

**Drive Your Best to SAVE FUEL &  
KEEP COLORADO'S AIR CLEAN**

**Engines OFF!**



### **Lessons Learned From Colorado Convention Center's Idle Reduction Campaign**

**1) There will need to be an idling “champion” at the venue.**

The role of Lindsay Smith, Colorado Convention Center (CCC) Sustainability Coordinator, was crucial for implementing the Engines OFF! program. She championed all communication efforts with transportation companies, new signage creation and implementation, training security and making idling an overall priority at the CCC. Each venue will need someone to own this program.

**2) Buy-in will be needed throughout the organization.**

While a champion can spearhead the program, ultimately everyone within the organization will need to understand and support the program. Initial and ongoing training about idling will need to be conducted with all staff. Management support will be key to approve program elements and communicate the program's importance within the organization. “Front of the house” employees will be critical as they will have the most contact with drivers and salespeople should communicate the program with conference planners, vendors and other visitors.

**3) Idle reduction communication efforts must be consistent and reinforced.**

Transportation companies and drivers received a multitude of idle reduction messages during the pilot program, which was key to its success. Any other venue must commit to executing the full combination of communication tactics.

**4) A perception of enforcement will help with ongoing behavior change, but should be approached as part of a larger idle reduction effort.**

Drivers responded positively to security officers talking to them and reminding them about the idling ordinance. This conveyed a sense that the CCC was taking the ordinance seriously even though security never gave out a ticket during the program. However, enforcement should not be the main component of the program since transportation companies will likely feel threatened by the efforts.

**5) Communication and education with transportation companies need to be ongoing and owned by the venue.**

While the Engines OFF! program was confined to the CCC, Matthew Marshall from the City & County of Denver (CCD) was doing education outreach with transportation companies at the same time. Whether a CCD person will be available for ongoing outreach is uncertain. Regardless, any venue executing this program should do additional education outreach to transportation companies and tie into existing transportation programs held by the DMCVB, the City or other events or programs. They will also want to foster relationships with transportation leaders to keep them engaged with the idling reduction efforts.