



# 2011

## Diesel Idle Reduction-Driver Recognition Program Recap



9/30/2011

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## Executive Summary

During FY 2011, The Metropolitan Washington Council of Governments (MWCOG) managed a regional Diesel Idle Reduction Driver Recognition Program for the District Department of the Environment (DDOE), District Department of Transportation (DDOT), Maryland Department of the Environment (MDE) and Virginia Department of Environmental Quality (VDEQ). MWCOG managed the program in consultation with air quality and transportation staff of the District, Maryland and Virginia.

The Driver Recognition Program was initiated as part of a broader Diesel Idle Reduction campaign which aimed to elevate awareness of the financial and environmental benefits of diesel idle reduction, and encourage compliance with idling regulations. The Driver Recognition Program engaged frontline personnel who ultimately make the decision to let their vehicles run or turn off their engines. The program acknowledged and rewarded those who comply with diesel idle reduction laws and set a good example for other drivers.

Several outreach events occurred during the summer of 2011, with representatives from the state transportation and air agencies, the American Bus Association (ABA), Destination DC and MWCOG staff. These street teams were deployed at various locations in the District, Maryland and Virginia to speak with motorcoach and truck drivers, educate them on idling laws and hand out program materials. Drivers who were observed practicing legal and responsible idle reduction behaviors were nominated by the street teams for formal recognition and entered into a monthly drawing. More than 200 drivers were nominated through the Driver Recognition Program. Seven drivers were selected as winners and received gift certificates donated by the program sponsors. Not only were the drivers rewarded, participating companies that registered through the program's website were also formally recognized. As a result of the outreach efforts, we received positive feedback from drivers and their employees about the program and their excitement of being recognized.

"We are pleased with the attention you are bringing to idle reduction, something we teach and practice at Arrow Stage Lines. You can depend on our continued support."

*Arrow Stage Lines*

Through a direct mail campaign, materials were distributed to 100 motorcoach and truck companies whose drivers were previously nominated for recognition. Materials were also distributed to registered companies, state air and transportation agencies, MWCOG's regional bus subcommittee and local companies that requested materials. Approximately 7,000 promotional campaign items were distributed between April and September 2011.



### Campaign Outreach and Driver Nominations

MWCOG worked with the District, Maryland, and Virginia to coordinate outreach with bus and truck drivers. Seven street team events were held through-out the Baltimore-Washington region. The teams were led by representatives from the state air and transportation agencies and MWCOG who engaged drivers, educated them on idling laws, nominated those who were not idling and handed out campaign materials (RIP cards and air fresheners).

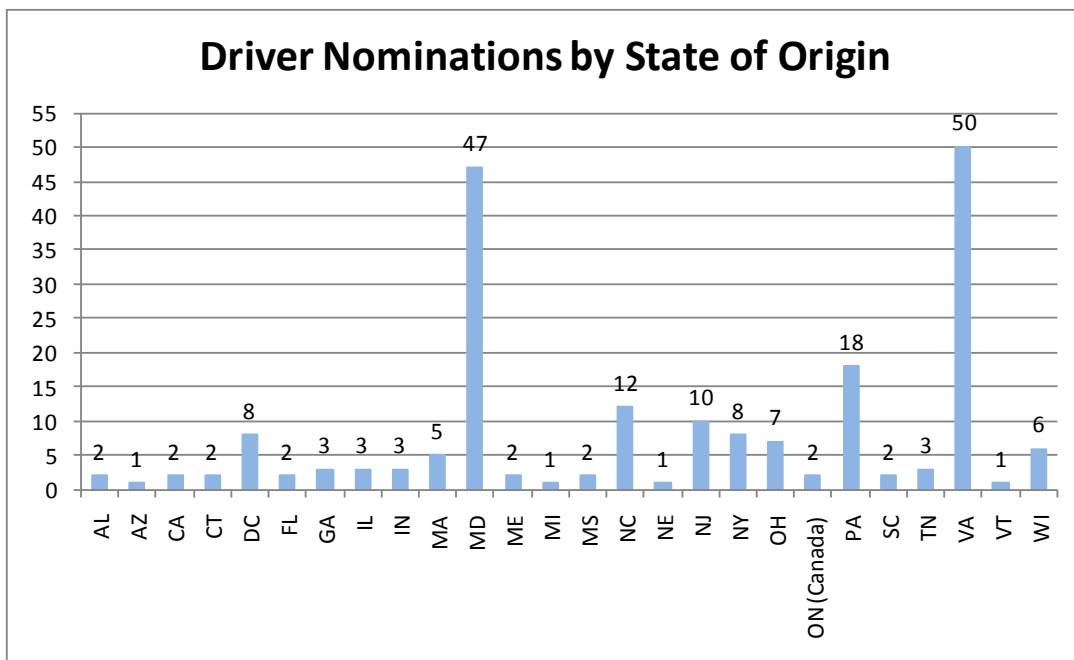


In June, the program partnered with Destination DC and ABA to host a DC Motorcoach Thank You Day. More than 40 volunteers from Destination DC's membership and staff from ABA, DDOT, DDOE and MWCOG were deployed throughout the District to thank and nominate drivers.

