

Travel Green. Live Green.

Make a Resolution, Reduce Air Pollution!

January 2010 Campaign Overview

For the month of January, the Commute Trip Reduction office is once again teaming up with the Spokane Regional Clean Air Agency for a winter *Make a Resolution, Reduce Air Pollution* campaign. The goal is two-fold: to encourage employees to try alternative commute options (Travel Green), and to make choices around the home that support cleaner air (Live Green).

As part of the campaign, Employee Transportation Coordinators (ETCs) will receive campaign posters, as well as an on-line toolkit to download and assist with bringing the campaign to their respective worksite.

The on-line toolkit will include:

- ◆ Sample messages
- ◆ Resources information
- ◆ Weekly email flyers containing tips
- ◆ Payroll stuffer
- ◆ Certificate of Recognition
- ◆ Thank you card

The toolkit will be available on Tuesday, December 22 at www.MyCommute.org under the ETC Tools January campaign page.

Countywide employee incentives:

- ◆ Participate once-a-week and fill out your commute calendar to be eligible for the weekly \$50 Fred Meyer gift card. Drawings will be held each Monday for the weekly winner.
- ◆ Participate four times to be eligible for the following monthly prizes:
 - one of ten \$25 Fred Meyer gift cards
 - one of three \$200 Visa gift cards

