



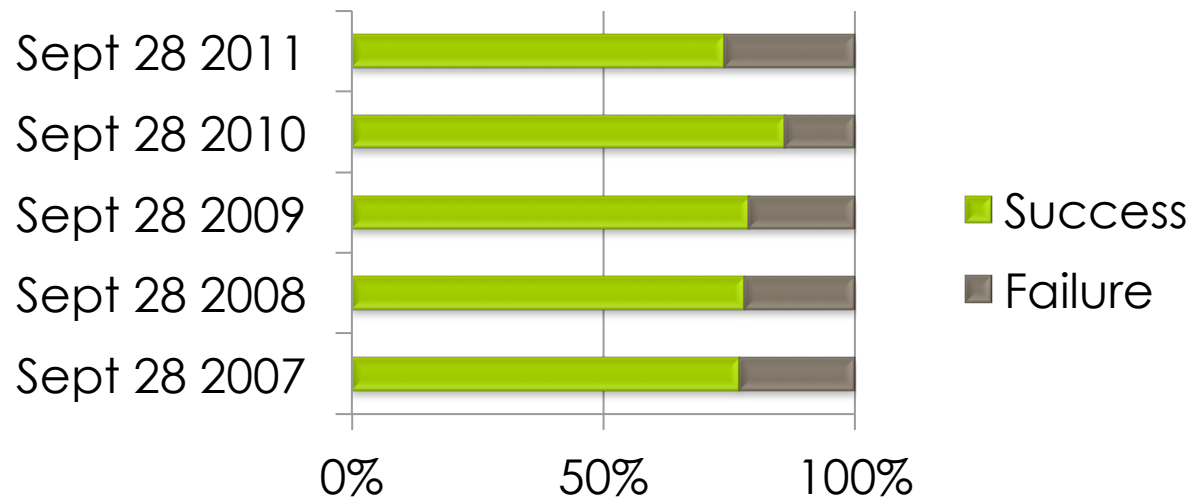
Idle Threat Case Study

5-Year Study Results

Education Encounters

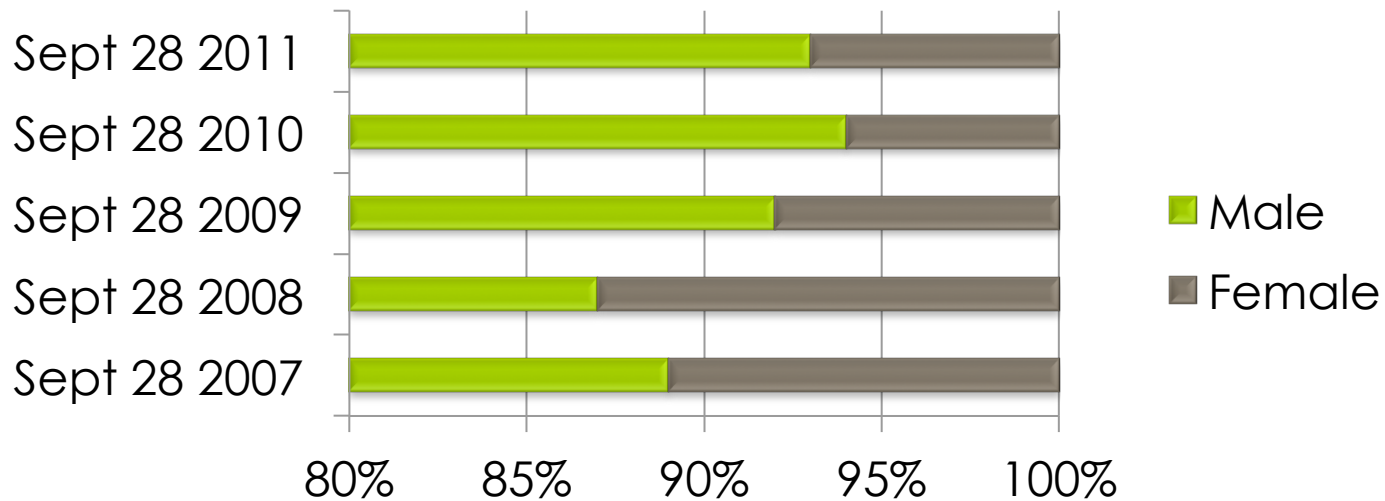
As demonstrated in *Idle Threat*, George Pakenham conducted a rigorous outreach campaign around New York City's No Idling Law. Below we see his outreach statistics and success rates. Success is defined as a motor vehicle turning off it's idling engine.

