



The Council of State Governments
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2011 Innovations Awards Application

DEADLINE: MARCH 28, 2011

ID # (assigned by CSG): 2011- _____

Please provide the following information, adding space as necessary:

State: New Jersey

Assign Program Category (applicant): Environmental Protection (Use list at end of application)

- 1. Program Name** Stop the Soot Campaign
- 2. Administering Agency** Bureau of Mobil Sources, New Jersey Department of Environmental Protection
- 3. Contact Person (Name and Title)** Melinda Dower, Research Scientist 1
- 4. Address** P.O. Box 418, Trenton, NJ 08625-0418
- 5. Telephone Number** 609-292-1122
- 6. FAX Number** 609-777-1330
- 7. E-mail Address** Melinda.Dower@dep.state.nj.us
- 8. Web site Address** www.StopTheSoot.org
- 9. Please provide a two-sentence description of the program.**

Our Stop The Soot campaign includes a variety of components, such as outreach to schools, community groups, and individuals, the sale of No-Idling Signs, and compliance alerts. These components form a comprehensive program, which has increased public awareness and compliance, and helped reduce emissions and health risks since its inception.

- 10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 28, 2011 to be considered.**

The program began in November of 2006.

- 11. Why was the program created? What problem[s] or issue[s] was it designed to address?**

While New Jersey has had an idling law for many years, public awareness of and compliance with the law has historically been very low. The Stop The Soot campaign was designed to raise awareness of the law and the important health and environmental reasons behind its passage.

- 12. Describe the specific activities and operations of the program in chronological order.**

The StoptheSoot program began by developing road-durable No Idling Signs (see attachment # 1). To date, over 10,000 signs, available in both English and Spanish, have been installed across the State. A public awareness phase, which included billboards, newspaper inserts, bus signs, and advertisements at baseball stadiums and other public venues, followed. The existing regulation covering idling in New Jersey was then updated. An "Idling is Everybody's Business Toolkit", which included brochures, bookmarks, "mock" idling tickets, and informational sheets, geared towards schools and children, was provided to approximately 100 schools and communities to get them to educate and enforce against idling.

Notifications to the regulated community through mailings to industry trade groups and specific companies, the development and distribution of idling compliance alerts, and articles in police and municipal officials' magazines were next. This was followed by a local enforcement effort to reduce idling.

- 13. Why is the program a new and creative approach or method?**

The use of multi-media public awareness, targeting both the regulated community, the general public, and school children, as well as a coordinated effort with the enforcement sector, helped to educate, explain, and enforce in a fair and sensible way. Also, to the best of our knowledge, this was the first time that NJDEP successfully launched an air quality related billboard campaign.

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

Through the sale of the No Idling Signs, at cost, and the procurement of several USEPA grants and enforcement settlement funds totaling \$55,000, the program was able to develop and produce the promotional materials and development software. An additional grant of \$130,000 was used to put up the billboards and other advertising at no cost to the State. Two staff already in place before the campaign began worked on this program, and no new personnel were brought on board.

15. What are the program's annual operational costs?

The only ongoing costs are salaries for two staff, but they were not hired specifically for this effort and are not dedicated full time to this effort.

16. How is the program funded?

The operational costs in #14 above were funded by USEPA grants and enforcement settlement funds.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

The only regulatory effort utilized through this program was an updating of the existing idling rule, which took place in 2007 (N.J.A.C.7:27-14.3)

18. What equipment, technology and software are used to operate and administer this program?

A limited amount of software (ADOBE Acrobat professional software, and Microsoft Publisher) was purchased with the grant monies to enable us to develop and distribute the informational and promotional materials.

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

Yes, the program was developed and implemented by the New Jersey Department of Environmental Protection's Bureau of Mobile Sources.

20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ? This program is unique in its holistic approach to education and enforcement.

21. Has the program been fully implemented? If NO, what actions remain to be taken?

The program has been fully implemented, and all education, outreach, and compliance efforts are continuing.

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

The program has been very effective at educating the citizens of New Jersey on the idling law and the reasons for it. A survey of citizens found that the majority were aware that NJ had an idling law and were supportive of it. Additional funding would allow for more phases of public awareness, such as the billboards and newspaper inserts.

23. How has the program grown and/or changed since its inception?

The successful application for Federal funding has allowed the program to develop and distribute more informative materials to the public than would have been accomplished without it, allowing NJDEP to reach many more people to educate them about the law and this program.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program? Funding is needed to do the amount of outreach necessary to inform the citizens of the state. An adequate amount of outreach, in a creative and fun approach, is needed in order to educate and inform in a non-threatening way.

CSG reserves the right to use or publish in other CSG products the information provided in this application. If your agency objects to this policy, please advise us in a separate attachment.



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2011 Innovations Awards Application Program Categories and Subcategories

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

Infrastructure and Economic Development

- Business/Commerce
- Economic Development
- Transportation

Government Operations and Technology

- Administration
- Elections
- Information Systems
- Public Information
- Revenue
- Telecommunications

Health & Human Services

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

Human Resources/Education

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

Natural Resources

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

Public Safety/Corrections

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

Save in .doc or rtf. Return completed application electronically to innovations@csg.org or mail to:

CSG Innovations Awards 2011
The Council of State Governments
2760 Research Park Drive, P.O. Box 11910
Lexington, KY 40578-1910

Contact:

Nancy J. Vickers, National Program Administrator
Phone: 859.244.8105
Fax: 859.244.8001 – Attn: Innovations Awards Program
The Council of State Governments
E-mail: nvickers@csg.org

This application is also available at www.csg.org.



Idling Facts:

- ◆ Idling is **ILLEGAL** for more than 3 minutes.
- ◆ Just 10 seconds of idling uses more gasoline than restarting your car.
- ◆ Idling harms your engine and exhaust system.
- ◆ Vehicles emit carcinogens, smog-forming chemicals and greenhouse gases.
- ◆ Vehicles that idle 10 minutes/day waste more than 29 gallons of fuel/year.
- ◆ Exposure to some pollutants from idling is actually higher inside the vehicle than at roadside.
- ◆ Children are especially vulnerable: they breathe faster than adults, inhale more air per pound of body weight, and stand at tailpipe level.

For more information, go to: www.StopTheSoot.org or call us at (609) 292-7953



Help Keep New Jersey Clean!

IDLING INFRACTION

Idling Stinks, and it's Against the Law!

New Jersey has a three-minute idling law
When you turn your engine off, you:

Stop Pollution Save Money Save Lives

This is not an actual ticket, but a friendly reminder that idling longer than three minutes is against the law.
For more information, please check out our website at www.StopTheSoot.org

Idling Stinks!

IDLING INFRACTION

Date / Time of Infraction

Location of Infraction

License Plate #

Did You Know...

- Only 10 seconds of idling uses more fuel than turning the engine on and off.
- Vehicles that idle 10 minutes per day waste more than 29 gallons of fuel each year.
- An idling vehicle emits 20 times more pollution than one traveling at 30 miles per hour.

To report idling violations, call your local police department or 1-877-WARN DEP (927-6337)