

The Pioneer Valley Idling Reduction Project

**Do your share
for clean air**



**Turn your engine off
when waiting**

Prepared by
Pioneer Valley Planning Commission
Under contract with the City of Northampton

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Contents

- 1) Executive Summary
 - a) Project Description
 - b) Project Results

- 2) Project Overview
 - a) Goals and Objectives
 - b) Tasks Completed
 - c) Deliverables
 - i) City of Northampton, Jackson Street Elementary School
 - ii) Town of Amherst, Wildwood Elementary School
 - iii) Town of Easthampton, Pepin and Center Elementary Schools
 - d) Project Budget and Expenses

- 3) Summary of Results
 - a) Findings
 - b) Budget Issues
 - c) Challenges
 - d) Lessons Learned

- 4) Recommendations
 - a) Similar Projects
 - b) Future projects

- 5) Attachments
 - a) Copies of all materials used in project
 - b) Organizing an idling reduction project in your community

Executive Summary

A. PROJECT DESCRIPTION

In March, 2006, the City of Northampton partnered with the Pioneer Valley Planning Commission (PVPC) to apply for a climate protection grant from the Massachusetts Department of Environmental Protection (DEP). Funding for climate protection was a new funding initiative of DEP in 2006. Funds are targeted specifically at communities participating in the International Cities for Climate Protection (CCP) campaign, sponsored by the International Council of Local Environmental Initiatives (ICLEI). Northampton sought and was awarded an \$8,000 Climate Protection grant to implement a pilot idling reduction program in three elementary schools in three communities in the Pioneer Valley: Amherst, Easthampton, and Northampton. In addition to the \$8,000 grant, the city also received \$2,000 worth of educational and outreach materials which were distributed to all three participating communities. This project is a collaboration of several organizations: the DEP, the City of Northampton, PVPC, the Town of Amherst, the Town of Easthampton and the Amherst, Easthampton and Northampton school districts, school bus companies, as well as the three participating elementary schools-faculty, staff, parents and students: Wildwood, Pepin/Center, and Jackson Street.

The primary goal of the project was to change the idling behavior of parents when they pick up and drop off their children at school via targeted education delivered through the schools. We also planned to reduce idling on the part of school bus drivers by administering the DEP's school bus driver idling reduction training to all bus company staff not yet trained. Secondary goals included educating municipal officials and their staff about the ill effects of idling and recruiting them as role models for appropriate idling behavior.

B. PROJECT RESULTS

This project has been a resounding success, and it has proven the success of reducing both passenger vehicle idling and school bus idling via targeted education and outreach efforts delivered to school-aged children and their families via their elementary schools. It seems that the emphasis on children combined with the joint environmental and health-related message captured both local and statewide media

attention. Newspaper, radio, and television coverage of this project was more comprehensive than any other project in the eight-year tenure of the PVPC Project Manager. In addition, anecdotal information reported to project staff as well as school personnel and municipal officials in all three participating communities indicates significant penetration of the idling reduction message as well as an actual change in driver's behavior. Numerous parents have contacted project staff and school officials with testimonials similar to the ones highlighted below:

"I never realized how much I idled my vehicle. Now I turn the engine off when I am in a drive through lane and just take my time." Parent

"I want to thank you for sending those educational materials home with my kids. I have been trying to get my husband to stop idling his car for years—and now suddenly he stopped!" Parent

"My kids have become the idling police. Every time I leave the engine running they point it out and tell me I am wasting gas, polluting the environment and possibly causing them to have asthma. It's great!" Parent

Project Overview

A. GOALS AND OBJECTIVES

Our goal at the start of this project was to launch School based Idling Reduction programs in three elementary schools in 3 communities in the Pioneer Valley.

City of Northampton

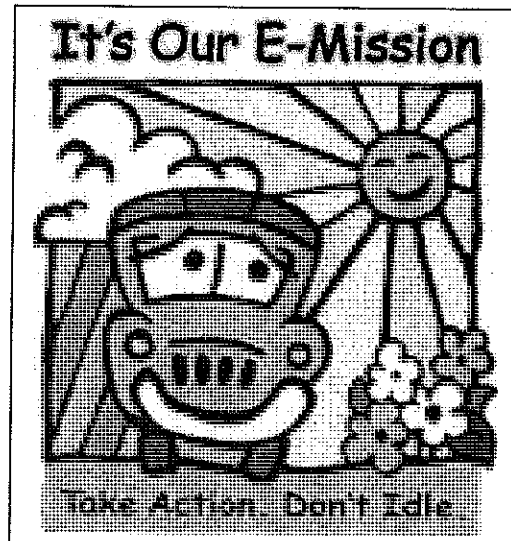
Jackson Street Elementary School

Town of Amherst

Wildwood Elementary School

Town of Easthampton

Pepin and Center Elementary Schools



Tasks to be accomplished:

- Identify targeted schools for Idling Reduction campaign in each participating community: (We did this as part of the grant application, but it was finalized once funding was awarded.)
- Create a contact list in all 3 communities
- Contact local media to participate
- Launch/Implement campaign in each community
- Organize training sessions for school bus drivers who have not yet received DEP's training
- Evaluate campaign
- Final report

Timeline

Pioneer Valley School-Based Idling Reduction 2006	
April	Recruit/Finalize Municipal Contacts
	Plan Campaign/Receive educational materials from DEP
	Continue planning/media outreach
May	Launch Campaign/ send out material to all towns and schools
	Continue Campaign/ visit Jackson St School
June	Continue Campaign/ visit Wildwood Elementary
	Continue Campaign/ Ice Cream Social Pepin/Center school
	Idling Signs delivered to all municipalities
	Schedule bus driver training with DEP
	Wrap up Campaign
	Evaluate and Final report

B. TASKS COMPLETED

The City of Northampton hired the Pioneer Valley Planning Commission to facilitate a model multi-community Idling Reduction campaign in three communities. This pilot project focused on changing the idling behavior of parents, municipal staff and bus drivers. The primary focus of this campaign was the school-aged children in the three participating elementary schools. Our goal was to educate these children, and the children's parents/care-givers, about the negative effects that idling has on air quality and to encourage the children to try to change their parents idling behavior. In addition, we educated all participating school personnel, municipal employees and school bus drivers—seeking to change their behavior by encouraging them to serve as role models for the rest of their community.

