

CLEAR THE AIR

C H A L L E N G E

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
rethink your trip

Learn more at
www.TravelWise.utah.gov

TAKE THE CHALLENGE

FEBRUARY 1st-28th

REGISTER TODAY

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

ClearTheAirChallenge.org

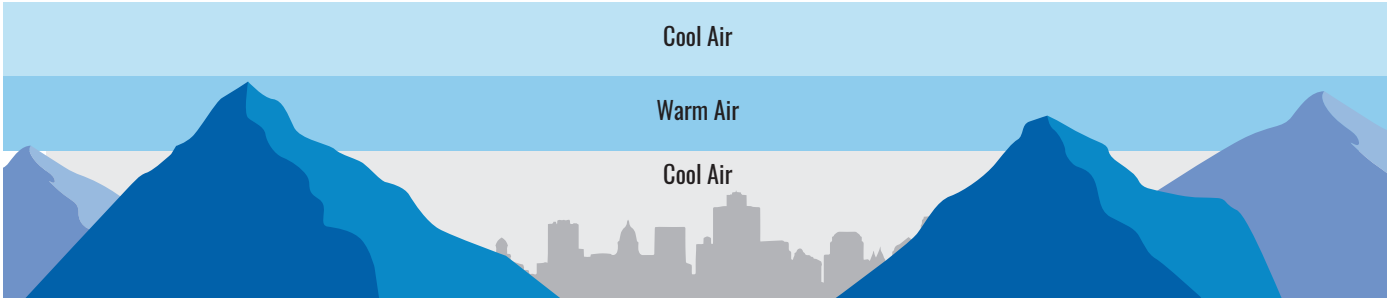
CARPPOOL | USE MASS TRANSIT | BIKE | TELEWORK | TRIP CHAIN



THE TRUTH ABOUT EMISSIONS

AIR QUALITY IN UTAH

Poor air quality becomes a particular concern during the winter months when normal atmospheric conditions (cool air above, warm air below) become inverted. Inversions trap a dense layer of cold air under a layer of warm air, acting like a lid and trapping pollutants in the cold air near the valley floor. Nearly 50% of the pollutants trapped during the inversions are caused by transportation emissions. So by simply reducing vehicle trips, we can protect our health, our environment and our quality of life.



HEALTH

Poor air quality is unhealthy for everyone, but especially for children, people with heart disease, people with respiratory problems, people at risk for stroke, and older adults. For these groups, poor air quality can cause greater risk of stroke, blood clots, heart attack and early death. The direct result of reduced air pollution is healthier air for you and your family to breathe.

ENVIRONMENT

The Wasatch Front valleys and their surrounding mountains act like a bowl, keeping cold air in. The snow-covered valley floors reflect rather than absorb the heat from the sun, preventing the normal vertical mixing of warm and cold air. Fog exacerbates the problem, facilitating chemical reactions that create even more particles and higher pollutant concentrations. The longer the inversion lasts, the higher the levels of pollution trapped under it.

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.