



# **Anti-Idling Junior Environmental Commission Project**

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**01**

# **Project Overview**

# What Is Our Project?



In order to reduce and bring awareness to idling in Wyckoff, we created an anti-idling poster and pledge.

A graphic for the Wyckoff Idle-Free Pledge Campaign. It features a landscape background with a sun, mountains, and a river. The text is arranged in a structured layout with icons and a QR code.

**Join the Wyckoff Idle-Free Pledge Campaign Today!**



**PLEDGE TO REDUCE IDLING, MAKE A DIFFERENCE!**  
Are you ready to make a positive impact on our community and the environment? Join us in the Wyckoff Idle-Free Pledge Campaign and take a stand against unnecessary vehicle idling! By signing this pledge, you commit to reducing idling time whenever possible and spreading awareness about the importance of this initiative among your friends and family.

**TIPS TO MINIMIZE IDLING:**

-  Turn off your engine while waiting for your kids to come out when picking them up from school, but only will you save fuel, but you'll also set a great example for other parents.
-  Park and go inside instead of idling in a drive-through line. It's quicker and more fuel-efficient.
-  In heavy traffic, turn off your engine if you anticipate being stationary for more than a minute.

**JOIN US TODAY!**

To take the pledge, simply scan the QR code and commit to a **greener, cleaner, and healthier** Wyckoff

**YOUR PLEDGE:**

-  **LIMIT MY IDLING TIME**  
I will turn off my engine when parked or waiting for more than 15 seconds (unless in an Electric Vehicle or Hybrid).
-  **SPREAD AWARENESS**  
I will educate my friends, family, and neighbors about the benefits of reducing idling and encourage them to join the pledge too.
-  **LEAD BY EXAMPLE**  
I will follow the points of pledge, motivating others to join the pledge and make a difference in our community.



Within the QR code is a Google Form that alludes to the pledge points listed on the right of the poster.

# Points of the Pledge



## Limit Idling

The pledge states that when waiting in a non-electric or hybrid vehicle for more than 15 seconds, the pledger must turn their engine off.



## Spread Awareness

The pledge states the pledger will inform those around them about the negative consequences of idling and encourage others to also take the pledge.



## Lead by Example

The pledge states that the pledger will heed to the points of the pledge in order to motivate others to follow suit.



# User-Friendly Design

- The poster bolds and highlights the most crucial parts of the pledge, ensuring that the message gets across
- The poster also contains the QR code at the top right
  - The code is easily visible and able to be scanned via any cellular device, reducing the hassle of accessing the pledge



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### TIPS TO MINIMIZE IDLING:



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## JOIN US TODAY!

### YOUR PLEDGE:



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**02**

# **Project Motivation**



# Idling in Suburbs

- Idling is a widespread issue in nearly all suburbs
  - Schools, parking lots, heavily trafficked roads
- Idling is all around us in everyday life, despite its negative consequences to us and our environment





# Incentive Behind the Pledge

## Environmental Impact

A reduction in idling has a massively positive effect on the environment through mitigation of CO<sub>2</sub> emissions.

## Educational Element

The poster contains vital information regarding the detriment of idling, leading to a more knowledgeable community.

## Cost Savings

By reducing one's idling, pledgers are cutting down on unnecessary fuel emissions and vehicle damage, saving themselves money.

## Larger Cause


By joining the pledge, pledgers are agreeing to fight for a broader positive movement against climate change.

## Going beyond Idling

By joining together to fight a common issue, individuals are having an impact on the community, motivating them to go beyond just idling.

## Immediate Action

The pledge is a simple and timely method, invoking immediate beneficial change.







**03**

# **Project Goals**

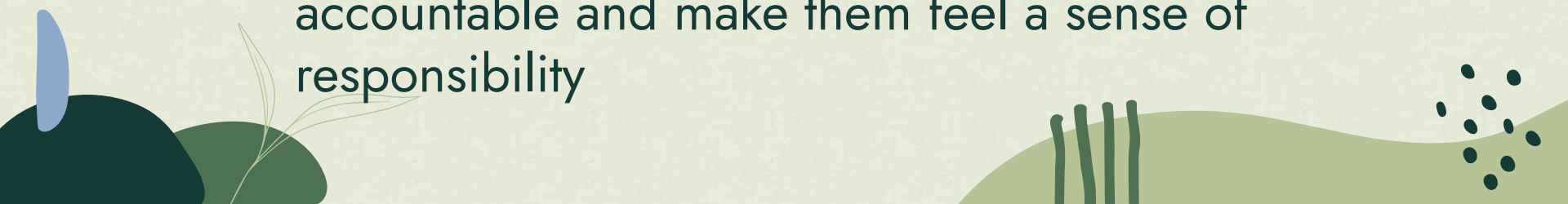



# Objectives of the Commitment

- Environmental Stewardship
    - By educating and encouraging the community to become more aware of the environment, we hope to not only reduce idling but to foster an environmentally-conscious town
  - Air-Quality and Environmental Improvement
    - The most immediate and tangible effect of the pledge would be the impact it has on the air and environment
  - Economic Impact
- 
- 



