



Driver's Handbook For our Temporary Staff

Revised May 2019

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This is your copy of the **do it outdoors media** *Driver's Handbook for our Temporary Staff*, please read it carefully. For purposes of this Handbook, and all Extreme Holdings Policies, the term "Extreme Holdings" or "Company" shall mean Extreme Holdings, Inc. and all of its subsidiaries and affiliates. This Handbook contains the "**rules of the road**" for Drivers of our Mobile Advertising Vehicles (MAV's) and establishes standards for our operations. Questions, concerns or suggestions should be directed to a member of the Operations Management Team (OMT). [These two acronyms are used extensively throughout the Handbook.]

HOME OFFICE: **YORK, PA**

Website: www.doitoutdoors.com

Driver Website: www.thisishowweroll.org

OPERATIONS MANAGEMENT TEAM (OMT)

VP of Operations & Human Resources	Susanne Jewell
Field & Operations Safety Manager	Clark LaGanke
Operations Managers	Tim Piester, Bronson Faher, Jon Richmond

WELCOME

Thank you for helping us out with this campaign – we appreciate it. We have put together this Handbook to show our Temporary Staff how we roll at **do it outdoors** so that your time with us may be a successful and rewarding experience.

Training	You will be contacted by a Trainer who will walk you through the job expectations and explain the job responsibilities
On the Job	You will be assigned a Lead Driver – this person should be your first point-of-contact with do it outdoors media while you are with us.

Thank you and enjoy your time with **do it**

DRIVER INFORMATION / PROCEDURES

MOBILE BILLBOARD VEHICLES ARE 13' 2" HIGH

Due to re-paving and mismarked clearances:

CLEARANCE MUST BE MARKED AT LEAST 13' 6"

DO NOT attempt to travel under anything (bridges, fuel stations, parking garages, trees, wires, etc.) unless these areas are marked 13' 6" or higher

NEVER TAKE A CHANCE

TURN AROUND AND FIND ANOTHER ROUTE OR STOP AND CALL FOR ASSISTANCE

COMMUNICATION

Cell Phones

Drivers are required to have a working cell phone for communication with their Lead Driver. Cell phone safety is covered under the ***Cell Phone Usage Policy*** in the Safety section of the Handbook.

In the event that we need to reach you when you are driving, we will send you a text (not to be looked at until you stop) asking you to call us when you are stopped. In the event we need to speak with you right away, we will call you three times and hang up. This will alert you that you need to find a safe place to pull over and return the call of the person calling you.

Driver Website

www.thisishowweroll.org is the official Driver website. You may find it helpful to review the Photo section of the website for ideas for great photos

DEPARTMENT OF TRANSPORTATION (DOT)

do it outdoors media must adhere to the rules and regulations of the Department of Transportation.

We use the Omnitrac's XRS electronic log system in all of our Mobile Advertising Vehicles (MAV). Drivers are required to use the electronic logs every day while using a MAV. It is the Driver's responsibility to have a paper *Log Book* at all times as a back-up in the event the electronic log system has temporarily failed.

FINES AND TICKETS

Disobeying laws may result in fines and/or tickets for which the Driver accepts full responsibility. Tickets received for moving violations, "No Parking" violations, etc. will not be paid by **do it outdoors media**. It is the Driver's responsibility to ALWAYS obey the laws of the road.

FLEET MAINTENANCE PROGRAM

do it outdoors media contracts with Merchants Fleet Management Services for our vehicle maintenance. Every unit is assigned a packet, which should be kept in the vehicle at all times. When you are assigned to a vehicle, be sure that you have a packet; notify your Lead Driver immediately if anything is missing. Packets should ALWAYS contain:

- Merchants Corporate Fleet Fuel Card (unit specific) → **To be used for business use ONLY**
- Accident Management Form
- Vehicle Registration (unit specific)
- Insurance Card
- Vehicle keys (ignition and back door)

For Emergency Breakdowns:

- First call Merchants, then call your Lead Driver
- You may want to call your Lead Driver first for assistance

Driver Maintenance: Each Driver is responsible for the day-to-day upkeep of the vehicle they are assigned to, INSIDE AND OUT. Driver maintenance includes items such as overall cleanliness, replacement of light bulbs, correct tire inflation, fluid levels, and wiper blades. You are required to check the air pressure in all tires weekly and the tire depth every other week.

Pre / Post-Trip Inspections: Drivers must conduct a full inspection of the entire vehicle **EVERY DAY** to ensure it is in safe operating condition. Drivers must complete the *Pre/Post Inspection Checklist* on the tablet on a daily basis. Complete the *Checklist* using XRS on the tablet at the beginning and at the end of every work day. Take a walk around the vehicle and look for things wrong.

