



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



Idle Free Bay Area Campaign Catches On!



Luz Gomez
Community Engagement Manager

January 26, 2018
National Air Quality Conference



Presentation Overview

- Introduction and Background
- Idling Facts
- The Birth of a Campaign
- The Power of Young People
- Idle Free idea catches on!
- Resources





Introduction and Background

- Spare the Air Resource Teams – 26 Years of Local Action
 - 9 Teams
 - Variety of local projects
 - Idle Free idea catches on!





Why Address Idling?

- 3 billion gallons of fuel wasted (US)
- 30 million tons of CO₂ every year (US)
- 3.7 million tons of CO₂ in California alone
- Eliminating idling would equal 5 million vehicles off the road (US)
- Idling emissions contribute to cancer, heart conditions, and can exacerbate asthma



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The Birth of a Campaign



Turn the Key – Be Idle Free!

When sitting in your car for more than 30 seconds, turning the key can...

- help kids breathe easier
- save money
- reduce air pollution

Turn the Key BE IDLE FREE

Top Reasons to be *Idle Free*:

- ☀ **Breathe easier**
Inhaling pollutants from car exhaust can aggravate asthma, cause coughing or difficulty breathing and decrease lung function.
- ☀ **Reduce your carbon footprint**
Save up to 1,500 pounds of greenhouse gases per year.
- ☀ **Save money**
Idling wastes about \$1 in gas every day - 30 seconds of idling uses more fuel than restarting the engine.
- ☀ **Keep the sky blue**
An idling car contributes to smog. Car exhaust is the #1 source of air pollution in the Bay Area.

IDLE FREE ZONE

YOUNG LUNGS AT WORK! **¡NIÑOS RESPIRANDO!**

TURN OFF ENGINE WHEN WAITING MORE THAN 30 SECONDS

APAGUE EL MOTOR SI TIENE QUE ESPERAR MÁS DE 30 SEGUNDOS

idlefreebayarea.org

IDLE FREE BAY AREA

Save gas, save money, & Spare the Air

Idling means leaving a vehicle's engine running when it is parked or not in use.

Take the Idle Free Pledge now!

or if you are in the Tri-Valley area, join their Campaign!

<https://idlefreebayarea.org>

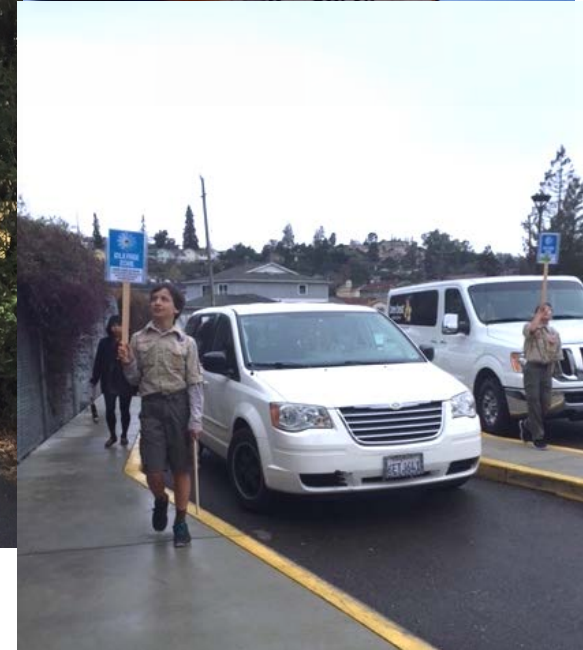


Learn more about Idle Free Bay Area and take the Idle Free pledge at:
www.IdleFreeBayArea.org



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Contra Costa County Resource Team





