



**TURN
IT OFF.**

**Anti-Idling Campaign
Spring 2009**

planNYC
Michael R. Bloomberg
Mayor



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SMALL STEPS, BIG STRIDES



I. Executive Summary

GreeNYC is the public outreach arm of PlaNYC, New York City's innovative and comprehensive sustainability plan to make New York a greener, greater city. GreeNYC serves to educate, engage and mobilize New Yorkers to rise to the challenges of reducing their energy use, living a more sustainable lifestyle, and shrinking the citywide carbon footprint – actions that are critical to achieving the overall PlaNYC goal of reducing the city's greenhouse gas emissions by 30 percent by 2030. Each campaign also supports the wide array of PlaNYC initiatives, ranging from improving air quality to promoting the use of public transportation.

In response to the serious environmental, health and financial consequences of idling vehicles in New York City, GreeNYC, with the help of its partners Environmental Defense Fund, EcoDriving and NYC Department of Transportation, developed a GreeNYC public service campaign. The goal of the campaign was to educate New Yorkers about the negative impacts of idling while empowering drivers to “Turn it Off.” The campaign sought to educate New Yorkers, reduce their idling tendencies (thereby also decreasing total particulate matter, ozone and CO₂ emissions from vehicles in New York City) and, ultimately, to change their attitudes towards adopting environmentally-friendly behaviors.

GreeNYC targeted both local New York City drivers and commuters into Manhattan from the outer boroughs and the Tri-State region in its anti-idling campaign by strategically placing public service announcements where and when they would reach the greatest number of drivers while on the road. The announcements comprised of messages explaining the legal, health, financial and environmental consequences of vehicle idling, and engaged drivers by prompting them to call 311 (the City's phone number for non-emergency services) to report instances of idling.

As a result of the campaign, GreeNYC increased issue awareness by generating over 194.6 million media impressions among New Yorkers and saw a 111% increase in the number of 311 related to idling during the peak of the campaign's media saturation – despite the fact that the total number of 311 calls for all issues actually declined during this period. A dramatic increase in 311 calls speaks to the success of the campaign in increasing public awareness of this issue.



SMALL STEPS, BIG STRIDES



II. **GreeNYC Overview**

In April 2007, Mayor Michael Bloomberg and the Mayor's Office of Long-Term Planning and Sustainability (OLTPS) launched PlaNYC, New York City's innovative and comprehensive sustainability plan to make New York a greener, greater city. GreeNYC, the public outreach arm of PlaNYC, is an initiative to educate, engage and mobilize New Yorkers to rise to the challenges of reducing their energy use, living a more sustainable lifestyle, and shrinking the citywide carbon footprint – actions that are critical to achieving the overall PlaNYC goal of reducing the city's greenhouse gas emissions by 30 percent by 2030.

GreeNYC campaigns support the wide array of PlaNYC initiatives, ranging from improving air quality to promoting the use of public transportation. By highlighting facts, tips and resources across multiple media platforms, each GreeNYC campaign empowers New Yorkers to lower their environmental impact without drastically affecting their everyday lifestyle. GreeNYC's campaign messages are purposefully easy to understand and actionable so that New Yorkers are able to change a single simple behavior and make a real difference as a result.

Through smart, continuous and targeted public outreach and policy development efforts, GreeNYC's goal is to fundamentally shift the ways in which New Yorkers view their interaction with the world so that they ultimately perceive their sustainable lifestyles as second nature.

III. **Campaign Background and Objectives**

Idling vehicles emit pollutants that contribute to air pollution and global warming. These harmful emissions are also associated with health risks, including lung and heart disease, asthma and cancer. According to a recent study by the Environmental Defense Fund, idling vehicles in New York City emit 2,200 tons of smog-forming volatile organic compounds, 24 tons of soot, 130,000 tons of CO₂ and 940 tons of smog-forming nitrogen oxides each year. To absorb this annual idling pollution, we would need to plant trees on a field the size of Manhattan. Furthermore, on an average weekday, idling vehicles in New York City waste more than 30,000 gallons of gasoline and 20,000 gallons of diesel; 40,000 cars could drive from Midtown Manhattan to JFK with this amount of gas. Together, this translates into a loss of over \$28 million in fuel costs annually, not including increased maintenance costs for engine wear and tear. Pollution and wasted money are not the only problems caused by vehicle idling, as vehicle exhaust has been linked to increased rates of asthma, emphysema, cancer and heart disease. Child hospitalization

rates for asthma in New York City are more than twice the national average--in the South Bronx, where more than 77,000 vehicles pass through each day, it is almost four times as high. As such, New York City law prohibits idling for more than three minutes; however, engine idling is still pervasive.

