

A POINT OF REFERENCE

**Digital Billboards Erected in New York To Raise
Awareness of Idling Vehicles Emitting CO2
Worked!**



**BILLY NEVER IDLES
NEITHER SHOULD YOU**



**IDLING IS POLLUTING
SHUT YOUR ENGINE OFF**

Our system, the New York system ended because of COVID, however, our system is far more effective because the New York system, people were driving, is very critical, and than a car driving down a highway or parkway.

**NYC Environmental Protection Campaign: Ending
Idling**

Mayor de Blasio and Billy Idol Announce Campaign to End Idling

"Billy Never Idles—Neither Should You"

December 17, 2023 | New York City

Shut It Off
Idling is Polluting—Shut Your Engine Off

Campaign Overview

Mayor Bill de Blasio and rock star/environmentalist Billy Idol have launched a new anti-idling advertising and publicity campaign in New York City. This initiative is part of a broader effort to boost public awareness about



“Stop Polluting The Air While Driving Nowhere”

the harmful effects of idling, expand enforcement of anti-idling laws, and encourage citizens to report violations.

Since 2018, the Department of Environmental Protection (DEP) has operated the "Citizens Air Complaint Program," allowing individuals to report idling trucks or buses and collect 25% of the penalty—\$87.50 of a \$350 fine. The newly launched campaign emphasizes shutting off vehicle engines to reduce idling and hold commercial vehicles accountable. More details can be found at billyneveridles.nyc.

Statements from Leaders

Mayor Bill de Blasio:

"Billy Idol never idles, and neither should you. It chokes our air, hurts the environment, and is bad for New York. We're sending a loud message with a Rebel Yell: turn off your engines or pay up."

Billy Idol:

"I love New York City, and I'm delighted to support this campaign to protect our environment. Like most New Yorkers, I am troubled when I see cars and trucks sitting idle and polluting our neighborhoods. New Yorkers are hardworking and passionate, and I hope they will join me in turning off their engines. SHUT IT OFF, NEW YORK!"

Deputy Mayor Laura Anglin:

"We need an all-hands-on-deck approach to stop idling throughout New York City. That includes increasing enforcement, changing driver behavior, doubling down on public education, and enlisting the help of a rock star to ensure drivers remember to shut off their engines."

DEP Commissioner Vincent Sapienza:

"Shutting off your vehicle's engine is one of the simplest things a New Yorker can do to help improve our shared air quality. We're thrilled to have Billy Idol leading this campaign to remind drivers to shut their engines off!"

Campaign Details

Billy Idol will attend multiple events in New York City, including a stop at City Hall, to kick off the campaign. The \$1 million advertising campaign includes:

- 12 high-profile billboard locations
- Gas station TV ads
- Radio and social media promotion (#BillyNeverIdles)
- LinkNYC and NYC TaxiTV coverage
- City fleet vehicle signage

Enforcement and Expansion

- **Seven new air and noise inspectors** will be added to the DEP to handle increased complaints.
- The **NYPD Traffic Enforcement Agents** will be deployed to educate drivers and enforce anti-idling laws.
- The campaign expands on Local Law 58 (2018), which broadened citizen enforcement capabilities.



“Stop Polluting The Air While Driving Nowhere”

- **Eight priority zones** targeted for enforcement: Chinatown, Port Authority, World Trade Center, Fulton Street, Richmond Terrace, Flushing, Roosevelt Avenue, and Commercial Fordham Road.
- A new **interagency task force** (DEP, NYPD, Department of Sanitation, and Department of Transportation) will convene to develop additional strategies to reduce idling pollution.

Air Quality and Health Impact

- Motor vehicles contribute **11% of local fine particulate matter** and **28% of nitrogen oxide emissions**.
- High pollution levels persist in areas with **high traffic, building density, and industrial activity**, including the South Bronx, Western Queens, and Northern Brooklyn.
- Idling contributes to cardiovascular and respiratory diseases, disproportionately affecting low-income communities and communities of color.

Additional Support for the Campaign

Council Member Helen Rosenthal:

"Every year in New York City, idling engines release thousands of tons of pollutants that endanger our health and the climate. My 2018 legislation made it easier for New Yorkers to report idling commercial trucks and buses. This campaign will ensure aggressive enforcement in overburdened neighborhoods."

NYPD Chief of Transportation William T. Morris:

"The NYPD is deploying additional enforcement agents to high-complaint areas. Motorists should be aware of the environmental and financial consequences of unnecessary idling."

NYC Chief Climate Policy Advisor Daniel Zarrilli:

"Reducing idling is a zero-cost way to save money, cut carbon pollution, and improve air quality. This is another step in implementing a Green New Deal in NYC."

Other Supporting Organizations:

- **WE ACT for Environmental Justice:** "Idling emissions disproportionately harm low-income communities and communities of color. This campaign is a crucial step in reducing asthma rates and pollution."
- **New York League of Conservation Voters:** "Transportation emissions are the largest source of greenhouse gases in New York. Eliminating idling is essential in fighting climate change."
- **New York Lawyers for the Public Interest:** "Low-income neighborhoods face a disproportionate amount of idling pollution. Targeted enforcement in these areas is crucial."
- **North Brooklyn Neighbors:** "Citizen reporting empowers New Yorkers to fight for cleaner air."
- **The Nature Conservancy:** "Reducing idling will improve air quality for both people and nature in NYC."

For media inquiries, contact the NYC Environmental Protection Office.