

CLEAR THE AIR

C H A L L E N G E

DRIVE DOWN YOUR MILES

RESOURCE GUIDE

**Updated June 2024*

DEAR PARTICIPANT,

Thank you for your unwavering commitment to the Clear the Air Challenge. For over a decade, we have reached remarkable milestones together, demonstrating the power of collective action in improving air quality.

Through your dedication, Challenge participants have collectively eliminated over 1.4 million trips, saved an impressive 21 million miles and significantly reduced emissions by more than 7 thousand tons. These achievements underscore the positive impact each of you has had on our environment.

As we reflect on these accomplishments and our conversations with participants, we have decided to no longer host the Clear the Air Challenge. Instead, we believe it is time for each of you to take the lead in shaping your own impact on air quality.

We understand that every community, business and individual has different needs and capabilities. Which is why we've created tools, resources and best practices to empower you to take the next step in clearing the air in your own way.

We have full confidence in your ability to drive meaningful change, and we're excited to witness the innovative solutions and initiatives you'll undertake independently. Your dedication and passion are the driving forces behind our collective progress, and we are grateful for your ongoing support.

Thank you once again for your participation in the Clear the Air Challenge. We look forward to seeing what you can accomplish.

SINCERELY,

The Clear the Air Challenge Team

CREATING YOUR OWN CHALLENGE

Follow these simple steps to create a successful Challenge within your organization:

DEFINE YOUR GOALS

Determine the objectives of your Clear the Air Challenge. Consider air quality improvement, employee wellness, reduced carbon footprint and community engagement as potential goals.

FORM A PLANNING TEAM

Recruit a team within your organization to oversee the Challenge. You might include representatives from HR, sustainability, communications or employee engagement departments.

CHOOSE YOUR CHALLENGE'S TIME PERIOD

Decide on the duration of your Challenge. Consider a month-long period, or customize it to align with specific organizational events or initiatives. You may also choose to implement a revolving challenge that repeats monthly or quarterly.

SELECT CHALLENGE ACTIVITIES

Identify sustainable transportation activities participants can engage in, such as carpooling, biking, walking, using public transit, telecommuting or driving electric vehicles. You may also branch out to additional initiatives, such as saving water, recycling or reducing electricity usage.

SET TRACKING AND REPORTING MECHANISMS

Determine how participants will track their activities and progress. Consider using digital platforms, spreadsheets, or custom tracking tools. If your team is interested in utilizing the platform used in previous Challenges, contact the RideAmigos team (information included on the Resources page of this guide).

COMMUNICATE AND PROMOTE

Develop a communication plan to promote the Challenge internally. Create engaging emails, posters, and social media posts to raise awareness and encourage participation.

PROVIDE INCENTIVES AND RECOGNITION

Offer incentives such as prizes, recognition or wellness benefits for participants. Celebrate achievements and recognize individuals or teams who excel in the Challenge.

EVALUATE AND SHARE RESULTS

Collect data on participant activities, emissions reductions, cost savings and employee feedback. Share your successes with your internal teams, and let us know how you're doing as well! We would love to hear from you and elevate your stories. Reach out to us at info@cleartheairchallenge.org.

WHAT THE CHALLENGE MIGHT LOOK LIKE FOR YOU

Implementing a Clear the Air Challenge tailored to your organization's culture and goals can inspire sustainable practices and foster a sense of community engagement. Below are four examples of challenges along with comprehensive explanations on how to achieve them.

By customizing the Challenge to align with your organization's priorities and providing clear guidelines and incentives, you can engage employees effectively and drive meaningful changes towards sustainability and cleaner air.

PUBLIC TRANSPORTATION CHALLENGE

- **Objective:** Encourage employees to utilize public transportation for their daily commute.
- **Challenge Setup:** Provide employees with free or subsidized transit passes for the duration of the Challenge. Create a tracking system for employees to log their public transit trips.
- **Achievement Metrics:** Measure the number of public transit trips taken by employees during the Challenge period. Recognize individuals or departments with the highest participation rates or emissions savings.

CARPPOOLING CHALLENGE

- **Objective:** Promote carpooling as a means to reduce vehicle emissions and traffic congestion.
- **Challenge Setup:** Encourage departments or teams to form carpools for commuting or work-related travel. Implement a tracking system to record the number of carpool trips each team completes.
- **Achievement Metrics:** Monitor and reward teams with the highest number of carpooled trips or most significant emissions reductions. Offer incentives such as preferred parking spots or recognition for participating teams.

