



# SLCgreen

Division of Sustainability & the Environment

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# Sustainability = Livability

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

# CLEAR THE AIR

C H A L L E N G E

*Drive Down Your Miles*

[www.ClearTheAirChallenge.org](http://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*

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**  
Sherrl 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 	<input type="text" value="0"/>	<input type="text" value="0"/>	0	8
e-Traveling 	<input type="text" value="0"/>	<input type="text" value="0"/>	0	0
Trip Chaining 	<input type="text" value="0"/>	<input type="text" value="0"/>	0	4
Teleworking 	<input type="text" value="0"/>	<input type="text" value="0"/>	0	0
Using Public Transit 	<input type="text" value="2"/>	<input type="text" value="7"/>	0	2
Carpooling 	<input type="text" value="0"/>	<input type="text" value="0"/>	0	4
Compressed Workweek 	<input type="text" value="0"/>	<input type="text" value="0"/>	0	0

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

CLICK ICONS FOR CUMULATIVE CHALLENGE RESULTS

 TOTAL TRIPS SAVED	 MILES SAVED	 EMISSIONS REDUCED	 ENERGY SAVED	 MONEY SAVED
133	772	1296 lbs	35 Gal.	\$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



**Kyle LaMalfa**

Founder, People's Market

**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

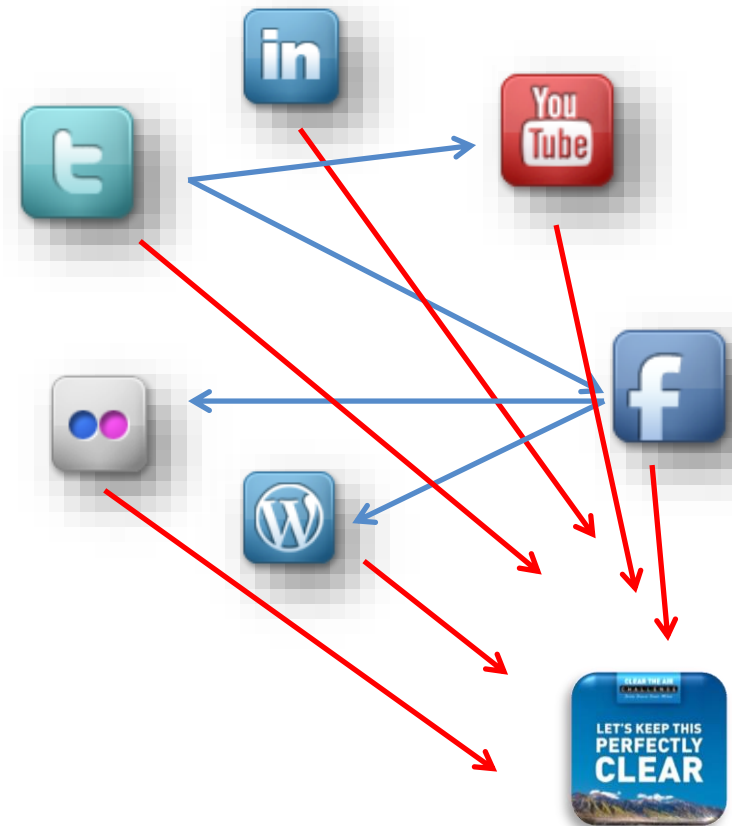


- News conferences
- Media events
- Pitch stories
- News releases
- Advertising
- PSAs



# 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:

**3** Share with friends 

[Share on your Wall](#)

**SHARE  
&  
WIN!**





# Social Media

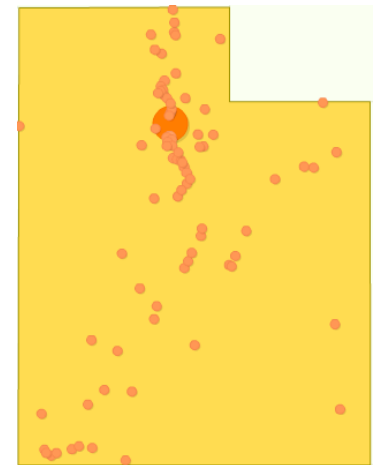
- Feature Videos
- Ongoing series
  - Resolutions to Clear the Air
  - Learn to Ride

The screenshot shows the YouTube channel page for 'Clear the Air Utah'. The main video player displays a scene from the '2010 CLEAR THE AIR CHALLENGE' with several people standing in front of a large blue banner. Below the video player, the title 'Challenge Registration 101' is visible, along with the channel name 'ClearTheAirUtah' and the date 'Mar 24, 2011'. To the right of the main video, there is a sidebar with several video thumbnails and titles, including 'Learn to Ride Videos', 'Resolutions to Clear the Air', 'Care to Clear the Air', 'Clear the Air Challenge', and 'TravelWise'. The page layout is clean and professional, with a blue header and a white background for the content area.



# 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

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