



## **Mid-Atlantic Regional Diesel Campaign August 22, 2006**

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The mission of the Mid-Atlantic Diesel Collaborative is to reduce diesel emissions to protect public health throughout the Mid-Atlantic Region. This document sets forth the Collaborative's campaign to achieve that mission.

The Collaborative's Steering Committee has adopted the strategies and goals set forth in this document to guide the efforts of the Collaborative. The Regional Strategies provide overall direction for the Collaborative.

The Collaborative has formed five Workgroups to organize efforts in the following sectors:

- Construction,
- Freight,
- Ports/Marine,
- School Buses, and
- Urban Fleets.

The Steering Committee recognizes and supports the work undertaken by the workgroups to develop initiatives, facilitate education and regional coordination, and raise awareness of opportunities to protect public health by reducing diesel emissions.

The workgroup's efforts will focus on geographic areas where air quality is a primary concern (e.g., areas not attaining the National Ambient Air Quality Standards for ozone and particulate matter), and where possible, in urban areas of greater population concentration where exposure and risk from diesel exhaust are higher. EPA Region 3 has identified urban areas as priority targets for diesel emissions reductions. In many cases, urban areas in the Region do not attain the National Ambient Air Quality Standards (NAAQS) for ozone or particulate matter. EPA's own analyses and other risk assessment activities suggest that diesel exhaust is a major health risk affecting densely populated neighborhoods – places where vulnerable and sensitive populations often reside in great numbers.

The Workgroups will work together to share information and coordinate project planning.

## **Campaign Approach**

Various funding opportunities will be used to implement MDC's Mid-Atlantic Diesel Emission Reduction Campaign.

The Campaign will have a three pronged approach:

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

The following components support key areas identified above.

### *Outreach, Education and 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*

Both regional projects and local efforts to reduce diesel emissions will be developed targeting the following five sectors: Construction, Freight, Ports and Marine, School Bus and Urban Fleets. Each of these sector areas has an active MDC workgroup meeting via conference call on approximately a monthly basis. These groups share information, discuss project ideas, etc.

The following work areas will support projects and are contingent on funding availability and Steering Committee approval:

- 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**

The Mid-Atlantic Diesel Collaborative Regional Strategies are:

- 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.
- 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.
- 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.

The following pages describe goals, areas of focus, and roles for each of the five Workgroups.