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Conserving energy and reducing greenhouse gases

GUIDE

to an Effective
Idle-Free
Campaign



Foreword

This booklet was designed to assist communities, environmental groups and schools that plan to undertake activities promoting energy efficiency. This booklet will help you to organize a community-based public education campaign *to take action to stop vehicle idling* in an effort to conserve energy and reduce greenhouse gas emissions.

The booklet's *step-by-step approach* will take you from the initial tasks of setting project objectives and designing your communications strategy to finding ways to sustain the momentum of your campaign. It is recommended that you refer to the Web site version of this booklet at idling.gc.ca to benefit from the links to research documents, survey templates, ready-to-use graphic images and downloadable materials. You can use these to launch an idle-free campaign at your school or workplace, or to develop a larger-scale community awareness and outreach campaign.

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Set Project Objectives

The goal of an idle-free campaign is to reduce levels of vehicle idling in your community as a means to reduce fuel consumption and greenhouse gas emissions. These measures will help to reduce the impacts of climate change, deteriorating air quality and related health problems. You need to establish key objectives that will help you meet your goal.

In planning an idle-free campaign, you may want to consider the following objectives:

- **increase awareness of the benefits of reducing idling within your community**
- **encourage the various stakeholder groups within your community (i.e. schools, government, environmental and transportation associations, and businesses) to take action to reduce vehicle idling**
- **change the idling behaviours of motorists**
- **reduce idling practices and resultant emissions**





Build Partnerships

PARTNERSHIPS ARE VITAL

Community partners are needed to effectively implement idle-free campaigns. Partnerships with boards and associations increase the comfort level and receptiveness of individual member organizations that might consider participating in the campaign. These groups can also provide added human and/or financial resources, expanded communications and awareness-raising activities through their respective networks.

It is important to obtain the buy-in of senior management among the organizations with whom you partner; arrangements can then be made with individual managers and staff at each site to proceed with campaign activities.

PARTNERSHIPS ARE VARIED

There are various sources for potential partners, including, but not limited to:

- schools / school boards
- local transit authorities
- government (municipal, provincial/territorial, federal)
- local private companies – small, medium and large businesses (drive-through and take-out restaurants, service stations, ferry crossings)
- local transportation demand management groups
- environmental associations/groups
- universities
- organizations that offer volunteers to assist community-based projects

PARTNERSHIP EXAMPLE:

City of Mississauga

As part of its citywide 2001 campaign, the City of Mississauga struck partnerships with GO Transit and two school boards. As part of this initiative, Natural Resources Canada (NRCan) has provided on its Web site their *sample letters* inviting either business groups or schools to join their campaign. These types of letters can assist you in building partnerships and reaching members within your own community. To view them, go to idling.gc.ca and click on *Guide to an Effective Idle-Free Campaign*. Refer to *Partnership Example: City of Mississauga* under Step 2.

• Business Group Letter Sample

The Business Group letter was designed to inform businesses about the campaign and to encourage them to buy into the project.

• School Campaign Letter Sample

The School Campaign letter was designed to come from the local board of education, illustrating its support for the campaign and encouraging its member schools to participate.



Conduct Preparatory Research



A review of other community or municipal public education and outreach “best practices” on the issue of idling will allow you to benefit from their lessons learned. Taking advantage of existing research will also help you save time and money when planning your campaign.

Conducting background research in your community will help you to understand your target audiences’ attitudes, opinions and behaviours. Understanding these values will be necessary when designing a campaign, preparing communications tools and developing baseline measures for comparison purposes at the end of the project.

(Also see Step 4, Develop Evaluation and Survey Instruments, in this booklet.)

UNDERSTAND COMMUNITY-BASED SOCIAL MARKETING AND IDLING BEHAVIOUR CHANGE

Before planning your campaign, it is recommended that you gain an understanding of the Community-Based Social Marketing (CBSM) approach as a method to encourage drivers to avoid idling their engines. You can find out more information about this approach by consulting www.cbsm.com.