NOTE:

1. *Any maintenance deficiencies, body damage, or potential problems are to be reported immediately to your Lead Driver.*
2. Vinyls should be tight and have no wrinkles at all. If vinyl is damaged in any way or is not fitting like a glove, call your Lead Driver immediately.
3. **Fuel / Water Separator in Diesel units: Drain daily to remove water in fuel line.**

FUELING THE MAV UNITS

Please know which type of vehicle you are driving and put the correct type of fuel. **IF UNSURE, ASK!!!**

Utility Vehicles (UV's) require **DIESEL**
Armored Vehicles (AV's) require **DIESEL**

Units 16 – 103 require **DIESEL**
Units 104 and up require **GASOLINE**

PHOTOS

Taking photos is considered a primary job function of our Drivers – Drivers must use their personal phone for this purpose. Drivers are expected to upload their photos to ShareFile, a secure online file-sharing website. **Directions for uploading photos is on the Driver website.**

Campaign Photos

1. *Campaign photos* are those strategic/creative photos that are taken on a campaign. Campaign photos should be sure to include both sides of the MAV unit.
2. Drivers are expected to take photos for every campaign they run. If driving a campaign for only day, photos are still required. **No excuses for not taking photos**
3. Every photo should include the entire vehicle of the photo with people and/or traffic,
4. In accordance with our policy against parking/stopping near schools (refer to Routing), Drivers are NOT to take pictures with the MAV in front of any schools, grade K-12 or pre-schools.
5. Drivers MUST avoid taking Photos of children.

When Campaign Photos are Due

Photos must be submitted every week on Sunday. Should you end your assignment earlier, please submit your last batch of photos on your last day with us.

Things to keep in mind when taking pictures.....

1. Make sure the vehicle and vinyls are **CLEAN**
2. Make sure the vinyl is **STRETCHED PROPERLY** and **NOT WRINKLED**
3. **Photos must be taken horizontally, not vertically.**
4. Take several shots in a single location if there is an event going on
5. Be sure that all vehicle doors are shut when taking photos
6. Try to have people in all photos; the more people/traffic, the happier the client is
7. **Stay away from parking lots.** Do not take photos in an empty parking lot or a parking lot full of empty cars. All you're proving to the Client is that **NO ONE SAW THE MAV**
8. **The entire MAV unit should be in the photo** with no trees or other objects blocking the creative
9. Do not edit or crop your photos. We will do that when putting the POP together
10. **Variety is key.** Take different angles, different locations. Both sides of the MAV.
11. **The more photos you shoot, the better the chance of having some really great shots**
12. Alert your lead driver if you are struggling finding places to get photos. The sooner we know, the sooner we can help you succeed.

HAVE FUN WITH TAKING PICTURES.....
IF YOU HAVE ANY QUESTIONS OR ARE HAVING TROUBLE,
PLEASE CALL YOU LEAD DRIVER FOR ASSISTANCE!

PROFESSIONALISM / DRESS CODE

When our Drivers are working, they represent **do it outdoors media** as well as our Client. Drivers are constantly in the public eye and therefore are expected to conduct themselves in a polite and professional manner and to be clean and neatly groomed when driving our vehicles.

ROUTING

Operations will provide Drivers with an assigned route to drive for every campaign. The majority of your routes will be provided to you on the in-cab tablet via the RoadNet application. Drivers must adhere to their assigned scheduled route. If you have ANY questions regarding your route, call your Lead Driver. **Never contact the client!**

Drivers should avoid school areas to the best of their ability AT ALL TIMES. In line with the Outdoor Advertising Association of America's industry code, please adhere to the following guidelines:

- a) Drivers are NOT to park near any schools, grade K-12 or pre-schools, at ANY time.
- b) Drivers MUST be aware of where they park to ensure they are NOT near a school-related building.
- c) When advertising for alcohol or adult-themed campaigns, the MAV is NOT to be within 500 feet of schools, churches and/or playgrounds.

Remember.....

