

MIDDLEBURY NO IDLING CAMPAIGN

Middlebury instituted a No Idling policy after passing a town resolution in November 2007 as a step toward implementing the 2002 Town Climate Action Plan to reduce its carbon footprint by 10 percent within 10 years. The plan reports transportation as a major contributor to the town's carbon footprint. A Transportation Brainstorming Session for stakeholders and the public identified a no idling policy as a simple, concrete measure to take immediately. The town worked closely with Middlebury town officials, health professionals, the Idle-Free VT campaign, and Burlington 10 Percent Challenge campaign in developing its policy, promotional materials, and sign design.

- 1)** Host brainstorming sessions & contests to enroll public participation. Recruit one of your stakeholders (not you) as facilitator to run a brainstorming session on how to reduce fossil fuel use substantially. Go for low hanging fruit first (e.g., no idling policy, crosswalk signs).
- 2)** Connect with health when building coalitions to broaden support. Ask local health officials (school & college nurses, local state health officer, town health officer, etc) to draft, review, or endorse policies. These individuals command attention when public is skeptical about energy and climate change & have coalitions around related work (Safe Routes, Toxic Free).
- 3)** Attend select board meetings as a regular committed listener.. Establish your presence well before & after you appeal for policies & funding support to gain big picture & recognition. Ask to speak during public comments portion of agenda. Update board on area energy-related events or initiatives & ask if they have any questions, concerns, or tasks for you. They like to be asked. Also, this is easy & important way to learn about their concerns or misconceptions. Ask your town manager to review draft resolutions or policies and about best way to present these to select board. Don't surprise your manager or select board by launching a policy out of the blue and in a way that might leave them defensive.
- 4)** Draft resolutions to save time. Get models from VECAN, idlefree.vt or other sites. Modify for your town. Email to your town manager for review or to his or her designee. Remember you want to make the manager's job easier. Suggest a reasonable response deadline of one week & check in to see if another week is needed if there is no response.
- 5)** Inform on state agency projects & funding. VTrans Go Vermont, Safe Routes to School, Clean Energy Fund, and more listed at VECAN web site and agency sites. Ask fellow energy coordinators to mentor you on this. VT Interfaith Power & Light lists such sources monthly. Use your local and state chapters of national organizations like Sierra Club, American Lung Association (for No Idling), etc.
- 6)** Visit town & county planning & public works officials. It's one thing to pass a policy or ordinance and another thing to implement it. You'll need the expertise and permission of these folks. An easy way to connect is at select board meetings where they often have to report.
- 7)** Exhibit at public events. Never miss town meeting or election day as chance to display or poll. Find where your "public" is convened and go to them (sports events, parent nights, parades, blood drives, field days, recycling centers, community meals, town pride day).
- 8)** Post roadside signs. Turn old inverted campaign signs into mini-billboards for your projects. Get a permit from town office (clerk or zoning official) to post these temporarily. Rotate them to increase visibility. For affordable, permanent signs, email your specs to jwhitcomb@doc.state.vt.us at Vermont Offender Work Programs.

9) Pass Around Props. Let props communicate instantly what could be hard to visualize or explain. Mock up a sample sign or box. Hold up a book, light bulb, or kill-o-watt meter. Visuals and props keep your audience hooked and make your points memorable. It's easier to respond to something that is concrete.

10) Thank publicly & often. Write a letter to editor or press release. Acknowledge at town meeting. Post your projects on town web site, energy coordinator email lists. Announce contest & award winners in "honor roll" fashion. People love to see their names & pictures in the paper.

NO IDLING RESOLUTION, TOWN OF MIDDLEBURY, VT (11/ 27/07)

Whereas, needless vehicle idling causes respiratory illness due to the release of toxic emissions that put the lungs and hearts of children, the elderly, and individuals with asthma at especially high risk,

Whereas, needless vehicle idling wastes fuel at a time of increasing gas prices and knowing that idling vehicles for just 10 seconds uses more fuel than restarting engines and that idling for 2 minutes uses the same amount of fuel it takes to travel 1 mile,

Whereas, needless vehicle idling damages engine components since an idling engine is not operating at peak temperature, resulting in incomplete fuel combustion leading to the condensing of fuel residues on cylinder walls and water condensing in the exhaust system, and knowing that frequent restarting has little impact on engine components such as the starter motor and battery,

Whereas, needless vehicle idling contributes to global warming due in part to the burning of fossil fuels such as gasoline and that this poses a serious threat with overwhelming scientific evidence linking global warming to the earth's highest ever average annual temperatures, melting polar ice caps, rising sea levels, increasingly severe weather events, and to the threat of many plant and animal species,

Whereas, needless vehicle idling is already prohibited by Vermont state law on school property inclusive of all buses, delivery vehicles (except if needed to facilitate delivery and then before or after school is in session), and personal vehicles dropping off and picking up students in the vicinity of school buildings,

Whereas, no idling ordinances have been passed in Vermont cities including Burlington and Brattleboro and states including Massachusetts and Hawaii and resolutions are under consideration in a growing number of other Vermont cities,

Whereas, a no idling resolution is strongly endorsed by local health official Dr. LaFiandra, state health official Miora Cook, the American Lung Association, Safe Routes to School Coordinator and Mary Hogan School health instructor and nurse Mary Gill, Middlebury Union Middle School health instructor Liz Cronin, Middlebury Union High School Student Senate leader Grady Ross, Middlebury College Sustainability Coordinator Jack Byrne, Addison County Transit Resources which has a no idling policy for its bus drivers, the Middlebury Area Global Warming Action Coalition, and ACoRN's supported project Idle-Free VT.

The Board of Selectmen of the Town of Middlebury hereby adopt the attached resolution to eliminate needless vehicle idling in the Town of Middlebury, Vermont to protect the health and welfare of Middlebury citizens and visitors and to promote the wise use of the environment.

Signed:

IDLE FREE POLICY FOR TOWN OF MIDDLEBURY

Based on an all motor vehicle idle-restriction law (similar to laws in Massachusetts, Hawaii and some Canadian provinces) advocated by Idle Free VT for consideration in 2008 State Legislature:

The Town of Middlebury resolves that no person should allow any motor vehicle that is designed to operate on public roads to idle in excess of three (3) consecutive minutes in any 60 minute period for gasoline-powered vehicles; five (5) consecutive minutes in any 60 minute period for diesel-powered vehicles, with the following exceptions:

- (1) The vehicle is forced to remain motionless on a public road because of traffic conditions over which the operator has no control;
- (2) The vehicle is being used as an emergency vehicle in an emergency situation;
- (3) Required by a federal, state, or local law or official, but only to the extent necessary to comply with such requirement;
- (4) The vehicle's engine is providing auxiliary power for activities other than heating or air conditioning, such as loading, refrigeration, well drilling, or farming;
- (5) Running the vehicle's engine is necessary for maintenance, servicing, repair, or diagnostic purposes;
- (6) Running the vehicle's engine during adverse weather conditions is necessary to ensure the safe operation of the vehicle; or
- (7) The ambient air temperature is below 20 degrees Fahrenheit for gasoline-powered vehicles; below 32 degrees Fahrenheit for diesel-powered vehicles, and idling of the vehicle is necessary to ensure the safety or health of the passengers or driver.