Understanding the CBSM methodologies will provide you with insight on the kind of initiatives that your campaign might undertake. In many communities across Canada, campaigns have been using the unique methods of CBSM as an innovative approach to facilitate behaviour change, emphasize personal contact and communications, and provide an attractive alternative to traditional information-based advertising campaigns. CBSM involves:

- identifying barriers to an activity
- designing a strategy to overcome those barriers using knowledge from the social sciences
- piloting the strategy to ensure that it is successful
- implementing the strategy on a broader scale

Drawing on the approaches of CBSM, it was determined that an effective idle-free strategy would include the following elements:

1. Motorists need to be reminded to turn off their vehicles when parked.

To accomplish this, your campaign could use metal signs at various locations where idling is occurring. This site-level awareness-building approach could be augmented by an over-arching media campaign, including newspaper, transit shelter and radio advertising.



2. Personal contact is important. Your campaign could feature the use of project staff/volunteers to approach motorists and speak to them about the importance of avoiding idling.

3. Motorists could be asked to make a commitment to avoid idling while parked for more than 10 seconds.

This strategy is based on a January 2001 report by McKenzie-Mohr Associates and Lura Consulting entitled *Turn it Off*. It outlined a series of sequential steps in developing and applying CBSM strategies at community locations in the City of Toronto. For more information on this study, consult idling.gc.ca and click on *Reports/Research*.

RESEARCH EXISTING IDLING PROJECTS

To help you plan, develop and implement your campaign, you may want to take advantage of the important lessons that other municipalities have learned in their campaigns. These tips include obtaining council and senior management support for the project, securing community partners, addressing vehicle idling “myths,” and demonstrating workplace commitment before launching a public campaign.

You can read about some of these key learnings in the following documents:

- City of Mississauga’s “*Key Learnings*” presented in its final report *Towards an Idle-Free Zone in the City of Mississauga*.



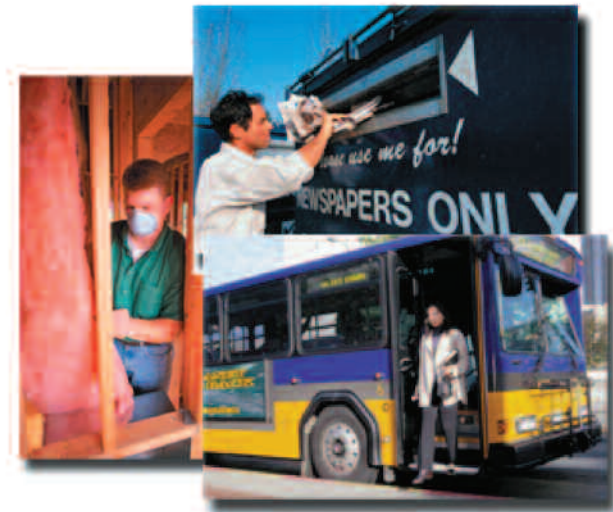
- City of Greater Sudbury’s “*Lessons Learned*” presented in its *Anti-Idling Final Report*.

You can also benefit from the overall approaches and initiatives these cities and other communities have undertaken by downloading their full reports:

- City of Mississauga’s February 2003 report: *Towards an Idle-Free Zone in the City of Mississauga*.
- January 2003 Earthcare Sudbury/City of Greater Sudbury’s *Anti-Idling Final Report*.
- November 2002 Canadian Petroleum Products Institute (CPPI) report. The CPPI report was seen as complementary to Mississauga’s citywide idle-free initiative. CPPI focused on testing gasoline retail sites as venues for communicating with motorists about vehicle-idling issues.



To access any of the documents listed above, please consult the NRCAN Web site at idling.gc.ca. Click on *What other communities and organizations are doing* and then refer to the appropriate community to download its respective report.



Several market research reports are also available on the **Idle-Free Zone** Web site. They can provide information on attitudes and behaviours related to idling and on barriers to public participation in idle-free campaigns. View the following reports at idling.gc.ca:

- *Cracking Down on Idling: A Primer for Canadian Municipalities on Developing and Enforcing Idling Control By-laws*
- *The Carrot, the Stick, and the Combo – A Recipe for Reducing Vehicle Idling in Canadian Communities*
- *Turn it Off: Reducing Engine Idling Project – Executive Summary*
- *Research Related to Behaviour That Impacts Fuel Consumption – Final Report*
- *Survey of Drivers’ Attitudes, Awareness and Behaviour*



Develop Evaluation and Survey Instruments

In order to monitor and measure the effectiveness of your overall campaign and each separate campaign activity/initiative, a strong emphasis should be placed on utilizing a variety of survey methods. These include broad-based telephone surveys, observational data collection and follow-up data, and intercept interviews.

