



**CLEAN AIR COUNTS CAMPAIGN  
FOR CLEAN AIR AND  
DEVELOPMENT**



## Who We Are

- Northeastern Illinois regional initiative
- Managed by the Metropolitan Mayors Caucus
- Partners include:
  - US EPA – Region 5
  - City of Chicago
  - Illinois EPA
  - Regional non-profit organizations



# The Concept

Create a regional, voluntary air quality improvement program for sources not traditionally targeted by regulation –

Clean Air Counts Campaign



# Philosophy

Encourage mayors to take ownership of regional air quality solutions. Business leaders will follow when local government leads the way.



# Campaign History

- Two events in 1997:
  - Proposal of new, more stringent, federal air quality standards for ozone
  - Creation of the concept that would become the Metropolitan Mayors Caucus



# Campaign History

- Regional Dialogue convened in 1999
  - Clean Air Task Force framed the issue
    - Regional
    - Environmental
    - Economic
  - Engagement of industry, environmental and civic, government, developers, and academia representatives in an advisory committee



# Campaign History

- Advisory Committee Recommendations:
  - Identify target constituents
  - Develop clean air strategies
  - Test incentives and messages to be used for recruitment
  - Create an “Early Adopter” strategy to assess widespread implementation model



## Planning Goals:

- Multi-stakeholder process
- Designed to develop strategies to address severe smog issues in the Chicago region
- Inclusive of region's economic development agenda



# Campaign Goals

- Achieve better air quality while increasing economic development
- Reduce VOC and NOx emissions by 5 tons per day
- Evaluate how target audiences respond to voluntary strategies.
- Quantify results of voluntary implementation



# Why Voluntary Strategies?

- The most significant sources are often difficult to regulate
- Requires education of and buy-in by stakeholders necessary to create systemic behavioral change
- Cost-effective approach to emission reductions



# Clean Air Counts Implementation

- Focus on unregulated area and mobile sources
- Provide a menu of options to allow flexibility
- Promote environmental and economic consequences
- Quantification of emissions reductions for inclusion in Illinois's SIP



# Campaign Structure

- Business and public outreach coordinated in geographic corridors
- Outreach to area municipalities through City of Chicago and Councils of Government
- Sector specific pollution prevention
- Technical assistance



# Strategies Promoted

- Low-VOC cleaners, paints, building materials
- Energy efficient lighting, equipment, EnergyStar Homes and Buildings
- Mobile sources – diesel retrofits, lawn care buybacks, WTO



# Successful Implementation

- Nearly 300 businesses, organizations, and governing bodies participating
- Clean Air Excellence Award winner
- Over 3 million media impressions in 2004
- Over 600,000 pounds of ozone and particulate matter pollution reduced



# Successful Implementation

Pounds per year	Strategies									
	NL	Low VOC Paint	Low VOC Clean	Low VOC Pave	EE Light	ES Equip	WTO	Gas Can	Lawn Care	Diesel Retrofit
2002	537	2620	107542	7161	451	658	5543	6270	2920	125
2003	387	39482	151	0	55254	1855	8592	2596	0	2309
2004	55710	4624	20353	0	293361	680	7626	827	1441	1939
Total	56634	46726	128046	7161	349066	3192	21761	9693	4361	4374



# Campaign Funding

- Federal appropriation
- Generous support of local and national philanthropic organizations
- Supported by in-kind donations from participating businesses