



# *Smoking Vehicle*

**PARTNER TOOLKIT**



**SMOGSPOTTER.COM**  
844.END.SMOG

# TOOLKIT OVERVIEW

## ▶ **TOOLKIT PURPOSE**

We want to help our partners amplify the Smog Spotter campaign. This toolkit will contain messaging, best practices, amplification tools and sample posts for your social media channels. It also contains print and digital posters, a sample newsletter and blog posts in case you would like to use these on your channels to share our campaign.

## ▶ **THE GOAL**

The goal is to show you how to best represent the Department of Motor Vehicles when communicating their Smog Spotter campaign — specifically through your relevant owned channels.



# KEY MESSAGES

## TAKE CARE OF NEVADA'S AIR

A smoking vehicle isn't just bad for the environment-it's bad for everyone's health as well. But here in Nevada, there's something you can do about it. Be a Smog Spotter and report smoking vehicles. The Department of Motor Vehicles (DMV) will investigate reports on any vehicle with a Nevada registration, including heavy-duty diesel trucks and vehicles based in rural areas. Polluting vehicles threaten Nevada's fresh air and diverse wildlife. Do your part to preserve our environment for generations to come.

- ▶ **STEP 1**  
If you see a car emitting excessive smoke, take note of the license plate number and type of car.
- ▶ **STEP 2**  
Visit [SmogSpotter.com](http://SmogSpotter.com) to report the vehicle or call 844-END-SMOG
- ▶ **STEP 3**  
The DMV sends an advisory letter to the owner of the smoking vehicle which can require the vehicle to be inspected by a DMV Emissions Lab or have the owner make necessary repairs to reduce excessive emissions.
- ▶ **STEP 4**  
Enjoy Nevada's clean air!

 [Click to Download Partner Poster](#)



**DMV**

### Take Care of Nevada's Air

**REPORT SMOKING VEHICLES**

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**SMOGSPOTTER.COM**  
844.END.SMOG

# SAMPLE NEWSLETTER

## READY TO STOP POLLUTING VEHICLES? REPORT THEM WITH SMOG SPOTTER

### Keep Nevada's Air Clean with Smog Spotter

Common vehicle pollutants are threatening Nevada's way of life, and we can all do our part to minimize these dangerous emissions. Smog Spotter makes it easy to report vehicles that are releasing more smog than legally allowed and protect the Silver State from excess pollutants.

### Why Do We Need Smog Spotter?

Clean air shouldn't be something we're okay with leaving in the rearview mirror. Air pollution, like smog, can lead to [higher rates of respiratory and cardiovascular illnesses](#) in both adults and children, these risks further compounded by Nevada's frequent wildfire smoke as well as viral and highly-contagious diseases that attack the lungs like COVID-19.

The impact that pollutants have on our environment is just as important—Nevada is famed for its clear blue skies, abundant wildlife and untouched natural beauty, but air pollution threatens all of it. Animals, like humans, can suffer life-threatening illnesses and health problems, while adverse environmental effects like acid rain and forest damage can cause habitats to become completely uninhabitable.

### How Do I Report?

Smog Spotter's simple process makes it easier than ever to report smoking and/or polluting vehicles. The program has only 4 simple steps:

#### ► **OBSERVE**

When you see a smoking vehicle, take note of the license plate and the type of car. If you see one while driving, wait to submit a report until it's safe to do so.

#### ► **REPORT**

Fill out the simple form on SmogSpotter.com or call 844-END-SMOG to report the vehicle.

#### ► **ADVISORY LETTER**

You've done your part, and now the DMV Compliance Enforcement Division sends an advisory letter to the owner of the polluting vehicle. The DMV can require the owner to make necessary repairs or bring the vehicle to be inspected by a DMV Emissions Lab.

#### ► **CLEANER AIR FOR EVERYONE**

All Nevadans can enjoy cleaner and safer air for generations to come.

# SAMPLE NEWSLETTER



**Ready to Stop Polluting Vehicles?**

**REPORT THEM WITH SMOG SPOTTER**

**KEEP NEVADA'S AIR CLEAN WITH SMOG SPOTTER**

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 [Click to Download Sample Newsletter](#)

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**DMV**



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# SAMPLE BLOG POST

## KEEP NEVADA'S AIR CLEAN WITH SMOG SPOTTER

*Drive around long enough and you're guaranteed to see one. They're easy to spot— vehicles with plumes of black smoke billowing into the blue sky, polluting and poisoning as they make their way across town or to the grocery store down the street. These pollutants are threatening Nevada and its inhabitants, and we can all do our part to minimize these dangerous emissions.*

*Luckily, Smog Spotter—the Nevada DMV's program that allows people like you to report vehicles that are releasing more smog than legally allowed— makes it simple to report the polluting vehicles that threaten the Silver State and the people who call it home. Keep reading to learn more about Smog Spotter, why Nevada needs it and how it works.*

### Why Do We Need Smog Spotter?

According to the [United States Environmental Protection Agency](#), transportation is one of the largest contributors to greenhouse gases in the United States. In 2019, the transportation sector accounted for more than a quarter of the country's greenhouse gas emissions, and 58% of those emissions originated from light-duty vehicles like the ones that dominate our roads.

In addition to contributing to global warming, pollutants reduce the quality of life for this generation and all the ones to follow— clean air shouldn't be something we're okay with leaving in the rearview mirror. Air pollution, like smog, can lead to [higher rates of respiratory and cardiovascular illnesses](#) in both adults and children, these risks further compounded by Nevada's frequent wildfire smoke as well as viral and highly-contagious diseases that attack the lungs like COVID-19.

