

US EPA ARCHIVE DOCUMENT



SLCgreen

Division of Sustainability & the Environment

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Sustainability = Livability



CLEAR THE AIR

C H A L L E N G E

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 Sustainability](#)

[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 Quality](#)

[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

**CLEAR
THE AIR**

CHALLENGE

Drive Down Your Miles

[f](#)[t](#)[v](#)[in](#)[r](#)

[HOME](#)[THE CHALLENGE](#)[TRAVEL OPTIONS](#)[TEAMS](#)[RESULTS](#)[PARTNERS/SPONSORS](#)[STORIES](#)[FAQ](#)[LOGIN](#)

CLEAR THE AIR UTAH

Last year, we came together and made a huge difference in Utah's air quality. This year, we're planning to surpass our goals once again by eliminating 300,000 single-occupant vehicle trips, averting 2 million miles and reducing 3.4 million pounds of emissions.

Starting June 13th, the heat is on. Register for the Challenge now and get ready to blow away the competition.

TAKE THE CHALLENGE
JUNE 13 - JULY 10, 2011

REGISTER HERE

TOTAL TRIPS ELIMINATED: 113,079 = 1,283,926 MILES SAVED = \$721,566 SAVED = 2,155,712 POUNDS OF EMISSIONS REDUCED

TEAM SPOTLIGHT

The team at Wasatch Community Gardens is working to clean up the air just as they have been working to keep their bodies clean and healthy by eating organic food that they have grown themselves. Brit Merrill of Wasatch Community ...
[Continue reading →](#)



[Submit a Story](#)
[View All Teams & Companies](#)

WEEKLY WINNERS

By meeting your Challenge goals each week, you'll be entered in the weekly drawing. Check back often for the most current weekly winners. If you're lucky, you may even see your name right here.

BRONZE
Sherri Murray
Antonia S. Vazquez

SILVER
Brent Beardall
Rob Bouwhuis

GOLD
Stephen D. Robison
Shane Ellis

TRAVELWISE

By implementing [TravelWise](#) strategies into your daily routine, you are helping to accomplish the Clear the Air Challenge goals to drive less and drive smarter. TravelWise strategies include:

- Carpooling & Vanpooling
- Public Transit
- Biking & Walking
- Teleworking
- Flexible & Compressed Workweeks
- Trip Chaining

TRAVELWise
Smart. Safe. Green. Smart. Safe. Green.



Program Feature: Tracker



MY TRACKER

[INVITE A FRIEND](#) [LOG OUT](#)



KATE LOHNES'S TRAVELWISE TRIPS SAVED ◀ March 1, 2012 ▶

[EDIT PROFILE](#) [EDIT GOALS](#)

	TODAY		TRAVELWISE PROGRESS	WEEKLY GOAL
	TRIPS	MILES		
Biking or Walking ?	0	0	0	8
e-Traveling ?	0	0	0	0
Trip Chaining ?	0	0	0	4
Teleworking ?	0	0	0	0
Using Public Transit ?	2	7	0	2
Carpooling ?	0	0	0	4
Compressed Workweek ?	0	0	0	0

[MY DASHBOARD](#) [SUBMIT](#)

CLICK ICONS FOR CUMULATIVE CHALLENGE RESULTS

**TOTAL TRIPS SAVED**
133

**MILES SAVED**
772

**EMISSIONS REDUCED**
1296 lbs

**ENERGY SAVED**
35 Gal.

**MONEY SAVED**
\$434



Program Feature: Incentives

- Pledge
- Incentives
- Awards
- Recognition

2013 CHALLENGE RESULTS



We're all working for clean, healthy air that we can be proud of. Everyone involved in the Clear the Air Challenge knows that their individual efforts combine with that of other participants to make a big difference. But it all starts with you. Once the Challenge begins, your daily efforts to [TravelWise](#) will be shown here.*

