US EPA ARCHIVE DOCUMENT

SLCgreen

Division of Sustainability & the Environment

Kate Lilja Lohnes
Communications Manager
Salt Lake City Corporation

Sustainability = Livability

Air Quality & Climate Change	Energy	Recycling & Materials Management	Transportation
Open Space	Arts & Culture	Water Resources	Urban Forestry
Community Health & Safety	Housing	Food Production & Nutrition	Education

CLEAR THE AIR

CHALLENGE

Drive Down Your Miles

www.ClearTheAirChallenge.org

Define Objectives

- Promote alternative transportation
- Improve air quality
- Reduce greenhouse gas emissions
- Initiate long-term behavior change

Partners Team

SALT LAKE SOLUTIONS PARTNERS TEAM

- Governor Herbert
- Utah Governor's Energy Advisor
- Mayor Becker
- Mayor Corroon
- Breathe Utah
- Salt Lake Chamber of Commerce
- Salt Lake City Community Green Team
- Salt Lake City Division of Sustainibility
- Salt Lake City Transportation
- Salt Lake Solutions
- Rio Tinto
- Salt Lake Valley Health Department
- The Church of Jesus Christ of Latter-Day Saints
- University of Utah Office of Sustainability
- Utah Clean Cities Coalition
- Utah Division of Air Quality / Utah Department of Environmental Qualtity
- Salt Lake Interfaith Roundtable
- Utah Department of Health
- ChamberWest
- Utah Department of Transportation
- Utah Transit Authority
- Vest Pocket Business Coalition
- Wasatch Clean Air Coalition
- Wasatch Front Regional Council
- Westminster College Sustainability
- Great Salt Lake Resource Conservation & Development Council (or RC&D)

CARPOOL TO EVENTS | USE MASS TRANSIT | BIKE TO THE STORE | TELEWORK

Target Audience

Hogle Zoo Blogger Event, July 2012

Barriers & Challenges

Barriers

- "It's just me"
- Comfort level
- Ease & accessibility

- Cutting through the noise
- Encouraging concrete action
- Fostering sustained change

