



SAMPLE Letter to Employees for a Business without a Fleet

Dear {Business name} Staff:

Idling is harmful to our health, to our environment, and to our bottom line!

Unnecessary vehicle idling not only wastes fuel and money, but also contributes to health risks and pollution in Louisville. This is one hazard that can be easily prevented and we are committed to be part of the solution. {Business name} is excited to be a part of an Idle Free Louisville and to do our part for cleaner air for all to breathe.

Idling occurs when a vehicle's main engine is running but the vehicle is not moving. Many of us do this without even realizing it. In fact, the average driver spends 6 minutes a day idling. All of this idling adds up and collectively, Louisville motorists waste more than 4 million gallons of gasoline per year idling unnecessarily! All of this waste and the harmful emissions that result can largely be avoided with a simple turn of the key.

Did you know that ...

- Today's fuel-injected gasoline engines don't need warming at all and the modern diesel engine requires no more than 3 minutes of warming;
- Restarting a vehicle causes less wear and tear on the engine than idling; and
- Restarting a vehicle uses less fuel, and creates fewer emissions, than idling for 10 seconds!

{Business name} has committed to reduce idling in our company vehicles and on our property. Attached to this letter is our company's Idle Reduction Policy. We ask that each of you help us communicate this policy to visitors to our business, including delivery vehicles. Letters to drivers of these visiting vehicles and literature on the benefits of reduced idling will be available to help you explain our policy.

Just as {Business name} will be doing our part to reduce vehicle emissions, we encourage all of you to take action as well. Each of us can have a positive impact on our air quality by turning the key in our own vehicles too. By working together, we can do our part to keep Louisville's air healthy for ourselves, our families, and our community. So turn the key and be idle free!