

How to Build an Idle Reduction Fleet Culture.



IDLE FREE Guy™
Idle Reduction Behavior
Modification Expert.



GoGreen.



IDLE FREE
Certified Fleets™



IDLE FREE Guy™

Idle Reduction Behavior Modification Expert.

- CEO, GoGreen Communications Inc.
- Former TV radio broadcaster.
- Sales and marketing: high tech, telecom.
- Cause branding: The Salvation Army.
- Father of two kids.
- Founder; The Children's Clean Air Network.
- Creator; IDLE FREE for our kids®

[Ron's full BIO.](#)
[LinkedIn Profile.](#)



Ron Zima ADpPR

U.S., Canada, fleets commonly spend:



40%
engine hours
on operator
idling behavior.

Idle Cost Metrics: U.S. and Canada

“The typical fleet operation is
spending 40% of engine hours
on driver idling behavior.”

- Ron Zima, IDLE FREE Guy™

Point of View Paper
GoGreen Communications Inc. © 2022

GoGreen.

GoGreen.

“Idle reduction from driver behavior modification in a fleet’s gasoline and diesel burning assets is the biggest combined cost, greenhouse gas and air pollution reduction opportunity for fleet operators in the United States and Canada in all fleet industry sectors.”

GoIDLEFREE.com



‘Cascade of costs’ driver idling behavior:

- Fuel.
- Added *maintenance, warranty cost.
- Lifecycle costs.
- Vehicle downtime.
- Employee productivity.
- Carbon emissions.
- Air quality.
- Added costs, employee vehicles
- Safety risk (vacant vehicle idling).
- Fleet reputation.

*Maintenance expenses equal to roughly half of the total cost of ownership over the vehicle life.

Savings (Two Years) 2,480 Vehicles*

Price of Fuel: Gas \$4.82 Diesel \$5.60

Fuel Cost Reduction:

High (30%)	\$6,116,762
Medium (20%)	\$4,394,475
Low (10%)	\$3,094,781

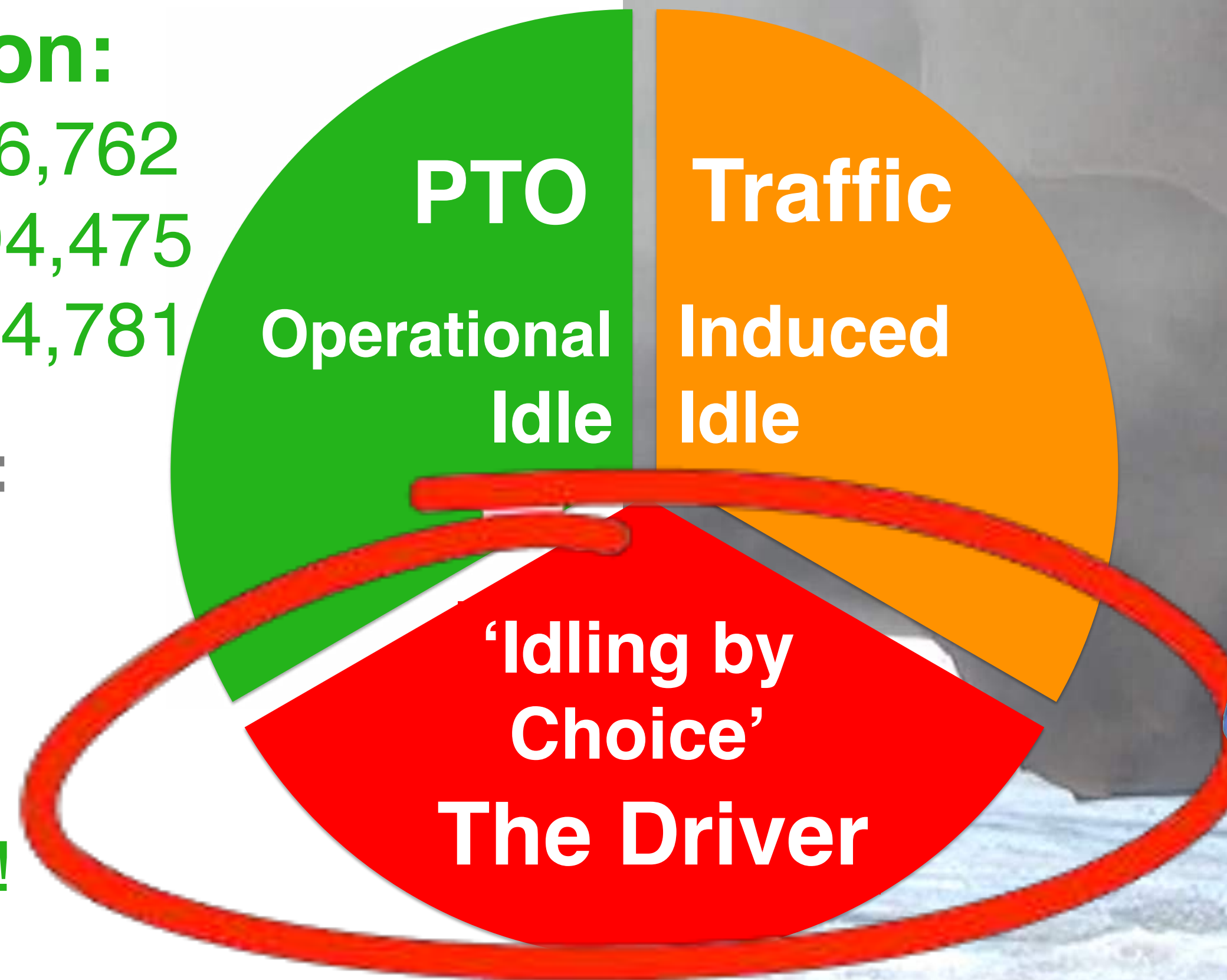
CO2 Reduction (Tons):

