

Vehicle Idling



Vehicle idling action



Reading
Borough Council
Working better with you

So what is idling?



- Idling = leaving your engine switched on when stationary.
- It's polluting the air.
- It's unnecessary.
- And it's an offence (against traffic regs).



Does idling have an impact on pollution?

- Research showed idling events can have an impact on pollution level spikes in the local area.

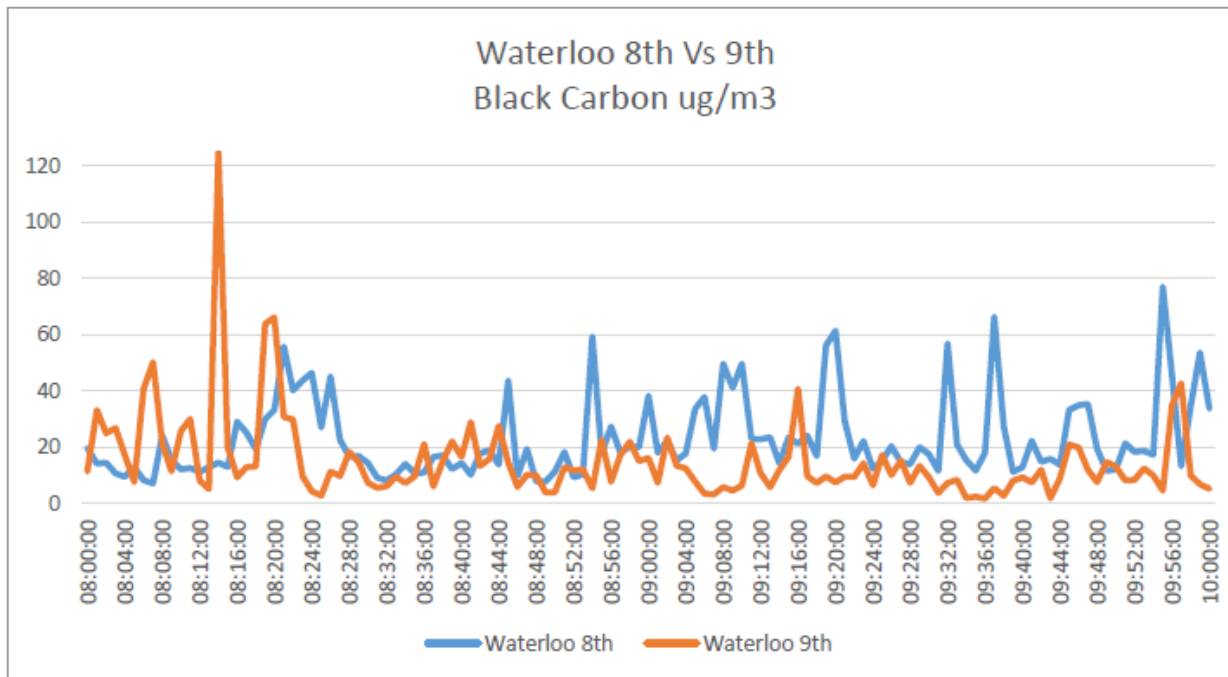


Figure 1. Black Carbon Monitoring on 8th and 9th March at Waterloo, Source: King's College London 2016



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Action Already Taken in Reading



Vehicle Idling Action campaign



Vehicle idling action

Vehicle Idling Action Campaign London



- 70 events in 6 months
- 24 training events - ~200 volunteers trained
- Reached ~4,500 drivers / pedestrians at events
- Around 80% of idlers switched off when asked to
- 1,450 pledges not to idle in the future.
- Interest from around UK



The Campaign Approach

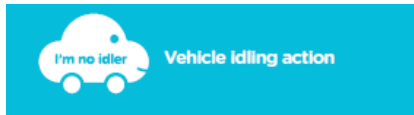


- Attract volunteers to sign up to support the campaign
- Training volunteers to be Clean Air Champions
- Idling action events in idling hotspots, schools, hospitals and in BID areas.
- Raising awareness about air quality – drivers, passers-by and businesses.