Started stats on Sept 28-2006	Sept 28 2007	Sept 28 2008	Sept 28 2009	Sept 28 2010	Sept 28 2011
Total Encounters	823	615	657	459	392
Success (turn offs)	77%	78%	79%	86%	74%
Failure (no turn off)	23%	22%	21%	14%	26%



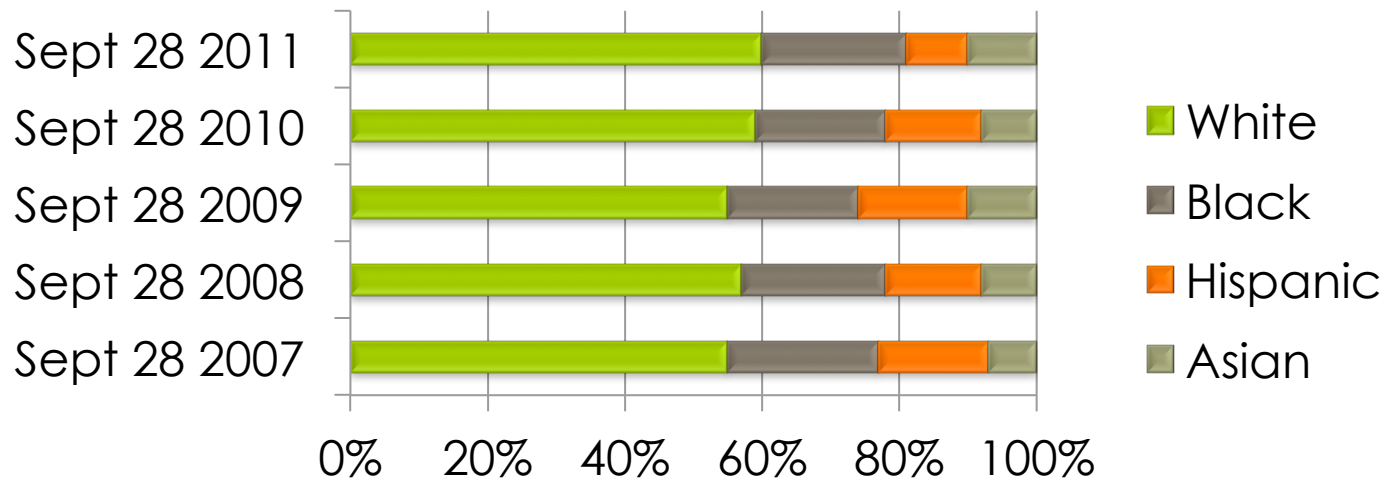
The statistics below reflect encounters by gender. The target for the educational encounters was white men between the ages of 35 and 50 driving sedans.

Started stats on Sept 28-2006	Sept 28 2007	Sept 28 2008	Sept 28 2009	Sept 28 2010	Sept 28 2011
Male	89%	87%	92%	94%	93%
Female	11%	13%	8%	6%	7%



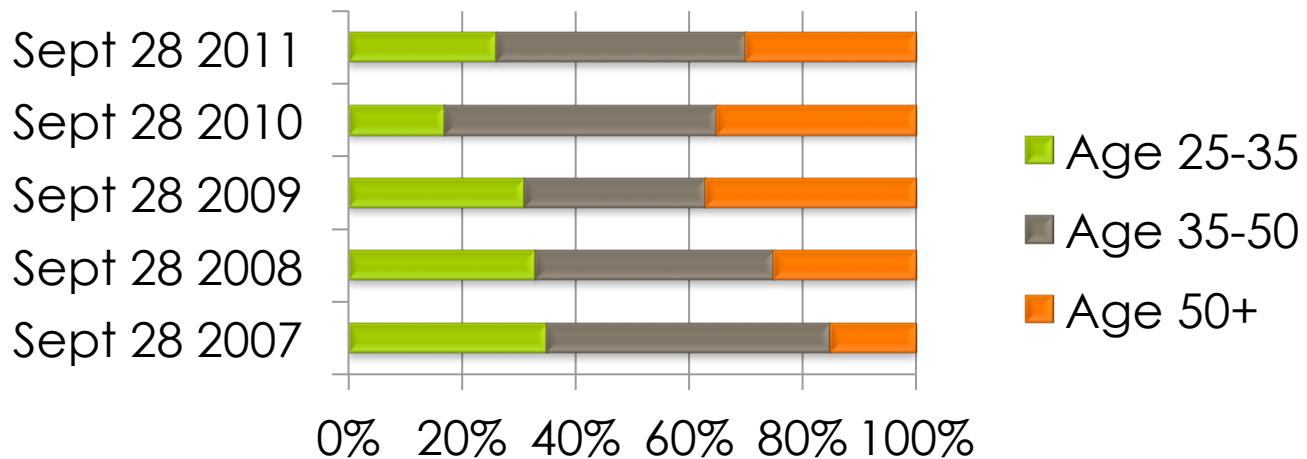
The statistics below reflect encounters by race. The target for the educational encounters was white men between the ages of 35 and 50 driving sedans.

