Vehicle Idling Reduction at Treasure Valley Elementary Schools
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Our goal was to create a social norm at local elementary schools where parents and teachers recognize the adverse effects of vehicle emissions on public health and air quality, and change their behavior for the benefit of the community.

Methods
- Contacted local elementary schools about instituting DEQ’s Vehicle Idling Reduction Program.
- Collected data regarding the number of vehicles driving into school parking lots and the number of idling vehicles.
- Instituted community based social marketing techniques to reduce idling by presenting to Parent-Teacher Organizations and distributing info by e-mail.
- Collected follow up data to infer how effective our techniques were in changing driver behavior and reducing emission rates.

Results
The data as a whole demonstrates an incremental reduction in both AM and PM idling rates at both schools. However this change is too small to acknowledge our outreach as the driving force. This leads us to conclude that our outreach methods were not as effective as we would have hoped.

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