

Mid-Atlantic Regional Small Business Anti-Idling Initiative Outreach Strategy

Purpose:

To reduce diesel emissions in the Delaware and Pennsylvania through the creation of the Mid-Atlantic Regional Small Business Anti-Idling Initiative.

This effort will:

- provide funding to help purchase anti-idling technology (Auxiliary Power Units) for selected participants to reduce emissions in Delaware and Pennsylvania,
- build capacity within the Mid-Atlantic Region to replicate similar programs, and
- evaluate the effectiveness of such programs to reduce emissions in the field.

Overview

This partnership will include State Small Business Assistance Programs (SBAPs) from Delaware and Pennsylvania, the Mid-Atlantic Regional Air Management Association (MARAMA), and truck owner/operators. Because transport companies and independent owner/operators qualify as small businesses, the state SBAPs and Small Business Assistance Program Ombudsmen under the guidance of MARAMA will conduct outreach to target potential recipients of the funds and provide the intake, review, and approval of anti-idling equipment purchases.

Independent truckers and small fleets are small businesses that often employ less than 10 employees and typically have little surplus capital with which to improve the operation of their vehicles. Anti-idling equipment (generally known as an auxiliary power unit, auxiliary generator, or APU) is a unit that permits a trucker to heat and/or cool the cab of the truck without running the truck's engine. This results in significant savings in fuel usage, wear and tear on the vehicle's engine, and reduction in emissions. Although utilizing diesel fuel for operation of the generator, APUs burn much less fuel than a truck would consume while idling. The problem is that small business truckers cannot afford the up-front capital cost of the APU.

To accomplish the above purpose, the objectives are organized under two areas, partnership and recruitment. These goals/objectives are as follows:

Objectives

Partnership

- Establish a partnership between State Small Business Assistance Programs (SBAPs) from Delaware and Pennsylvania, the Mid-Atlantic Regional Air Management Association (MARAMA), and truck owner/operators.
- Pay careful attention to the lessons learned through the development of the partnership to facilitate the capacity to replicate the program in other states in the Mid-Atlantic and United States.
- Coordinate partnership activities with other regional diesel reduction efforts such as the Mid-Atlantic Diesel Collaborative and EPA's National Clean Diesel Campaign.

Recruitment

- Facilitate the timely and efficient recruitment of program participants.
- Balance the need for generating program interest with limited funds.
- Use recruitment process as opportunity to generate interest in diesel reduction efforts within the region (e.g. Mid-Atlantic Diesel Collaborative).

2006

Partnership

Task 1 Establish a partnership between State Small Business Assistance Programs (sbaps) from Delaware and Pennsylvania and the Mid-Atlantic Regional Air Management Association (MARAMA)

Task 2 Expand the partnership to include the truck owner/operators from Delaware and Pennsylvania.

Task 3 Facilitate the Region's capacity for anti-idling projects.

Task 4 Coordinate with other regional and national diesel emission reduction efforts

Task 1 Establish a partnership between State Small Business Assistance Programs (SBAPs) from Delaware and Pennsylvania and the Mid-Atlantic Regional Air Management Association (MARAMA)

This task was largely completed through the grant development process. The State Small Business Assistance Programs (SBAPs) from Delaware and Pennsylvania participated in writing and reviewing the grant. In addition, the SBAPs from Maryland, the District of Columbia, Virginia and West Virginia provided insight into the grant proposal. Virginia has agreed to remain on the project team and the other states will be updated regularly about the project's progress. This coordination not only builds the Partnership, but also lays the foundation for building the Region's Capacity to replicate the program.

Task 2 Expand the partnership to include the truck owner/operators from Delaware and Pennsylvania.

To complete the partnership the owner/operators in Pennsylvania and Delaware will be recruited to participate in the program. The implementation of this outreach strategy is the means to bring them into the partnership. They will be contacted by phone, through state trucking associations and through the ongoing outreach efforts of the Pennsylvania and Delaware SBAP offices.

Task 3 Facilitate Capacity Building within the Region

This task includes sharing information with the other Mid-Atlantic States about the progress of the project. On occasion, they will be invited to join the key team members via conference call.

Task 4 Coordinate with Other Regional and National Diesel Emission Reduction Efforts

This will be completed by sharing program progress with the Mid-Atlantic Diesel Collaborative Freight Committee and EPA's National Clean Diesel Campaign.

Recruitment

Task 1 Develop program brochure

Task 2 Distribute program brochure

Task 3 Make program information available through Delaware and Pennsylvania SBAP websites

Task 4 Contact with key members of the trucking community

Task 5 Leverage contacts with trucking community to educate about other diesel emission reduction efforts

Task 1 Develop Program Brochure

MARAMA will develop a trifold brochure, which describes the program basics, such as where to find more information, how to apply, and key contacts. The brochure will be developed in a one or two color format and will be reproducible in black and white. The design will also provide Delaware and Pennsylvania with the option of customization. (State logo, SBAP logo, etc). In addition, the brochure will be available to the SBAPs in electronic format.

Task 2 Distribute Program brochure

The brochure will be distributed through the following venues:

Vendors, state trucking associations, speaking engagements for SBAP staff.

Task 3 Make Program information Available through Delaware and Pennsylvania SBAP Websites

Compete program information will be made available through the SBAP websites. There will also be a link from the Mid-Atlantic Diesel Collaborative site to the SBAP websites.

Task 4 Contact with Key Members of the Trucking Community

State SBAP staff will contact the local trucking associations as well as trade magazines. Staff will need to balance the amount of interest generated in the program with the limited funds available.

Task 5 Leverage Contacts with Trucking Community to Educate about other Diesel Emission Reduction Efforts

Outreach and education of the trucking community is an excellent way to grow interest in reducing diesel emissions, the programs /initiatives available to assist in reduction efforts and to educate about the health and economic reasons why diesel emission reductions are a win/win.