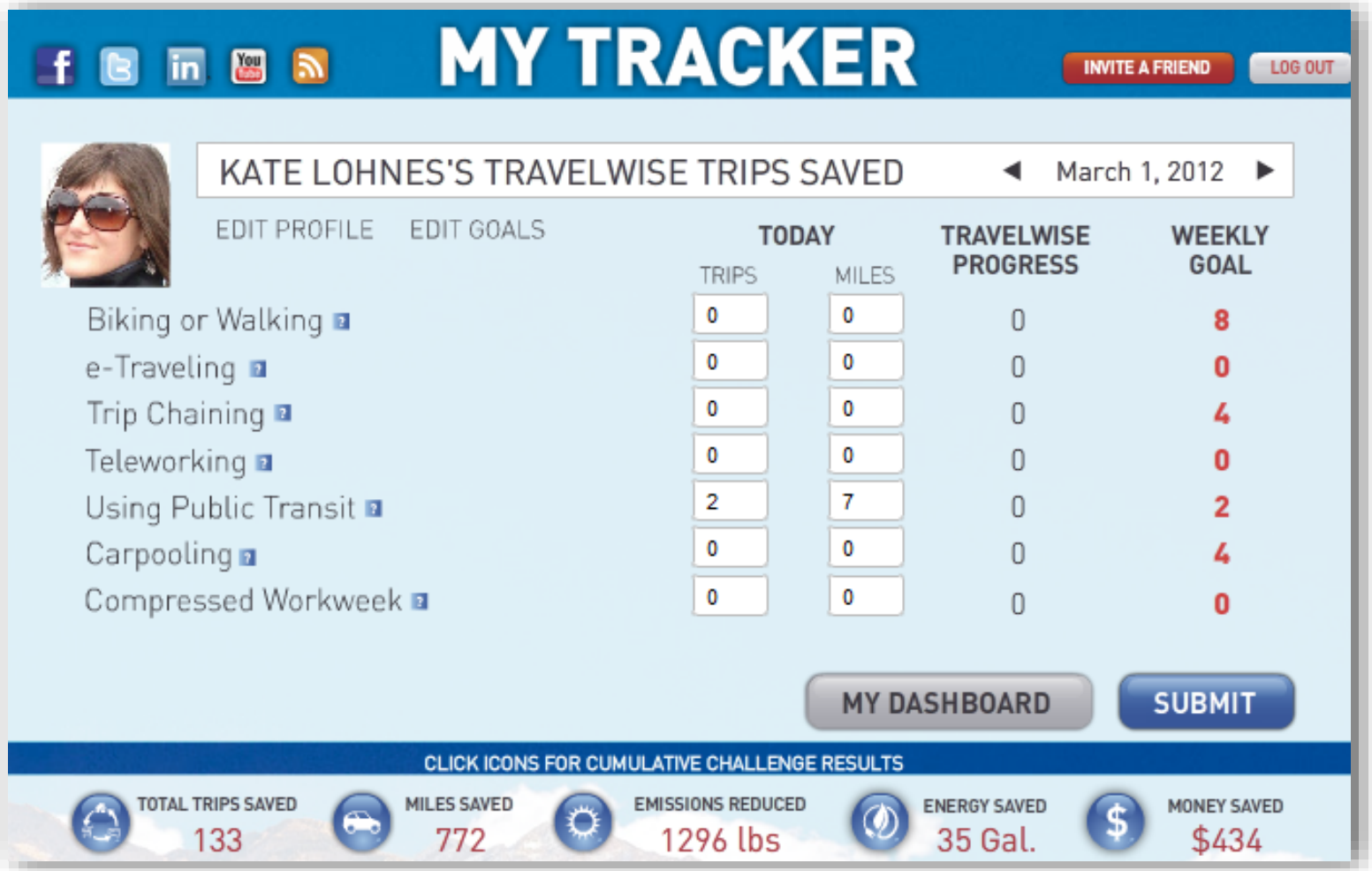
Challenges

Key Messages

- 50% of our air pollution comes from motor vehicles
- We all are part of the solution.
- Drive Less, Drive Smarter
- Help “clear the air”