BROAD-BASED TELEPHONE SURVEYS

Goal

Telephone surveys are conducted by many communities to gain an understanding of vehicle idling behaviour, to provide some insight into the frequency of vehicle idling and to understand perceptions and attitudes held by residents. A pre-campaign survey will establish benchmark data that can provide a basis for comparison with the post-campaign survey. The survey can also help to identify program messages that can form part of your communications with the public. A follow-up survey will help determine attitude and/or awareness changes within the community as a result of your campaign. This can help you in evaluating the effectiveness of your campaign.

Examples

Before you set out to develop your own survey instrument, check out what other communities have done. For example, a pre-campaign attitudinal telephone baseline survey targeted at Mississauga residents was conducted in September 2001 as part of the city's *Towards an Idle-Free Zone* campaign. Similarly, the Canadian Petroleum Products Institute (CPPI) conducted a baseline survey in 2002 as part of its idle-free campaign in Mississauga.

Examples of these broad-based telephone surveys and their results are available on-line by clicking on *Guide to an Effective Idle-Free Campaign* at idling.gc.ca. Refer to *Broad-Based Telephone Surveys* under Step 4.

DATA COLLECTION AND FOLLOW-UP DATA

Goal

Data collection will assist in better understanding and measuring the behaviour change that you are trying to achieve. When designing a campaign, you will need to identify projects and initiatives that will help you meet your key objectives. The initiatives may include the selection of idling *hotspots* within your community where you plan to stage personal interventions, e.g. where project staff or volunteers approach motorists and seek a commitment to avoid idling. For these, you will need to collect some pre- and post-intervention data to gain a better understanding of the number of cars that typically idle and the frequency and duration of idling behaviour at each site. This will help you determine the success of the various initiatives you have undertaken as well as assist in future target setting.

Examples

The Mississauga idle-free project used various strategies for measuring idling behaviour, including a form. To view the template, go to idling.gc.ca and click on *What other communities and organizations are doing*. Refer to *Mississauga* and then click on *Baseline and Follow-up Data Collection Record Forms*.



INTERCEPT INTERVIEWS

Goal

Intercept interviews are a key component of many marketing efforts and enable the interviewer to have face-to-face contact with drivers. Following the pre-data collection, trained volunteers may conduct one-on-one interviews and track how willing the drivers were to discuss the topic, receive information on idling and make a commitment to reduce idling.

Examples

Example *intervention forms* used by the City of Mississauga in its 2001 project are available on-line at idling.gc.ca. Click on the *Guide to an Effective Idle-Free Campaign* and refer to *Intercept Interviews* under Step 4.

Helpful Hint

Consult Step 8, Consider Intervention Initiatives, for examples of scripts/dialogues that your volunteers or ambassadors may use when approaching drivers in idling vehicles.

Sampling Techniques¹

There are several fundamentals of defining a sampling population for your pre- and post-evaluation of a community idle-free population. These fundamentals include the following:

1. **Sampling must be representative of the target audience at whom you are aiming your idle-free program.** Select your locations and source for conducting idle-free surveys carefully.
2. **Select an appropriate sample size.** Several factors influence the selection of an appropriate sample size. Following is a basic methodology for defining your sample size:

- a) **Confidence Level** – Determine the level of confidence you would like in your sample size. Most social research uses 95 percent as the level of confidence, with a standard deviation of ± 1.96 .
- b) **Population Standard Deviation** – You need to select the major variable to determine sample size. The standard deviation of the population can be estimated based on other studies or by taking a range of values (extreme cases) and dividing by 2.
- c) **Accuracy** – Determine the minimum precision that would be acceptable to the study. In other words, how close to the mean (average) do you want your findings?
- d) **Compute Your Sample Size** – Sample size can be computed using the equation below.