The Driver Recognition Program nominated 203 drivers through street team activities and company submissions. The following figures show the number of nominations by industry and state of origin. The motorcoach industry received 85% of the total driver nominations; the trucking industry received 15% of the total nominations. The uneven weighting between the two industries is largely based on the difficulty of conducting outreach to truck operators as they make time-sensitive deliveries. More than half of all nominations (52%) were drivers employed by companies located within the District, Maryland, and Virginia.

**Driver Nominations by Industry:**

Industry	Number of Drivers Nominated
Motorcoach	177
Truck	26
Total:	203



**Street Team 1:** April 1, 2011

Location: Maine Avenue and Union Station, Washington, DC  
 Target: Motorcoach Drivers  
 Lead by: DDOT and MWCOG  
 Nominations: 18



**Street Team 2:** April 22, 2011

Location: Eastern Market and Adams Morgan, Washington, DC  
 Target: Truck Drivers  
 Lead by: DDOT and MWCOG  
 Nominations: 10

**Street Team 3:** May 6, 2011

Location: Crystal City and Pentagon City, Northern, VA  
 Target: Motorcoach Drivers  
 Lead by: ABA and MWCOG  
 Nominations: 33

**Street Team 4:** June 30, 2011

Location: DC Motorcoach Day, multiple locations, Washington, DC  
 Target: Motorcoach Drivers  
 Lead by: DDOT, ABA, Destination DC and MWCOG  
 Nominations: 121



**Street Team 5:** July 12, 2011

Location: I-95 Rest Area (north and south bound), Savage, MD  
 Target: Truck Drivers  
 Lead by: MDE and MWCOG  
 Nominations: 10

**Street Team 6:** August 12, 2011

Pentagon City, Northern, VA  
 Target: Motorcoach Drivers  
 Lead by: MWCOG  
 Nominations: 3

**Street Team 7:** August 16, 2011

Multiple Locations, Baltimore, MD  
 Target: Motorcoach Drivers  
 Lead by: MDE and MWCOG  
 Nominations: 0



Through a direct mailing, campaign materials were distributed to 100 motorcoach and truck companies whose drivers were previously nominated for recognition. Packets included an informational letter encouraging companies to participate and register with the program, 20 RIP cards, 15 Driver Nomination Program brochures, 2 posters, and 5 air fresheners. Motorcoach and truck companies that registered with the program were acknowledged on the website's partner page.



### Driver Recognition Program Selection Committee

The driver recognition selection committee held monthly calls to review nominations and select drivers that exemplify idle reduction behavior. The selection committee included representatives from public agencies, sectoral leaders, and industry stakeholders in the Metropolitan Washington-Baltimore region. Seven drivers were randomly selected as the monthly winner and received a \$100 gift certificate for dinner for two which was donated by the program sponsors. Each nominated driver also received a commendation letter signed by the program funders, DDOE, DDOT, MDE and VDEQ, which was suitable for framing.

#### Selection Committee Calls:

- April 8, 2011
- April 29, 2011
- May 16, 2011
- June 14, 2011
- July 13, 2011
- August 9, 2011
- September 13, 2011

#### Monthly Winners:

Month	Winner	Company	Industry
November 2010	Carl McClucas	Collington Services LLC	Truck
March 2011	Jerry Brenneman	Anderson Coach and Travel	Motorcoach
April 2011	Kevin Leach	Premium Distribution Inc	Truck
May 2011	Harold Stevens	DC Trails	Motorcoach
June 2011	Tammie Moore	Bailey Coach	Motorcoach
July 2011	Todd Bethke	Cinder & Concrete Block Corp	Truck
August 2011	Don Wagler	Pioneer Trails	Motorcoach

### Program Sponsors

The following is the list of sponsors that provided rewards for the monthly winners.

- Buca Di Beppo
- Clyde's Restaurant Group
- Destination DC
- Gordon Biersch
- Mie N Yu
- Phillips Seafood Restaurants







### Campaign Materials



MWCOG maintained a supply of program materials including RIP cards, posters, air fresheners, and bumper stickers, which were created for the diesel idle reduction campaign. Approximately 7,000 promotional campaign items were distributed to drivers, companies and state air and transportation agencies.

To help brand the Driver Recognition Program, DDOT provided in-kind support to develop a new logo. The logo was used to create diesel idle champion buttons and patches. A Driver Recognition Program brochure was developed containing information on the program and a tear-off nomination form.



The following table provides a list of the items, quantity ordered and remaining, as well as an image of each element.

