



2012

Diesel Idle Reduction-Driver Recognition Program Recap



9/30/2012

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Executive Summary

During 2012, 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), and Maryland Department of the Environment (MDE). MWCOG managed the program in consultation with air quality and transportation staff of the District and Maryland.

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 2012, 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. Five drivers were selected as winners and received gift certificates donated by the program sponsors. As a result of the outreach efforts, the program saw an increase in drivers nominated multiple times and we received positive feedback from drivers about the program and their excitement of being recognized.

A survey among motorcoach and freight operators was developed to gauge awareness of the Driver Recognition Program and to learn how companies are helping their drivers comply with idling laws. The survey provided an opportunity for respondents to provide feedback on the Driver Recognition Program and suggest ways that the program could help them provide incentives to their drivers. The survey was sent to over 120 companies and received a 14% response rate.

Campaign Outreach and Driver Nominations

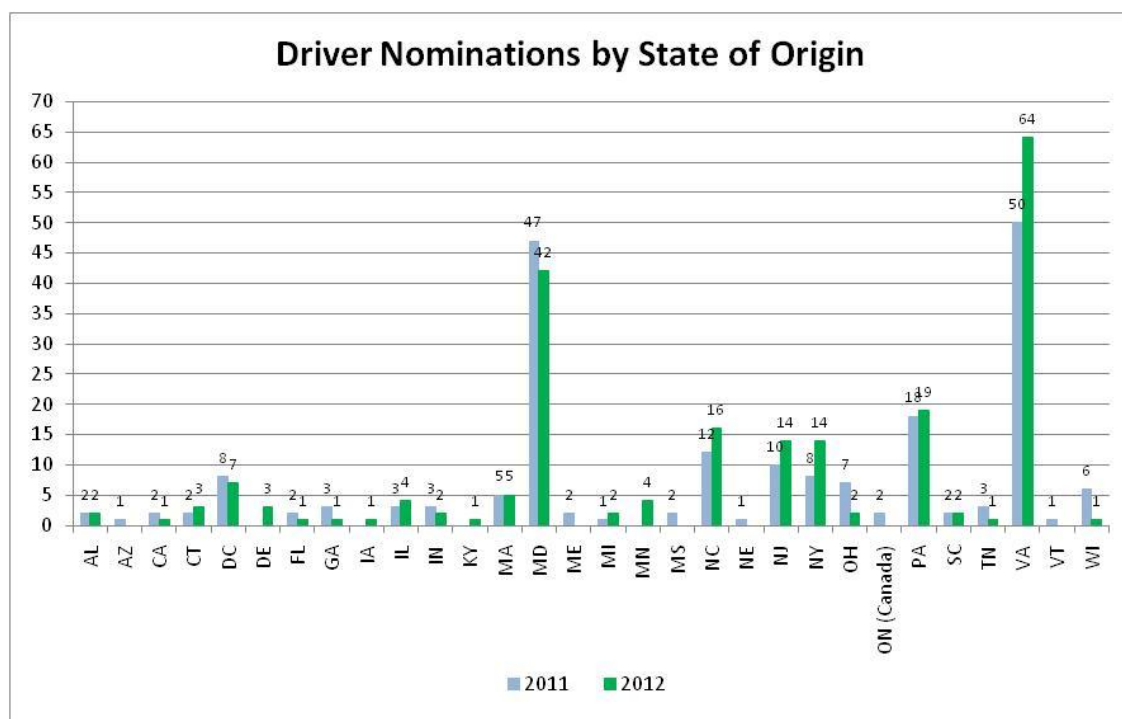
MWCOG worked with the District, Maryland, and Virginia to coordinate outreach with bus and truck drivers. Seven street team events were held through-out the Baltimore-Washington region. The teams were led by representatives from the state air and transportation agencies and MWCOG who engaged drivers,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

In April, the program partnered with Destination DC and ABA to host the second DC Loves Buses 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. In addition, the ABA supported the program by distributing materials and nominating drivers at the Virginia Gold Cup Races in The Plains, VA.

The Driver Recognition Program nominated 212 drivers through street team activities, an overall increase of 4% when compared to 2011. The following figures show the number of nominations by industry and state of origin. The motorcoach industry received 93% of the total driver nominations; the trucking industry received 7% 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 (53%) were drivers employed by companies located within the District, Maryland, and Virginia.

Driver Nominations by Industry:

Industry	Number of Drivers Nominated (2011)	Number of Drivers Nominated (2012)	Difference
Motorcoach	177	198	+12%
Truck	26	14	-46%
Total:	203	212	+4%



Street Team 1: April 5, 2012

Location: DC Loves Buses Day, multiple locations, Washington, DC

Target: Motorcoach Drivers

Lead by: DDOT, DDOE, ABA, Destination DC and MWCOG

Nominations: 142

Street Team 2: May 5, 2012

Location: Virginia Gold Cup Races, The Plains, VA

Target: Motorcoach Drivers

Lead by: ABA

Nominations: 13


Street Team 3: May 11, 2012

Location: I-95 Rest Area (north and south bound), Savage, MD

Target: Truck Drivers

Lead by: MDE and MWCOG

Nominations: 5

Street Team 4: June 18, 2021

Location: Motorcoach Parking Facility & Stadium Parking Lots, Baltimore, MD

Target: Motorcoach Drivers

Lead by: MDE and MWCOG

Nominations: 5


Street Team 5: June 27, 2012

Location: Multiple locations, Washington, DC

Target: Motorcoach Drivers

Lead by: DDOT, DDOE, ABA, and MWCOG

Nominations: 23

Street Team 6: July 26, 2012

Location: Camden Yards & Visitors Center, Baltimore, MD

Target: Motorcoach Drivers

Lead by: MDE, Visit Baltimore, and MWCOG

Nominations: 15

Street Team 7: August 14, 2012

Location: Multiple Locations, Washington, DC

Target: Truck Drivers

Lead by: DDOT, DDOE, and MWCOG

Nominations: 9



In order to gauge awareness of the Driver Recognition Program, a survey was developed and sent to 127 motorcoach and trucking companies whose drivers were previously nominated for recognition. The survey allowed staff to gauge the level of program awareness and gather information on idling policies. The survey was designed through Survey Monkey and sent by email to the company's operations managers. Eighteen companies participated, which is equivalent to a 14% response rate. A \$10 gift certificate was provided to all respondents that completed the survey in full. Survey results are located in the appendix.

MWCOG staff and program partners gave presentations on the Driver Recognition Program to the following groups:

- Metropolitan Washington Air and Climate Public Advisory Committee
- Adams Morgan BID
- Eyre Bus Service (presented driver award)

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 and industry stakeholders in the Metropolitan Washington-Baltimore region. Five 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, and MDE which was suitable for framing.