MILES SAVED



1,973,771

EMISSIONS SAVED



23,653
Pounds

ENERGY SAVED



89,708
Gallons of Gas

MONEY SAVED



\$1,204,000
Vehicle Cost

TRIPS SAVED



176,193

NUMBER OF PARTICIPANTS



7,271



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



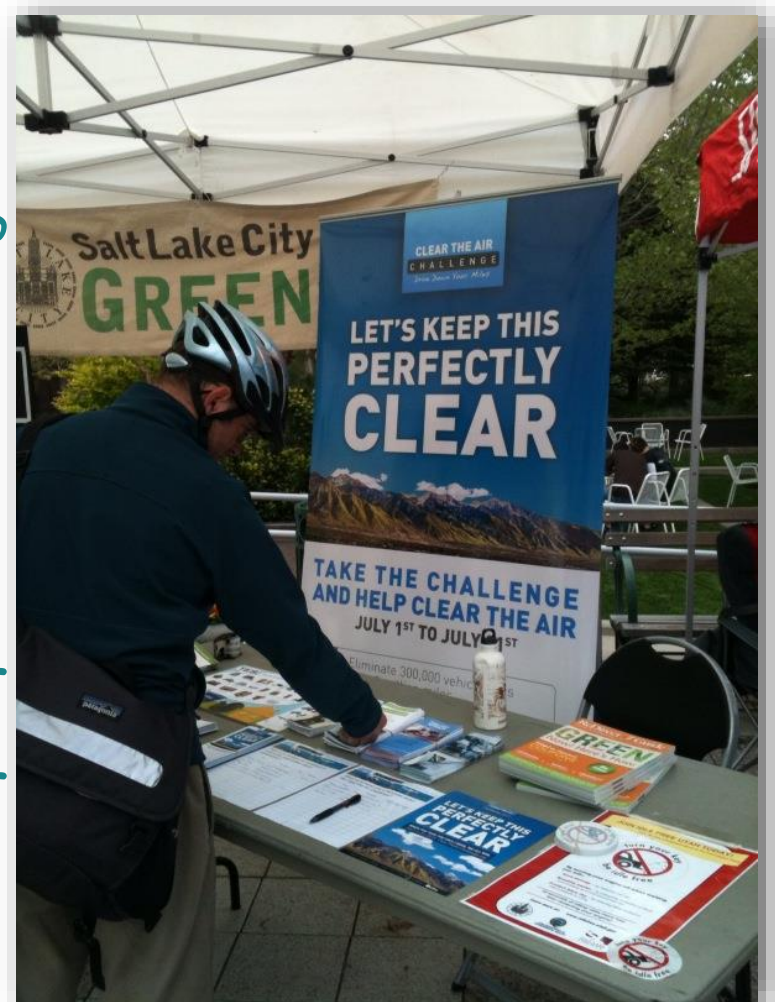
Resolution: Take TRAX & FrontRunner
Goal: Reduce vehicle trips to just 1-2 a week



Community Engagement

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

Meet people where they are





Media Relations

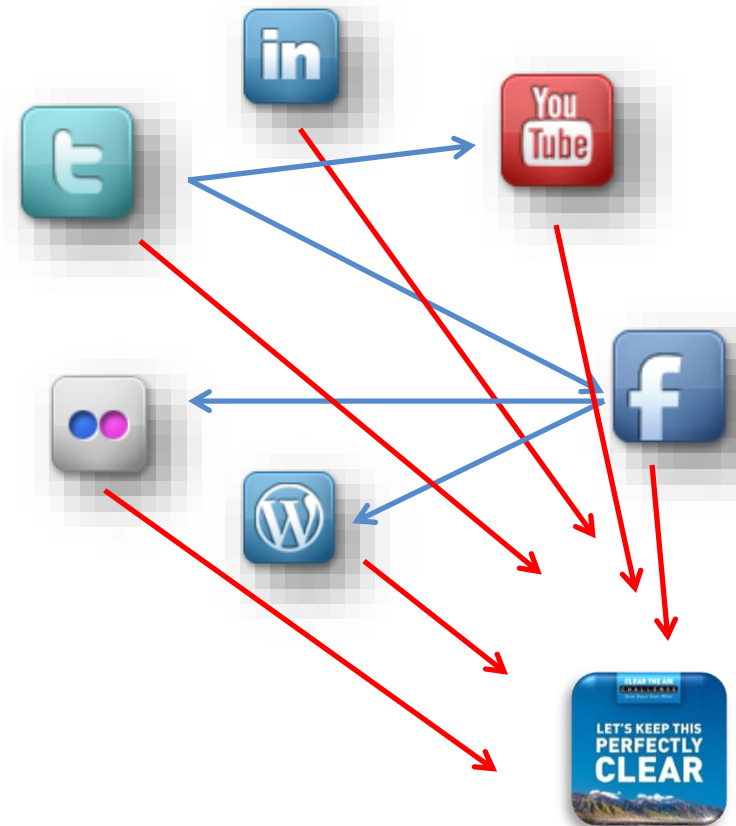


- News conferences
- Media events
- Pitch stories
- News releases
- Advertising
- PSAs



