



# START AN IDLE REDUCTION PROGRAM AT YOUR COMPANY

## Abstract

Get your employees onboard your new Idle Reduction Plan through information, education, and incentives for being a part of your money-saving and air-cleaning team!



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# Start an Idle Reduction Challenge

Make a challenge to get employees motivated.

**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.**

- See Step 1 in "**Idle Reduction Plan**" document
- 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: Pick an idle reduction goal (e.g. 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 "**Gift Ideas for Raffles**" on next page).
- 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 "**Myths** and **Facts** About Idling" flyers in common areas.
- Post NCDQA "Turn Off Your Engine" signs (**free**) at your worksite.
- Provide NC Air Awareness "Don't Idle" information cards (**free**) 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!**

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## Gift Ideas for Raffles



Gift cards to restaurants, retail stores, and websites



Sports tickets and gear (Panthers, Hornets, Checkers, Knights, UNCC 49ers)



Electronic devices (smartwatches, tablets, headphones, etc)



Sporting and outdoors equipment (fishing, hunting, camping, hiking, etc)



Tools and toolsets



Tickets to the Whitewater Center, NASCAR museum, movies, or other events