<table>
<thead>
<tr>
<th>Air Quality &amp; Climate Change</th>
<th>Energy</th>
<th>Recycling &amp; Materials Management</th>
<th>Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Space</td>
<td>Arts &amp; Culture</td>
<td>Water Resources</td>
<td>Urban Forestry</td>
</tr>
<tr>
<td>Community Health &amp; Safety</td>
<td>Housing</td>
<td>Food Production &amp; Nutrition</td>
<td>Education</td>
</tr>
</tbody>
</table>
Define Objectives

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

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

TOTAL TRIPS ELIMINATED: 113,479 - 1,283,828 MILES SAVED - $721,566 SAVED - 2,195,712 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. Bill Nordmeyer, CEO of Wasatch Community... Continue reading →

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

Silver: Antonee A. Muybunge

SILVER

Gold: Stephen D. Rehbein

GOLD

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

Submit a Story

View All Teams & Companies
Program Feature: Tracker

**My Tracker**

KATE LOHNE'S TRAVELWISE TRIPS SAVED

- EDIT PROFILE
- EDIT GOALS

<table>
<thead>
<tr>
<th>Feature</th>
<th>Today</th>
<th>Travelwise Progress</th>
<th>Weekly Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biking or Walking</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>e-Traveling</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Trip Chaining</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Teleworking</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Using Public Transit</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Carpooling</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Compressed Workweek</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**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
<table>
<thead>
<tr>
<th>TOP 10 INDIVIDUALS</th>
<th>TOP 10 TEAMS</th>
<th>TOP 10 COMPANIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sasha Lott</td>
<td>U of U Facilities Management</td>
<td>O.C. Tanner 2013</td>
</tr>
<tr>
<td>Eliminated 1,047 trips (40 miles)</td>
<td>Eliminated 7,515 trips (62,792 miles)</td>
<td>Eliminated 26,258 trips (79,978 miles)</td>
</tr>
<tr>
<td>Reduced 1 lbs of emissions</td>
<td>Reduced 847 lbs of emissions</td>
<td>Reduced 852 lbs of emissions</td>
</tr>
<tr>
<td>Saved $24 &amp; 2 gallons of gas</td>
<td>Saved $38,303 &amp; 2,854 gallons of gas</td>
<td>Saved $48,787 &amp; 3,635 gallons of gas</td>
</tr>
<tr>
<td>Rob</td>
<td>Goldman Sachs</td>
<td>Overstock.com</td>
</tr>
<tr>
<td>Eliminated 582 trips (1,026 miles)</td>
<td>Eliminated 5,386 trips (54,808 miles)</td>
<td>Eliminated 25,218 trips (220,470 miles)</td>
</tr>
<tr>
<td>Reduced 13 lbs of emissions</td>
<td>Reduced 743 lbs of emissions</td>
<td>Reduced 2,347 lbs of emissions</td>
</tr>
<tr>
<td>Saved $626 &amp; 47 gallons of gas</td>
<td>Saved $33,433 &amp; 2,491 gallons of gas</td>
<td>Saved $134,487 &amp; 10,020 gallons of gas</td>
</tr>
<tr>
<td>Soren Simonsen</td>
<td>MHTN Architects, Inc.</td>
<td>ADP, Inc.</td>
</tr>
<tr>
<td>Eliminated 562 trips (2,076 miles)</td>
<td>Eliminated 4,904 trips (41,125 miles)</td>
<td>Eliminated 19,675 trips (187,627 miles)</td>
</tr>
<tr>
<td>Reduced 24 lbs of emissions</td>
<td>Reduced 516 lbs of emissions</td>
<td>Reduced 1,997 lbs of emissions</td>
</tr>
<tr>
<td>Saved $1,266 &amp; 94 gallons of gas</td>
<td>Saved $25,086 &amp; 1,869 gallons of gas</td>
<td>Saved $114,452 &amp; 8,528 gallons of gas</td>
</tr>
<tr>
<td>Kyle Stockley</td>
<td></td>
<td>Fidelity Investments</td>
</tr>
<tr>
<td>Eliminated 524 trips (2,938 miles)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduced 32 lbs of emissions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saved $1,792 &amp; 134 gallons of gas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kenneth Frisch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eliminated 461 trips (3,355 miles)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduced 38 lbs of emissions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saved $2,047 &amp; 152 gallons of gas</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
Community Gardening

Media Relations

- News conferences
- Media events
- Pitch stories

- News releases
- Advertising
- PSAs
• Drive engagement
• Spread social message
• Reinforce norm
Community Gardening

Facebook Giveaway

CLEAR THE AIR. SHARE. WIN!

1. "LIKE" this fan page
2. Sign up. Winners will be notified by email
   email address: [Input]
3. Share with friends
   Share on your Wall

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