Daylight Saving Time Report

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Executive Director

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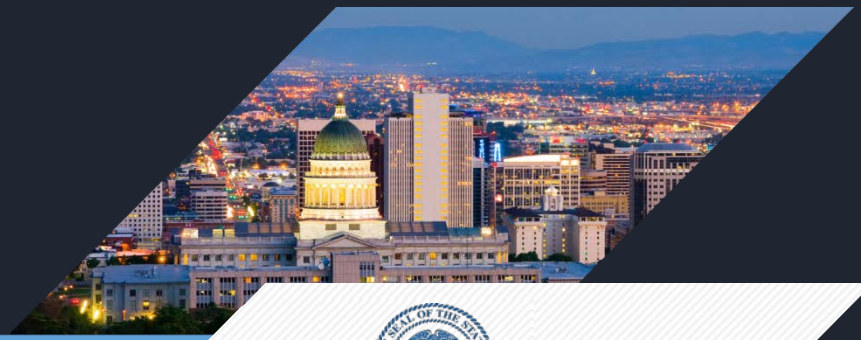
Marketing Director

Utah Governor's Office of Economic Development



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Oct. 15, 2014

2014 HB 197 Rep. Ronda Menlove

- ***GOED*** *to conduct* ***meeting*** *to discuss impacts of exempting Utah from daylight saving time*

- ***Invite*** *stakeholders to attend*
  - *Parents, senior citizens, and representatives from the agricultural, public education, recreation, and business communities*

- ***Compile comments and recommendations, publish summary***

- ***Report*** *to Interim Committees*

- ***Funding*** *= none*

GOED Process

- Held one **public meeting** and solicited feedback at Rural Summit and Utah Farm Bureau
- Asked for official comments from **stakeholder organizations**
- Staged web **opinion poll**
- PR and social media to drive **web traffic**

Opinion Poll

business.utah.gov/time

Inbox (505) - momalley@ | Daylight Saving Time -

business.utah.gov/time

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Utah Daylight Saving Time Public Comment survey

*1. Please select the Daylight Saving Time (DST) option you prefer:

2. Residency:

3. Please indicate your gender:

4. Please indicate your age:

5. Employment status - Please select the description that best fits your employment status:

6. If employed or self-employed, please indicate your industry affiliation:

Desktop 4:42 PM 8/5/2014

RETAIN …. ALIGN …. CREATE

RETAIN DST Sunrise 6:01 AM — DST Sunset 9:02 PM

ALIGN MST Sunrise 5:01 AM — MST Sunset 8:02 PM

CREATE NEW Sunrise 6:01 AM — MST Sunset 9:02 PM

DST Sunrise 7:50 AM — DST Sunset 5:05 PM

MST Sunrise 7:50 AM — MST Sunset 5:05 PM

CREATE NEW Sunrise 8:50 AM — MST Sunset 6:05 PM

Public Meeting at Clark Planetarium

July 10, 2014 video at
Business.utah.gov/time

Rural Summit and Farm Bureau

UTAH SUMMIT
Utah Center for Rural Life

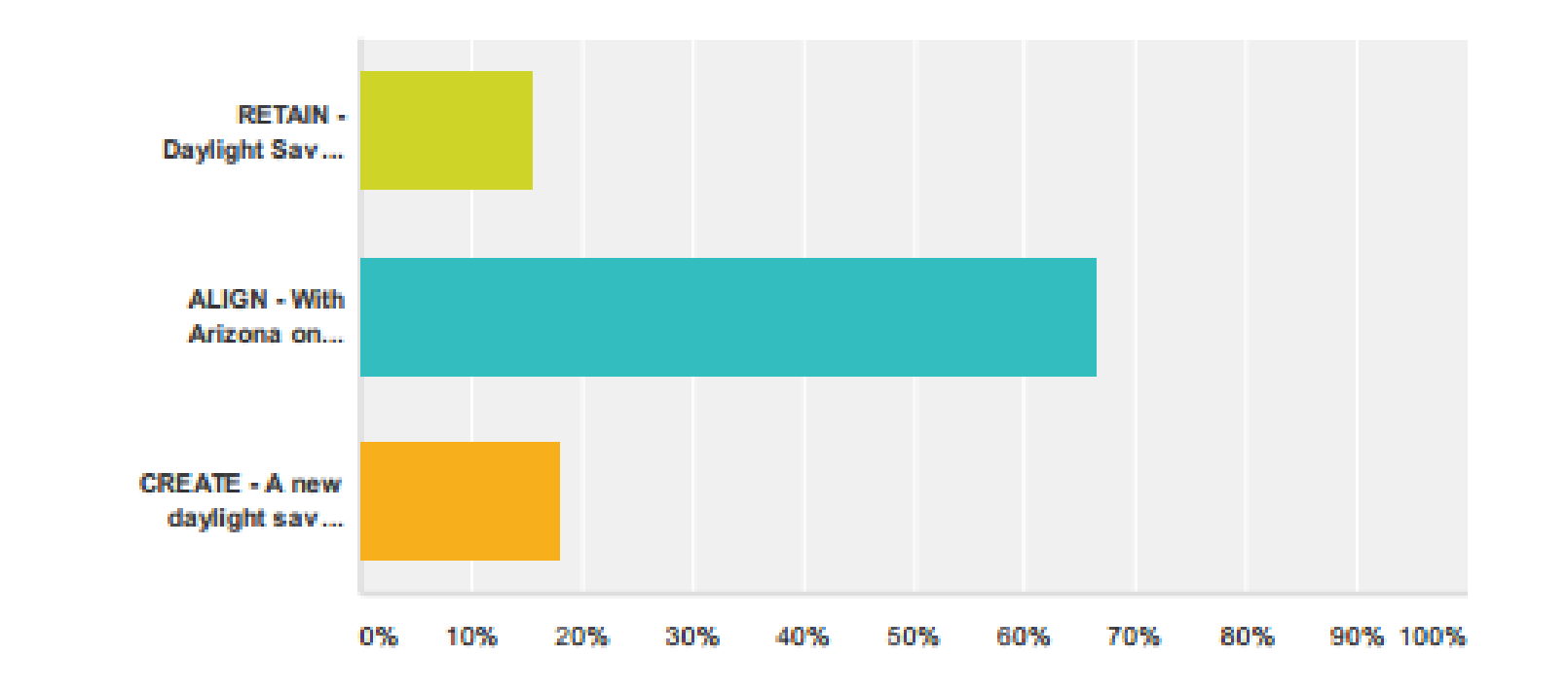
SUU SOUTHERN UTAH UNIVERSITY
LEARNING LIVES FOREVER

