

## **Action Resources for Pledge and Challenge Participants**

Following are suggestions and materials to help businesses of any size implement projects and programs, involve employees, organize workplace or community special events, partner with local community officials, and publicize efforts. IDEM encourages businesses to contact us with questions about the following materials and suggestions, as well as to discuss how we can work in partnership to make Clean Air Indiana a success.

### **Downloadable Materials**

The following materials were created by IDEM to help your company participate in the Clean Air Indiana campaign and spread the clean air message.

- Paycheck stuffers
- Printable copy of the Clean Air Indiana Business Pledge. Once you have joined the campaign by taking the Clean Air Indiana Business Pledge [LINK here], IDEM will post your company name on the agency Web site and you'll receive a printable copy of your pledge to display in your place of business.

### **Receive electronic updates and link to IDEM's SmogWatch Web Site**

SmogWatch is an informational tool created by IDEM to share air quality forecasts for each day. SmogWatch provides daily information about ground-level ozone and particulate matter air quality forecasts, health information, and monitoring data for seven regions of Indiana. Help keep your employees informed by telling them to visit the SmogWatch Web site at [www.smogwatch.IN.gov](http://www.smogwatch.IN.gov).

### **Clean Air Tips**

These tips are offered to help businesses implement programs, projects and involve employees in the Clean Air Indiana campaign.

#### **Tips for Employers**

Energy-related Options:

- Replace inefficient boilers or furnaces with newer energy efficient models.
- Convert combustion processes to cleaner burning fuels.
- Install renewable energy source technology such as wind, geothermal or solar.
- Replace incandescent lighting with compact fluorescents.
- Purchase only Energy Star office equipment.

- Set all computers to sleep mode or to turn off, as opposed to using screen savers.
- Set your thermostat 1-3 degrees lower in the winter and higher in the summer.
- Assign a team or person to ensure that all lights and computers are off at the end of a workday.
- Reward departments that quantifiably reduce energy.

#### Transportation-related Options:

- Install bike racks for employee use.
- Develop a fee-based parking system.
- Reward carpoolers with preferred parking.
- Offer public transportation cost offsets for employees.
- Offer telework program.
- Purchase hybrid and/or super low emissions vehicles for pool cars.

#### Waste-related Options:

- Purchase only 100% recycled paper.
- Start a composting bin in kitchen or break-room.
- Eliminate the use of plastic utensils; substitute reusable utensils and dishes in kitchen/break-room.
- Edit or proof documents on PC monitor; do not print hard-copies for this purpose.
- Develop office policy that requires all editing of documents to be performed electronically.
- Duplex copies and print jobs when at all possible.

### **Tips for Employees**

#### At the Office:

- Start a ride-share program with co-workers.
- Ride your bike to work. Ask your employer if you can park your bike inside or to install a bike rack.
- Pack a lunch or walk to lunch; organize group deliveries from local restaurants with co-workers.
- Turn off all equipment and lights when not in use.
- If possible, work a flexible schedule and commute during non-peak driving times.
- Use teleconferencing instead of driving to meetings.
- Properly recycle office products, including paper, ink cartridges, batteries and old electronic equipment.
- Keep your work vehicle well maintained.
- Participate in company-sponsored environmental initiatives or help create one.

#### On the road:

- Cut back on driving. Defer errands, carpool or use public transit; for short trips, walk or ride a bike.
- If you must drive, avoid excessive idling or jackrabbit starts.
- Limit engine idling time to less than 30 seconds. Idling for just 30 seconds uses more fuel than stopping and starting your engine..
- Keep your vehicle well maintained.
- Fill gas tank during the cool evening hours to reduce evaporation; avoid refueling your vehicle on Air Quality Action Days.
- Park and go inside at restaurants; avoid drive-thru windows and congested areas to save fuel and time.
- Delay using gas-powered recreational vehicles on hot, sunny days. Small engines are a significant source of air pollution.
- Get regular engine tune-ups and keep the right amount of air in the tires. Well-maintained vehicles create less pollution.
- Take your lunch to work to reduce lunchtime trips.

#### Around the house:

- Mow your lawn after 7 p.m.
- Avoid using boats, motorcycles and other small engine vehicles on hot, sunny days.
- Conserve energy in your home, which improves air quality by reducing energy needs from power plants; turn off appliances and lights when not in use.
- Keep household paints, solvents and pesticides in air-tight containers.
- Properly recycle paper, plastic, glass bottles, aluminum cans and cardboard.
- Reuse materials like paper bags and boxes.
- Plant deciduous trees around your house to provide shade in the summer and to allow light in the winter.
- When you barbeque, use a charcoal chimney or electric starter instead of charcoal lighter fluid.
- Use only water-based paints and solvents.
- Do not burn leaves and other yard waste.

### **Partnering with IDEM**

During the month of June, IDEM will be hosting events around the state to discuss air quality issues, answer questions, and urge Hoosiers to reduce activities which contribute to the formation of ground-level ozone. Your company can demonstrate its commitment to healthy air by partnering with IDEM this summer for the Clean Air Indiana Action Challenge. Many mutually beneficial partnership

options are available. Some examples of these options and resulting recognition are below:

- Provide facility/backdrop for public outreach events
  - Visual recognition of your company and participation
- Assist in planning and coordination of external or internal events
  - Ensure your community benefits from the Clean Air Indiana campaign
  - Help create a “local” feel for the statewide program
- Assist with messaging through electronic mailings and internal memos
  - Demonstrate that your organization is a part of Clean Air Indiana
- Provide staff resources during events or;
  - Facilitate events when/if IDEM staff are not available
  - Be recognized as an active member of the Clean Air Indiana team

For information about how your company can partner with IDEM this summer, please contact Amy Bukarica in the Office of Air Quality, at [abukarica@idem.IN.gov](mailto:abukarica@idem.IN.gov) or (317) 233-1179.

### **Getting the Word Out**

To help inform and involve your employees, build partnerships with local community officials, and work with the media to raise public awareness and promote your efforts, IDEM has prepared the following template news release, letter to employees and letter to community officials for your use.

- Template press release (POST and ADD LINK)
- Template letter to employees (POST and ADD LINK)
- Template letter to local mayor from a business requesting community participation during the campaign timeframe (POST and ADD LINK)