

# NO-IDLING SIGN CAMPAIGN

## ABOUT

The Mid-Ohio Regional Planning Commission's (MORPC) Air Quality Program is launching an idle free campaign in central Ohio to reduce unnecessary motor vehicle idling through a branded message. Idling is when a driver leaves the engine running unnecessarily while the vehicle is parked, contributing to greater air pollution and fuel consumption. The Ohio Environmental Council has already distributed over 300 signs throughout Franklin County, so MORPC is leveraging their work to reach a broader audience with this visual message. The goal of this campaign is to raise awareness about the harmful health effects of unnecessary idling, the cost savings of reduced idling, and the need for policies to be implemented to highlight these actions.

## ELIGIBILITY

MORPC has 100 signs (pictured below) to distribute on a first-come, first-served basis to local governments, schools, businesses and hospitals that are interested in joining the campaign. Campaign participants must be within MORPC's 15 county region (Delaware, Fairfield, Fayette, Franklin, Knox, Licking Madison, Marion, Morrow, Pickaway, Ross and Union counties). Each recipient must have an internal idle free policy in place. If a policy does not currently exist, MORPC will provide policy templates and can work with interested organizations to develop the language. The number of signs per participant will be distributed on a case-by-case basis, depending on the size of the site. The signs can either be installed on a pole or onto a building.

## OUTREACH

Participants will receive a toolkit with educational materials to send to employees, including sample email messages to send to staff at the beginning and end of the campaign. MORPC staff will also be available to provide a presentation to employees about the campaign and the air quality program. Participants will be publicized through a press release at the end of the year, and throughout the year at [airquality.morpc.org](http://airquality.morpc.org) and MORPC's social media pages.



**MORPC Contact:**  
Brooke White  
[bwhite@morpc.org](mailto:bwhite@morpc.org)  
614.233.4168



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION



# IDLE FREE CENTRAL OHIO

## EXECUTIVE ORDER

**WHEREAS**, to minimize air pollution and maximize fuel efficiency, it is the responsibility of all city employees to operate city vehicles and equipment in an environmentally and economically responsible manner; and

**WHEREAS**, one hour of idling consumes approximately one gallon of fuel; and

**WHEREAS**, idling for one hour equates to approximately 33 miles of engine wear on a standard automobile; and

**WHEREAS**, idling causes premature engine wear. An idling engine creates minimal oil pressure resulting in insufficient engine lubrication; and

**WHEREAS**, diesel engines actually cool-down when idling during the wintertime, causing cab heat-loss; and

**WHEREAS**, drivers are exposed to elevated levels of exhaust while a vehicle is idling due to the lack of air circulation that typically occurs while the vehicle is in motion; and

**WHEREAS**, Delaware, Fairfield, Franklin and Licking counties do not meet the annual National Ambient Air Quality Standard for PM2.5 (particulate pollution). Idling contributes to poor air quality that may result in cost mandated controls; and

**NOW, THEREFORE**, I, [insert name of Mayor], declare and institute this Executive Order outlining Vehicle Idling and Fuel Conservation Conduct. City employees operating city-owned vehicles are to:

- Not allow city vehicles and equipment to idle for any length of time unless idling the vehicle is necessary to accomplish a work-related task.
- Minimize idling and conserve fuel whenever possible.
- Ensure an assigned vehicle is properly maintained.
- Ensure tires are properly inflated. Under inflation decreases fuel economy and cuts short the life of the tire.
- Plan and map out trips to minimize distances traveled.
- Avoid “jackrabbit” starts by accelerating gradually and anticipate stops to avoid sudden braking.
- Obey posted speed limits. Excessive speed reduces fuel economy, increases air pollution, creates hazardous driving conditions and is unlawful.
- Carpool whenever possible or practical.
- Schedule meetings wisely, especially if travel is required. Meeting times and locations should be selected so as to minimize the travel of the majority of the participants.
- Reduce the amount of vehicle warm-up time. Consult vehicle manual to determine the manufacturer’s recommendations for guidance on idling in extreme weather conditions.
- Eliminate unnecessary weight in the vehicle.
- Ensure that vehicle emission controls, systems, and components, are not altered or disconnected unless approved by the Administrator of the Fleet Management Division.

This order shall be in full force and effect after my signature is affixed to this document.

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bwhite@morpc.org  
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