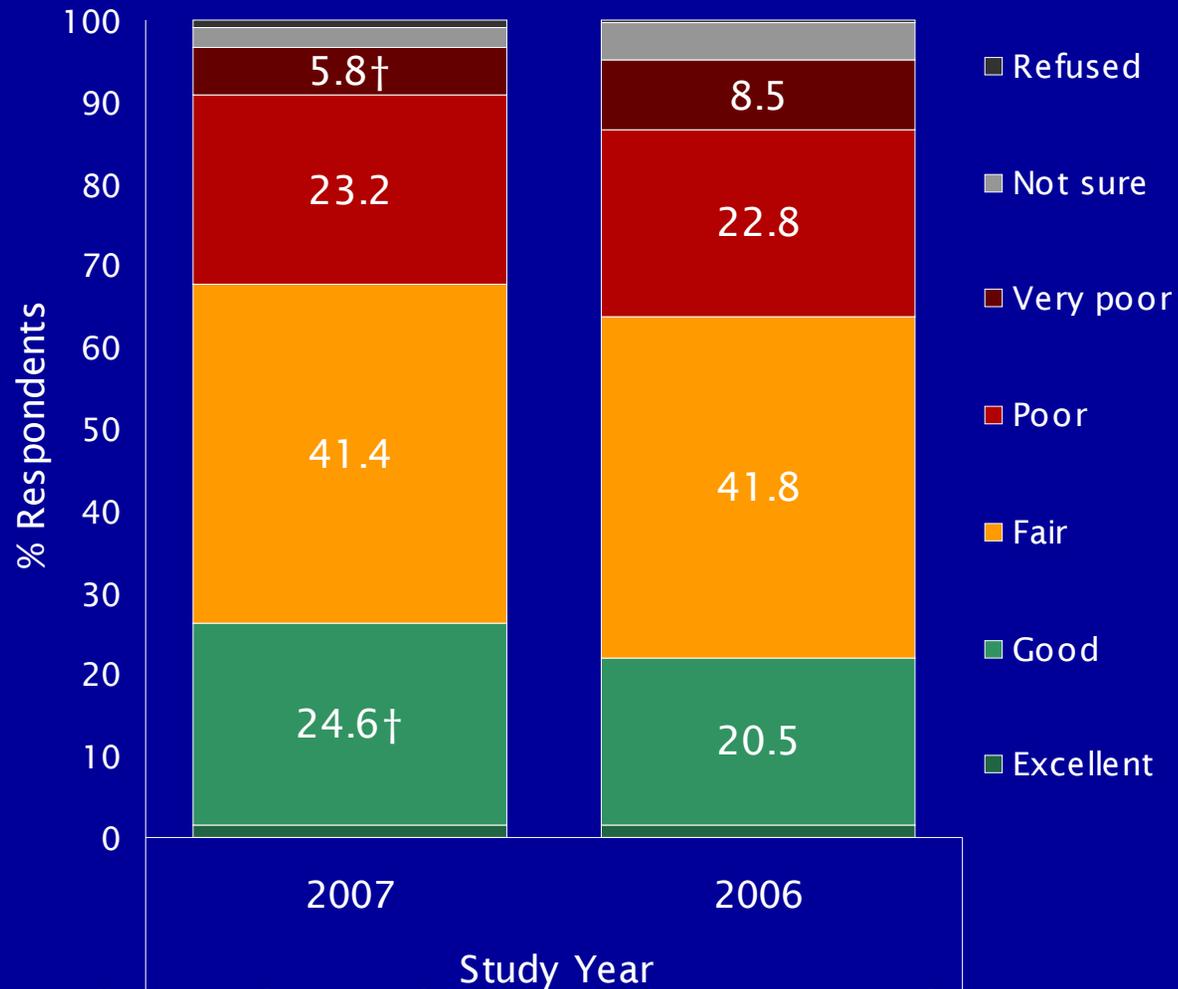


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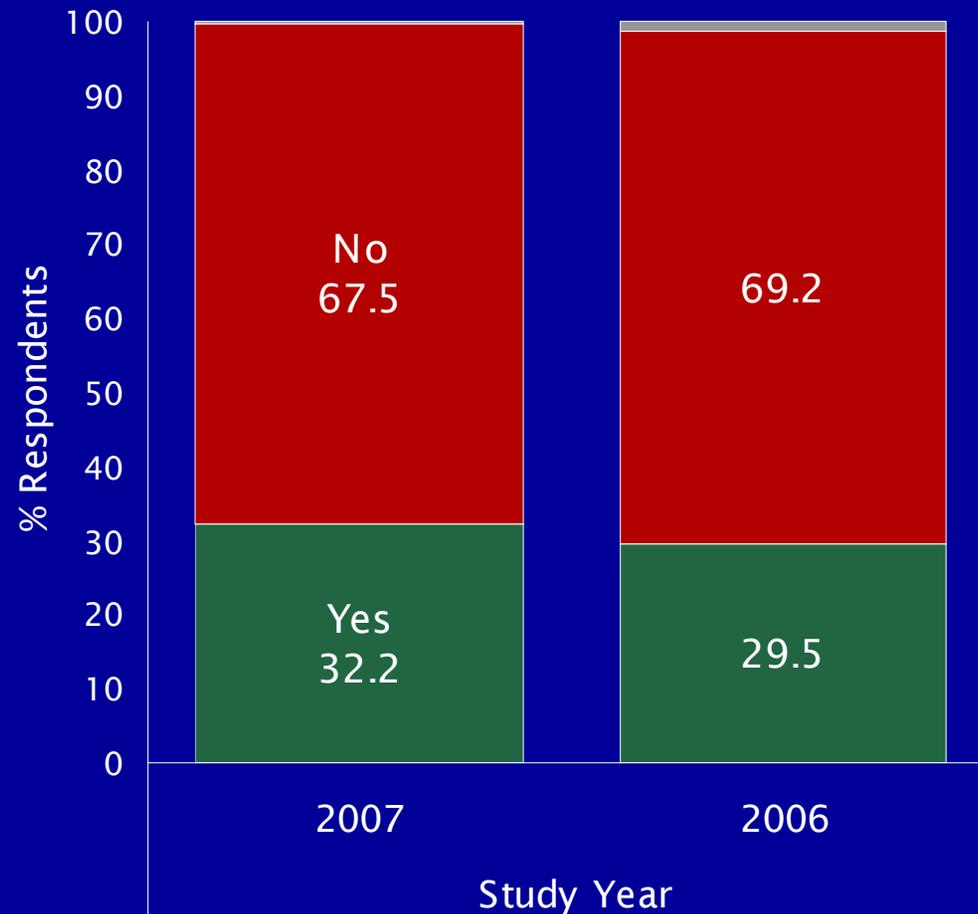