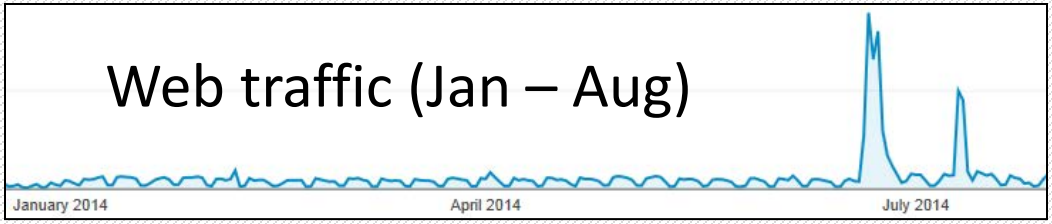
utah farm bureau

Polling at these meetings paralleled online results

Opinion Poll Results

27,021 Responses and 13,762 Comments





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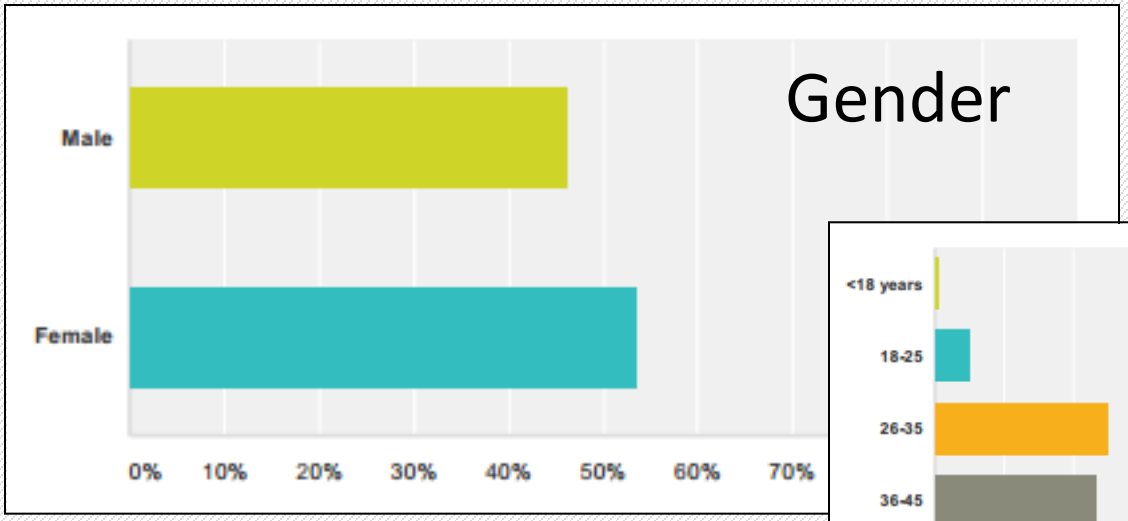
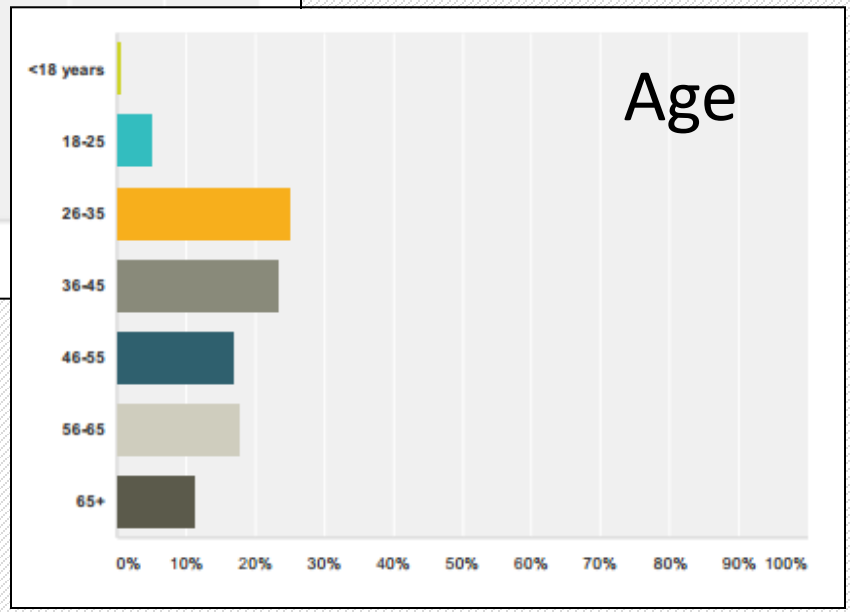
Opinion Poll Demographics