Just as important is the impact that pollutants have on our environment— Nevada is famed for its clear blue skies, abundant wildlife and untouched natural beauty,

but air pollution threatens all of it. Animals, like humans, can suffer life-threatening illnesses and health problems, while environmental effects like acid rain and forest damage can cause habitats to become uninhabitable.

### How Does it Work?

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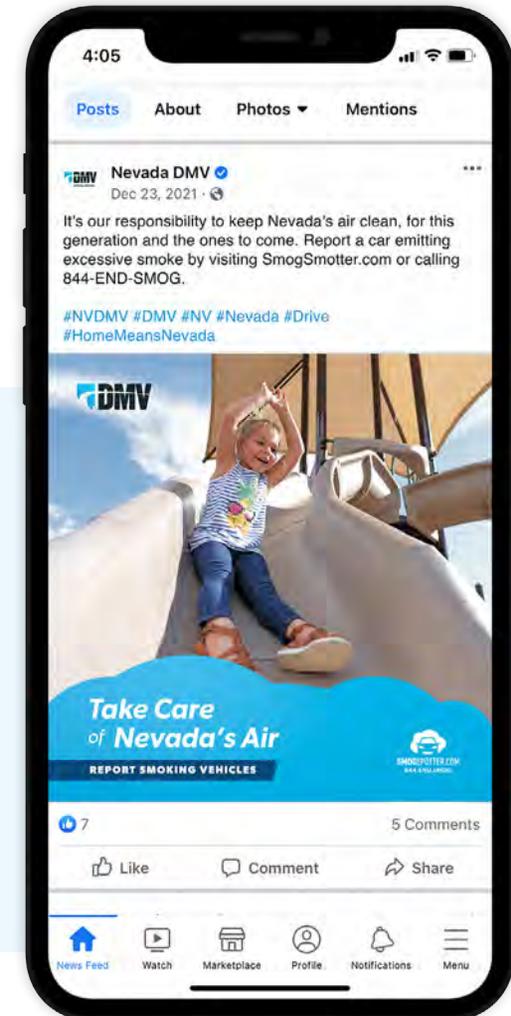


[Click to Download Sample Blog Post](#)

# SOCIAL MEDIA

We recommend posting regularly on Instagram, Twitter, YouTube and Facebook from the provided posts. Additionally, we recommend sharing and engaging with the DMV's account on all social channels.

 [Click to Download Post Copy & Graphics](#)



# SOCIAL MEDIA BEST PRACTICES

## ▶ TO DO

- Share high-quality imagery.
- Use sample social posts provided.
- If you prefer to write your own, keep messaging short, direct, and clear.
- Keep platform crop factors in mind.
- Imagery that performs best on Facebook and Instagram tends to be vertical images (1:1 and 3:4). For Twitter, keep your images horizontal (1:2 or 16:9), as anything taller than that is cropped in the image preview.

## ▶ DO NOT DO

- Avoid sharing posts without a caption.
- Avoid hashtags on Facebook.
- Avoid posting late night or early morning, business hours are preferable.
- Do not include website URLs on Instagram, as they aren't clickable.

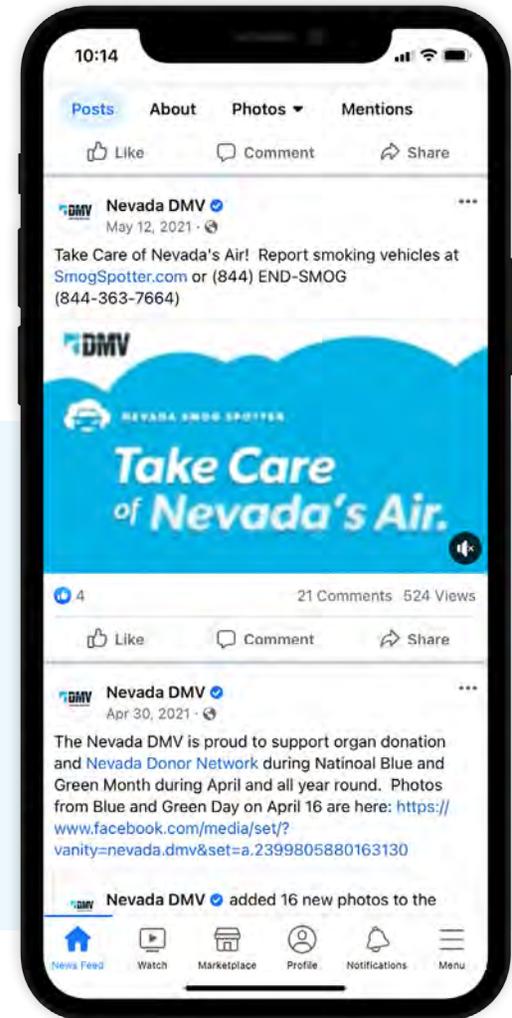
## ▶ TAG US

-  [@NevadaDMV](https://twitter.com/NevadaDMV)
-  [@Nevada DMV](https://www.facebook.com/NevadaDMV)
-  [@nevada.dmv](https://www.instagram.com/nevada.dmv)
-  [@Nevada DMV](https://www.youtube.com/NevadaDMV)

# VIDEOS

The DMV has developed video assets for the Smog Spotter campaign both in vertical and horizontal formats perfect for sharing on your social and owned channels.

 [Click to Download Videos](#)



## CONTACT INFO

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