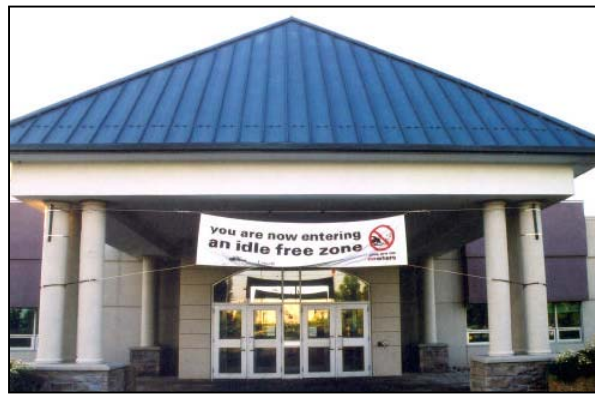


Greater Toronto Area Idle-Free Campaign



Final Report September 2003



GTA Idle-Free Campaign Final Report

1.0	INTRODUCTION	3
	Background	3
	The Issue and the Opportunity	3
	Anti-Idling Commitment	3
	Campaign Objectives	5
	Campaign Partners	5
	Campaign Overview	6
	Overview of Report	6
2.0	CAMPAIGN DESIGN AND IMPLEMENTATION	7
	Key Starting Points for the Campaign	7
	The Idle-Free Zone Web-Based Tool Kit	7
	Community-Based Social Marketing	8
	Campaign Development	9
	Special considerations for a GTA-wide Campaign	9
	The Implementation Plan	9
	From Plan to Reality	10
	Campaign Implementation	14
	Timing	14
	Level of Municipal Participation	14
	Broad Communication/Public Education Component (Tier 1)	14
	Personal Contact Interventions (Tier 2)	16
	Toronto's Anti-Idling By-law Enforcement	17
3.0	CAMPAIGN COMMUNICATION MATERIALS	17
4.0	CAMPAIGN RESULTS	21
	Campaign Awareness	21
	Media Coverage	21
	Campaign Material Distribution	22
	Communication Tools Employed	23
	Personal Contact Interventions	27
	What happened at each participating site?	28
	Impact of Campaign on Vehicle Idling Behaviour	30
	Toronto's Anti-Idling By-law Enforcement	32
	Enhancing the GTA Clean Air Council's Air Quality Protection Initiatives	32
	Thoughts on the Campaign	33
	Summary of Campaign Results	34
5.0	LESSONS LEARNED	35
6.0	SUSTAINING CAMPAIGN MOMENTUM	38

7.0	REFERENCES.....	41
APPENDIX 1	The Clean Air Partnership and the GTA Clean Air Council.....	42
APPENDIX 2	“Core” and “Enhanced” Idle-Free Activities	44
APPENDIX 3	Level of CAC-member Participation in the GTA Idle-Free Campaign.....	47
APPENDIX 4	Media Kit Contents	48
APPENDIX 5	Final Campaign Materials Package	59
APPENDIX 6	Toronto Bus Shelter Advertising location list.....	68
APPENDIX 7	Other Materials Used to Promote the Idle-Free Message	70
APPENDIX 8	Companies distributing Idle-Free Campaign materials	81
APPENDIX 9	Enbridge Gas Distribution’s Pipeline Newsletter.....	82
APPENDIX 10	GTA Idle-Free Campaign Staff Notice Template.....	85
APPENDIX 11	GTA Idle-Free Campaign Website Content Template.....	86
APPENDIX 12	Idle Free Days 2003 – Driver Tracking Form	88
APPENDIX 13	Schools Participating in the GTA Idle-Free Campaign	89
APPENDIX 14	GO Transit locations participating in the GTA Idle-Free Campaign	90
APPENDIX 15	Gas Station locations participating in the GTA Idle-Free Campaign	91
APPENDIX 16	<i>Evaluation of Personal Contact Interventions (Lura Consulting).....</i>	93

1.0 Introduction

Background

The Issue and the Opportunity

Canadians are increasingly recognizing that vehicle idling is a problem. Vehicle idling is a habit that wastes fuel and money, while creating unnecessary pollution at the same time. Vehicle idling is a significant contributor to smog and climate change, which affects the health of all Canadians.

Natural Resources Canada estimates that if every Canadian motorist avoided idling for just 5 minutes each day of the year, we could prevent more than 1,000,000 tonnes of carbon dioxide from entering the atmosphere.

The Greater Toronto Area (GTA) Idle-Free Campaign was launched to address the environmental and health threats of vehicle idling by encouraging over five million residents in the GTA to reduce their idling time. Vehicle idling is one environmental and health threat that is easy to address. Anyone who drives a vehicle can become part of the solution and put a stop to unnecessary engine idling. All it takes is the turn of a key.

The Greater Toronto Area Clean Air Council (GTA-CAC) led the development and implementation of the anti-idling campaign across the GTA. The GTA-CAC is an inter-governmental working group dedicated to exploring joint clean air initiatives in the GTA and to liaising with municipalities across Canada to discover best practices for improving local and regional air quality. The signatories to the Inter-governmental Declaration on Clean Air at Toronto's 2000 Smog Summit established the GTA-CAC: the Government of Canada, the Government of Ontario and the City of Toronto. In 2001, other GTA regional, city and town governments joined the Council as signatories in their efforts to clean the region's airshed. Please refer to Appendix 1 for more information about CAP and the GTA-CAC.

GTA-CAC members committed to address vehicle idling as outlined in Article 5.2.4 of the *Inter-Governmental Declaration on Clean Air* signed at the 2002 Smog Summit. Working in partnership with the 18 municipalities and regions represented by the GTA-CAC and several other key Campaign partners, the Clean Air Partnership (CAP) initiated a GTA-wide Idle-Free Campaign. The GTA Idle-Free Campaign enhanced the clean air activities of the GTA-CAC and was a key public engagement component of the 2003 Smog Summit. The annual Smog Summit is an important inter-governmental gathering that aims to address air pollution in the GTA through joint action and citizen engagement.

Anti-Idling Commitment

At the annual Smog Summits in 2000, 2001 and 2002, representatives of the federal, provincial and municipal governments sign an *Inter-Governmental Declaration on Clean Air* committing participating jurisdictions to undertake clean air initiatives outlined in each

declaration. The 2002 *Inter-Governmental Declaration* was signed by 18 GTA municipalities, committing them to work together to address pollution problems in their shared airshed.

The 2002 *Inter-Governmental Declaration* contains a number of specific actions to improve air quality, including actions related to vehicle idling. More specifically, Article 5.2.4 of the 2002 *Declaration* calls on members of the GTA-CAC to:

“Implement a GTA-wide anti-idling public education program and participate in a review of the feasibility of anti-idling by-laws in their jurisdictions.”

The public education component of this commitment was achieved through participation in the GTA Idle-Free Campaign. Participation in the Idle-Free Campaign also allowed the 18 participating municipalities and regions (Table 1 & Figure 1) to join the growing national anti-idling movement and become part of the largest anti-idling campaign of its kind in Canada.

Table 1: GTA Clean Air Council – Participating Municipalities and Regions

Ajax Brampton Burlington Caledon Halton Hills Markham	Mississauga Newmarket Oakville Oshawa Pickering Richmond Hill	Toronto Whitchurch-Stouffville Durham Region Halton Region Peel Region York Region
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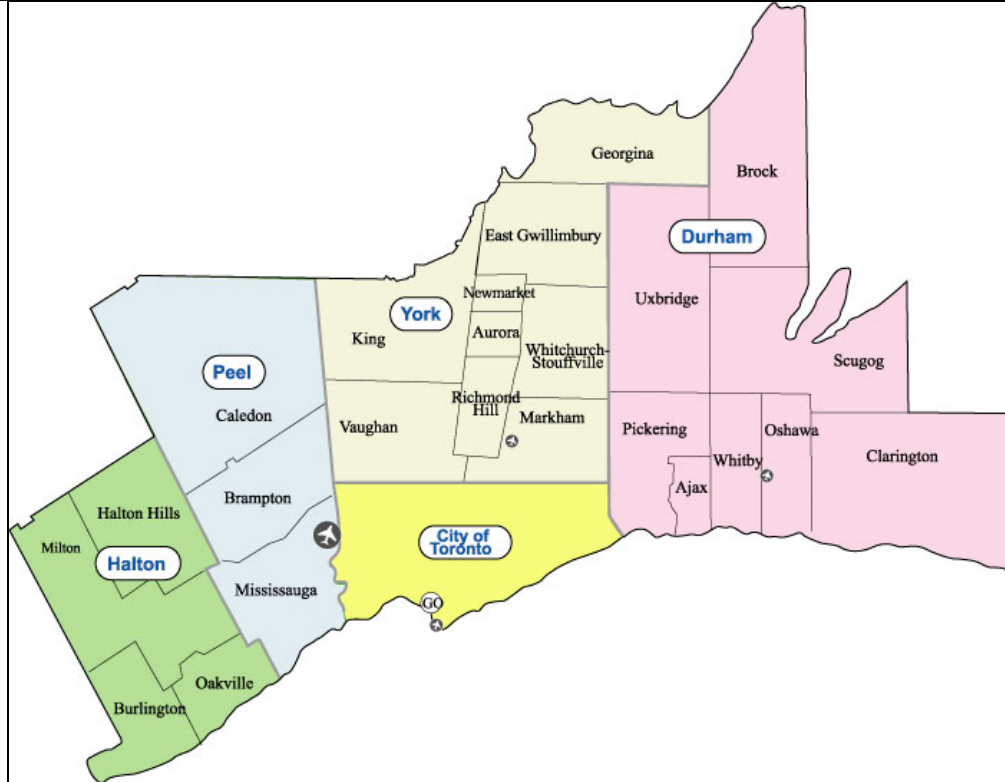


Figure 1: Map of the Greater Toronto Area showing regions and municipalities

Campaign Objectives

The GTA Idle-Free Campaign had the following primary objectives:

- create widespread awareness across the GTA about the issue of vehicle idling and educate people about what they can do to reduce idling;
- implement initiatives at the local level that encourage drivers to change their idling behaviours; and
- enhance the GTA Clean Air Council's air quality protection initiatives.

The goal of the Campaign was to get motorists to turn off their engines when they are parked or stopped for more than 10 seconds, except in traffic.

The Campaign was intended to achieve the following environmental and community benefits:

- Reduce unnecessary idling across the GTA
- Improve local air quality in the GTA
- Reduce the amount of emissions from idling vehicles in the GTA
- Reduce fuel costs and damage to vehicles caused by idling
- Enhance the GTA Clean Air Council's air quality protection initiatives.