The campaign brand & collateral

- Leaflets



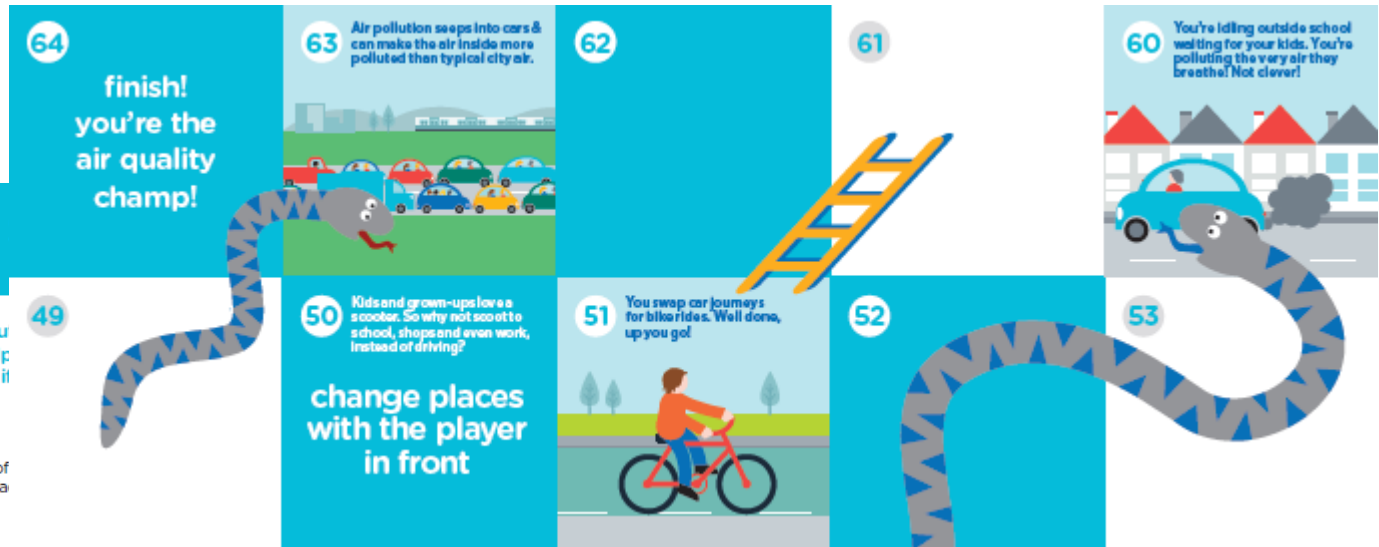
Idling engines contribute to local air pollution harmful to health. If you would like to help air quality, please switch off your engine if minute or longer.

Idling: the myths and the truth
Idling is 'fuelish' for all sorts of reasons, yet many of So our myth-buster guide is here to give you the fa

Myth	Truth
If it's cold outside, I need to keep the engine running to keep the heater on.	If you switch the engine off when you park and keep the ignition on, the heater should stay warm for up to 30 minutes.
If I'm parked on a yellow line, keeping my engine running means I won't get a fine.	Traffic wardens can fine you if you are parked somewhere you shouldn't be, whether your engine is running or not.
But surely it's better to idle because stopping and starting will wear out the engine?	This is no longer a problem with modern engines and by not idling you will use less fuel and reduce your fuel costs.
But surely idling does not contribute very much to air pollution in the grand scheme of things.	Research has shown that switching off engines when parked can reduce pollution levels in the street where the vehicle is parked.

But, but, but...No ifs, No buts, No idling!
Idling your engine unnecessarily is an offence and you could be fined.

- Snakes and ladders games



- Window stickers



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Idling action events



- In pairs, visiting idling hotspot areas, talking to drivers and asking them to switch off and pledge to not idle.
- Also talking to drivers who aren't idling and thank them for switching off.
- Using social media e.g. #noidling to spread the word.



The stages of engagement

- **Observe** to check they are idling for >1 min.
- **Introduce** yourself and today's event.
- **Inform** – give them a fact that you think might change their behaviour.
- **Switch off** – ask them to switch off and ask if they'll always switch off from now on.
- **Thank** them for their involvement with game / leaflet.
- **Record** the interaction.



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Proposal for Reading

- Our event days will initially focus on the:
 - Town Centre and surrounding streets.
 - Hospital
 - Schools



Idling is fuelish

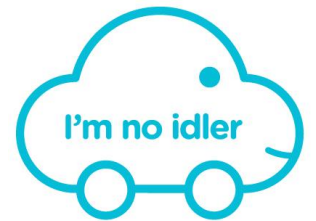
Switch off for cleaner air



Questions?

Website:

<http://www.reading.gov.uk/idlingaction>



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