**Don’t Pollute. Switch Up Your Commute.**

Transportation is one of the biggest contributors to air pollution. In conjunction with the start of the St. Louis Regional Clean Air Partnership’s daily air quality forecasting season, more than half a dozen partners, who collectively provide an array of transportation options that extend beyond driving in single-occupancy vehicles along with resources and incentives for doing so, are joining forces to kick-off a **“Don’t Pollute. Switch Up Your Commute.”** campaign. This summerlong effort will work to inform people that the way they choose to travel impacts the quality of air St. Louis area residents breathe, while motivating them to modify commuting behaviors as often as they are able.

(Company name) has committed to joining in the region’s race for cleaner air. Employees can visit [www.SwitchUpYourCommute.com](http://www.SwitchUpYourCommute.com) to download the color-coded air quality forecast, which provides daily updates via email or text stating if the forecast for the following day is a GREEN (good), YELLOW (moderate), ORANGE (unhealthy for sensitive groups) or RED (unhealthy) air quality day. The first 200 people to download the forecast will receive a free, STL-STYLE campaign T-shirt.

From there, employees can show they care about clean air by taking transit, carpooling, vanpooling, walking, biking or telecommuting. The site provides detailed information about all transportation options available on both sides of the Mississippi River – and links to associated schedules, pricing, programs, ride matching services, incentives and more.

When an ORANGE or RED air quality day is forecasted, those who have registered for the daily air quality forecast will receive a text message asking them if they plan to modify their commute the following day – and if so – how. These respondents – along with those who post a picture of themselves on Instagram, Facebook or Twitter taking transit, carpooling, vanpooling or telecommuting on a poor air quality day and include #SwitchUpYourCommute – will be entered to win a variety of prizes through the end of the air quality forecasting season on September 30, 2022.

Learn more at [www.SwitchUpYourCommute.com](http://www.SwitchUpYourCommute.com).