Making Cents of Air Quality
Our Work

Our mission is to provide research, education, and services to public and nonprofit organizations that will strengthen administration, leadership and public policy making.
The Politics of Air Quality

The perception is that Utah has worse air quality this year than ever before!
The Politics of Air Quality

HB 96: Cleaner Burning Fuels Tax Credits
HB 138: Income Tax Credit for Transit Pass
HB 168: Air Quality Mitigation
HB 346: Air Quality Amendments
FL1083: Scrub Emissions
FL1096: Clean Air Public Transit Pilot
FL1117: Clean Air Mass Transportation
Economic Arguments

We should view the economy as a potential driver of policy change, not as a hindrance to change.
What is the Economic Impact of Poor Air Quality?

Business Impact
State Budget Impact
Personal Financial Impact
What is the Impact of Poor Air Quality on Businesses?

“Many businesses that consider coming here want to talk about quality of life. Clean air is very important for employee retention and for a corporate image – all things businesses consider when they decide to move here.”

– Jeff Edwards, President and CEO, EDCU
What is the Impact of Poor Air Quality on Businesses?

- Drives Up Health Insurance Costs
- Reduces Productivity of Employees
- Hinders Corporate Recruitment
- Hinders Employee Recruitment
- Regulation and Revenue
What is the Impact for Utah?

Loss of Tax Revenue
Corporate Recruitment
Tourist Industry
Costs to Provide Insurance to Employees
Costs to Provide Coverage to Vulnerable Pops.
Funding for Transportation Projects
What is the Impact of Poor Air Quality on Personal Finances?

Impact on Health Care Costs
Reduced Productivity
Time off of Work
Earnings later in life
Research Possibilities

Collaborative work to explore these questions on business impact, personal impact, and state revenue impact.
Example

In 2010, CPPA conducted a ROI study for the Utah State Office of Rehabilitation to explore the financial returns of dollars used for vocational rehabilitation. For every $1 spend on vocational rehab, $5.64 are returned to the state in increased taxes and decreased use of benefits from public programs.
THANK YOU