CLEAN DIESEL FORWARD 2.0

2017 YEAR IN REVIEW
Throughout the past year, the Forum’s work in communications, research, education and outreach touched both the U.S. and internationally in spaces. The 2017 diesel conversation ranged from light-duty vehicle emissions conference issues to how to spend $423 billion VW settlement funds and efforts to ban internal combustion engines in several European cities.

The Forum’s voice in the media is a consistent one presenting facts and perspective critical to the debate. Responding to an Associated Press inquiry on a new science study on NOx emissions and health-effects published in Nature, the Forum was the only industry source quoted by the reporters in this most significant story of 2017. Our reach of the media audiences this year extended to all major newspapers and outlets in the U.S. as well as a growing number of International appearances including on the British Broadcast Corporation (BBC).

Building on previous years’ activities in California, new opinion survey data highlighted regional disparities in perceptions about fuels, technology and spending choices. The data also affirmed Californians recognize the contributions of clean diesel to achieving that state’s challenging clean air goals, and a role for diesel in the future. The Forum’s message also affirmed Californians recognize the contributions of clean diesel to achieving that state’s challenging clean air goals, and a role for diesel in the future. The Forum’s message also affirmed Californians recognize the contributions of clean diesel to achieving that state’s challenging clean air goals, and a role for diesel in the future. The Forum’s message also affirmed Californians recognize the contributions of clean diesel to achieving that state’s challenging clean air goals, and a role for diesel in the future.

The Forum’s work of defining the future for clean diesel is vitally important; to make the case of where, how and why this vital technology fits in the future.

MEDIA HIGHLIGHTS

Blackout-plagued San Juan Imports Diesel Turbines for Backups… the territory is turning to diesel-powered turbines to help stem blackouts in San Juan…

In Puerto Rico, Lives Depend on Volunteer Doctors and Diesel Generators… hospitals, clinics, and shelters are operating on aging generators not intended for long-term use and powered by scarce diesel fuel.

How the Internet Kept Humming During 2 Hurricanes… when the power went out, the center was ready with diesel generators and a 10,500-gallon diesel tank on the site.

Win Diesel -- Backers Tout the Hardy Fuel for Its Frugal Gas Mileage, Long-Lasting Engines, Versatile Uses: “Today’s diesel engines, both large and small, are more energy-efficient, powerful, reliable and cleaner than ever before,” said Allen Schaeffer.

Diesel Group Calls for SoCal Ports to Ditch Alternative Fuels, Electric Equipment: “The potential is real, Schaffer said, for “slowed or impaired progress in achieving clean air and greenhouse gas emissions reduction targets” without a balanced fuel, technology and timeline approach.

Tesla Semi, An Electric Big Rig Truck With 500-Mile Range, Rolls Into Reality: Reacting to Musk’s challenge, Allen Schaeffer said, “diesel is the most energy efficient internal combustion engine … Aspirations and predictions for new fuels and technologies are high, but must be evaluated in the context of reality.”

As Vote on Final Clean Air Action Plan Nears, Stakeholders Debate Its Proposals: “The success that they have achieved to date has largely not been because of electric trucks – and not even because of alternative fuel and natural gas trucks – but because of the turnover from old technology diesel to new technology diesel,” Schaeffer said.

THE FORUM SPEAKS: Opinion pieces and editorials placed by DTF in 2017

Clean Diesel

Clean Air Action Plan Will Reshape Our Ports -- For the Better or the Worse

Setting the Record Straight on Diesel in San Francisco

Diesel Technology Can Reduce Air Pollution in Texas virtually overnight

VW Settlement Should Fund Clean Air Today -- Not Years Down the Road

INTERNATIONAL SPOTLIGHT: DTF media engagement at the international level

La Segunda Chance del Diesel en Espana-El Coche (Spain)

'Dieselgate' y el Lobby del Coche (Spain)

In Defence of Diesel – A Tech Shamed Must Not be a Tech Sinned (UK)

TIC Rocks Tougher Emissions Testing Regime (UK)

Diesel May Not Be Running on Fumes After All (Canada)

Global Tailpipe Tests Vastly Underestimate Diesel Pollution (Canada)

Clean Diesel Trucks More Prominent in Nation’s Fleet, Study Shows: More clean diesel trucks are a part of the nation’s fleet, escalating over the past five years, which subsequently yielded lower emissions and greater fuel savings, new research shows.

No More ‘Rolling Coal’ on Maryland Roads: “It’s a very small fraction of a universe of people who do this, but it’s not representative of the current world of diesel technology that people have worked so hard to make clean.”

Status Look to Stretch VW Settlement Billions: Finken told Bloomberg BNA that those trucks are generally eligible for funding under the VW mitigation trust, offering an opportunity for states to help replace older diesel technology with near-zero emissions engines.

Global Tailpipe Tests Vastly Underestimate Diesel Pollution: “It’s important to understand that diesel has been a technology of continuous improvement, meaning that today’s generation of new diesel technology is lower in emissions and more efficient than one built 10 or even five years ago,” Schaeffer said.

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Minus Electrical Grid, Puerto Rico Becomes Generator Island: Running on gas or diesel… generators are the only option for the territory is turning to diesel-powered turbines to help stem blackouts in San Juan…

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2017 YEAR

OUTREACH & ENGAGEMENT

- BRIEVED and filed comments with state policymakers in 74 states including 13 state air quality directors on the VW settlement funds
- PROVIDED research and testimony to the MD House and Senate and the CO legislature on “Rolling Coal” bills
- VISITED with 36 Congressional offices including half of newly elected members of Congress
- NGOs: Engagement with 14 environmental, health and local community advocates; spoke before 10 groups including two regional diesel collaboratives, the Environmental Council of States and the National Association of State Energy Officials
- FILED 27 sets of comments with state and local agencies and Congressional Committees and delivered 25,301 targeted emails to policymakers
- DTF’s website is increasingly an international resource with 28 PERCENT of all website traffic from international visitors, a 42 PERCENT INCREASE from last year. Visitors originate from more than 190 countries with active clean air and diesel discussions including India, France and the UK.

