

Anti-Idling Public Awareness Campaign



City of Kirkland



Background



Goal ES-1: Prioritize community GHG emissions reduction to achieve City Comprehensive Plan and K4C Goals.

Action ES-1.2: Work with community members to create public/private partnerships to reduce emissions.

Goal SG-1: Integrate sustainability into every major decision the City makes.

Action SG-1.11: Explore creating an anti-idling policy for City-operated vehicles.

Why?

Idling. . .

Contributes to unhealthy air quality & health impacts

Generates CO₂, furthering climate change

Can damage your car's engine

Wastes fuel & money



Take Action

1. Turn off your vehicle when you're parked
2. Talk to your family & social circles about idling
3. Get involved with the public awareness campaign



GO IDLE FREE 

- Save Money
- Stay Healthier
- Improve Auto Performance

Pledge to turn off your car when parked for more than 10 seconds!

Make your pledge @
ITURNITOFF.COM

A poster with a white background and a blue border. At the top, it says "GO IDLE FREE" in large blue letters, followed by a small blue car icon. Below this is a blue box containing three white bullet points: "Save Money", "Stay Healthier", and "Improve Auto Performance". Underneath the blue box is a white box with the text "Pledge to turn off your car when parked for more than 10 seconds!". Below that is the text "Make your pledge @ ITURNITOFF.COM" and a QR code. At the bottom, there are two circular logos: "Sustainable America" on the left and "City of Kirkland Washington" on the right.



GO IDLE FREE 

SAVE \$\$

- 👉 10 seconds of idling burns more fuel than restarting.
- 👉 Save 2-5 tanks of gas per year.

STAY HEALTHIER

- 👉 Reduce fumes which increases risk of asthma, allergies, heart and lung disease, and cancer.
- 👉 Protect kids, who are more vulnerable to polluted air.

IMPROVE AUTO PERFORMANCE

- 👉 Protect your engine, idling can cause build-up that damages engine parts.

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A poster with a white background and a blue border. At the top, it says "GO IDLE FREE" in large blue letters, followed by a small blue car icon. Below this are three sections, each with a blue header and a white box containing text and a blue car icon. The first section is "SAVE \$\$" with two bullet points. The second is "STAY HEALTHIER" with two bullet points. The third is "IMPROVE AUTO PERFORMANCE" with one bullet point. Below these sections is a white box with the text "Pledge to turn off your car when parked for more than 10 seconds!". Below that is the text "Make your pledge @ ITURNITOFF.COM" and a QR code. At the bottom, there are two circular logos: "Sustainable America" on the left and "City of Kirkland Washington" on the right.



Contacts



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SUSTAINABLE
— A M E R I C A —



GO IDLE FREE



- Save Money
- Stay Healthier
- Improve Auto Performance

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SUSTAINABLE
— AMERICA —

