



CLEAR THE AIR

C H A L L E N G E

Drive Down Your Miles

Kate Lilja

Sustainable Transportation for a Sustainable Future, Salt Lake City

CLEAR THE AIR

CHALLENGE

Drive Down Your Miles

Salt Lake City, Utah

185,000 residents

110 square miles

Urban City

Valley surrounded
by mountain
ranges.



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*Drive Down Your Miles
Drive Down Your Miles*

Temperature Inversion



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The Situation



Over 50% of air pollution comes from motor vehicles.



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“Drive Less, Drive Smarter”
Salt Lake City’s Clear the Air Initiatives

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Clear the Air Initiatives

- **Clear the Air Challenge**

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- **Care to Clear the Air**

- **Idle Free Utah**



Drive Less, Drive Smarter

- Public transportation (Ride UTA)
- Active transportation (bike, walk)
- Carpool and/or vanpool
- Telework
- Flexible & compressed workweeks
- Trip chaining
- Idle free

Improve air quality

Educate Utahns

Initiate long-term changes

- Track via ClearTheAirChallenge.org, UDOT traffic counts & UTA ridership numbers.
- **Reduction of 1,964 metric tons of greenhouse gas emissions to-date.**
- 2010 Clear the Air Challenge:
 - 1.3 million miles
 - 2.2 million lbs of emissions
 - 59,485 gallons of gas
 - 105,304 vehicle trips
 - \$735,541 total vehicle costs





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What Works

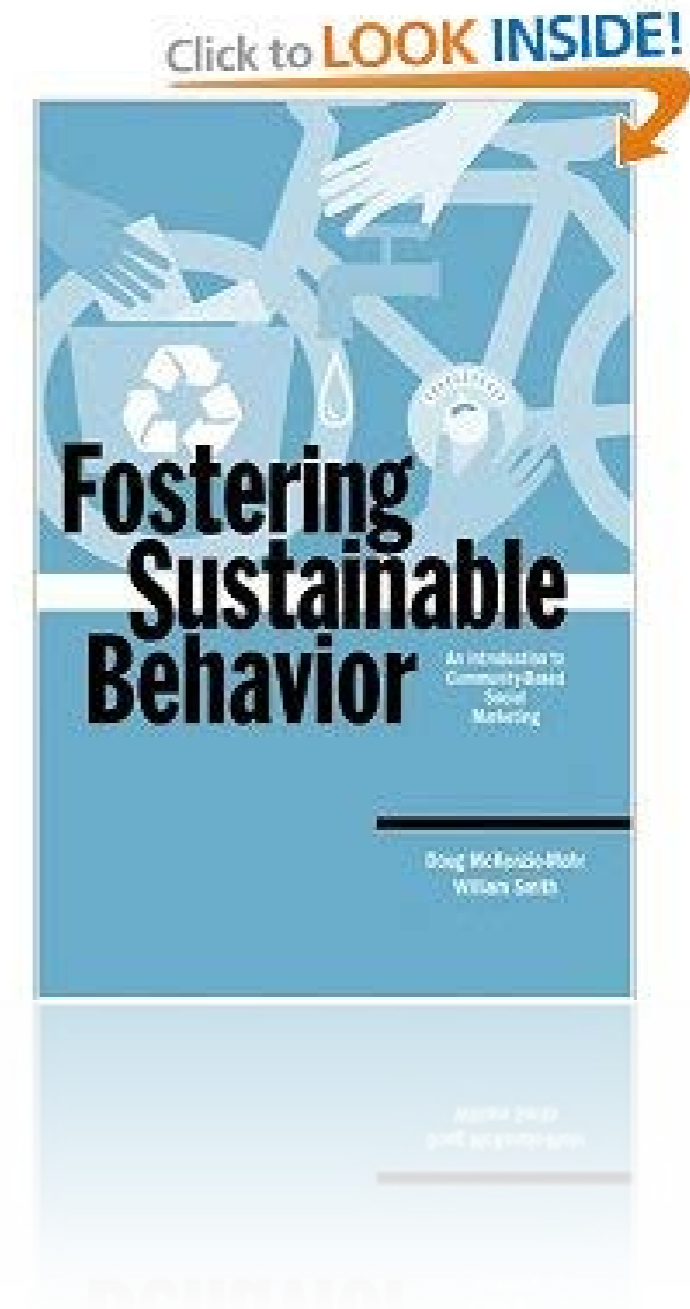
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Community-Based Social Marketing

- 2 day training
- Model for encouraging sustained behavior change
- Step-by-step process
- Emphasis on preparation and evaluation
- www.cbsm.com



- Team of:
 - Government
 - Business
 - Non-profit
 - Faith-based
- **Collaborative process**
- Ownership of programs
- “Spread the word” network



Salt Lake County Mayor Peter Corroon, Salt Lake City Mayor Ralph Becker, Utah Governor Gary Herbert and West Valley City Mayor Mike Winder issue the 2010 Clear the Air Challenge.

Partners Team – word of mouth

Community events

- Participate in existing events & sponsor our own

Community organizations

- Councils, committees, chambers, etc.

Electronic & social media

- Facebook, Twitter, YouTube videos, blog, online calendars, online publications

Traditional media outlets

- Print, television, radio



UTA Bike Bonanza, May 2010

Do the research!

- Survey population
- Understand the barriers
- Address the barriers you can

Example: “Driving is more convenient than the alternatives.”

- Identify new & existing resources
- Community engagement & education
- Messaging emphasizes intrinsic benefits of alternative transportation.



Governor Herbert announces winners of 2010 Clear the Air Challenge in an awards ceremony at the Downtown Farmer's Market



Clear the Air Challenge: www.cleartheairchallenge.org



Care to Clear the Air: www.caretocleartheair.org



Idle Free Utah: www.idlefree.utah.gov



Facebook: www.facebook.com/cleartheairchallenge



Twitter: www.twitter.com/cleartheairutah



YouTube: www.youtube.com/cleartheairutah



Blog: www.cleartheairchallenge.org/blog

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