



Sweeten *YOUR* Commute

CTR Campaign Overview

This January, the Spokane Regional Clean Air Agency is teaming up with the Commute Trip Reduction office for the **Travel Green Live Green** campaign, *Sweeten YOUR Commute*. The campaign is designed to encourage employees to travel green and live green to improve winter air quality.

Winter Air Quality

During winter, air pollution levels can be elevated, due to a combination of factors. Vehicles do not run as efficiently in the cold weather; winter road conditions and the dark evening commute slow traffic. In our neighborhoods, smoke from wood heating can build up in the air. The air pollution created can not readily disperse. To reduce air pollution, we encourage residents to:

- Use alternatives to driving to work alone
- Keep their car well maintained
- Avoid idling their vehicles
- To burn cleanly if they heat with wood

Campaign Toolkit

Employee Transportation Coordinators may download an on-line toolkit to assist them in promoting the campaign at their worksite. The toolkit will be available on December 7, at www.MyCommute.org, and will feature:

- Weekly flyers containing tips
- Email Messages
- Promotional suggestions sheet
- Trivia
- Newsletter
- Certificate of Participation

Posters will be distributed at the ETC Holiday Lunch on December 6, 2011. Additional posters will be available for pick up at the CTR office.

Incentives

Countywide Incentives for Participating Worksites:

The more times people use a commute alternative the more chances they have to win:

# of times commute alternatives used	Enter to win great prizes
Participate 2 times	\$20 gift cards (7 winners)
Participate 4 times	\$25 Hallett's Chocolates gift cards (20 winners)
Participate 8 times	\$50 Anthony's gift cards (6 winners)
Participate 12 times	Overnight Stay & Spa Package at The Davenport Hotel

EnviroFlash for ETCs and Employees

Spokane Clean Air is now using the national EnviroFlash program for air quality updates. On November 1, ETCs enrolled in the Daily Air Quality Report listserv were automatically updated to receive EnviroFlash notifications. This national reporting program allows users to customize information they'd like to receive. If you would like to receive air quality notifications, visit www.spokanecleanair.org and click on the EnviroFlash link.

Please fax completed agreement form to the CTR office by December 20, at 477-7478. If you are unable to attend the December luncheon, please call Linda Radford at 477-7650 to make arrangements to pick up your posters by December 22.

