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## **Clear the Air Challenge Recognized by Harvard University's Bright Ideas Program**

Salt Lake Solutions Campaign Selected by Ash Center for Democratic Governance and Innovation

CAMBRIDGE, MASS. and SALT LAKE CITY – The Ash Center for Democratic Governance and Innovation today announced Salt Lake Solutions' Clear the Air Challenge as one of 173 government initiatives selected for its Bright Ideas program. Bright Ideas is an initiative that recognizes creative and promising government programs and partnerships. The initiative is offered through the Innovations in Government Program, a program of the Ash Center for Democratic Governance and Innovation at Harvard Kennedy School.

During the month-long Clear the Air Challenge, Utah residents came together and eliminated 103,710 single-occupant vehicle trips and averted 1,272,040 miles, resulting in a reduction of 2.1 million pounds of emissions in local air. The 2010 Challenge was coordinated by the Salt Lake Solutions Air Quality Partners Team, a collaboration of more than 20 government, business, community and faith-based organizations.

"For over 20 years we have been honoring the country's most creative public sector initiatives through our Innovations in American Government Awards Program," said Anthony Saich, director of the Ash Center. "The creation of Bright Ideas was a natural next step to shed light on an even greater number of noteworthy programs and practices across our nation and to encourage practitioners to make these ideas work in their own backyards."

"The Clear the Air Challenge created by Salt Lake Solutions has been a model campaign for public engagement to tackle our community's problem of air quality through real and actionable means," said Salt Lake City Mayor Ralph Becker. "The program inspired change and awareness about Utah's air

quality issues and is now being recognized as a Bright Idea by the Ash Center at Harvard to illustrate how great ideas can be used in many other cities across the country.”

This year’s cohort of Bright Ideas was chosen by a team of expert evaluators made up of academics, practitioners, and former public servants. Selected from a pool of nearly 600 applicants including smaller-scale pilots, 2010 Bright Ideas address a range of pressing issues including poverty reduction, environmental conservation, and emergency management.

The 2010 Bright Ideas will be showcased on the Center’s Government Innovators Network, an online marketplace of ideas and examples of government innovation for policymakers and practitioners. The inaugural group of Bright Ideas will serve as a cornerstone of a new online community where innovative ideas are proposed, shared, and disseminated. The Ash Center also envisions that these Bright Ideas have the potential to become future Innovations in American Government winners.

### **More about Salt Lake Solutions**

Salt Lake Solutions projects involve the community, all levels of government, business and non-profit organizations in solving problems that cannot be achieved without the integration of public and private support. The Salt Lake Solutions program is jointly funded by the Salt Lake City Council and Office of the Mayor. For more information, go to [www.slcgov.com/SLSolutions](http://www.slcgov.com/SLSolutions).

### **Bright Ideas**

Bright Ideas is an initiative that recognizes creative and promising government programs and partnerships. The initiative is offered through the Innovations in Government Program, a program of the Ash Center for Democratic Governance and Innovation at Harvard Kennedy School. For more information, please visit <http://innovationsaward.harvard.edu/BrightIdeas.cfm>.

### **About the Ash Center for Democratic Governance and Innovation**

The Roy and Lila Ash Center for Democratic Governance and Innovation advances excellence and innovation in governance and public policy through research, education, and public discussion. Three major programs support the center’s mission: the Program on Democratic Governance; the Innovations in Government Program; and the Rajawali Foundation Institute for Asia. For more information, visit [www.ash.harvard.edu](http://www.ash.harvard.edu).

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