

There can be challenges to starting a green fleet, or converting an existing fleet to the use of alternative fuels. According to some industry experts, a successful plan to reduce fuel consumption and carbon emissions requires a long-term vision, incremental change, support from top management, and flexibility to make changes along the way.

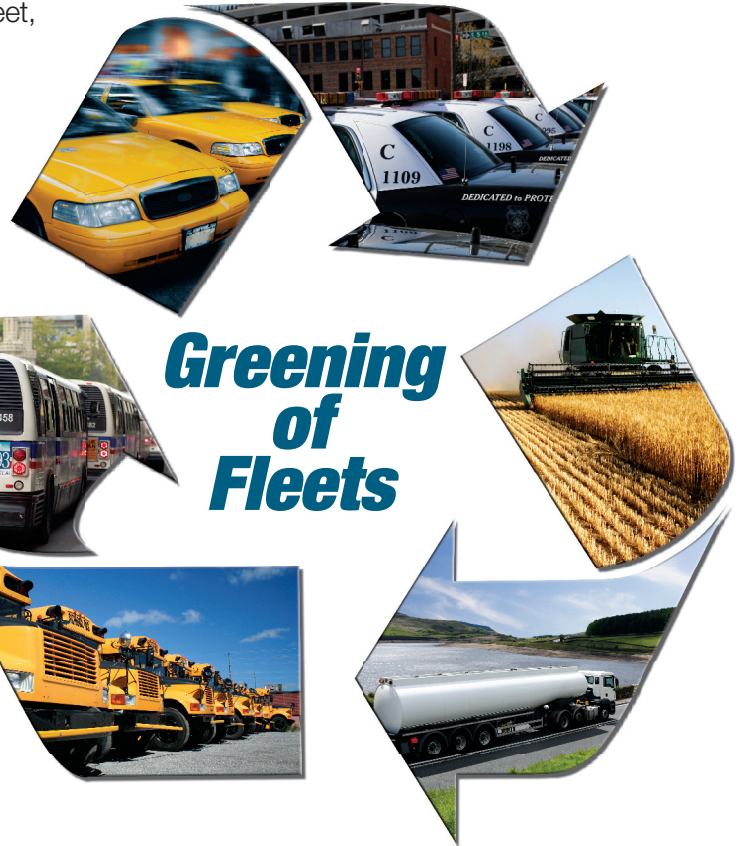
There are compelling reasons *why* fleets should be green and deliberate steps on *how* to implement alternative fuels.

Why Use Green Fleets?

- **Reduce operating costs** by improving efficiency, reducing life cycle costs, and reducing vulnerability to volatile fuel prices.
- **Reduce greenhouse gas emissions** by implementing the use of idle reduction technologies and strategies in vehicles, which are the primary source of greenhouse gases and urban air pollution.
- **Improve corporate image** by branding business strategies and appealing to public concerns about energy conservation and ecological sensibilities.

How to Implement Green Fleets

- **Get buy-in** from all management and staff levels, and be sure to communicate information about the benefits, goals, and targets frequently.
- **Create long-term objectives** and tangible goals based on best practices in the industry (such as baselines, benchmarks, and progress reports).
- **Avoid setting reduction goals in absolute numbers** for growing fleets or fleets just starting because absolute goals can impede growth.
- **Anticipate obstacles**, such as driver resistance, lag time between original equipment manufacturers' technology and market availability, and slower return on investment.
- **Move slowly** and implement change over time.
- **Improve vehicle use** with selection analysis and education of drivers.
- **Track and report progress** and share successes with employees, shareholders, and the public.



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Idle Reduction Basics

Idle reduction is a petroleum and emissions reduction strategy that focuses on limiting the time at which vehicles idle. Idle refers to the speed at which internal combustion engines (ICEs) rotate under no throttle or load. Idle speeds typically range from 600 to 1,000 revolutions per minute (rpm). Most cars have a gauge to display engine speed which is called a tachometer. Idling a vehicle consumes fuel and produces emissions. As an umbrella term, idle reduction describes the technologies, policies, and practices aimed at reducing the amount of time that vehicles idle their engines.

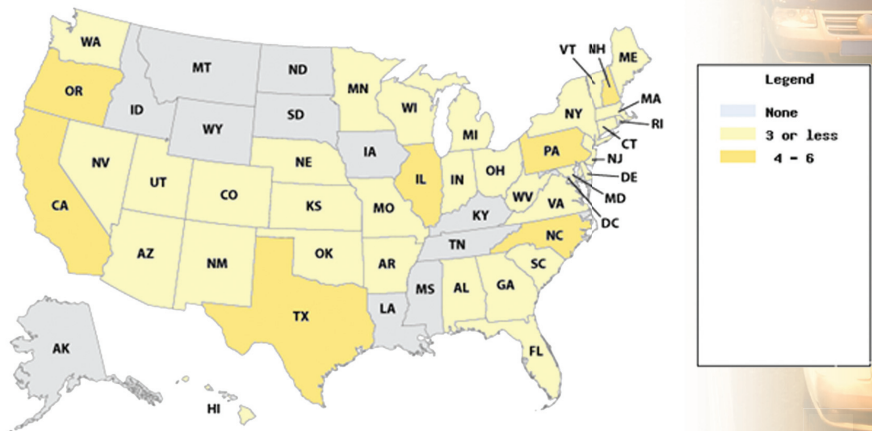
- **Two types of idling**
 - Avoidable – Idling for reasons of comfort such as A/C or heat
 - Unavoidable – Stuck in traffic or at stop lights
- **Idle reduction technologies and strategies are available for light-, medium-, and heavy-duty fleets**

- **Idle reduction technologies include:**

- Idle shutoff functions
- Mild hybrids
- Block heaters
- Onboard heating and cooling equipment
- Auxiliary power units (APUs)
- Truck stop electrification (TSE)

- **Idle reduction strategies include:**

- Avoid congested areas and rush hour traffic
- Preplan routes
- Avoid using drive-thrus
- Shut off the vehicle if idling more than 10-30 seconds
- Read and understand the owner's manual for best operating practices



States with idle reduction laws or incentives. Source: AFDC.

Incentives

Despite the fluctuating economy and budget woes, there are a record number of grants and incentives for funding alternative fuel vehicles that have been made available. For example, in 2009 the U.S. Department of Energy (DOE) made nearly \$300 million of American Reinvestment and Recovery Act (ARRA) funding available through the Clean Cities program. This single grant funding opportunity is responsible for putting more than 9,000 alternative fuel and energy efficient vehicles on the road and establishing an additional 542 fueling stations across the country.



Did You Know?

Check out the following link to see what incentives are available for idle reduction.

<http://www.afdc.energy.gov/afdc/laws/matrix/tech>

States with Idle Reduction Policies

Many states and cities have implemented laws or regulations that limit the time a vehicle may idle. There are also established “no idle” zones, which is common for school systems to implement in pickup and drop-off zones. The map above shows which states have idle reduction policies or incentives.

To search local idle restrictions use the following link:
http://www.afdc.energy.gov/afdc/vehicles/idle_reduction_laws.html