As part of the grant application, PVPC sought support from all there participating communities' chief elected officials. Upon receiving the grant—and being hired by the

city of Northampton to run the project, PVPC staff re-contacted each municipal chief elected official and asked them to deliver a letter (we prepared) to all their municipal employees informing them of the program and encouraging them to serve as role models of idling reduction behavior. Once all CEOs were notified and gave support for the project we contacted the public school Superintendents on May 23, 2006 confirming their support for the program in their schools. Enclosed in this mailing was a one page idling reduction fact sheet created by PVPC staff. We asked the school Superintendents and CEOs to oversee distribution of the fact sheet to all school children in the three pilot schools, to all municipal employees, and to all school department faculty and staff.

In addition to the Idling Reduction Tool Kit provided by DEP. PVPC also ordered the following idling reduction materials from DEP:

Item	Quantity
Red text sign	100
Blue Idling sign	19
Palm Cards	2,000
Cling Sticker	1,000
Emission Sticker	150
Bumper Sticker	450



These materials were distributed to students at the participating elementary schools, school faculty and staff, the PTOs at all three schools and to all municipal employees in their paychecks. Project staff worked with municipal Departments of Public Works (DPWs) and the school departments to deliver and oversee installation of idling reduction signs. Additional educational materials were delivered to municipal Boards of Health for distribution at local health fairs.

C. DELIVERABLES

In addition to the excellent educational materials provided by DEP and delivered to all target audiences, Project Staff also developed educational PowerPoint presentations and display boards as well as media releases and letters describing the

program for various municipal officials. This report is the final deliverable of the project. All materials are included in the Appendix.

Pilot Schools-Detail

City of Northampton, Jackson Street Elementary School

Jackson Street School (JSS) is located just outside of the heart of downtown Northampton. This elementary school has an enrollment of approximately 415 students, including many of the city's less advantaged students. JSS is one of only ten schools across the Commonwealth that participated in year one of the Massachusetts Safe Routes to School program. This program was launched at JSS in April, 2006—just before the idling reduction program. As part of the Safe Route to School program, students and faculty had been educated about the connection between driving and greenhouse gas emissions, childhood health and obesity and air quality contributing to the Pioneer Valley's disproportionately high rates of childhood asthma. The Physical Education teacher as well as the School Principal, Gwen Agna, lent considerable support to the idling reduction program and assured its success.



Project staff presented information and an overview of the program to the PTO and to school faculty and staff. Stickers, fact sheets, and pledge forms were sent home with each student. Joy Winnie, the Northampton school department's

Transportation Coordinator was already very committed to idling reduction and had already assured that all the school bus drivers for the city of Northampton had received DEP's idling reduction school bus driver training. JSS reported that some school buses did idle before the program was launched, and Principal Gwen Agna reported to students in June that all the school buses would no longer idle in front of the school. Her announcement over the school public address system received cheers from students throughout the school.

Town of Amherst, Wildwood Elementary School

Wildwood Elementary School has an enrollment of about 440 students. The parents and faculty are very active on environmental issues. They have an active "green team" which had already implemented a successful school recycling program. At the beginning of the 2005-2006 school year the new Principal, Mark Prince instituted a "park your vehicle and walk in to pick up your child after school" policy. All parents are required to park and walk in to the school cafeteria to pick-up or drop off their child. This program was designed to enhance child safety and facilitate informal communication between parents and school personnel, but is also an excellent way to reduce idling vehicles. Parents and caregivers were informed of the idling reduction program via a letter sent home with their children. The letter invited parents to come early to the school on May 30 2006 to hear an idling reduction presentation. Following the on-site presentation, idling reduction stickers, fact sheets, and pledge forms were sent home with each student.



Many parents, who are members of the school's Green Team, attended the on-site idling reduction presentation to offer encouragement and comments on how to make this message last in Amherst Public Schools.

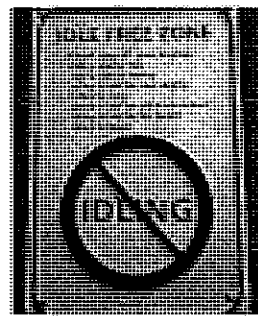
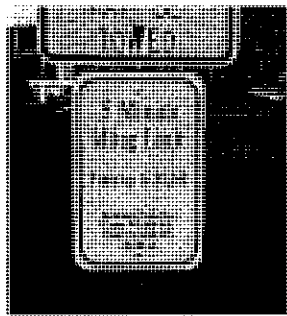
Project staff have assisted the Amherst Public Schools and Kuzmescus Bus Company to arrange for MassDEP to train their bus drivers on idling reduction and Anti-idling laws in August 2006.



The Town of Amherst has been very active in the Cities for Climate Protection program. Amherst has a climate action plan that includes a goal of reducing vehicle idling at community schools and throughout the Town. All remaining idling reduction educational materials were delivered to the Town's Climate action Coordinator, Stephanie Ciccarello who plans to use them at the Amherst Energy Fair in October.

Town of Easthampton, Pepin and Center Elementary Schools

Pepin and Center Elementary Schools have a combined enrollment of over 200 students. This school has a unique location, near the center of Easthampton. The two schools share adjoining properties and are managed by the same principal and administration. Pepin school officials were very aware of idling and the effects that the exhaust has around the school because air intake ducts are located near the parking areas. As a result, the school had already posted anti idling signs on school property. Additional signs were welcomed enthusiastically, as was the targeted education and outreach to students, their families and the whole school community.



Project Staff attended the Easthampton Public Schools annual PTO Ice Cream Social with an idling reduction presentation board and handouts. This well attended event, invited parent and students to the school in the evening for ice cream, an art show, and a book fair. Many parents with their children visited the display and received stickers and fact sheets on idling reduction.

MEDIA COVERAGE

- 📣 Initial press release announcing the regional idling reduction campaign sent to all local media outlets May 18, 2006.
- 📣 Massachusetts Department of Environmental Protection created a 30-second public service announcement (PSA). This PSA was sent to all three community cable channels on May 17, 2006.
- 📣 Channel 40 (ABC) prepared a news segment on the idling reduction program which aired on May 17 2006.
- 📣 A full page article in the Hampshire Gazette kicked off the public education campaign on May 24, 2006. The Gazette included additional coverage over the course of the project.
- 📣 Catherine Miller, Principal Planner at PVPC had a radio interview on WFCR 88.5 National Public Radio which aired in May.
- 📣 On May 25, 2006 the morning DJ on WRNX 100.9 read the idling reduction press release as a part of the morning news stories.
- 📣 Several articles ran during the course of the project including articles in the Boston Globe, June 12, 2006, Burlington Free Press, June 11, 2006, and in the Springfield Republican, June 11, 2006.

