

*[www.dieselmidatlantic.org](http://www.dieselmidatlantic.org)*

# **Regional Diesel Campaign**

## **Approach and Strategies**

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# Approach

- Outreach, Education and Information Sharing;
- Project Implementation and Support; and
- Regional Capacity Building.

# Outreach, Education & Information Sharing

- Website
- Collateral Materials: About Brochure, Sector Fact Sheets, Diesel Effects Briefs, Table Top Display
- Courses and Workshops
- Media Relations
- Public Outreach and Education

# Project Implementation and Support

- Regional Project Seed Funding
- Workgroups: Staff Workgroups, Conference Calls, Meetings
- Project development
- Grant writing and support
- Project Management and Coordination

# Regional Capacity Building

- Annual Collaborative Meeting and ongoing staff support for workgroups
- Mid-Atlantic Diesel Projects Database – Public Recognition and Regional Resource
- Regional Funding Resource Database and Project Development Assistance
- Partnership Building

# Regional Strategies

- Facilitate the education and awareness of key constituent groups in the Region about diesel pollution as a public health and quality of life issue, and ways to improve air quality.
- Provide a forum for diverse stakeholders to exchange ideas to reduce diesel emissions in the Region.
- Implement projects throughout the Region by leveraging funds from a variety of sources to achieve measurable emissions reductions and create momentum for future diesel emission reductions.

# Regional Strategies

- Promote, review, and publicly recognize voluntary projects and strategies in the Mid-Atlantic region that increase the availability and use of verified technologies, idling reduction technologies, emission reducing fuels, and employ practices and habits to reduce fuel consumption.
- Encourage participation in the Collaborative.
- Share information and expertise to facilitate administration of projects to reduce diesel emissions throughout the Region.

# Regional Strategies

- Encourage opportunities to take emission reductions credits in State Implementation Plans and Transportation Improvement Program Conformity determinations.
- Seek projects and initiatives that are transferable.
- Assess the feasibility of various projects as Reasonably Available Control Measures.

# Mission

Reduce diesel emissions to protect public health throughout the Mid-Atlantic Region.