



**IDLING
GETS YOU NOWHERE.**



Anti Idling Tool Kit





Richard M. Daley
Mayor, City of Chicago
Founding Chair

Jeffery D. Schielke
Mayor, City of Batavia
Executive Board Chair

Jeffrey T. Sherwin
Mayor, City of Northlake
Executive Board Vice Chair

Dear Mayor:

The Clean Air Counts program of the Metropolitan Mayors Caucus invites you to partner with Clean Air Counts and your local schools to *Make a Visible Difference* by reducing emissions from idling vehicles in a our new campaign, "Idling Gets Us Nowhere."

Clean Air Counts' "Idling Gets Us Nowhere" campaign encourages drivers to turn off their engines while their vehicles are not moving.

Toxic air pollution affects our children everyday. Encouraging residents of your community to turn off their engines while picking up their children or waiting at the train station, can significantly reduce the emissions that contribute to ozone in our air.

According to the U.S. Environmental Protection Agency, in urban areas, cars are the single largest contributor to ozone which is harmful to our health. An idling vehicle emits 20 times more pollution than a car traveling 32 miles an hour. The EPA estimates that air toxins emitted by vehicles account for half of all cancers attributed to outdoor sources of air pollution. By reducing idling, we can reduce pollution in our community and make the air healthier for our children and senior citizens to breathe.

In addition, you can build stronger ties to your local schools by working with them on this turnkey initiative and engaging the local media in your efforts. Clean Air Counts media staff is available to assist you.

SIMPLE TO IMPLEMENT:

- ⇒ Send principals the attached letter asking them to partner with you. Include a sample brochure and sample letter to parents. Set a deadline for program.
- ⇒ Make a follow-up call to the school principals confirming their receipt of the materials and ascertaining their interest in participating.
- ⇒ Deliver the required number of brochures and a supply of decals and key chains to principals with a report sheet.
- ⇒ Pick-up completed pledge cards from schools during the week of the April XX.
- ⇒ Honor students from winning classes (one from each school) at the next village board meeting with a photo opportunity for local media. **(Clean Air Counts media team can assist.)**

As we approach the warmer months, I look forward to working with you and your staff to join with Clean Air Counts to launch "Idling Gets Us Nowhere" campaign in your community. Please call Eve Pytel at 312-201-4506 or email Eve Pytel at epytel@mayorscaucus.org if you are interested in participating.

Sincerely,

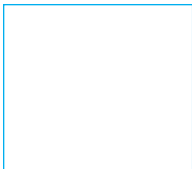
A handwritten signature in black ink, appearing to read 'Tom Murawski', written in a cursive style.

Thomas J. Murawski
President, Village of Midlothian
Chair, Metropolitan Mayors Caucus

City of Chicago · DuPage Mayors and Managers Conference · Lake County Municipal League · McHenry County Council of Governments ·
Metro West Council of Government · Northwest Municipal Conference · South Suburban Mayors and Managers Association
Southwest Conference of Mayors · West Central Municipal Conference · Will County Governmental League

177 North State Street, Suite 500, Chicago, Illinois 60601
Tel: 312.201.4505 Fax: 312.553.4355

www.mayorscaucus.org



Clean Air Counts
 Metropolitan Mayors Caucus
 177 North State Street, Suite 500
 Chicago, IL 60601

YOU CAN MAKE A VISIBLE DIFFERENCE

Air pollution reduces lung function, aggravates asthma's chronic lung disease and can cause permanent damage.

Choices you make every day impact air quality:

- Turn Off Your Engine Wherever You Live, Work or Play.
- Use Low VOC Cleaning Products and Paints.
- Buy Energy Efficient Appliances and Lighting.
- Use Hand- and Electric-Powered Lawn Tools.
- Use Public Transit, Walk or Ride a Bike.

More detailed information available at www.CleanAirCounts.org

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.



TURN OFF YOUR ENGINE WHEREVER YOU LIVE, WORK OR PLAY.

IDLING GETS YOU NOWHERE.



IDLING GETS YOU NOWHERE

MYTHS ABOUT IDLING

STAND UP AND BE COUNTED

Air quality in the Chicagoland region is alarmingly below national standards and affects the health and well-being of everyone living in the area. By making a conscious effort to reduce idling, we can reduce pollution by tens of thousands of pounds in our communities.

IDLING POLLUTES...

- One hour of idling burns up to a gallon of fuel.
- An idling vehicle emits 20 x more pollution than one traveling 32 mph.
- Idling a medium-duty gasoline vehicle for five minutes each day can emit as much as 30 lbs. of harmful pollutants and 300 lbs. of carbon dioxide in a year.

