

CLEAR THE AIR

CHALLENGE

Drive Down Your Miles

LET'S MAKE THIS PERFECTLY CLEAR

HELP IMPROVE AIR QUALITY IN UTAH BY DRIVING LESS & DRIVING SMARTER

DRIVE LESS

The solution to poor air quality starts with each of us. By driving less, we can help reduce vehicle emissions. Implementing alternatives to driving alone is an effective and important step toward clean air. By walking, jogging, cycling, taking mass transit, carpooling or teleworking, you are making simple changes in your behavior that dramatically affect our air quality.

DRIVE SMART

You can reduce your vehicle emissions by simply thinking before you get in the car. Driving smart means consolidating errands into one trip, keeping up on vehicle maintenance, driving the speed limit, not driving during peak commute hours and being idle free. By decreasing our transportation emissions, we are contributing to healthier living for our family, friends and coworkers.

BENEFITS

By reducing your emissions, you are improving health, environmental conditions and quality of life in your community, as well as:

- Decreasing traffic congestion
- Reducing energy consumption
- Saving money

TRAVELWise
Good For you. Good For Utah.

Learn more at
www.TravelWise.utah.gov

TAKE THE CHALLENGE

JULY 1st-31st

REGISTER TODAY

The Clear the Air Challenge, issued by business, government and community leaders, is a month long competition starting July 1st that gives you the chance to reduce your vehicle emissions by choosing alternatives to driving alone.

ClearTheAirChallenge.org

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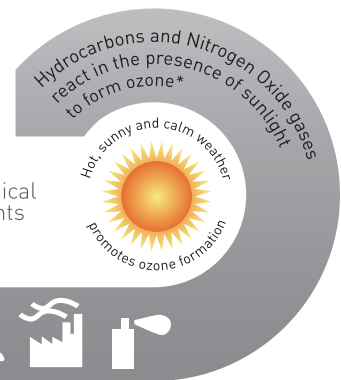


THE TRUTH ABOUT EMISSIONS

AIR QUALITY IN UTAH

When summer air is hot and still, vehicle emissions build in the valleys, resulting in poor air quality. Ground level ozone, the main ingredient of smog, can reach levels that are dangerous to people's health. Transportation emissions are responsible for 50 percent of this ground level ozone. So by simply reducing vehicle trips, we can help protect our health, our environment and our quality of life.

Ozone is formed in the atmosphere through chemical reactions between pollutants emitted from vehicles and many other sources.



* Provided by the California Air Resources Board

HEALTH

Ozone can cause coughing, throat irritation, chest pains and general respiratory system irritation. It can ultimately cause decreased immune system function. This means that unhealthy air can lead to increased medical costs. The direct result of reduced air pollution is healthier air for you to breathe.

ENVIRONMENT

Pollutants combine with the summer heat; the result is environmental deterioration. Plant damage as well as tire and plastic deterioration are just a few of the many adverse effects of air pollutants. The direct result of reduced air pollution is bluer skies and greener plants.

QUALITY OF LIFE

The long-term effect of air pollution is decreased quality of life in Utah. The current air forecast, available at www.airquality.utah.gov, warns us of days that can be especially hazardous to our health. The fact that people must be told when they can take a walk or let their children play outside is an unwelcome reality. The direct result of reduced air pollution is a community you are proud to call home.