Campaign Partners

The Campaign was led by the **Clean Air Partnership (CAP)**, a registered charity that seeks to reduce smog and greenhouse gases through community outreach and education. CAP plays a leading role in the annual Smog Summits and work closely with the GTA Clean Air Council to implement clean air actions.

Natural Resources Canada was the major campaign sponsor, providing resources to develop and implement the campaign.

Greenest City played a key role in recruitment, coordination and training of students and volunteers, acting as Idle-Free Ambassadors at participating sites.

The **Canadian Petroleum Products Institute (CPPI)** supported the campaign by engaging member companies – Petro-Canada, Shell, Esso, Sunoco, and Canadian Tire – in public education efforts at the retail site level.

GO Transit was also an active participant in the campaign, allowing campaign materials to be posted on site and interventions with ambassadors to take place at several transit pickup locations.

The Greater Toronto Area **Clean Air Council** facilitated the implementation of the anti-idling campaign across such a large and diverse area as the GTA. GTA-CAC members participated in and supported the GTA Idle-Free Campaign from development to implementation. GTA-CAC members provided valuable feedback during Campaign development and communicated Campaign information within their jurisdictions at the corporate and community level, which contributed to the Campaign's success. The Idle-

Free Campaign was a GTA-wide effort with 18 **municipalities** and **regions** participating in its implementation (see Table 1).

Campaign Overview

The GTA Idle-Free Campaign involved a broad public education component combined with conventional and community-based social marketing approaches.

The GTA Idle-Free Campaign took place on two levels:

Tier 1 - a broad umbrella GTA-wide public education/communications program to raise awareness of the idling issue; and

Tier 2 - local community-based outreach initiatives – involving personal contact with drivers by the “Idle Free Ambassadors” at community locations – to change idling behaviours and seek a commitment to avoid idling in the future.

Overview of Report

The GTA Idle-Free Campaign final report begins with a brief introduction of the issue of vehicle idling. The opportunity to implement a GTA-wide anti-idling Campaign through the resources and support of the GTA Clean Air Council, and several other key Campaign partners is presented.

Aspects of Campaign development and implementation are outlined and described in detail. Key starting points for the Campaign are described, paying particular attention to the use of the Anti-Idling Tool Kit on Natural Resources Canada’s Idle Free Zone Web site and the approaches of Community-Based Social Marketing.

Campaign communication materials are represented and described in their own section.

The results of the Campaign are reported. These include media coverage, material distribution, Campaign awareness, personal contact interventions, the impact of the Campaign on vehicle idling behaviour, Toronto’s anti-idling by-law enforcement, enhancement of the GTA-CAC’s clean air initiatives and general thoughts on the Campaign.

The success of the GTA Idle-Free Campaign was evaluated based on the achievement of Campaign objectives:

1. create widespread awareness across the GTA about the issue of vehicle idling and educate people about what they can do to reduce idling;
2. implement initiatives at the local level that encourage drivers to change their idling behaviours; and
3. enhance the GTA Clean Air Council’s air quality protection initiatives.

The impact of the Campaign on awareness and idling behaviour is discussed within the Results Section under the headings “Campaign Awareness” and “Personal Contact Interventions”. The success of the Campaign in enhancing the clean air initiatives of the

GTA-CAC is discussed in the Results Section under the heading “Enhancing the GTA Clean Air Council’s air quality protection initiatives”.

Next, the lessons learned from the GTA Idle-Free Campaign are presented so that others undertaking an anti-idling Campaign may build from the lessons learned from this Campaign, just as the GTA Idle-Free Campaign incorporated lessons learned from previous anti-idling campaigns.

A brief overview of how the momentum of the GTA Idle-Free Campaign is being sustained by GTA-CAC-member municipalities and regions is given, highlighting the potential to extend the impact of this Campaign through new and existing anti-idling initiatives of GTA-CAC members.

2.0 Campaign Design and Implementation

Key Starting Points for the Campaign

The Idle-Free Zone Web-Based Tool Kit

The GTA Idle-Free Campaign approach and communication tools were drawn from Natural Resources Canada’s *Idle-Free Zone* Web site and the resources provided in the Anti-Idling Tool Kit found on the Web site.

Natural Resources Canada has developed an extensive Web site, The *Idle-Free Zone* (<http://www.oeo.nrcan.gc.ca/idling>), dedicated to the issue of vehicle idling. The goal of the Web site is to help Canadians stop unnecessary engine idling in their communities. Valuable information about the negative impacts of idling and what can be done about it is provided along with the benefits of reduced idling. Notably, the Web site also contains extensive resources and guidance to support the design and development of anti-idling campaigns by community groups and municipalities.

Users of the Idle-Free Zone Web Site can learn about how to take action to stop unnecessary vehicle idling in their community by using an Anti-Idling Tool Kit containing a set of free, ready-to-use graphic images and downloadable materials that can be adopted to suit your needs. The Anti-Idling Tool Kit facilitates the launch of anti-idling awareness campaigns at schools, workplaces and on a larger community scale.



The Web site provides specific tools and information such as:

- An extensive section describing the “Issues of Idling” – why idling is a problem, its effects, common idling myths and benefits of reduced idling.
- “What you can do” section that provides suggestions on how to take action to reduce idling as an individual, group, business, municipality, or school.

- Market research on idling behaviours and attitudes, including research on barriers to public participation in idling reduction initiatives.
- Community-Based Social Marketing overview and how it can be applied to idling reduction.
- The Anti-Idling Tool Kit that contains:
 - General background and fact sheets on idling
 - Case studies
 - CO₂ Reduction Calculator
 - Cost Savings Worksheet
 - Games and quizzes
 - Ready-to-Use Graphic Images and Materials – logos, posters, brochures, decals, information cards, observation forms, surveys, samples letters to the editor, radio spot scripts, a PowerPoint presentation, the Personal Five-Step Action Plan and more.

The Idle-Free Zone and Anti-Idling Tool Kit were an important starting point for the GTA Idle-Free Campaign. The graphics and sample materials allowed key communication materials to be produced quickly and cost effectively. Specifically, posters, banners, information cards, window decals, and anti-idling logos were produced for the GTA Idle-Free Campaign based on designs found in the Anti-Idling Tool Kit.

Natural Resources Canada also developed several images for the GTA Idle-Free Campaign while updating the graphics found in their Anti-Idling Tool Kit. Examples of such newly designed images include, the “lung-exhaust” image found on the campaign poster and transit ads, and the “child” image found on the information card and the window decal. Please see the Campaign Materials section for examples of these images.

All materials were adapted to suit the needs of the GTA Idle-Free Campaign, which included adding the Smog Summit logo (as the Campaign was launched as part of the 2003 Smog Summit activities) and re-designing images based on feedback from the GTA-CAC, the Smog Summit Secretariat (SSS) and the Idle-Free Working Group (IFWG).

Community-Based Social Marketing

The GTA Idle-Free Campaign applied the techniques of Community-Based Social Marketing (CBSM) to encourage motorists to put a stop to unnecessary engine idling. Since one of the primary objectives of the Campaign was to change idling behaviours, it was essential to know how to encourage individuals to modify their idling behaviour and move toward reduced idling. Research suggests that CBSM approaches are most likely to bring about behavioural change and are an attractive alternative (in this case complement) to traditional public education/communication efforts.

CBSM emphasizes direct, personal contact among community members. It involves identifying the barriers to behaviour change, creating an approach to remove or overcome these barriers, developing and piloting a program, implementing the program and evaluating its effectiveness.

CBSM approaches have already been used in some Canadian communities recently to encourage reduced idling among drivers. The “Turn If Off” project (2000) in Toronto and the broad anti-idling Campaigns of the Cities of Mississauga and Greater Sudbury, have all used CBSM techniques with great success.

The results from these initiatives were very useful in developing the GTA Idle-Free Campaign CBSM techniques at the local level.

Campaign Development

Special considerations for a GTA-wide Campaign

Several important factors were taken into consideration when developing and implementing an anti-idling Campaign across such a large geographical area, as the GTA, with a wide range of participating municipalities. The diversity among municipalities and regions themselves, combined with their varying degrees of experience with idling were aspects of this Campaign.

Diversity of municipalities and regions

GTA-CAC member municipalities vary widely in their composition – from large, densely populated urban areas to sizeable rural areas. Staff resources and the ability to implement activities in the GTA Idle-Free Campaign also vary considerably.

Accordingly, the GTA Idle-Free Campaign materials were developed with messages applicable to motorists in both rural and urban areas. Recognizing differing staff resources and priorities, the GTA Idle-Free Campaign offered a menu approach, allowing municipalities to participate in the Campaign in a way that suited their needs and abilities.

Diversity of experience with the issue of idling

Experience with vehicle idling differs greatly among GTA-CAC member municipalities. Some have initiated their own anti-idling activities, while others have little or no experience with such initiatives. Some have adopted anti-idling by-laws, while others have decided on public education, and some have done both.

Recognizing these varying levels of idling experience, the GTA Idle-Free Campaign enabled those municipalities with idling initiatives to enhance their existing activities, while empowering other municipalities to take action on idling.

The Implementation Plan

Lura Consulting, on behalf of the GTA Clean Air Council (GTA-CAC) and Smog Summit Secretariat (SSS), drafted an *Implementation Plan* for The GTA Idle-Free Campaign. The process to develop the Implementation Plan involved meetings and consultations with the GTA-CAC, SSS and the IFWG (Idle-Free Working Group). The IFWG was established by the SSS to help guide campaign development and implementation.

The *Implementation Plan* outlined an approach that allowed GTA-CAC members to meet their commitment in Article 5.2.4 in the 2002 *Inter-governmental Declaration on Clean Air*.

In preparation of the *Implementation Plan*, Lura Consulting undertook an analysis of anti-idling research and best practices from across Canada. Results from this analysis allowed GTA Idle-Free Campaign organizers to build on the lessons learned from previous campaigns and research.

The *Implementation Plan* included a recommended approach with “core” activities and “enhanced” activities for both Tier 1 and Tier 2, recognizing that resources and priorities vary from municipality to municipality. The report recommended that at a minimum all participating municipalities support “core” activities. Ideally, all municipalities would endorse both “core and “enhanced” activities. For a complete list of “core” and “enhanced” activities outlined in the *Implementation Plan* refer to Appendix 2.