Sample Size

$$\left(\frac{\text{CONFIDENCE LEVEL} \times \text{POPULATION STANDARD DEVIATION}}{\text{ACCURACY}} \right)^2$$

For example, consider the following study where there is a requirement for 95 percent precision (standard deviation of ± 1.96). The average daily idling time is estimated to range between 0 and 10 minutes (population standard deviation is 5 minutes), and there is a requirement to be within 30 seconds (0.5 minutes). The required sample size would be:

$$\left(\frac{1.96 \times 5.0 \text{ minutes}}{0.5 \text{ minutes}} \right)^2 = 384$$

¹ Source for equations and other information in this section: Jackson, Winston. *Methods: Doing Social Research*, 3rd ed. Chapter 15, "Sampling and Sample Size."



1. Compute Your Sampling Fraction – The sampling fraction is the sample size in relation to the population.

$$\text{SAMPLE SIZE/POPULATION} = \text{SAMPLING FRACTION}$$

Therefore, for a population of 100 000, the sampling fraction would be:

$$\frac{384}{100\ 000} = 0.00384 \text{ (0.38\%)}$$

An adjustment needs to be made for determining the sample size for small populations, where the sampling fraction is over 5 percent.

2. Adjust for Small Populations – When the sampling fraction is greater than 5 percent, the required sample size may be reduced according to the equation below.

Adjusted Sample Size (Small Populations)

$$\frac{n}{1 + \left(\frac{n}{N}\right)}$$

Where:

n = sample size estimated previously (under d on page 6, “Compute Your Sample Size”)

N = estimated size of population

Therefore, a population of 5000 people, such as drivers of students within a school board, would have an adjusted sample size of:

$$\frac{384}{1 + \left(\frac{384}{5000}\right)} = 357$$

3. Determine Categories for Sampling –

These individuals may be surveyed across various locations. For example, if there were three locations, the number of individuals that would be sampled at each location would have to be determined.

4. Adjust Sample Size for Cost and Time Factors –

The sample size suggested by this equation is the ideal sampling requirement. Sampling takes resources (staff time, funding levels, etc.) and should be adjusted accordingly.





Design Your Campaign



Campaign design includes such aspects as the development of a communications strategy, communication tools, messaging and interventions. These will be explored in further detail in the following sections. Listed below are some of the major steps to consider when designing your campaign.

1. Get your own house in order.

It is important to demonstrate your workplace commitment to reduce idling before the message is conveyed to the public. Reports from communities/municipalities that have launched workplace initiatives indicated greater success and acceptance from the public when internal fleet operations adopted no-idling or reduced idling practices.

2. Design a public awareness and media campaign.

You may want to design a broad public outreach and communications campaign and prepare a specific communications plan for each strategic initiative.

3. Develop materials and identify campaign messages to support implementation of your public-wide campaign and separate initiatives.

4. Identify the community’s “idling hotspots.”

Targeting facilities or municipal areas where idling is prevalent (i.e. community centres, arenas, libraries, ferry crossings and schools) can help focus your campaign on the idling problem areas in your community.

5. Conduct an evaluation.

It is important to conduct an evaluation as part of your campaign to determine whether the campaign objectives have been met. Evaluation is highly desirable at both the broad community level – to determine if the campaign raised awareness among the general population – and at locations where specific initiatives were implemented (to gauge the effectiveness of each initiative and to measure behaviour change).



Develop a Communications Strategy

Once you have defined your campaign objectives, conducted research, and know where to focus your efforts (i.e. you have identified *idling hotspots* and *related partnership initiatives*), you need to plan how you will generate widespread awareness of your idle-free campaign and its key messages.

COMMUNICATIONS STRATEGY AND MULTI-MEDIA CAMPAIGNS

A comprehensive public-wide communications strategy might include:

1. media releases and events
2. advertising in newspapers, on billboards, on the radio, on buses and in bus shelters
3. posters and campaign information for specific community locations
4. a dedicated Internet Web site

Helpful Hints: *If you are planning to undertake baseline research to measure the awareness levels of the general public, it is recommended that the research be conducted prior to any awareness-building activities. This way, the survey will provide you with an accurate baseline of the public's pre-campaign attitudes, views and opinions.*

Also, you might consider undertaking a workplace initiative (i.e. getting your own house in order) prior to any public awareness activities. It is much easier and more effective to ask the public to get involved once the municipality has already taken action internally to reduce idling.

