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# AirWaves

A PUBLICATION OF THE  
CLEAN AIR CAMPAIGN®



Spring 2005

## Clean Commuting Can Be So Rewarding



Starting today, you can free yourself from traffic and receive cash and prizes when you clean commute. Commuter Rewards offers three different incentives, depending on your commuting habits. The program is brought to you by The Clean Air Campaign

and the region's transportation management associations (TMAs).

*Tired of driving alone? Willing to try a commute alternative?* Earn up to \$180 with [Cash for Commuters](#) by abandoning your solo commute and trying one or more commute alternatives. More than 8,600 metro Atlantans have already cashed in.

*Already a clean commuter? Get rewarded for your efforts.* Participate in [Commuter Prizes](#). The more you carpool, vanpool, take transit, telework, bike or walk, the greater your chances of winning. Participants can receive prizes of \$25 and \$100. This isn't like the lottery; one-in-20 participants receive a \$25 gift card each and every month.

*Already carpooling?*

Increase your carpool to three or more people and start earning monthly gas cards with [Carpool Rewards](#). Over the next year, your carpool can earn up to \$480 in gas money. That means your money can be spent on other things.

[Find the program](#) that works for you and start earning your rewards today!

## SMOG ALERT

[Sign up to receive Smog Alerts!](#)

## COMMUTE CLUE

**Walk to Run Errands and Get into Swimsuit Shape**



With more than 25 percent of all car trips less than a mile in length, take to the street and try walking to short-trip destinations. Walking can help you get in summertime shape, and, when you choose to walk to lunch or run errands, you also help keep our air cleaner.

More than 5,500 metro Atlantans joined us in

## Better Air Schools Create Clean Air Stewards



The 2005-2006 school year marks the region-wide launch of our [Better Air Schools](#) program. We are partnering with 20 elementary and two middle schools to educate students and parents,

change school commuting behaviors and empower the entire school community to join the fight for cleaner air.

The 2004 school year saw incredible success in our two pilot programs, Rebecca Minor Elementary in Gwinnett County and Barnwell Elementary in Fulton County. Because of their enthusiasm and support, the Better Air Schools program is better than ever!

Better Air Schools can take advantage of a variety of projects:

- A school-based trip reduction program, designed to reduce traffic on school grounds and surrounding roads;
- An educational school assembly program featuring BAIR, the Better Air Bear;
- Smog Alert education and dissemination;
- An anti-idling campaign targeting school buses and parent drivers; and
- Hands-on learning [lesson plans](#) about air chemistry, the importance of clean air and sources of air pollution. These lesson plans are available to schools statewide.

Find out more about the [Better Air Schools](#) program - and all of the exciting educational resources available from The Clean Air Campaign.

April's Metro Atlanta Walk There! Challenge, logging over 215 million steps in just the first two weeks. Check out our [Web site](#) and get some helpful [tips for adding more steps \(pdf\)](#) to your day. You'll be well on your way to a healthier you and healthier air for everyone.

### SPOTLIGHT COMMUTER

1-87-RIDEFIND helps [Patricia Hollins \(pdf\)](#) combat high gas prices.

### WHAT'S NEW

The Clean Air Campaign has a new online home. The new [Web site](#) offers more hands-on information and easier navigation to better meet the needs of commuters, employers, and schools. Sit back, relax and let your fingers do the clicking - then [let us know](#) what you think!

May 1 marks the beginning of another smog season. Now is the perfect time to find a [commute alternative](#) and [sign up](#) to receive Smog Alerts to better protect



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[cleanaircampaign.com](http://cleanaircampaign.com)

your health and the health  
of your family.

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