ACTIVE TRANSPORTATION CHALLENGE

- **Objective:** Encourage employees to choose active transportation options like walking or biking for short trips.
- **Challenge Setup:** Designate a specific period (e.g., lunch breaks) for employees to walk or bike to nearby destinations instead of driving. Provide resources such as bike racks, walking maps or safety tips to support active commuting.
- **Achievement Metrics:** Track the number of walking or biking trips taken by employees during the Challenge. Recognize individuals or teams who consistently choose active transportation options.

ELECTRICITY EFFICIENCY CHALLENGE

- **Objective:** Reduce energy consumption and emissions by promoting electricity-saving practices.
- **Challenge Setup:** Conduct an energy audit to identify areas of improvement in office energy use (e.g., lighting, equipment). Implement awareness campaigns and training sessions on energy-saving practices for employees.
- **Achievement Metrics:** Monitor electricity usage before, during and after the Challenge period to measure savings. Recognize departments or individuals who contribute significantly to energy conservation efforts.

SAMPLE INTRODUCTORY EMAIL

To get started with your organization's Challenge, you will first need to create excitement and gather participants! Consider reaching out to your entire staff list with an introductory email to get started. See below for an example that you are welcome to utilize within your own organization.

Subject: Join Our Clear the Air Challenge!

Dear Team,

I am excited to announce our organization's participation in the Clear the Air Challenge! For the past 15 years, this initiative has been a driving force in reducing vehicle emissions and improving air quality across Utah. Now, it's OUR turn to make a difference.

The Challenge invites us to embrace sustainable transportation options such as carpooling, biking, walking, using public transit, telecommuting, or driving electric vehicles. By participating, we not only contribute to cleaner air but also promote employee wellness and community engagement.

Join us in this important initiative by [\[Start Date - End Date\]](#). Every trip counts, and together, we can create a healthier environment for ourselves and future generations.

Let's Clear the Air together!

[\[Your Name\]](#)

[\[Your Title\]](#)

[\[Contact Information\]](#)

RESOURCES

Even if not implementing a formal challenge, there are many steps your organization can take to educate employees on air quality issues and make improvements within your workplace. See below for a list of opportunities and resources available to you:

Grants for Emissions – Reducing Technology – Utah Clean Air Partnership (UCAIR)

UCAIR has established a grants program to encourage businesses, government entities and non-profit organizations to invest in emissions-reducing and energy-efficient technology. The program encourages creative thinking and priority will be given to projects and technologies based on solid metrics that can show actual pollution reduction.

Contact:
info@ucair.org
ucair.org

Air Quality Statistics and Info – Utah Department of Environmental Quality

Utah DEQ offers a variety of information, statistics and air quality updates. Your organization may choose to use this information to educate employees on current air quality issues.

Contact:
deqinfo@utah.gov
deq.utah.gov

Electric Vehicle Infrastructure Program – Rocky Mountain Power

Rocky Mountain Power's Electric Vehicle Infrastructure Program provides rebates to homes and businesses for installing electric vehicle charging or make-ready investments.

Nonresidential customers also have opportunities for funding level 2 chargers, DC Fast chargers and custom projects (through the make-ready program).

Contact:
ev@rockymountainpower.net
rockymountainpower.net/savings-energy-choices/electric-vehicles/utah-incentives.html

TravelWise – Utah Department of Transportation

TravelWise is an initiative that invites Utahns to rethink their trip. By driving less and driving smarter, individuals, businesses and communities can ultimately help improve air quality, optimize mobility, improve health and conserve energy in Utah. Representatives are available to visit your organization and speak about smart transportation strategies.

Contact:
travelwise@utah.gov
travelwise.utah.gov/for-businesses

Transit Passes – Utah Transit Authority

The Utah Transit Authority (UTA) is a special service district responsible for providing public transportation throughout the Wasatch Front of Utah via FrontRunner, TRAX and bus services. Your organization can provide employees with passes as a way to encourage public transit usage.

Contact:
rideuta@rideuta.com
rideuta.com

Commute Tracker – RideAmigos

RideAmigos's Commute Tracker software and app allows users to track miles, trips and emissions saved by using transportation options other than driving alone. The Clear the Air Challenge used this software to determine leaderboards and total emissions saved.

Contact:
adminhelp@rideamigos.com
rideamigos.com