

October 2005

5 TONS PER DAY!

Clean Air Counts will result in reducing pollution by five (5) Tons a day.

Clean Air Counts is a northeastern Illinois regional initiative to reduce ozone-causing emissions, thereby improving air quality and enabling economic development.

It is a collaborative effort between the Metropolitan Mayors Caucus, City of Chicago, U.S. Environmental Protection Agency Region 5, and Illinois Environmental Protection Agency. This multi-year initiative seeks to achieve specific and significant reductions in targeted smog-forming pollutants and major reductions in energy consumption.

This program will reduce costly health problems caused by air quality and demonstrate a voluntary approach to air quality improvement.

Did you know that there were 14 Air Pollution Actions Days between June 20th and September 12th 2005?

<http://www.epa.state.il.us/air/ozone/exceedances.html>

Visit us at www.cleanaircounts.org

Businesses in the North River Industrial Corridor

Clear the Air

The North River Industrial Corridor *Clean Air Counts* Demonstration Corridor is home to a diverse group of businesses working to improve air quality in Chicago.

Businesses represent heavy and light manufacturing, commercial, service firms, and institutions like hospitals and colleges. The Local Economic and Employment Development Council (LEED Council) is a member-driven community development agency that works on business development, workforce

development and community development. LEED has provided technical assistance and forums to enable businesses, households and institutions to select and implement air quality improvement strategies.

At this point there are over 300 businesses involved in the *Clean Air Counts* air quality improvement campaign in the greater Chicago area including Cook, Lake, Will, DuPage, Kane and McHenry County.

Those businesses range

from small businesses to international corporations and reflect industrial, commercial and service businesses. Participating businesses have implemented a variety of strategies ranging from energy efficiency strategies, use of low VOC products and workplace transportation strategies that reduce driving to work.

This newsletter provides Campaign updates and information on getting involved in Clean Air Counts. •



David Labreton, David McDermott, Mayor Murawski and Charles Jones discuss Clean Air Counts at Kendall College with Chicago Tonight.

Clean Air Counts Tour Highlights Kendall College, A Finkl & Sons and Patagonia—more businesses highlighted on Chicago Tonight

On August 24th, the Metropolitan Mayors Caucus with Midlothian Mayor Thomas Murawski, chairman of *Clean Air Counts*, in partnership with LEED Council facilitated a tour of the North River Industrial Corridor businesses to staff from the offices of Senators' Dick Durbin and Barak Obama, Office of State Representative Elaine Nekritz and

Office of the Lt. Governor Pat Quinn and EPA staff. EPA staff included the Acting Regional Administrator Bharat Mathur, Principal Deputy Assistant Administrator Robert Brenner, and Certification and Compliance Director Marilyn Zawmon, and foundations that fund *Clean Air Counts*: Dorothy Donnelley Foundation, Grand Victoria and the Chicago Community Trust. In addition, the tour was filmed for the August 24th edition of Channel 11's Chicago Tonight and by Comcast for a program scheduled to air in October 2005.

The tour showed applications of *Clean Air Counts* in educational settings, heavy industry and retail

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Energy efficient lighting and ENERGY STAR® office equipment provide alternative resources and management systems for light design and controls, light bulbs and office equipment in order to reduce energy usage. Effective programs save money on utility bills and maintenance costs while reducing the levels of fossil fuel emissions at power plants.

Energy efficient buildings and homes ensure optimum utilization of heating and cooling for air and water through improved insulation and other tactics. This results in greater building comfort, lower utility costs and reduced levels of fossil fuel emissions at power plants.

Low VOC paints, cleaning products and building materials are cost competitive, as effective as traditional products, create less eye and respiratory irritation and reduce emissions of smog-forming VOCs into the atmosphere.

Natural landscaping uses native plants, wildflowers and grasses to landscape around large properties. It significantly reduces maintenance costs and virtually eliminates the tons of VOCs emitted into the air by lawn mowers and other maintenance equipment.

Workforce transportation options provide alternative methods to reduce the number of commuters driving alone to work. These strategies improve worker productivity, and, in some cases, offer tax benefits to both employers and employees.

Diesel retrofit programs use retrofit technologies and cleaner fuels or additives to reduce emissions of soot, smog-forming pollutants and other toxic air pollution from diesel-powered vehicles.

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settings highlighting Kendall College, A Finkl and Sons and Patagonia. At Kendall College, Vice President of Development and Dean of Students, Charles Jones showed the college's native plant landscaping on the river walk and organic herb garden.

After touring the industrial corridor with descriptions of several other businesses participating in *Clean Air Counts*, A. Finkl and Sons hosted the group for lunch. Bruce Liimatainen and David Laurenson, discussed A. Finkl's participation in the program: energy efficient lighting, native landscaping, general energy efficiency and particulate matter filter.

