



# **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)
  - Virginia Department of Environmental Quality (VDEQ)















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.

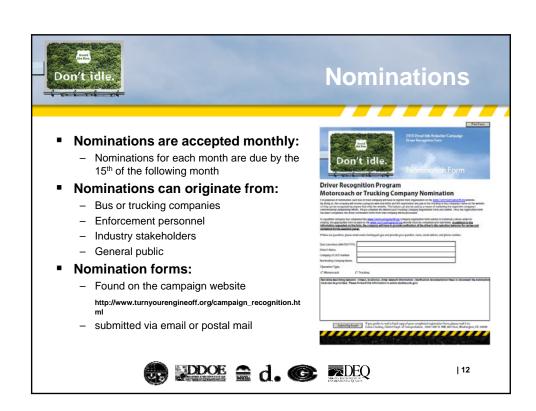














#### **Street Teams**

Street Team, April 1, 2011: Union Station and Maine Ave















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### **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. DDOE ad. C DEQ



# And the 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.
- Jerry Brennemen
  - Anderson Coach
  - Spotted with his engine off on Maine Ave during the Cherry Blossom festival.















# **Thank You! Questions/Comments**









