



Clean Air Counts

Visit us at www.cleanaircounts.org

July 2007

Clean Air Counts is a northeastern Illinois regional initiative to reduce ozone-causing emissions, thereby improving air quality and enabling economic development.

It is a collaborative effort between the Metropolitan Mayors Caucus, City of Chicago, U.S. Environmental Protection Agency Region 5, and Illinois Environmental Protection Agency. This multi-year initiative seeks to achieve specific and significant reductions in targeted smog-forming pollutants and major reductions in energy consumption.

This program will reduce costly health problems caused by air quality and demonstrate a voluntary approach to air quality improvement.

Inside

- Clean Air Counts Billboards
- Businesses Success Stories
- Clean Air Counts in the News
- Events Photo Album
- Award Winning Communities

Did you know that Clean Air Counts businesses have used 483,408 gallons of air friendly, low VOC cleaning products this year?



CAMPAIGN UPDATE

As Chairman of the Environmental Committee for the Metropolitan Mayors Caucus, it gives me great pleasure to talk about the achievements of the Clean Air Counts Campaign. We have made tremendous progress with air pollution reduction due to strong community and business participation throughout the Chicago metropolitan region. Working with businesses and communities we have reduced ozone related emissions by 4.93 tons per day, or 2,072,718 pounds. 39% of the program's overall pollution reduction was reported since October 1, 2006.

How is this possible? People like you and me from businesses and communities make the difference by working with the Campaign to implement a strategy and then report on it. This partnership allows organizations to reduce pollution in tangible ways and get quantification from Clean Air Counts validating the impacts of your actions.

This newsletter discusses Clean Air Counts success stories featured in our Summer 2007 Billboard Campaign, highlights recent media campaigns on energy efficient lighting and low VOC cleaning products and announces our latest group of award winning communities—which includes our first five platinum communities ever.

I thank you for your efforts and hope that you will continue to work with Clean Air Counts and champion this program to neighboring organizations.

Sincerely,

Thomas J. Murawski
President, Village of Midlothian
Chair, Environmental Committee

DuPage County Celebrates its First Anniversary with Clean Air Counts

On Thursday, May 24th, community and businesses leaders met at Tellabs to celebrate DuPage County's first year of Clean Air Counts.

DuPage County has much to celebrate after one year of partnership with Clean Air Counts. In addition to recruiting fifty new businesses, communities and institutions, DuPage has quantified over 230,000 pounds of pollution reduction thanks to reports filed by thirteen of its new members.

The event featured Mayor Ken Johnson of Wood Dale, Nancy Fishman of Grand Victoria Foundation, DuPage County

Board Member Jeff Redick, John Puscheck of Prager Moving and Storage and James Patchett of the Conservation Design Forum.



Mayor Ken Johnson of Wood Dale discussed his community's participation in Clean Air Counts.

Other highlights included awards given to organizations for reporting on Clean Air Counts strategies, energy efficient lightbulb and emission free lawnmower demonstrations by SCARCE, door prizes and a tour of the grounds at Tellabs lead by James Patchett. ■

Energy efficient lighting and ENERGY STAR® office equipment provide alternative resources and management systems for light design and controls, light bulbs and office equipment in order to reduce energy usage. Effective programs save money on utility bills and maintenance costs while reducing the levels of fossil fuel emissions at power plants.

Energy efficient buildings and homes ensure optimum utilization of heating and cooling for air and water through improved insulation and other tactics. This results in greater building comfort, lower utility costs and reduced levels of fossil fuel emissions at power plants.

Low VOC paints, cleaning products and building materials are cost competitive, as effective as traditional products, create less eye and respiratory irritation and reduce emissions of smog-forming VOCs into the atmosphere.

Natural landscaping uses native plants, wildflowers and grasses to landscape around large properties. It significantly reduces maintenance costs and virtually eliminates the tons of VOCs emitted into the air by lawn mowers and other maintenance equipment.

Workforce transportation options provide alternative methods to reduce the number of commuters driving alone to work. These strategies improve worker productivity, and, in some cases, offer tax benefits to both employers and employees.

Diesel retrofit programs use retrofit technologies and cleaner fuels or additives to reduce emissions of soot, smog-forming pollutants and other toxic air pollution from diesel-powered vehicles.

Green Means Good Business For The Merchandise Mart

The Merchandise Mart joined Clean Air Counts in 2006 and has since reduced air pollution by 264,018 pounds. The Mart implemented a number of campaign strategies including low VOC paints, cleaning products and building materials, energy efficient lighting and workplace transportation options.

