



# Precedents for Proactive Industry Effort: *EPA's National Clean Diesel Campaign*

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National Clean Diesel Campaign

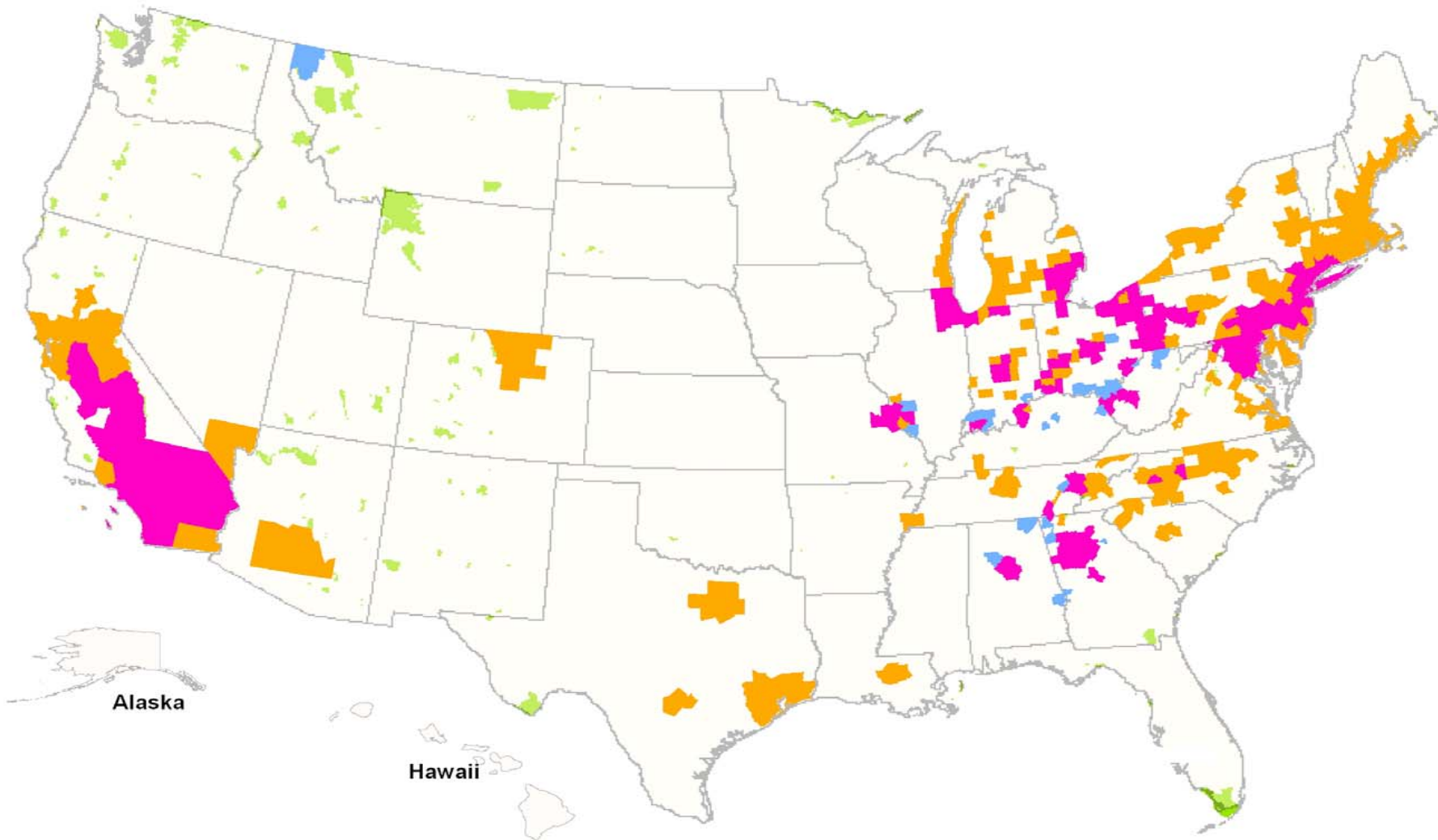
US Environmental Protection Agency







# Key Components

- Public health advocacy groups
- Technologies that can solve the problem
- Quantifiable health effects

