

# IDLE-FREE ZONES

## KC IDLE-FREE

### What is “idling”?

“Idling” refers to keeping a vehicle’s engine running when it’s not moving. One of the top reasons for idling is waiting, whether it’s a customer picking something up inside a business or at a drive-through window, or an employee making a delivery.

### Why is idling bad for my business?

Idling can negatively affect the health of your customers and colleagues — and your bottom line. Here’s how:

#### HEALTH

Long-term exposure to air pollutants, like vehicle emissions, increases the risk of respiratory illnesses such as allergies, asthma and lung cancer. And for customers or employees who have breathing problems or heart conditions, vehicle exhaust can even be deadly. Studies also show that exposure to vehicle emissions can have a permanent impact on children’s lung capacity.

#### MONEY

Idling burns gas, which costs money. Let’s say an employee making deliveries in a typical V6 passenger car leaves the engine running with the air conditioning on for a total of about 60 minutes over an eight-hour shift. If gas costs \$2.50 per gallon, he’s wasted about \$1.25 in fuel. Now imagine that you have eight other employees who are idling for the same amount of time; together, they’ve wasted \$10 in gas costs. Multiply those costs by several days of deliveries, and you’ve created a virtual profit vacuum! And encouraging your customers to stop idling saves them money, too, which means they may have more to spend at your business.

### “Business is about convenience. I can’t tell people to turn off their engines; I want to provide the best service possible.”

If you really want to provide the best service, make your business a healthier place for people to visit. By reducing idling, you’ll help protect the health of your customers and colleagues. Your business can still provide drive-through windows and pick-up areas, but ask customers and employees to turn off their engines while they wait.

Contrary to popular belief, stopping your engine and restarting it doesn’t increase wear and tear on vehicles. Even Ford Motor Company advises that people turn off their engines when idling more than 30 seconds “in non-traffic situations, such as at bank and fast food drive-up windows.”



### ABOUT THE IDLE-FREE ZONES PROGRAM FOR BUSINESSES

#### What is KC Idle-Free?

KC Idle-Free is a free program that makes it easy to rid your business of the pollution and waste caused by idling. We’ll provide you with free, permanent signs that designate “idle-free zones” around your business, and give you fliers that show customers and employees why it doesn’t make sense to idle. We can even work with you step-by-step to help you develop messages that are appropriate for your business and industry.

#### How do I get started?

Contact the MARC Air Quality program. We’ll get in touch with you to with program information and confirm how many signs, fliers and decals you’d like.

- **Call us** at 816-474-4240 and ask for someone on the Air Quality staff.
- **Send us an e-mail** at [airQ@marc.org](mailto:airQ@marc.org).



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