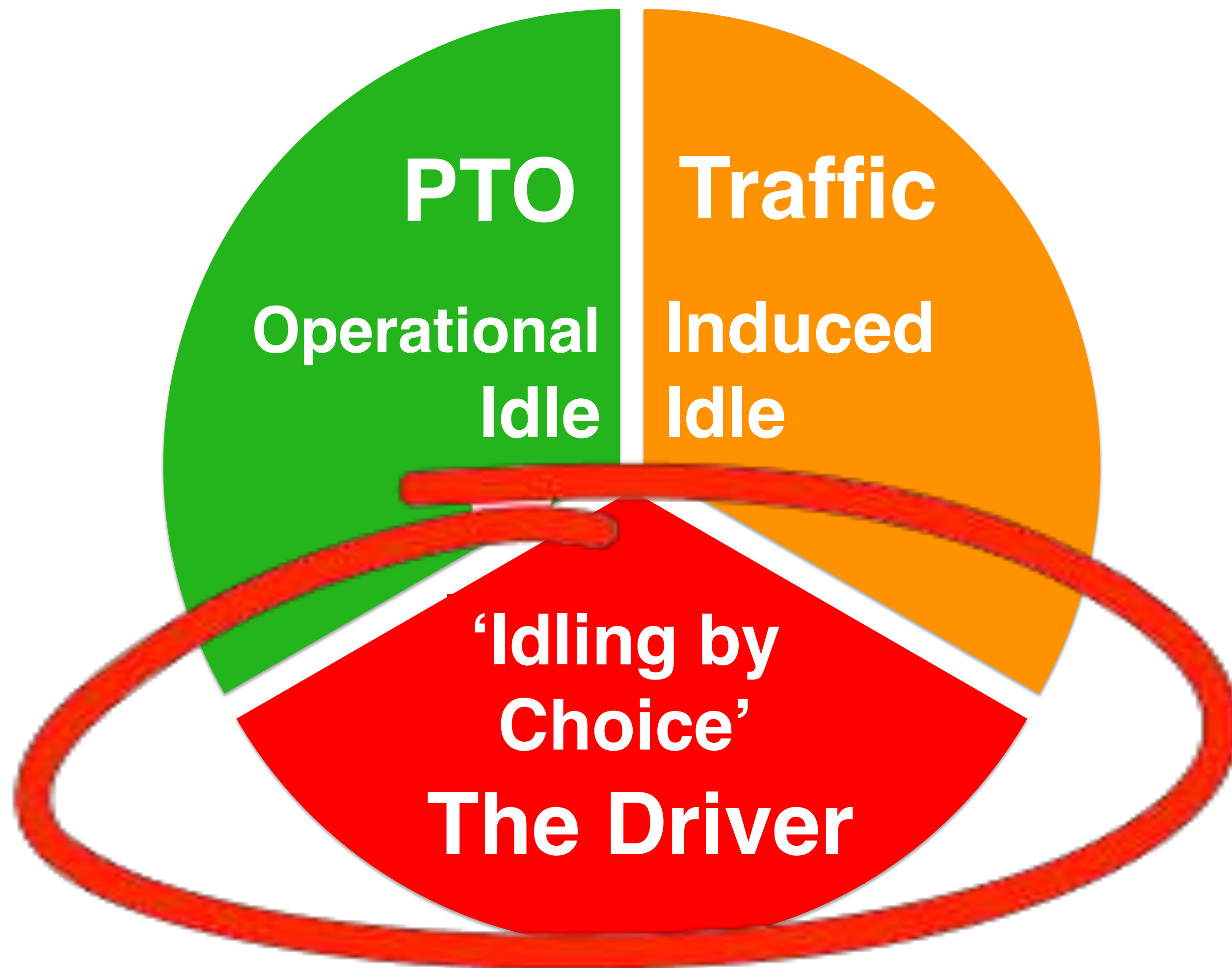
High (30%)	7,000
Medium (20%)	5,257
Low (10%)	3,943

