



## **Company Overview**

Crown Uniform & Linen Service was founded as a family business in 1914 and has been a leading provider of uniform programs and linen services in New England ever since. They manage operations in Massachusetts, Connecticut, New Hampshire, and Rhode Island.

Crown believes that all businesses have a responsibility to their community, their customers, and their employees. Their Corporate Social Responsibility strategy includes employment policies that ensure a diverse workforce with a safe working environment, supports community charities, provides funds and materials for victims of disaster, and promotes sustainable business practices through recycling, waste reduction, and lower resource consumption.

Crown Uniform & Linen Service's commitment to improvement has led them to certification with The Healthcare Laundry Accreditation Council, The Laundry Environmental Stewardship Program, the Sustainable Business Leader Program, the TRSA Clean Green Program, and the TRSA Hygienically Clean Program. Crown was also awarded a 2012 Green Award by the City of Boston for their exceptional environmental stewardship.

## **Turn It Off: A National Anti-Idling Campaign**

In the United States, nearly 4 million gallons of fuel (enough to fill five Olympic sized swimming pools) is wasted every day as a result of unnecessary vehicle idling. In order to eliminate this waste and achieve major transportation fuel use reductions in the U.S., Sustainable America has launched a national anti-idling campaign called [I Turn It Off](#).

The [I Turn It Off](#) program educates individual drivers and organizations with vehicle fleets; including businesses, municipalities, and academic institutions. The goals of the campaign are to dispel common myths regarding vehicle idling, educate the public about the environmental, social and economic costs of vehicle idling and ultimately to change driver behaviors. We hope that turning off your engine, rather than idling; will soon become as commonplace as wearing your seatbelt.

## **Process Overview**

In early spring 2014, Sustainable America engaged with regional uniform and linen company—Crown Uniform and Linen Service—to develop and roll out an anti-idling campaign in their 75 vehicle fleet.

Crown launched their program in March with 20 of their heaviest use box trucks which, at the time, were found to idle for 70 minutes on average per day. The core aspects of the program were:

- Calculating the current idling baseline (pre-program idle times)
- Establishing a new program goal (max allowable limit, in this case 10 minutes)
- Identifying common idling issues/reasons for idling
- Regular data tracking and reporting, and finally,
- Developing daily communications and rewarding positive behavior

The most common idling issues identified were:

- Lack of driver awareness about idling; many drivers did not even realize that they were idling.
- Drivers leaving the engine on while:
  - Doing paperwork or entering data into tablets/handhelds before or after drop-offs
  - Resorting items in the trucks after drop-offs
  - Idling while waiting at security gates such as airports
  - Idling during coffee breaks or truck washes

The biggest challenge for Crown was re-training drivers to pull up at their stop, immediately turn off the engine, and then go on to do their other activities. By bringing idling to the forefront of driver and manager behavior, tracking and reporting idling times daily, and addressing issues with drivers on a timely basis, Crown was quickly able to change behaviors and achieve significant results.

## **Results**

Within one month of the program's launch Crown was able to reduce their idle time from 70 minutes per truck to 33 minutes per truck on average. By the end of month four they were able to further reduce their idle time to only 7 minutes per truck on average.

Assuming an average cost of \$4 per gallon of diesel fuel, and 300 operating days per year the estimated savings from this massive reduction in idling time is approximately \$25,000 per year from fuel costs alone, making this effort a major success.

Additional savings are expected from reduced engine maintenance and further expansion of the program to other vehicles in the fleet. The key to the program's success was bringing the idle issue to the forefront, daily monitoring and reporting and engagement of drivers.

George Spilios, Regional Manager of Crown, is excited to see the company expanding their sustainability programs. *"Partnering with Sustainable America helped Crown identify a great opportunity. As a result of this program, we captured some significant fuel savings while further supporting Crown's commitment to sustainable business practices."*