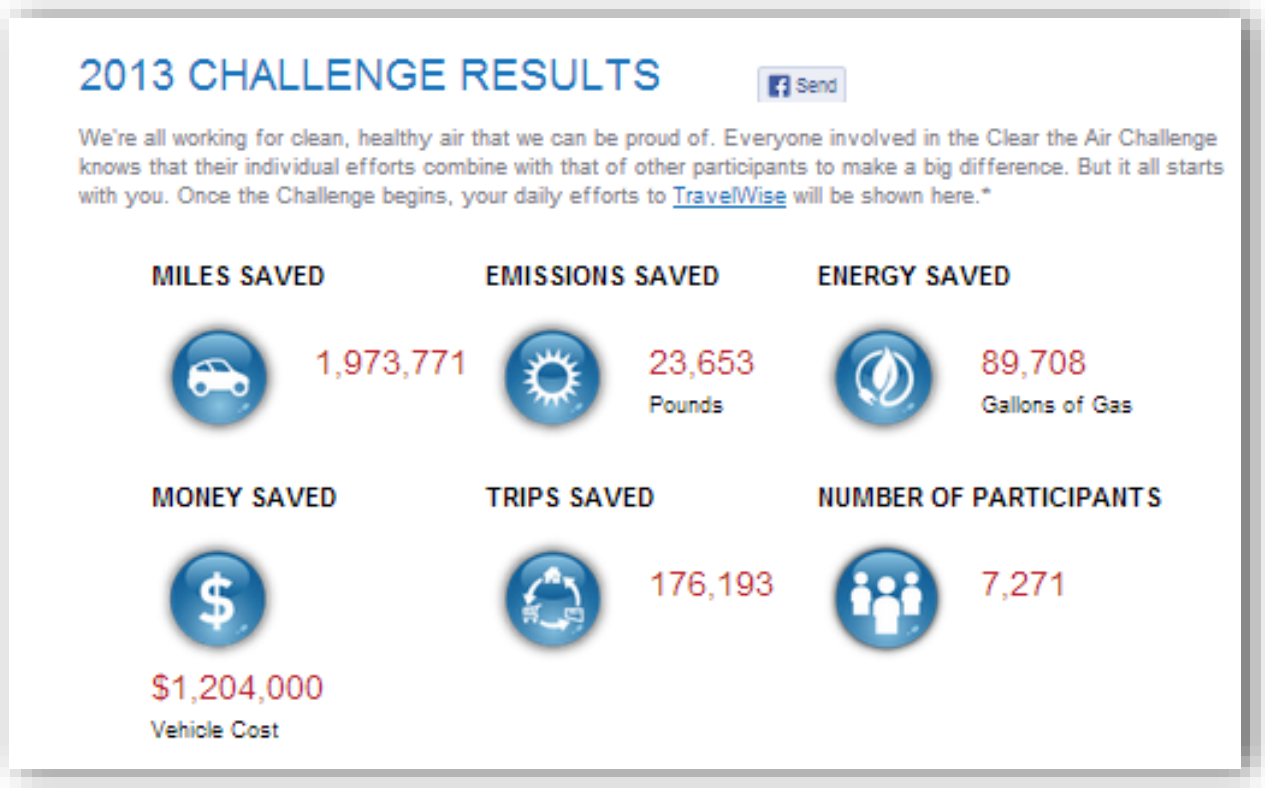
Program Feature: Website

Program Feature: Tracker



Program Feature: Incentives

- Pledge
- Incentives
- Awards
- Recognition



Program Feature: Leaderboard

TOP 10 INDIVIDUALS

Sasha Lott

Eliminated 1,047 trips (40 miles)
Reduced 1 lbs of emissions
Saved $24 & 2 gallons of gas

Rob

Eliminated 582 trips (1,026 miles)
Reduced 13 lbs of emissions
Saved $626 & 47 gallons of gas

Soren Simonsen

Eliminated 562 trips (2,076 miles)
Reduced 24 lbs of emissions
Saved $1,266 & 94 gallons of gas

Kyle Stockley

Eliminated 524 trips (2,938 miles)
Reduced 32 lbs of emissions
Saved $1,792 & 134 gallons of gas

Kenneth Frisch

Eliminated 461 trips (3,355 miles)
Reduced 38 lbs of emissions
Saved $2,047 & 152 gallons of gas

TOP 10 TEAMS

View All Teams

U of U Facilities Management

Eliminated 7,515 trips (62,792 miles)
Reduced 847 lbs of emissions
Saved $38,303 & 2,854 gallons of gas

Goldman Sachs

Eliminated 5,386 trips (54,808 miles)
Reduced 743 lbs of emissions
Saved $33,433 & 2,491 gallons of gas

MHTN Architects, Inc.

Eliminated 4,904 trips (41,125 miles)
Reduced 516 lbs of emissions
Saved $25,086 & 1,869 gallons of gas

ARCHITECTURAL NEXUS

Eliminated 4,838 trips (56,147 miles)
Reduced 693 lbs of emissions
Saved $34,250 & 2,552 gallons of gas

TOP 10 COMPANIES

View All Companies

O.C. Tanner 2013

Eliminated 26,258 trips (79,978 miles)
Reduced 852 lbs of emissions
Saved $48,787 & 3,635 gallons of gas

Overstock.com

Eliminated 25,218 trips (220,470 miles)
Reduced 2,347 lbs of emissions
Saved $134,487 & 10,020 gallons of gas

ADP, Inc.

Eliminated 19,675 trips (187,627 miles)
Reduced 1,997 lbs of emissions
Saved $114,452 & 8,528 gallons of gas

Fidelity Investments

Eliminated 8,536 trips (226,904 miles)
Reduced 2,415 lbs of emissions
Saved $138,411 & 10,313 gallons of gas

Community Leaders

Resolution: Take TRAX & FrontRunner

Goal: Reduce vehicle trips to just 1-2 a week

Community Engagement

- Air quality partners team
- Business community
- Community events
- Community organizations