COMMUNICATIONS TOOLS FOR MULTI-MEDIA CAMPAIGNS

To view some ideas for tools that can be used when designing a media campaign, see the links to graphics and billboard images, background information, radio spots and prepared articles that **Natural Resources Canada** has developed for idle-free awareness campaigns. These can be viewed at idling.gc.ca. Listed below are some examples of what can be found on its Web site.

1. Thirty-second radio spots used by the cities of Sudbury, Mississauga and Sherbrooke.
2. General background information on the subject of idling, including Climate Change and Your Health, Ready to Use Facts, Frequently Asked Questions, and a set of articles that you could use in preparing media releases or in workplace newsletters.
3. Graphic images – to be used for billboards and bus tails / bus shelters or general advertising, including signage and posters – can be found in *Ready to Use Graphic Materials*.
4. Graphic image of a billboard used by the City of Sherbrooke.

The development of communications messages and materials is covered in more detail in the next section.



Tailor Your Communications Materials and Campaign Messages

Communications materials are a key component of a successful promotional campaign. Draw on the free images, information and graphic materials that are available at idling.gc.ca. Scroll down to *Build Your Own Idle-Free Campaign* and click on *Ready to Use Graphic Materials*. Here you will find a number of ideas developed by Natural Resources Canada (NRCan) and examples of what other communities used in their campaigns.

USING EXISTING AND DOWNLOADABLE COMMUNICATIONS MATERIALS

The Idle-Free Zone Tool Kit is a great starting point, and the content can be tailored for local use. In most cases, the **graphic materials** are ready to go – all you have to do is add your own logo. Many of the images can also be used to create your own materials, such as T-shirts, hats, banners, sandwich boards, billboards and windshield decals.



Brochures have been distributed with employee pay stubs in many workplace-based campaign initiatives. Both internal mail systems and exhibits have proven to be very effective at spreading the message.



Idle-Free Zone Street Sign – Some of the sites you select to conduct idle-free personal interventions will be in places where much of the idling occurs, such as in designated pickup and drop-off zones. Erecting a permanent structure/sign will sustain the message and remind motorists not to idle. If the metal street signs are part of your campaign, assume they will be permanent at the locations where they are first used. Ensure that the signs are made to be reflective, so they continue to be visible to drivers even after dark. See below for an example of a metal street sign used by NRCan at selected drop-off/parking locations.



Information cards are useful when conducting one-on-one interventions. To maximize the exchange of information, print them double-sided, with *frequently asked questions*, contact information and Web addresses.





Helpful Hint

Communicating the benefits of reduced idling is important when designing campaign materials. But another key consideration is being aware of the three idling “myths”:

- 1) *Your vehicle’s engine should be warmed up before driving.*
- 2) *Idling is good for your engine.*
- 3) *Shutting off and restarting your vehicle uses more gas than if you let it idle.*

Research has shown that these views are widely held in many Canadian communities and need to be addressed as part of any idle-free campaign. Consider addressing the myths of idling in your newsletters, brochures or information cards. Learn more about the myths surrounding vehicle idling at idling.gc.ca. Click on *Myths and Perceptions of Idling*.

Helpful Hint

The key objective is to install the street signs as close as possible to the areas where idling is occurring without contradicting signs already posted or contravening any municipal by-laws. Good communication is needed with the facility personnel who will be installing the signs, to discuss issues relating to sign placement and installation.

CO₂ Calculator

CO₂ Calculator. This Web-based interactive calculator can help you find out how much carbon dioxide (CO₂) your community can prevent from entering the atmosphere by cutting back on vehicle idling.

Simply select your province,* city and the number of minutes per day that you think is reasonable for motorists to avoid idling. The calculator shows you the potential CO₂, fuel and dollar savings that your community can achieve. With this information, you can develop community-specific messages for your upcoming idle-free projects. View the CO₂ Calculator at idling.gc.ca.

CONSIDER YOUR CAMPAIGN MESSAGE

The following are campaign messages that have been developed by **NRCan** and have been incorporated in several idling campaigns across the country. Consider adopting one or two of the messages below as **your** campaign theme.