Item	Qty Ordered	Qty Remaining	Image
RIP Card	5000	750	
Air Freshener	1000	200	
Poster	200	150	
Bumper Sticker	0	50	
Driver Recognition Program Logo	n/a	n/a	
Driver Recognition Program Brochure	2000	250	

Button	500	300	
Patch	100	100	

### Website ([www.turnyourengineoff.org](http://www.turnyourengineoff.org))

The program's website was hosted and maintained by MWCOG. The site was used as a central information resource to educate visitors on the idling laws, highlight campaign activities and provide useful materials for download. The site was updated on a monthly basis to keep the content current and include winners for the Driver Recognition Program. In addition to monthly updates, the Driver Recognition Program section was enhanced with the addition of 3 new web pages: award winners, sponsors and partners.

#### Statistics (March – September, 2011):

Total Visits: 791

Unique Visits: 71.93%

Average Visit Time: 1:50 minutes

Pages Per Visit: 2.68

#### Most Visited Pages:

Ranking	Page Name	Page Views
1	/home.html	471
2	/campaign_recognition.html	337
3	/media1.html	261
4	/laws.html	228
5	/campaign_parking.html	184
6	/campaign.html	173
7	/campaign_impact.html	94
8	/campaign_alternative.html	90
9	/campaign_winners.html	69
10	/media2.html	64



## Appendix

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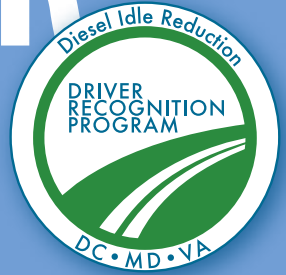
Driver Recognition Program Logo



Driver Recognition Program Button/Patch



# Nominate a DRIVER Today!



By nominating a driver  
**YOU ENCOURAGE POSITIVE  
BEHAVIOR CHANGE**  
and the reduction of idling.



DISTRICT  
DEPARTMENT  
OF THE  
ENVIRONMENT



DEQ  
VIRGINIA DEPARTMENT OF  
ENVIRONMENTAL QUALITY

d.



Metropolitan Washington  
Council of Governments

# Trucks and motorcoaches have a significant impact on our region's

transportation, economic and environmental footprint. With thousands of commercial vehicles playing a critical role in moving precious freight and our nation's passengers, we need your help to make a difference in the region's air quality improvement efforts.

## DO YOU KNOW AN IDLE REDUCTION CHAMPION

Motorcoach and truck drivers who are observed practicing legal and responsible idle reduction behavior may be nominated for formal recognition and are eligible for multiple rewards.

- Drivers are entered into monthly drawings for special rewards.
- Companies that employ these exemplary drivers are also formally recognized.

There are several ways that drivers can be nominated:



1 Fill out the attached form and place it in the mail.

2 Visit our Driver Recognition Page at [TurnYourEngineOff.org](https://TurnYourEngineOff.org).

3 Be spotted by one of our street teams.  
Drivers will be nominated on the spot.

## LEARN MORE ABOUT THE DRIVER RECOGNITION PROGRAM

Supported by the major motorcoach and trucking associations, the Metropolitan Washington Council of Governments, in collaboration with the District Department of the Environment, the District Department of Transportation, the Maryland Department of the Environment and the Virginia Department of Environmental Quality has launched a diesel idle reduction Driver Recognition Program to:

- Acknowledge and reward drivers who comply with diesel idle reduction laws and set a good example for other drivers.
- Promote idle reduction as a positive behavior. Knowing the idle reduction laws will help drivers avoid fines, save money and cut fuel costs.
- Engage and involve drivers who ultimately make the decision to turn their engines off.

FOR MORE INFORMATION and to register your company to get involved with idle reduction activities in Washington, DC, Maryland and Virginia, visit [TurnYourEngineOff.org](https://TurnYourEngineOff.org).



# NOMINATION FORM

Motorcoach and truck drivers can be nominated for recognition in the Driver Recognition Program. Drivers can be nominated as many times as they are observed exhibiting exemplary idle reduction behavior. Fill out the form below and place in the mail. You can also nominate a driver at [TurnYourEngineOff.org](http://TurnYourEngineOff.org).

By submitting a nomination you are entering a driver to be rewarded, the participating companies that employ these exemplary drivers are also recognized.

Date Submitted \_\_\_\_\_

Name of Person/Company Making the Nomination

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Driver's Name \_\_\_\_\_

Company's USDOT Number \_\_\_\_\_

Operation Type:  Motorcoach  Trucking

Date/Location of Vehicle Where Behavior Occurred

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Comments \_\_\_\_\_

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If there are questions, please email [info@turnyourengineoff.org](mailto:info@turnyourengineoff.org) and provide your question, name, email address, and phone number.