Next the tour stopped at Patagonia to see the display of *Clean Air Counts* hero figures in the store and to hear Brooks Scott, store manager, explain how retailers can help programs like *Clean Air Counts* reach the community.

Footage of the tour was shown on Chicago Tonight for the roundtable discussion of air quality in Chicago. LEED Council members Kendall College and A. Finkl & Sons were prominently featured. Fletcher Chicago and Calumet Photographic were prominently featured because each provides shuttles that give employees rides from downtown train stations to work.●

Sara Lee Coffee and Tea Business Forum Recap

Sara Lee Coffee and Tea hosted the September Business Forum on their environmental initiatives at the Elston location.

Those initiatives include the exchange of 150 incandescent light bulbs with 8 halogen lights leading to an annual savings of \$5,000; an aggressive recycling program saving \$30,000 a year; and the implementation of a chemical reduction program that employees take pride in.

To receive more information contact Eve at 773-929-5552 ext 236●

Did You Say that You Were Not a Clean Air Counts Participant, Yet?

Shush, not so loud. You can join *Clean Air Counts* right now. Because we want to quantify the impact made by the voluntary actions, we need you to join using our website

Please follow the steps to join the campaign.

1. Go to www.cleanaircounts.org
2. Click on "JOIN", in the upper right heading.

3. Choose a campaign to join. We have Household, Business and Community

work for sign up and join as a household, too.

4. After filling out the contact information page, you will be asked to select a strategy.

5. Upon selecting a strategy you can finalize your sign up.

If you are have any trouble with the electronic sign up, call 773-929-5552 ext 236 to ask for help. ●



Campaign and yes, you can have the business you

Clean Air Counts at General Iron Industries, Inc

General Iron Industries, Inc., a member of *Clean Air Counts* since January 2005, has implemented business-related air quality improvement strategies in addition to staffing and collecting hundreds of lawn mowers and gas cans from the *Clean Air Counts* Lawnmower Buybacks and Gas Can Replacement events.

In 2000, 556 lawnmowers were traded in and disposed of, which equates to a reduction of volatile organic compound (VOC) emissions by five tons per summer season. In 2001,

the City collected 242 gasoline-powered mowers during a one-day event resulting in a two ton reduction of VOCs released per summer season.

General Iron Industries is a scrap metal recycler located in the heart of the North River Industrial Corridor. The family business has played an important role in the business and residential community for many years.

Clean Air Counts thanks General Iron Industries for helping make a visible difference. •

OK, So You Are A Clean Air Counts Member, But Have Not Reported?

As you know, our campaign goal is to reduce pollution by 5 tons per day. To reach our goal, we need *Clean Air Counts* members to file periodic reports using the *Clean Air Counts* website, www.cleanaircounts.org.

Because we value your commitment to the campaign to improve air quality, we thank businesses by acknowledging them on our website and in full page ads placed in the Chicago Tribune and Sun-Times.

Any member who does not file a report within a year of joining the campaign will

not be publicly acknowledged.

To report, visit

www.cleanaircounts.org and log on to your account and create a report by following the prompts. Once you have all of your information, filing a report should take a total of 10 minutes.

If you are having a hard time with the site or wish to report on an air quality improvement strategy that does not have a reporting module, please call Eve at 773-929-5552 ext 236. •

Clean Air Counts Billboard

From March 15th-May 1st A *Clean Air Counts* billboard overlooked the Kennedy Expressway.

The billboard's simple message "Make a Visible Difference, join www.cleanaircounts.org" encourages people to visit the *Clean Air Counts* website to learn what they can do to promote clean air in their daily activities.



"People can make an enormous contribution to cleaner air simply by leaving the car at home when pollution levels are high," said Kate Agasie, Director of Environmental Initiatives for the Metropolitan Mayors Caucus. "Taking public transportation or sharing a ride are obvious alternatives. At our web site there are numerous other steps we can all take day-to-day to make the air cleaner at work, at home, and in between." •



Deputy Commissioner Howard Henneman discussing diesel retrofitted street cleaners at the April 2004 Business Forum

How did you implement *Clean Air Counts*?

By talking to *Clean Air Counts* staff about your experience, you can help us improve the program and participate in our business-to-business solutions forum series.

773-929-5552 ext 236

Visit us at
www.cleanaircounts.org



Bruce Liimatainen, CEO of A Finkl & Sons discusses A. Finkl's participation in Clean Air Counts on the topics of energy efficient lighting, native landscaping, general energy efficiency and particulate matter filter.



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