Unfortunately, most New Yorkers are not aware of the adverse health, environmental, financial and legal consequences of engine idling. Thus, GreeNYC, with the help of its partners Environmental Defense Fund, EcoDriving and NYC Department of Transportation, developed a public service campaign to educate New Yorkers about the negative environmental and economic impacts of idling while empowering drivers to “Turn it Off” in the spring of 2009. The goals of the campaign were to educate New Yorkers, reduce their idling tendencies (thereby also decreasing total particulate matter, ozone and CO₂ emissions from vehicles in New York City) and, ultimately, to change their attitudes towards adopting environmentally-friendly behaviors. In order to do so, GreeNYC’s specific objective was to create the greatest number of impressions with drivers possible through its strategic media campaign.

Because it is difficult with currently available data and technology to monitor actual changes in idling levels, and nearly impossible to attribute reductions in overall citywide carbon emissions specifically to reductions in vehicle idling, GreeNYC determined the next best way to measure its campaign’s effectiveness: to encourage New Yorkers to call attention to this toxic behavior by asking them in its PSAs to dial 311, the City’s phone number for non-emergency services, to report instances of idling. GreeNYC could then compare the volume of idling-related 311 calls with pre-campaign levels as a proxy measure of the campaign’s results.

IV. Campaign Strategy

As idling is exclusively a driver’s behavior, GreeNYC carefully segmented New Yorkers in order to identify those who drive in the city the most, and then determined the most effective way to reach those drivers. GreeNYC ran its anti-idling campaign in the spring season, when temperatures in New York City are moderate, in order to educate drivers about the consequences of idling during a period in which they are unlikely to leave their car engines running for weather-related reasons (i.e. to keep the car cool or warm). GreeNYC’s intention in doing so was to leverage the high impact that the campaign could have during the spring in order to instill behavior changes that will last through future summers and winters.

a. Target Audience

The campaign targeted both local New York City drivers and commuters into Manhattan from the outer boroughs and the Tri-State region. The campaign's PSAs were therefore strategically placed where and when they would reach the greatest number of drivers while on the road. (See "Campaign Execution," below, for more details.)

b. Messaging

As with all GreenNYC campaign taglines, the program selected a clear, accessible and actionable tagline to use throughout the anti-idling campaign: "TURN IT OFF."

Acknowledging that New York drivers have a variety of motivations and would likely respond to any combination of compelling reasons to "Turn it Off," GreenNYC then created four distinct messages to address the main consequences of idling:

- *Financial/Environmental message:* Idling your engine for over 10 seconds wastes more fuel than restarting it
- *Legal/Financial message:* Even if you're sitting in your car, you can get a \$2,000 ticket for idling your engine
- *Health message:* Idling your engine contributes to asthma, cancer and heart disease
- *Environmental message:* Idling your engine contributes to global warming

This strategic messaging was then incorporated into a comprehensive media plan, with the placement of individual messages based on the type of media and its location. This meant that particular messages were delivered to the drivers with whom they were most likely to resonate. For example, in the Bronx, GreenNYC devoted many of its billboards and bus tail PSAs to its "health" message. The rate of asthma in children in the Bronx is one of the highest in the nation; this has been correlated to the high concentration of vehicle and truck traffic in the area.

c. Media

GreeNYC’s overarching media goal in any campaign is to affect behavior change by maximizing impressions with its target audience in the most efficient and cost-effective manner possible. For its anti-idling campaign, GreeNYC focused on reaching New York City drivers while they on the road by purchasing out-of-home (i.e. billboards, bus tails, etc.) and drive-time radio PSA advertising. The organization also worked to create additional value for its campaign’s partners by negotiating a significant quantity of strategically placed supplementary media space at no cost. (See “Campaign Execution,” below, for more details.)

d. Partnerships

GreeNYC engaged in several strategic partnerships for its anti-idling campaign, including ones with:

- *EcoDriving*, a program from the Alliance of Automobile Manufacturers that encourages smart driving practices to lessen the negative environmental and economic impact of auto emissions (anti-idling is a priority for them);
- *The New York City Department of Transportation*, which displayed the campaign’s “TURN IT OFF” tagline on its digital signage at no cost; and
- *The Environmental Defense Fund*, which had recently conducted a study on the environmental effects of advertising that became the basis of GreeNYC’s campaign.

