

Idle-Free Ambassador Program Evaluation

B.C. Air Action Plan Provincial Idle-Reduction Initiative

Report - March 2009

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Executive Summary

In the summer of 2008, 10 Idle-Free Ambassador positions were created and funded by the Ministry of Environment's Youth Climate Leadership Alliance program, providing young people with a valuable introduction to the B.C. Public Service as well as local government operations. The Ambassadors successfully delivered their mission to reduce unnecessary vehicle idling through community awareness, education and engagement and achieved the objectives set out for the program. Specific achievements are outlined below:

- The program leveraged 550 work hours of municipal councilors, staff, and other public sector employees.
- 127 businesses became involved in the program, contributing roughly 270 hours for activities such as setting up idle-free zones, displaying campaign material, promoting campaign events, attending presentations, and creating idle-free policies.
- 730 volunteer hours were given to the program.
- Over 1400 direct interventions with idling drivers were conducted in total. The percentage of people who complied with requests to be idle-free varied in each community, ranging from 55% to 93%.
- Ambassadors attended over 60 festivals and events in communities across B.C. where they set up information booths or roamed around engaging people. Over 230,000 people were in attendance at these events.
- Over 28,000 outreach materials were distributed, including information cards, promotional cards for the new Hub for Action on School Transportation Emissions (www.hastebc.org) project, idle-free key chains, vehicle decals and bumper stickers.
- TV and radio PSAs were distributed in each community along with print advertisements and articles delivering idle-free messaging.
- No less than eight new idle-free policies were implemented by various businesses in B.C. At least two new bylaws (New Westminster and Squamish) are in development and various others were strengthened over the summer.
- 160 signs were installed in the Comox Valley Regional District, Regional District of Okanagan Similkameen, Prince George, and Grand Forks. In the remaining communities, the Ambassadors solicited interest from over 100 businesses and organizations for Provincial Idle-Free signs that are now available for ordering. An additional 1500 signs designed for school grounds are being distributed free-of-charge to schools in B.C.
- Not including the online pledge data, the Ambassadors reported collecting over 560 pledges of public commitment to be idle-free over the summer.

- The 10 Ambassador positions have transitioned into Climate Action Facilitators, where idle-reduction promotion remains a mandate.
- Other government projects were initiated or strengthened as a result of Ambassadors' involvement, including Greening the Border, Ministry of Transportation and Infrastructure Idle-Free signs and contractor policies, and driver education.

Recommendations

- Partnership development and volunteer recruitment at the earliest possible opportunity should be a priority, especially for a program that is run over the summer months.
- Volunteers should be recognized for their time with some compensation – this may also help with recruitment.
- Attitude and knowledge survey work that is conducted in multiple communities will benefit from a coordinated approach using online surveys or phone surveys. Using a professional survey service will provide more meaningful data.
- Promotional and educational materials used in a campaign should be produced and available prior to the start of the campaign. Products should be environmentally friendly and procured in a sustainable manner.
- Telephone surveying that builds upon Natural Resources Canada baseline survey work should be used to gather information on idling trends at the provincial level. This ensures a standard methodology is applied in all surveyed communities and that results are statistically significant and comparable to baseline data.
- The vehicle observation surveys carried out by Ambassadors could be replicated in communities at the same locations and same months over many years to provide insight on the effectiveness of educational efforts, bylaw implementation, or sign installation. Data collection should also occur in the colder months to determine whether the effectiveness of these measures varies with temperature.
- Bylaws and signs are important tools for education delivery and compliance requests. These help signify a community's commitment to reduce idling, and normalize the attitude the vehicle idling is not appropriate.
- Pledges are an excellent way to engage people in committing to be idle-free, and these can be gathered in many creative ways, including photo-pledges, facebook groups, and online pledge forms.

1. Introduction and Background

Existing outdoor levels of pollutants generated from fossil fuel combustion are a significant public health issue in BC and Canada. Studies by Health Canada and community health departments and agencies have shown a direct link between contaminants in vehicle emissions and significant respiratory health effects (Health Canada, 2004; Stefini and Mohapatra, 2003). These studies have concluded that poor air quality and smog – caused in part by vehicle exhaust – are resulting in increased hospital admissions, respiratory illnesses such as asthma, and premature deaths, particularly in urban areas. Groups at risk include the elderly, children, those with heart and lung diseases and those with diabetes.