Selection Committee Calls:

- May 2, 2012
- June 6, 2012
- July 11, 2012
- August 1, 2012
- September 5, 2012

Monthly Winners:

Month	Winner	Company	Industry
April 2012	Thomas Wolan	Indian Trails	Motorcoach
May 2012	Karl Kautz	FedEx Express	Truck
June 2012	Gina Ricketts	Eyre Bus Service	Motorcoach
July 2012	David Knott	Quick's Bus Company	Motorcoach
August 2012	Robert Bradley	FedEx Ground	Truck

Program Sponsors

The following is the list of sponsors that provided rewards for the 2012 monthly winners.

- Buddha Bar
- Capital Restaurant Holdings
- Carmines
- Destination DC
- Hard Rock Cafe

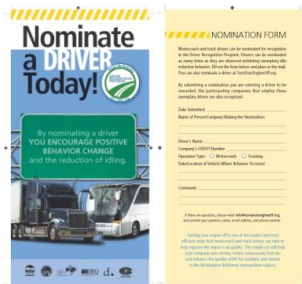




Campaign Materials

MWCOG maintained a supply of program materials including RIP cards, Driver Recognition Program Brochure, buttons, posters, air fresheners, and bumper stickers, which were created for the diesel idle reduction campaign and driver recognition program. Approximately 2,000 promotional campaign items were distributed to drivers, companies, local businesses, and state air and transportation agencies.

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

Item	Qty Distributed	Qty Remaining	Image
RIP Card	750	1250	
Air Freshener	250	950	
Poster	0	150	
Bumper Sticker	0	50	
Driver Recognition Program Logo	n/a	n/a	

Driver Recognition Program Brochure	550	1300	
Button	275	1125	
Patch	5	95	

Website (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 and sponsors for the Driver Recognition Program. In addition to monthly updates, a dedicated email address was created to allow users to submit comments and questions.

The campaign website has seen an increase in user traffic when compared to 2011. The total number of website visits increased by 74% and the number of pageviews increased by 49%. The Driver Recognition Program web pages (/campaign_recognition.html and /campaign_winners.html) continue to be among the top 10 most visited pages.

Web Statistics (March – September):

	2011	2012
Total Visits	791	1375
% New Visitors	71.93%	86.76%
% Returning Visitors	28.07%	13.24%
Average Visit Time	1:50 minutes	1:29 minutes
Pageviews	2119	3159
Pages Per Visit	2.68	2.30

Most Visited Pages:

Ranking	Page Name	Page Views
1	/laws.html	691
2	/home.html	625
3	/media1.html	472
4	/campaign_recognition.html	345
5	/campaign.html	268
6	/campaign_parking.html	258
7	/campaign_impact.html	161
8	/campaign_alternative.html	135
9	/campaign_winners.html	67
10	/media2.html	54

Appendix





Diesel Idle Reduction Campaign Driver Recognition Program

Survey Results

2012



Survey Overview

The Driver Recognition Program Survey was developed to gauge awareness of the program and to learn how companies are helping their drivers comply with idling laws.

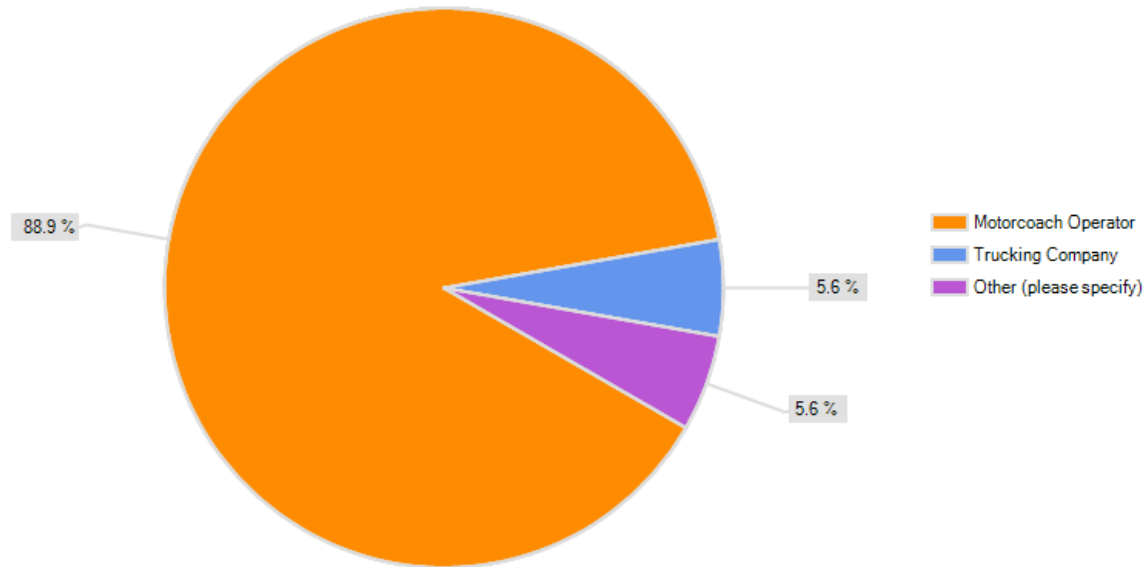
- Sent to 127 motorcoach and trucking companies
- August 2012
- 18 responses
- 14% response rate
- Provided \$10 incentive to participants





Question 1

Your company's primary business is:

