



Diesel Idle Reduction Campaign

July 27, 2016



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)



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 2010 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.



Nominations

- **Nominations are accepted monthly:**
 - Nominations for each month are due by the 15th of the following month
- **Nominations can originate from:**
 - Bus or trucking companies
 - Enforcement personnel
 - Industry stakeholders
 - General public
- **Nomination forms:**
 - Found on the campaign website
http://www.turnyourengineoff.org/campaign_recognition.html
 - submitted via email or postal mail

Print Form

2010 Diesel Idle Reduction Campaign
Driver Recognition Form

Nomination Form

**Driver Recognition Program
Motorcoach or Trucking Company Nomination**

For purposes of nomination, each bus or truck company will have to register their organization on the www.TurnYourEngineOff.org website. By doing so, the company will receive a program welcome letter and this registration also places the trucking or bus company's name on the website so they can be recognized by anyone that visits the website. This feature can also be used as a means of marketing the respective company's environmental stewardship efforts. Please complete the Motorcoach/Trucking Company Registration Form and submit. Once the registration form has been completed, the driver nomination forms from that company will be processed.

If a qualified company that has completed the www.TurnYourEngineOff.org company registration form wishes to nominate a driver under its employ, the appropriate form located on the www.TurnYourEngineOff.org website must be completed and submitted. In addition to the information requested on the form, the company will have to provide verification of the driver's idle reduction behavior for review and validation by the selection panel.

If there are questions, please email eulois.clockley@dc.gov and provide your question, name, email address, and phone number.

Date Submitted (MM/DD/YYYY):

Driver's Name:

Company US DOT number:

Nominating Company Name:

Operation Type
 Motorcoach Trucking

Narrative describing behavior - time(s), location(s), other relevant information: (Verification documentation file(s) to document the nomination must also be provided. Please forward this information to eulois.clockley@dc.gov)

If you prefer to mail a hard copy of your completed registration form, please mail it to:
Eulois Clockley, District Dept. of Transportation, 2000 14th St. NW, 6th Floor, Washington, DC 20009



Street Team Events

Eighteen Street Team events with outreach to nearly 1,000 drivers. Educated drivers on idling laws, handed out campaign materials, and nominated those that had their engines off.





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.



Creative Products

KNOW THE IDLING LAWS: TurnYourEngineOff.org

WASHINGTON, D.C.	MARYLAND	VIRGINIA
3 MINUTES	5 MINUTES	10 MINUTES
FINES: \$1000	FINES: \$500	FINES: up to \$25,000
EXEMPTIONS: • 5 min. below 32°F • Power takeoff	EXEMPTIONS: • Traffic conditions or mechanical difficulties • Heating, cooling, or auxiliary equipment	EXEMPTIONS: • Auxiliary power

REDUCING IDLE EMISSIONS STARTS WITH YOU:

- Get the word of mouth rolling. Talk to other drivers about idle reduction.
- Learn about new technologies available to help companies and drivers reduce diesel idling such as automatic engine shutdown/start up controls and auxiliary power units.
- Check with your local, state and federal agencies for resources that may be available to assist you with the purchase of fuel savings and emission reduction technologies.
- Ask your employer about the Driver Recognition Program.

Supported by the Metropolitan Washington Council of Governments (MWCOG) in collaboration with the District Department of the Environment (DDOE), the District Department of Transportation (DDOT) and the Maryland Department of the Environment (MDE).

Turning your engine off is one of the easiest and most efficient steps you can take to help improve air quality. This simple act will help you to avoid costly fines, save money and curb fuel use.

For more information, visit TurnYourEngineOff.org.

DDOE DISTRICT DEPARTMENT OF THE ENVIRONMENT MDE d. ©

KNOW THE LAWS.

For more detailed information about the idling laws for Washington, D.C., Maryland and Virginia, visit TurnYourEngineOff.org.

WASHINGTON, D.C.	MARYLAND	VIRGINIA
3 MINUTES	5 MINUTES	10 MINUTES
FINES: \$1000	FINES: up to \$500	FINES: up to \$25,000
EXEMPTIONS: • 5 min. for temperatures below 32°F • Power takeoff	EXEMPTIONS: • Traffic conditions or mechanical difficulties • Heating, cooling, or auxiliary equipment	EXEMPTIONS: • Auxiliary power

LEARN ABOUT THE CAUSE.

Supported by the bus and trucking sectors, the Metropolitan Washington Council of Governments (MWCOG), in collaboration with the District Department of the Environment (DDOE), the District Department of Transportation (DDOT) and the Maryland Department of the Environment (MDE), has launched a diesel idle reduction campaign to:

- Increase idle reduction awareness and curb diesel emissions.
- Promote idle-reduction as a positive behavior.
- Help protect the environment and enhance the quality of life.

NOW, TAKE ACTION!

Reducing idle emissions starts with you!

- Get the word of mouth rolling. Talk to other drivers about idle reduction.
- Learn about new technologies available to help companies and drivers reduce diesel idling such as automatic engine shutdown/start up controls and auxiliary power units.
- Check with your local, state and federal agencies for resources that may be available to assist you with the purchase of fuel savings and emission reduction technologies.
- Ask your employer about the Driver Recognition Program.





Creative Products

Avoid the fine. Don't idle.
TurnYourEngineOff.org

- > [KNOW THE LAWS](#)
- > [IDLE REDUCTION](#)
- > [MEDIA CENTER](#)

Turning your engine off is one of the easiest and most efficient steps you can take to improve air quality. This simple act will help you to avoid costly fines, save money and curb fuel use.

Nominate a DRIVER Today!

By nominating a driver
YOU ENCOURAGE POSITIVE
BEHAVIOR CHANGE
and the reduction of idling.

Where Do We Go From Here



Option 1: Motorcoach and Truck Drivers

- Street Teams
- Campaign Materials (printing)
- Coordination with Local Jurisdictions
- Maintain Existing Website

Costs: \$40k - \$50k

Where Do We Go From Here



Option 2: Motorcoach and Truck Drivers and Companies

- Street Teams
- Outreach to Motorcoach and Trucking Companies (meetings, presentations, direct mailing)
- Campaign Materials (printing)
- Coordination with Local Jurisdictions
- Update Website

Costs: \$60k - \$80k

Optional Paid Media Campaign: \$30k - \$50k

Where Do We Go From Here



Option 3: General Public Awareness Campaign

- New anti-idling campaign targeting the public
- Develop campaign
- Design brand and collateral materials (digital, print, etc)
- New website (or campaign pages on COG and partner sites)
- Paid media campaign

Costs: \$150k plus



Next Steps

- Determine interested parties, Workgroup
- Further define campaign scope of work
- Identify funding sources