

Don't let your profits go up in **smog**



“Diesel costs remain the number one concern of motor carriers.”

-Bill Graves, American Trucking Associations President & CEO.

Success Story:
Green Mountain Coffee Roasters used a program of driver education and incentives to reduce idling times from 1.5hrs to 30mins per day for their 22-truck fleet. Assuming a gallon of fuel-use per hour while idling, at current fuel prices their idling reductions save about \$1,500 in fuel per truck, for a fleet total of over \$30,000 per year.

Alternative fuels and advanced technologies provide important benefits:

- **Save Money.** Idling uses about 1 gallon of fuel an hour, and many trucks end up idling for 4-8 hours per day, costing around **\$5,000-\$12,000 per year in wasted fuel** per truck. In addition, the Maintenance Council of the American Trucking Associations estimates that idling can add as much as \$2,000 per year in maintenance costs.
- **Better Public Image.** Public relations are enhanced when businesses become more responsible members of the community and take the necessary actions to minimize diesel emission exposure to the public. The benefits of alternative fuel and advanced technology vehicles also can be publicized.
- **Protect Public Health and the Environment.** Because fleet trucks consume more fuel per mile and are driven more than almost any other vehicle type, equipping them with alternative fuel and advanced technologies provides one of the best per-vehicle emission reduction benefits.
- **Increase Energy Security.** Displacing some of the large volume of petroleum-based fuel used by fleet trucks reduces U.S. reliance on imported oil.

Healthy Air for Northeast Denver (HAND)

HAND is a “Community Action for a Renewed Environment” partnership, funded by the EPA.





REGIONAL AIR QUALITY COUNCIL

Retrofit Now:

For businesses interested in retrofitting, the Regional Air Quality Council (RAQC) will be able to provide **80% of the costs** for the following:

Emission Reduction Equipment:

Diesel oxidation catalysts
Closed crankcase filtration units

Idling Reduction:

Engine preheaters

If interested in participating, contact Kate Riegle at 303.629.5450 x290 to receive more information.

Opportunities for business recognition for participation may be possible

Local companies of Colorado have already started to use the latest technology, and have benefited it the process.

Success Story:
Champion Auto Carriers, a local auto carrier company in Henderson, CO, in just one month saved 273 gallons of fuel and reduced fuel costs \$1119, by installing a single auxiliary power unit.

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Groundwork Denver is a non-profit organization.

Myths Debunked:

Myth 1: Idling reduction technologies are not cost-effective.

Fact: Idle reduction equipment can quickly pay for itself through fuel savings. Retrofits that reduce idling typically pay for themselves in two years or less (see the Champion Auto Carriers success story on the left).

Myth 2: Diesel truck idling does not waste that much fuel.

Fact: Fuel wasted while idling is a major expense for the trucking industry. Almost 1 billion gallons of fuel are wasted every year in the U.S. by trucks idling, costing the trucking industry close to \$4 billion a year at current fuel prices.

Myth 3: Diesel exhaust is not a major source of air pollution.

Fact: Reducing diesel exhaust emissions can make a significant contribution to clearer air. Though only 2% of the vehicles in the Denver Metro area are diesels, diesel exhaust contributes 15-23% of the fine particle-matter pollution in the region, which causes respiratory problems in the young, elderly, and those with pre-existing ailments. Diesel exhaust is also responsible for 25-40% of Denver’s visibility problem—the “Brown Cloud.”