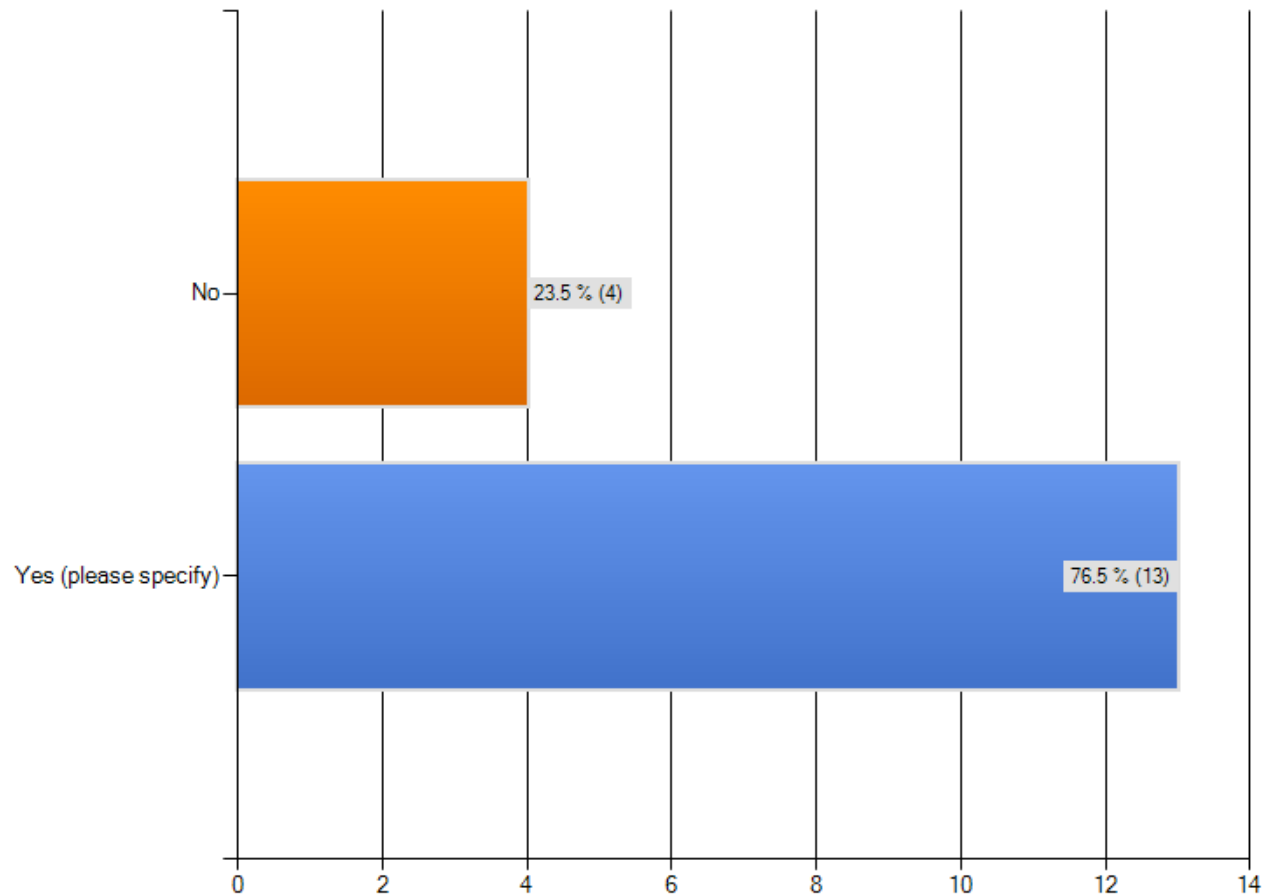


Other: airline cargo/express freight



Question 2

Does your company have an existing engine idling policy?





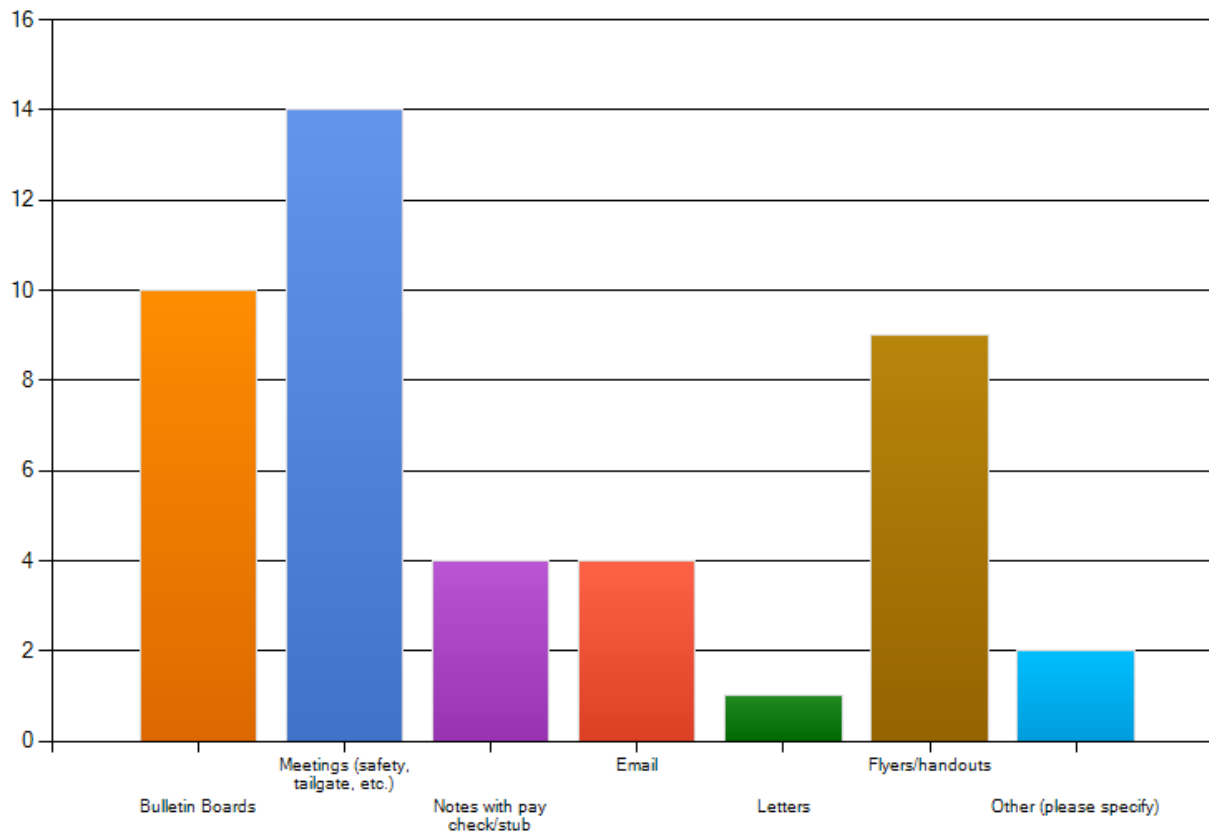
Question 2 : Idling Policies

- No more than 15 minutes.
- Encourage drivers to minimize idling whenever the bus is empty and in between runs.
- Driver must shut down within 3 minutes of stopping unless the coach is being cooled down or heated.
- No more than 3 mins (checked and verified thru gps).
- Shut the engine off as soon as customers are off the bus and the bus is secure.
- Obey all local and state idling laws.
- We follow the federal guidelines.
- Excessive idling limits are set by local jurisdiction but in no case can it exceed 5 minutes. Exceptions to the 5 minute limit are: idling when queuing, to verify that the vehicle is in safe operating condition, testing, servicing, repairing or diagnostic purposes, necessary to accomplish work for which the vehicle was designed (such as operating a crane), required to bring the machine system to operating temperature, as specified by the manufacturer, to ensure safe operation of the vehicle, to keep equipment (including equipment windows) clear of ice and snow is allowed, and to provide air conditioning or heat to ensure the health and safety of the operator is allowed.



