



## **Diesel Idle Reduction Campaign**

- Mission: Initiative aimed at decreasing diesel emissions and improving air quality in Metropolitan Washington-Baltimore Regions
- Purpose:
  - Increase idle reduction awareness and control diesel emissions.
  - Promote idle reduction as a positive behavior that helps bus and truck drivers to avoid fines, save money, and cut fuel costs.
  - Improve public health and protect the environment.
- Led by the Metropolitan Washington Council of Governments (COG), in collaboration with:
  - District Department of Energy and Environment (DOEE)
  - District Department of Transportation (DDOT)
  - Maryland Department of the Environment (MDE)
  - Virginia Department of Environmental Quality (VDEQ)



# Diesel Idling Laws

	District of Columbia	Maryland	Virginia
Regulation:	3 minutes	5 minutes	10 minutes
Exemptions:	Private non-commercial passenger vehicles Temperatures below 32 F (vehicles may idle for 5 minutes) When necessary for the operation of power takeoff Equipment such as dumping beds, cement mixers, refrigeration systems, winches, or shredders	Traffic conditions or mechanical difficulties Heating, cooling, or auxiliary equipment Conform to manufacturer's specifications Accomplish intended use	Auxiliary power
Enforcement:	Multiple agencies including DOEE, metro police, and parking enforcement personnel	State Highway Patrol  Difficult to enforce due to exemptions	Virginia Department of Environmental Quality

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### What We've Done

#### **Research and Strategy**

- Communications Audit to analyze past and current communications materials to see what messages/approaches have been successful
- Media Analysis to better understand how media covers idling issue in DC metro area and nationwide
- Environmental Scan to gain understanding of the overall industry and the idling issue from a local, regional and national perspective
- Interviews and Online Surveys to gather further direct input from the industry

#### 6 Stakeholder Meetings

- To educate truck and motor coach industry members about idle reduction laws
- To understand industry perception of issue
- To identify best way to communication with them
- Marketing and Media Plans to strategize the outreach, confirm messaging and identify tactics
- Campaign Implementation and Media/PR Outreach including kickoff event, street team activities, media coverage, website, direct mail, driver recognition program

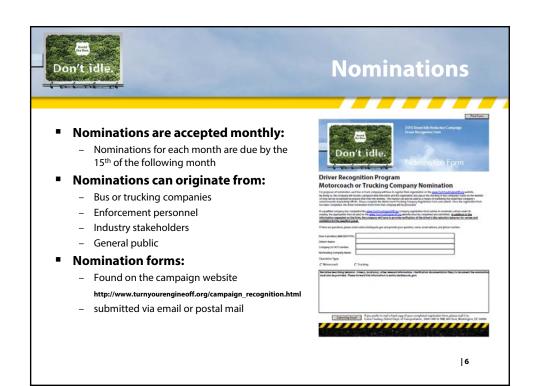


### **Driver Recognition Program**

The Diesel Idle Reduction Campaign, established the **Driver Recognition Program** to acknowledge and reward those "Idle Reduction Ambassadors" who set a good example for other bus and truck drivers by complying with the region's diesel idling laws.

#### Program Goals:

- Elevate awareness of the diesel idle reduction laws in the District of Columbia, Maryland, and Virginia.
- Promote idle reduction as a positive behavior that helps bus and truck drivers to avoid fines, save money, and cut fuel costs.
- Engage and involve frontline personnel who ultimately make the decision to let their vehicles run or to turn off their engines.





### Awards

- Commendation Letter: Upon nomination and approval by the selection panel, drivers will be presented with a personalized government jurisdiction commendation letter suitable for framing.
- Monthly Dinner for Two drawing: All drivers receiving commendation letters were entered into a monthly drawing to win dinner for two at a restaurant in the Washington/Baltimore metropolitan region.

Drivers are permitted to be nominated for recognition as many times as they are observed exhibiting exemplary idle reduction behavior.