The exhaust from gasoline or diesel powered vehicles contains a variety of hazardous gases and particulate contaminants, including carbon monoxide, nitrogen dioxide, volatile organic compounds, sulphur dioxide, and fine particulate matter. Diesel exhaust is classified as a known or probable human carcinogen by various governmental organizations such as the World Health Organization, and the United States Environmental Protection Agency (Wargo et al., 2006).

Studies have shown that vehicle idling can strongly influence outdoor air quality levels at the local or community level. Air quality is poorest where trucks, buses, and cars tend to concentrate and idle: schools, hospitals, shopping centers, truck stops, warehouse, ports and shipping facilities, and transportation hubs such as bus terminals, airports and ferry cues. Increased traffic and vehicle idling around schools has been shown to affect local air quality, producing significant elevations in combustion pollutants both outdoors and indoors (Solomon et al, 2001). Children are especially vulnerable to air pollution because they have actively growing and developing bodies and breathe in more air per pound of body weight than adults.

Research indicates that Canadian motorists idle their vehicles an average of five to ten minutes a day (Natural Resources Canada, 2008). Idling not only impacts health issues, but also wastes fuel and money, contributes unnecessarily to engine wear, and generates needless greenhouse gas (GHG) emissions. If every driver of a light-duty vehicle in Canada avoided idling for just five minutes a day, we would collectively save 1.8 million litres per day of fuel, \$1.7 million in fuel costs everyday, and 4500 tonnes of GHG emissions daily. Idling behaviour change efforts are attractive because idling is an unnecessary habit that individuals can easily break and make a big difference to a collective problem.

Specific barriers to reducing idling behaviour should be addressed in any anti-idling strategy. These include the prevalent myth that idling is good for the vehicle, the desire to achieve or maintain a comfortable interior temperature, the perceived convenience of letting the vehicle run while waiting or running a quick errand, and the lack of knowledge or attention paid to the negative impacts of idling. Community-based social marketing (CBSM) is an approach that has been used successfully in other jurisdictions to guide anti-idling programs. Various tools and strategies of CBSM are reflected in the BC Idle-Free Ambassador Program Components below.

Idle-Free Ambassador Program

Beginning in May 2008, 10 Idle-Free Ambassadors worked in communities across B.C. to spread the word about idle-reduction, vehicle emissions and climate action. Their

efforts focused on public outreach and education through media campaigns, street-level surveying, and collaboration with local citizens and organizations. They also worked to generate community support for idle-reduction by engaging municipal councils and encouraging bylaw development and progress.

The Idle-Free Ambassador program is a key component of Action #4 of B.C.'s Air Action Plan (www.bcairsmart.ca): build a province-wide anti-idling movement. The Provincial Idle-Reduction Initiative is a multi-faceted public-awareness campaign aimed at getting drivers to change their habits in order to decrease the amount of time spent idling engines. The initiative addresses issues of climate change, health and air quality, other environmental concerns and fuel economy.

Changing people's habits is fundamental to the success of the Idle-Free Ambassador program. It is individual action that will make the greatest impact on this collective problem. Idling is also a gateway issue: once people begin to change their driving habits, they may become more aware of, and open to, further actions to address air quality and climate change.

The Idle-Free Ambassador program was the first to be supported by the B.C. Government through the new Youth Climate Leadership Alliance (YCLA). Ambassadors, hired as MoE staff, worked under the sponsorship and supervision of local government public servants, airshed management groups or ENGOs to help achieve local goals while bringing provincial goals and objectives to the job. This successful and innovative model has helped shape the development of the YCLA and has established a strong precedence of provincial government directly supporting local government with staff resources to achieve mutual goals.

