



Diesel Idle Reduction Campaign Driver Recognition Program

April 16, 2012





Driver Recognition Program Goals

The **Driver Recognition Program** acknowledges and rewards those “Idle Reduction Ambassadors” who set a good example for other bus and truck drivers by complying with the region’s diesel idling laws.

■ Program Goals:

- Elevate awareness of the diesel idle reduction laws in the District of Columbia, Maryland, and Virginia
- Promote idle reduction as a positive behavior that helps bus and truck drivers to avoid fines, save money, and cut fuel costs.
- Engage and involve frontline personnel who ultimately make the decision to let their vehicles run or to turn off their engines.





Nominations

- **Nominations are accepted monthly:**
 - Nominations for each month are due by the 15th of the following month
- **Nominations can originate from:**
 - Bus or trucking companies
 - Enforcement personnel
 - Industry stakeholders
 - General public
- **Nomination forms:**
 - Found on the campaign website
http://www.turnyouengineoff.org/campaign_recognition.html
 - submitted via email or postal mail



Driver Recognition Program Industry Stakeholder/General Public Nomination

Instructions
Industry stakeholders include tour guides, restaurant operators receiving customers, loading/unloading dock personnel at restaurants, hotels, convention centers, etc. It will not always be possible to identify the specific driver so this form requires the vehicle license plate number (front plate if a truck), the company name and/or US DOT number, unit number if possible, and the location, date and time the exemplary behavior was witnessed. With this information, the company can be notified and the driver can be identified through company records.

Also under this program, the public can identify and nominate those drivers that are exhibiting conscientious idle reduction behavior. The general public must also complete and submit this nomination form. Much like the industry stakeholders, it will not always be possible to identify the specific driver so the form will require the vehicle license plate number (front plate if a truck), the company name and/or US DOT number, unit number if possible, and the location, date and time the exemplary behavior was witnessed.

If there are questions, please email euois.cleckley@dc.gov and provide your question, name, email address, and phone number.

Date Submitted (MM/DD/YYYY):

Name of person making nomination:

Driver's Name (if known):

Company name on vehicle:

Vehicle Observed Motorcoach Truck Vehicle US DOT number:

License Plate number: State:

Date behavior observed: (MM/DD/YYYY): Time: HH:MM (am or pm)

Location of vehicle where behavior was observed: (Address, City, Name of business location)

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Street Teams



2011:
7 street teams
3 DC, 2 MD, 2 VA
200 driver nominations



2012:
6 scheduled street teams
3 DC, 3 MD



And the Winner is....

- **7 Monthly Winners**
- **Commendation Letter:** Upon nomination and approval by the selection panel, drivers will be presented with a personalized government jurisdiction commendation letter suitable for framing.
- **Monthly Dinner for Two drawing:** All drivers receiving commendation letters will be entered into a monthly drawing to win dinner for two at a restaurant in the Washington/Baltimore metropolitan region.

Drivers are permitted to be nominated for recognition as many times as they are observed exhibiting exemplary idle reduction behavior.



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NOMINATE A DRIVER!

DRIVER RECOGNITION PROGRAM

The trucking and motor coach industries have an important impact on our economy, environment and culture. With more than 500,000 motor carriers nationwide, the trucking industry is a driving force in the U.S. economy, delivering food, products, commodities, and other vital resources. Likewise, buses and motorcoaches play a critical role in our economy and in making transportation environmentally sustainable. With such an impact, driver participation in idle reduction is crucial.



The Driver Recognition Program is being created to recognize diesel motorcoach and truck drivers who exemplify "Idling Reduction Ambassador" behavior.



Thank You!
Questions/Comments

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