From Plan to Reality

The following key activities were involved in developing the GTA Idle-Free Campaign:

1. Identify partnership opportunities
2. Development of public education materials
3. Identify sources of volunteers to be “Idle-Free Ambassadors”
4. Identify CBSM approach to be used
5. Selection of sites to host interventions with “Idle-Free Ambassadors”

1. Identify partnership opportunities

Partnerships are key to a successful awareness building campaign. Partnerships support campaign development and implementation, which was essential for this GTA-wide Campaign.

The Clean Air Partnership and the GTA Clean Air Council formed partnerships with Greenest City, GO Transit and Canadian Petroleum Products Institute to spread the anti-idling message throughout the GTA and to ease implementation of the Campaign across such a large geographical area.

The Smog Summit Secretariat (SSS), set up to help plan the logistics of the annual Smog Summits, established an advisory working group for the Idle-Free Campaign. This sub-committee of the SSS was named the Idle-Free Working Group (IFWG) and was created to provide direction and feedback on the Idle-Free Campaign and materials being developed. The IFWG consisted of City of Toronto staff, including representatives from Toronto Public Health, Corporate Communications, Waste Management, By-law Enforcement, Toronto Environmental Volunteers, as well as representatives from Lura Consulting, Greenest City, and the Repair Our Air Fleet Challenge. The Idle-Free Working Group was key to plan and material development and campaign implementation.

2. Development of public education materials

The sample campaign materials, contained in the Anti-Idling Toolkit found on Natural Resources Canada's *Idle-Free Zone* Web site, provided a starting point for materials used in the GTA Idle-Free Campaign. Based on feedback from the GTA-CAC, SSS and IFWG, designs were modified to suit the needs of the GTA Campaign and partners. Final versions of campaign materials (banners, posters, information cards, window decals, T-shirts and hats) were approved by the GTA-CAC and can be seen in the Campaign Materials section.

The Idle-Free Working Group officially named the GTA anti-idling Campaign the "GTA Idle-Free Campaign". The term "idle-free" evokes a more positive response than "anti-idling".

3. Identify sources of volunteers to be "Idle-Free Ambassadors"

To facilitate idling interventions at locations across the GTA, it was necessary to build a network of volunteers to act as "Idle-Free Ambassadors". Working with volunteers in the GTA allows a larger number of interventions to occur, especially as part of projects that have a limited budget to hire staff, which was the case in this Campaign. Greenest City, a partner in the GTA Idle-Free Campaign, took on the role of volunteer recruitment, training and coordination. As a means to identify the most volunteers as possible, participating municipalities were asked to identify sources of volunteers within their municipality and communicate this to Greenest City.

4. Identify CBSM approach to be used

In order to determine the best approach to change idling behaviour it was necessary to first identify **barriers** that inhibit people from turning off their engines.

Barrier research¹ suggests that there are many barriers to reduced idling, including:

- A belief that it is good to warm up a vehicle engine before driving
- A belief that idling an engine doesn't use as much fuel as restarting
- A belief that it is easier on a vehicle's starter to let an engine idle rather than turn it off and on again
- A belief that idling doesn't produce unnecessary pollution

According to Natural Resources Canada, warming up a vehicle is the most common excuse for idling before driving. Outside temperature is also a factor in increased idling while waiting in vehicles, with engines being idled to allow motorists to stay warm during the winter and cool during the summer. The GTA Idle-Free Campaign focused on reducing idling both before driving and while waiting in vehicles.

Identifying barriers to reduced idling is important, as is identifying **motivations** for turning engines off.

¹ *Evaluation of Barriers to Participation by Individuals in GHG Reduction Activities*. 1999. McKenzie-Mohr Associates, Lura Consulting and Cullbridge Marketing and Communications.

Studies² have shown that the main motivation to turn off engines is the belief that turning your engine off while parked is the “right thing to do”. Other motivation factors included knowing that friends, family and community members turn their engines off while parked and that turning your engine off saves on gasoline costs.

Drawing upon barrier and motivation research, and the methodologies of CBSM, it was determined that a successful anti-idling approach would:

- **Address the myths about vehicle idling.** As barrier research has shown, many motorists idle their engines due to beliefs they share about engine idling. To overcome these beliefs/barriers it is necessary to provide clear facts about idling. It was decided that the information card would contain myth and reality information about vehicle idling. The media were also provided with an *Idle-Free Fact sheet* that exposed many common idling myths.
- **Remind motorists to turn off their vehicles when parked.** It was decided that this would be accomplished through on-site awareness building via signs, banners and availability of campaign materials across the GTA, and complimented by a broad media campaign that consisted of transit, newspaper, and radio advertising.
- **Clarify the length of time that a vehicle should be idled – no more than 10 seconds.** This is a simple and easy rule for motorists to keep in mind while stopped in their vehicles. Campaign materials, such as the information card, included this information and volunteers on site spoke to motorists on this point.
- **Highlight the benefits of reduced idling.** Many reasons for idling originate from beliefs that idling is not polluting nor a waste of money. It was decided that the benefits of reduced idling (breathe easier, spare the air, save money) would be highlighted on the information card to provide incentives for motorists to reduce idling.
- **Include personal contact and establish community norms.** It was decided that the Campaign would use volunteer “Idling Ambassadors”, coordinated by Greenest City, to go to selected locations around the GTA to speak to motorists about the benefits of reduced idling. Personal contact with community members is useful in demonstrating to motorists that turning off your engine while parked is the “right thing to do” because other people in the community are doing it and speaking about it.
- **Ask motorists to make a commitment.** Part of the dialogue between volunteers and motorists involved asking motorists to make a commitment to avoid idling for more than 10 seconds while stopped.
- **Deliver Campaign during warmer months.** The Idle-Free Campaign was conducted during the month of June, as comfort and safety are some reasons why idling occurs seasonally.

Through the use of these elements, the GTA Idle-Free Campaign strived to motivate motorists to reduce idling by promoting community norms that turning off your engine is the right thing to do.

² *Evaluation of Barriers to Participation by Individuals in GHG Reduction Activities.* 1999. McKenzie-Mohr Associates, Lura Consulting and Cullbridge Marketing and Communications.

5. Selection of sites to host interventions with “Idle-Free Ambassadors”

A key part of the Campaign was the local community-based outreach initiatives, involving personal contact with drivers by the “Idle-Free Ambassadors” at idling “hotspots” to change idling behaviours and seek a commitment to avoid idling in the future.

In consultation with the IFWG and campaign partners, it was determined that appropriate sites for local interventions would include schools, transit pickup locations, gas stations, and other suitable community locations (municipal idling hotspots).

Schools in the participating municipalities were contacted, informed of the GTA Idle-Free Campaign and asked to participate. Those schools that expressed interest and a willingness to organize at the local level were selected to host interventions. Approval by the principal of the school was obtained prior to scheduled interventions or material distribution.

Transit pickup locations were identified as idling “hotspots” and ideal locations to address idling. GO Transit used the following criteria to select transit pickup locations:

- stations with high traffic;
- stations able to post a banner in a highly visible location; and
- stations able to post posters on bulletin boards inside.

The goal of the selection process was to have at least one GO Transit location in each participating municipality that would display posters and a banner. Since all GTA-CAC-member municipalities were committed to Tier 1 (public education) it was appropriate to have at least one GO Transit location in each municipality. However, since not all municipalities participated in the Tier 2 component (interventions with Idle-Free Ambassadors) it was also necessary to specify stations within Tier 2 participating municipalities to host interventions.

Based on this criteria GO Transit identified 24 locations throughout the GTA to post posters and banners and of those 18 to host interventions.

Gas stations in the GTA were identified as good locations to speak to motorists about the issue of vehicle idling. Participating CPPI member companies (Petro Canada, Shell, Esso, Sunoco and Canadian Tire) selected gas station location to host interventions based on the following criteria:

- high volume stations to allow a significant amount of personal contact with drivers;
- stations that include a convenience store on site (these are traditionally the highest volume stations);
- stations located in high traffic, visible areas to display banner;
- self serve stations to allow opportunities for Idling Ambassadors to speak with motorists;
- geographically distributed through the GTA’s municipalities and regions; and
- the manager of the gas station must be willing to participate.

Based on the criteria above, CPPI member companies identified a total of 61 stations to post banners and host interventions.

Campaign Implementation

Timing

The campaign ran throughout the month of June, with a formal kick off at a June 2nd press conference at the Smog Summit Community forum in Toronto. The Campaign was officially over at the end of June, however some participating municipalities have decided to continue their anti-idling efforts in their own jurisdiction throughout the summer of 2003 and some even into 2004. See Section “Sustaining Campaign Momentum” for more on what municipalities are doing to keep the anti-idling momentum going.

Level of Municipal Participation

All GTA-CAC-member municipalities participated in the Tier 1 component of the GTA Idle-Free Campaign, which involved a broad public education approach to reduce vehicle idling. However, not all GTA-CAC-member municipalities participated in the Tier 2 component, involving interventions at idling “hotspots” with “Idle-Free Ambassadors”.

For a complete list of each participating municipality and their level of participation please see Appendix 3.

Broad Communication/Public Education Component (Tier 1)

Media Campaign And Launch

A broad media campaign targeting the driving public was developed and implemented in the GTA. The media campaign included a media launch, newspaper advertisements, transit advertisements, radio PSA’s and announcements, as well as electronic messaging on 400 series highways, the Gardiner Expressway and the Don Valley Parkway.

The media launch was held on June 2nd at the Queen Elizabeth Theatre complex at Exhibition Place. This was the same venue as the Smog Summit Toronto Community Forum, which commenced after the press conference announcing the Idle-Free Campaign.

The Idle-Free press conference included speakers from the Clean Air Partnership (Eva Ligeti, Executive Director), City of Toronto (Councilor David Soknacki, Chairman of the Board, Toronto Atmospheric Fund), and Greenest City (Chris Benjamin, Volunteer Coordinator) (Figure 2).

Speakers commented on their commitment to reduce idling among the driving public in the



Figure 2: Councilor David Soknacki, Chairman of the Board, Toronto Atmospheric Fund speaking at the Idle-Free press conference on June 2, 2003.

GTA and were available to answer questions. Representatives from the City of Toronto's By-law Enforcement Office and CPPI were available to respond to questions from the media as well.

At the press conference, the media were provided with a news release, backgrounder, an Idle-Free fact sheet, and sample Campaign materials (information card and window decal). The contents of the media kit can be found in Appendix 4.

There was additional media coverage in several of the participating municipalities and regions. Many participants released their own media advisory and conducted interviews with local media over the course of the Campaign.

Communication Tools Used To Encourage Anti-Idling Behaviour

The public was made aware of the GTA Idle-Free Campaign and the issue of idling via a broad communication plan, employing several key campaign messages.