Net all costs of program!

GoGreen.

Idle Reduction Opportunity Assessment™





Reduce 'by choice' idle.
Not Power Take Off (PTO.)
Not idle, stuck in traffic.

**When parked,
and it makes sense,
'go idle free.'**



IDLE MYTHS:

- 1. Idling GOOD.**
- 2. Restarts BAD.**
- 3. Long warmups GOOD.**

Summary of OEM Idling Recommendations from Vehicle Owner's Manuals



Chevrolet:

“Avoid idling. Do not warm up the car.”

Ford:

“Don’t idle for more than 30 seconds.”

Proven formula: EMOTIONAL ENGAGEMENT.

Drivers will modify beliefs, behavior with effective messaging around THREE values:

- ✓ Their kids.
- ✓ Their cars.
- ✓ Their cash.



GoGreen.





Historical Response: Year One.

Outliers

Will Come Along

Early Adopters

Age groups 18+
Psychographics.
Genders.

Respond
Enthusiastically:

- Kids.
- Cars.
- Cash.

Why Company Idle Reduction Initiatives Fail.

The agenda and the messengers:

Company Engagement:

“Help the company be more efficient.”

“Help the company protect its vehicles.”

“Save money for the company.”

Home Engagement:

✓ *Their* kids, cars, cash.
Idle Reduction Communication.



Messengers



Receivers

Idle Reduction Strategies: Long Term and Immediate.

1. Long Term Strategy New Equipment – Fleet.

- BEV, battery powered electric vehicles.
- HEV, hybrid electric vehicles.
- PHEV, plug-in hybrid electric vehicles.

9.5% of assets replaced annually (national average).

Meaning: Three years to replace a third of manager's fleet.

NOTE:

Buying 'green vehicles' or idle reduction technologies to influence driver idling behavior has a number of drawbacks versus behavior modification eLearning:

- \$\$\$ Significantly more expensive.
- Does not build an idle reduction fleet culture.
- Does not inspire employees to reduce idle at work or at home.
- Does not inspire the public to reduce idle at work or at home.

2. Immediate Strategy Legacy Equipment – Fleet.

ASSET Focused Solutions: Idle reduction technologies (IRT)

- Idle timer/limiter
- Auto engine shut-down/start-up
- Auxiliary power units (APUs)
- Fuel-or battery-powered AC/heat
- Telematics
- Programmable RPMs
- Alternative fuels (i.e. CNG)

**Asset
Focused**

GoGreen's Driver-Focussed Solution: Driver Behavior Modification

over-the-air!

No equipment to buy!

Software as a service (SaaS).

GoGreen.



GoIDLEFREE.com



Case Studies

Case Study – International Bus Fleet

Novice to experienced drivers.
80% reduction sustained over two years.

Case Study – Port Maintenance Fleet

Novice to experienced drivers.
40% reduction in 4 months during harsh winter.

Case Study – Interstate Fleet

Novice to experienced drivers.
55% reduction in 30 days

U.S., Canada, fleets commonly spend:



40%
engine hours
on operator
idling behavior.

Idle Cost Metrics:
U.S. and Canada

“The typical fleet operation is
spending 40% of engine hours
on driver idling behavior.”

- Ron Zima, IDLE FREE Guy™

Point of View Paper
GoGreen Communications Inc. © 2022

GoGreen.

Get the research and
POV paper.

Including:

- **The IDLE FREE
Formula**
- **Fleet Manager's Guide**

GoIDLEFREE.com

GoGreen.

GoIDLEFREE.com

IDLE FREE Guy™

Idle Reduction Behavior Modification Expert.

info@GoIDLEFREE.com



Ron Zima ADpPR

Thankyou!



IDLE FREE Guy™
Idle Reduction Behavior
Modification Expert.



GoGreen.



IDLE FREE
Certified Fleets™





GoIDLEFREE.com