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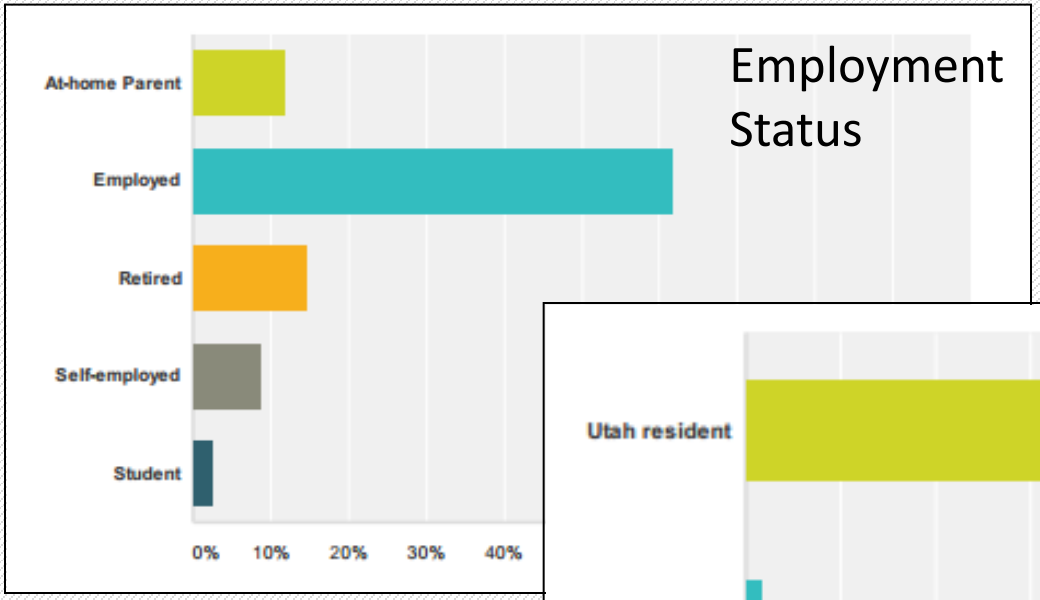

