



MID-AMERICA REGIONAL COUNCIL
AIR QUALITY PROGRAM

Idle Reduction Programs and Resources

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Mid-America Regional Council (MARC)

OVERVIEW



- Idle-Free Zones at Schools campaign
- KC Idle-Free project
- Other Resources





IDLE-FREE ZONES AT SCHOOLS CAMPAIGN

- Folded in with 2007-2011 school bus retrofit
- Provide signs and educational materials
- More than 600 signs distributed to date



Program Resources



- Target Audience: School District Staff, Bus Transportation providers, Parents, Venders
- Information on the effects of Idling
- Signage
- Sample policy: pickup/parking procedures, loading/delivery locations, school support



KC IDLE-FREE

- **Cannot** be used for regulatory compliance
- Target non-traditional audiences
- Works with public education campaign
- Eleven KC Idle-Free Partners established
 - Hospitals, Clinics, Public Health Depts.
 - Commerce Bank
 - Hallmark and Life Touch Publishing
 - City of Kansas City, MO



Program Resources



- Target Audience: The General Public driving passenger vehicles
- Partnerships – Businesses, Institutions, Commercial property/facility maintenance groups
- Information on the health effects and cost of Idling, handbills for the public, partnership decal
- Signage



OTHER RESOURCES

- Idling Calculators

- Fuel Use
- Cost
- Emissions

- EPA Smart Way Program resources

<http://www.epa.gov/smartway/index.htm>





SmartWaySM

The Smart Way to Save Fuel,
Money, and the Environment

SmartWay Certified Vehicles



Shopping for SmartWay Certified Vehicles? **Look for the leaf on the EPA Green Vehicle Guide!**

- Smart Buying and Driving Tips
- Learn More about SmartWay Certified Vehicles
- Financing discounts for SmartWay Certified Vehicles

SmartWay Financing Options

New for Freight
Companies and
Owner-Operators!



Get technology and truck financing through our **Innovative Financing!**

- SmartWay Finance Program
- SmartWay Finance Center

[EXIT Disclaimer](#)

New Leaf Campaign



Learn how **choosing green cars and trucks** can save and money, and help the environment!

- Watch the TV commercial
- Listen to the radio commercial
- View the print PSAs

SmartWay Transport



Ready to **join a partnership** that will save money and reduce fuel use?

- Join SmartWay
- Download the FLEET Models
- View the Complete Partner List
- SmartWay Publications
- Verified Technologies
- Shipper Employee Resource Kit

SmartWay Tractors & Trailers



Learn about the benefits of **Certified SmartWay tractors and trailers!**

- Partner FAQs
- OEM Specifications
- License Agreement
- Idling Reduction Strategies
- Federal Excise Tax Exemption
- Guide to Tractor Certification

News & Features

- View SmartWay's December online e-update
- Find out who joined SmartWay this week
- SmartWay Partner Spot Light Series: North Central Texas Council of Governments



CONTACT INFORMATION



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