



2010 Diesel Idle Reduction Campaign Launch/Press Conference

Fact Sheet

Campaign Message

The diesel idle reduction campaign aims at decreasing emissions in the Metropolitan Washington and Baltimore regions and improving air quality for everyone.

The Metropolitan Washington Council of Governments (COG), in collaboration with the District Department of the Environment (DDOE), the District Department of Transportation (DDOT) and the Maryland Department of the Environment (MDE), has kicked off the idle reduction social marketing campaign to:

- Increase idle reduction awareness and reduce diesel emissions.
- Promote idle-reduction as a positive behavior that helps bus and truck drivers avoid fines, save money, cut fuel costs, and reduce engine wear.
- Improve public health, protect the environment and enhance our quality of life.
- The bus and trucking sectors are important drivers of our local economy and play an essential role in delivering the idle reduction message.

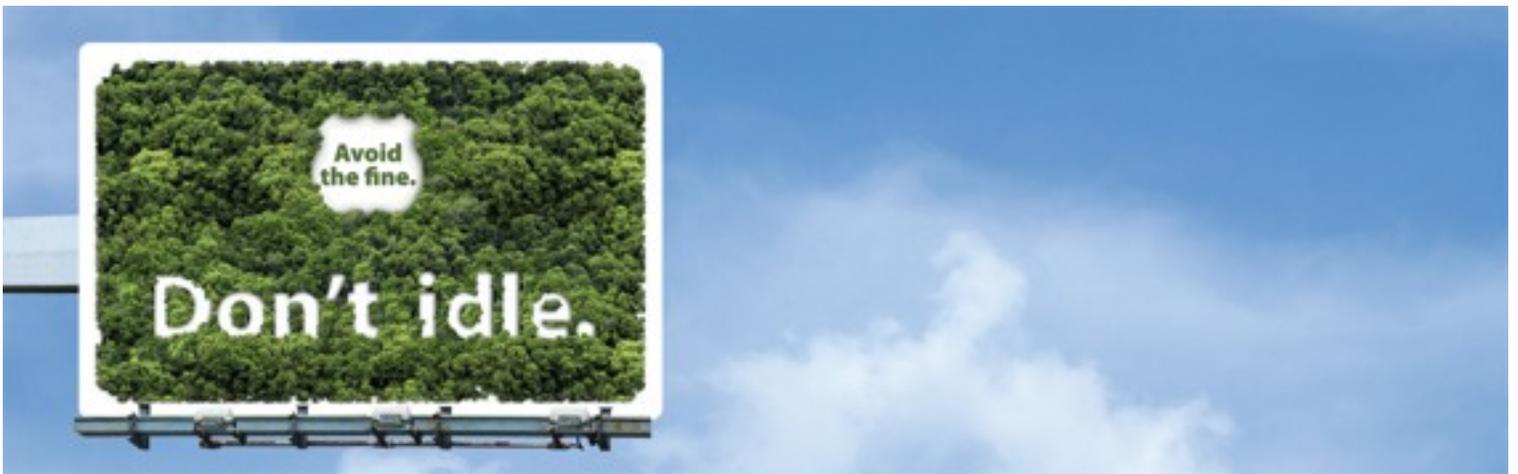
Economic Impact

- Every minute you idle, hard earned dollars vanish in the air.
- Stop idling and keep more money in your pocket.
- Idling buses and trucks waste significant fuel and money. For example, diesel truck engines use about one gallon of fuel per hour while idling.
- If a truck idles six hours a day, and operates 300 days a year, it would consume 1,800 gallons of fuel per year, simply idling.
- At a diesel price of \$3.00 a gallon, this would cost \$5,400 or more per year in fuel costs per truck.
- It is more fuel efficient to turn off your engine than to idle.
- Thirty seconds of idling can use more fuel than turning off the engine and restarting it.

Environmental Impact

- Reduced idling by diesel vehicle fleets and drivers can help protect the environment and improve the air quality in the Washington-Baltimore and Northern Virginia Region.
- Be idle free for a better environment. Less idling = Cleaner air.





Idling Laws

Idle Reduction is important and knowing Idling laws will help bus and truck drivers avoid fines, save money, and cut fuel costs.

Alternatives

- Being aware of the laws and understanding the effects of idling are key to turning off the engine.
- New technologies that reduce idling include automatic engine shut down/startup controls, direct fired heaters, auxiliary power units, generator sets, battery systems, and advanced truckstop electrification.
- The EPA's SmartWay Finance Center aims to accelerate the deployment of energy efficient and emission control technologies by helping vehicle/equipment owners financial obstacles.

MAX. IDLE TIMES:		
WASHINGTON, D.C. 3 MINUTES	MARYLAND 5 MINUTES	VIRGINIA 10 MINUTES
Fines: \$1000	Fines: up to \$500	Fines: up to \$25,000
Exemptions: <ul style="list-style-type: none">• 5 min. for temperatures below 32°F• Power takeoff	Exemptions: <ul style="list-style-type: none">• Traffic conditions or mechanical difficulties• Heating, cooling, or auxiliary equipment	Exemptions: <ul style="list-style-type: none">• Auxiliary power

For more information, go to www.TurnYourEngineOff.org

(Sources: American Bus Association, United Motor-coach Association, American Trucking Association and the U.S. Environmental Protection Agency)