The Tier 1 communication plan contained the following elements:

- Transit advertising
- Radio Public Service Announcements
- Print advertisements running as part of the Smog Summit Community Events in newspapers across the GTA
- Electronic messaging on 400 series highways, the Gardiner Expressway and the Don Valley Parkway.
- Posters
- Information cards and window decals
- Banners
- Web-based promotion through a dedicated Web site (http://www.toronto.ca/cleanairpartnership/idlefree_campaign.htm)
- Participating municipalities and regions were also asked to introduce the Idle-Free Campaign to their staff through distribution of campaign materials, an email Campaign notice, and posting of Idle-Free information on their local Web site.

Key Campaign messages:

"Turn off your engine and be idle-free"

"Idling gets you nowhere"

"Save money; breathe easier; spare the air"

"Don't idle your vehicle! Breathe easier"

"I turn my engine off when parked"

"Turn it off after 10 seconds"

"All it takes is the turn of a key"

Personal Contact Interventions (Tier 2)

CBSM research indicates that personal contact is important to influencing behaviour change. With respect to vehicle idling, personal contact with motorists is often a very successful means of changing idling behaviour. Results from previous anti-idling campaigns using personal contact have shown that this technique can be used with great success. The GTA Idle-Free Campaign involved a series of personal contact interventions over the course of the month long campaign.

The interventions involved trained volunteers approaching motorists to speak about the benefits of reduced idling and distribute information cards and window decals. Motorists were encouraged to make a series of progressive commitments to change their idling habits, which included 1) agreeing to speak with Idle-Free Ambassadors, 2) accepting the information card, and 3) making a commitment to not idle their vehicle.

Local community sites where interventions occurred included schools, transit pick up locations, gas stations, and other sites where idling frequently occurs. At each site motorists were given an information card and asked to make a commitment to turn off their engine while parked by posting the window decal in their windshield. Times that interventions took place were selected to maximize the amount of people that would be in contact with “Idle-Free Ambassadors”.

Volunteers wore a uniform (Campaign T-shirt and ball cap), which made them distinct and more easily accepted by motorists. A script was used to ease communication between volunteers and motorists and to ensure a consistent approach across the GTA.

The GTA Idle-Free Campaign utilized volunteers from across the GTA to serve as “Idle-Free Ambassadors”, to promote the anti-idling message. This allowed a large geographical area to be covered while keeping all volunteers within their local community, broadening the reach and impact of the Campaign. Volunteers were recruited, trained and coordinated by staff Greenest City, a partner in the GTA Idle-Free Campaign.

“Idle-Free” Ambassador Script

“Hi, we're here today talking with drivers about how idling is bad for our health, environment, and your pocketbook. If you're interested in why and how to reduce idling, I have a card I can give you – would you mind taking one?”

The key thing to remember is to turn your engine off when parked for more than 10 seconds. I have a decal I can give you to show that you will help reduce idling – will you take one? [Offer to help affix the decal.]

Thank you very much for your time.

Toronto's Anti-Idling By-law Enforcement



Another key component of the launch and implementation of the Campaign was the increased enforcement of the City of Toronto's Idling Control by-law that occurred in the first week of the Campaign.

Taking into consideration that the City of Toronto has an Idling Control By-law in place, it was determined that as an extra means of raising awareness about vehicle idling, scheduled enforcement ("anti-idling blitzes") of the by-law would occur. By-law enforcement officers were asked to increase enforcement of the by-law during the first week of the Campaign. Having a representative from the By-law Enforcement Office on the IFWG was key to facilitating this request.

3.0 Campaign Communication Materials

The GTA Idle-Free Campaign used information cards, window decals, banners, T-shirts, hats, posters and transit advertising to promote the Idle-Free message across the GTA. Each Campaign material is described in terms of visual appearance (and shown in some cases) and explained how it was used during the Campaign. The final package of Campaign materials is available in Appendix 5. A total distribution list of Campaign materials can be found under the heading "Material Distribution" in the Results section.

Information cards

The information cards used in the GTA Idle-Free Campaign were double-sided, with one side presenting the benefits of reduced idling and the other side describing five simple steps motorists can take to reduce idling.

Two versions of the information cards were produced using the "lung" image and the "child" image.

Information cards were made available to all participating municipalities and regions to be distributed to staff and the public visiting their facilities. Most municipalities had the information cards available for pick up inside city halls, civic centers, libraries and other public places. Other municipalities took a more direct approach and included information cards in toolkits distributed to the public during "Public Works Week" (e.g. City of Brampton), handed them out during local festivals (e.g. Newmarket's EcoFestival, Unionville Parade, Whitchurch-Stouffville's Strawberry festival).

turn it off!



You can help improve air quality and use energy more wisely by turning off your engine when your vehicle is parked.

- **Breathe easier** – you won't have to breathe in exhaust fumes from a vehicle that is going nowhere.
- **Spare the air** – to combat problems like smog and climate change, we all need to use energy more wisely.
- **Save money** – because idling your vehicle for 10 minutes a day uses up more than 100 litres of gasoline in a year.

Idling for over 10 seconds uses more fuel than restarting your engine.


idling gets you nowhere

SMOG SUBMITTER Canada ¹⁰⁰

ready to do your part?

Here are 5 simple steps you can take to reduce needless idling.

- 1 **Reduce warm-up idling** – start driving after no more than 30 seconds of idling, assuming your vehicle's windows are clear. Excessive idling is not good for your engine.
- 2 **Turn it off after 10 seconds** – turn your engine off if you are going to be stopped for more than 10 seconds, except in traffic.
- 3 **Minimize use of remote car starters** – these devices encourage you to start your vehicle before you are ready to leave, which means wasteful idling.
- 4 **Use a block heater** – in temperatures below 0° C, use this device to warm up the engine before starting your vehicle. This will improve fuel efficiency and reduce exhaust emissions.
- 5 **Spread the word** – talk to your family, friends and neighbours about the benefits of reduced idling. Encourage them to join you in saving money, protecting the environment and contributing to a healthier community.



all it takes is the turn of a key

For more information: www.smogsubmitter.org
<http://oe.nrcan.gc.ca/idling> • 1 800 387-2000

The Ministry of the Environment and Transport Canada received information cards to distribute to staff and the public. Information cards were made available to the City of Toronto's taxi training office and included in packages given to participants in the Repair Our Air Fleet Challenge. Information cards were provided to the coordinator of Environment Days for distribution at local "Environment Days" throughout the City of Toronto. The Metro Toronto Police Department included information cards in packages given out to the public during a charity event in June.

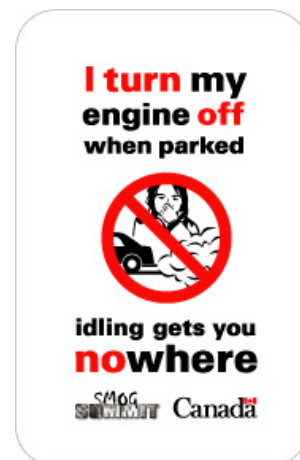
Information cards were also included in Smog Summit toolkits and available for pickup at all Smog Summit Community Forums and the Smog Summit Roundtable Discussion event on June 20th.

Window decals

Window decals displaying two versions of the Idle-Free logo and one of the key Campaign messages "*I turn my engine off when parked*" were used in the Campaign. Electro-static window decals were produced using the "lung" and "child" images. An electro-static material was chosen over a traditional "sticky" back, because motorists tend to be more receptive to placing the decal in their windshield if they know it will not ruin the glass and can be easily removed at a later time.

Placing the window decal in the windshield symbolized the commitment many motorists made when interacting with "Idle-Free Ambassadors". The window decals not only served as a symbol of this commitment but also acted as a reminder to motorists to turn off their engine when parked.

Participating municipalities and regions distributed electro-static window decals along with the information card, as outlined above. Some municipalities posted window decals on their municipal fleet vehicles and on vehicles loaned to staff. The City of Toronto also provided window decals to Corporate Service vehicles that are loaned to staff.



Banners

The large vinyl banner (12 x 4 feet) was effective in delivering the Idle-Free message to passing motorists and pedestrians. With the words "*you are now entering an idle-free zone*" the banner sends the message that vehicle idling is not acceptable at this location.

The banner was posted at all participating GO Transit location and gas stations. Banners were also sent to participating municipalities and regions that requested them and were placed across city halls, in parking lots, on gates leading to Public Works yards, and other highly visible locations (Figure 3).

Banners were also displayed at the Smog Summit event on June 20th and at Smog Summit Community forums.



Figure 3: Idle-Free banner displayed over main entrance of the Town of Newmarket's municipal building.

T-shirts and Ball Caps

The Campaign T-shirt was printed on the front and back with key anti-idling messages. The front read "*Idling gets you nowhere*" and the back read "*All it takes is the turn of a key*". The Campaign ball cap has stitching that read "*Idling gets you nowhere*".

Volunteers acting as "Idle-Free Ambassadors" wore these T-shirts, along with ball caps at sites where interventions took place (Figure 4). This "uniform" allowed "Idle-Free Ambassadors" to be easily identified and more accepted by motorists.



Figure 4: Volunteers wearing "uniform" – Campaign T-shirts and ball caps



Posters

Perhaps the most powerful image of the Campaign was used to make large (20' x 13") posters. The "lung-exhaust" image and text "*Don't idle your vehicle – Breathe easier*", effectively addresses the health impact of vehicle idling.

Posters were distributed to participating municipalities and regions, where they were posted in city halls, civic centers, libraries, child care centers, schools, recycling depots, public works yards and other community locations in the GTA. They were also posted at GO Transit locations on bulletin boards inside the station.

Transit advertisements

Working with the same lung image used in the posters, several transit ads were produced and used around the GTA. The design was modified based on the type of transit advertisement being produced (i.e. bus back, interior, shelter, etc.).

The City of Toronto, York Region, City of Brampton and the City of Oshawa donated transit advertising space to promote the Campaign (Table 2).

Table 2: Transit Advertising used in the GTA Idle-Free Campaign

Participant	Transit ad type
Toronto	58 bus shelters
York	50 interior
Brampton	12 bus backs: 6 for transit 6 for municipal trucks
Oshawa	20 interior



Figure 5: Bus shelter in the City of Toronto showing the transit advertisement

In the City of Toronto, 58 bus shelters displayed the transit advertisement (Figure 5). For a complete list of locations of transit shelters in the City of Toronto that displayed the GTA Idle-Free Campaign transit advertisement, please see Appendix 6. In addition to public transit buses in the City of Brampton, several municipal trucks also displayed the large bus back advertisement (Figure 6).