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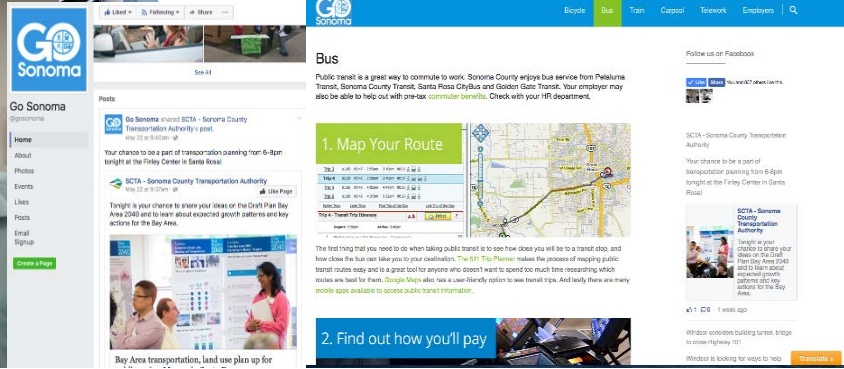
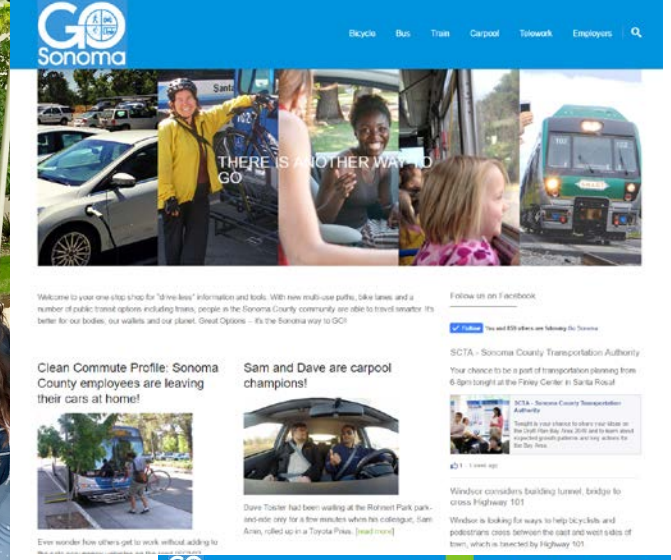
Napa Valley Clean Air Coalition





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Sonoma County Resource Team





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Tri-Valley Resource Team



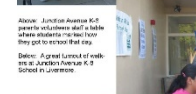
Walk 'n' Roll to School
Dublin • Livermore • Pleasanton • San Ramon
2010



Left: A large turnout at Valley View Elementary helped to celebrate Walk 'n' Roll to School in Pleasanton.
Middle: Students at Valley View Elementary in Pleasanton with Traffic Officer Tom Henshaw.



Left: A parent and students walking to school on Walk 'n' Roll to School Day, October 7 in Pleasanton.
Right: Pleasanton Mayor Arlene Hansen recognizes children winners who walked to school. Valley View Principal Robert Clark, Pleasanton School District Board member Jim Choi, and Superintendent Robert Henshaw applaud the school's efforts as well.



Left: Murray Elementary PTA shared assembly theme options to place for October on the 1st Visitation Street Friday, age provided by the Alameda County Safe Routes to School Program.



Right: Several local citizens and special guests were in the assembly celebrating Walk 'n' Roll to School in Dublin, including their AEA, Murray Elementary School Principal Carrie Henshaw, and Superintendent Bob Bissell. Val Henshaw, Henshaw's, Mayor Tom Starni, Dublin City Manager Christy Valle, Dublin School Board Trustees Scott Henshaw and Councilmember Don Bialik. Not shown: DUSD Superintendent Stephen Henshaw.

Photo: Murray Elementary Principal Carrie Henshaw leads an Assembly School Bus to school. School officials encourage TK-300 participants in the bus walking and roll home last on the morning of October 6.





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Other Teams Planning Idle Free Projects

- San Francisco, San Jose Green Vision, San Mateo, Santa Clara, and Southern Alameda