Social Media

- Drive engagement
- Spread social message
- Reinforce norm





Facebook Giveaway

**CLEAR THE AIR
CHALLENGE**
Drive Down Your Miles

**CLEAR THE AIR. SHARE.
WIN!**



1 "LIKE" this fan page 

2 Sign up.
winners will be notified by email 

email address:

Submit

3 Share with friends 

Share on your Wall

**SHARE
&
WIN!**

SHARE & WIN



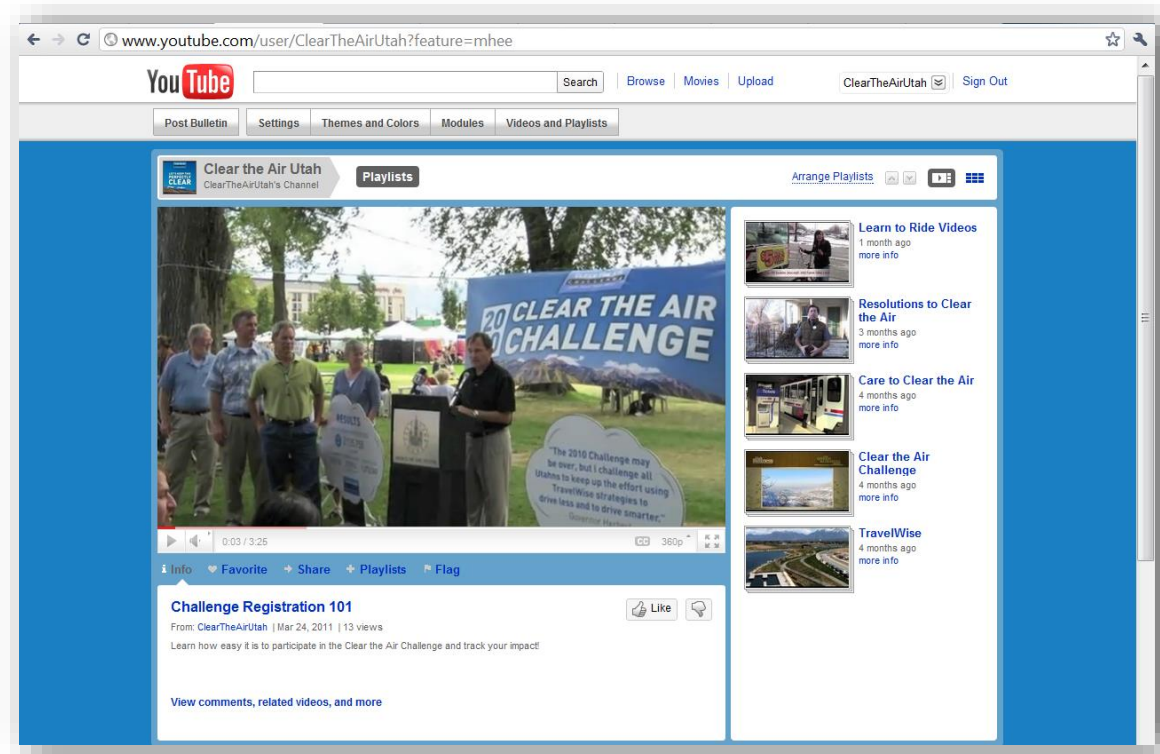
2012 CHALLENGE
CLICK TO COMMIT





Social Media

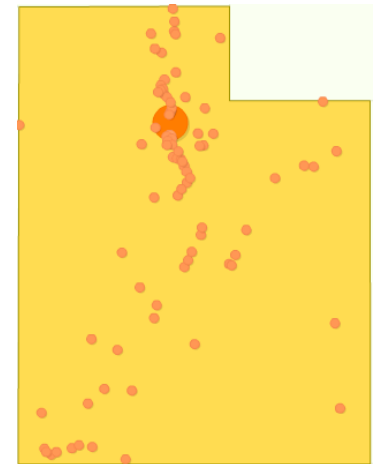
- Feature Videos
- Ongoing series
 - Resolutions to Clear the Air
 - Learn to Ride





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



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fb.com/saltlakecitygreen



instagram.com/slcgreen



[@slcgreen](https://twitter.com/slcgreen)



slcgreen.wordpress.com