Maryland's Idling Education Campaign
The Maryland Department of the Environment focused on idling to address two important issues:

- **Emissions**: NOx, PM, CO2

- **Health**: Respiratory issues such as asthma
The Maryland Department of the Environment is committed to bringing together citizens, the trucking industry, schools and educational institutions, and other stakeholders to realize that five minutes matter when you needlessly idle your engine.
Idling Program Approach

Three audiences

General Public

Trucking Industry

Schools
General Public

- Development of fact sheets and related materials for distribution
- Social media campaign
- Online presence at MDE with additional materials—interactive and text
- Information available is general plus there are overlaps with trucking and school audiences
Partnering with Maryland Motor Truck Association

• Co-development of program to reach drivers, companies, and fleets
• Launch of program in November, 2017
• Participation in annual Truck Driving Championships event at MD State Fairground
• Social media messaging through MMTA using information and trivia questions
• MDE is continuing to work on specific materials for this group
Partnering with Maryland State Dept of Education

- Working on program for students, staff, parents, delivery drivers and community
- Development of classroom materials and curriculum
- Encouraging school participation with pledges for schools and parents to sign
- Participating schools receive metal signs, window decals, and certificate, plus online acknowledgement
- Coordination with Maryland Association for Environmental and Outdoor Education (MAEOE)—had September training
What Do Schools Get?

- 18” x 24” metal sign for campus
- Window decal(s) for front of school or office
• Fulfills 2.6 of MAEOE “Responsible Transportation” requirements.

• Maryland Green Schools' environmental efforts can be used as a platform to apply for U.S. Green Ribbon School recognition.

• Schools may also joint certify with Eco-Schools USA as they work towards Maryland Green School status.
MDE’s Idle Free MD site provides information and resources for the general public about idle reduction as well as a new section for schools.
This part of the program’s home page lists the materials available for schools and other audiences.
General Materials Online

Infographic posters that can be printed or used electronically
General Materials Online

Facebook factsheet and posts

**VEHICLE IDLING**
WASTES MONEY AND FUEL

Idling wastes about 6 billion gallons of fuel each year in the U.S.

**VEHICLE IDLING**
CREATES A SIGNIFICANT HEALTH RISK

One minute of idling produces more carbon monoxide than 3 packs of cigarettes.

**VEHICLE IDLING**
CREATES A SIGNIFICANT HEALTH RISK

Exhaust contains pollutants that cause cancer and birth defects.

**VEHICLE IDLING**
CREATES A SIGNIFICANT HEALTH RISK

Children are at a higher risk from the hazards of exhaust.

**VEHICLE IDLING**
HARMS THE ENVIRONMENT

About one-third of the nitrogen in the bay comes from air pollution.

**VEHICLE IDLING**
HARMS THE ENVIRONMENT

Two minutes of idling uses the same amount of gas as one mile of driving.

**VEHICLE IDLING**
WASTES MONEY AND FUEL

Idling emits about as much CO₂ as 2.5 coal-fired power plants.

**VEHICLE IDLING**
WASTES MONEY AND FUEL

Idling leaves residue on spark plugs that can cause a 5% increase in fuel consumption.

**VEHICLE IDLING**
HARMS THE ENVIRONMENT

Air pollutants suffocate marine life in the bay.
General idling factsheets
Clean Air for Maryland's Kids
How to start an idle reduction program at your school

IDLE REDUCTION GUIDE FOR SCHOOLS
CREATING AND IMPLEMENTING POLICY
SCHOOLS PLAY AN IMPORTANT ROLE IN PROTECTING CHILDREN FROM THE HEALTH HAZARDS OF IDLING ENGINES. HERE ARE WAYS THAT YOUR SCHOOL CAN START IMPLEMENTING ITS OWN IDLE REDUCTION PLAN.

Fact Sheets concerning school idle reduction and creating an idle free policy

Program logo

Powerpoint presentation for teacher training or PTA meetings
School Materials Online

Teacher’s Guide and sample school policy

Sample letters to teachers, parents, and bus drivers about new policy
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https://mde.maryland.gov/programs/Air/MobileSources/idlefreeMD/Pages/index.aspx