Merchandise Mart personnel championed Clean Air Counts strategy implementation as part of their overall commitment to operating an environmentally sustainable and energy efficient building.

“The Mart as a building has always championed green ini-

tiatives because green means good business,” said Myron Maurer, senior vice president, Merchandise Mart Properties Inc. “Green buildings create a healthy workplace and ensure that generations to come will have the resources they need to thrive on this planet.”

To ensure that these strategies are maintained going forward and to address their annual reporting goals, the Mart developed policies and specifications in an effort to standardize them as part of day-to-day building operations. These policies explain the strategies and specify approved products, providing

in-house resources to personnel so that this information is at their fingertips. For example, their green cleaning policy uses the Green Seal certification program as its product purchasing guideline. This makes it easy for purchasing and house-keeping personnel to make informed decisions about what products to look for from their vendor and cleaning contractor.

Overall the Clean Air Counts program at the Mart is going well and expects to improve its pollution reduction numbers with new initiatives later this year. ■

Windsor Park Manor Makes A Visible Difference

Windsor Park Manor is a retirement community in Carol Stream that has made a big impact on air quality. The community joined Clean Air Counts in 2006, and through installation of native landscaping and energy efficient lighting, has reduced air pollution by 10,995 pounds.

As a Research Associate at the Morton Arboretum in Lisle, Windsor Park resident Ray Brand knows the air quality benefits provided by native plants. Dr. Brand persuaded Landscape

and Garden Committee members to try something new on a small section of the property. A grass-covered earthen berm was replanted with annual native flowering plants and prairie grass. Because the native vegetation does not require maintenance with lawn mowers or other gasoline-powered equipment, over 80 pounds of harmful air emissions were eliminated.

Controlling the cost of living for 500 residents motivated Windsor Park management to

make a switch to energy-efficient lighting. To date, over 1,500 incandescent light bulbs have been replaced with low wattage fluorescent bulbs throughout five buildings in the complex. Annual savings in energy costs total an impressive \$63,000, and air pollution has been reduced by over 10,900 pounds. After joining Clean Air Counts, Windsor Park administrators learned just how much their energy-efficient lighting benefits the environment as well as the bottom line. ■

Finishes Unlimited, Inc

Employee owned, Finishes Unlimited, Inc. is an industrial paint manufacturer located in Sugar Grove, IL. The company focuses on the research, development, and manufacture of EPA compliant water reducible bake enamel and air-dry coatings. Finishes Unlimited, Inc., supplies these coatings to in-

dustrial users throughout North America.

As a member of Clean Air Counts (CAC), Finishes Unlimited has helped its customer’s replace their solvent borne coatings with water reducible coatings. This improvement has allowed their customers to

significantly lower their Volatile Organic Carbon (VOC) and Hazardous Air Pollutant (HAPs) emissions and the amount of hazardous waste generated from their coating operation.

For example in 2005, Finishes Unlimited, Inc. converted three Illinois companies to water

(Continued on Page 6)

- I-294 Northbound Tri State .7 miles south of Grand Avenue
- Hwy 41 and Buckley Road
- Rand Road and Lake Cook



Finishes Unlimited
reduced air pollution by 81,216 lbs.

You can help too!
www.CleanAirCounts.org

This ad was made possible by the Searle Funds at The Chicago Community Trust. Clean Air Counts is made possible through the support of Grand Victoria Foundation, The John D. and Catherine T. MacArthur Foundation, the Gaylord and Dorothy Donnelly Foundation, the Searle Funds at The Chicago Community Trust, and the U.S. Environmental Protection Agency.

- Milwaukee Avenue(Rt.45) south of Deerfield Road
- I 90/94 (Kennedy) at Kedzie Avenue in Chicago



Lincoln Park Zoo
reduced air pollution by 17,057 lbs.

You can help too!
www.CleanAirCounts.org

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- Eisenhower around 25th Avenue
- I-294 (Tri-State TWY) on the west side south of Touhy Avenue
- I-55 (Stevenson) north side west of Central Avenue



The Merchandise Mart
reduced air pollution by 264,018 lbs.

You can help too!
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- I-57 .25 miles north of 167th street overpass
- Bishop Ford (94) south of 165th Street



St. Lawrence O'Toole Parish
reduced air pollution by 4,525 lbs.

You can help too!
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- North Ave 227 west of Ardmore on the North side
- Hwy 83 south of St. Charles Road



Windsor Park Manor
reduced air pollution by 10,995 lbs.

