



CLEAR THE AIR
CHALLENGE
DRIVE DOWN YOUR MILES

Looking for examples of how to communicate with your Clear the Air Challenge team? Look no further! Here are some example emails from Michelle Brown, Coordinator of Resource Stewardship for the Utah Department of Government Operations. Michelle manages the Clear the Air Challenge for all state government employees. She's learned a few things along the way and she's happy to share!

KICKOFF EMAIL

Here is an email Michelle sent to employees in the Department of Government Operations to encourage them to join the Clear the Air Challenge and sign up under the right team. Teleworking is bolded because it is the most popular TravelWise strategy used by this department.

Hello Department of Government Operations,

The Clear the Air Challenge begins in 8 days! The Clear the Air Challenge is a month-long competition that gives you the chance to reduce your vehicle emissions by choosing alternative methods of transportation, such as walking, biking, carpooling, **teleworking**, and more! By driving less and driving smarter, you will ultimately help improve air quality, reduce traffic congestion, and conserve energy in Utah.

If you have participated in the past, simply log back into cleartheairchallenge.org or create a new account. Don't forget to join your division's team as well so we can see which division makes the greatest air quality impact during the 2022 challenge. 😊 Here are the links to the Division teams:

(listed links for each team)

Some important dates to keep in mind:

- July 1st - First day of the Challenge and the day you should actively start logging your trips
- July 31st - Last day of the Challenge
- August 4th, midnight - Last day to log your trips for the month of July

If you have any questions about the Clear the Air Challenge, please email me and I will be happy to assist you.

Sincerely,
Michelle

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STAY MOTIVATED EMAIL

This is an email Michelle sent midway through a past Clear the Air Challenge. Its intent is to keep state employees engaged throughout the Challenge.

Good Afternoon Department of Government Operations,

I wanted to let you all know that the State of Utah is ranked 3rd in the Clear the Air Challenge...SO FAR! But GovOps has a great opportunity to improve! Please continue to track your alternative travel trips (i.e. teleworking, carpooling, taking transit) throughout the month of July so that the State of Utah can continue to be a positive example for improving Utah's air quality! Remember, if you have participated in the past, simply log back into cleartheairchallenge.org or create a new account if you are new to the Challenge.

Don't forget to join your division's team as well so we can see which division makes the greatest air quality impact during the 2022 challenge. 😊 Here is the current standing for GovOps' Divisions (ranking based on lbs of CO2 Saved):

1. DTS = 623.2 lbs of CO2 reduced (to-date)
 - This is equivalent to the same amount of carbon sequestered by about 5 tree seedlings being grown for 10 years 🌳
2. Finance = 389.4 lbs of CO2 reduced (to-date)
3. DHRM = 191.6 lbs of CO2 reduced (to-date)
4. Fleet = 111.3 lbs of CO2 reduced (to-date)
5. Purchasing = 94.1 lbs of CO2 reduced (to-date)
6. EDO = 69.9 lbs of CO2 reduced (to-date)
7. Archives = 0
8. DFCM = 0
9. Rules = 0
10. Risk = 0

Best,
Michelle