Figure 6: Transit advertisement on a municipal truck in Brampton

Other Materials used to promote the Idle-Free message

Some participating municipalities and regions used complementary material in their jurisdiction to promote the anti-idling message (Appendix 7). Most materials were based on images and information found on Natural Resources Canada's *Idle-Free Zone* Web site, while some were developed independently.

Examples of complementary material include:

- York Region's Idling Q & A poster
- Town of Richmond Hill's Clean Air Day poster
- City of Mississauga's information card, window decal and metal signs
- City of Burlington's bookmark, poster and metal signs
- Town of Oakville's Idling Vehicle Control fact and myth brochure
- The City of Toronto's "Making Toronto Idle-Free" logo used on T-shirts and hats
- Town of Newmarket's Anti-Idling Quiz

4.0 Campaign Results

Campaign Awareness

One of the primary objectives of the GTA Idle-Free Campaign was to create widespread awareness across the GTA about the issue of vehicle idling and educate people about what they can do to reduce unnecessary idling.

The broad public education/communication plan was designed and implemented to raise awareness among motorists and the general public about the impacts of vehicle idling and the benefits associated with reduced idling.

Media Coverage

The media launch and "idling blitzes" generated a significant amount of interest in the GTA Idle-Free Campaign, and included mentions of the Campaign on news programs, in addition to scheduled interviews. Widespread coverage by print, television and radio media outlets include the following:

Print

- Toronto Star
- Toronto Sun
- Globe and Mail
- Metro
- Now Magazine
- Newmarket Era-Banner
- Mississauga News
- Markham Economist & Sun
- Burlington Post
- Oakville Beaver
- Hamilton Spectator

Television

- Global TV (local and national)
- CFTO (World Beat News)
- City TV (City Pulse)
- Weather Network "Good Morning Toronto"
- City TV's "Hunter's Gatherings"
- Goldhawk Live
- Rogers Cable

Radio

- CFRB 1010
- CFTR 680 News
- CBC Radio

Campaign Material Distribution

Campaign materials, such as posters, banners, information cards and window decals, were provided to participating municipalities and regions, organizations, schools individuals, and companies for distribution (Table 3). In addition, materials were distributed by volunteers at several intervention locations including GO Transit, gas stations, schools and other community locations/events (Table 3).

Table 3: Total Material Distribution

CAC-member Participant	Campaign Materials			
	Posters	Info Cards	Decals	Banners
York	100	1400	1000	1
Markham	50	200	200	0
Newmarket	50	600	600	1
Richmond Hill	50	100	75	1
Whitchurch-Stouffville	10	500	500	0
Halton	10	4000	100	1
Burlington	10	100	75	0
Halton Hills	20	500	100	0
Oakville	100	1000	1000	6
Peel	50	1500	200	6
Mississauga	0	3000	3000	2
Brampton	200	200	100	2
Caledon	50	500	200	2
Durham	25	2400	100	0
Ajax	50	300	100	1
Oshawa	50	300	100	0
Pickering	50	300	100	0
Toronto				
> 20/20 Public Health	300	2000	2000	0
> Environment Days	0	1500	1000	0
> Taxi Training	0	100	300	0
> Toronto Police Department	0	500	500	0
Transport Canada	20	200	200	0
Ministry of the Environment	50	500	500	0
Smog Summit toolkits	0	1100	1100	0
Smog Summit displays	10	500	500	
Individuals	0	600	500	0
Companies	0	550	550	0
Schools	0	4900	4900	
other community events	0	500	500	0
GO Transit*	100	800	640	24
Gas Stations*	0	2250	1800	45
Schools*	0	1400	1100	0
other community locations	0	600	480	0
Total	1355	34900	24120	92

* number of information cards and window decals distributed not recorded accurately for all sites, therefore these numbers have been estimated

In addition to participating municipalities and volunteers at intervention sites, other **individuals** and **businesses** distributed Idle-Free Campaign materials. Several community members and companies requested materials after hearing about the Campaign. Individuals in Toronto, Port Perry, Lindsay and North Bay took initiative and distributed materials to their neighbors and/or students. Several companies in Toronto, Markham, Newmarket, Richmond Hill and Aurora also distributed materials to their employees. For a list of companies that distributed Idle-Free Campaign materials, please see Appendix 8.

The **Metropolitan Toronto Police Department** was also active in providing Campaign materials to the public. At a charity fundraiser at the Toronto Eaton Center during June, information cards and window decals were included in information packages given to the public, and also available on display for pickup. Officers at this event fielded numerous inquiries from the public regarding Toronto's Idling Control By-law.

Even though the GTA Idle-Free Campaign was officially over at the end of June 2003, the Idle-Free message continues to be promoted throughout the GTA. Many of the Campaign materials, such as posters and banners, put in place during the Campaign are still on display in many participating municipalities. Campaign materials, such as the information cards and window decals, continue to be distributed to the public in many participating municipalities and through partner organizations such as Toronto Public Health, Greenest City and Canadian Tire.

There are also plans by several municipalities to post and distribute more Campaign materials over time. For example, the Town of Oakville plans to post Campaign banners at Town Recreation Centers and at Sheridan College. The regions of York and Halton have included information cards and window decals in pay stub packages given to employees. Requests for additional Campaign materials were made both during and after the Campaign, and continued to be received to the date of this report.

Communication Tools Employed

The public was made aware of the GTA Idle-Free Campaign through the following:

- **Transit** advertising
 - Toronto – bus shelters
 - York Region – bus interiors
 - Brampton – bus backs
 - Oshawa – bus interiors
- **Radio** Public Service Announcements (PSA's) and multiple mentions (CFRB 1010, CFTR 680 News)
- **Television** news programs and scheduled interviews (see media list above)
- **Print** ads running as part of the Smog Summit Community Events in newspapers across the GTA, as well as articles written about the Campaign (see media list above)
- **Electronic messaging** on 400 series highways, the Gardiner Expressway and the Don Valley Parkway (MTO COMPASS signs) (Figure 7)



Figure 7: Electronic messaging display on a MTO COMPASS sign

- **Posters** displayed in city halls, municipal offices, community centers, libraries, and other community locations in the GTA
- **Information cards** and **window decals** available at gas stations, city halls, municipal offices, community centers, libraries, shopping malls, and other public places in the GTA
- **Banners** displayed at participating gas stations, GO Transit locations, and other highly visible places across the GTA (city halls, municipal parking lots)
- **Web-based promotion** through a dedicated Web site (http://www.toronto.ca/cleanairpartnership/idlefree_campaign.htm)
- Smog News (available on-line at http://www.toronto.ca/cleanairpartnership/smog_news/spring_summer_2003.pdf)
- Enbridge's Pipeline Newsletter (see Appendix 9)
- City of Toronto Public Health – 20/20 Newsletter (available on-line at http://www.city.toronto.on.ca/health/2020/pdf/2020_newsletter_jun03.pdf)
- Participating municipalities and regions also introduced the Idle-Free Campaign to their **staff** through distribution of campaign materials, an email Campaign notice (see Appendix 10 for the staff notice template), and posting of Idle-Free information on their local Web site (see Appendix 11 for the Web site content template).

Discussion

Due to budget constraints, post campaign follow up surveys with motorists in the GTA were not conducted, making quantitative data about the awareness of the GTA Idle-Free Campaign unavailable. However, drawing on the widespread and broad communication strategy of this Campaign, some assumptions about Campaign awareness can be reached.

To spread the Idle-Free message, a variety of broad communication tools were employed, each having the potential to reach a large portion of the GTA community. In combination, these communication elements have an even greater potential to deliver the Idle-Free message to the over five million residents in the GTA.

- **Transit advertising** was not only able to reach transit riders in Toronto, York Region, Brampton and Oshawa, but also drivers on the road passing bus shelters and bus back advertising.
- **Radio PSA's** were run for three weeks during the Campaign on CFRB 1010 (18 spots in week 1, 26 spots in week 2 and 10 spots in week 3). CFRB 1010 has a listenership of 807,000 people.³ The Campaign also received multiple mentions on CFTR 680 News that has a listenership of 1,100,000 people.⁴
- **Television news programs** such as Global TV, City Pulse, CFTO, and the Weather Network featured the Idle-Free Campaign. Combined, these news programs have a viewership of over 5 million people.⁵ In addition to news programs, scheduled **interviews** were also broadcast on Rogers Cable Goldhawk Live, with a viewership of 290,000 people per week⁶, and City TV's Hunter's Gatherings, with a viewership of 98,000 people weekly⁷.
- **Print advertisements and articles** written about the Idle-Free Campaign were included in many print media outlets in Toronto and the GTA. Combined these newspapers have a readership of over 1,804,500 people⁸. Readerships for print media featuring the Idle-Free Campaign are as follows:
 - Toronto Star - 457,000
 - Globe and Mail – 364,000
 - Toronto Sun – 247,000
 - Metro – 182,000
 - Mississauga News – 133,000
 - Now Magazine – 106,000
 - Hamilton Spectator – 105,000
 - Newmarket Era-Banner – 65,000
 - Markham Economist & Sun – 57,000
 - Burlington Post – 48,500
 - Oakville Beaver – 40,000
- **Electronic messaging** with tow rotating messages reading 1.) “LET’S CLEAR THE AIR, AVOID UNNECESSARY IDLING” and 2.) “AVOID UNNECESSARY IDLING, REDUCE SMOG AND SAVE GAS” were displayed on 400 series highways in Toronto during the Campaign. It has been estimated that sections between MTO COMPASS signs carry in excess of 350,000 vehicles on an average day.

³ CFRB. 2003. Personal Communication, Marketing Research. Aug. 22, 2003.

⁴ CFTR. 2003. Personal Communication, Marketing Research. Aug. 22, 2003.

⁵ Global TV, City TV, CFTO, and the Weather Network. 2003. Personal Communication, Marketing Research. Aug. 22, 2003.

⁶ Bradshaw, Dave. 2003. Personal Communication, Producer, Goldhawk Live. Aug. 22, 2003.

⁷ City TV. 2003. Personal Communication, Marketing Research. Aug. 22, 2003.

