

# Idle Free Schools

## How to Conduct the Driver Contact Event

*Consider having students conduct the driver contact event*

### **Recommendations for Conducting the Driver Contact Event:**

- The Driver Contact Event should occur after the campaign was publicized, idling signs are posted outside the school, and letters, flyers and pledges have been distributed.
- We recommend conducting the Driver Contact Event in March.
- The event should occur separately from observations so that drivers aren't influenced to turn off their engines during the observation periods.

### **How to Conduct the Driver Contact Event:**

- If students are conducting the driver contact event, their safety must be the top priority. Schools should provide whatever supervision they feel is necessary (e.g., assigning teachers or parents to escort and assist the children, or pairing older students together).
- Schools can also have staff or parents conduct the driver contact event.
- During afternoon pick-up for two consecutive days, parents, staff and/or students involved in the project should talk to all drivers at the school.
- Non-idling drivers will be thanked for not idling and idling drivers will be reminded about the school's no idling policy. All drivers should be offered the Idle Free Schools Flyer.
- Providing incentives (e.g., small prizes or give-aways) to drivers can be very powerful. Some ideas are key chains with the school logo on one side and the Turn Your Key, Be Idle Free logo on the other side, coupons or gift cards to local businesses, etc. Schools are responsible for purchasing any incentives.
  - If the school chooses to purchase incentives with an idling reduction logo on it (*See "Turn Your Key, Be Idle Free Logo"*), it is strongly recommended to also have the school logo on the item to increase use.
  - The Driver Contact Event is the correct time to provide any incentives. Providing additional messaging at this point (vs. at the beginning of a campaign) will have the most impact as a campaign message reminder.

**Turn Your Key, Be Idle Free!**