D. PROJECT BUDGET AND EXPENSES

	DEP Grant Funds	Matching Funds
Consultants	\$7627	Est. \$3000
Supplies/Equipment	\$5	
Promotion		
Publicity/Outreach	\$368	Est. \$3000
TOTAL	\$8000	Est. \$6000

Summary of Results

A. FINDINGS

The goal of this DEP-funded pilot project was to provide locally based oversight and technical assistance to launch successful school-based idling reduction programs. Based on this stated goal we deem this project a success. As planned, the evaluation is largely based on the subjective comments of participating officials, all of whom were very pleased with the project. The Jackson Street School reported a reduction in idling of school buses. Project staff were unable to document idling time pre-project due to an unanticipated short time between announcement of receipt of the project award and the project launch. While we were unable to successfully negotiate a reader survey of public awareness with the local regional newspaper, the Daily Hampshire Gazette, we did receive unprecedented media coverage of the project—including all the important idling reduction facts we were trying to convey. Based on municipal officials' comments, anecdotal evidence of behavior change reported by parents and students, and the widespread media coverage, we deem this project a resounding success.

B. BUDGET ISSUES

We had exactly as much funding as we needed in the time available to conduct an extremely successful program.

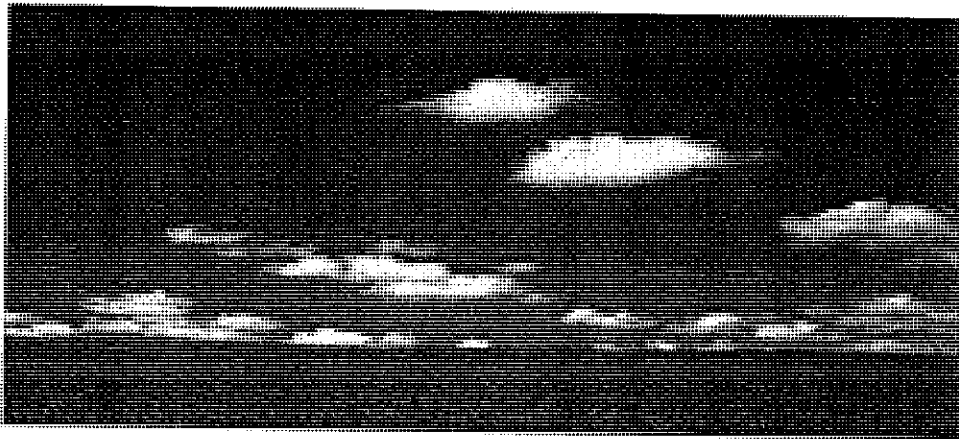
C. CHALLENGES

This program ran exceedingly smoothly. We started the program with logistical challenges: a very short time frame combined with the challenge of working in three different communities with three different school districts and three different school bus companies. But, target audiences were so eager to receive the information and take action to reduce greenhouse gas emissions, save gas and lessen children's risk of asthma that the "challenges" melted away as the project progressed.

Project staff believe the design of DEP's new climate action program is largely responsible for the success and unusually smooth operation of this project. Because funds are targeted at communities that are participating in the International CCP initiative, the three participating communities were well informed and committed to

the success of the project. One community, Easthampton, is not yet an active member of CCP, but many municipal employees, as well as the Mayor, Mike Tautznik, are knowledgeable about global climate change as well as the cost effectiveness of clean energy and the importance of taking action to reduce greenhouse gas emissions. All three communities really wanted assistance to reduce idling and indeed each one of the three participating schools had already taken action on their own to either reduce idling, promote alternative modes of transportation to school or educate the school community about global climate change and the negative health effects of vehicle idling.

This project had an unusually large amount of staff time funded—which again, turned all the possible challenges into opportunities as we had paid staff time to speak with and then maintain an ongoing correspondence/communication with each municipality’s chief elected official, staffperson charged with idling reduction, school district and bus company contact, participating school Principal, and the three Parent-Teacher Organizations. Project staff hope that the success of this pilot multi-community initiative will enable other communities and regional planning agencies to replicate our success with a smaller investment of state resources. The letters we have prepared and included in the Appendix, combined with the action plan and DEP’s excellent educational and outreach materials should make this possible.



D. LESSONS LEARNED

Targeting funds to communities that are already committed to addressing a problem yields a very receptive community and dramatically increases likelihood of project success.

Changing parents' behavior via educating their elementary school-aged children is much easier than trying to educate the parents directly. We copied the success of seat belt encouragement programs targeted at children.

The media loves covering programs targeting children. We had media coverage from local television stations, radio stations and all three local newspapers. The stories were picked up by newspapers around the state.

[Your letterhead]

May 3, 2006

Dear school staff:

I am writing to inform you that the City of Northampton has been awarded a grant from the Massachusetts Department of Environmental Protection (DEP) to launch a pilot idling reduction program in three elementary schools in the region: Jackson Street School in Northampton, Wildwood School in Amherst and the Pepin School in Easthampton. The city has hired the Pioneer Valley Planning Commission (PVPC) to run the program that is mostly a pilot effort to change the behavior of parents when they drop off and pick up their children at these three elementary schools. PVPC will work with Gwen Agna and the PTO at the Jackson Street School to educate parents and the city will post anti idling signs at all the schools and municipal parking lots. PVPC will also launch a public information and education campaign and we are counting on you to lead by example.

What can you do to help?

- Turn off your engine when waiting for more than 10 seconds—wherever you are—at school and in your private life.
- Keep your engine tuned for efficient fuel consumption and to lower emissions.
- During a delivery, if possible, shut off and park your vehicle.

Unnecessary vehicle idling is a leading cause of pollution and a major factor in the exponential rise of childhood asthma throughout Massachusetts. Exhaust fumes from cars and buses contain fine particles that can trigger asthma attacks. Children are more susceptible to asthma because their lungs are not fully developed and they breathe 50 percent more by volume than adults. More than 250,000 adults and 110,000 children in Massachusetts have been diagnosed with asthma (about 6% of the population), the highest reported rate of asthma in the country!

If you have any questions about this program, please contact me or Catherine Miller, PVPC at 413-781-6045 or email cmiller@pvpc.org.