V. Campaign Execution

GreeNYC employed a multifaceted approach to maximize both media impressions with New York City drivers and subsequent idling-related 311 calls. As mentioned above, GreeNYC focused on securing substantially discounted media rates and considerable added value, through negotiation efforts, to convey its campaign’s messages. Please refer to the Appendix for artwork, pictures of out-of-home PSAs and radio ad scripts.

a. Out-Of-Home

- i. *MTA Bus Tails* – GreeNYC chose to advertise specifically on the tails of MTA buses, as opposed to their sides, interiors or fronts, to impact drivers as they waited in traffic or at stoplights behind the buses. GreeNYC targeted New York City buses with the longest routes throughout the five boroughs in order to maximize PSA visibility. GreeNYC ran 1,000 tail light posters for four weeks, and negotiated an additional two weeks' worth of space at no cost. There was an equal distribution on bus tails among the four versions of the creative because they were viewed city-wide, and every message included the urging to contact 311 to report idling. The bus tail advertising resulted in over 133.4 million impressions.
- ii. *Billboards* – GreeNYC selected eight billboard locations for a six week run based on their location, traffic patterns, Daily Effective Circulation (DEC) and actual proximity to the roadway. Campaign messages for each location were chosen based on asthma rates, types of drivers (i.e. the point of origin for commuters), and proximity to the road and to other billboards. The billboards' locations included outbound and inbound positions on the Manhattan Bridge, inbound on the Third Avenue Bridge, outbound on Queensboro Bridge, Manhattan-bound on the Long Island Expressway (LIE), eastbound on the Brooklyn-Queens Expressway and eastbound on the Cross Bronx Expressway. Because many of the billboards remained in place for 10-12 weeks at no additional cost, the billboard advertising resulted in nearly 46 million impressions.
- iii. *NYC DOT Digital Signage* – GreeNYC worked with the New York City Department of Transportation to display the message "TURN IT OFF, CURBSIDE IDLING IS ILLEGAL" on digital highway signs at 30 high-traffic locations on major city and state roadways at no cost. This portion of the campaign ran for six to eight weeks, based on location.
- iv. *Bus Shelter Signage* – Through an agreement with the media provider, GreeNYC's creative appeared on numerous bus shelters in the outer boroughs at no cost in order to increase the campaign messages' impact among commuters. As 42% of New York City commuters have access to a vehicle, this unpaid media was important strategically for reaching would-be drivers while they are taking public transit. These ran for over four weeks.

- b. **Radio** – GreeNYC purchased both 15-second spots and sponsored traffic updates during morning and afternoon drive times on the city’s biggest news stations, WCBS (CBS News) and 1010 WINS. Both of these stations also provided additional rotating airtime for the advertisements at no extra cost. Separately, GreeNYC placed 250 units of public service announcements – also during drive time – on WNYC, which boasts the largest public radio audience in the US. The radio advertising resulted in 15.2 million impressions.