Question 3

How does your company provide information on idling policies and regulations to drivers? (select all that apply)



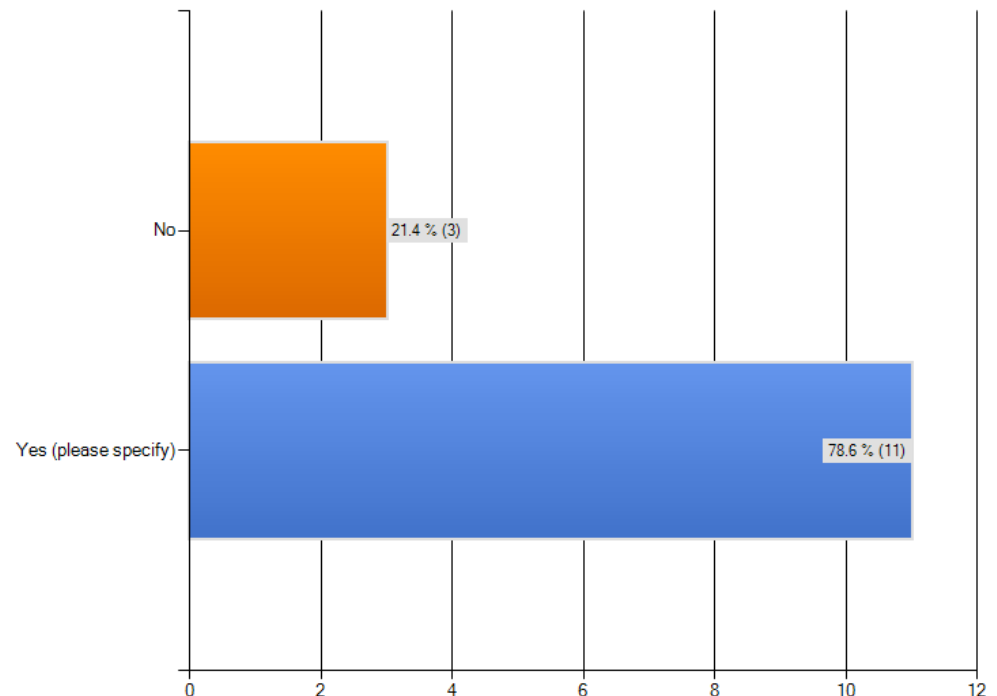
Other: text alerts, reports showing idling times



Question 4

- Written warning, possible suspension or loss of employment.
- Loss of safety bonus.
- Drivers will be penalized in their yearly review. Excessive violations will lead to written warnings and possible suspension.
- 1st offense warned, 2nd offence fined, and any time after that they will get time off.
- Loss of job and deduction in pay.
- Yes and no to this answer. We have a fuel mileage competition and the ones that don't do well are the ones that idle the most. Fuel mileage can also effect raises.
- Drivers held responsible to pay if a ticket is issued and after several instances warning days without pay.
- The company has a Performance Improvement Policy to address non-compliance.

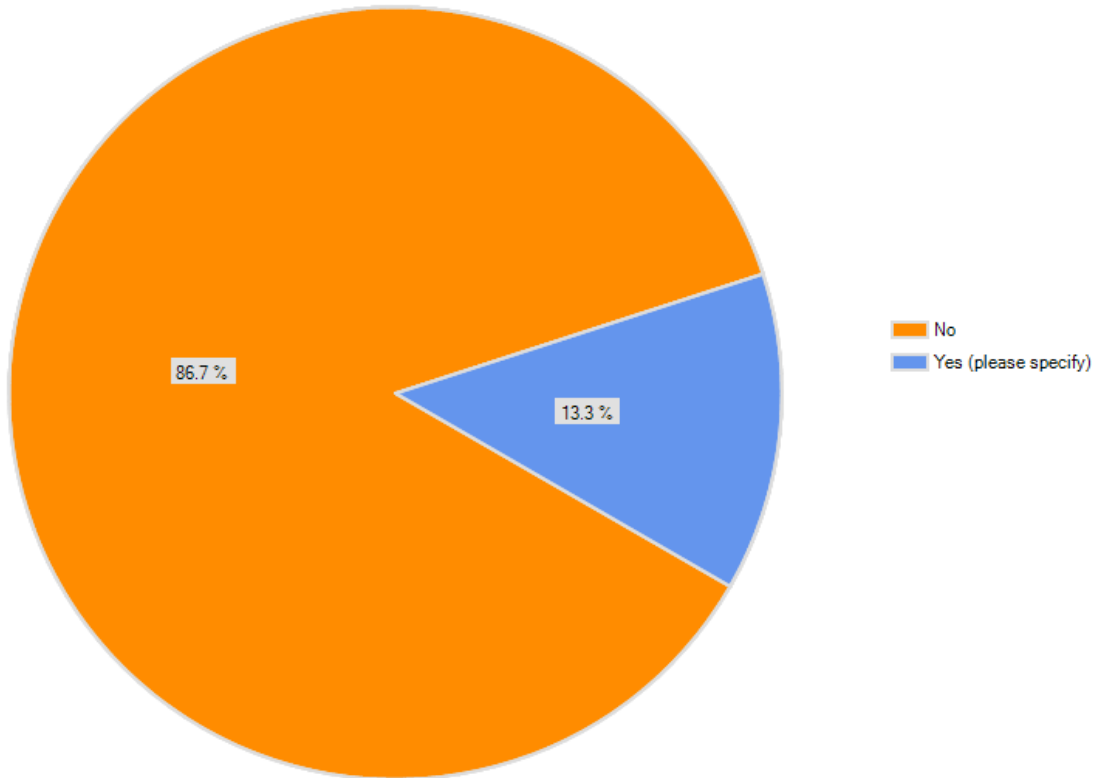
Are there consequences for drivers that violate your company's engine idling policy?





Question 5

Does your company offer incentives to drivers who do not idle their vehicles?