- ☛ “Turn your engine off if you are going to be stopped for more than 10 seconds, except in traffic.”
- ☛ “If every Canadian motorist avoided idling their vehicle for just five minutes each day of the year, we could prevent more than 1.6 million tonnes of greenhouse gases from entering the atmosphere. That’s the equivalent of taking over 490,000 cars off the road.”
- ☛ “Idling gets you nowhere.”
- ☛ “Idling is pure waste.”
- ☛ “All it takes is the turn of a key.”
- ☛ “You can save fuel, money and contribute to a healthier environment by turning your engine off when parked.”
- ☛ “If you think idling is harmless ... think again.”
- ☛ “Idling is a bad habit ... breathe easier, turn off your engine.”
- ☛ “Don’t idle your vehicle ... breathe easier.”

*Data not available for territories.



Consider Intervention Initiatives



In many communities across Canada, campaigns have been using the unique Community-Based Social Marketing (CBSM) as an innovative approach to facilitating behaviour change, emphasizing personal contact and communications, and providing an attractive alternative to traditional information-based public outreach campaigns.

POTENTIAL INTERVENTION SITES

Keeping in mind the CBSM intervention elements that were described earlier in Step 3, “Conduct Preparatory Research,” you will need to identify opportunities to stage personal interventions. Activities that should be considered for interventions are the following:

1. **Your workplace.** It is important to demonstrate your workplace’s commitment to reduce idling before the message is conveyed to the public.

Helpful Hint for Workplace Initiatives

It is easier and more effective to ask the public to get involved once your own organization has already taken action internally to reduce idling. Many communities have demonstrated this commitment by creating new – or adapting their current – vehicle-idling-reduction policies.

2. **Target the community’s “idling hotspots.”** Identify facilities or municipal areas where idling is prevalent (e.g. schools, community centres and arenas, libraries and ferry crossings).

Helpful Hint

In previous campaigns, it was reported that school-based initiatives were the most successful, probably because the drivers are largely parents, who may be more influenced by the health and environmental messages of the campaign. When conducting a school-based campaign, the school bus companies and drivers should also be encouraged to participate.

OPTIMAL SEASONS FOR INTERVENTION

It is important to conduct personal interventions during the summer months (between May and September), unless of course you enjoy the warmer weather of the British Columbia climate and you can extend this time by a month on either end. Studies have shown that weather and outside air temperature have a strong effect on idling behaviour. Therefore, it is important to plan the interventions and evaluations for a time of year when weather conditions are least likely to change, so that the pre- and post-data collection and intervention results are not skewed by varying degrees of temperature.

Also, during the summer months the amount of available daylight is greatest, making it easier and safer to implement interventions through high-traffic times, such as evening rush hour.

Helpful Hint

According to the findings of the 2001 Mississauga campaign report, the optimal time to approach drivers to discuss idling is at the end of the day, as they are generally less hurried at this time than during the morning rush hour. This is also when they are most likely to be idling while waiting in their vehicles, with some drivers arriving 10 to 15 minutes prior to the arrival of their passengers and leaving their engines running the entire time.



PRE- AND POST- INTERVENTION DATA COLLECTION

Whether you are conducting interventions at your workplace, school or community centre, you will need to collect some pre- and post-intervention data to gain a better understanding of the number of cars that typically idle and the frequency and duration of idling at that site. Gathering data both before and after the interventions will measure behaviour change and help to determine the success of your various initiatives. For more information see *Data Collection and Follow-Up Data* in Step 4 of this booklet.

Helpful Hint

When collecting the pre- and post-intervention data, you may discreetly position the staff/volunteers out of sight, yet where they are able to clearly see the idling vehicles. The volunteers are trained to look for visible tailpipe exhaust or a mildly shaking tailpipe as indications that a vehicle is idling.

In previous campaigns, many communities obtained baseline measures over as many as seven days to determine the percentage of motorists who idled their engines at intervention sites. The duration of idling was also measured. Following the intervention, follow-up measures were obtained again over seven days. As before, these measurements were unobtrusively obtained.

INTERVENTION BY STAFF OR VOLUNTEERS

On the day of the workplace, school or municipal “hotspot” interventions, the staff/volunteers may:

- post permanent metal idle-free zone signs, banners and/or sandwich boards near pickup areas
- identify themselves by wearing an “idle-free” hat and/or T-shirt
- approach drivers with an information card and a cling vinyl windshield decal. Motorists may be offered the information card and asked to make a commitment to turn off their engine while parked, by posting the decal on the windshield.

