

CLEAR THE AIR
CHALLENGE
Drive Down Your Miles

**LET'S KEEP THIS
PERFECTLY
CLEAR**



TAKE THE CHALLENGE AND HELP CLEAR THE AIR

The Clear the Air Challenge, issued by Governor Herbert, Mayor Becker, Mayor Corroon and other community leaders, is a month long competition starting June 13th that gives you the chance to reduce your vehicle emissions by choosing alternatives to driving alone. By driving less and driving smarter, you will ultimately help improve air quality, reduce traffic congestion and conserve energy in Utah. Do you have what it takes to be part of the solution?

TAKE THE CHALLENGE

JUNE 13 - JULY 10, 2011

REGISTER TODAY

ClearTheAirChallenge.org

A Salt Lake Solutions Project

THE PURPOSE OF THE CHALLENGE

The average Utah traveler covers a distance of 298 miles per week. Yet, only 25 percent of Utah travel is from commuters. This means that all drivers directly contribute to the pollution that affects our air quality. In fact, according to the Department of Air Quality, if Wasatch Front drivers were to park their vehicles one day per week, emissions would decrease by 6,500 tons per year.

The goals of the Clear the Air Challenge are to eliminate a total of 300,000 vehicle trips and 2 million miles on Utah's roadways between June 13th and July 10th, resulting in 3.4 million pounds of reduced emissions.

HOW DO YOU GET STARTED?

Register for the Challenge

Visit ClearTheAirChallenge.org to register for the Challenge and become part of the solution. You can register as an individual, or as a team with your family, friends or coworkers.

Track your progress

Log your daily vehicle trip reductions in your personalized trip diary. Check back daily to see your status, check your goals or view inspiring stories from other participants. Be sure to visit the travel options page to learn more about alternatives to driving alone, which will give you an edge on the competition.

Enjoy your success

As you reduce your daily vehicle trips, you will be contributing to better air quality in Utah, while lessening congestion on our roads and conserving energy. By achieving weekly goals, you will earn the chance to compete for weekly prizes and statewide recognition.

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