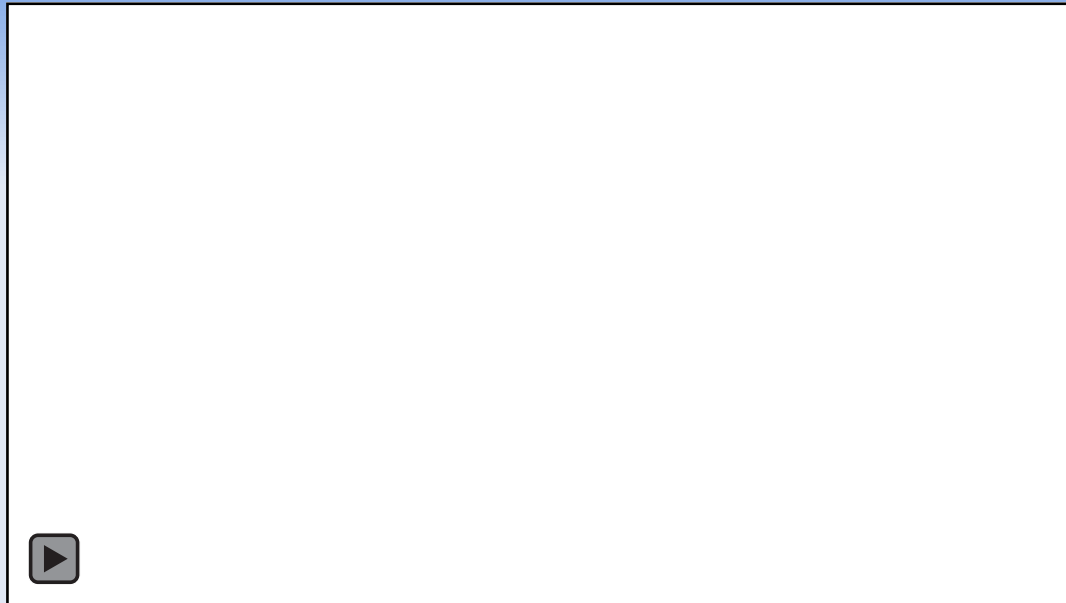




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The Campaign Grows

Movie Theater Ads





The Campaign Continues

IDLE FREE PLEDGE

Idling happens while:

- waiting to pick someone up from school, sports practice or the library
- sitting at a drive-through or car wash
- checking email and voicemail – check *before* you start the car



Idle Free pledge

I pledge to turn off my car's engine if I'll be waiting for more than 30 seconds!

First name

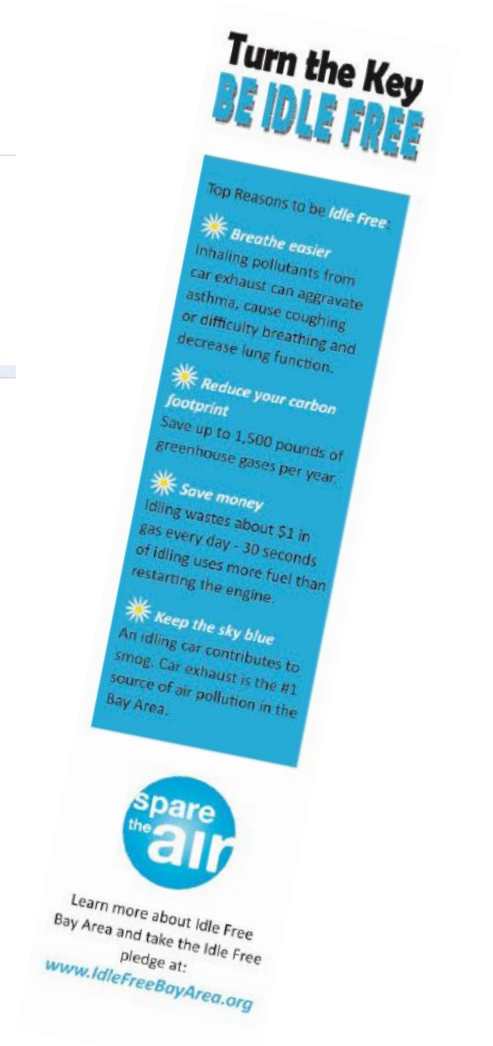
Last name

E-mail address**

Zip code of residence

Please enter your 5 digit zip code

How did you hear about this campaign?