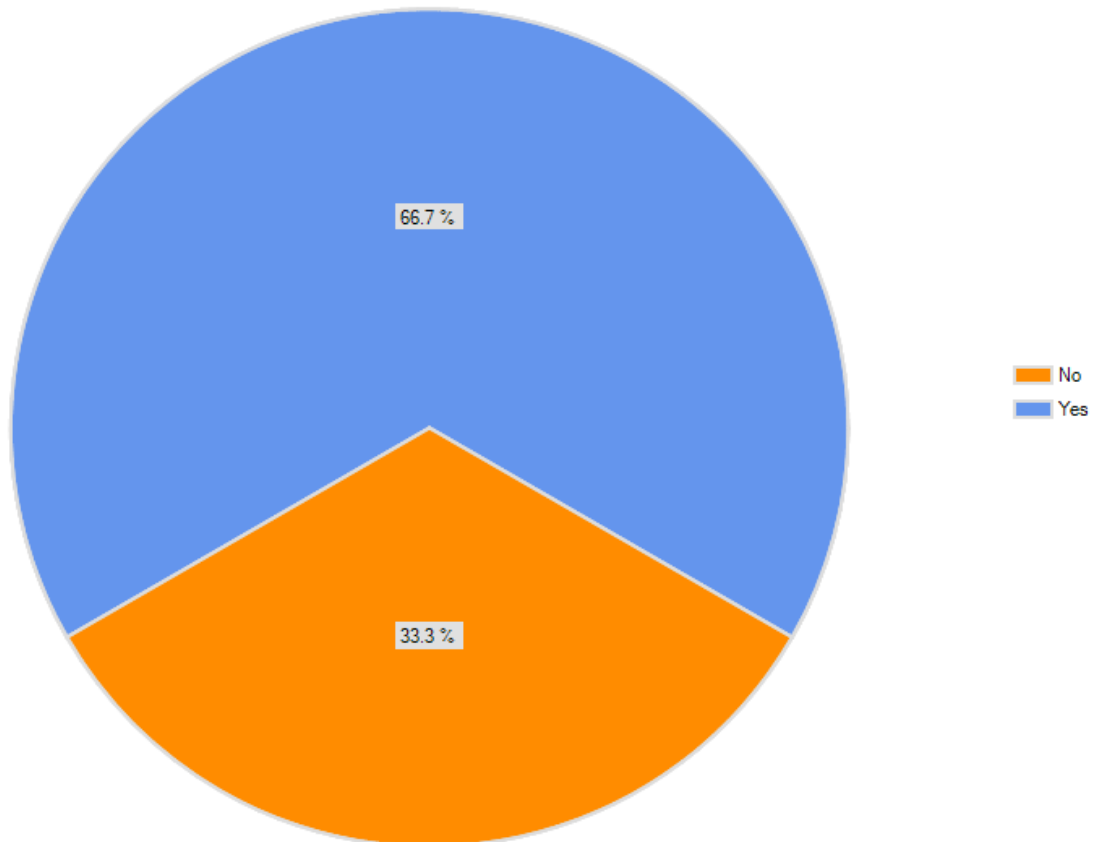
Incentives include:

- Fuel mileage competition. Top 10 get \$50 gas cards.
- Recognition at monthly safety meetings as well as being entered into drawings for prizes



Question 6

Have you heard about the Diesel Idle Reduction Driver Recognition Program?



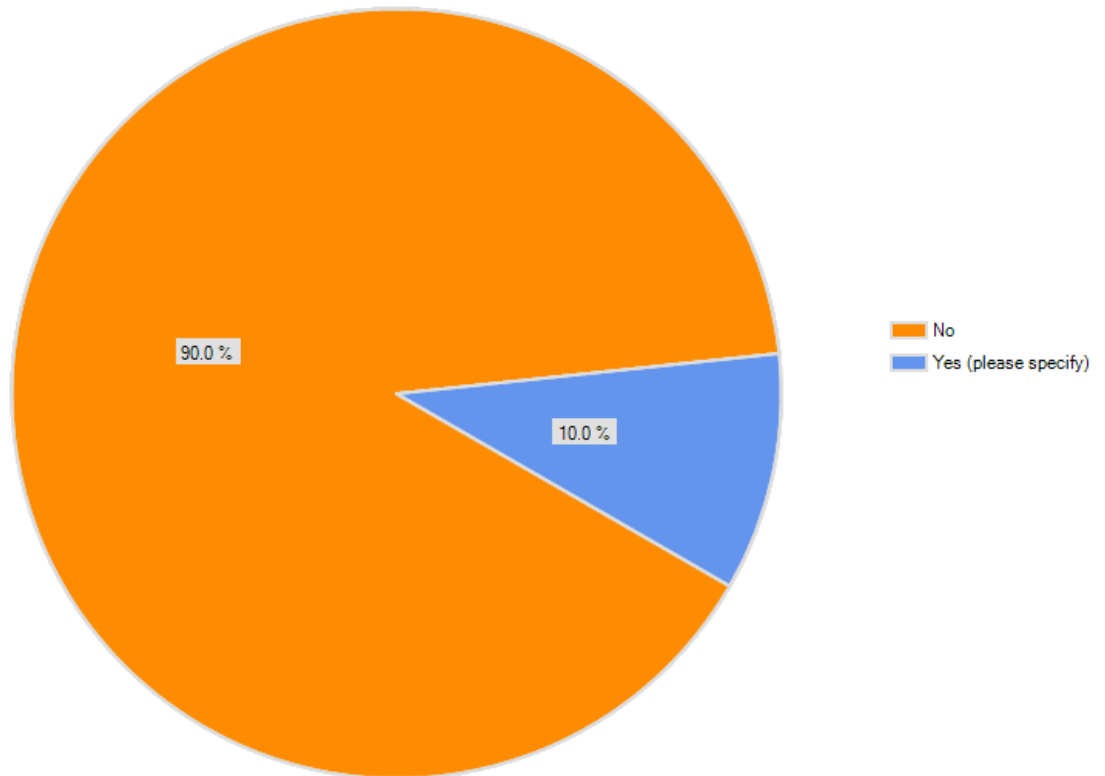


Question 7

Has your company changed its idling policy after learning about the Driver Recognition Program?