# Nonattainment Areas (as of 12/28/2004)



-  Federal Class I Areas (Visibility)
-  Counties Exceeding PM2.5 NAAQS Only
-  Counties Exceeding 8-hour Ozone NAAQS Only
-  Counties Exceeding Both NAAQS

# Impacts of Public Outreach, Technologies, Measurable Results

- Public outreach effort from environmental groups (Environmental Defense, NRDC) – diesel exhaust is bad
- Emissions control technologies offered solutions to diesel exhaust
- EPA Regulatory Strategy:
  - 2007 Highway Diesel (2001)
  - Clean Nonroad Diesel (2004)
- Quantifiable Results won out

# Building of Partnerships

- Together: EPA, industry, enviro groups, other federal agencies and states working together to establish new emission regulations
- Important partners: pave way for confidence in technologies
  - NYC transit fleet (ULSD)
  - CA, Puget Sound (retrofits)
- Standards set in place, led to other sectors
- Sets stage for voluntary programs to begin

# National Clean Diesel Campaign

- Two Components:
  - Regulatory
  - Innovative
- Technology-driven
- Cost-effective quantifiable benefits
- Helping communities achieve public health goals



Tier 2 Light-duty (1999)

Highway



2007/2010  
Heavy-duty (2001)

Clean Nonroad  
Diesel (2004)