⁸ Bowdens Media Directory. 2002. Bowdens Media Monitoring Limited. Toronto. (all readerships of print media were obtained from this source)

- Articles about the Idle-Free Campaign were included in several **newsletters** such as Enbridge’s Pipeline newsletter, with a readership of 1.5 million people⁹ and Toronto Hydro’s Power Talk newsletter, with a readership of 600,000 people¹⁰. Toronto Hydro also promoted the Campaign at the bottom of their residential bills distributed to over 650,000 households¹¹. Idle-Free articles were also featured in Smog News, with a readership of over 2000 people, and Toronto Public Health’s 20/20 Newsletter, with a readership of approximately 700 people¹². Smog News and the 20/20 Newsletter are also available online.
- The majority of participating municipalities and regions **notified staff** of the Idle-Free Campaign through email notices, employee newsletters or internal Web sites. Potentially all municipal and regional staff in the GTA were informed of the Campaign and heard the Idle-Free message.
- The Clean Air Partnership and some participating municipalities handled numerous inquiries from the general public wanting to know more about the Campaign. The Clean Air Partnership fielded 697 **telephone inquires** from the public between May 1 – July 8, 2003. When callers were asked how they heard of the GTA Idle-Free Campaign they responded (in order of most frequent responses) via the **news** (television/radio/print) and through **advertising** (transit ads/radio PSAs/banners/municipal Web sites/print). Other inquiries came from representatives in other parts of Canada (including Alberta and Quebec), asking about details of the Campaign and whether it would be duplicated in other areas.
- Over 1,296 **interventions** between volunteers and motorists were held across the GTA. During interventions, volunteers noted that some drivers were already aware of the Campaign prior to speaking with them due to the broad media coverage. Interventions impacted the motorists approached, but also their passengers, family members, and friends through discussions about the intervention experience or via sharing of Campaign materials. Other motorists could have been reached by seeing window decals posted on vehicle windshields.
- There were 172 **volunteers** that acted as “Idle-Free Ambassadors” at intervention sites in the GTA. These volunteers would have likely shared their Idle-Free message and experiences with family and friends, extending the reach of the Campaign. Some volunteers that did not distribute all of their Campaign materials at intervention locations, kept their materials to give out at a later time, allowing the Idle-Free message to be spread beyond the end of the Campaign.
- Over 21 **schools** in the GTA participated in the Campaign, reaching numerous staff, students and parents with the Idle-Free message.

⁹ Mirabelli, Nadia. 2003. Personal Communication. Communication Specialist, Enbridge Gas Distribution Inc. Sept. 3, 2003.

¹⁰ Reesor, Paul. 2003. Personal Communication. Community Involvement, Events and Sponsorships, Toronto Hydro. Sept. 9, 2003.

¹¹ Reesor, Paul. 2003. Personal Communication. Community Involvement, Events and Sponsorships, Toronto Hydro. Sept. 9, 2003.

¹² Stephanie Thorson. 2003. Personal Communication. Health Promotion Consultant, Toronto Public Health. Aug. 29, 2003.

- **Banners** displayed in highly visible locations across the GTA, such as city halls, parking lots, GO stations and gas stations, passed the Idle-Free message on to motorists visiting the location as well as those driving by.
- Increased enforcement of Toronto's Idling Control By-law resulted in hundreds of motorists being ticketed and warned about vehicle idling. This generated substantial media interest and increased public awareness of the Campaign.

Overall, the GTA Idle-Free Campaign, as part of the fourth annual Smog Summit, generated extensive media coverage, deployed a variety of communication tools and engaged motorists in discussions about idling across the GTA. This widespread and comprehensive approach made it possible for a large number of people in the GTA community and beyond to have seen, heard or read about the issue of vehicle idling. Based on such a broad communication strategy and extensive media attention, it is highly likely that the Idle-Free message reached a substantial portion of the GTA community, either through direct contact with Idle-Free Ambassadors, By-law Enforcement Officers, communication tools or via media outlets.

In summary, the GTA Idle-Free Campaign could have potentially reached the over 5 million people living in the GTA community and beyond. With the continued posting/distribution of Campaign materials by municipalities, regions and other groups, it is highly likely that the Idle-Free message will not end with the GTA Idle-Free Campaign.

Personal Contact Interventions

Interventions occurred at schools, GO Transit pick up locations, gas stations, and other sites where idling frequently occurs.

A total of 172 volunteers, ranging in age from child to senior citizen, acted as "Idle-Free Ambassadors" and participated in interventions during the GTA Idle-Free Campaign.

There were a total of 49 Idle Free events at 35 locations throughout the GTA (see Table 4). Over a three-week period (May 29 - June 21) a total of 1,296 interventions were recorded on tracking sheets (for a sample tracking sheet, please see Appendix 12). Interventions were typically conducted for about one hour at each location.

Table 4: Locations of Interventions

GO Transit Stations	Gas Stations
1. Brampton GO	19. Canadian Tire, Keele & 401
2. Burlington GO	20. Canadian Tire, Mavis & Dundas
3. Erindale GO	21. Canadian Tire, Queensway & 427
4. Oakville GO	22. Esso, Highway 10 (Hurontario) & Britannia
Schools	23. Esso, Highway 10 (Hurontario) & Central Parkway
5. Cosburn Middle School	24. Esso, Queensway & Islington
6. Gled Hill Public School	25. Esso, Yonge & Johnston
7. Glenview Public School	26. PetroCanada, 1896 Eglinton Ave. E.
8. Hamper's Nursery School	27. PetroCanada, 3380 Dixie Rd. N.
9. Prince of Peace Public School	28. PetroCanada, 6536 Winston Churchill Blvd.
10. Robert Little Public School	29. PetroCanada, 7011 Bathurst St.
11. Rolling Meadows Public School	30. PetroCanada, Avenue Rd. & Eglinton Ave.
12. St. Catherine of Sienna Catholic School	31. Shell, 135 Rexdale Blvd.
13. St. Jerome Catholic School	32. Shell, 435 Browns Line
14. St. Margaret Mary School	33. Shell, Bayview & Sheppard
Community Locations	34. Shell, Spadina & Wellington
15. East York Shopper's World	35. Sunoco, Sheppard Ave. E. & Warden
16. Environment Day Events	
17. Newmarket EcoWorks Festival	
18. University of Toronto Campus	

What happened at each participating site?

Schools

Across the GTA there were 13 schools that participated in the educational component of the campaign by providing Campaign materials to students and staff. Parents, teachers and students also hosted Idle-Free interventions at an additional 8 schools in the GTA, where they handed out information cards and window decals to motorists. In total 21 schools participated in the GTA Idle-Free Campaign (see Appendix 13 for a detailed list).

GO Transit Stations

GO Transit identified 24 locations throughout the GTA to post posters and banners and of those, 18 sites to host interventions (see Appendix 14 for a detailed list). Of these 18 stations open to interventions, only 4 stations received visits by Idle-Free Ambassadors. There was a total of 5 interventions at 4 GO Transit sites throughout the Campaign.

On Campaign launch:

- A **banner** (12 x 4 feet) was posted in a highly visible location (Figure 8).
- Posters were inside stations on GO bulletin boards.

Throughout Campaign:

- Periodic visits to all sites by **Idle-Free Ambassadors**, trained students and volunteers who distributed information cards and window decals to motorists. Each Ambassador wore a **uniform** (campaign t-shirt and hat) and used a **script** during contact with guests.



Figure 8: Campaign banner displayed at GO Transit station

Gas Stations

CPPI member companies identified 61 retail outlets across the GTA to participate in the Campaign:

- Petro-Canada (16 sites)
- Shell (15 sites)
- Esso (15 sites)
- Sunoco (10 sites)
- Canadian Tire (5 sites)

Of the 61 sites identified as possible intervention locations, only those located in municipalities participating in Tier 2 could host interventions. There were 27 interventions hosted at 17 stations throughout the Campaign.

For a list of gas station locations that participated in the GTA Idle-Free Campaign, please see Appendix 15.

On Campaign launch:

- A **banner** (12 x 4 feet) was posted in a highly visible location.
- A free-standing **metal sign** was positioned in the parking area (e.g., adjacent to parking spots for the convenience store, etc.). Most but not all sites received metal signs.
- **Information cards** were available in a brochure holder at or near the cashier that guests could take.

Throughout Campaign:

- Periodic visits to all sites by **Idle-Free Ambassadors**, trained students and volunteers who distributed information cards and window decals to motorists. Each Ambassador wore a **uniform** (campaign t-shirt and hat) and used a script during contact with guests.

Other participating locations

In addition to schools, GO Transit stations, and gas stations, there were also several other locations where interventions occurred. These locations included:

- The Newmarket EcoFestival (May 31 & June 1),
- University of Toronto campus (June 5),
- East York Shopper's World (June 18 & 21) and
- City of Toronto Environment Days (throughout June).

Discussion

Ensuring that there were enough volunteers to cover all possible intervention sites was one of the challenges faced during this Campaign. When comparing the number of sites available to host interventions, and the number of sites that actually received interventions, it is apparent that fewer sites received visits by "Idle-Free Ambassadors". This was partially due to a lack of availability and scheduling conflicts that arise when working with volunteers. For example, to maximize public exposure to the "Idle-Free Ambassadors" it was decided that interventions would be held on weekdays when GO stations were at their busiest. However, in most cases weekends were preferred by volunteers, as indicated by the higher gas station coverage on weekends, resulting in fewer interventions being held at GO stations. Although there were fewer interventions than anticipated, volunteers were very useful in spreading the Idle-Free message across the GTA.

Impact of Campaign on Vehicle Idling Behaviour

An evaluation of the personal contact interventions with Idle-Free Ambassadors was conducted to determine their impact on the idling behaviour of motorists on the GTA.

A two-part approach was used, which consisted of:

1. tracking and recording "uptake" data during interventions, and
2. pre- and post-test observations made before and after interventions.

For details of the personal contact intervention evaluation methodology, please see Lura Consulting's report *Evaluation of Personal Contact Interventions* in Appendix 16.

1. Uptake Data

A total of 1,296 interventions were accurately recorded by volunteers and used to evaluate their success. The results of the evaluation showed that the majority of motorists approached were willing to speak with Idle-Free Ambassadors (72%), and take an information card (71%). Most motorists were willing to make a commitment not to idle their engines (51%), with less immediately applying the window decal as a symbol of this commitment (20%). Please see Lura Consulting's report *Evaluation of Personal Contact Interventions* in Appendix 16 for a breakdown of these findings by site locations (i.e., schools, GO Transit, gas stations, and other community locations).

Discussion

Overall, most motorists (over 70%) were willing to speak with Idle-Free Ambassadors and accept the information card. Although only 20% of those approached posted the window decal on the spot, this is within the range observed in other anti-idling campaigns conducted in Toronto and Mississauga (14 – 38%). It is also likely that some motorists placed the window decal in their windshield after the intervention was completed, making the percentage of window decal postings somewhat higher. In fact some of the volunteers noted that motorists often put on the window decal once the volunteers had moved on to speak with other motorists.

