



Sweeten *YOUR* Commute

Travel Green Email Messages & Promotions Ideas

EMAIL MESSAGES

On the Go

Subject Line: Take your own sweet time....

Ride the bus, share a ride or work from home this winter to reduce traffic congestion, improve air quality and save money on gas. Less time in traffic means more time with friends and family enjoying cleaner air. *Sweeten YOUR Commute* this January.

Subject Line: It's amazing what you can accomplish in one trip.

You don't have to be superman or superwoman to get everything done. You just have to organize all of your errands into fewer trips. This saves time and reduces traffic and air pollution.

Subject Line: Ouch

Been to the pump lately? *Sweeten YOUR Commute*, by leaving your car at home or parking it free at a park-and-ride lot, and ride the bus. Then watch your savings add up, instead of your gas bill and air pollution.

Subject Line: Reduce Costly Gas Bills

Some people at <worksites name> are saving money this winter by leaving their cars at home and finding other ways to get to work. If you ride the bus, share a ride, bike or walk to work one out of five days, you'll reduce your gas usage by 20%. *Sweeten YOUR Commute* and save money and reduce traffic congestion and air pollution.

Idling

Subject Line: Do you know when to turn it off

If idling for more than 30-seconds turn off your engine. Doing so will save you money in fuel costs, extend the life of your car engine, and help our air.

Subject Line: Idling = Zero MPG

Drivers are helping keep Spokane's air clean and healthful by not idling their cars. An idling vehicle gets zero miles per gallon. Avoid drive-thru's. Park the car, stretch your legs and get some fresh air.

Maintenance

Subject Line: Save up to 11 cents a gallon

By keeping your vehicle's tires properly inflated, you can save up to 11 cents per gallon on gas. By checking your tires monthly and inflating them when needed, your car will run efficiently, reducing gas waste and tailpipe emissions.

Subject Line: Tune it up

Regular vehicle maintenance means a cleaner running engine. Staying current with oil changes and tune-ups will improve your vehicle's performance. This will prevent untimely and expensive vehicle breakdowns. Not to mention, a cleaner running car means cleaner, healthier air for all.

PROMOTIONS IDEAS

To encourage bus ridership, arrange a lunch at a restaurant and ride the bus to get there with a group of your coworkers.

Encourage employees to use a free ride matching service at www.rideshareonline.com.

Recognize employees who participated in the campaign, spotlight them in your employee newsletter, intranet or give them a certificate of recognition at a staff meeting.

When employees drive to work alone, encourage them to combine errands into fewer trips.

Post Idling = Zero MPG flyers around your worksite.

If your organization has fleet vehicles, encourage a company-wide no idling policy, to save money on gas, as well as to reduce tailpipe emissions.

Post No Idle Zone signs near loading docks or other areas where idling takes place. Contact Spokane Clean Air to learn how your facility can receive the first sign for free, 477-4727 ext. #114. Or complete and submit the No Idle Zone sign order form included in this toolkit.

Encourage drivers of your fleet vehicles to keep their tires properly inflated by storing a tire pressure gauge in each company vehicle. Have them check tire pressure each time they refuel the vehicle.