RESEARCH

- Energy efficiency and productivity in a wide array of heavy-duty engines and equipment was on full display at the CONEXPO-CON/AGG construction equipment trade show in Las Vegas, NV. Capturing these innovations onsite at the event, DTF produced eight videos featuring member companies along with a series of 51 onsite social media posts, and numerous other digital content to support a multi-month outreach campaign targeting active infrastructure policy discussions in the U.S.

DIGITAL

- DEVELOPED social media relationships with state policymakers and elected officials through direct tweets and tagging
- INCREASED international traffic to www.dieselforum.org by 42 percent
- HOSTED 16 percent more total visitors to www.dieselforum.org
- CREATED 10 infographics and sharable graphics to highlight research and key data points for social sharing
- CREATED clearinghouse for information on VW NOx Mitigation Fund with 249 pieces of content added
- STARTED an Instagram channel with 292 percent jump in followers
- RANKED as a top search result on Google, due in large part to enhancing the light-duty vehicle specs in the Diesel Drivers section

MEDIA

- EARNED more than 5,900 media hits
- VISIBILITY in more than 96 high-level media outlets and trade publications
- 5 OPINION PIECES published in California media outlets
- TARGETED outreach in 10 states, related to the VW Trust
- 54 RELEASES distributed, earning 5,800 online postings, 35,000 media views and 183,000 crawler hits
- 10 INFOGRAPHICS AND SHARABLE GRAPHICS CREATED

2017 Annual Report
FIGHTING FOR CLEAN DIESEL’S SHARE OF $2.8 BILLION

Early investments in analysis and outreach tactics positioned DTF as the leading industry voice championing clean diesel investments in the VW Environmental Mitigation Trust settlement. When it comes to delivering the most emission reductions for a fixed investment, nothing beats clean diesel. That’s the message of the multi-faceted DTF 2017 outreach and education effort on utilizing the VW Trust for NOx mitigation.

Campaign elements included:

ORGANIZED AND HOSTED EIGHT WEBINARS IN THE TOP 10 FUNDED STATES (CA, WA, OR, NY, NJ, FL, TX, PA, OH and MN) on maximizing clean air benefits with VW Environmental Mitigation Trust settlement money. Over 350 senior policymakers attended including lead agencies, state air quality regulators, metropolitan planning organizations, municipal fleet managers, sustainability officers, clean air advocates and members of the media.

RESEARCH AND COLLABORATION with the Environmental Defense Fund—a leading environmental research and advocacy organization—on a joint research project to demonstrate that the benefits of replacing a single older engine in a marine workboat can deliver the same emission reduction benefits as removing 30,000 cars from the road for a year.

MEDIA OUTREACH TARGETED IN THE TOP 10 STATES, promoting technology-neutral use of VW funds and combating anti-diesel messaging via commentary and conversations in the media.

NEW SHAREABLE INFOGRAPHICS that demonstrate the value of investments in the latest clean diesel technologies were developed and widely disseminated. This series of four infographics highlight how clean diesel is the best option for a wide variety of vehicles and equipment and will deliver the most emission reductions utilizing VW Environmental Mitigation Trust funds.

CREATED AN ONLINE CLEARINGHOUSE with 249 pieces of content including key contact and status information, media coverage and insights on project planning criteria for all 50 states.

LOOKING AHEAD: 2018

The challenges facing diesel in 2018 are multi-faceted and global in nature. It is more important than ever for the story to be told: diesel is a clean, efficient and viable choice for consumers and society in pursuit of reductions in greenhouse gas emissions and international climate commitments.

Disruptive forces in policy and technology abound just as the VW diesel emissions cheating scandal continues to permeate the conversation. Advancements in mobility and electrification drive new questions about fuel and technology choices and cities around the world step out as the new action-oriented leaders on climate, energy, mobility and transport policies. Moves to ban or restrict internal combustion engines—both gasoline and diesel—have surfaced often without regard for feasibility or need.

California elected officials will continue asserting their leadership role in global climate and environmental protection with expectations high for California to offer the first legislation in the U.S. to ban gasoline and diesel vehicles in the future, as regulatory action seeking reductions in heavy-duty on-highway diesel engine NOx emissions gets underway.

As a new regulatory paradigm settles in the U.S., priorities on environment and energy policies may have shifted, but investments in diesel engine efficiency and increasing performance continue unabated. U.S. diesel engine and equipment manufacturing and finished fuel product refining are more than just talking points in global trade policy, but tangible real-world examples of the importance of diesel power.

Diesel is a technology doing more work with less energy and nearly zero emissions; a technology that customers around the world rely on; one that is the foundation for hybridization and other new innovations. Diesel is proven and available today with one foot already in the future alongside emerging technologies that are still finding their way.

The potential for diesel is not aspirational, projected or promised, but is delivered today and every day. The Forum will continue to advance the vision of how and why diesel fits in the future; in all its forms, in all places.

That is our challenge and that is the work of the Diesel Technology Forum in 2018.

2018 To-Do List

- Engaging on the global diesel image crisis
- Explaining how and why clean diesel fits in the future
- Advocating clean diesel as a climate and clean air solution
- Fight bans on internal combustion engines
- Advocating for responsible transportation decisions for cities
- Explaining why clean diesel is a cost effective choice for incentive and settlement spending

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