In terms of changing idling behaviour, it was found that over half of the motorists approached (51%) made a commitment not to idle, demonstrating public receptivity to the anti-idling message delivered across the GTA.

It has been estimated that many more people were approached during interventions than were recorded. While most volunteers filled out and returned their tracking sheets, some did not. Record keeping by volunteers was not consistent and some of the data sheets returned could not be used. This may have influenced results as some data could not be used and other data was missing.

For a more detailed discussion of these findings, please refer to Lura Consulting's report *Evaluation of Personal Contact Interventions* in Appendix 16.

2. Pre- and Post-Test Observations

To determine whether personal contact interventions resulted in a change in idling behaviour, pre- and post-test observations were made at schools and GO Transit locations. Intervention and control sites were monitored for idling **frequency** and **duration**. In total, 962 observations were made of the frequency and duration of idling occurring at intervention sites. The results of these pre- and post-test observations were as follows:

GO Transit

- At locations where interventions occurred, the frequency of idling was reduced by 18% when compared to baseline.
- Interventions were responsible for a 23% reduction in idling frequency when compared to control locations.
- The duration of idling increased at control sites by 15% and at intervention sites (32% when compare to baseline and 17% when compared to controls).

Schools

- At locations where interventions occurred, the frequency of idling was reduced by 35% when compared to baseline.
- Interventions were responsible for a 39% reduction in idling frequency when compared to control locations.
- The duration of idling decreased at control sites by 20%, but increased at intervention sites (5% when compare to baseline and 25% when compared to controls).

Discussion

These results suggest that the personal contact interventions were able to influence the frequency of idling, with decreased idling **frequency** observed at GO Transit and school locations. However, data also suggests that the interventions were less effective in reducing the duration of idling, with increased idling **duration** found at GO Transit and school locations. These findings indicate a greater need for emphasis on the benefits of idling for less time, as well as the benefits of idling less often.

For a more detailed discussion of these findings, please refer to Lura Consulting's report *Evaluation of Personal Contact Interventions* in Appendix 16.

Toronto's Anti-Idling By-law Enforcement

The "anti-idling blitz" was conducted during the week of June 2 - 7, 2003. Twelve enforcement officers were assigned to the weeklong "anti-idling blitz". The blitz was carried out by enforcement officers during regular business hours (8:00 a.m. – 4:00 p.m.). In addition to these regular work hours, an extra shift operated from 4:00 p.m. to 12:00 midnight on June 5, 6 and 7.

"Anti-idling blitzes" conducted by enforcement officers during the GTA Idle-Free Campaign, resulted in 120 tickets, 195 warnings and 3 summons. Ticket fines are set at \$105.00 plus a \$20.00 victim surcharge, for a total of \$130.00 fine. Summons are issued to drivers that drove away when the officer was preparing to write a ticket. A summons has no set fine, rather it is an order for the individual to appear in court on a scheduled date.

Increased enforcement of the Idling Control by-law helped to raise awareness among motorists that idling is a serious issue and to gain media attention to the GTA Idle-Free Campaign. Much of the print articles and television coverage focused on the increased enforcement of Toronto's Idling Control by-law.

Enhancing the GTA Clean Air Council's Air Quality Protection Initiatives

Participating in the GTA Idle-Free Campaign allowed GTA-CAC-member municipalities and regions to fulfill their commitment in Article 5.2.4 of the *Inter-Governmental Declaration on Clean Air* signed at the 2002 Smog Summit. However, the Campaign did more than simply fulfill this commitment – it began an anti-idling movement across the GTA. The GTA Idle-Free Campaign enabled those municipalities with idling initiatives to enhance their existing activities, while empowering other municipalities with little or no experience with vehicle idling to take action on idling. Many GTA-CAC-member participants are expanding their current anti-idling initiatives, while other are considering implementing new initiatives. For more details on how the Idle-Free momentum is being sustained, please see the section "Sustaining Campaign Momentum".

Thoughts on the Campaign

The following quotes were gathered after the GTA Idle-Free Campaign ended and provide a variety of opinions and experiences from key Campaign partners, volunteers, motorists and residents in the GTA.

“Everything we do to cut greenhouse gas emissions is an important part of the answer to climate change. It can be as simple as turning off the engine rather than letting it idle unnecessarily. And that’s what this Campaign is all about – what each of us can do to conserve energy and reduce GHG emissions.”

Herb Dhaliwal, Minister of Natural Resources Canada

“Idling cars are super-polluters that emit twice the exhaust fumes as moving cars do. Air quality is getting worse every year, and with increasing numbers of smog days, just breathing becomes a health risk.”

Eva Ligeti, Executive Director, The Clean Air Partnership

“Idling is one environmental problem and health threat that is easy to fix – all it takes is the turn of a key.”

David Soknacki, Toronto Councilor, Chair of the Toronto Atmospheric Fund

“The GTA Idle-Free Campaign was a great initiative that brought together organizations such as CPPI, the Clean Air Partnership, communities and governments in a partnership to engage consumers in taking action that will improve the environment.”

Bob Clapp, Vice President, Canadian Petroleum Products Institute

“It only made sense that GO would partner with all the municipalities we serve in order to reduce idling and help clean the air. Our customers are committed to supporting the environment and already do their part in helping to create healthy cities and sustainable communities by taking GO Transit on their journeys. The GTA Idle-free campaign was just another way for our customers to help clean the air in their community.”

Dr. Gordon Chong, GO Transit Chairman

“Working with such a broad and diverse group of volunteers was a rich and rewarding experience. It was inspiring to meet concerned individuals and groups, and work with them to empower citizens to make small changes in their lives that add up to cleaner air for everyone.”

Chris Benjamin, Volunteer Coordinator, Greenest City

“Greeting people face-to-face like this with printed information in hand is certainly an effective way to draw attention to the issue.”

Cameron Tingley, Idle-Free Ambassador

“It’s about time.”

Burlington resident

“I hear your message. I will never idle again. Can I have another window decal because I have three cars?”

Motorist approached by Idle-Free Ambassadors

“The fact that the City of Toronto decided to have its By-law Enforcement Officers concentrate on enforcement of its existing anti-idling by-law during the Campaign helped immensely with public awareness.”

Roy Howard, Town Of Newmarket, Clean Air Council member

“The Anti-Idling Tool Kit was a useful resource. The ready-to-use artwork assisted the team in developing visually-effective campaign materials within a short period of time.”

Member of the Idle-Free Working Group

“Campaign materials were excellent. Eye catching with simple messaging.”

Craig McIlmoyle, Durham Region, Clean Air Council member

“The GTA Idle-Free Campaign was easy to implement as all materials were provided to us. There was an increase in awareness among staff due to the Campaign materials made available.”

George Flint, Town Of Richmond Hill, Clean Air Council member

“It would be most helpful if we could devise methods to keep the momentum going after the formal Campaign is over.”

Roy Howard, Town Of Newmarket, Clean Air Council member

“We do not see this Campaign as ended, but as ongoing and we will continue to move towards implementing many Idle-Free initiatives.”

Clean Air Council member

Summary of Campaign Results

In summary:

- The GTA Idle-Free Campaign was the largest anti-idling Campaign of its kind in Canada.
- The GTA Idle-Free Campaign, as part of the 2003 Smog Summit, generated extensive media coverage, with the Campaign being featured in several television, radio and print outlets.
- Campaign materials were posted and distributed by all participating municipalities and regions, as well as various organizations, individuals, schools and companies in the GTA. Volunteers at intervention locations including GO Transit, gas stations, schools and other community locations/events also distributed campaign materials.
- Overall, the GTA Idle-Free Campaign reached a substantial portion of the GTA community with its anti-idling message. This was achieved through the use of a variety of broad communication tools deployed across the GTA.
- A total of 172 volunteers, ranging in age from child to senior citizen, acted as “Idle-Free Ambassadors” and participated in interventions during the GTA Idle-Free Campaign.

- There were a total of 49 Idle Free events involving as “Idle-Free Ambassadors” at 35 locations throughout the GTA. Over 1,296 interventions were conducted at schools, GO Transit stations, gas stations and other community locations.
- The majority of motorists approached were willing to speak with Idle-Free Ambassadors (72%), and take an information card (71%).
- In total 51% of motorists were willing to make a commitment not to idle their engines with 20% immediately applying the window decal as a symbol of this commitment.
- Personal contact interventions influenced the frequency of idling, with decreased idling frequency observed at GO Transit and school locations. Interventions were less effective in reducing the duration of idling, with increased idling duration found at GO Transit and school locations.
- Organized “anti-idling blitzes” of Toronto’s Idling Control By-law resulted in 120 tickets, 195 warnings and 3 summons. In addition, idling blitzes generated substantial media interest in the Campaign.
- The GTA Idle-Free Campaign was effective in enhancing the clean air initiatives of the GTA Clean Air Council. Idle-Free activities allowed GTA-CAC members to fulfill their anti-idling commitment in the 2002 *Inter-Governmental Declaration on Clean Air*, while facilitating those municipalities with idling initiatives to enhance their existing activities, and empowering other municipalities to take action on idling.

5.0 Lessons Learned

The GTA Idle-Free Campaign will enable sharing of what works well and lessons learned when it comes to putting a halt to unnecessary idling in our communities.

Just as the GTA Idle-Free Campaign incorporated lessons learned from previous anti-idling campaigns, the following lessons learned in this Campaign will be valuable to other jurisdictions, communities, or organizations looking to organize their own anti-idling campaign.

Partnerships are key to a successful Campaign. Partnerships support campaign development and implementation, which was essential for the GTA Idle-Free Campaign. In order to reach as many people in the GTA community as possible, partnerships were formed with organizations that could assist with Campaign implementation across the GTA. With the support and resources of key partners, such as Natural Resources Canada, Greenest City, GO Transit, Canadian Petroleum Products Institute, and especially the GTA Clean Air Council, the GTA Idle-Free Campaign was able to reach a substantial portion of the GTA community with its anti-idling message.

Council and senior management support is crucial. Many participating municipalities and regions received council approval to participate in the GTA Idle-Free Campaign, while some did not receive formal council approval. In most cases, lack of council approval did not inhibit them from participating in components of the Campaign,

but waiting to receive council approval slowed Campaign implementation within their jurisdiction. For example, a few municipalities did not receive approval until midway through the Campaign.

When surveyed, many municipal representatives commented on the lack of time to make necessary preparations for council to endorse the Campaign. The Lura Consulting *Implementation Plan* was not finalized until April, making it difficult to receive council approval by June. As a result, some municipalities did not have adequate time to prepare a report to council informing them of the Campaign, while others only met with council at specific times of the year and missed their opportunity to introduce the Campaign.