IDLING HURTS OUR HEATH...

- Each of us take 20,000 breaths each day and children breathe 50% more air per lb. than adults.
- Children's asthma symptoms increase as a result of car exhaust.
- Asthma is the most common chronic illness in children and the leading cause of school absences.



Myth:
Idling is good for your engine.

Fact:
Excessive idling can actually damage your engine's components, including cylinders, spark plugs and the exhaust system.

Myth:
Shutting off and restarting your vehicle is hard on the engine and uses more gas than if you leave it running.

Fact:
Component wear caused by restarting the engine is estimated to add \$10 per year to the cost of driving, money that will likely be recovered several times over in fuel savings from reduced idling. **Over ten seconds of idling uses more fuel than restarting the engine.**

Myth:
Your engine should be warmed up before driving.

Fact:
The best way to do this is to drive the vehicle. With today's modern engines, you need no more than 30 seconds of idling on winter days before driving away.

TAKE THE PLEDGE TO REDUCE IDLING:

I pledge to help improve air quality by joining Clean Air Counts and not idling unnecessarily.

Name _____

Address _____

City _____ State _____ Zip _____

Email Address: _____

Stamp and mail to:

Clean Air Counts
Metropolitan Mayors Caucus
177 North State Street, Suite 500
Chicago, IL 60601

For more information visit
www.cleanaircounts.org.



Clean Air Counts is made possible through the support of The Searle Funds at The Chicago Community Trust, Grand Victoria Foundation, The John D. and Catherine T. MacArthur Foundation, Gaylord and Dorothy Donnelley Foundation, and the United States Environmental Protection Agency.

FPO



IDLING GETS YOU NOWHERE

Air quality in the Chicagoland region is alarmingly below national standards and affects the health and well-being of everyone living in the area. By making a conscious effort to turn off your engine while waiting, we can reduce pollution and its health effects, like asthma.

DID YOU KNOW?

IDLING POLLUTES

- An idling vehicle emits 20x more pollution than one traveling 32 mph.
- One hour of idling burns up to a gallon of fuel.
- Idling a medium-duty gasoline vehicle for five minutes each day can emit as much as 30 lbs of harmful pollutants and 300 lbs of carbon dioxide in a year.

IDLING HURTS OUR HEALTH

- Each of us take 20,000 breaths each day and children breathe 50% more air per pound than adults.
- Children's asthma symptoms increase as a result of exposure to auto car exhaust.
- Asthma is the most common chronic illness in children and the leading cause of school absences.

MAKE A VISIBLE DIFFERENCE IN THE AIR WE BREATHE! TAKE THE PLEDGE TO TURN OFF YOUR ENGINE!

For more information on the "Idling Gets You Nowhere" and other Clean Air Counts strategies for reducing pollution and energy consumption, go to www.CleanAirCounts.org.



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.

Dear Principal

I am writing to invite you to partner with the Village of _____ and Clean Air Counts, a regional private-public initiative of the Metropolitan Mayors Caucus, to reduce toxic air pollution emissions that affect our children by engaging your students and parents in the “Idling Gets Us Nowhere” campaign.

Clean Air Counts’ “Idling Gets Us Nowhere” campaign encourages drivers to turn off their engines while their vehicles are not moving. Drivers in school parking lots and commuter train stations inadvertently release thousands of pounds of pollution every year.

According to the U.S. Environmental Protection Agency, in urban areas, cars are the single largest contributor to ozone which is harmful to our health. An idling vehicle emits 20 times more pollution than a car traveling 32 miles an hour. The EPA estimates that air toxins emitted by vehicles account for half of all cancers attributed to outdoor sources of air pollution. By reducing idling, we can reduce pollution in our community and make the air healthier for our children to breathe.

Engaging your families can be accomplished in three simple steps:

- ⇒ Pass along the attached letter and flier to the parents and guardians of your students asking them to take the pledge to turn off their engines. Teachers can give each student returning a pledge a decal for their car window and a key chain with a “Idling Gets Nowhere” reminder.
- ⇒ Encourage competition among classes to see which class can return the most pledges. The winning class will be recognized at a village board meeting.
- ⇒ Have teachers submit the returned pledges to the school office by April 30th with their class numbers on the envelope. A member of my staff will pick up completed pledge cards on _____.

I hope you will join with the Village of _____ and Clean Air Counts to *Make a Visible Difference* in the air that we and our children breathe.

Please contact my office to get started on the “Idling Gets Us Nowhere” campaign. We hope to roll this out this spring as the weather begins to warm up and ozone becomes an issue again.