Nonroad



Locomotive/Marine

# National Clean Diesel Campaign & SmartWay Programs

## Sectors:

- Marine Ports
- Construction
- School buses
- Freight
- Agriculture

## Objective:

By 2014 reduce emissions from the over 11 million engines in use

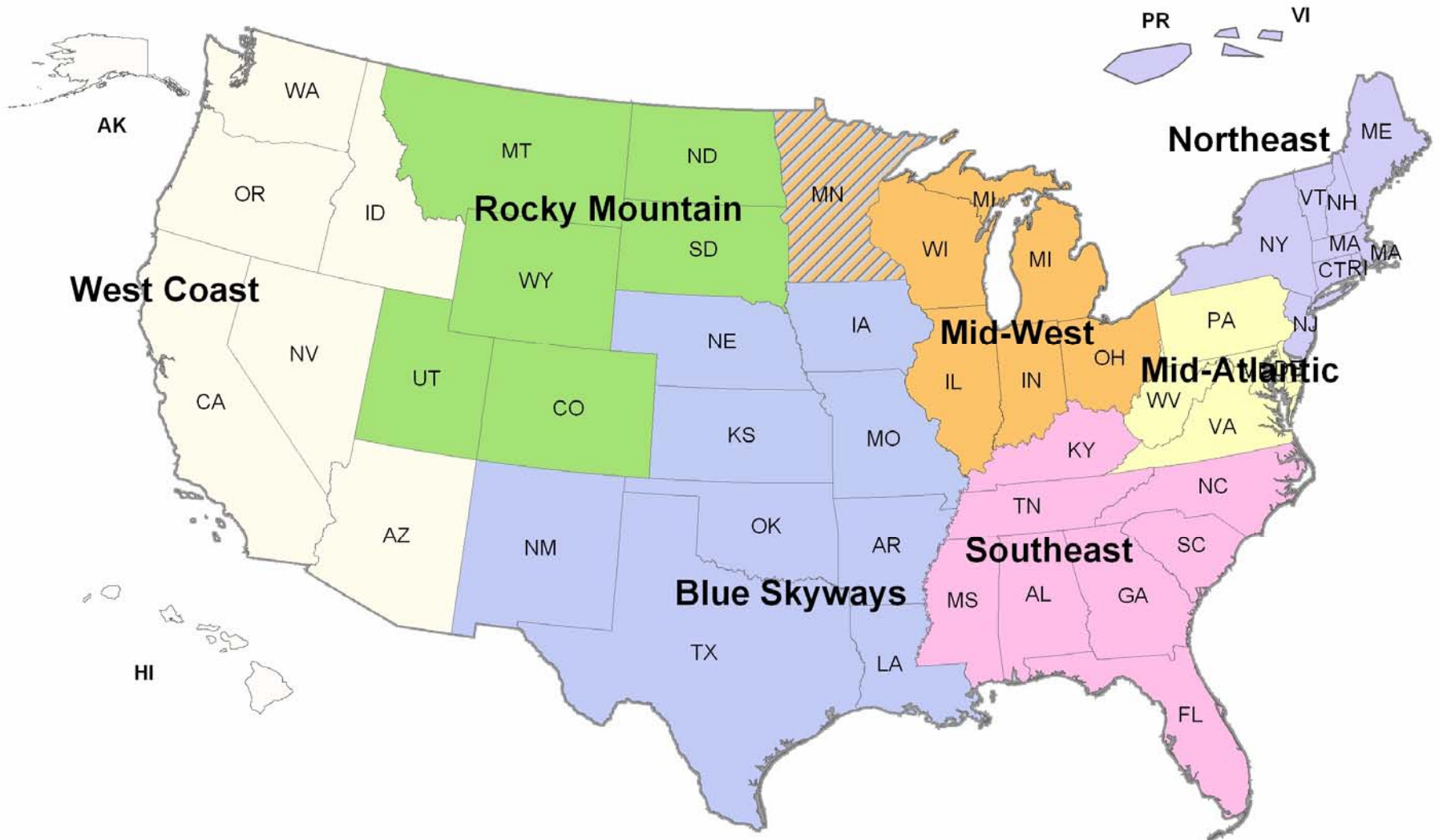


**National Clean Diesel Campaign**





# Regional Clean Diesel Collaboratives

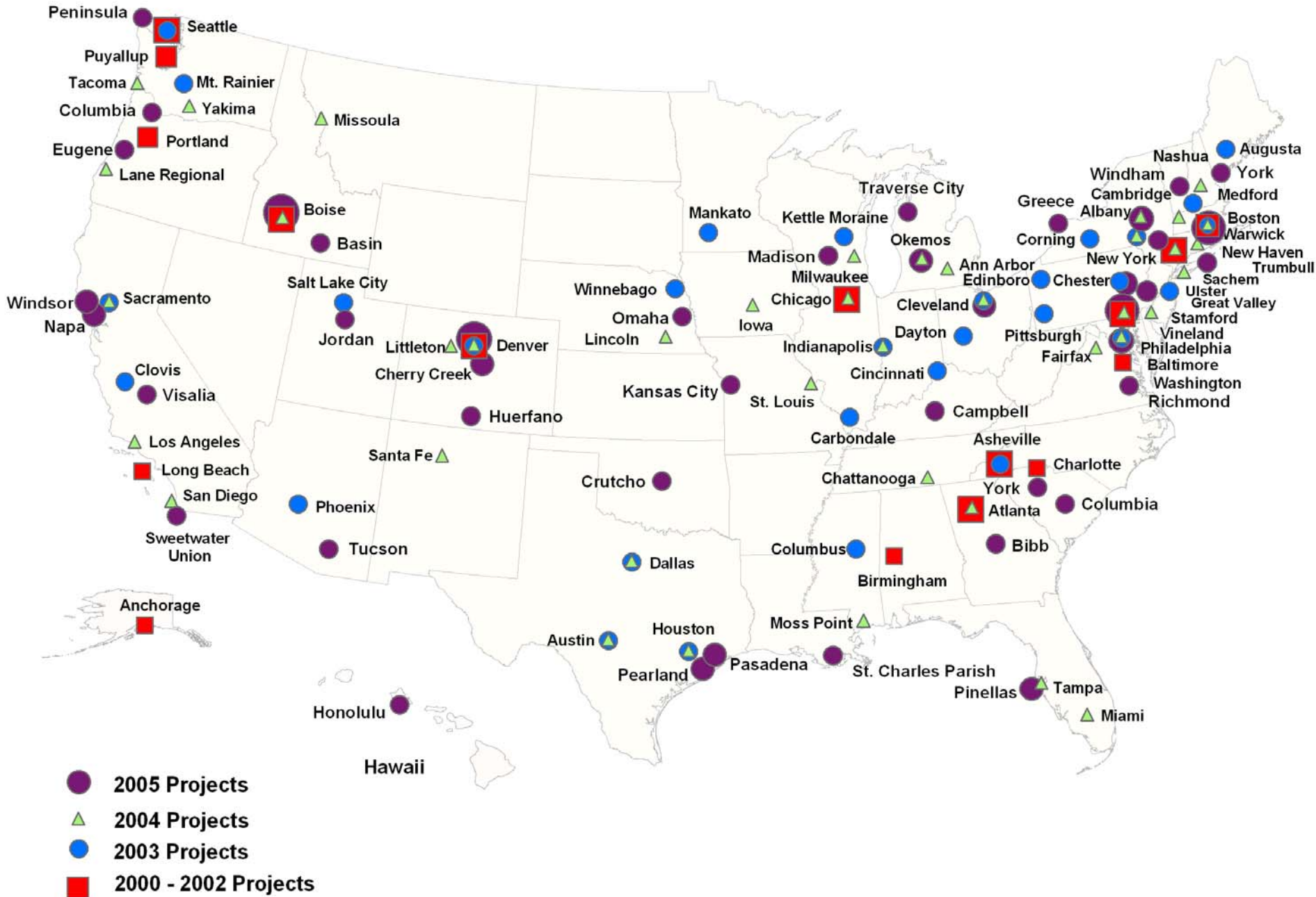




# NCDC Strategies

- Public-private partnership to encourage reductions in diesel emissions
  - Foster Technology
  - Provide incentives for voluntary action to improve public health and increase efficiency
  - Build Partnership Support
  - Measure cost-effectiveness and results

# EPA Funded Retrofit Projects (as of 2/22/2006)



# Funding Availability for Implementation

- **FY06 budget**
  - \$12 Million for Clean School Bus USA and other clean diesel activity
- **Energy Policy Act of 2005**
  - Diesel Emission Reduction Program
  - Authorized over \$1 Billion over 5 years
- **CMAQ Funding - \$1.7 billion per year until 2009**
- **State and local funding and programs**
  - Carl Moyer, Texas, San Pedro Bay, NJ DEP, Puget Sound

