West Tualatin View Elementary School No Idle Campaign

By Andrea Kornegay, Monique Lance, and Rie Kimura, 2018

**Overview:** Implement a school policy to reduce students’ exposure to air toxins emitted in the exhaust of idling vehicles. Conduct a month-long endeavor including:

1. Pre-campaign survey of idling/no idling cars
2. Spreading the message via email, pledge forms, student Green Team video, reader board, signs posted outside school
3. Post-Campaign survey of idling/no idling cars

**Message:** If you are going to be waiting for more than 10 seconds, turn your engine off. This simple step can reduce children’s exposure to these pollutants, save a little money, and help the environment. Turn your key - Be idle free

**Contacts/Resources:**

<http://www.campaignforcleanair.org/cfca-home.html>

<https://iturnitoff.com/school.html>

<https://www.epa.gov/schools/idle-free-schools-toolkit-healthy-school-environment>

**Materials Needed:** signs/stakes to post no idle messages around school

**Procedures/Steps:**

1. Get principals support for no idle campaign.
2. For those in the Beaverton Network, contact BSD to secure “no idle” signs for the school, fill out an FIP (facilities improvement project) request.
3. Conduct a week long assessment of idling vs. no idling cars at the school. This was done at drop off in the mornings and at pick up right after school Monday-Friday.  Observations were done before announcing campaign to get an accurate picture of how many cars idle.
4. Begin advertising and promoting school’s no idle policy by posting signs all around school (including reader box) about schools no idling policy, detrimental effects of idling, etc.
* Create a video with student green team highlighting the effects of idling and covering three main topics: it’s bad for the environment, your health, and your wallet (gasoline use).
* Send email to parents stating that our school has instituted a vehicle no idling policy and that all persons operating vehicles at the school should adhere to the following policies:
	+ When waiting for students to be picked up, all engines should be turned off.
	+ All drivers should turn off engines when they arrive at school and when they expect to be parked for more than 10 seconds. ([See the video](https://www.youtube.com/watch?v=R3BP1e3SRv0&feature=youtu.be) made by the WTV Green Team).
* Send home no idle pledge forms with every student for parents to sign. Set a deadline for pledge forms to be returned to school. Class with the most returned pledge forms won a class party.
1. Conduct a week long follow-up assessment to record idling vs. no idling cars. Crunch the numbers to see if campaign changed idling habits and if campaign was effective.
2. Receive permanent “No Idle” signs and placed around school.



**Forms:**

<https://www.beaverton.k12.or.us/depts/facilities/maintenance/Pages/Facility%20Improvement/Facility-Improvement-Project-Request.aspx>

**Comments/Lessons Learned:**

1. Need to run the campaign yearly for optimal participation (capture new students/parents, reinforce message)
2. Sending pledge forms home with every student a big plus in holding parents accountable and getting message out to everyone.
3. Principals campaign approval helped expedite FIP and no idle message (principal sent out email to parents about importance of no idling).
4. The majority of students at school returned their no idling pledge forms.
5. The Campaign message was well received and successful at reducing idling at our school.