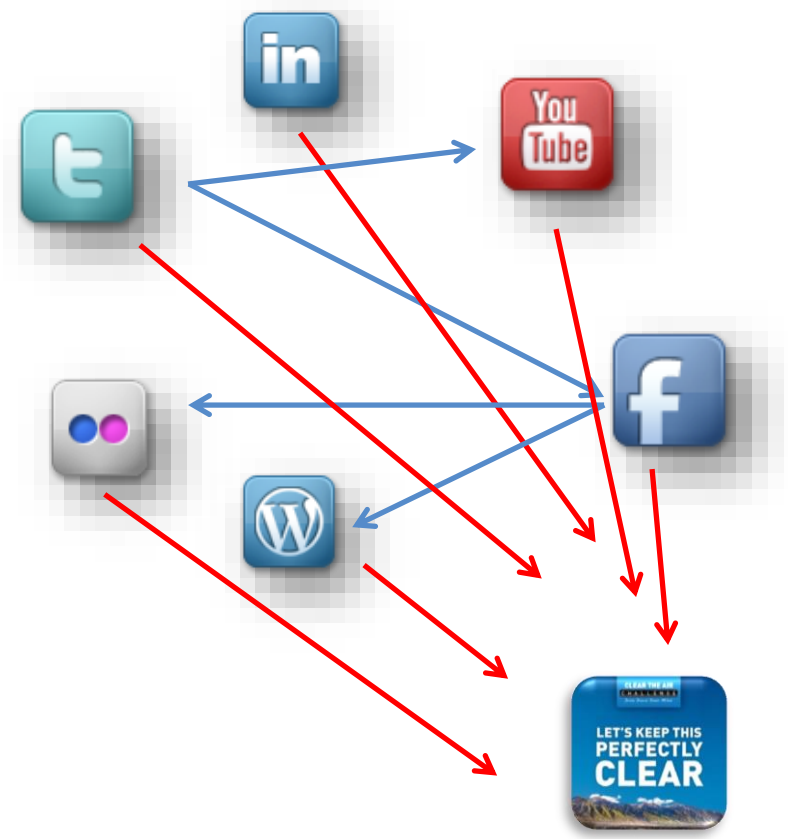
Meet people where they are

Media Relations

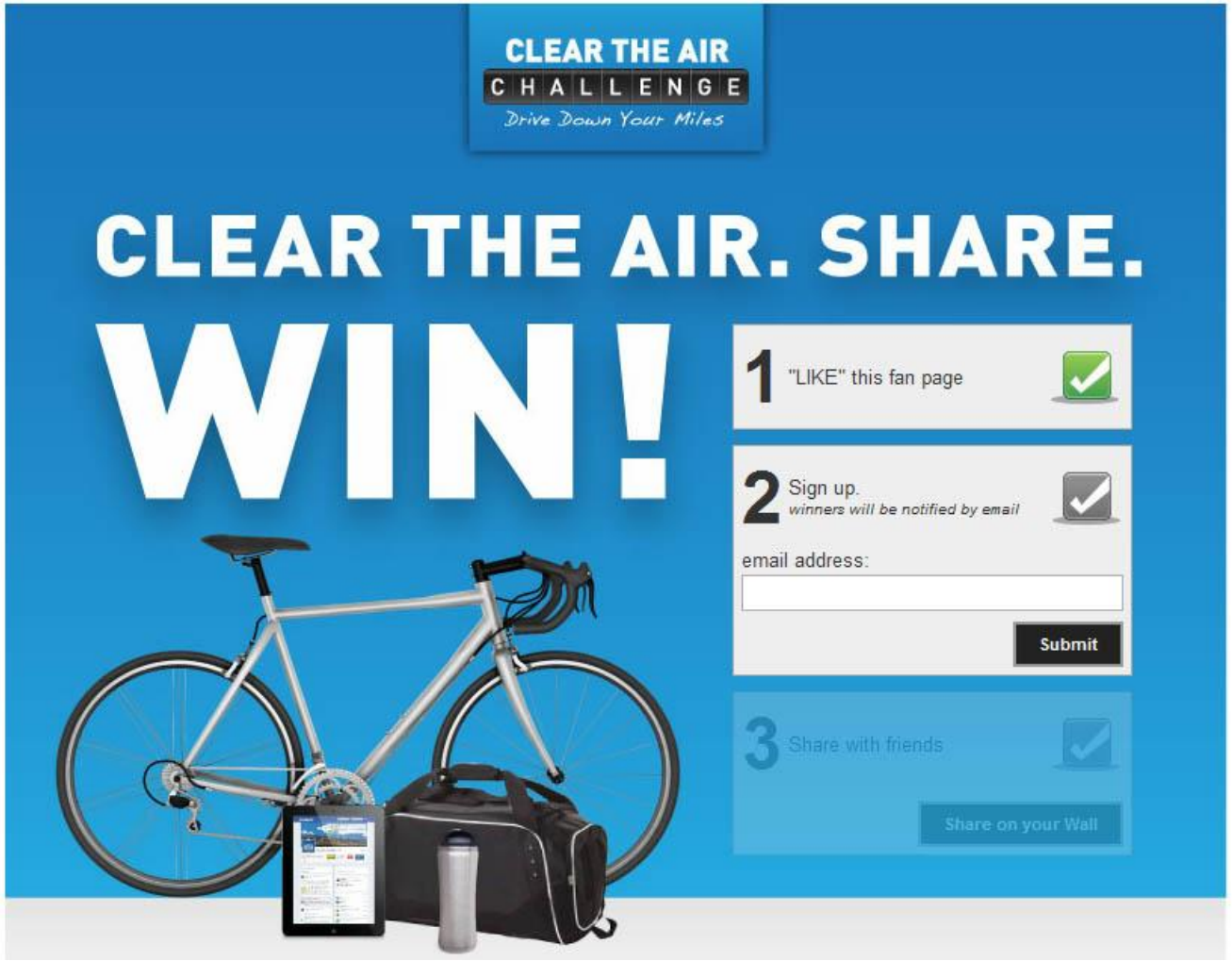
- News conferences
- Media events
- Pitch stories
- News releases
- Advertising
- PSAs