Sincerely,

Superintendent Rodriguez-Babcock

BLURB for School Newsletter

The City of Northampton has been awarded a grant from the Massachusetts Department of Environmental Protection (DEP) to launch a pilot idling reduction program. Jackson Street School has been selected to host this new program. The city has hired the Pioneer Valley Planning Commission (PVPC) to run the program that is a pilot effort to change the behavior of parents when they drop off and pick up their children at school. Catherine Miller, mother of 3rd grader Madison Miller and 2nd grader Meera Miller will be running the program. Catherine is going to make a presentation at the May 17th PTO meeting. Please try to attend. Also look for anti idling fliers that will be coming home with your kids. Most people are mis-informed about how long it makes sense to idle your vehicle.

Did you know that:

- ☉ You should turn your engine off if you are going to idle for more than just 10 seconds?!!?
- ☉ Idling just 10 minutes per day can cost you more than \$75 a year of wasted gas!!!
- ☉ Idling causes more wear and tear on your engine than turning it on and off does?

Other tips to prolong the life of your vehicle, save you money, and reduce greenhouse gases that cause global climate change:

- ☉ Keep your engine tuned and your tires properly inflated for efficient fuel consumption and to lower emissions.
- ☉ Diving the speed limit saves you gas and reduces the likelihood of a crash.
- ☉ Slow start ups at lights save you gas.
- ☉ Park and walk over to the school to pick up your child. You'll get a little break; have a chance to breathe some fresh air (if there aren't too many cars idling!) and that way you can hug your child when you see them instead of just greeting them as they climb into the back of your vehicle.
- ☉ Try to avoid drive throughs—walk into the bank or fast food restaurant. It may take a few minutes longer, but every little bit helps.
- ☉ If you live close enough, consider walking or biking with your kids to school. Even just one day a week of not driving can make a big difference.

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At the Jackson Street School, we take educating your child(ren) seriously. We are also committed to educating you about opportunities to improve the health and safety of your child(ren)'s learning environment.

One way you can ensure cleaner air in our community and around our schools is to turn off your vehicle's engine when you are dropping off or picking up your child(ren) and know you will be waiting for more than 10 seconds—at school and everywhere else!

Please complete, sign with your child(ren), and return this form to let your child(ren) know that you are joining with other parents in our community effort to improve air quality and help everyone breathe easier.

Reduced Idling:

- *Saves money on fuel and engine repairs*
- *Protects students and drivers from harmful exhaust fumes*
- *Reduces engine wear and tear*
- *Reduces fuel consumption*
- *Reduces air pollutants that contribute to ozone smog, fine particles, global warming*

Idling Reduction Pledge Form

I, _____ hereby pledge to my child,
(Name of Parent/Caregiver)

_____, that I will improve and protect
(Name of Child)

air quality in our community by not unnecessarily idling any vehicle that I drive.

Signed by (Signature of Parent/Caregiver)

Date _____

Witnessed by (Signature of Child)

Date _____

School _____

Teacher's Name _____

**To improve air quality and reduce health impacts,
it is recommended that you idle your vehicle no longer than 10 seconds.**

[Your letterhead]

June 27 2006

Dear All Municipal Employees:

I am writing to inform about the successes that we have had in our Anti- Idling campaign here in the City of Northampton. In April, the city was awarded a grant from the Massachusetts Department of Environmental Protection (DEP) to launch a pilot idling reduction program. The city hired the Pioneer Valley Planning Commission (PVPC) to run the program that is a pilot effort to change the behavior of parents who idle their vehicles while waiting for their children. In addition to our main focus of parents at the elementary schools, we are also counting on you, the municipal employees to act as a model for idling reduction. We have worked with Jackson Street School, the DPW, and the Health department to get the word out on idling reduction. We will be installing idling reduction signs where buses and cars often idle. Educational materials related to idling reduction are available at www.pvpc.org.

What can you do to help?

Turn off your engine when waiting for more than 10 seconds

Keep your engine tuned for efficient fuel consumption and to lower emissions.

During a delivery, if possible, shut off and park your vehicle.

Unnecessary vehicle idling is a leading cause of pollution and a major factor in the exponential rise of childhood asthma throughout Massachusetts. Exhaust fumes from cars and buses contain fine particles that can trigger asthma attacks. Children are more susceptible to asthma because their lungs are not fully developed and they breathe 50 percent more by volume than adults. More than 250,000 adults and 110,000 children in Massachusetts have been diagnosed with asthma (about 6% of the population), the highest reported rate of asthma in the country!

If you have any questions about this program, please contact me or Catherine Miller, PVPC at 413-781-6045 or email cmiller@pvpc.org.

Sincerely,

Mayor Higgins

Media Release

IMMEDIATE RELEASE:
May 9, 2006

CONTACT: Catherine Miller
413-781-6045

Idling Reduction Campaign Seeks to Educate Drivers

NORTHAMPTON, AMHERST, AND EASTHAMPTON LAUNCH EFFORT TO REDUCE PEOPLE'S EXPOSURE TO HARMFUL VEHICLE EXHAUST

Idling bus, truck, and passenger vehicle engines for too long while parked not only increases people's exposure to harmful air pollution, but it is also against the law. That's according to the Pioneer Valley Planning Commission, who have begun a campaign in cooperation with the city of Northampton to educate drivers about the importance of turning vehicle engines off when it is not absolutely necessary to keep them running.

State law limits most engine idling to five minutes or less. But research shows that drivers can save gasoline, and wear and tear on their engine, by turning their engines off if they are going to idle for just 10 seconds or more. That means—turn your engine off when you are waiting in line—to pick your kids up, do your banking or pick up a meal on the go. Better yet, according to Catherine Miller, Principal Planner at PVPC, "Park your vehicle and walk the short distance into the school, bank, or restaurant."

In their effort to reduce air pollution from gasoline and diesel vehicles, Northampton, Amherst, and Easthampton are posting "idling limit" signs at all schools and municipal buildings, and asking drivers to turn off their engines as soon as they reach their destinations. This program will focus on launching successful idling reduction programs at three elementary schools in three Pioneer Valley communities—Wildwood school in Amherst, Pepin school in Easthampton and the Jackson Street School in Northampton.

"We are targeting elementary schools because children are so vulnerable to the air pollution caused by idling vehicles. Kids lungs are still developing and asthma rates in our region are off the charts." Said Catherine Miller. "In addition, we are hoping to copy the success of school-focused seatbelt programs. Many parents buckle up because their kids tell them to. We hope that kids will start telling their parents to stop idling—and take the extra minute or two to park and walk into a store or restaurant instead of using the drive through. Children are really tuned in to concerns about global climate change and it is important that they learn that there is something they personally can do about it."