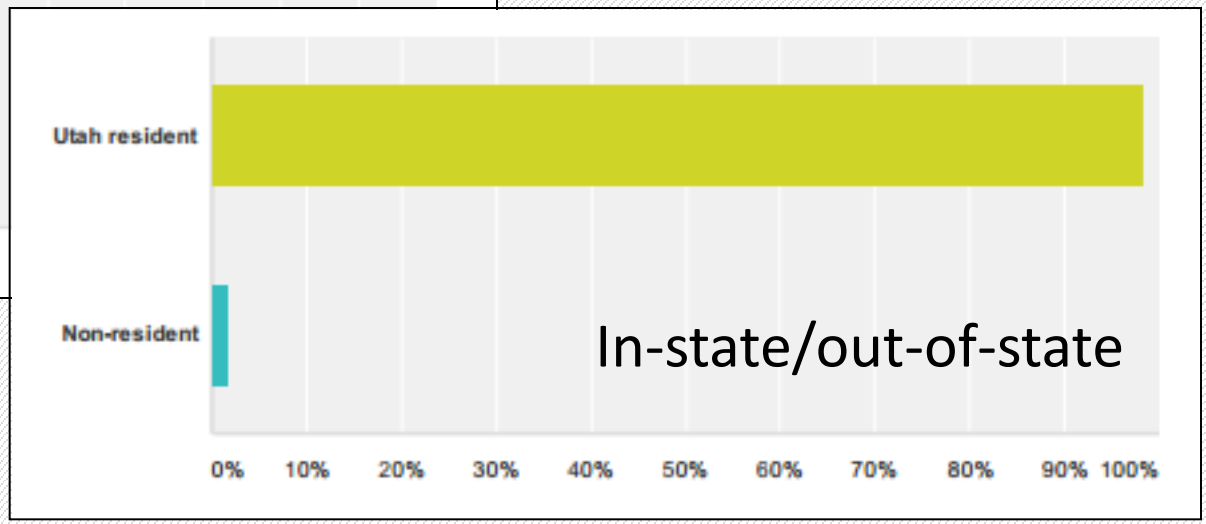

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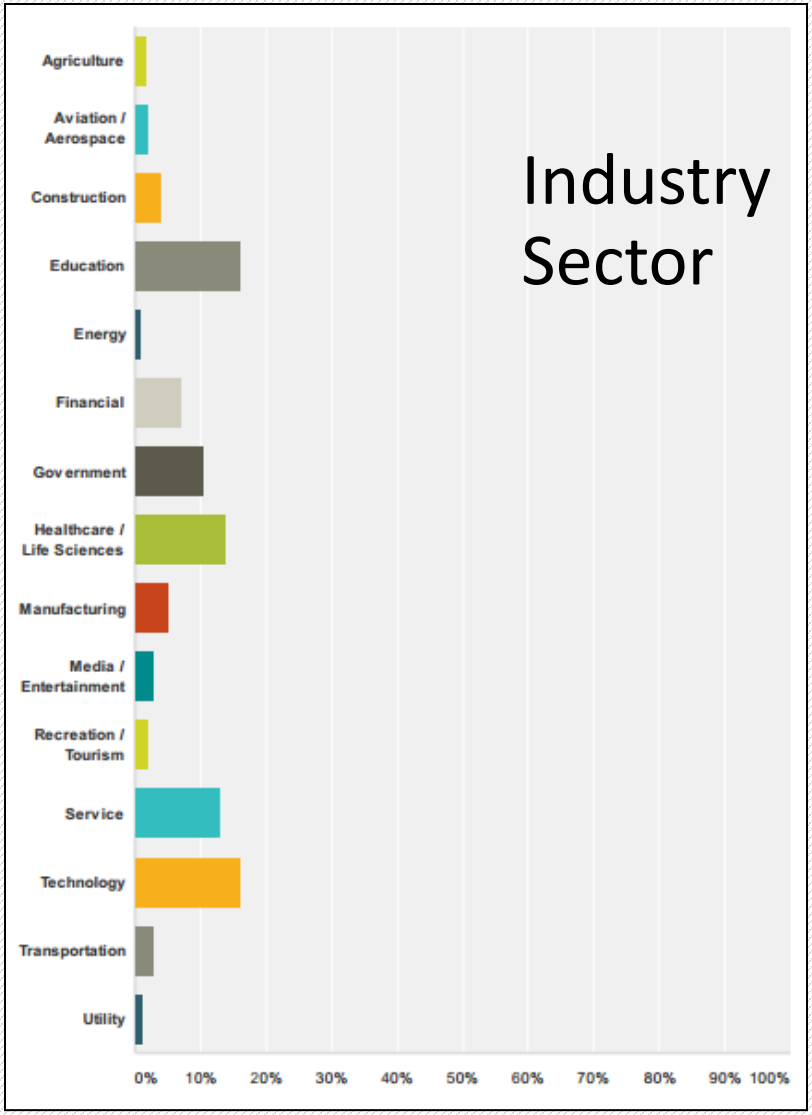