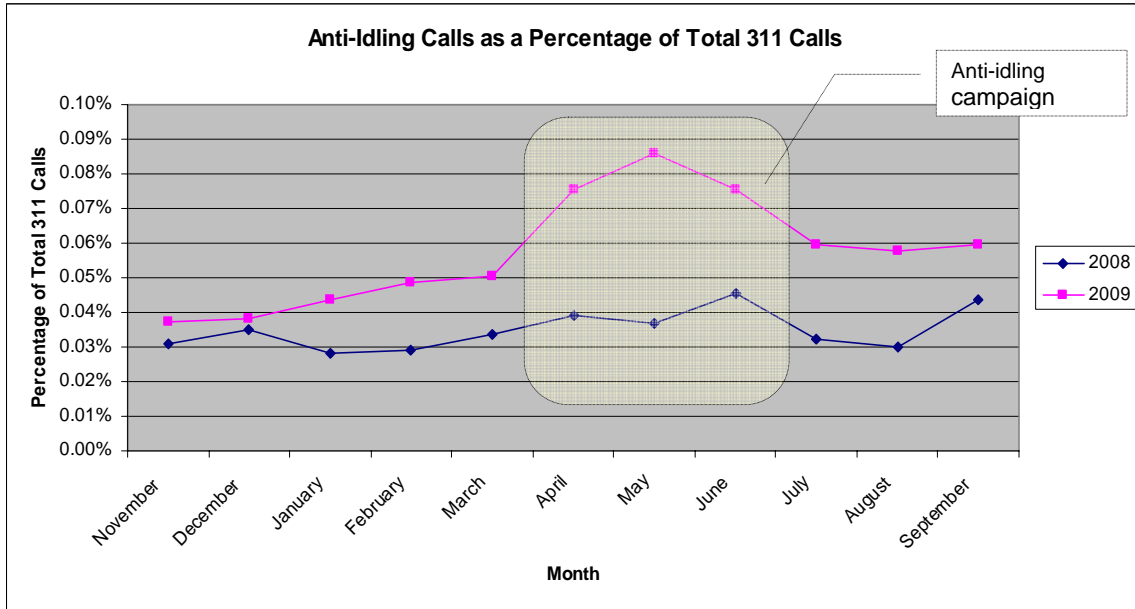
- c. **Print** – GreeNYC’s campaign received print advertising space in two major New York-based publications, *Crain’s New York Business* and *New York Daily News*, at no cost. The organization chose to run the ads containing its campaign’s financial and environmental messages in these business-oriented publications because they directly equated idling with wasting fuel, and therefore money.
 - i. *Crain’s New York Business* – daily circulation of 59,866, with 251,437 total readership
 - ii. *New York Daily News* – daily circulation of 632,595 with 2,582,700 total readership

- d. **Bumper Positioning** – Working with New York City’s fleet of vehicles, OLTPS developed another avenue of communication with drivers on the road by creating bumper magnets/stickers to be placed on the City’s light duty and hybrid vehicles. OLTPS appeared before the Taxi and Limousine Commission of New York, which agreed to make 12,000 bumper stickers available for placement on NYC taxis. One hundred percent of these stickers were, in fact, distributed to taxi drivers.

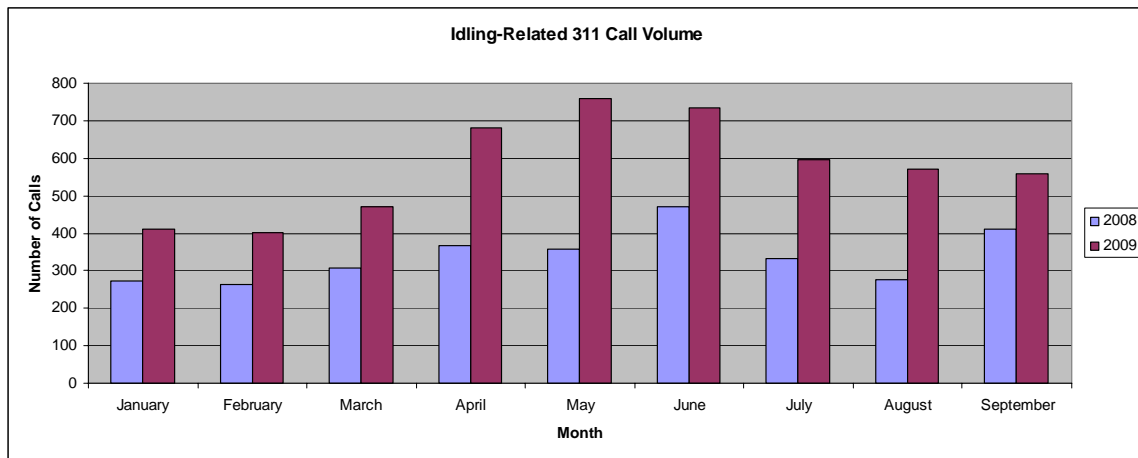
VI. Results

GreeNYC's anti-idling overarching campaign goals were to educate New Yorkers, reduce their idling tendencies (thereby also decreasing total particulate matter, ozone and CO₂ emissions from vehicles in New York City) and, ultimately, to change attitudes towards environmentally-friendly behaviors. The campaign specifically aimed to (a) increase awareness of the financial, legal, health and environmental consequences of vehicular idling through media outreach, and (b) increase civic engagement via 311 usage to report instances of idling. On these two measures, the campaign was a great success:

- a. **Awareness** – Through the strategic use of highly targeted PSAs and public relations initiatives, the anti-idling campaign generated over 194.6 million total media impressions among New York City drivers. This level of impact is typically seen in far more costly outreach campaigns.
- b. **Engagement** – Even more impressive, however, is that there was a 111% increase in the number of same-month 311 calls over the prior year related to idling during the peak of the campaign's media saturation – despite the fact that the total number of 311 calls for all issues actually declined during this period. Further, the number of idling-related 311 calls during the three month campaign comprised over 36% of idling-related calls over the past 12 months. Even after the campaign ended, there continued to be a steady increase over 2008 levels.



Idling-related calls increased substantially during the campaign, despite a decrease in total 311 calls. As a result, the percentage of 311 calls related to idling increased dramatically during – and after – the campaign.



A snapshot of idling-related 311 calls shows a substantial same-month increase in 2009 over 2008 levels.

VII. Appendix

Radio Ad Transcripts (1010 WINS and CBS)

- i. *Each year, idling vehicles in New York City waste 28 million dollars. Idling your engine for more than 10 seconds wastes more fuel than restarting it. The City of New York and EcoDrivingUSA.com reminds you to save gas and money. TURN IT OFF. To report idling, call 311. Learn more at nyc.gov/greenyc.*
- ii. *Every year, idling vehicles in New York City produce as much pollution as 9 million trucks driving from the Bronx to Staten Island, contributing to asthma, cancer, and heart disease. Department of Transportation and EcoDrivingUSA.com reminds you to TURN IT OFF. To report idling, call 311. Learn more at nyc.gov/greenyc.*
- iii. *We would need to plant a forest the size of Manhattan to absorb annual New York City idling pollution. The City of New York and Environmental Defense Fund reminds you to turn off your engine and reduce global warming. To report idling, call 311. To learn more visit nyc.gov/greenyc.*
- iv. *One of eight New Yorkers has been diagnosed with asthma. Idling vehicles release pollutants that contribute to asthma, cancer and heart disease. Make City air cleaner, TURN IT OFF. Idling wastes money. More fuel is wasted idling in park for 10 seconds then RESTARTING. The City of New York and the DOT along with the Environmental Defense Fund and EcoDrivingUSA.COM ask you to save gas and money. Help make New York a healthier place by turning off engines when parked at the curb. Report idling vehicles. Call 311. For more visit nyc.gov/greenyc.*

Artwork:



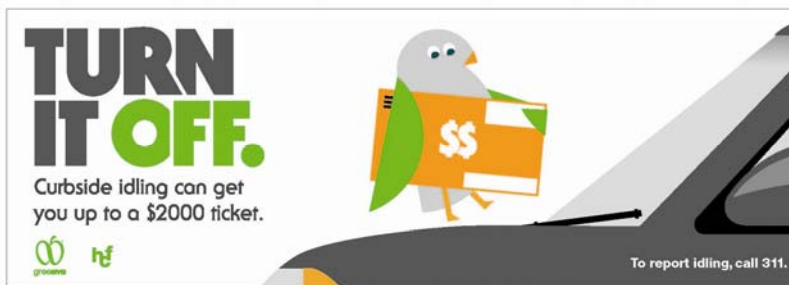
Health message



Environmental message



Environmental/Financial message



Legal/Financial message

Bus Tail Signage:



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Billboards:



Brooklyn-Queens Expressway



Manhattan Bridge



Long Island Expressway



3rd Avenue Bridge

NYC Department of Transportation Digital Signage:



MTA Bus Shelters:



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Print Publications:

100 PARK AVENUE
WE ARE PLEASED TO ANNOUNCE
WELLS FARGO TRADE CAPITAL, INC.
First located 17,000 sq ft
The project was conceptualized by James Thomas and James P. Thomas Realty Corporation and Health Care Group, CB Richard Ellis.
The Chairman & President of Wells Fargo Trade Capital, Inc. is James P. Thomas, Chairman, President, and CEO. The Vice President & Managing Director is James P. Thomas, Chairman, President, and CEO. The Vice President & Managing Director is James P. Thomas, Chairman, President, and CEO.