- ✓ Our job is to provide the maximum exposure possible for our clients within a given route. This is accomplished by staying in the most populated areas on your routing (shopping centers, busy intersections, etc). Do not waste time in empty parking lots or deserted areas
- ✓ Be in the right place at the right time. Review the dates, scheduled start/stop time and route EVERY DAY
- ✓ All stops, with the exception of lunch, should be kept to a maximum of fifteen minutes. Stops exceeding 15 minutes are considered extended stops and must be reported to Operations.
- ✓ If your routing instructions tell you to "target" a location, it means you should focus your driving as close to the address as possible. It does NOT mean stop or park at that address
- ✓ If your routing instructions tell you to "park" at a location, you should stop and park at the address for the designated amount of time. In the event you are unable to park, drive as close as possible to targeted location
- ✓ Malls are generally opposed to having MAV's in mall parking lots. Therefore, avoid parking at malls, just drive through if your routing tells you to. If you need pictures at a mall, take the picture and leave the parking area as quickly as possible
- ✓ As a rule, Drivers run approximately 100 -120 miles a day –
- ✓ NEVER go into a client's establishment to alert them you are there, ask questions, or to loiter

- ✓ If a client approaches you for any reason, advise your Lead Driver as soon as possible
- ✓ If a client requests that you change your routing, POLITELY advise them that you must alert your Manager before making changes. NEVER change your route without prior approval
- ✓ READ each page of your Routing EVERY time you receive a new route – campaigns are all different and you should be aware of the campaign objective

TOBACCO USAGE

1. **Absolutely positively NO tobacco products or vaping in any MAV**
2. Step well away from the MAV to use tobacco products - Do not stand outside of the vehicle and smoke.



VEHICLE APPEARANCE

ADVERTISING IS IMAGE... **IMAGE IS EVERYTHING!!**

In order to continue being the number one mobile promotions company in the United States, we must maintain the cleanest, best maintained advertising vehicles. Drivers must wash their units as often as necessary to keep them clean, inside and out. Do not leave trash and/or empty fluid containers in the MAV's.

VEHICLE USAGE DO'S AND DON'TS

Clearance Requirements

Clearance must be marked at least 13'6". Do not attempt to travel under anything (bridges, fuel Stations, parking garages, trees, wires, etc.) unless these areas are marked 13'6" or higher.

Decks

Drivers should not get up on the deck of the mobile billboard. Drivers also need to keep anyone else, the public or any promotions team, off from the deck of the mobile billboard.

Entering and Exiting MAV's

"Three Points of Contact" - There should always be three of our four extremities in contact with the vehicle at all times during boarding and exiting. Two hands and one foot or two feet and one hand should always be used to support our ascent into or descent from within the vehicle. This will ensure that we have sufficient means to recover from what would have otherwise been a painful fall due to a slip or loss of grip.

Keys

Every unit should have two sets of keys with the vehicle in locations specified by your Lead Driver.

Overnight Parking

Drivers are expected to always return vehicles to the appropriate storage locations when they have completed their shift. When parking at ANY location, **always** back in and use the parking brake.

Passengers

Company vehicles are to be driven by authorized employees only. There are absolutely no passengers permitted in the vehicle **unless authorized in advance by OMT.**

Personal Use

MAV units are NOT allowed to be driven for personal use.

Speed of MAVs -- at no time should a MAV exceed 55 mph, including highway travel. Drivers must not exceed our company speed limit of 55 mph or posted speed limits (if the posted speed limit is less than 55mph). Speeds of 55 mph or greater will cause damage to the vinyl hardware system.

VEHICLE SECURITY ---

Drivers are responsible for the security of Company vehicles assigned to them.

- Never leave the vehicle unlocked while unattended
- Store tablet out of sight when exiting the MAV
- Always rollup windows
- Always park in a safe and secure area
- Never leave the vehicle running while unattended
- Always make sure the rear door is locked
- Always engage the emergency brake before exiting the vehicle
- Always remove keys from the ignition and take with you when exiting the vehicle
- Take any valuables when leaving the vehicle overnight or for an extended time period - **do it outdoors** is not responsible for missing personal items.

WEATHER POLICY ---

Drivers are not expected or permitted to drive in hazardous conditions at any time. This includes (but is not limited to) sustained heavy winds or strong wind gusts, ice, and heavy rain or snow. Operations monitors the weather conditions across the nation on a daily basis, however it is the Driver's responsibility to alert their Lead Driver if any of these conditions apply in their area.

WEAPONS ---

The transportation of weapons, firearms or contraband are strictly prohibited.

WORK HOURS FOR DRIVERS

Drivers are provided with routing for each campaign they are assigned. The routing specifies the days of the week and the hours of day that the MAV must be on campaign. Drivers are expected to be on route and working the days and hours exactly as scheduled in the routing provided. Drivers must get prior approval before deviating from their routing.

SAFETY POLICIES & PROCEDURES

Failure to Adhere to Safety Policies and Procedures

All employees are expected to abide by safe work practices and adhere to general safety rules to ensure their safety as well as the safety of coworkers.