NY Metro Air Quality: 2006~2007

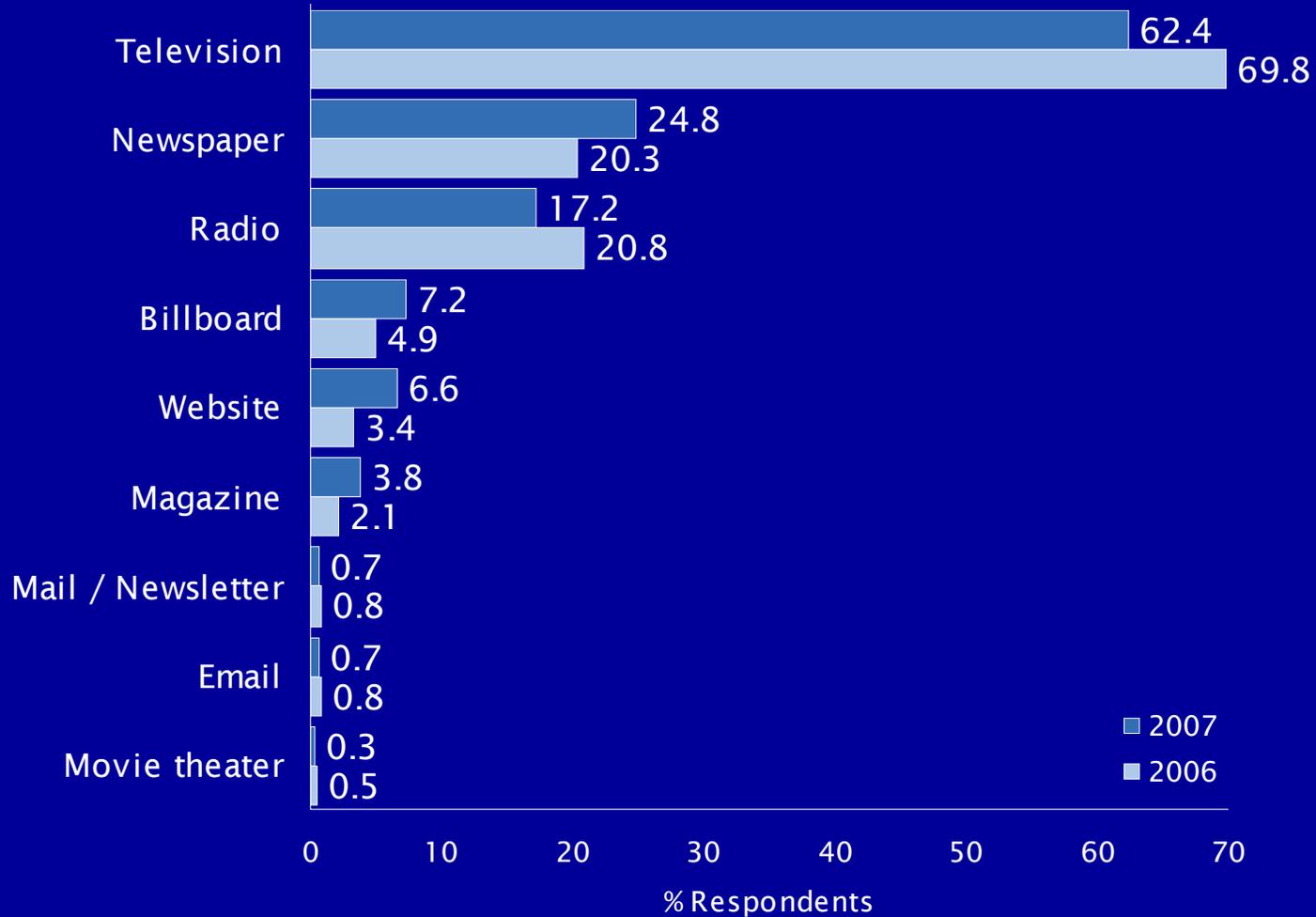


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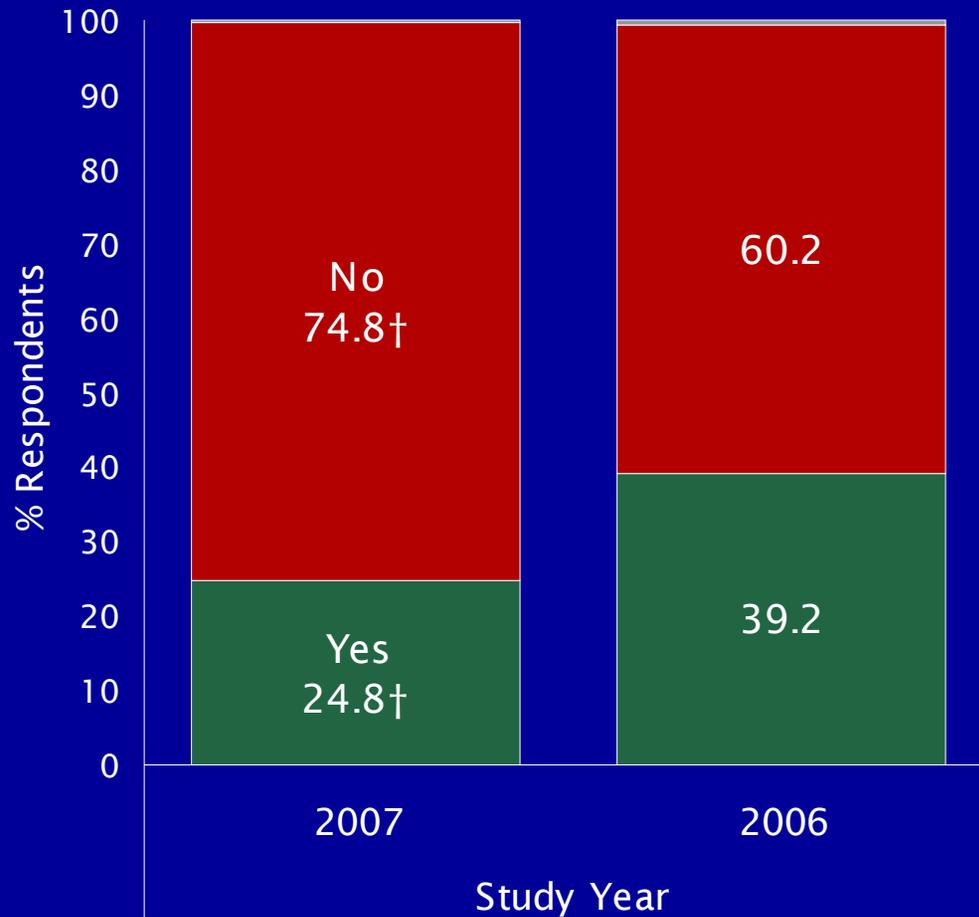
Air Quality Info in Past Two Days: 2006~2007



Air Quality Info Source: 2006~2007



Aware of Episode: 2006~2007



† Statistically significant change between the 2006 and 2007 studies

Successes

- Doubled the impact of the Program with respect to reduced driving – from 3.8% to 7.9%
- Among the higher episodic impacts we've encountered (range 2% to 10%)
- Accomplished via creating more effective/compelling messages

Initial Comparison: '06-'07

	2006	2007
VMT Reduction on OADs	2.52	5.17
Percentage Reduction	1.9%	2.8%

- Note: 2006 VMT percentage reduction based on different total VMT data with 130k daily VMT; 2007 based on Aug '07 conformity with 183K VMT.

Next Steps

- Continue ongoing survey
- Refine VMT impacts
- Contribute to annual reporting
- Provide recommendations to 2008/2009