



Clean Air NY

Expect More.

Everyone wants clean air, but not everyone realizes that he or she can make a difference.

It's time to expect more—from ourselves, our businesses and our community.

The U.S. Environmental Protection Agency says that the New York metro area must meet federal air-quality standards for ground-level ozone and particulate matter pollution. Much of that pollution comes from the millions of car trips we take each day. When the air quality is poor, all of us are at risk—especially our kids and elderly neighbors.

Clean Air NY, an initiative of the New York State Department of Transportation, can help you and your organization make our air cleaner through simple changes in everyday travel behavior. Whether you're part of a large or small company, a nonprofit organization or community group, the little shop on the corner or the big department store at the mall, you can help improve the air and reduce greenhouse gas emissions by encouraging people to make smart driving choices.

Isn't it time we all expected that of ourselves?



Learn More.

To learn more about Clean Air NY, complete the form on the reverse side and

- Return it today to a Clean Air NY representative
- Mail it to us at:
Clean Air NY
342 Broadway
Suite 404
New York, NY 10013
- Sign up online at CleanAirNY.org

Spread the Word.

Getting started is simple.

When you join Clean Air NY, you will receive bulletins about Air Quality Action Days, when air pollution is expected to be high. All we ask is that you distribute these bulletins to your employees, members or constituents by e-mail, via your intranet or by posting them in a common area. These bulletins will help people protect their health when air quality is poor and provide information on actions they can take to reduce pollution.



342 Broadway
Suite 404
New York, NY 10013
1-877-ILUVAIR
CleanAirNY.org
info@CleanAirNY.org



Clean Air NY is sponsored by the New York State Department of Transportation in support of regionwide air-quality efforts.

A Guide for You and
Your Organization





Do What's Right for You.

Participating in Clean Air NY is easy—and we can customize your membership to make it right for your organization. Pick the level of involvement that best suits your needs and change it as often as necessary. With three ways to get involved, there's simply no way to go wrong when the end result is cleaner air and healthier New Yorkers.

The Employer Partner

Demonstrate your dedication to the health and well-being of your employees and your community. Distribute our Air Quality Action Day Bulletins. Learn from Clean Air Connections, our quarterly e-newsletter. And follow easy tips and reminders from Latest Breeze e-mails.

The Community Partner

Community and faith-based organizations, local governments, nonprofit organizations and health and environmental groups join Clean Air NY to improve the quality of life and air in the New York metro area. With our help, you'll be able to educate members and constituents, to host clean-air events and to encourage changes in driver behavior and travel choices.

The Clean Air Champion

Ready to go above and beyond? Champions agree to distribute air quality information to employees on Air Quality Action Days and to take additional steps to make a greater impact. Clean Air NY will provide your organization with the assistance that you need to implement simple outreach efforts.

Interested in doing more? There are lots of ways your organization can help—start a commuter benefits program for your employees, promote telecommuting or encourage ridesharing. You decide, and we'll help.



Yes! I want to sign up to be a part of Clean Air NY.

Name _____

Organization _____

Address _____

City _____

State _____ Zip _____

E-mail _____

Phone _____

Fax _____

Number of Employees/Members _____

I'm interested in helping my organization become a member as a(n): (Check all that apply.)

Employer Partner Community Partner Champion Partner

Participants in Clean Air NY will automatically be enrolled to receive Air Quality Action Day Bulletins. Please mark which additional types of information you would like to receive from us.

Clean Air Connections: Our quarterly e-newsletter.

The Latest Breeze: Periodic e-mails or faxes with tips and information about air quality.

Would you prefer to receive these via fax or e-mail?

Clean Air NY will not share your information with any other organization or group and will use your information only to send information related to Clean Air NY.



Breathe it in.

Thrive.

With cleaner air, everybody wins.

Air quality is a serious, ongoing problem. Forty-two percent of New Yorkers say someone in their family experiences negative health effects from air pollution. And according to a University of New Hampshire study, one-third of participants felt worse on poor air quality days—a full 25 percent suffered lowered productivity.¹

By joining Clean Air NY and implementing some of our free and easy travel choices, you show that you care about the people you work with and our community. As the air improves, your efforts will show their own benefits, like fewer sick days and lower health-care costs, or increased membership in your organization and a better quality of life in our community. You may even start to enjoy better profitability and higher employee or member loyalty.

¹ University of New Hampshire, Press Release, "Poor Air Quality Lowers Worker Productivity In New England," August 19, 2004



Start Today.

Everyday choices affect the well-being of every New Yorker, every day.

You and your employees or members can start improving our air today. These simple changes can make a big difference:

- **Combine errands** into one trip, even on the weekends.
- **Bike, walk or use public transit.** Leaving your car at home just one day a week for a year saves about 1,000 miles of wear-and-tear and \$500 in total driving costs² and will help reduce greenhouse gas emissions.
- **Share a ride by carpooling or vanpooling.** Visit nycommute.org for more info.
- **Maintain your car** and you'll produce 20 percent less ozone-related emissions, save money on gas and cause less traffic congestion due to breakdowns.³
- **Avoid topping off the tank.**
- **Cut back on idling.** By going inside a fast-food restaurant or the bank instead of sitting in the drive-through, you'll cut back on pollution emitted from your car and save on gas.
- **Spread the word** about Clean Air NY. Visit CleanAirNY.org.

² Federal Highway Administration National Household Travel Survey 2001, <http://nhts.ornl.gov/publications.shtml>, and U.S. General Services Administration, http://www.gsa.gov/Portal/gsa/ep/content/view.do?contentId=9646&contentType=GSA_BASIC.

³ Department of Energy/U.S. EPA, <http://www.fueleconomy.gov/feg/maintain.shtml> and based on calculations performed in August 2003 for the Federal Highway Administration using the U.S. Environmental Protection Agency's MOBILE6.2 emissions model.