For those that responded Yes:

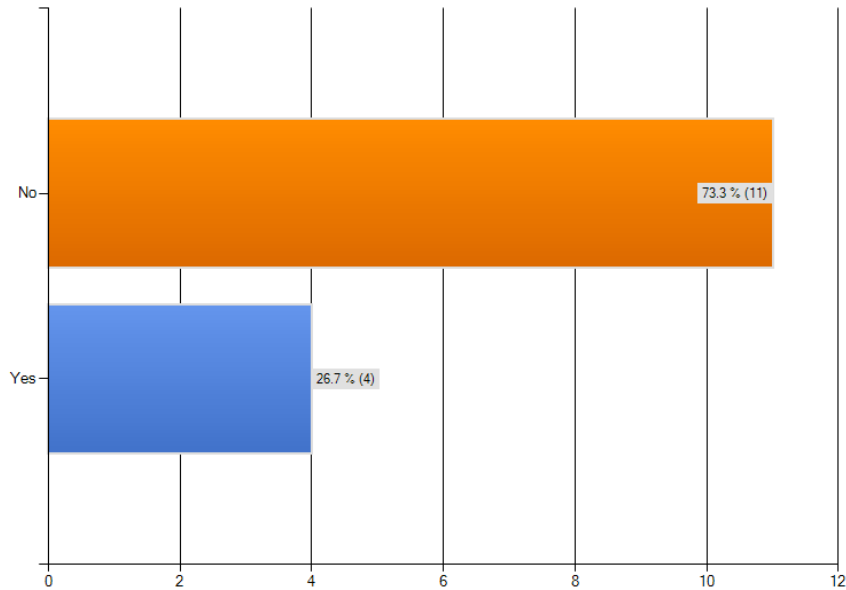
- The company holds a meeting for the drivers to emphasize how important for the rules and regulations of idling should be followed and the penalties as a drivers.



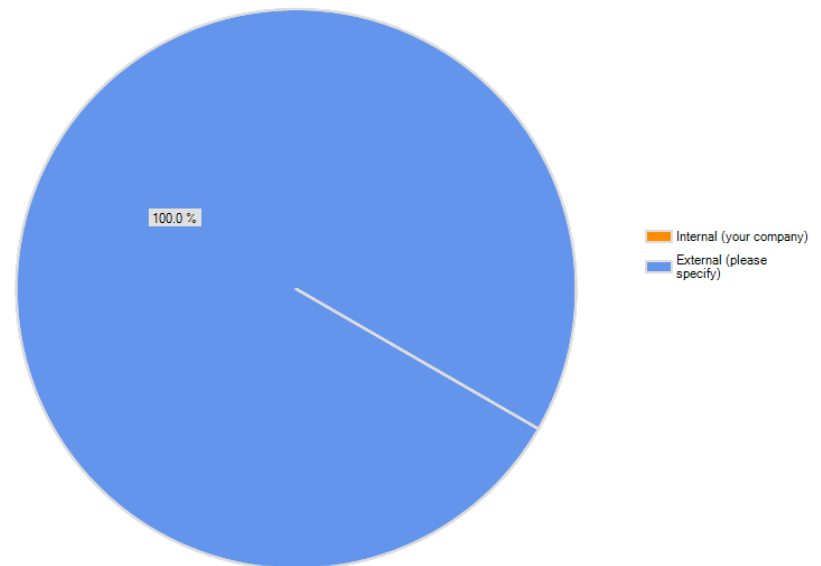


Question 8 and 9

Have you had a driver nominated for the Driver Recognition Program?



Was the nomination from an internal (your company) or external source?

