



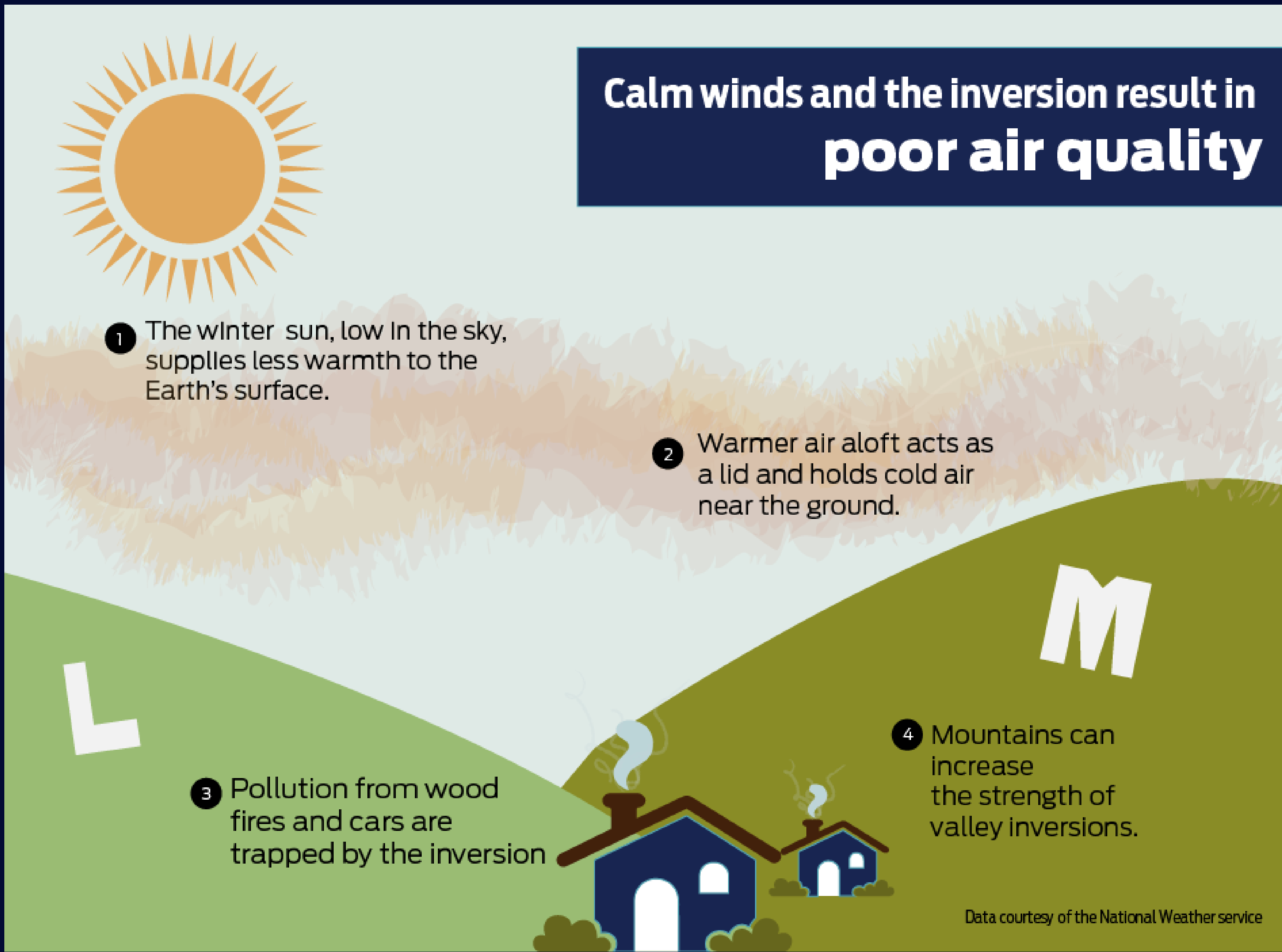
CLEAR THE AIR FACT SHEET



AIR QUALITY in the MISSOULA VALLEY



Let's talk about INVERSION



The Missoula Valley is particularly susceptible to poor air quality 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 that prevents the pollutants from rising and trapping them in the cold air near the valley floor - **the air that we breathe**.

Transportation is the largest contributor to greenhouse gas emissions in Missoula, accounting for almost **40% of all emissions**. So by simply reducing vehicle trips we can protect our health, our environment and our quality of life.

SUSTAINABLE TRANSPORTATION. MAKE THE MOVE TO KEEP OUR AIR CLEAN.

DISCOVER YOUR OPTIONS

Every time we step into our vehicles, we are making a **choice**. Being aware of **ALL** of our transportation options allows us to choose the appropriate mode for each trip. That way we can leave cars out of the equation when possible opting instead to bus, walk or bike. Carpools and Vanpools offer options to make vehicular travel more efficient. Visit waytogo.missoulainmotion.com to find options available to you!

DRIVE SMART

When we do choose to travel by car, we can reduce emissions by consolidating errands, coordinating with others to carpool whenever possible, keeping up on vehicle maintenance and **not running on idle**. Looking for others to carpool with? Way to Go! Missoula offers simple and secure carpool matching solutions.



ENJOY THE BENEFITS

Reducing drive alone trips has both personal and community wide benefits:

- > Save money
- > improved traffic flow
- > **improved air quality**
- > active commutes = calories burned + improved mental health
- > increased workplace productivity



HEALTHY COMMUNITIES NEED CLEAN AIR

Poor air quality is unhealthy for everyone and especially impacts the most vulnerable members of our community (children, seniors, pregnant woman, people with respiratory problems, etc.). Long term exposure to polluted air results in: increased chances of

developing diseases such as asthma, bronchitis, and cancer; loss of lung capacity; and shortened life spans.

The direct result of reduced air pollution is healthier air for you and your family to breathe. Now is the time to join the movement!

Take the Clear the Air Challenge

- ➡ Be part of the solution.
- ➡ Measure your impact.
- ➡ Win PRIZES.

January 1 - 31

MissoulaInMotion.com

