

CLEAN CHOICE™ NAPERVILLE CAMPAIGN

Citizens and leaders in Naperville are working together to educate local drivers about the relationship between the vehicles we drive, the many choices of clean vehicles on the market, and how our vehicle choices can help correct local and global air pollution problems.

Mission of the Clean Choice Campaign

- Educate local citizens about the wide choice of clean vehicles on the market
- Encourage local citizens to make a clean choice with their next vehicle decision

Vision of the Clean Choice Campaign:

The City of Naperville, its citizens and leaders, are an example to other communities on how to address a complex global problem with targeted, local action that improves local air quality. Naperville continues to enhance its reputation as a great place to live and conduct business.

Goals of the Clean Choice Campaign

Host the **Cool Ride-Clean Choice Vehicle Show** on Saturday, April 26, 2008 at Naper Settlement, 10 a.m. to 4 p.m. This is a free consumer education event!

- Up to 10 car dealers will display 17 hybrid vehicles at the event
- Local businesses/organizations will provide practical, eco-friendly consumer information and education

Prior to **Cool Ride-Clean Choice Vehicle Show**

- **Cool Ride-Clean Choice** logo competition for local high school students
- **Cool Ride-Clean Choice** poster competition for middle school students
- Interfaith panel discussion on Wednesday, March 12th 7 p.m.-9 p.m. entitled: *Stewardship of God's Creation: The Air We Breathe*

Important Facts About Air Pollution and Vehicle Emissions

- We are not used to thinking of our vehicles as sources of air pollution, especially when compared with smokestack emissions. However, with as many vehicles as people in this country (about 250 million), for most of us, driving a car is probably our most polluting daily activity, and vehicle emissions contribute significantly to health and air pollution problems. <http://www.epa.gov/epahome/trans.htm>
http://lungaction.org/reports/sota07_heffects.html
- Emissions from cars and trucks contribute significantly to air pollution by emitting **hydrocarbons, nitrogen oxides, carbon monoxide, particulate matter, and carbon dioxide.** <http://www.epa.gov/epahome/trans.htm>
<http://www.epa.gov/otaq/invtory/overview/pollutants/index.htm>

- **Hydrocarbons** include many volatile air toxics (e.g. benzene, a known carcinogen) which react with **nitrogen oxide** and sunlight to create ozone or smog. Smog creates breathing difficulties for the young, elderly and any person with respiratory problems. <http://www.epa.gov/region5/air/naaqs/ozone.htm>. Beyond causing cancer, benzene and other air toxics have been proven to be related to birth defects, neurological and other developmental problems.
- **Carbon monoxide** is a poisonous gas which reduces oxygen delivery to the body's organs and tissues. It especially harms those who suffer from heart and respiratory disease. Unlike many other air pollutants, carbon monoxide levels in outdoor air typically peak during colder months. <http://www.nsc.org/ehc/mobile>
- **Particulate matter** (PM) are tiny microscopic particles that can pass through nasal passages and lodge deeply in the lungs, often exacerbating asthma and chronic obstructive pulmonary disease (COPD) problems. Also PM is conclusively tied to increases in heart attacks, strokes and premature death. http://www.airnow.gov/index.cfm?action=jump.jump_particle
- **Carbon dioxide** emissions, while not directly harmful to health, are considered a greenhouse gas. In March 2007, the UN Intergovernmental Panel on Climate Change reported a scientific consensus to a 90% certainty that excess greenhouse gases from human activity are trapping the earth's heat and contributing to global warming.
- The Illinois transportation sector accounts for 25% of the total Illinois GHG emissions, equal to the utility sector (25%), and greater than the industry sector (17.85%). In 2005, almost 60% of the total CO₂ emissions from the transportation sector were from motor gasoline. <http://www.epa.state.il.us/air/climatechange/documents/07-04-03/addendum-.pdf>
- Related to air pollution from vehicle emissions is the fact that we have an infrastructure in Naperville that supports a driving lifestyle, much like the rest of the United States.
- The City of Naperville is proud of its reputation as a great place to live and raise a family. Yet, as reported by the American Lung Association in its 2007 State of the Air Report, Naperville is part of a regional area that is considered among the most polluted for particulate and ozone pollution. http://lungaction.org/reports/sota07_cities.html.

We Can Make A Difference Through Our Choices

This simple, straightforward campaign addresses air pollution caused by vehicles in a practical and realistic way, acknowledging that current infrastructures support a driving lifestyle. It does not ask people to change lifestyle or lose the convenience of driving. Instead it provides information on the broad range of clean vehicles currently available and requests that consumers make a clean choice the next time they make a vehicle decision.

*For more information, please go to our website: www.cleanchoice-naperville.com
Clean Choice, Inc. is a not-for-profit corporation.*