
The City of Greater Sudbury's Anti-Idling Campaign Results and Highlights

Turn It Off



July 2002

Background



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- Sudbury and Mississauga - 2 Canadian cities chosen to roll out a pilot project
 - Funded by Natural Resources Canada (NRCan)
 - Developed by NRCan in conjunction with McKenzie-Mohr Associates and EarthCare Sudbury
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Idling gets you
nowhere

**You are now entering
an idle free zone.**

Canada

Campaign Objectives



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- Examine ways to reduce engine idling
 - Increase awareness of the importance of reducing greenhouse gas emissions
 - Develop expertise in the use of innovative approaches such as community based social marketing (CBSM)
 - Successfully transform the City of Greater Sudbury into an “idle-free zone”
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Overall Approach



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- Barrier Identification: review existing research relating to behaviour of engine idling
 - Strategy Design: two techniques to encourage motorists to avoid idling their vehicle engines while waiting
 - Public awareness campaign using, posters, signs, and media
 - Community Based Social Marketing focussing on behaviour changes through person-to-person contact (interventions)
 - Focus Groups: obtain campaign feedback from three focus groups including schools, municipal fleet operators, and members of the general public
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Interventions:

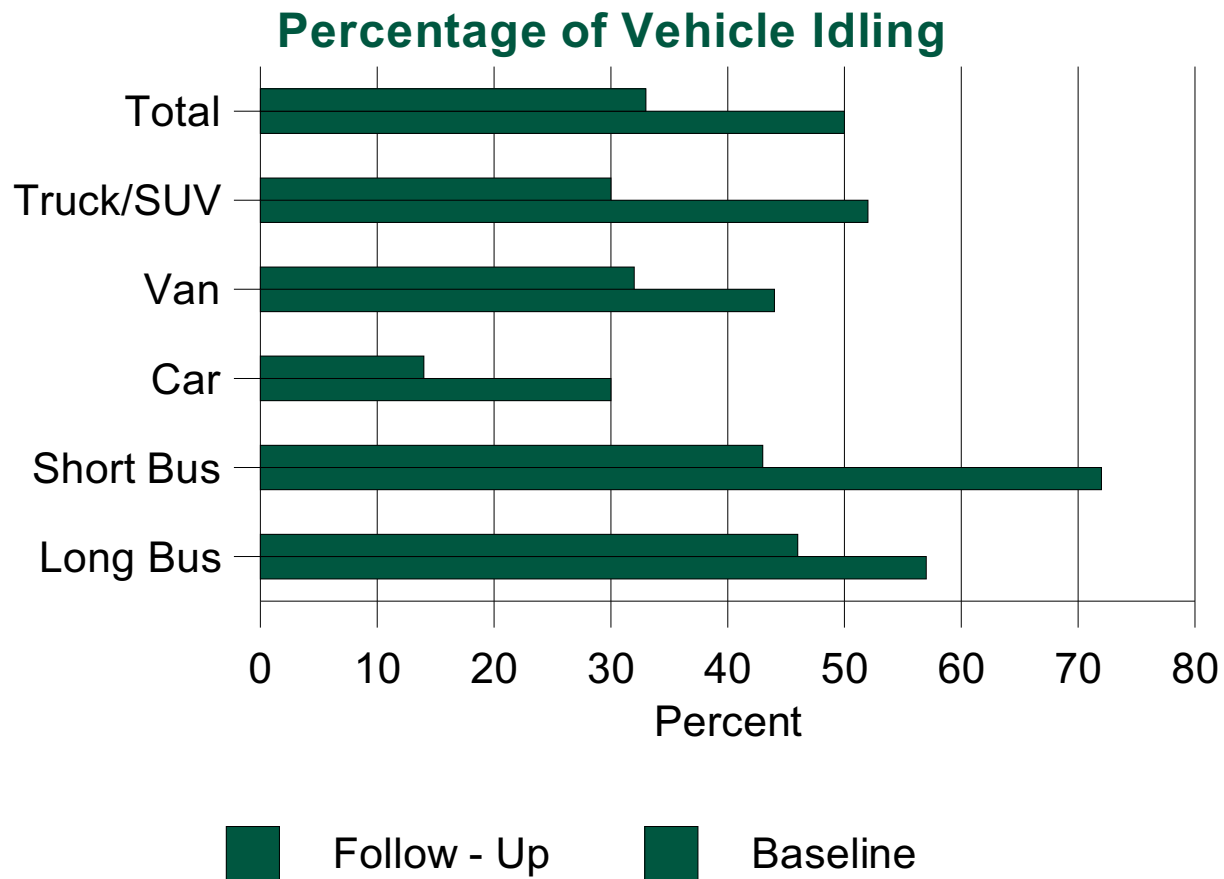


Results: Schools



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- Overall, reached 591 motorists at 49 schools in the City of Greater Sudbury
 - Fully, 96% of the approached motorists were willing to discuss engine idling
 - The combination of 155 anti-idling traffic signs, information cards, and commitment pledges had a substantial impact upon idling habits
 - Vehicle idling was reduced by 34% after the anti-idling campaign interventions took place
 - Duration of vehicle idling was reduced by 32% after interventions were complete
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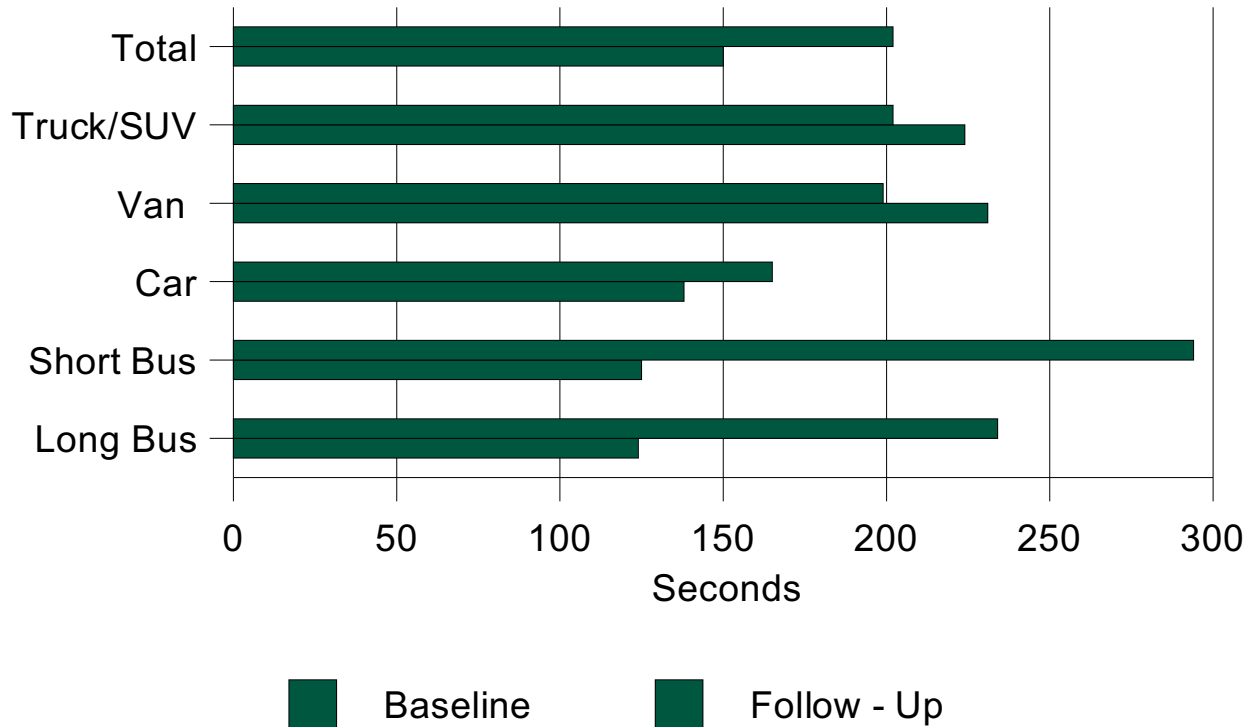
Results: Schools



