



Dare to Care About the Air

ASHLEY FUNDERBURK



Overview

- What is it?
- Research
- Audience/Publics
- Media
- Objective
- Programming
- Evaluation
- Reflection/Discussion

What is it?

- Washington State.
 - ▣ Washington State Department of Ecology.
- Happened between March and December 2003.
- Idling cars with a focus on elementary schools.
 - ▣ Pilot schools in urban, suburban, and rural areas.

“An idling vehicle is one whose engine is running when it is parked or not in motion.”

-NC Department of Environment
and Natural Resources.

<http://daq.state.nc.us/motor/idle/>



<http://phillyecocity.files.wordpress.com/2009/11/idling-car.jpg>

Research

- Few formal campaigns have targeted idling.
 - ▣ No known formal campaigns have been performed to cut idling.
- Team had to be innovated during research.



<http://fangybunny.files.wordpress.com/2009/06/traffic.jpg>

Primary Research

- Several methods:
 - Phone interviews
 - Focus Groups
 - Idling times at pilot and control schools
 - Program participation at pilot schools



http://farm3.static.flickr.com/2382/2191271670_810536ed75.jpg

Secondary Research

- Spanned globe.
- Involved literature review of 75 sources.
 - ▣ Gained knowledge of anti-idling.
 - ▣ General information for their specific program.



Research cont.



- Research aided in:
 - Target time for when engines should be turned off
 - Multiple copy points.
 - Classroom participation goals.
 - Ability to give accurate costs to sponsors.

Audience/Publics

- Target audience for behavior change:
 - All drivers
 - Parents
 - Bus Drivers
 - Delivery Drivers
- Sponsors/Partners
 - Two types:
 - Sponsor for entire state
 - Local sponsors



http://blog.mlive.com/familytalk/2008/10/large_bus.jpg

Audience/Publics cont.

- Way they reached sponsors/partners:
 - ▣ Guide to Recruiting Sponsors and Partners
 - ▣ Telephone calls
- Ways they reached parents:
 - ▣ Incentives
 - ▣ Pledge Cards
- Way they reached bus drivers:
 - ▣ Letter

Media



- Uncontrolled:
 - Articles
- Controlled:
 - Guide to Recruiting Sponsors and Partners
 - Website
 - Letter
 - Pledge Cards
 - Telephone Calls
 - Incentives

Objectives

- Several objectives:
 - 1) cut current idling times among drivers at pilot schools during pick up and drop off times by 50 percent during the one-week implementation period.
 - 2) have at least 50 percent participation by parents across all schools during implementation.
 - 3) distribute anti-idling information to 100 percent of the parents at all pilot locations during the week of implementation.
 - 4) recruit at least one incentive sponsor in each town before the program was implemented.

Programming

- Main goal: decrease idling.
- Team compared pilot school to control school.
- Measured idling times pre/post implementation.
- Had to worry about weather conditions.
- Strategies:
 - ▣ Inform drivers.
 - ▣ Pledge card.
 - ▣ Incentives.

Programming cont.



- ❑ Executed as expected.
- ❑ Small difficulty in recruiting sponsors.
- ❑ Materials were delivered to faculty/staff in advance.
- ❑ Information was distributed to parents.

Programming cont.

- Signed pledge cards were returned and counted.
 - ▣ Pledge drivers received discount pizza and free youth hockey ticket.
- Anti-idling signs were posted.
- Classrooms received pizza parties.
- Teachers received two free hockey tickets.

Programming cont.

- Difficulties:
 - High school volunteers to collect data.
 - One pilot school did not participate.
 - Getting promotional pieces from sponsors.



<http://jonesview.files.wordpress.com/2008/04/pizza.jpg>

Evaluation



- “Lessons Learned”:
 - Time of day.
 - Afternoons vs. Mornings
 - Kindergarten schedules.
 - 80 percent classroom goal is realistic.
 - Data collection sheets.

Evaluation cont.

□ Objective results:

- 1) 1) cut current idling times among drivers at pilot schools during pick up and drop off times by 50 percent during the one-week implementation period.
 - Result: Overall, pilot school drivers idled 11.2 percent **less** (56.6 fewer seconds) than those at control schools.

- 2) have at least 50 percent participation by parents across all schools during implementation.
 - Result: Overall participation was 66.8 percent, 16.8 percent beyond the objective.

Evaluation cont.

- Objective results continued:
 - 3) distribute anti-idling information to 100 percent of the parents at all pilot locations during the week of implementation.
 - Result: Evidence that this goal was accomplished came through returned, signed pledge forms and confirmation from pilot school principals that all faculty and staff distributed their materials as requested.
 - 4) recruit at least one incentive sponsor in each town before the program was implemented.
 - Result: Two sponsors- one hockey team and one pizza restaurant- were recruited as sponsors in each pilot town.

Evaluation cont.

- http://www.airwatchnorthwest.org/wa/NO_IDLE/PDFs/03IdlingReductionRecap.pdf
- Commute, Biking, Car Sharing, Trip Linking.
 - Puget Sound Clean Air Agency
 - <http://www.pscleanair.org/actions/vehicles/noidle.aspx>



<http://planetgreen.discovery.com/tech-transport/images/2008-01/school-bus.jpg>

Reflection/Dicussion



- What was the major reason for conducting this program?
- Was the program proactive or reactive?
- Should other audiences have been targeted?
- What are the research strengths and weaknesses of this case?

Reflection/Discussion



- Which are impact objectives?
- Which are output objectives?
- Should there have been more quantitative?

Reflection/Discussion



- What major message/messages are communicated in this case?
- Will the messages resonate with the publics indentified?

Reflection/Discussion



- Did the program achieve its stated objectives?
- What are the major PR lessons or principles to be learned from this case?
- What, if anything, would you do differently?



WASHINGTON STATE
DEPARTMENT OF
E C O L O G Y

[http://www.citycareerfair.com/cities/images/SEA_Logos/
WA_State_Dept_of_Ecology.png](http://www.citycareerfair.com/cities/images/SEA_Logos/WA_State_Dept_of_Ecology.png)



**NO-IDLE
ZONE**

Dare to Care
About the Air

<http://www.doh.wa.gov/cfh/asthma/images/no-idle.gif>

Sources

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