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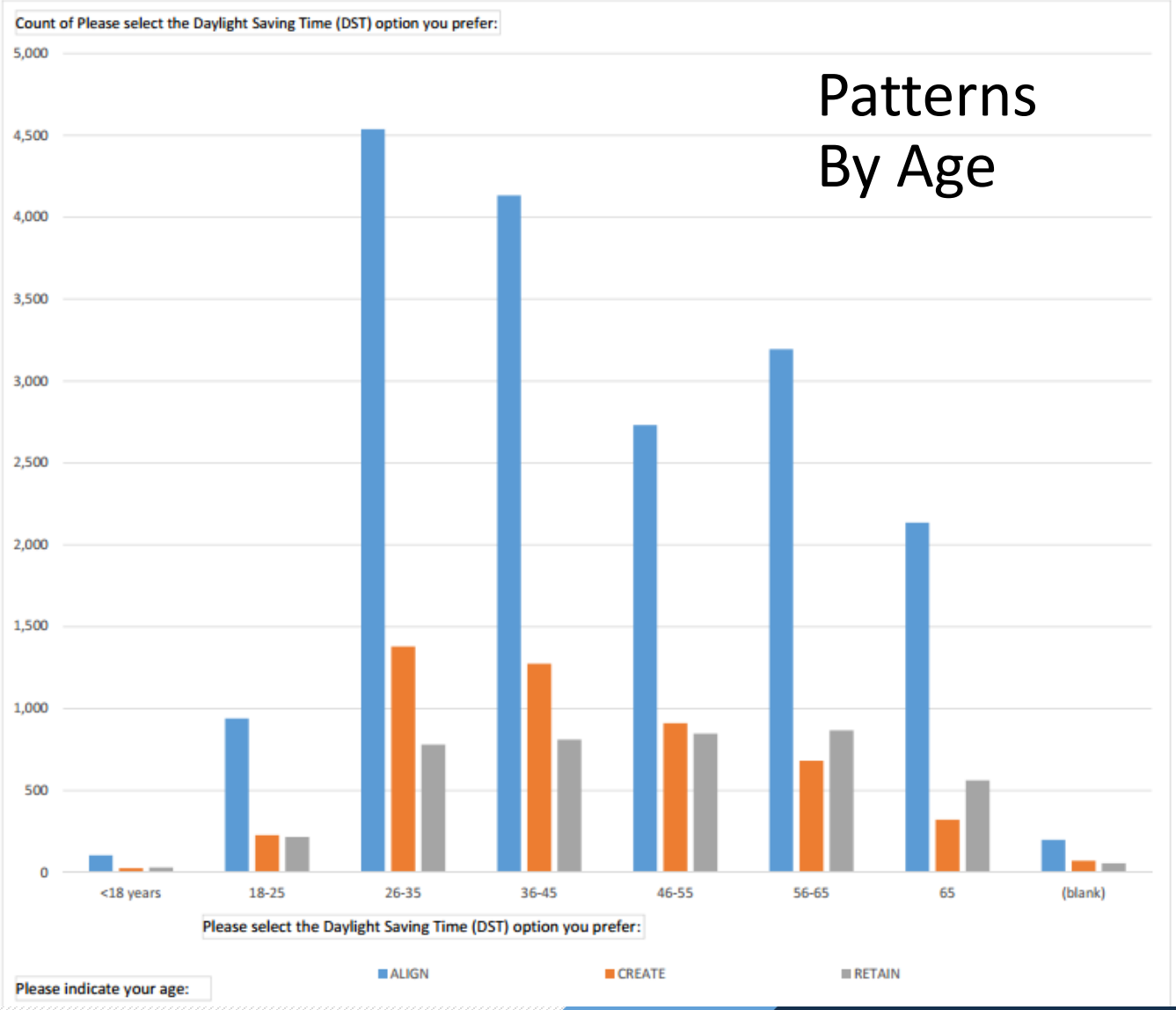
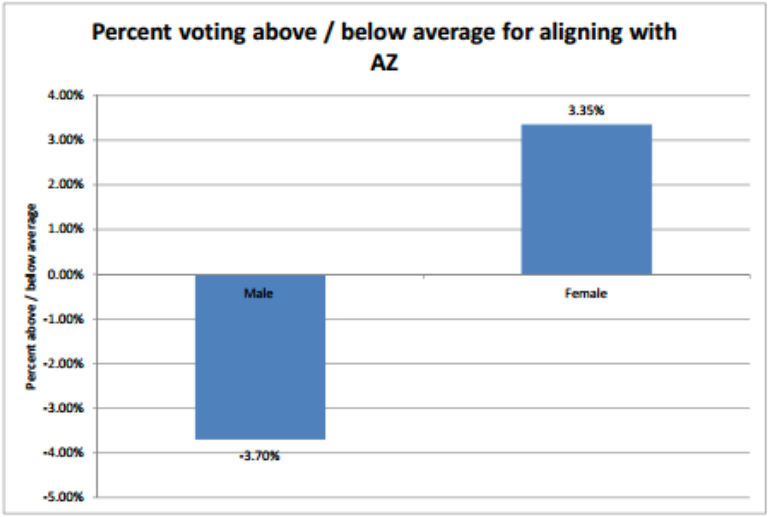
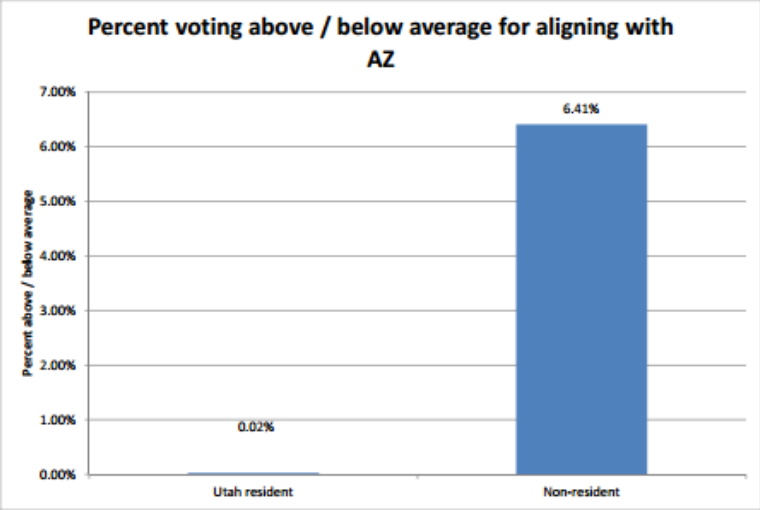