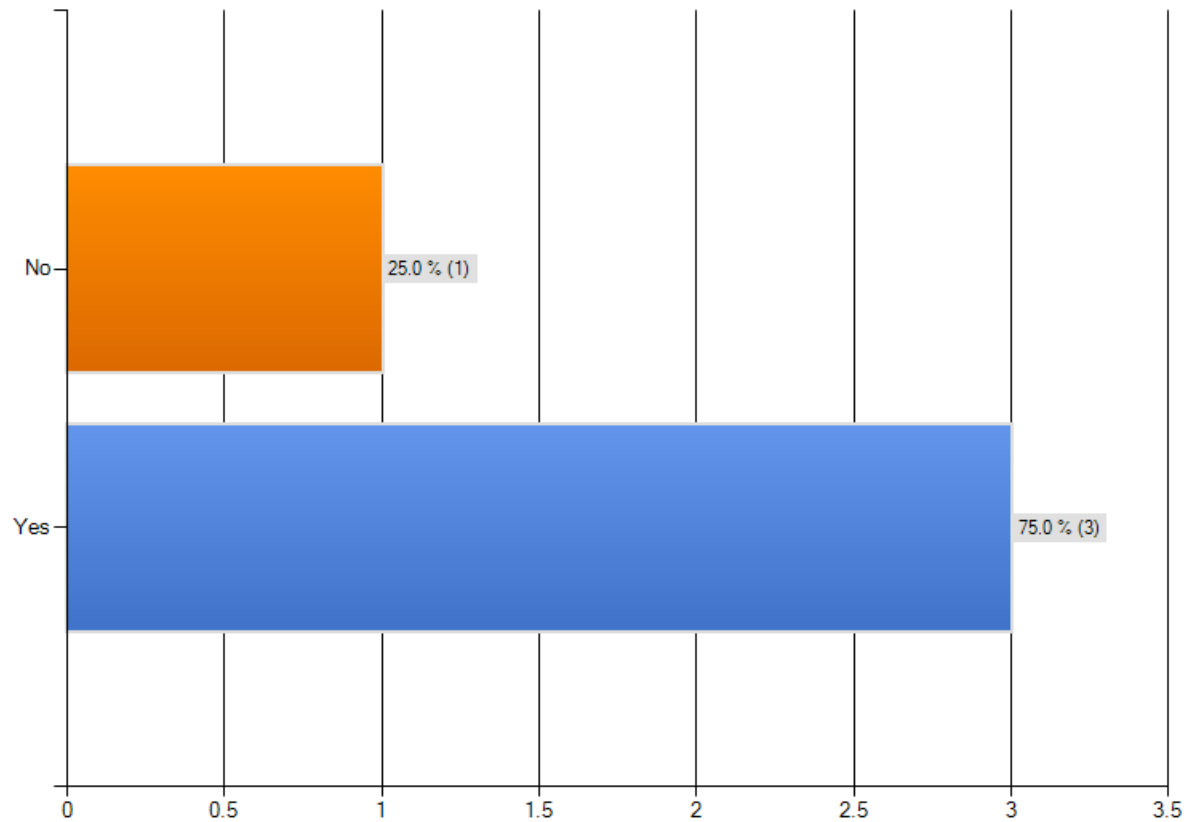


External Sources: MWCOG, DC Police



Question 10

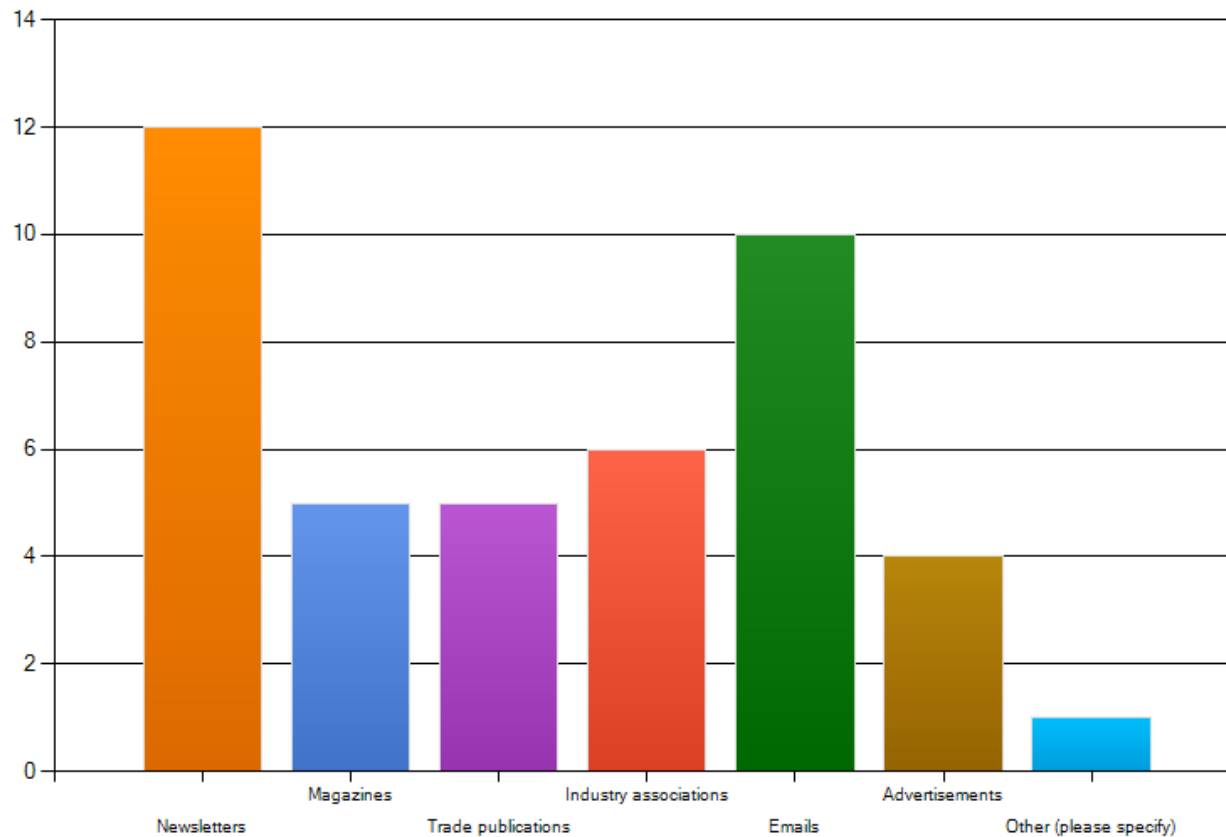
Do you feel the rewards and recognition are appropriate?





Question 11

What are the best methods to increase awareness about the program? (select all that apply)

