



## 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)

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## Diesel Idling Laws

	District of Columbia	Maryland	Virginia
Regulation:	3 minutes	5 minutes	10 minutes
Exemptions:	<ul style="list-style-type: none"> <li>Private non-commercial passenger vehicles</li> <li>Temperatures below 32 F (vehicles may idle for 5 minutes)</li> <li>When necessary for the operation of power takeoff</li> <li>Equipment such as dumping beds, cement mixers, refrigeration systems, winches, or shredders</li> </ul>	<ul style="list-style-type: none"> <li>Traffic conditions or mechanical difficulties</li> <li>Heating, cooling, or auxiliary equipment</li> <li>Conform to manufacturer's specifications</li> <li>Accomplish intended use</li> </ul>	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

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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 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.



# Education and Outreach

**MWCOG IDLE REDUCTION CAMPAIGN**  
LIVE READ SCRIPT :60

VO: (exaggerated) Oxides of Nitrogen ... sounds like some indie rock group out of Detroit. If you're a diesel bus or truck driver, it's actually closer to home. It comes out of all idling diesel buses and trucks and causes smog and acid rain. If you're in the metro DC and Baltimore regions and fined for idling, you could pay hundreds, or in some cases, thousands of dollars... for said (exaggerated) Oxides of Nitrogen. In other words, you'd pay for dirty air.

There are maximum idle times, 3 minutes for DC, 5 for Maryland and 10 for Virginia. But to truly avoid the fines, turn off your engine. It's one of the easiest steps drivers can take to improve air quality.

Avoid the fine. Don't idle. For more information about idle reduction laws and alternatives to idling, visit turn your engine off dot org. That's turn your engine off dot org.

This message is sponsored by the Metropolitan Washington Council of Governments, the District Department of the Environment, the District Department of Transportation and the Maryland Department of the Environment.





## 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.



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## Creative Products



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# Creative Products

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

**Nominate a DRIVER Today!**

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

- > KNOW THE LAWS
- > IDLE REDUCTION
- > MEDIA CENTER

**Don't idle.**

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.