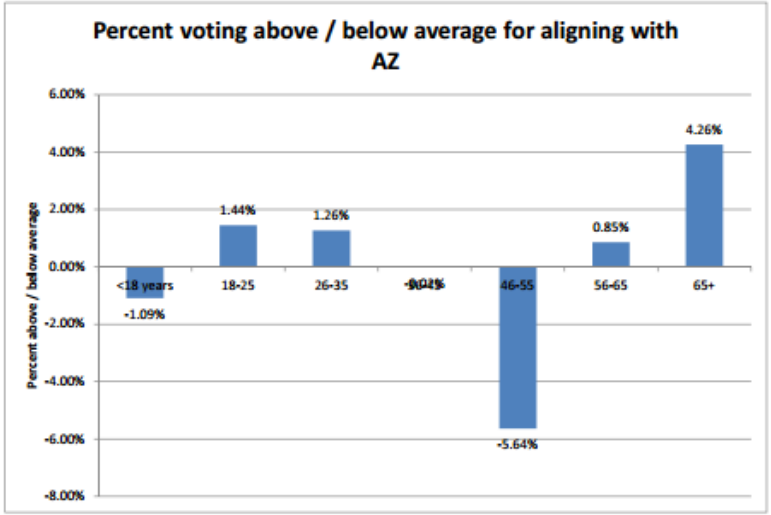
Patterns
By Age

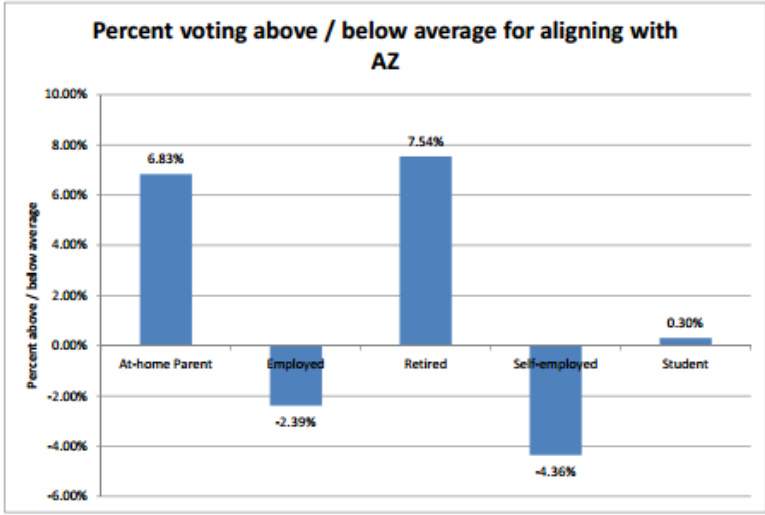
Align – Additional Analysis

How to read this chart:
This chart shows the propensity that people in each demographic voted to ALIGN with Arizona and is the percent above/below the average response for all voters
So for example females were 3.35% more likely to vote to Align with Arizona, and Males were 3.70% less likely to vote for it.