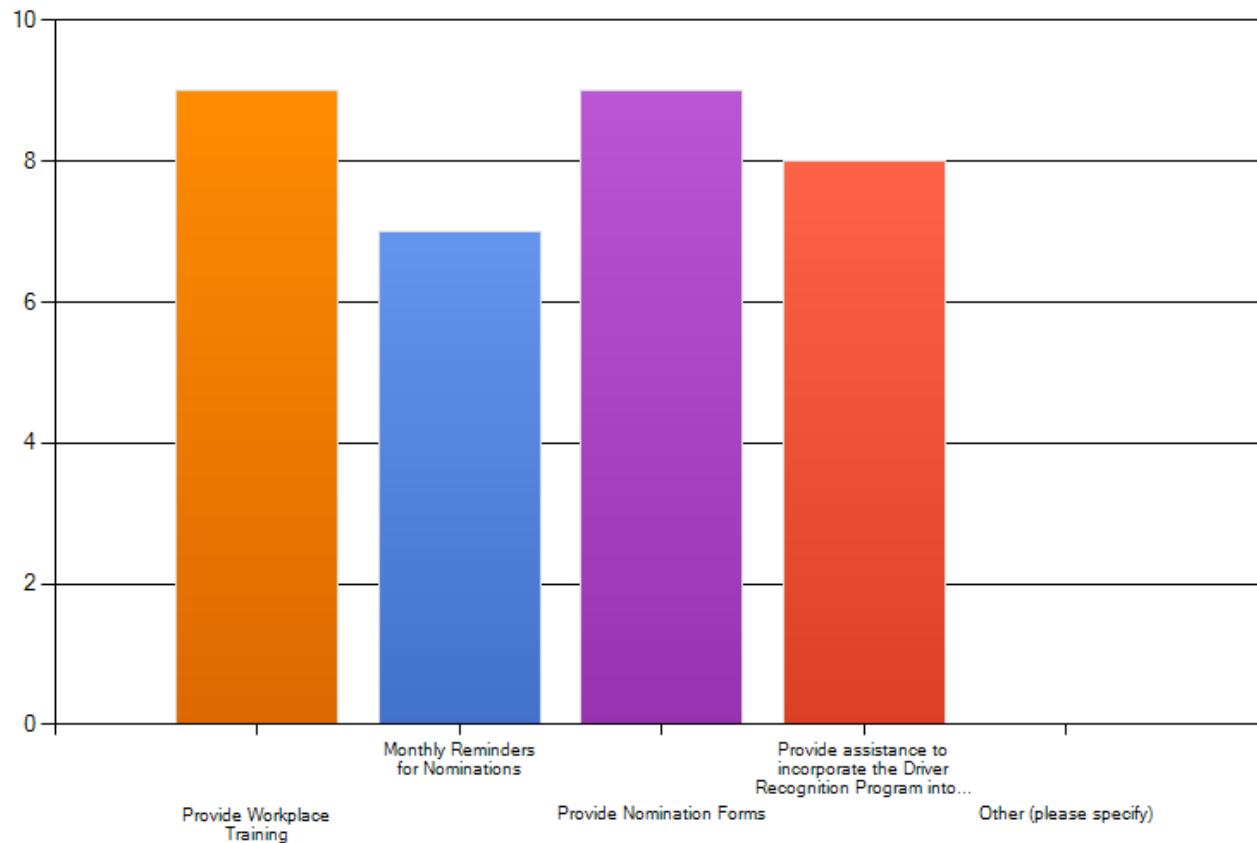


Other: distribute with CDL application/renewal



Question 12

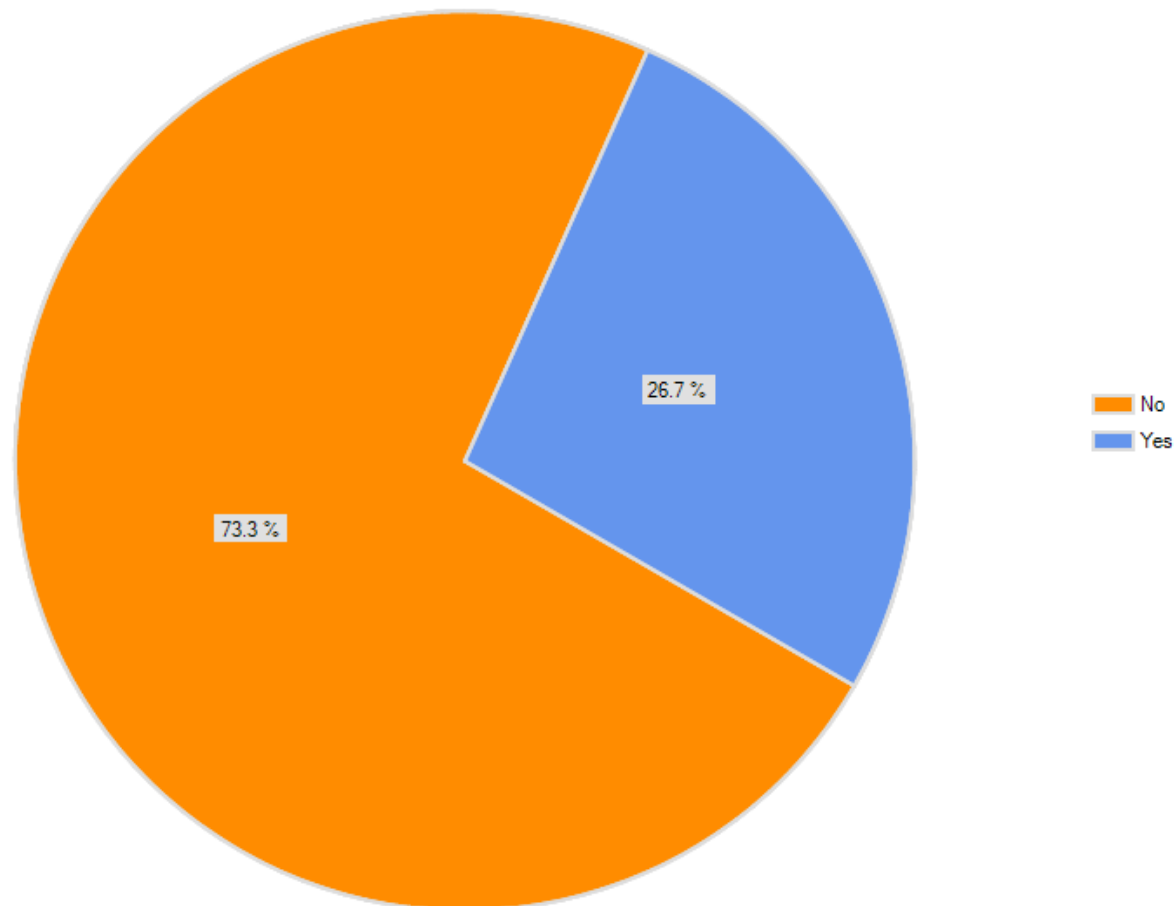
How can we get companies involved with the Driver Recognition Program? (select all that apply)





Question 13

Have you visited the program's website, turnyouengineoff.org?





Question 14, 15, and 16

Q 14 Website Likes:

- user friendly
- very informative

Q 15 Website Dislikes:

- none

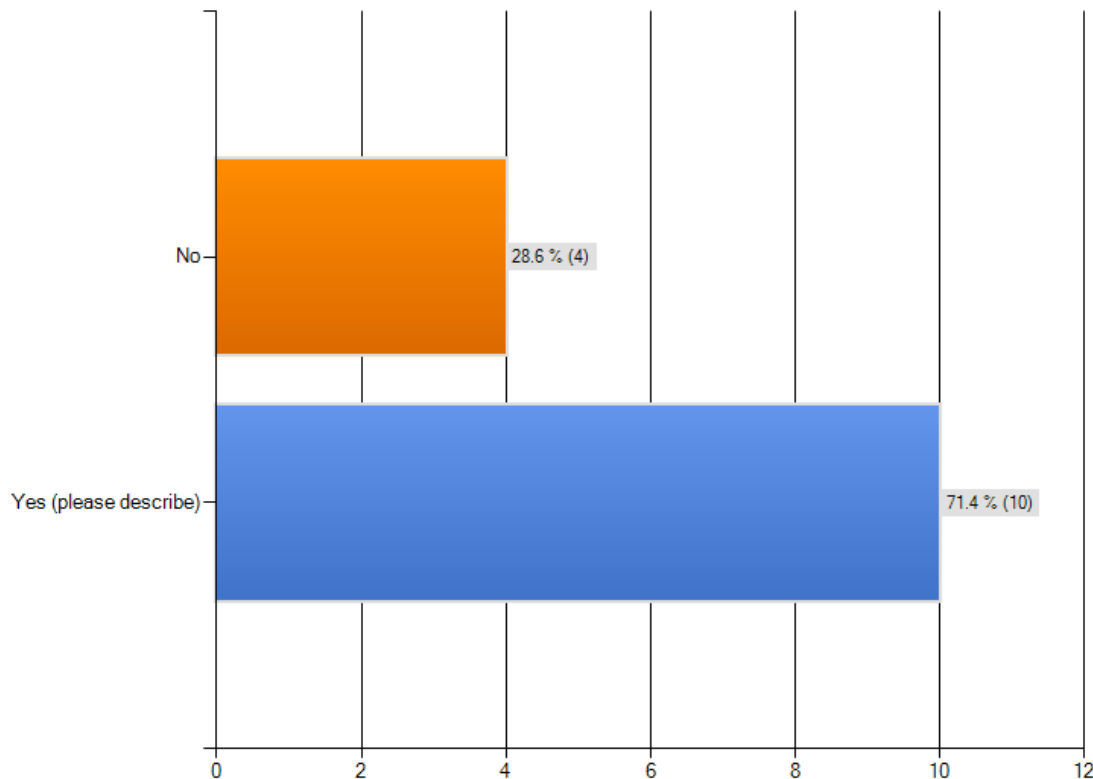
Q 16 Additional Info or features:

- none



Question 17

Does your company explain no-idling policies to your customers?



- Drivers advise customers at beginning of safety presentation.
- when they ask or comment
- When customers ask why the bus is so hot, we tell them we are required to shut the bus down when on breaks.
- Customers are made aware of the law prior to boarding
- We teach our driver how to explain to the customers that there are federal regulations against bus idling
- we explain we cannot run the engines, due to idling laws
- thru email and customer alerts especially in extreme cold or hot days