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Pittsburg Unified

Pittsburg Unified School District and City of Pittsburg





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Alhambra High School

Alhambra High School: Idle Free Project

Alhambra High School - Public Health Class
Susan Rideout
Lindsey Osmer
Claire Jensen





Alhambra High School

Step 1: Data Collection & Analysis

- 1) collected data at school pick up lines
 - a) type of vehicle
 - b) length of time idling
 - c) age of driver (adult or teenager)
 - d) weather
- 2) found idling huge problem
 - a) average time idling 10 min/vehicle
 - b) range 2 min-1 hour 7 min





Alhambra High School

Step 2: Presentations to Principals & Timelines

Presented findings to each district principal.
Created personalized action plans for each site:

- a) flyers (take home folders)
- b) PTSA meetings
- c) science fairs
- d) education in 5th grade classrooms





Alhambra High School

MPE STEM Fair

We had a booth at the Morello Park Elementary School STEM fair to inform the public about negative affects health. We had a poster with facts to debunk myths about idling. Also passed out bracelets that had our catch phrase "Turn the key, be idle free!"





Alhambra High School

Fifth Graders

A group of students created a lesson to educate 5th grade students about the negative effects of idling.

Led a poster contest and posters were used to promote reduced idling.



WINNERS



Alhambra High School

Step 3: MUSD Board Presentation

Students addressed the Martinez Unified School District Board, and proposed that district adopt a resolution to eliminate idling on district property.

The resolution passed in June 2017.

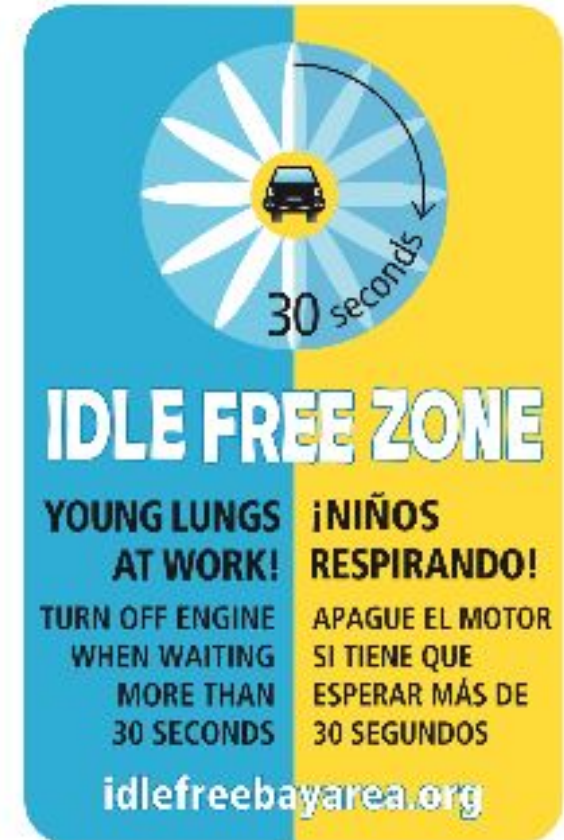




Alhambra High School

This year...

- 1) signs posted at each school site
- 2) partnering with the City of Martinez to support our efforts
- 3) ongoing education of community through
 - a) social media/email/district websites
 - b) onsite education in classrooms and at pick-up
 - c) promotional materials





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Alhambra High School

And last week...





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IdleFreeBayArea.org

The screenshot shows the homepage of IdleFreeBayArea.org. At the top is a black navigation bar with white text for 'HOME', 'ABOUT IDLING', 'IDLE FREE NEWS', 'IDLE FREE PLEDGE', 'RESOURCES', and 'ABOUT THE TEAMS'. Below the navigation bar is a search bar with the placeholder text 'Search ...'. On the left side, there is a small circular logo with a sun and a car, labeled '30 seconds' and 'IDLE FREE BAY AREA'. The main content area features a large blue banner with a sun and car icon, the text 'IDLE FREE BAY AREA', and the slogan 'Save gas, save money, & Spare the Air'. Below the banner, a definition of idling is provided: 'Idling means leaving a vehicle's engine running when it is parked or not in use.' At the bottom of the banner area, there is a call to action: 'Take the Idle Free Pledge now!'.

Check out the Resources Page!



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Thank You!
Questions?

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