These experiences and comments show that when the GTA-CAC undertakes any action time should be incorporated into the plan so that the participating municipalities and regions can get approval from council.

Participating municipalities and regions need to address idling within their own house. When asking the public to make a commitment not to idle their vehicle, it is easier to accomplish when the municipality has already taken steps to reduce idling internally. In fact, Durham Region did not participate in Tier 2 activities because it was felt that they needed to get their own staff and fleet vehicles to move toward reduced idling, before they could ask the public to do so. Many participants had already introduced anti-idling to their staff, and all were asked to do so as part of this Campaign.

A broad communication plan employing a variety of communication tools is key to Campaign awareness. The public was made aware of the GTA Idle-Free Campaign and the issue of idling through a variety of communication tools, applied across the GTA. This approach made it possible for a large number of people in the GTA community to have seen, heard or read about the issue of vehicle idling. It is highly likely that the anti-idling message reached a substantial portion of the GTA community, either through direct contact with Idle-Free Ambassadors, communication tools or via media outlets.

Enforcement of anti-idling by-laws increases Campaign awareness. The City of Toronto stepped up enforcement of its Idling Control by-law during the first week of the GTA Idle-Free Campaign. This resulted in substantial media coverage and several hundred tickets and warnings to idling motorists. The organized idling blitzes in Toronto played a key role in raising awareness and generating interest in the GTA Idle-Free Campaign. As not all jurisdictions have anti-idling by-laws, this strategy is not always available. However, idling enforcement did help to promote this Campaign and should be an approach considered by those jurisdictions with anti-idling by-laws in place or in development.

Campaign materials need to combine visuals with information to be effective. While striking images are effective in getting attention, useful information is necessary to bring about action. The information card is an example of this, with an anti-idling logo being used in combination with text about the benefits of reduced idling and what people can do to reduce idling. In contrast, the poster with the “lungs” image is useful in portraying the health impact of vehicle idling but does not contain direct action information. It was suggested that this poster could be made more effective by including tips on what people can do to reduce idling.

Many municipalities suggested that Campaign materials would be more effective if they were to include municipal logos on them. Only the transit advertisements included local municipal logos, while the other materials remained generic to be used on a GTA-wide scale. Including individual municipal logos on all Campaign materials can be problematic in terms of printing arrangements and quantities of materials needed for each jurisdiction would need to be known well in advance. It would also create problems for those ordering more materials at a later date. Keeping the materials generic allowed them to be used in a broader context, which meant that many groups could distribute them, expanding the reach of the Campaign.

The use of volunteers has many benefits and challenges. As part of projects that have a limited budget to hire staff working with volunteers provides many benefits. The GTA Idle-Free Campaign utilized volunteers from across the GTA to serve as “Idle-Free Ambassadors”, to promote the anti-idling message. This allowed interventions to occur more easily over a large geographical area, while keeping volunteers within their local community. Volunteers also broaden the reach of the Campaign as they share anti-idling information and experiences with family and friends, as well as motorists they approach.

One of the challenges of working with volunteers was ensuring that there would be enough people to cover all possible intervention sites identified by Campaign partners. Beyond Toronto, there were fewer organized sources of volunteers to draw from, which contributed to lower volunteer recruitment. Working with volunteers, as opposed to paid staff, allowed scheduling conflicts to arise. For example, to maximize public exposure to the “Idle-Free Ambassadors” it was decided that interventions would be held on weekdays when GO stations were at their busiest. However, in most cases weekends were preferable to volunteers (as indicated by the higher gas station coverage on weekends), resulting in fewer interventions being held at GO stations.

It is also a challenge when working with volunteers to ensure a consistent quality of approach and reliable record keeping. Many of the volunteers used in the GTA Idle-Free Campaign only participated in one intervention each, inhibiting the development of a practiced and consistent approach. Some volunteers did not feel comfortable during interventions and admitted to eliminating some parts of the script when speaking with motorists, including asking motorists for a commitment not to idle. Recording data was also problematic for some volunteers who either failed to track data accurately or did not return tracking sheets at all.

For a more on the benefits and drawbacks of working with volunteers, please see Lura Consulting’s report *Evaluation of Personal Contact Interventions* – “Lessons Learned” section, found in Appendix 16.

Intervention site selection is important. Sites selected to host interventions with “Idle-Free Ambassadors” were identified as idling “hotspots” or ideal locations to talk to motorists about vehicle idling. For example, GO Transit passenger pickup locations are known for excess idling and thus an ideal intervention location. Gas stations do not necessarily experience increased idling, but are prime locations to engage motorists in a discussion about vehicle idling. Schools are also good locations, especially when trying to make the connection to our children’s’ health and idling. Schools were found to be the most receptive sites, largely due to motorists being parents of children attending the school and/or participating in the intervention.

Emphasize the benefits of reduced idling and duration. Results of the evaluation of the personal contact interventions suggest that there is a need to highlight the benefits of reducing both idling frequency and duration. Data collected during pre- and post-test observations report that interventions were successful in reducing idling frequency but not duration. Motorists may need to be reminded that idling for less time is just as important as idling less often.

6.0 Sustaining Campaign Momentum

Municipalities and Regions Keep the Idle-Free Momentum Going

The GTA Idle-Free Campaign has created an anti-idling momentum that did not stop when the Campaign officially ended in June of 2003. All participants in the Campaign are continuing to spread the Idle-Free message by some means. Many of the participants in the Campaign have kept posters, banners and other Campaign materials in place, and are continuing to distribute information cards and window decals. Some municipalities and regions are going a step further and producing their own anti-idling materials to continue staff and public education within their jurisdiction. There are many exciting anti-idling initiatives going on in GTA-CAC-member municipalities and regions that came about as a direct result of the momentum created by the GTA Idle-Free Campaign.

In a post-Campaign survey, GTA-CAC members reported on their current and future anti-idling activities. These activities fell into the broad categories of public education, internal education, considering/developing an internal policy on idling for fleet vehicles, considering a by-law, already have a by-law in place that address vehicle idling in some way, and posting/considering posting permanent metal anti-idling signs (Table 5).

As of the date of this report, over 94% of GTA-CAC-member municipalities and regions reported undertaking **internal education** within their jurisdiction about the issue of vehicle idling and over 83% reported undertaking **public education** about the issue of vehicle idling. For example, the City of Burlington is undertaking public education initiatives that include providing free anti-idling materials to schools and selected businesses (couriers, taxi fleets, auto dealers, auto repair shops, etc.). The regions of York and Halton have distributed information cards and window decals to their staff in pay stubs as part of their internal education strategy. Peel Region has included information cards in orientation packages given out to new Public Works staff. Peel Region has also distributed anti-idling materials to all regionally owned childcare facilities, educating both parents and staff. Halton Region has provided free anti-idling materials to schools and childcare facilities, as well as anti-idling resource packages to all regional facilities. Halton Region has also launched a new corporate policy limiting vehicle idling, and as part of the educational campaign around this new policy, the Region has incorporated a contest that challenges staff to put the window decal in their windshield. The City of Mississauga is continuing their well-established awareness Campaign that targets both staff and the public.

Another interesting public education anti-idling initiative comes from Toronto Public Health. Working with Toronto Public Health's School Health Committee, 795 Toronto

public and Catholic schools have been invited to spread the Idle-Free message in their school. This initiative involved sending a letter to principals with a sample copy of Campaign materials including the information card, window decal and poster. Schools in the Toronto area can request additional copies for distribution to students, staff and parents.

Of the GTA-CAC members surveyed, over 83% have reported to be considering/developing an **internal anti-idling policy for municipal fleets**. For example, the City of Burlington is piloting an idling control policy that applies to all municipal employees driving city vehicles or their own vehicles while conducting business, limiting their idling to three minutes or less. The City of Brampton is reinforcing their existing anti-idling policy for municipal fleet vehicles and is even taking these efforts a step further by installing “engine idle limiters” in a number of fleet vehicles that automatically shut off the vehicle after three minutes. The Town of Newmarket will be continuing to support its anti-idling policy for fleets, as they did so with much success this year, becoming the winner of the Repair-Our-Air Fleet Challenge.

Just over 44% of GTA-CAC members have reported to be have posted or are considering posting **permanent metal anti-idling signs**. For example, the City of Burlington has produced 65 metal anti-idling signs, which have been erected at Burlington GO stations, regional facilities in Halton, and municipal properties. York Region declared its Administration Centre an “Idle-Free Zone” and has produced and displayed some metal signs in various locations. York Region is considering ways to expand the Idle-Free Zone promotion to include other regionally owned facilities. The Region of Peel is also preparing to post metal signs at regional buildings. Durham Region is currently investigating permanent metal signage for its fleet department facilities and several other locations.

While almost 28% of GTA-CAC members already have a by-law that addresses vehicle idling in some respect, another 28% are considering introducing an **anti-idling by-law** to specifically address vehicle idling. For example, the Town of Newmarket has prepared a draft anti-idling by-law and is currently preparing a public education and awareness program around it. The City of Pickering, Town of Markham and the City of Burlington are also drafting an anti-idling by-law for Council consideration. Furthermore, Council in the Region of Peel has recommended that Peel’s area municipalities consider implementing anti-idling by-laws.

These are just a few of the many examples of exciting anti-idling initiatives already undertaken or in development within GTA-CAC-member municipalities and regions. Through the resources and support of GTA-CAC-member municipalities and regions, the Idle-Free message will continue to be promoted across the GTA and beyond. It is highly likely that through the GTA-CAC the momentum created by the GTA Idle-Free Campaign will continue to reach motorists, leading to reduced idling in the future.

Table 5: Current/future anti-idling activities for GTA-CAC municipalities and regions

CAC-member Participant	internal education/considering developing an anti-idling policy for municipal fleets	public education posted or considering posting metal "anti-idling" signs	developing/considering developing an anti-idling by-law already have a by-law that addresses idling in someway
York	●	●	
Markham	●	●	●
Newmarket	●	●	●
Richmond Hill	●	●	●
Whitchurch-Stouffville	●	●	●
Halton	●	●	
Burlington	●	●	●
Halton Hills	●	●	
Oakville		●	●
Peel	●	●	
Mississauga	●	●	
Brampton	●	●	●
Caledon	●	●	
Durham	●	●	
Ajax	●	●	
Oshawa	●	●	
Pickering	●		●
Toronto	●		●
Total	17	15	5
Percent	94.44	83.33	27.78

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