Specific idling reduction goals are: a) reduce idling time for both parents and school buses at participating schools and b) raise public awareness of the negative effects of idling and the relationship between air pollution and asthma and idling and release of greenhouse gases that cause global warming.

Excessive engine idling needlessly exposes people who live, work, and play in our community to air pollution that can lead to serious health problems over time.

Gasoline exhaust contains toxic carbon monoxide and a range of pollutants that contribute to smog and make breathing difficult, especially small children. Children are particularly susceptible because their lungs are still developing and pound for pound, they breathe 50 percent more air than adults do. People with respiratory ailments and the elderly are also at risk.

Massachusetts law limits vehicle idling to no more than five minutes in most cases. A vehicle may idle longer only if absolutely necessary. The law provides exemptions for vehicles that are being serviced, making deliveries of refrigerated goods, operating power accessories such as hydraulic or wheelchair lifts, or running emergency or safety lights or equipment that require more than auxiliary power.

The Department of Environmental Protection (DEP) and the local police and health departments are empowered to enforce the state's idling restrictions. Funding for this effort was provided by the Massachusetts Department of Environmental Protection.

Idling Reduction Background

An idling reduction campaign is a great program for any municipality, school, business, or volunteer group.

Idling reduction campaigns:

- Raise awareness about global warming and air pollution
- Encourage drivers to shut off their engines while waiting
- Facilitate eventual change in community's commitment to air quality and climate protection.

Goals and Objectives

Idling Reduction Program goals are:

1. Raise public awareness of the negative effects of idling and the relationship between air pollution and climate change.
 - a. promote municipal and residential energy conservation
 - b. Reduce idling time for any and all vehicles covered under state law.
 - c. Hold forums to educate the audience about idling reduction
 - d. Pass out flyers and stickers that display the anti-idling message
2. Increase visibility of idling reduction laws
 - a. Install idle free zone signs
 - b. Encourage enforcement bodies (health dept, police, DEP) to send out citations for chronic violators

Understanding Idling

The goal of any Anti-Idling campaign is to improve air quality by reducing unnecessary air pollution from idling vehicles. The law limits unnecessary engine idling to five minutes. Many drivers do not know when and why idling might be considered unnecessary. The following questions and answers are intended to help you better understand the idling laws and how to explain when drivers should shut the engines down. (Q&A: DEP Anti-Idling Toolkit)

Why is there an anti-idling law?

It's basic common sense: there is already too much pollution in the air. Massachusetts consistently has days when air pollution exceeds ozone standards.

Is all engine idling prohibited?

No. While the law does prohibit unnecessary idling, it also recognizes that there are times when idling is simply unavoidable and lists three specific exemptions: when an engine is being repaired and operating the engine is necessary for the repair; when a

vehicle is making deliveries and associated power is necessary; and when the engine is used to provide power to another device.

What are some examples of how the exemptions work?

The two more common situations facing most drivers are the exemptions allowed for making deliveries and to run a device that does not have its own power. Common sense will help drivers determine whether engine idling is necessary or not.

- *Deliveries*
School buses that must run their engines to operate flashing lights while picking up or dropping off passengers are a good example of necessary idling. State law requires the operation of flashing lights while loading and unloading children at school or on regular school bus routes. With no other power source to operate the lights other than running the engine, idling the engine is necessary.
- *Additional devices, or auxiliary power units*
Refrigerator units on trucks with perishable goods or vehicles operating special equipment, such as a lift on the back of a truck to move goods in and out of the truck or wheelchair lifts in buses or vans that may require engine power to operate are common examples of equipment that are operated with the engine power. Another examples might include “bucket” trucks that allow a worker to reach wires on telephone poles or tree branches for trimming.

Are there other times when it's OK to idle not listed in the law?

The law prohibits unnecessary idling, then lists three exemptions to that rule. So there are other times when idling is permitted as long as the idling is absolutely necessary.

For example, running the engine to operate the windshield defroster to clear a windshield of ice on an extremely cold day is a good example of necessary idling. It's a safety problem if you cannot see where you're going and if the windshield is not warm enough to melt snow and freezing rain while driving. Running the engine while actively clearing snow and ice off the vehicle and to warm the windshield and interior of the vehicle is necessary idling.

Our common sense also tells us that heaters and air conditioning units almost always bring the vehicle's interior into a comfortable range in a short time. We also know that heaters and air conditioning units work faster when the vehicle is being driven, not when it is left idling. So most vehicles, most of the time, will reach a comfortable temperature within the first five minutes of driving. Some heavy vehicles, such as buses or trucks, may need some additional time to bring interior temperatures into a comfortable range.

What are a few examples of unnecessary idling?

- Sitting in your car in a parking lot with the engine on during mild or cool weather is unnecessary. The interior of your car will stay warm for 5 to 10 minutes on all but the coldest days.
- Leaving the vehicle running while unattended to let the heater warm it or the air conditioner cool it for extended periods of time is unnecessary idling (it is

also in violation of traffic law). Five minutes should be the maximum amount of time unless weather conditions are extreme, and the engine should not be left running while the vehicle is unattended for any length of time.

- Operating devices not related to transporting passengers or goods. Letting the engine run for an hour or more to play a movie or to charge a cell phone causes unnecessary pollution, is a nuisance for others nearby and puts excessive wear and tear on the engine.

Am I causing more pollution by stopping and starting the engine?

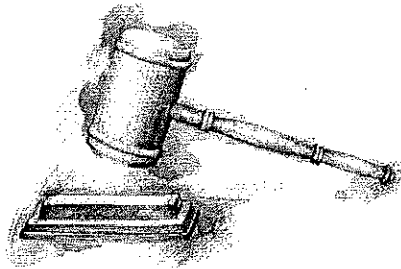
No. Once the engine has warmed up, an idling engine causes more pollution by running than by stopping and starting up again. Studies indicate that the trade-off for light- and medium-duty gasoline powered vehicles is about 10 seconds (i.e. the vehicle will produce more pollution idling longer than 10 seconds than it will by shutting down and restarting the engine). The time trade-off on medium- and heavy-duty diesel engines is about 30 seconds.

Won't I wear out my starter if I keep stopping and starting the engine?

Fleet managers of companies with strict anti-idling policies report that they do not replace starters in their vehicles more frequently than vehicles that are left running for extended periods. In fact, more damage occurs to engines that are left idling over long periods of time.

