

Positive Intervention Model for use with the Idle Free Program

1. Overview:

The purpose of this activity is to catch drivers doing the “right thing”; not idling in an Idle Free School Zone. Interveners will secure permission from a participating school and notify the school of the day and time the intervention is scheduled to occur.

Prior to being involved in this activity all participants must review the recommendations outlined in the Safety Audit and follow the safety recommendations in the document.

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2. Procedure:

- Interveners (3 if possible) will arrive 30 minutes prior to a school’s dismissal and report to the school office. Interveners must have employee identification and be wearing a safety vest.
- Participants will carry out a 10 minute observation of vehicles parked in a Idle Free School Zone and will record the number of vehicles that idle for more than one minute during this observation.
- Following the observation, two of the interveners will approach only those drivers who are **not idling** their vehicles. Prior to reaching the vehicle intervener should make eye contact to avoid alarming the driver. One intervener will speak with the driver while the other intervener will assist by noting any possible safety issues that may develop on the roadway for the co-worker speaking with drivers. The third intervener will continue to make observations and record how many drivers accept the token of appreciation (SWAG) and allow the Idle Free Decal to be placed into their car window.

- Interveners will not approach any drivers who are idling their vehicles as this could lead to confrontation so must be avoided.
- In the situation where there is a line-up of vehicles, interveners should begin at the front of the line and move towards the back of the line. Drivers towards the back of the line may assume tickets are being issued and be inclined to turn off their engines. If their engines are turned off as interveners reach their vehicles these drivers should be rewarded them the same as other drivers.
- Interactions with drivers should be limited to approximately 1 minute in order to speak with as many drivers as possible. Discontinue interventions with drivers at the sound of the dismissal bell to maintain safety and to avoid creating traffic delays as vehicles leave the school parking lot.

3. Script:

Use the script below as a guideline for your interaction with drivers who are not idling.

Personalizing this script is acceptable however the Idle Free Decal should be placed by one of the interveners rather than simply being given to the driver. This increases the likelihood the decal will be placed in the car window.

Hello, my name is _____. I'm with The City of Red Deer and this is _____ who is with LaFarge. Both our corporations sponsored _____ School to become Idle Free.

We'd like to thank you for turning off your engine in an Idle Free Zone and we want to show our appreciation by offering you either an air freshener or an ice scraper.

Would you also be willing to allow us to place this removable decal onto the interior of your rear window? It will encourage other drivers to follow your example and turn off their engines?

Thank you for reducing the harmful emissions children and staff are exposed to.

4. Questions and Answers About Idling:

What is the Idle Free Program and what are its goals?

- To educate drivers that vehicle emissions are the number source of air pollution
- To educate drivers of strategies they can implement to reduce idling
- To reduce vehicle idling in areas around schools and Health and Recreational Facilities
- To spread the message that idling contributes to health and environmental concerns

How long has the Idle Free Program operated and what progress has been made?

- The Idle Free Program has operated since **2010**
- Over **30 schools** are involved and over **25** ICI partners
- Over 250 Idle Free signs have been installed throughout the city and surrounding area

How is vehicle idling harmful?

- Children breathe faster than adults, and inhale more air per pound of body weight
- Adds to air pollution; Vehicle emissions are #1 source of air pollution: PAMZ
- Contribute to respiratory and cardiovascular problems
- Contributes to climate change

How can drivers reduce idling?

- During winter use a block heater for 2 hours before starting car
- Drive your car slowly to warm up the vehicle's components rather than idling
- Open windows for air flow instead of using air conditioning when parked
- Use your ignition accessory when parked to listen to the radio instead of idling
- Cut down the number of idling vehicles by carpooling or taking the bus
- Stay healthy by using other forms of travel such walking or biking

What are the facts on idling?

- Only 10 seconds of idling before driving is necessary on winter days, if windows are clear
- Excessive idling can actually damage your engine (*source: Natural Resources Canada*)
- Idling uses more fuel than it would take to restart your engine
- Pollutants given off from vehicle emissions impact our health and the environment
- Emissions impact individuals with respiratory problems (younger children and seniors)
- Scientists believe global warming is caused by increasing concentrations of greenhouse gases (GHG). These come from a variety of sources, including car fumes
- If Canadians reduced their idling by 5 minutes every day, we could prevent more than 2 million tonnes of CO₂ each year, the equivalent of taking 350,000 cars off the road
- Tires, transmission, wheel bearings and other moving parts are only warmed-up by a vehicle's movement.
- An idling gas engine burns about 3.5 litres an hour. Ten seconds of idling uses more fuel than restarting the engine
- An idling engine produces twice as many exhaust emissions as an engine in motion

How can residents and organizations become involved in the Idle Free Program?

- Residents can display static stickers promoting the Idle Free Program and can implement the Idle Free strategies as part of their driving habits
- Schools can email Ryszard Kozlowski @ ryszard.kozlowski@reddeer.ca or contact him by phone at 403 314 5898
- Industry, Corporations and Institutions(ICI) interested in the Idle Free Program can contact Lauren Maris @ lauren.maris@reddeer.ca or contact her by phone at 403 314 5894