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St. Lawrence O'Toole Parish Cleans the Air

There is something in the air at St. Lawrence O'Toole (SLOT). Last year, the Parish adopted the Clean Air Counts Campaign and has been making strides to improve its environmental footprint.

The St. Lawrence O'Toole Parish grounds are passing their 45th year, and over the course of its

history, many improvements have been made to the buildings and grounds to increase the operating efficiency of heating, ventilation and air conditioning systems and lighting. These technologies were either unavailable or prohibitively expensive when the building was built. Recently the staff at SLOT have

upgraded lighting and heating/ventilation systems, with an eye to saving considerable costs, and the Parish maintains the in-house expertise to implement new technologies to increase its efficiency while decreasing its utility expenses.

St. Lawrence is interested in going further with its environ-

mental initiatives and is considering using low-solvent paints and cleaning products in addition to continuing its energy efficiency campaign. Its use of compact fluorescent and other high efficiency lighting has prevented the equivalent of 4,525 pounds of pollutants from being released into the air. ■

Clean Air Counts in the News

Does this quote, "The dark cloud of skyrocketing electricity rates may just have a silver lining - cleaner air" sound familiar? It should. Mayor Murawski's letter to the editor promoting energy efficiency as a way to overcome the high cost of electricity was published in the Chicago Sun Times on January 26, Daily Herald and Daily Southtown. You may have also seen the following Clean Air Counts stories in the news:

The Pioneer Press ran a story on Evanston Northwestern Healthcare's Glenbrook Hospitals energy program called 'Hospital halves its energy bill'.

Annunciation of the Mother of God Byzantine Catholic Church in Homer Glen was featured in the Daily Southtown for its Native Landscaping in an article titled 'Church leads the way in planting native prairie among the subdivisions'.

During Earth Month the following Clean Air Counts stories on low VOC cleaning products were published:

April 4th-Six Green Cleaning Tips in the Chicago Tribune Julie's Health Club column. The article gave general green cleaning tips from Clean Air Counts.

April 19th- Northbrook Bank &

Trust greens up its cleaning act. Article discussed Northbrook Bank & Trust's participation in Clean Air Counts and success with green cleaning.

Kate Agasie, Director of Environmental Initiatives at the Metropolitan Mayors Caucus, discussed home made cleaning products on ABC and NBC Sunday morning shows in April.

In addition many communities were featured for their Clean Air Counts participation in the news:

Daily Northwestern *Community Leaders Reflect On Evanston's Environmental Policy.*

Pioneer Local *Clean Air Counts in BG.*

The Beacon News *Park Joins Clean Air Program* on Aurora and Fox Valley Park District's participation in Clean Air Counts.

Chicago Suburban News *Operations in Lombard to become greener.*

Daily Herald *Wood Dale joins clean air effort.*

Chicago Suburban News *Footprints in the land: Towns, groups strive to decrease environmental impact.* The article discusses Lombard's participation in Clean Air Counts. ■

Lincoln Park Zoo

Lincoln Park Zoo, a free admission Chicago institution renowned for innovative efforts in wildlife conservation and community education, is finding new ways to improve the environment and increase awareness through the Clean Air Counts Campaign.

The zoo stands out as an exemplary model for implementing consistent and sustainable pollution prevention initiatives.

The zoo has taken steps to reduce its environmental impact, through the construction of six green roofs and ensuring new exhibits take full advantage of the latest innovations in green design. New environmental programs are currently being developed by Jamie Peters, the zoo's coordinator of environmental initiatives.

A longtime member of Clean Air Counts, the zoo recently reported its pollution prevention actions from the past five years and, in September 2006, was honored with a *Partners in Clean Air Excellence Award.*

The institution has decreased its energy consumption by incorporating natural ventilation and passive illumination systems in several of its buildings. The 36-acre natural oasis has also reduced its energy intake by more

than 97,000 kilowatt-hours through the replacement of more than over 250 lighting fixtures with energy efficient bulbs, with more to come!

To encourage alternative workplace transportation, Lincoln Park Zoo offers its 175+ employees a comprehensive transit benefit program. Furthermore, approximately 50 employees report biking or walking to work regularly.

In order to simultaneously reduce greenhouse gases in the atmosphere and protect the health of its animals and staff, Lincoln Park Zoo uses low-VOC cleaning supplies, paints, and building materials, resulting in a total air pollution reduction of 17,057 pounds. Additionally, the zoo has proposed to incrementally replace energy-intensive office equipment and general appliances with U.S. EPA Energy Star qualified models in its five-year sustainability improvement plan.

