



Diesel Idle Reduction Campaign Briefing

November 4, 2010



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 the Environment (DDOE)
 - District Department of Transportation (DDOT)
 - Maryland Department of the Environment (MDE)





Partners and Supporters

- American Bus Association
- United Motor Coach Association
- American Trucking Associations
- Diesel Technology Forum
- Maryland Motor Truck Association
- National Association of Truck stop Operators
- National Private Truck Council
- Owner Operator Independent Drivers Association
- Truckload Carriers Association
- Virginia Trucking Association





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 communicate 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, driver recognition program





- Flyer
- Poster
- Air Freshener
- Bumper Sticker
- Microsite





Flyer

KNOW THE LAWS.

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

| | |
|--|--|
| WASHINGTON, D.C. <small>MAX. IDLE TIME</small> 3 <small>MINUTES</small> | Fines: \$1000 Exemptions: <ul style="list-style-type: none"> • 5 min. for temperatures below 32°F • Power takeoff |
| MARYLAND <small>MAX. IDLE TIME</small> 5 <small>MINUTES</small> | Fines: up to \$500 Exemptions: <ul style="list-style-type: none"> • Traffic conditions or mechanical difficulties • Heating, cooling, or auxiliary equipment |
| VIRGINIA <small>MAX. IDLE TIME</small> 10 <small>MINUTES</small> | Fines: up to \$25,000 Exemptions: <ul style="list-style-type: none"> • Auxiliary power |

LEARN ABOUT THE CAUSE.

Supported by the bus and trucking sectors, the Metropolitan Washington Council of Governments (MWCOC), 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 programs 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.

KNOW THE IDLING LAWS : TurnYourEngineOff.org

WASHINGTON, D.C.
MAX IDLE TIME
3
MINUTES

FINES:
\$1000

EXEMPTIONS:

- 5 min. - below 32°F
- Power takeoff

MARYLAND
MAX IDLE TIME
5
MINUTES

FINES:
\$500

EXEMPTIONS:

- Traffic conditions or mechanical difficulties
- Heating, cooling, or auxiliary equipment

VIRGINIA
MAX IDLE TIME
10
MINUTES

FINES:

up to \$25,000

EXEMPTIONS:

- Auxiliary power

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



Avoid the fine. Don't idle.

TurnYourEngineOff.org



Air Freshener and Bumper Sticker

www.TurnYourEngineOff.org

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- > [KNOW THE LAWS](#)
- > [THE CAMPAIGN](#)
- > [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.

    

Partners
[Metropolitan Washington Council of Governments \(MCOG\)](#)

Participating Bus & Truck Organizations
[American Bus Association](#)

Supporters
[Cummins Power Systems, Inc./Glacier Bay, LLC](#)

Contact Us
Questions? Contact us at info@TurnYourEngineOff.org

Microsite



Launch Event

Held on July 13th, 2010 at MWCOG to launch the campaign to stakeholders and the press.





Street Team Events

Four Street team Events at from July through September. Educated drivers on idling laws and handed out campaign materials.





DR Program Goals

The 2010 Diesel Idle Reduction Campaign, has 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.turnyouengineoff.org/campaign_recognition.html
 - submitted via email or postal mail

Print Form

2010 Diesel Idle Reduction Campaign
Driver Recognition Form

Don't idle.

Avoid the fine.

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 (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 eulols.cleckley@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 eulols.cleckley@dc.gov)

If you prefer to mail a hard copy of your completed registration form, please mail it to:
Eulols Cleckley, District Dept. of Transportation, 2000 14th St. NW, 8th Floor, Washington, DC 20009





Selection Panel

The selection panel is composed of members of public agencies in the Washington DC/Baltimore region (including but not limited to DOTs and MPOs), and other industry stakeholder organizations such as:

- American Trucking Association (ATA)
- American Bus Association (ABA)
- Owner Operator Independent Drivers Association (OOIDA)
- United Motorcoach Association (UMA)
- Guild of Tour Guide Professionals





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 will be entered into a monthly drawing to win dinner for two at a restaurant in the Washington/Baltimore metropolitan region.
- **Quarterly Grand Prize drawing:** The 3 drivers recognized in each quarter will be eligible to win an exciting grand prize from Destination DC (or similar organization), at the end of each quarter.

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





- The first Diesel Idle Reduction Driver Recognition Program Award winner is....
- Carl McLucas
 - This Safeway fleet driver operates in the region and leads the fleet in idle time minimization. Mr. McLucas averaged a driver idle time of 2.1 percent with the average idling time of 1:59 minutes.
 - Mr. McLucas was awarded the 2 gift certificates for MIENYU, a restaurant in Georgetown, Washington DC.





Thank You!

Questions/Comments