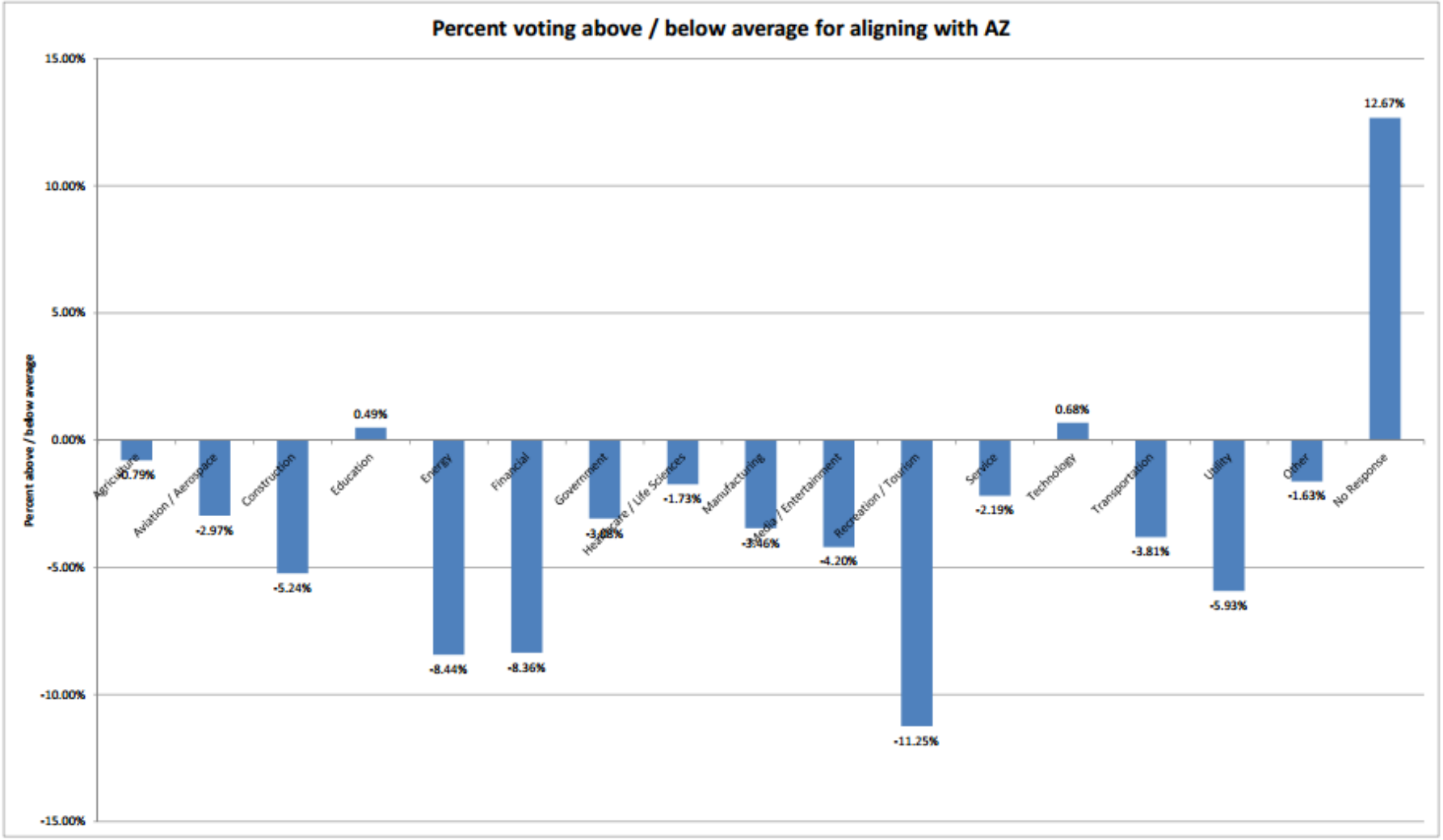






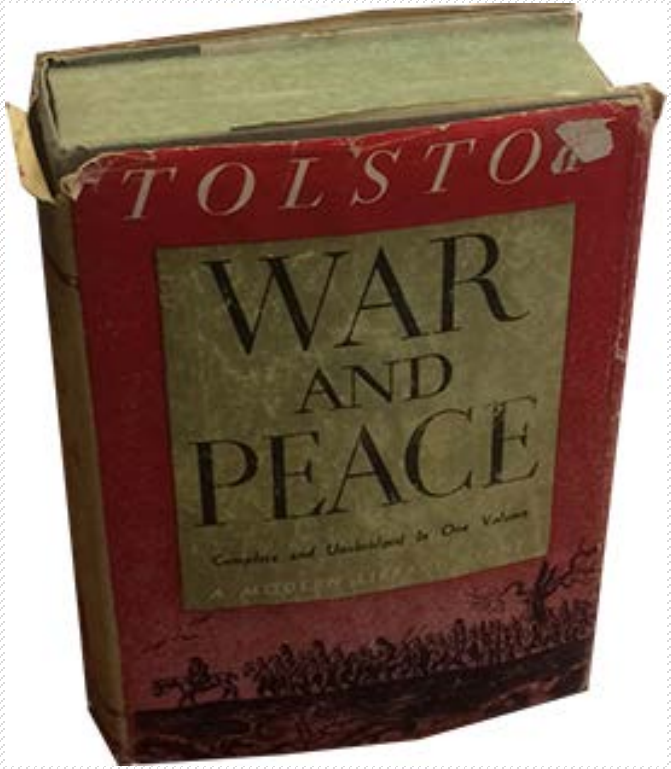


Align – Additional Analysis

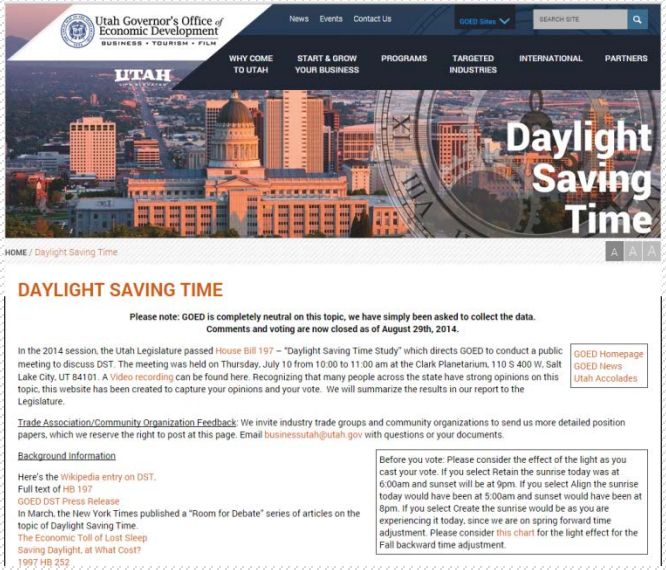


Opinion Poll Results

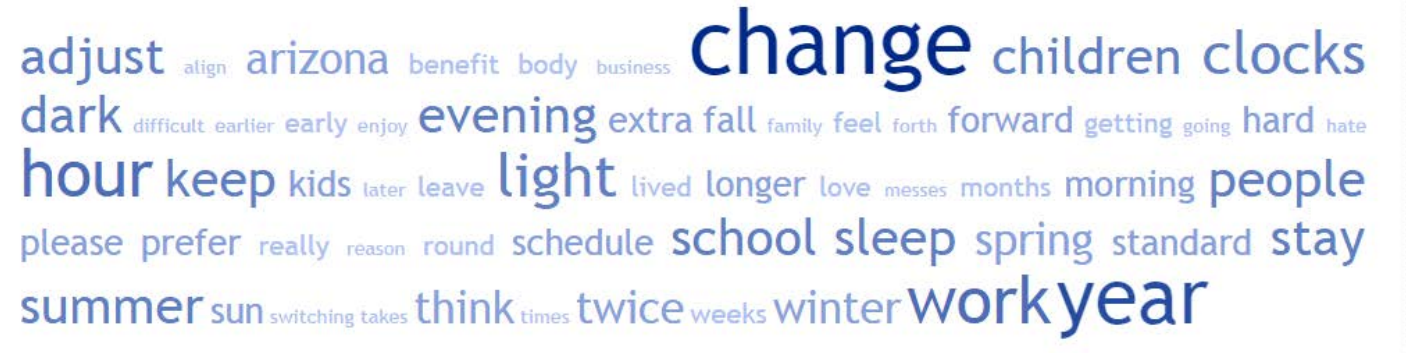
587,000 words



574,000 words



Public Comment Themes



- Convenience
- Health
- Safety
- Recreation
- Technology
- “Don’t be quirky”
- Bigger issues to solve

Stakeholder Comments - Retain

- **South Salt Lake Chamber of Commerce** – This is a national/regional issue
- **Springville Area (Mapleton) Chamber of Commerce**
- **Ski Utah** – "Dramatic operational challenges" with avalanche control/lifts, plus avoiding Utah "quirky" label
- **Lagoon Corporation** – "The net result would basically be one less hour of significant operation and revenue per day…Make hay while sun shines."
- **Utah High School Activities Association** – Changing would impact sports
- **Utah Youth Soccer Association** – Retain or Create… "The longer we have daylight at night, the more games we can hold…"
- **Utah Tourism Industry Association** – "We do not have consensus from our Board or membership on this issue…if we had to make a recommendation, it would be to keep the status quo."
- **Water Design Inc.** – "The value of daylight during the evening hours from 6:18 pm to 9:30 pm is exponentially more 'VALUABLE' to businesses and recreationists…"
- **Leasing Group, LLC**
- **Golf Association for Utah -** The golf industry and Utah's economy would lose approximately $24 million annually

Stakeholder Comments – Align/Create

- **State Office of Education** – Superintendents are 50% for Align, 40% for Retain
- **Department of Agriculture and Food** - small, informal sampling of several individual farmers and ranchers, and producer groups. Consensus among those who have an opinion is that daylight saving time should be adopted all year (Create).
- **Utah Farm Bureau Federation** – Align
- **Kirk Watkins, M.D.** – Change, health impacts
- **Mark Bryant, BNA Consulting** – Align or Create

Stakeholder Comments – Neutral/More Study

- **Department of Public Safety** – Analysis of crashes (2009 – 2013)… "[Time change] does not appear to be a significant factor in regard to motor vehicle crashes in Utah"
- **Rocky Mountain Power** – Neutral… "The impact of these various options on power usage in Utah isn't significant." Temperature drives power usage more than daylight.

- **Utah Department of Commerce** – Neutral
- **Utah Department of Human Services** – No comment at this time, encouraged seniors to attend meeting
- **Utah Department of Workforce Services** - "Discussions about the possibility of changing Utah's daylight saving time policy should focus on the needs of employers and the impact on our workforce, in order to optimize Utah's economic performance."

Thank you

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