

Idling Reduction Working Group

Education/Outreach and Compliance Assistance



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Developing Idling Outreach & Education

- Identify audience(s) for idling reduction message
- Determine knowledge base of audience(s)
- Identify venues for idling reduction message
- Identify appropriate media for idling reduction message
- Develop idling reduction message

Idling Reduction Audiences



- Fleet Owners
- Property Owners
- Heavy-Duty Vehicle Operators
- Schools
- Community At-Large
- Government Leaders

Idling Knowledge Base

- Determine the level of knowledge about the importance of idling reduction
 - Idling Reduction Working Group
 - Private Companies
 - Quasi-governmental Organizations
 - Public Agencies
 - Questions in KAIRE's Annual Survey
 - Community At-Large



Getting the Word Out

Types of Venues

- Community Events
 - Kentucky State Fair
 - Festivals
 - Neighborhood meetings
- Workshops
 - General
 - Audience specific
- Business Association Meetings
- Trade Shows, Conferences & Meetings
- Schools
 - Parents
 - Faculty
 - Students
- Other?



Getting the Word Out

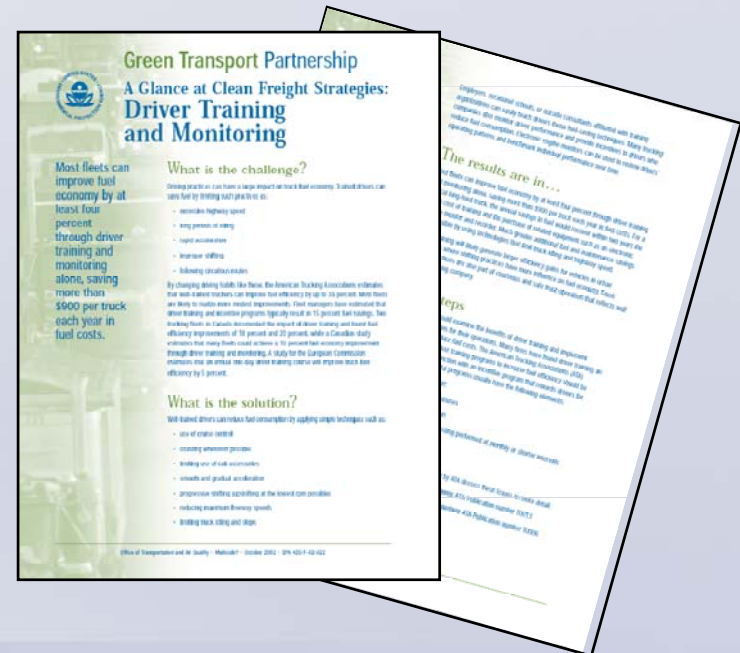
Types of Media



- Print
 - Brochures
 - Flyers
 - Advertisements
 - Letter writing campaigns
- Broadcast
 - Public Service Announcements
 - Louisville Metro TV programming
- Electronic
 - Website
 - Instructional videos
- Signage
 - Street signs
 - Outdoor Advertising

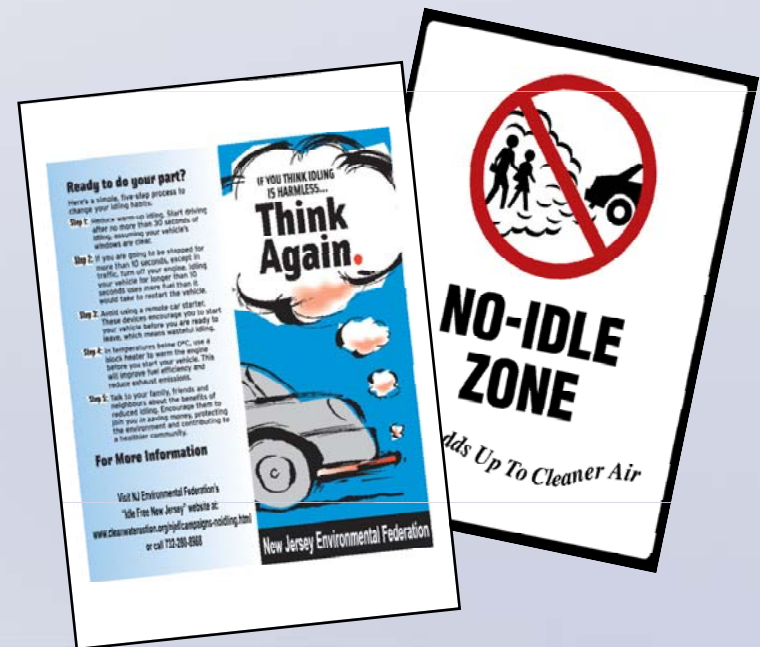
Example Programs with Multiple Audiences

- SmartWay Program - EPA
 - <http://www.epa.gov/otaq/smartway/>
 - Audiences: Fleet owners, heavy-duty diesel operators, consumers
 - Media: Multi-media (website, reports, ads, presentations, video, etc.)
 - Venue: Workshops, trade shows and conferences
 - Highlights: Partnership between government, businesses, and consumers designed to protect the environment, cut fuel consumption, and improve air quality while reducing greenhouse gases, SmartWay Transport Partnership highlights idling reduction strategies



Example Programs with Multiple Audiences

- Stop the Soot - New Jersey
 - <http://www.stophesoot.org/sts-no-idle-sign.htm>
 - Audiences: Fleet owners, heavy-duty diesel operators, citizens, parents, schools
 - Media: Multi-media (website, signage, posters, brochures, pledge cards, etc.)
 - Highlights: Part of a larger diesel risk reduction program, offer idle free signage at a minimal cost, distribute posters, brochures, etc. on idling reduction, also promote idling reduction technologies and educate on state-wide idling



Example Programs with Targeted Audience

- Blue Sky Patrol - Austin, TX

- <http://www.cityofaustin.org/airquality/blueskypatrol.htm>

- Audience: Parents and Children

- Media: Print (brochures, flyers, pledge card, etc.)

- Venue: School

- Highlights: Ask parents to sign pledge to stop idling, empower 5th grade students to patrol the car-rider line for idling vehicles

The image displays a collection of materials for the Blue Sky Patrol program. At the top left is a brochure titled "TURN OFF YOUR ENGINE WHEN PARKED" with a "Why it matters" section in both English and Spanish. It includes a photo of a doctor examining a child. Below this is another brochure titled "APAGUE SU MOTOR CUANDO ESTÉ ESTACIONADO" with a "Porqué importa" section, featuring a photo of a child. To the right is a vertical flyer with a blue and orange design, featuring a star logo and the text "AYUDE A...". At the bottom is a "Pledge Form" with a "Formulario de Promesa" section, a star logo, and a return address for the City of Austin. The materials are presented in a slightly overlapping, 3D effect.

Example Programs with Targeted Audience

- Diesel Difference - Philadelphia, PA
 - <http://www.cleanair.org/dieseldifference/antiidling.html>
 - Audiences: Fleet owners and heavy-duty diesel operators
 - Media: Electronic (website)
 - Venue: Stakeholder Group
 - Highlights: Developed a stakeholder group to address diesel issues including idling, promote idling reduction technology and voluntary idling policies, educate regulated body on city-wide idling restriction



Compliance Assistance

- Provide model idling reduction policies and best practices guide
- Partner for grants to implement idling reduction technology
- Mitigation planning for violating fleet or property owners