Where would I find copies of the law and regulation?

The law is Massachusetts General Law (MGL) Chapter 90, Section 16A and the regulation is 310 Coded Massachusetts Regulation (CMR) 7.11. The wording is the same for both the law and the regulation. Enforcement authority and fine structures differ somewhat between the law and the regulation.



Organizing an Idling Reduction Project in Your Community

Audiences

Parents

Parents of school aged children are violators of idling laws across the state. Due to public school budget cut backs many children need to be driven to and from school each day. Parents are now made to fit this into their daily schedules. While visiting one local elementary school PVPC Staff notice several parents conducting business calls and using laptops from their running cars.

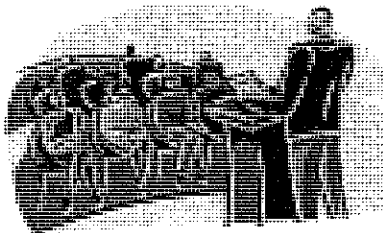
Parents who sit in front of their child's school with their cars idling may not even be aware that idling against the law and that the exhaust fumes from their cars a perforating the window and vents of the school harming polluting the air the children breathe.

Municipal employees

There are several reasons to target this audience. First and most important, municipal employees, especially those driving marked vehicles, should attempt to set the example for the rest of the community. Second, most often than not the vehicle is being fueled by very limited tax dollars and a reduction in the municipal fuel waste could save the town hundreds of dollars

School bus drivers

Many school bus drivers have already received training on idling reduction through the Mass DEP. However at this time it is not required. So check with all the local bus companies and see if they will train their employees on anti-idling laws. (free training is available through MassDEP: Contact Julie Ross at 617-292-5958)



Tasks

Identify a coordinator

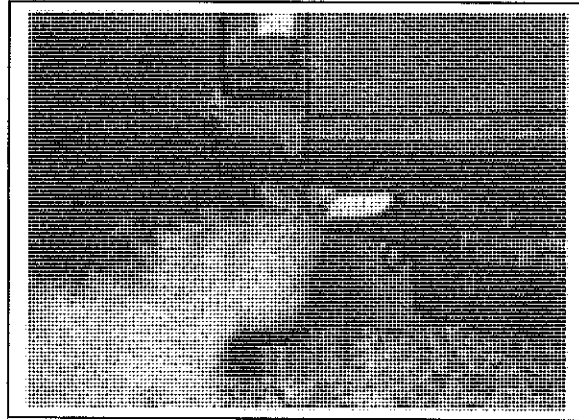
Identify target audience

Establish budget or grant opportunities

Recruit volunteers

Plan events and outreach

Publicize your efforts



Timeline

An idling reduction campaign can take as little as three months up to a year or longer. Depending on your target audience, the time of year may matter. For example, targeting parents would not be possible during summer vacation.

An appropriate time frame would be 4-5 months. In this time you can organize a group of volunteers, secure funding for materials, and perform outreach to your target audience.

	Month 1	Month 2	Month 3	Month 4
Designate a coordinator	✓			
Gather a group of volunteers and contacts – possible partners	✓			
Determine specifics of program (audience)	✓			
Secure budget and funding		✓		
Order materials			✓	
Schedule Advertise public events			✓	
Hold public outreach events				✓

Budget

Item	Cost or hours
Coordinator	150- 200 hours (free to \$50/hour = 0 - \$10,000)
Travel and other expenses	\$200 depending on target group
Idling Signs	\$10-\$30 per sign
Stickers and materials	\$10- \$25 per package
Postage	\$50
Miscellaneous	\$100
Total budget	Estimate \$2,500-\$12,500 depending on cost of Coordinator and quantity of supplies needed.

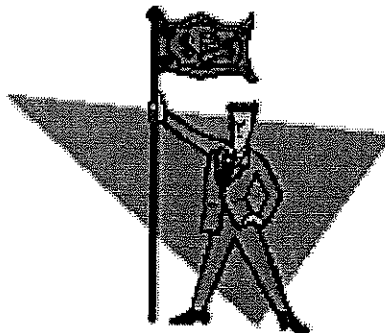
Funding/Assistance

Climate Protection Grant - Massachusetts Department of Environmental Protection
Category II: Technical Assistance Funds—only available to communities participating
in the CCP program Contact Tina Klein: 617/292-5704 tina.klein@state.ma.us

International Council for Local Environmental Initiatives (ICLEI) or Cities for
Climate Protection www.iclei.org