As always, thank you for your hard work in shaping our future generations.

Sincerely,

MAYOR

Dear Parents and Guardians:

Help reduce toxic air pollution that affects our children everyday. Turn your engines off. NAME OF SCHOOL invites you to join with the Village/City of _____ and Clean Air Counts, a regional private-public initiative of the Metropolitan Mayors Caucus, to launch the “Idling Gets Us Nowhere” campaign. You can help by turning off your engine when you pick up your children from school or other activities.

According to the U.S. Environmental Protection Agency, in urban areas, cars are the single largest contributor to ozone which is harmful to our health. An idling vehicle emits 20 times more pollution than a car traveling 32 miles an hour. The EPA estimates that air toxins emitted by vehicles account for half of all cancers attributed to outdoor sources of air pollution. By reducing idling, we can reduce pollution in our community and make the air healthier for our children to breathe.

YOU CAN HELP BY:

- ⇒ Turning off your engine whenever you are waiting for longer than a few minutes.
- ⇒ Signing the pledge card on the attached brochure and returning it to your child’s teacher by DEADLINE. You will receive a decal for your car and a key chain. The class with the most pledges will be honored by Mayor _____ and the Village/City of _____.
- ⇒ Tell your family and friends to join the “Idling Gets Us Nowhere” campaign by turning off their engines.

As we approach the warmer months, I hope you will join with the Village/City of _____ and Clean Air Counts to *Make a Visible Difference* in the air that we and our children breathe.

Sincerely,

PRINCIPAL or SUPERINTENDENT

IDLING GETS US NOWHERE
INSTRUCTIONS
DEADLINE: April ??

Thank you for partnering with the Village of _____ and Clean Air Counts, a regional private-public initiative of the Metropolitan Mayors Caucus, to reduce toxic air pollution that affects our children by participating in the “Idling Gets Us Nowhere” campaign.

Here are the five simple steps:

- ⇒ Personalize and copy the attached letter for your parents.
- ⇒ Pass the letter and enclosed brochure to the parents of your students asking them to take the pledge to turn off their engines. Give each teacher an initial supply of ten decals and key chains to give to students who turn in pledges. The deadline is _____.
- ⇒ Ask teachers to encourage students to turn in the pledges to the school office in an envelope with their class noted on it.
- ⇒ A member of our staff picks up the pledges on _____.
- ⇒ Students from the winning class will be honored by the Village Board during the month of XXX.

Please contact my office at _____ or email at _____ if you have any questions or need more materials.

As always, thank you for your hard work in shaping our future generations.

Sincerely,

MAYOR

RESOLUTION for [Municipality]

WHEREAS, The air quality of Northeastern Illinois affects the health and well-being of all the residents of the metropolitan region; and

WHEREAS, Pursuant to U.S. Environmental Protection Agency standards, our region is currently a non-attainment zone for ozone, and it appears likely that the region will be declared in non-attainment for fine particulates; and

WHEREAS, idling motor vehicles contribute to toxic air emissions by emitting 20 times more pollution than one traveling 32 mph and Idling a medium-duty gasoline vehicle for five minutes each day can emit as much as 30 lbs of harmful pollutants and 300 lbs of carbon dioxide in a year; and

WHEREAS, according the U.S. Environmental Protection Agency, diesel exhaust contains both very small particles and 40 chemicals that are classified as “hazardous air pollutants” under the Clean Air Act; and

WHEREAS, each of us take 20,000 breaths each day and children breathe 50% more air per pound than adults and children’s asthma symptoms, the leading cause of school absences, increase as a result of car exhaust; and

WHEREAS, encouraging drivers to turn off their engines when idle can decrease toxic emissions that cause pollution and ozone and, as a result, make the air healthier to breathe; and

WHEREAS, local and regional partnerships that unite government, schools, businesses, and residents, in a voluntary effort to reduce harmful emissions of nitrogen oxides and volatile organic compounds, can effectively improve regional air quality; therefore

BE IT RESOLVED THAT THE VILLAGE/CITY/TOWNSHIP/COUNTY OF _____ commits to participating in the “Idling Gets Us Nowhere” campaign of the Metropolitan Mayors Caucus’ Clean Air Counts program and encourages local residents to turn off their engines wherever they live, work or play especially around schools and parks; AND

BE IT FURTHER RESOLVED, THAT THE VILLAGE/CITY/TOWNSHIP/COUNTY pledges to work with local schools to engage students in the effort to get residents not to idle and to recognize their efforts at a regular meeting of the board.

