

# Charlotte Area

## NC Air Awareness

### [ HOW TO: IDLE-FREE CAMPAIGN ]

Start an idle-reduction program at your organization.

**Step 1: Get support from your Fleet Manager, Warehouse Foremen, or other management official(s)**

**Step 2: Select a date range for the Challenge**

**Step 3: Establish a baseline**

- Observe vehicles idling on worksite
- How many vehicles are idling and how long?
- When and where are vehicles idling?
- Review output about idling from Electronic Vehicle Monitoring Systems
- How much time is spent idling?

**Step 4: Set an idle-reduction goal (i.e. 50% reduction during date range).**

**Step 5: Choose incentives to encourage employee participation.**

- Provide food at a company meeting or kick-off event to encourage attendance and participation
- Hold raffles for employees who participate (see [Incentive Ideas list](#))
- Consider providing a free lunch for all employees if idle reduction goal is met

**Step 6: Publicize the Idle Reduction Challenge**

- Incorporate Idle Reduction Challenge in regular correspondence (newsletters, meetings, etc.) with employees
- Post NCDAQ "Turn Off Your Engine" signs (available from your Air Awareness Coordinator at no cost) at your worksite
- Provide NC Air Awareness "Don't Idle" information cards to all heavy-duty vehicle operators as a visual prompt to reduce idling
- Discuss necessity of idle reduction with operators, emphasizing incentives

**Step 7: Track idling behavior throughout Challenge date range**

- Recruit volunteers to make observations at various times of day
- Encourage employees to submit ideas about how or when to reduce idling
- Compile results. Did challenge meet your idle reduction goal? (see Step 4)

**Step 8: Release results and reward employees for a successful Challenge!**