US EPA Clean Air Act Grant Funds www.epa.gov

Mass Environmental Trust www.massenvironmentaltrust.org

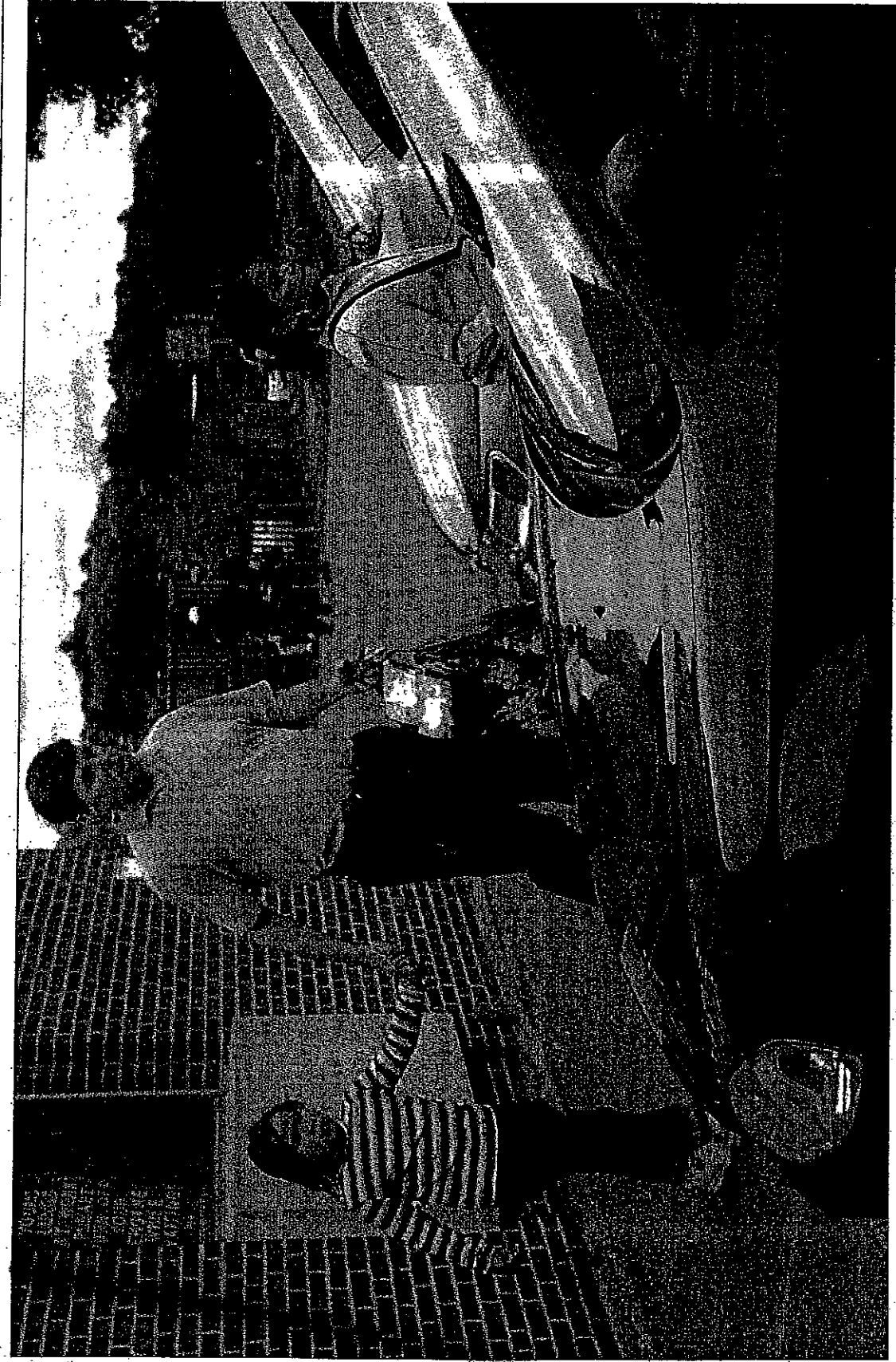


TOWNS/REGION

Wednesday, May 24, 2006

Daily Hampshire Gazette • gazettenet.com

Continued from Page 1



Steven Newcombe returns to his car with daughters Alicia, left, and Christine after school let out Tuesday at Wildwood Elementary School in Amherst. Parents at the school are asked to park their cars instead of forming a line and idling, which activists say pollutes the air, wastes energy and poses risks to children's lungs. The school's efforts are being recognized by the Pioneer Valley Planning Commission and the state DEP.

JERREY ROBER

according to Prince.

He said the school is participating in a regional project to reduce air pollution from its vehicles. Buses are turned off when waiting for children.

The policy has the added benefit of improving air quality by reducing the amount of greenhouse gas emissions that cause global warming, Prince said.

Parents agree. "A lot of children have allergies and asthma. This is one small way to protect children's health," said Melanie DeSilva, who is picking up her daughter, Lily, who is in kindergarten.

In Easthampton

Easthampton is also among the school systems taking part in the regional project. At the city's Peppin Elementary School in Easthampton, school officials are asking drivers of delivery trucks to turn off the engine.

"Deliveries are more of a hazard," said Principal Clint Burt, referring to truck exhaust affecting the students. "There are a lot of air filters around the building and it's a long time to change them."

As part of the idling reduction program, school officials are reaching out to delivery services, asking them to stop their engines while loading and unloading next to the school.

For milk trucks, which need to keep the engines running for the refrigeration units inside the school, Burt is asking drivers to park further from the building, Burt said.

Although the school is asking parents to watch for how long they keep their engines running, idling cars are less of a problem, thanks to the geography of the building.

According to Burt, many parents park their cars down the road, and wait for their children outside the building. The Park Street school is close to a busy intersection, an

Idle matters in school lots

Initiative urges area parents to protect air, student health

By PHYLLIS LEHRER and Z. BEN FEDER Staff Writers

Drivers who leave their motors running get the "eyeball" from parents at the Wildwood Elementary School parking lot.

Parents and grandparents in vans, station wagons, two-door and four-door sedans knew to turn off motors while waiting to pick up children and grandchildren after school. They are following the school's policy adopted this year that calls for people to park their vehicles and walk into the school to pick up children — no idling allowed.

The occasional dissenter gets the eyeball, according to Steven Newcombe, who said he is happy to comply with the policy as he waits

for his daughters, Christine and Alicia.

And he is not alone. All the drive questioned in the parking lot Tuesday afternoon said they shut off the engines.

The school's effort is being recognized by the Pioneer Valley Planning Commission and Department of Environmental Protection, according to Wildwood Principal Mark Prince in a letter to families. PVP staff will discuss reducing vehicle idling at Wildwood May 30 at 2:30 p.m.

Prince said Tuesday he initiated the policy this year to protect children and organize the dismissal procedure. While the majority of students take the bus and some walk, more than 50 vehicles pick up children. ■ See IDLING/Page B2

Cars are prohibited from parking directly in front of building since that space reserved for school buses, a small parking lot nearly mostly filled with teachers' staff members' vehicles.

"We insist that parents pick up their kids at the parking lot," Burt said.

Burt said the school received four "idling limit" signs, which will be installed on the building over the summer.

Other reasons

Not idling saves money and stops pollution, said Aurora Sharra, who was picking up her daughters, who are in third and sixth grade at Wildwood.

Hyungmin Sain agreed. She was waiting for her son, the first grade, said she also kept her engine turned off last year.

Emily Justice, who was picking up her daughter, said she supports turning off car motors but if children are old enough parents shouldn't have to enter the school to pick them up.

"I see the sign. It's right there," said Edward Shuler, who was picking up his son, Devor Shabazz Shuler, in his parking car with the engine off. He was referring to the green poster in a window overlooking the lot that reads: "Your lungs at work! Please turn off engines while waiting."

Donna Van Boom said she didn't know about the policy but she does shut off her engine when she picks up her grand daughter periodically. "Why should they have to breathe fumes?" she said.

Besides the pollution and gas saving factors, Mark Davis cited a safety reason. "You never know when a car could roll," he said as he waited for his son who is in first grade.


Cynthia Binkner was at Fox River this week to pick up her granddaughter and noticed the fumes from the idling buses and the children lined up. "The fumes were awful and I thought of the children's lungs," she said.




"What else are we doing unbeknownst to us, that has an impact on children's health? Think of drive-up windows," Prince said.

