

No Idle Zones

How to Conduct the Driver Contact Event

Have 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.
- 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).
- During afternoon pick-up for two consecutive days, students (along with staff) 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.
- Providing incentives (e.g., small prizes or give-aways) to drivers can be very powerful. Students can try getting donated coupons or gift cards from local businesses, etc.
 - The Driver Contact Event is the best 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.

Adapted from the EPA's Idle Free School Campaign:

https://www.epa.gov/sites/default/files/2019-11/documents/idle_free_schools_presentation.pdf