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IDLE-FREE VT INC. LAUNCHES “*IDLE-FREE FROM THE START*” CAMPAIGN
A three-pronged effort aimed at students and new drivers

Bristol, Vermont, May 17, 2012 Idle-Free from the Start is a campaign that seeks to educate students and new drivers in learning efficient driving methods and avoiding the unnecessary vehicle idling habit from the start. The three-pronged effort includes:

1. No-idling language in the Driver's Manual.

Current status: the DMV is planning to include this language when the manual is reprinted this summer.

2. Eco-driving/no-idling instruction in driver's education.

Plan: Instruction for lecture, course material and behind-the-wheel practice, statewide.
Current status: Working with Lindsay Townsend, coordinator of driver's education programs at the Vermont Higher Education Collaborative (VTHEC) which oversees Driver Education Licensure, and executive director of the Vermont Driver and Traffic Safety Education Association (VDTSEA). Townsend invited Wayne Michaud to present Idle-Free from the Start at the VDTSEA conference at Vermont Technical College on May 8th. Michaud connected at the conference with Barbara Brody, driver's education instructor at People's Academy, Morrisville, VT, and recipient of a national driver's education award. Brody is organizing a meeting with educators and the state to discuss no-idling curricula for schools that would be used in both driver education classes and science classes.

3. School curriculum on air quality/idling.

Plan: Offer air quality lesson plans that includes no-idling specific language for K-12, statewide. An educational model is the Clean Air Campaign of Georgia's lesson plans.
Current status: In contact with the Vermont Energy Education Program (VEEP), and educators in the Dept. of Education Science and Health Depts.

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Idle-Free VT Inc. is a nonprofit organization with a primary goal to raise awareness of unnecessary vehicle idling (idling when parked) in Vermont by encouraging adoption of policies, practices, resolutions and curricula to reduce vehicle idling. It also advocates the enactment of local and state laws, regulations, and rules to restrict vehicle idling.