Social Media

- Drive engagement
- Spread social message
- Reinforce norm

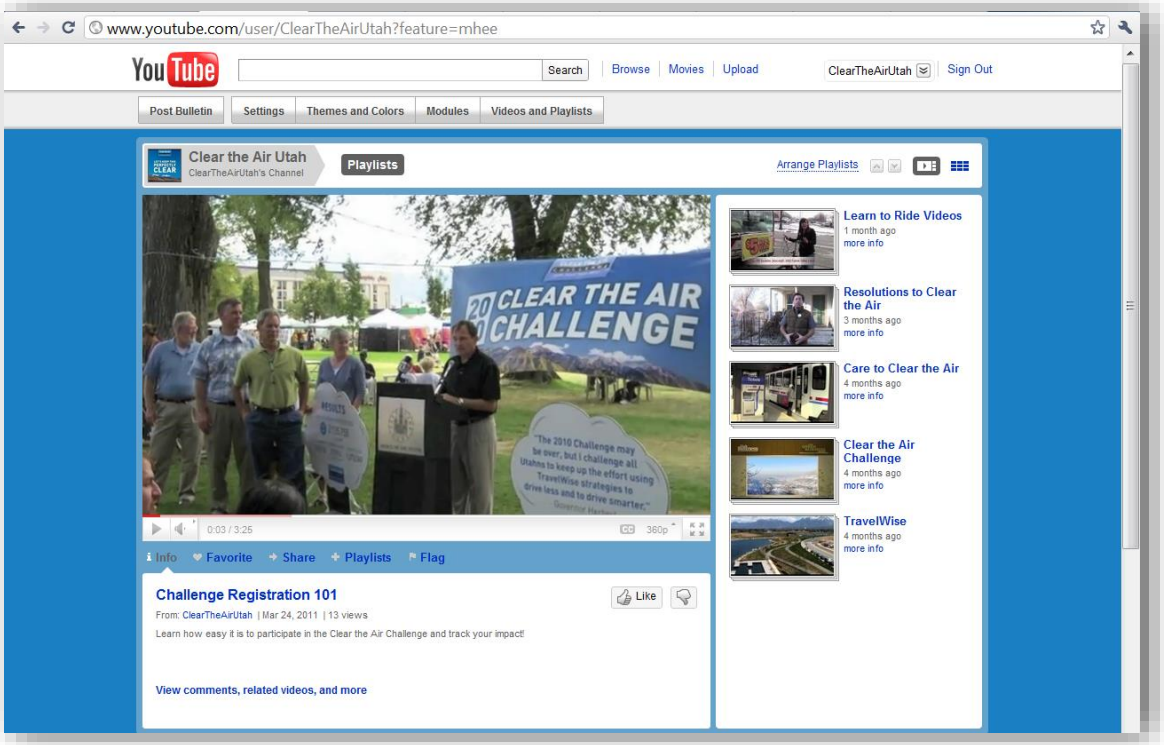


Facebook Giveaway



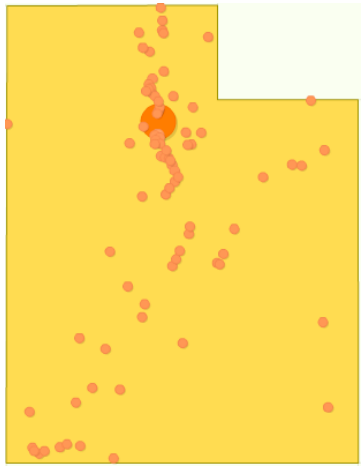
Social Media

- Feature Videos
- Ongoing series
  - Resolutions to Clear the Air
  - Learn to Ride



Assessing Your Reach

- Web data – unique visits, geographic
- Participants
- Social media statistics
- Media impressions
- Anecdotal – stories, testimonials



Measuring GHG Emissions

- Tracking tools:
  - ClearTheAirChallenge.org
  - UDOT traffic counts
  - UTA ridership numbers
- **Reduction of over 11,000 metric tons of greenhouse gas emissions**
- Climate Showcase Communities Grant: total reduction of 64,292 tons

www.SLCgreen.com

Kate Lilja Lohnes

Communications Manager

Sustainability, Salt Lake City

kate.lohnes@slcgov.com

fb.com/saltlakecitygreen

instagram.com/slcgreen

@slcgreen

slcgreen.wordpress.com