Lincoln Park Zoo is proud to be an environmental leader and a partner of Clean Air Counts. The zoo's rigorous and strategic initiatives with the Clean Air Counts campaign is a model for other companies planning to reduce their environmental footprint. ■

Clean Air Counts Events



Tour of Tellabs.



President Eileen Phipps of the Village of Wayne won a low VOC cleaning product Door Prize



Jeff Redick, DuPage County Board Environmental Committee Chairman and Award winning businesses from DuPage County.



President Thomas Murawski of Midlothian, Chairman of the Environmental Committee, held a tree planting ceremony in conjunction with a clean up day, lawncare and gas can exchange event.



Boy Scouts volunteered at the Lincolnwood Lawncare/Gas Can Event.



290 lawnmowers were exchanged at the Triton College Lawncare Buyback, which served 21 communities managed by Oak Park and West Central Municipal Conference.

(Continued from Page 2)

reducible VOC compliant coatings. These companies reduced their VOC emissions by 70% or 27.87 tons and HAPs emissions by 100% or 9.7 tons. These firms also realized paint and disposal cost savings of over \$200,000 per year.

Since its founding, Finishes Unlimited, Inc. has focused its R&D activities on developing water reducible VOC compliant coatings to replace solvent borne coatings. Several barriers were overcome to make water borne technology viable. The major challenge was to formulate water reducible coatings to be as durable as the solvent borne products without sacrificing dry or cure time. Furthermore, Finishes Unlimited, Inc. determined how to apply water reducible coatings using their customers' existing equipment.

"Finishes Unlimited's commitment to improving it's products demonstrates environmental stewardship and promotes sustainability among it's customers," said Jim Janssen, an engineer with the State of Illinois Waste Management and Research Center, a technical assistance provider working with CAC, "They have been a valuable member of Clean Air Counts".

Not only have its customers benefited from this technology, so has Finishes Unlimited, Inc.'s manufacturing operations. By producing only water reducible coatings, Finishes Unlimited, Inc.'s plant is inherently safer than plants that manufacture solvent borne coatings.

For this work, the business received the Governor's Award for Achievements in Pollution Prevention in October 2006. ■

First Five Platinum Communities and Eight New Bronze Communities

Clean Air Counts is pleased to announce that five communities have successfully applied to become Platinum Communities and to welcome eight new communities to the Campaign.

Aurora, Chicago, Northbrook, Oak Park and Wilmette are the first communities to receive the Platinum award. This award requires a multifaceted, rigorous approach to air quality improvement.

In addition to education and outreach efforts, communities participate and report on energy efficiency, low voc product, native landscaping or workplace transportation options strategies.

Clean Air Counts welcomes the following new Bronze

members: Glencoe, Lincolnwood, Lombard, Palos Park, Orland Park, Roselle, Round Lake and Wood Dale.

The next due date for community awards applications is September 17, 2007. ■

Together with Clean Air Counts, our communities have reduced air pollution by 186,265 pounds.

Algonquin	Graylake	Naperville	Prospect Heights
Arlington Heights	Hawthorn Woods	Niles	Richton Park
Aurora	Highland Park	Northbrook	Riverdale
Bartlett	Hornewood	Northlake	Roselle
Bolingbrook	Indian Head Park	Oak Forest	Round Lake
Buffalo Grove	Itasca	Oak Park	Round Lake Beach
Burr Ridge	Lake Zurich	Orland Hills	Round Lake Park
Chicago	Lincolnwood	Orland Park	Schaumburg
Dearfield	Lombard	Palatine	Skokie
Evanston	Lombard	Palos Heights	Wauconda
Glencoe	Maywood	Palos Park	Wilmette
Glen Ellyn	Mount Prospect	Park Ridge	Wood Dale

Clean Air Counts offers businesses, communities and residents simple strategies to reduce air pollution.

You can help too.
Visit www.cleanaircounts.org

This ad was made possible by the Great Points of the Chicago Community Fund. Clean Air Counts is made possible through the support of Great Points Foundation, The John D. and Catherine T. MacArthur Foundation, The General and Positive Community Foundation, The North Branch of The Chicago Community Fund, and the U.S. EPA.

With this ad, Clean Air Counts recognized community participation in CRAINS in July 2007.

Metropolitan Mayors Caucus

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