# NCDC's Ports Sector: Making Sense to Industry

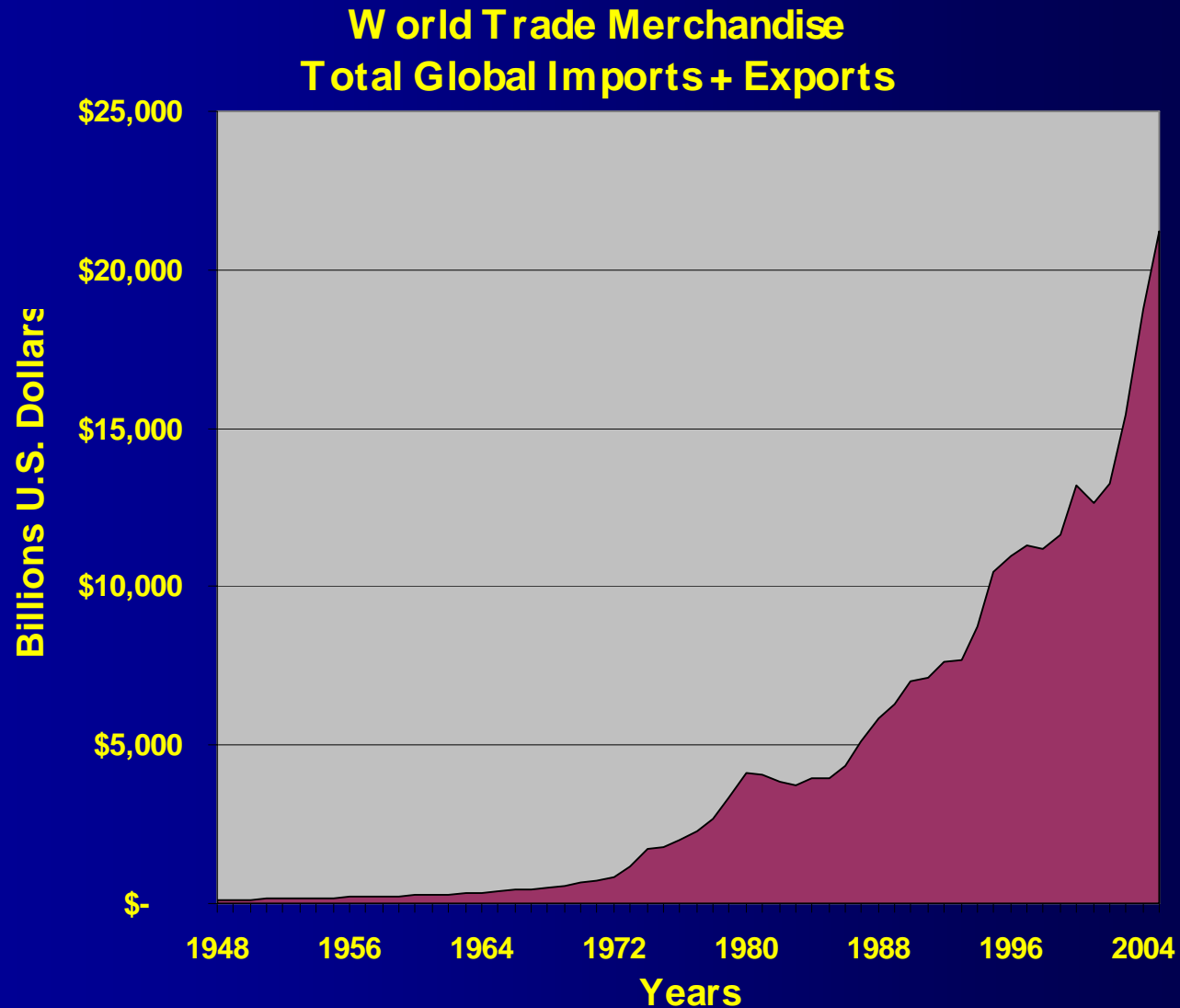


# Ports Sector – Public Perception

- NRDC – Report card failing different ports
- Ports hit with lawsuits (west coast)
- Ports needed to counter negative perception, need support of constituencies
- Ports came to the table to work with EPA's voluntary program



# Growth in Shipping Impacts Air Quality



# Engaging Industry, Partner Support

- West Coast vs. East Coast
- Cost-effective strategies may help bottom line
- Measuring emissions baselines to optimize investment, help with planning, target emissions
- NOAA biodiesel vessel study



# SmartWay Transport Partners

- SmartWay Partnership
  - Leverage business relationships to improve environmental performance
  - Have creative marketing and recognition for companies willing to make improvements



# Marketing



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A new voluntary program from the U.S. Environmental Protection Agency

# SmartWay Transport Partners



# Conclusions

- Technology is available and feasible
- Public outreach and education is important as stakes are high for local communities
- Quantifiable public health benefits are achievable
- Industry, non-profit organizations, government – everyone is a key player

# For More Information



[www.epa.gov/cleandiesel](http://www.epa.gov/cleandiesel)