

Campaign Overview

Almost one year ago, the Spokane County Commute Trip Reduction (CTR) Office launched the Travel Green initiative. How and what we drive to work, what we use to heat our home and other choices we make every day impact the environment. This January, the Spokane Regional Clean Air Agency (Spokane Clean Air) and the CTR Office are partnering to promote **Travel Green. Live Green.**, to promote being green (choosing clean air actions) to save some green (more money in your pocket.) This winter's campaign will provide air quality facts and suggest "green" tips that will conserve natural resources and reduce the impact on the environment.

Winter Air Quality



In our region, winter can be a time where people get out and enjoy the snowy wonderland, or snuggle in tight at home with a cup of hot cocoa. Even though winter can be beautiful here, we have high pressure systems that settle over the region. On those cold, clear and calm days, the stagnant weather conditions hinder the dispersion of air pollution, causing air quality to decline. The good news is that we can help keep air quality in the green (good) category!

Toolkit, Posters & Incentive Items

To help educate citizens about winter time air quality challenges, and encourage people to take clean air actions, the Spokane Clean Air and the CTR Office will develop a toolkit for the January **Travel Green. Live Green.** campaign. Sample messages, promotion ideas, posters, flyers, and incentive items will help you promote alternative to driving alone, as well as other clean air actions such as no-idling, combining errands into fewer trips, clean burning tip, and weatherization ideas.

Participating worksites will receive 3 - \$25 Safeway gift cards (one for January, February, and March.) These cards can be used as a prize in a worksite prize drawing, or used to buy smaller incentive items to be given out to employees.

Employees from participating worksites who use a commute alternative at least once in January and complete their online calendar will receive a **Travel Green. Live Green.** recycled pencil made out of old money.

The toolkit will be available for download on www.MyCommute.org by December 17. The campaign posters will be available for ETCs to pick up at the December 18 ETC Holiday Lunch.

Countywide Prizes

By participating just once in January, and completing the online commute calendar, employees at participating worksites have the chance to win:

- Pair of lift tickets to Lookout Pass
- Pair of lift tickets to Schweitzer
- One of 20 - \$25 Rock City Grill gift cards
- Grand prize – a \$250 Visa Cash Card

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

Spokane Clean Air offers a free Daily Air Quality report list serve. The system notifies subscribers what the current and forecasted air quality is each morning. To make it easy, when you sign up for **Travel Green. Live Green.**, you automatically sign up for Daily Air Quality report. Air Quality posters are available upon request. These posters can be used as stand alone posters on the Commuting Options Board or to help communicate what air quality is to employees.

Spokane Clean Air also has other list serves that are available for free to people interested in air quality: Wood Buring Bans, *On the Air* newsletter, and Regulation Updates.