

Newark Idle-Free Campaign Action Plan

Action Items	Timing	Lead	Status	Notes
Idle-Free Campaign with Newark Public Schools (NPS)				
1. <i>Develop measurable goals and metrics for the NPS campaign.</i>		NPS leads + Commission		<ul style="list-style-type: none"> See Cincinnati Anti-Idle Campaign Case Study, Handout – B for discussion questions to guide goal and metric development.
2. <i>Create an Idle-Free Campaign media kit with information specific to NPS audiences.</i>		Environmental Commission		<p>Kit could include the following materials:</p> <ul style="list-style-type: none"> The Newark Idle-Free brochure translated into Portuguese and Creole. A poster version of the brochure in English, Spanish, Portuguese and Creole. PowerPoint Presentation stock slides with speaker notes. Presentation could include Newark specific health data, impacts on youth and ways that people can take action. Include a 5-minute and 10-minute version. Talking points that NPS and related organizations can use when presenting or speaking on behalf of the campaign. A 3-minute video (perhaps developed by students) on idling impacts and the campaign to be idle-free. Consider having multi-lingual students or interpreters for the video to create versions in commonly spoken languages. A 1-page "Myths about Idling" sheet that could be distributed to NPS staff, nurses, parents and students.
3. <i>Identify 3-5 NPS pilot schools for campaign launch.</i>	Before Fall 2018	NPS leads + Commission		Create criteria for identifying appropriate schools that have considerable need and potential for implementation success.
4. <i>Install idle-free signs at NPS schools in all 5 Wards.</i>		NPS Facilities + Commission		Consider prioritizing pilot schools and schools with considerable need.
5. <i>Create an idle-free educational plan to increase idle-free awareness at pilot</i>		NPS Health Services, Community Engagement,		<p>Plan could include the following:</p> <ul style="list-style-type: none"> Create educational materials that highlight the positive accomplishments that have already been achieved by NPS to improve indoor and outdoor air quality.

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<i>schools and across NPS district.</i>		School Board, EZ Ride, Newark Thrives!, Environmental Commission		<ul style="list-style-type: none"> Identify idle-free presentation opportunities at important school or health and education events throughout the school year. Work with Dr. Lueze and school nurses to provide information and talking points for school nurses to share with parents and students. Work with Ms. Muñiz to develop talking points and share information with NPS Community Engagement Specialists. Work with EZ Ride Safe Routes to School program to present at selected events and include idle-free information and incentives related to bicycle and pedestrian activities. Work with NPS Facilities team to develop language that could be sent to school vendors to reduce idling during deliveries. Collaborate with pilot school after-school and extra-curricular programs, such as Newark Thrives!, to extend educational opportunities to students and parents.
Idle-Free Campaign with City of Newark				
<i>Host a follow-up conversation with City Fleet staff to identify near-term goals to reduce city fleet vehicle idling.</i>		City Fleet staff		
<i>Determine approaches for incorporating idling health information into regular educational materials.</i>		Department of Community Health and Wellbeing		<ul style="list-style-type: none"> Consider adapting materials developed for NPS.
<i>Meet with Newark City Council to discuss idle-free campaign efforts and discuss</i>		Newark City Council		

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<i>how the city could reduce idling.</i>				
<i>Develop city internal education and training materials to reduce idling with city fleet vehicles, to educate city staff on how to enforce idling regulations and how to educate the public on the impacts of idling.</i>		Departments of Engineering, City Fleet; Internal Communications Manager		
<i>Identify a budget and prioritize locations for installing idle-free signs throughout the city.</i>	June 2018	Traffic and Signals		<ul style="list-style-type: none"> ▪ Traffic and Signals annual budget is released in mid-summer 2018. ▪ Consider using the Hot Spot Locator table to identify priority locations and wards throughout the city.
<i>Determine city fleet diagnostic needs related to idling.</i>		City Fleet staff; City Business Manager		<ul style="list-style-type: none"> ▪ Diagnostics could include idling time and projecting fuel costs from idling. ▪ Provide incentive for city staff who use idling reduction methods that result in fuel cost savings?
<i>Meet with city bus depot managers to identify approaches to reduce idling at bus depots.</i>		City Fleets; Public Works; NJ Department of Environmental Protection		
<i>Develop educational materials to distribute to bus and truck drivers, business owners and contractors to dispel myths and encourage less idling.</i>		Essex Regional Health Commission		<ul style="list-style-type: none"> ▪ Educational materials could include information on the idling regulation, enforcement, positive health impacts, myths and positive strategies for drivers to reduce idling.