



## 2 MAKE A PARKING PLEDGE

### Resource provided

- Pledge template pdf

Ask employees to sign a pledge to commit to the back-in or pull-through habit. This is a good activity if your facilities are not conducive to back-in or pull-through parking, you have off-site employees, or to encourage employees to also back in or pull through when driving off site or for personal reasons.



## ENCOURAGE SAFE PARKING AND BACKING IN A FLASH



### Resource Provided

- [www.sherrycoiner.com/COINERLLC/ParkingBackingDSWW.html](http://www.sherrycoiner.com/COINERLLC/ParkingBackingDSWW.html)

Distribute a link to the one-minute parking and backing flash tutorial to employees via email. The flash has been made available by NETS partner Sherry Coiner, LLC, to view at no charge as part of the Drive Safely Work Week campaign materials. **The flash will remain active to run for free through November 17, 2012.** For use of the flash beyond this date, see details within the flash.

## 1 KNOW YOUR BLIND ZONE

### Materials

- 2-4 orange traffic cones (standard, 28 in or 71 cm height)
- A parked SUV
- A parked passenger car
- A collection of obstacles (i.e. tricycle or small bike, toys, life-sized stuffed dog, etc.)
- Tape measure

Consumer Reports recently measured the blind zones on current model vehicles. Depending on the type of vehicle (passenger car or SUV) and the height of the driver, it found blind zones can range anywhere from 8–46 ft (2.4–14 m) behind the bumper. To make employees aware of the blind zone specific to them and the vehicle or type of vehicle they drive, stage a “know your blind zone” activity.

### Activity

Obtain use of a 4-door sedan and medium or large SUV either from the company fleet (if applicable) or volunteered by employees. The vehicles will not be driven as part of the activity.

- Park both vehicles in an area where you have room to space the obstacles behind the vehicles. Sit in the driver's seat and have a partner place the obstacles in a zone where the typical person will not see them from the driver's seat.
- Have volunteers staff the displays at lunch or other designated time and invite employees to sit in the driver seat with the windows down so you can hear them. Employees may choose to pick the vehicle that most closely resembles what they drive, or if time permits, can try both.
- Walk behind the vehicle with one of the traffic cones at ground level and ask employees to tell you when they can see the cone.
- Measure the distance from the bumper to the cone to determine that employee's blind zone.
- Have the employee exit the car to survey the distance and obstacles that can be “hidden” within a blind zone.

## 3 GIVE 'EM A TICKET

### Materials

- Tickets of your choice

*Note: this activity may be best carried out on the day **after** distributing the campaign materials on the topic of parking and backing.*

To recognize drivers who have backed in or pulled through to their parking space, reward them with a “parking ticket” on their windshield. This could be a one-time occurrence or ongoing for a period of time, depending on available resources. Your “ticket” could be:

- A raffle ticket, making employees eligible for a drawing for a prize that fits your budget; or
- A coupon for a free meal, beverage or treat from the employee cafeteria.