

# Idle Free Schools

## Recommended Schedule

*Ideally, an idling reduction campaign should be instituted over the entire school year, relying on proven social marketing techniques to change the behavior of parents who currently idle their vehicles at the school. Here is a recommended schedule:*

### **Early to Mid September:**

#### Pre-Campaign Observations:

- Conduct first set of observations **before** announcing the campaign.
- **Tools:** *How to Conduct Observations, Sample Observation Form.*

### **Late September:**

#### Introduce Campaign:

- Introduce campaign to the school/PTA.
- Determine if and how students will be involved.
- Incorporate air quality and air pollution concepts into classroom teachings.
- **Tools:** *Idle Free Schools Presentation, Making it a Student Project, Clean Teachers Guide.*

### **October:**

#### Get the Word Out:

- Publish and distribute idling policies.
- Distribute letters, pledge sheets, etc.
- Begin school-wide competition for which class collects the most pledges.
- Publish articles in school newsletter
- **Tools:** *Sample Idling Policies, Sample Letters, Pledge Forms, Idle Free Schools Flyer, Clean School Bus Brochure, and Sample Language for the Newsletter.*

### **November:**

#### Hang No Idle Signs Around School

- **Tools:** *Hanging 'No Idle Zone' Signs*

### **January:**

#### Mid-Campaign Observations:

- Optional

### **March:**

#### Driver Contact Event:

- **Tools:** *How to Conduct the Driver Contact Event*

### **April:**

#### Post-Campaign Observations:

- See your success!

#### Complete Pledge Contest:

- Determine which class collected the most pledges. If possible, provide a prize (e.g., pizza or ice cream party)

### **Continuing Activities (each year):**

- Continue to teach students air quality and air pollution concepts.
- Include periodic reminders about the school's no idling policy.
- Hold one driver contact per year.

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