TURN IT OFF.
Idling your engine for over 10 seconds wastes more fuel than restarting it.
IDLING GETS YOU NOWHERE.
To report idling, call 311.

NEW YORK, NEW YORK

edited by Lisa Fichenscher

Dream continues with book deal
SUSAN BOYLE, the frumpy, middle-aged church volunteer who wiped the smudges off Simon Cowell's face with a kiss-kissed rendition of "I Dreamed a Dream," may not have long to wait to reap the rewards of sudden fame.
Literary agents in London and New York are attaching a book that the YouTube sensation will write about her overnight climb to stardom thanks to her recent appearance on the UK television show *Britain's Got Talent*.
The video of Ms. Boyle singing before the show's stunned judges has been viewed more than 41 million times on YouTube.
London agent Mark Lucas and New York agent Richard Pine, who are handling the auctions in the UK and the U.S., respectively, did not respond to queries seeking comment.
Some publishing executives who think there is potential in Ms. Boyle's book are still nervous about spending the millions it might take to buy it. "She has a story," says an editor at one house considering the book. "But it's a short story."
Lucas and his son, Mark II, has lined up three members of those prominent families to fund their project and finance a production. That the proceeds will support their favorite charities, and the other deal will support Legacy Group.
"The book is a non-entertainment marketing," says Ralph B. Phillips of Legacy. "We want to make an impact that is sustainable and meaningful."
Carnegie Mellon's Corbett, a single mom, is supporting the Christian Cancer Relief's fund with her endorsement. Bob Rasmussen, grandnephew of Sen. Robert R. Corbett, is supporting Westchester Alliance for Fall's development of the New York Hospital and I Saw Debra Rowland, grandnephew of President George W. Bush, is backing the local Boys & Girls Club in her area.
Contributor: Matthew Flynn

Theater surfs for a rent reduction
The Little People of America, an organization that provides support to people with dwarfism, will be making headlines at an annual conference, the first time in the 52-year history of the event.
The organization, which has a membership of 1,000 little people in the region, is looking for a new home to host its annual conference, which will take place from July 8-10.
Among the highlights will be performances by some members and their professional associates, including Mike Merson and his Michael Lightfoot and artistic center at Randall's Island.
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1 in 8 Women Will Be Diagnosed With Breast Cancer.

A Mammogram is the best method to detect breast cancer early and save your life. If you get a mammogram 10 years of doing you should get a mammogram every year.
New York City's major hospitals and health-care centers offer mammograms at little or no cost.
Call 211 or visit www.health.ny.gov to find the public hospital or health center nearest you.
This program is available to all New Yorkers. For more information, call 211 or visit www.health.ny.gov.
MHCHE

TURN IT OFF.
Idling your engine for over 10 seconds wastes more fuel than restarting it.
IDLING GETS YOU NOWHERE.
To report idling, call 311.

New York COLLEGE OF HEALTH PROFESSIONS
A GREAT College A GREAT Opportunity
Government Programs May Provide You with the Stimulus to Improve Your Income While Attending New York College
Ask Our Financial Aid Counselors If You Qualify and Start Receiving Extra Money As Early As This Summer!
Attend Full-Time Only 2 Days a Week or Evenings
Accredited Undergraduate and Graduate Degree Programs in:
Massage Therapy, Oriental Medicine, and Acupuncture
Continuing Education in: Holistic Nursing for RNs, the science of self-regrowth and health-related workshops
Financial Aid Available if Qualified
HOLISTIC HEALTH! It's the Hottest Field in Health Care at the Finest Facility of Its Kind!
See why We Believe we have the Best Faculty, the Finest Faculty, the Strongest Programs, the Largest and Finest Clinics in Holistic Health at an Institutionally Accredited College...
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