



ETC Campaign Overview

Go Out on a Limb...

...this summer and help keep Spokane County's air clean! Spokane Regional Clean Air Agency is teaming up with the Spokane County Commute Trip Reduction Office for the **Go Out on a Limb for Clean Air** for Clean Air July campaign. **Go Out on a Limb for Clean Air** is designed to bring awareness to summer air quality and encourage employees to:

Travel Green by choosing an alternative to driving to work alone.

Live Green by making clean air choices at home.

Summer Air Quality:

On Spokane's hottest days the air we breathe may have elevated levels of ground-level ozone, commonly called smog. Ozone is a hazardous air pollutant regulated by the U.S. Environmental Protection Agency (EPA). To reduce ground-level ozone, we encourage the use of "clean air" alternatives to driving alone, as well as other actions such as not idling your car, trip-chaining, recycling, conserving energy, and using electric or manual yard tools. These actions will help our air quality and can save hard-earned money too!

Campaign Toolkit:

As an Employee Transportation Coordinator you can download an on-line toolkit to assist you in promoting the campaign at your worksite. The toolkit will be available on June 14, at www.MyCommute.org.

- Weekly flyers containing tips
- Newsletter
- Payroll stuffers
- Promotional suggestions sheet
- Sample email messages
- And more!

Posters will be distributed at the June ETC lunches. Additional posters are available for pick up at the CTR office.

Incentives:

Special Incentives: ETCs who walk their talk during the July campaign will be entered to win 1 of 3 \$25 gift cards. Employees who use a commute alternative for their first time in July will be entered to win 1 of 7 \$25 gift cards. To qualify, the employee can not have used a commute alternative during January – June 2011.

Countywide Incentives: The more employees use a commute alternative to work in July, the more chances they have to win!

- Participate at least 1x to be eligible for 1 of 20 Clean Air mugs with \$10 Dutch Bros. gift cards
- Participate at least 4x to be eligible for 1 of 27 \$25 gift certificates
- Participate at least 8x to be eligible for 1 of 20 \$30 Dutch Bros. Coffee gift cards
- Participate at least 12x to be eligible for the Grand Prize Electric Mower (\$250 value)

Other Opportunities to Win & Learn:

Spokane Clean Air is promoting July's Mow Down Air Pollution Contest.

During July, Spokane County residents or people who work within Spokane County may enter-to-win electric yard tools, donated by Lowes and Black & Decker. 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.

Daily Air Quality Report – A FREE Service for You and Your Employees

ETCs who participate in the campaign will automatically be signed up to receive Spokane Clean Air's Daily Air Quality Report - email notification alerting subscribers to what the current air quality is and forecasted to be.

Please fax completed agreement form to the CTR office by June 24, at 477-7478. If you are unable to attend a June

