

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.ht
- submitted via email or postal mail





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.









- 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







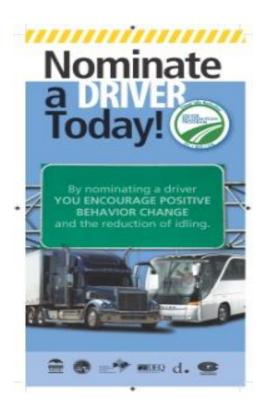




Creative Products









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





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