**SAFE DRIVING MUST BE
NUMBER ONE PRIORITY
NO EXCEPTIONS**

General Safety Responsibilities

All employees are responsible for their own personal safety and should be familiar with and follow all applicable safety guidelines as outlined in *Safety Policies & Procedures*.

Cell Phone / Electronic Device Usage Policy

For purposes of this policy, the term “electronic device” applies to any device that makes or receives phone calls, leaves messages, sends text messages, surfs the Internet, or downloads and allows for the reading of and responding to e-mail whether the device is company-supplied or personally owned.

Electronic Device Use While Driving

It is the policy of this company that the use of an electronic device while the vehicle is in operation is strictly prohibited. This policy is strictly enforced –

Defensive Driving Tips

Driving defensively means not only taking responsibility for yourself and your actions but also keeping an eye on “the other guy.”

- Avoid backing where possible, but when necessary, keep the distance traveled to a minimum and be particularly careful.
- **Always check behind your vehicle before backing up. Back to the driver’s side. Do not back around a corner or into an area of no visibility**

ACCIDENT REPORTING – WHAT TO DO IN THE EVENT OF AN ACCIDENT

1. **Check for injuries.** Life and health are more important than damage to vehicles.
2. If possible and legal, **move vehicles off the road** to a safe place; be aware that in some states it is against the law to move cars from the accident scene. Turn on hazard lights.
3. **Call the police**, even if the accident is minor.
4. **Call your Lead Driver as soon as possible** even on weekends and after business hours. If you cannot reach your Lead Driver, call a member of OMT. Management is responsible for evaluating the situation, unit damage, and making decisions about what to do next. No excuses – call OMT. We will review with you the accident protocol you will need to follow before you leave the accident scene.

SAFETY ITEMS

- a) VEHICLE SAFETY BELTS: The Driver and ALL occupants are required to wear safety belts when operating or riding in a Company Vehicle.
- b) IMPAIRED DRIVING: A driver may not operate a motor vehicle at any time when his/her ability is impaired, affected, or influenced by alcohol, illegal drugs, prescription medications, illness, fatigue, or injury
- c) TRAFFIC LAWS: All drivers are required to abide by all federal, state, and local motor vehicle regulations, laws, and ordinances.
- d) VEHICLE CONDITION: Each driver is responsible for ensuring that the Motor Vehicle is maintained in a safe driving condition. Drivers ARE REQUIRED to inspect the vehicle on a daily basis, maintain a proper amount of fuel, check as necessary and add oil and other vehicle fluids. Vehicle mechanical or safety problems are to be reported immediately to vehicle maintenance personnel.
- e) **SPEED MANAGEMENT: at no time should a MAV exceed 55 mph, including highway travel. Drivers must not exceed our company speed limit of 55 mph or posted speed limits (if the posted speed limit is less than 55mph). Speeds of 55 mph or greater will cause damage to the vinyl hardware system.**
- f) FOLLOWING DISTANCE: Drivers are required to keep a safe following distance between their vehicle and the vehicle that is directly in front of the vehicle that the driver is operating.
- g) HEADLIGHTS: We recommend that your headlights are on at all times when driving. At a minimum, headlights should be used 2 hours before sunset and until 2 hours after sunrise, or during inclement weather or at any time when a distance of 500 feet ahead of the vehicle cannot be clearly seen. If there is any doubt, turn on your headlights. Lights will help you to see better and make it easier for others to see you.

ACKNOWLEDGEMENT AND RECEIPT

I have received my copy of the **do it outdoors media** *Driver's Handbook for Temporary Staff Policies & Procedures Manual, Revised May 2019*.

The Handbook describes important information about **do it outdoors media**, and I understand that I should consult **do it outdoors media's** Human Resources or OMT regarding any questions not answered in the Handbook.

This manual and the policies and procedures contained herein supersede any and all prior practices, oral or written representations, or statements regarding temporary employment with **do it outdoors media**. I understand that policies and practices may be changed at any time by **do it outdoors media**.

I understand and acknowledge that this handbook is neither a contract of employment nor a legal document. I understand and agree that employment may be terminated with or without cause and with or without notice at any time by **do it outdoors media** or myself.

I have received the Handbook, and I understand that it is my responsibility to read and comply with the policies contained in this handbook and any revisions made to it.

Temporary Staff Signature

Temporary Staff Name (Print)

Date

This Handbook was reviewed with the above by

Temporary Staffing Agency Representative Signature

Temporary Staffing Agency Representative Name (Print)

Date