# Pledges Signed

- While the pledge provides anonymity to its users, us and the Wyckoff Environmental Commissioners are able to view the amount of submissions we receive
    - In doing this, we can observe the pledge's impact and popularity among the community
    - By providing public updates on the count of pledges signed, we can hold the population accountable and make them feel a sense of responsibility
- 

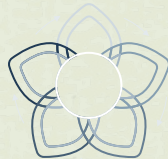


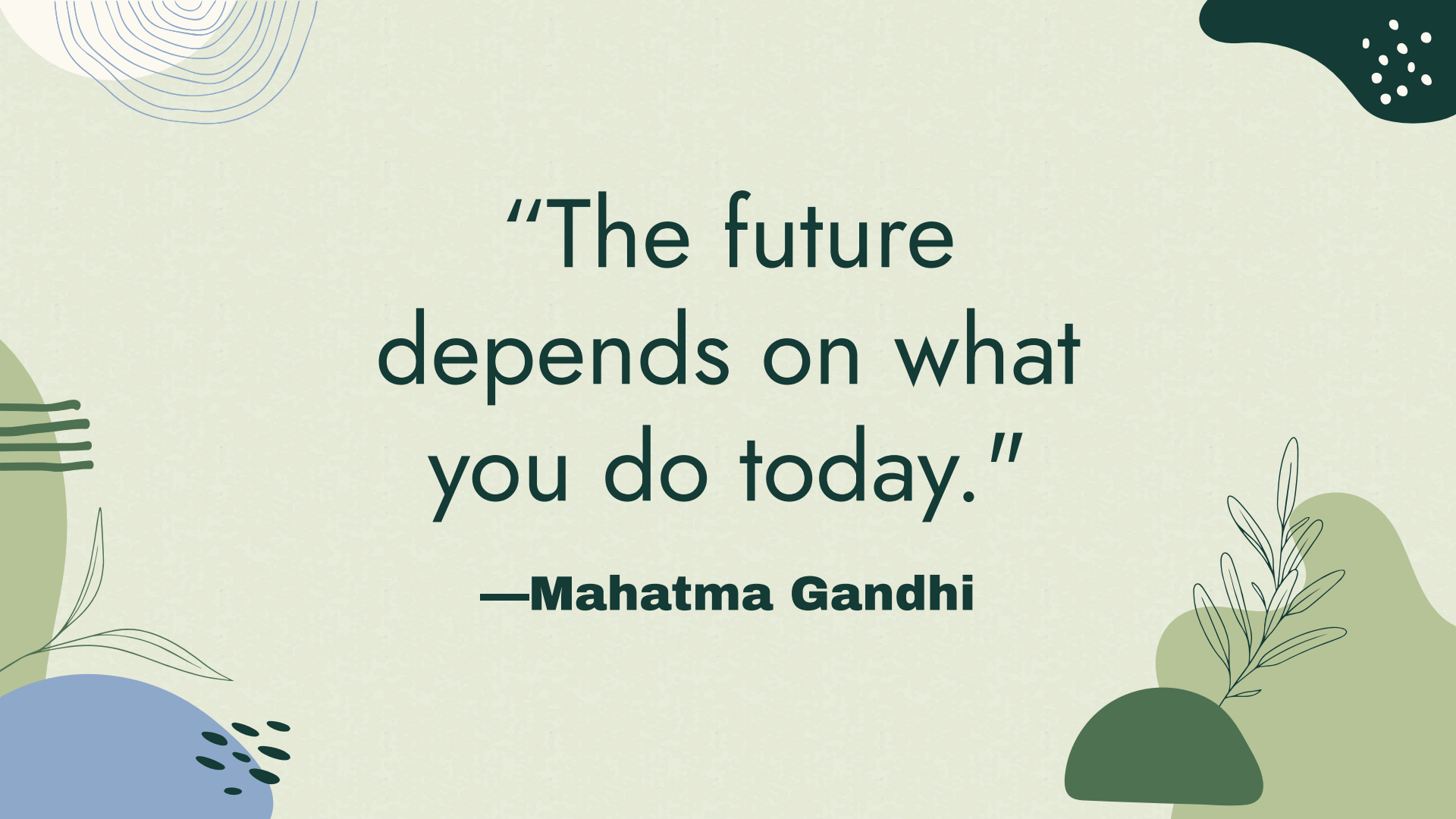
**04**

**Project  
Sustainability**

# Aiding Future Sustainability

- Reducing idling not only minimizes emissions but also conserves fuel resources, contributing significantly to a more sustainable environment
- By actively combatting idling, be it in school drop-off zones or on highways, we pave the way for a more sustainable future





“The future  
depends on what  
you do today.”

—**Mahatma Gandhi**