YOUNG LUNGS AT WORK!
PLEASE TURN OFF YOUR ENGINE WHILE WAITING!
THE WILDWOOD GREEN TEAM!

TERREY ROBERTS
This sign at Wildwood Elementary School in Amherst makes clear how a "green team" feels about idling cars.

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Three towns urge drivers to shut down idling engines

By Associated Press
Monday, June 12, 2006

NORTHAMPTON – Three western Massachusetts communities are launching a public education campaign to reduce greenhouse gas emissions and cut gasoline consumption caused by idling car engines. Northampton, Easthampton and Amherst are working with the Pioneer Valley Planning Commission and a \$10,000 grant from the state Department of Environmental Protection on the campaign. "If you're going to idle your vehicle for more than 10 seconds, it's better to turn your engine off," said Catherine M. Miller, principal planner at the commission who is overseeing the campaign. "It will save you gas, but more importantly, it will reduce greenhouse gas emissions." Signs urging drivers to turn off their engines while they wait will be installed soon at schools and municipal buildings in the three communities. "It's really a painless way to reduce energy use and air pollution," said Wayne M. Feiden, Northampton's director of planning and development. "It's developing lifetime habits."

The schools are a focus of the effort because of the negative effects of air pollution on children's lungs, including increased occurrences of asthma.

Idling-reduction programs are already in effect at Wildwood Elementary School in Amherst, Jackson Street Elementary School in Northampton, and Pepin Elementary School in Easthampton.

"We've been doing a lot of outreach at the schools," Miller said. "We're trying to use the kids to get to the parents."

All three schools were leaders in anti-idling prevention before the campaign began. Pepin already has anti-idling signs and Wildwood has a "green team" of parents who promote environmentally friendly efforts.

School bus drivers in Northampton have already undergone training about idling engines, while drivers in Easthampton and Amherst are scheduled to get the same training. Municipal employees will also get the training.

State law limits vehicle idling to a maximum of five minutes, with some exceptions. For example, trucks making deliveries of refrigerated goods and vehicles operating power accessories are exempted.


There are some drawbacks to shutting down your engine more frequently.

"It's going to add more wear and tear to your starter," said Jeff Woodard, a mechanic at Ernie's Texaco in Northampton.







Information from: The Springfield Republican,
<http://www.masslive.com/republican/index.ssf>

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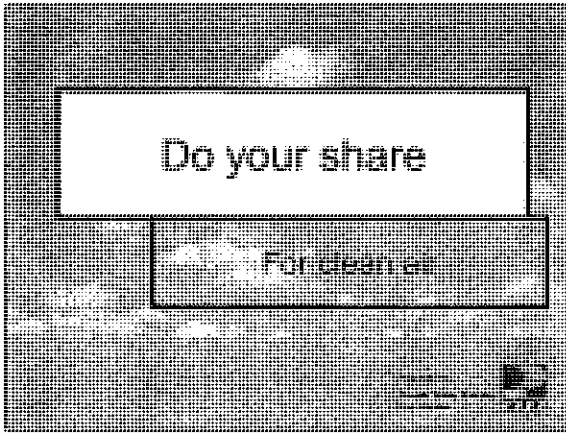

THE BOSTON GLOBE MONDAY, JUNE 12, 2006

Weather






NORTHAMPTON

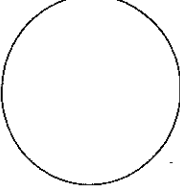
Green movement grows in west

Northampton, Easthampton, and Amherst are launching a public education campaign to reduce greenhouse gas emissions and cut gasoline consumption caused by idling car engines. "If you're going to idle your vehicle for more than 10 seconds, it's better to turn your engine off," said Catherine M. Miller of the Pioneer Valley Planning Commission, who is overseeing the campaign. Signs urging drivers to turn off their engines while they wait will be installed soon at schools and municipal buildings in the three communities; school bus drivers and municipal employees are getting training on the policy. (AP)





Idling Reduction Outline

-  Pioneer Valley Idling Reduction Campaign
-  Why idling is a problem
-  Myths about idling
-  Benefits of taking action
-  What we can do about idling




2



Idling Reduction Program






- DEP Grant awarded to Northampton
- Role of the Pioneer Valley Planning Commission
- Target Audiences
 - Municipal employees
 - School employees
 - Parents
 - Public

3





Why is idling a problem?

Idling our vehicles:


-  produces unnecessary pollution
-  contributes to climate change and smog
-  contributes to health problems including asthma.
-  wastes fuel and costs us money
-  is *not* good for vehicle engines.

4




IDLING IS AGAINST THE LAW!

- o Massachusetts General Laws (M.G.L. Chapter 90, Section 16A)
- o DEP Regulation(310 CMR 7.11)






5




Idling Myth # 1

The engine should be warmed up before driving.

Reality

-  Idling is not an effective way to warm up your vehicle.
-  Driving your vehicle is the best way to warm it up.
-  30 seconds of warming up your vehicle on winter days is enough.


7




Idling Myth # 2

Idling is good for your engine.

Reality

-  Excessive idling can damage your engine components, including cylinders, spark plugs and the exhaust system.



8




Idling Myth No. 3

Shutting off and restarting your vehicle is hard on the engine and uses more gas.

Reality





-  Frequent restarting has little impact on engine components.
-  More than 10 seconds of idling uses more fuel than restarting the engine.

9




Benefits of Taking Action

Not idling will:

-  save you money 
-  let you breathe more easily
-  help you spare our climate


10



The Five-Step Anti-Idling Action Plan

1. Reduce "warm up" idling to 30 seconds.
2. If you are going to be stopped for more than 10 seconds, turn off your engine.
3. Do not use a remote car starter.
4. Consider using a block heater to warm your engine before you start it.
5. Spread the word to your family and friends.


11








Idling Reduction at JSS

- Support of Principal and PTO
- Article in Newsletter
- Presentation to PTO
- Handouts going home with kids
 - idling reduction pledge form
 - bumper sticker
 - facts sheets
- Presentation to staff


12



Summary

-  Unnecessary idling produces unnecessary pollution.
-  Idling wastes fuel and costs us money.
-  Idling is *not* good for our vehicles' engines.
-  We can stop idling and help spare our air, slow climate change and save energy and money.
-  There are many voluntary and regulatory approaches we can take to stop idling.


13




Avoid Idling

- Don't go to drive-throughs
- Park your car and walk in to school to get your child
- Other?

14



Do your share for clean air



Turn your engine off when waiting

15