Started stats on Sept 28-2006	Sept 28 2007	Sept 28 2008	Sept 28 2009	Sept 28 2010	Sept 28 2011
White Race	55%	57%	55%	59%	60%
Black	22%	21%	19%	19%	21%
Hispanic	16%	14%	16%	14%	9%
Asian	7%	8%	10%	8%	10%



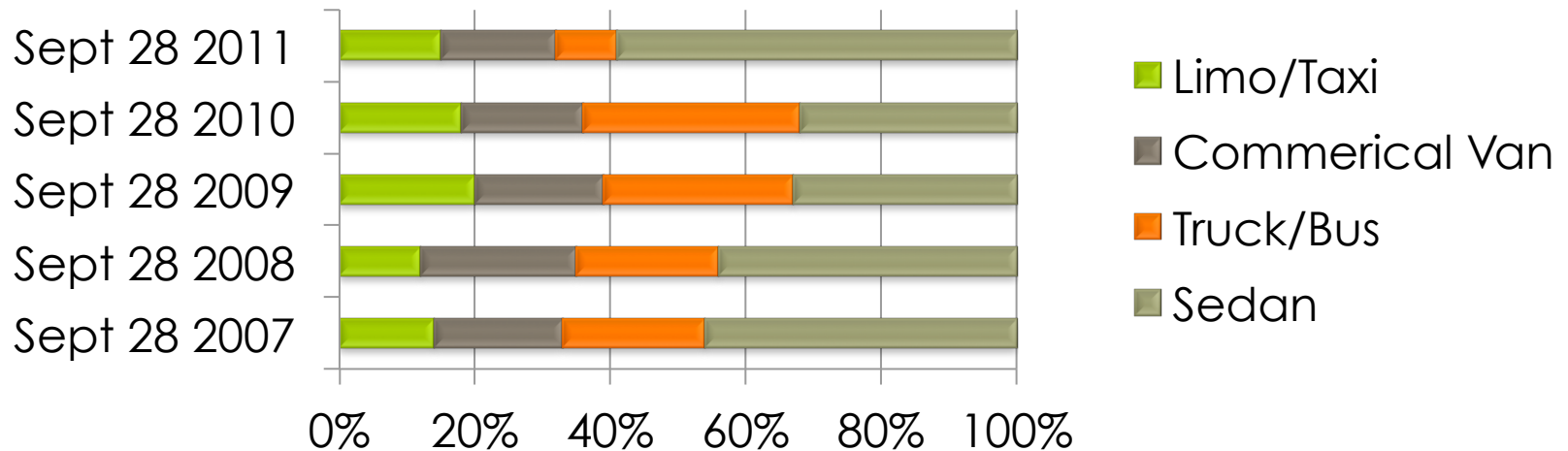
The statistics below reflect encounters by age. The target for the educational encounters was white men between the ages of 35 and 50 driving sedans.

Started stats on Sept 28-2006	Sept 28 2007	Sept 28 2008	Sept 28 2009	Sept 28 2010	Sept 28 2011
Age 25-35	35%	33%	31%	17%	26%
Age 35-50	50%	42%	32%	48%	44%
Age 50+	15%	25%	37%	35%	30%



The statistics below reflect encounters by type of vehicle. The target for the educational encounters was white men between the ages of 35 and 50 driving sedans.

Started stats on Sept 28-2006	Sept 28 2007	Sept 28 2008	Sept 28 2009	Sept 28 2010	Sept 28 2011
Limo/taxis	14%	12%	20%	18%	15%
Commercial Van	19%	23%	19%	18%	17%
Truck/buses	21%	21%	28%	32%	9%
Sedans	46%	44%	33%	32%	59%



Results: Increasing Awareness

Started stats on Sept 28-2006	Sept 28 2007	Sept 28 2008	Sept 28 2009	Sept 28 2010	Sept 28 2011
Knew law yet idled	25%	28%	44%	51%	67%
Did not know law/idled	75%	72%	66%	49%	33%

