



Travel Green. Live Green.

Branch Out for Clean Air! Go out on a limb, try something new!

July 2009 Campaign Overview

As in the past, the Commute Trip Reduction office is teaming up with Spokane Clean Air for a summer campaign/promotion. The goal is two-fold: to encourage employees to try alternative commute options (Travel Green), and to bring awareness to potential summer air pollution and options we can take to be healthier (Live Green).

As part of the campaign, Employee Transportation Coordinators (ETCs) can download an on-line toolkit to assist them in bringing the campaign to their respective worksite. The toolkit will be available on June 24, at www.MyCommute.org, under the ETC Tools campaign page.

The Toolkit will include:

- Posters
- No-Idle Zone key chains
- Promotional suggestions sheet
- On-line resources sheet
- Sample of weekly flyers containing tips
- Sample payroll stuffers
- Sample Certificate of Recognition
- Sample Thank you card
- Incentives (listed below)
- A flyer on July's *Mow Down Air Pollution enter-to-win contest*

Incentives will include:

Worksite Gift Pack (one per worksite, available for pick-up at the July 22 ETC Summer Celebration)

- Coupons/gift cards from local restaurants/businesses
- Coupons from Black & Decker, and Neuton
- Gift items: clean air logo ceramic mug, accessory carabiner

ETC Incentive Each day you participate, your name will go into a drawing for a gift pack - *same gift pack as worksite, plus a \$25 Visa gift card.*

Countywide Incentives

- Participate at least 2x in July to be eligible for one of three \$25 Visa gift cards
- Participate at least 3x in July to be eligible for one of two \$50 Visa gift cards
- Participate at least 5x in July to be eligible for one of two \$100 Visa gift cards
- Participate at least 7x in July to be eligible for one of two \$150 Visa gift cards
- Participate at least 10x in July to be eligible for the \$250 Grand Prize Visa gift card

Other Opportunities to Win:

Spokane Clean Air is again promoting the *Mow Down Air Pollution* giveaway. During July, Spokane County residents 21 years and older, may enter-to-win electric mowers and other yard tools donated by Black & Decker and Neuton. To help you promote this contest at your worksite, a *Mow Down Air Pollution* flyer with contest details will be provided in the on-line toolkit.