Turning your engine off is one of the easiest and most efficient steps that motorcoach and truck drivers can take to help improve the region's air quality. This simple act will help your company save money, reduce unnecessary fuel use and enhance the quality of life for residents and visitors to the Washington-Baltimore metropolitan regions.

**Diesel Idle Reduction Campaign**

Attention: Jen Desimone

Metropolitan Washington Council of Governments

777 North Capitol St, NE, Suite 300

Washington, DC 20002

For more information about  
**THE DRIVER RECOGNITION  
PROGRAM** and to get involved  
with **IDLE REDUCTION  
ACTIVITIES** in Washington, DC,  
Maryland and Virginia,  
visit **TurnYourEngineOff.org**

## Web Page Snapshots:

Award Winners ([www.turnyourengineoff.org/campaign\\_winners.html](http://www.turnyourengineoff.org/campaign_winners.html)):

The screenshot shows the 'Award Winners' page. At the top, there is a banner with a yellow and black striped border on the left and right. The banner features a blue sky background with a building and a billboard that says 'Don't idle.' with a small sign above it that says 'Avoid the fine.' The text 'THE CAMPAIGN' is in yellow on the left. Below the banner is a navigation bar with links: HOME | KNOW THE LAWS | THE CAMPAIGN | MEDIA CENTER. The main content area has a dark background. On the left, there is a sidebar with yellow and black striped borders at the top and bottom. The sidebar contains the following links: THE IMPACT OF IDLING, ALTERNATIVES TO IDLING, MOTORCOACH PARKING, DRIVER RECOGNITION PROGRAM (with sub-links for Sponsors, Partners, and Award Winners), and SUPPORT THE CAMPAIGN. Below the sidebar is a yellow box with black and white diagonal stripes at the top and bottom. The box contains the text: 'NOMINATE A DRIVER!' followed by 'Drivers will be recognized monthly.' and 'Nominations for each month are due by the 15th of the following month.' The main content area features the section header 'DRIVER RECOGNITION PROGRAM - AWARD WINNERS'. Below the header is a paragraph: 'Congratulations to the following motorcoach and truck drivers who exemplify "Idling Reduction Ambassador" behavior!'. There are three award winners listed: 1. **TODD BETHKE, Cinder and Block Concrete Corp**: Mr. Bethke was spotted at the I-95 rest area in Savage, MD by our street team. Congratulations! 2. **TAMMIE MOORE, Bailey Coach**: Ms. Moore was spotted near the National Mall by our street team during the DC Motorcoach Thank You Day. 3. **HAROLD STEVENS, DC Trails**: Mr. Stevens was spotted by our street team as he waited for his passengers in Pentagon City. 4. **KEVIN LEACH, Premium Distribution Inc.**: Mr. Leach was spotted by our street team with his engine off in Adams Morgan. 5. **JERRY BRENNEMAN, Anderson Coach and Travel**: Mr. Brenneeman was spotted by our street team with his engine off during the National Cherry Blossom Festival.

Sponsors ([www.turnyourengineoff.org/campaign\\_sponsors.html](http://www.turnyourengineoff.org/campaign_sponsors.html)):

The screenshot shows the 'Sponsors' page. It has the same banner and navigation bar as the previous page. The sidebar and nomination box are also present. The main content area features the section header 'SPONSORS'. Below the header is a paragraph: 'We would like to thank the following sponsors for their generous support of the Driver Recognition Program.' Below the text are five logos of sponsors: 1. 'me yu' logo, 2. 'Gordon Biersch BREWERY RESTAURANT' logo, 3. 'destination DC' logo, 4. 'CLYDE'S RESTAURANT G.R.O.U.P.' logo, and 5. 'Phillips 66' logo.

Partners ([www.turnyourengineoff.org/campaign\\_partners.html](http://www.turnyourengineoff.org/campaign_partners.html)):

**THE CAMPAIGN**

HOME | [KNOW THE LAWS](#) | [THE CAMPAIGN](#) | [MEDIA CENTER](#)

**THE IMPACT OF IDLING**

**ALTERNATIVES TO IDLING**

**MOTORCOACH PARKING**

**DRIVER RECOGNITION PROGRAM**

- Sponsors
- Partners
- Award Winners

**SUPPORT THE CAMPAIGN**

**NOMINATE A DRIVER!**

Drivers will be recognized monthly.

Nominations for each month are due by the 15th of the following month.

**PARTNERS**

We would like to recognize the following companies as partners of the Driver Recognition Program. These companies support the program by increasing awareness of the idling laws in Washington, D.C., Maryland and Virginia and encourage positive driver behavior change resulting in reduced idling.

[ARROW STAGE LINES](#)  
[CARL R. RIEBER TOURWAYS, INC](#)  
[GRAY LINE NASHVILLE](#)  
[HAGEY COACH, INC](#)  
[LAFFERTY LUMBER](#)