Helpful Hint

During the training period, it is useful to provide the volunteers with a dialogue to ensure that all the volunteers are conveying the same message. View intervention dialogue scripts used by the Canadian Petroleum Products Institute, Greenest Cities in Toronto, and the City of Greater Sudbury at idling.gc.ca. Refer to what other communities and organizations are doing and click on the corresponding community.

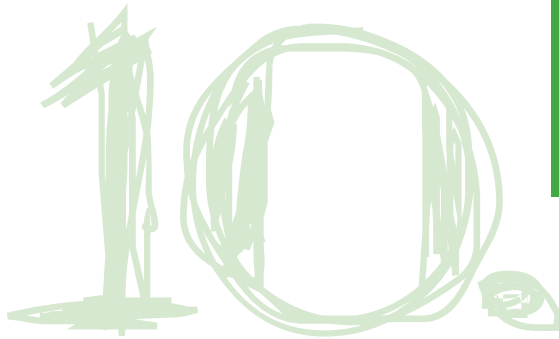


Follow-up Evaluation



Conduct a post-campaign telephone survey to measure the effectiveness of the campaign and to provide a basis for comparison with the pre-campaign benchmark data. See *Broad-Based Telephone Surveys* in Step 4 of this booklet for more information.

In an effort to sustain the momentum of the campaign, share the results of the post-evaluation and post-data collection for the separate initiatives.



Sustaining the Campaign



Use the opportunity to share your evaluation results with the public, your stakeholder groups, your workplace colleagues and managers, other municipalities, environmental organizations or even local businesses. Send copies of the campaign report and a cover letter to each of your campaign partners. Post the results and other idling tips on your workplace intranet site. Let your local media know of your successes. If you have created a dedicated Web site for your idling campaign, share your *lessons learned* so that other municipalities, environmental organizations and members of the public can benefit. And share your results with **Natural Resources Canada** through the **Idle-Free Zone** at idling.gc.ca. NRCan will either highlight your campaign in the idle-free newsletter or present it in the case study section of our Web site.

Help Build the Idle-Free Tool Kit!

If you have a tool that will help others take action to stop vehicle idling, we would appreciate hearing from you.

We would also like to hear about how you have used the **Idle-Free Zone Tool Kit**. Let us know what tools you used, what worked well and what can be improved.

Share your idle-free success stories, ideas and suggestions, and help us build the **Idle-Free Zone Tool Kit**! **Contact us** at Idle_free@nrcan.gc.ca.

Stay Tuned for More!

What's coming up next? While the focus of the **Office of Energy Efficiency (OEE)** at **Natural Resources Canada** has been to encourage municipalities and community groups to undertake public education and outreach campaigns to reduce idling, the OEE has continually recognized that a regulatory approach – generally through the adoption of an idling by-law – may be appropriate in some communities. In fact, a number of Canadian municipalities have recently adopted by-laws to discourage idling in their jurisdictions.

Recognizing that various Canadian communities have taken regulatory and non-regulatory approaches to reduce idling, the OEE initiated a study in 2005 to research, compare and evaluate the relative effectiveness of these approaches. This research was concluded in late 2005 and is posted on our Idle-Free Zone Web site: idling.gc.ca. Click on *The Carrot, the Stick, and the Combo – A Recipe for Reducing Vehicle Idling in Canadian Communities*.



Why should we be aware of idling?

Idling is pure waste. It wastes fuel and money and harms our environment.

As motorists, we should know that idling our engine longer than 10 seconds uses more fuel than it takes to restart our vehicle.

We have an opportunity to make a difference simply by turning off our engines when stopped for more than 10 seconds. It's that easy.

Consider this: If all Canadians avoided idling for just five minutes every day, we could prevent 1.6 million tonnes of greenhouse gas emissions from entering our environment; that's like taking 490,000 cars off the road!

Do your part to reduce vehicle idling in your community and reduce greenhouse gas emissions.

For more information, contact Catherine Ray at 613 995-5264.

Personal Vehicles Initiative
Office of Energy Efficiency
Natural Resources Canada

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Natural Resources Canada's Office of Energy Efficiency
Leading Canadians to Energy Efficiency at Home, at Work and on the Road