Turn Your Engines Off—[add your community name here] is an anti idling zone

Starting this ozone season, April 1, 2008, [insert community name] is doing our children and our community a favor by becoming a no-idling zone. What does that mean? It means that we are asking all drivers to turn their engines off rather than let their engines idle.

The village/city of _____ has joined forces with Clean Air Counts, a program of the Metropolitan Mayors Caucus, and communities across the Metropolitan Chicago region to reduce air pollution from idling cars. Less pollution means cleaner air and easier breathing.

Idling seems harmless, but it isn't. According to the EPA in urbanized areas cars are the single largest contributor to ozone, which is harmful to our health. Did you know that an idling vehicle emits 20 times more pollution than one traveling 32 miles per hour or that an idling a medium-duty gasoline vehicle for five minutes each day can emit as much as 30 pounds of harmful pollutants and 300 pounds of carbon dioxide in a year? The EPA estimates that air toxins emitted by vehicles account for half of all cancers attributed to outdoor sources of air pollution.

Idling cars, particularly near schools and parks can also compromise the air our children breathe. Diesel exhaust contains both very small particles and 40 chemicals that are classified as "hazardous air pollutants" under the Clean Air Act. Children's asthma symptoms increase as a result of car exhaust. Asthma is the third leading cause of hospitalization among children under the age of 15.

By making a conscious effort to reduce idling, we can reduce pollution by tens of thousands of pounds in our communities and protect our children from unhealthy air.

For more information on "Idling Gets You Nowhere" and other strategies for reducing pollution and saving energy, go to www.CleanAirCounts.org



Richard M. Daley
Mayor, City of Chicago
Founding Chair

Jeffery D. Schielke
Mayor, City of Batavia
Executive Board Chair

Jeffrey T. Sherwin
Mayor, City of Northlake
Executive Board Vice Chair

March 25, 2008

RE: Clean Air Counts Anti-Idling Signage

Dear Mayor:

The Clean Air Counts task force of the Metropolitan Mayors Caucus started a dialog last March to determine best practices for improving air quality. One of those practices involved educating our residents about the harm of letting our cars idle while we wait for the train or pick up children from school. It seems harmless, but it isn't. According to the EPA in urbanized areas cars are the single largest contributor to ozone, which is harmful to our health. We can make a visible difference in air quality by educating our residents about not letting their cars idle.

Did you know that an idling vehicle emits 20 times more pollution than one traveling 32 miles per hour or that an idling a medium-duty gasoline vehicle for five minutes each day can emit as much as 30 pounds of harmful pollutants and 300 pounds of carbon dioxide in a year? The EPA estimates that air toxins emitted by vehicles account for half of all cancers attributed to outdoor sources of air pollution.

In response, we have started working with communities to post anti-idling signs and hope that you can join us in this effort. We are asking communities to post anti-idling signs at schools, parks and Metra stations reminding people to turn off their engines. The Village of Lombard installed forty 12" x 18" anti-idling signs throughout their community at a cost of less \$1000. The signs were produced by their own staff. This is a truly cost-effective way to improve air quality and a success story to replicate around the region.

To support this effort, Clean Air Counts is developing articles for community newsletters and websites as well as giveaways like key chains and vehicle stickers for participating communities to be distributed during April to drivers to remind them to turn off their engines. To participate, communities must join Clean Air Counts and pledge to have signs installed by April 1st, 2008. Please find enclosed a picture of a sign from Lombard and a write up about the signage. Electronic versions are available on the Clean Air Counts website. We hope that you will join us and make a visible difference. Please contact Eve Pytel for assistance at 312-201-4506 or via email epytel@mayorscaucus.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Murawski".

Thomas J. Murawski
President, Village of Midlothian
Chair, Metropolitan Mayors Caucus Environment Committee

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Metro West Council of Government · Northwest Municipal Conference · South Suburban Mayors and Managers Association
Southwest Conference of Mayors · West Central Municipal Conference · Will County Governmental League

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Village of Lombard Anti-Idling Campaign

The Village of Lombard has initiated a public campaign for cleaner air. The Village has designed, printed and placed 40 signs at the pick-up locations of 14 schools. The signs ask parents to turn off their cars in the interest of their health.

The signs are a low cost way to educate parents and start dialogue in families about clean air. In many ways, it is children who will be teaching parents about environmental awareness and action. The signs have already prompted articles in school newsletters and a local cable program. The Village also issues press releases and articles for clean air awareness. Signs will also be placed at the community train station. The two pick-up locations can have as many as a dozen cars standing each evening.



CLEAN
AIR
COUNTS

*Make A
Visible*

Difference

Save fuel and air -
Please don't idle.