Results: Schools



Duration of Vehicle Idling



Results: Municipal Fleet



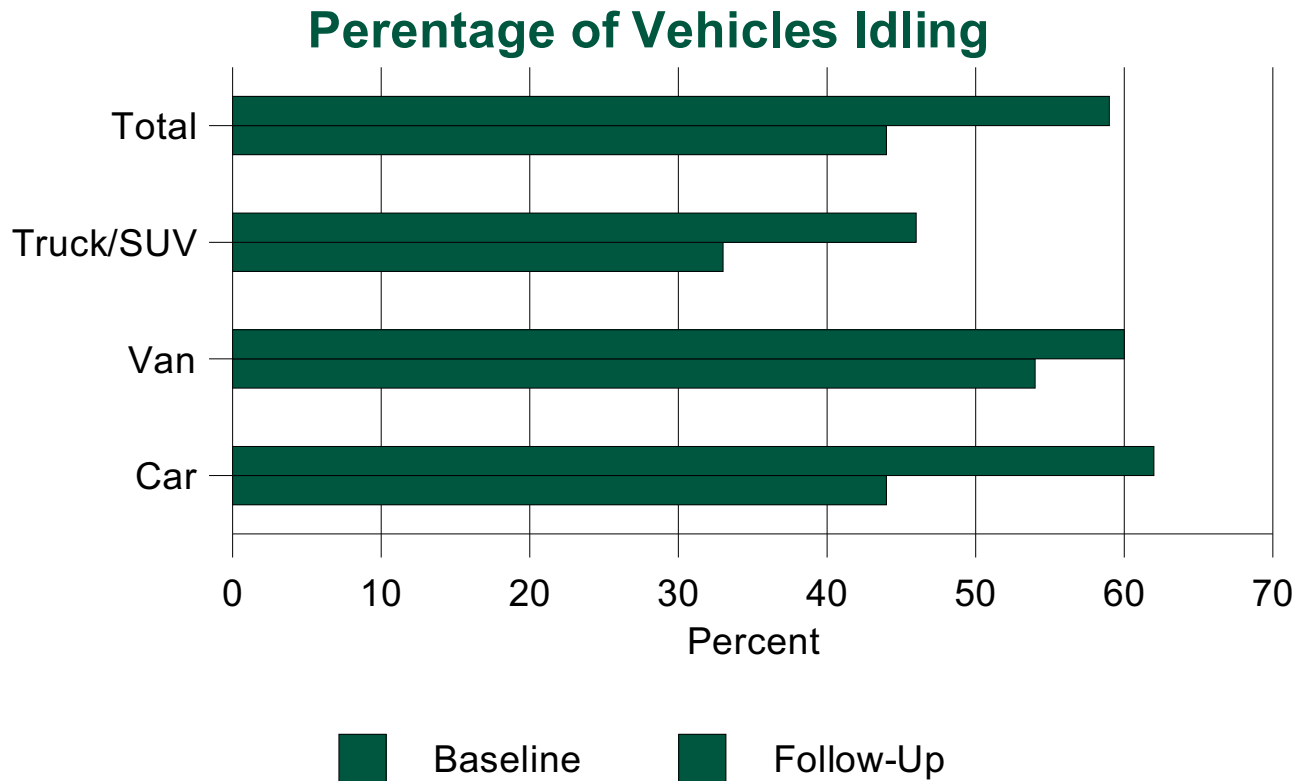
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- In total, 169 municipal fleet vehicle operators participated in the anti-idling survey
 - Approx. 600 anti-idling windshield stickers distributed to municipal employees for city vehicle and personal vehicle application
 - An approximate 40% decrease in fleet vehicle idling occurrences after completion of interventions
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Results: General Public



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- 87% of Sudburians believe that turning their engine off is the “right thing to do” while 95% agree that idling produces unnecessary air pollution
 - In total, 72% of motorists approached were willing to talk about anti-idling, 61% took the information card and 59% took the anti-idling windshield sticker
 - There was a 26% decrease in idling occurrences after interventions were complete
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Results: General Public



Information Distribution Campaign



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- Telephone surveys before and after interventions
 - Combination of signs, information cards, and commitment including windshield sticker
 - Use of Community Based Social Marketing (CBSM) technique
 - Local media coverage - extensive
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Overall Evaluation



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- Fully 87% of Sudburians believe that turning their engine off is the “right thing to do”
 - 95% agree that idling produces unnecessary pollution
 - 27% have heard the phrase “idle free zone” (up 6%)
 - 92% agree that vehicle idling contributes to global warming (up 6%)
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