The Ambassadors collectively defined their mission: "*reducing unnecessary vehicle idling through community awareness, education and engagement*"; and objectives:

1. collect information on the B.C. public and idling — such as frequency, duration, hotspots and attitudes;
2. demonstrate a noticeable increase in support for idling reduction at the individual and community level;
3. increase the number of idle-free zones in B.C. communities;
4. demonstrate progress in anti-idling bylaw implementation and promotion; and
5. identify champions and strategies to move this initiative forward past the summer.

2. Economic Indicators and Community Involvement

Ten positions were created to deliver the program in nine communities. The positions were supported by the Youth Climate Leadership Alliance (YCLA), a Ministry of Environment initiative for British Columbians between the ages of 17 and 28 who are concerned about climate change and want to take direct action to help achieve the province's goal of reducing its greenhouse gas emissions from 2007 levels by 33 percent by 2020 and 80 percent by 2050.

The YCLA program objectives include:

- engaging and encouraging youth in B.C. to take action on the climate;
- increasing British Columbians' awareness and understanding of the importance of climate action activities;
- providing youth with the opportunity to get involved in climate action initiatives in government; and
- providing experience and career opportunities for youth in the BC Public Service.

Four of the Ambassadors returned to university in September while the remaining six were able to continue their work into October and many were successful candidates for the expanded YCLA positions which provide employment for up to three years.

Beyond these employment opportunities in the public service, the Ambassador Program provided opportunities for contractors, public officials, and volunteers to get involved.

Specifically, the program leveraged 550 work hours of municipal councilors, staff, and other public sector employees. 106 short term job hours were created for media consultants and printers. 127 businesses became involved in the program, contributing roughly 270 hours for activities such as setting up idle-free zones, displaying campaign material, promoting campaign events, attending Ambassador presentations, and creating idle-free policies.

Many volunteers were engaged by the program, from mechanics, to non-profit groups, to students, to individuals in the community. The volunteers helped to conduct outreach and education as well as the survey and observation work. In total, 730 volunteer hours were given to the program.

The main challenges with securing community participation in the campaign relate to program timing. Summer months are generally when people go on vacation and it is difficult to connect with them, resulting in delays in setting up key partnerships. Contacting businesses and garnering support from councilors or municipal staff takes time and persistence. This is less of a problem when a program will be running over an extended period of time, but poses a challenge for a four month program. Volunteer recruitment was also challenging, perhaps also because schools, which can be a major source of volunteers, were not running. Better volunteer recruitment could really enhance the program's capacity but some additional compensation should be given to volunteers for their time. In general, partnership development at the earliest possible opportunity should be a priority, and could have been started by program sponsors even before the Ambassadors were hired.

3. Survey Work – Attitudes and Awareness

In order to gain a better understanding of the target audience and their attitudes on vehicle idling, the Ambassadors developed and conducted a short survey with community members (see appendix 2). The survey was designed to give insight into perceptions on air quality, the impacts of vehicle idling, and strategies that would motivate behaviour change. The results of the survey were used by each Ambassador to tailor his or her work in the community.

The survey methodology varied slightly with each Ambassador. For instance, some Ambassadors conducted the surveys face to face with individuals on the street, at idling hotspots, or at community events. Other Ambassadors placed copies of the survey in waiting rooms, community centers, or other areas and collected completed forms. The target number of surveys completed in each community also varied. The intent was not to report out on trends at a provincial level, as this would have required more stringent methodology and statistical analysis.

An example survey analysis from Grand Forks is provided as illustration of the kinds of responses given.

- In Grand Forks, 41.6% of respondents felt that air quality in their community was excellent or good, while an almost equal number of respondents (40%) felt air quality was fair or poor.
- The most common sources of air pollution cited were industry emissions, vehicle emissions, and wood burning.
- All of the respondents agreed or strongly agreed that air quality is important.
- The majority of respondents agreed or strongly agreed that vehicle idling contributes to pollution (96.7%) and that vehicle idling is harmful to human health (90%).
- 81.6% of respondents felt they regularly take climate action.
- 62% of respondents reported that they always turn their vehicle off when not in use; 23% mostly turn their vehicles off; 3% sometimes turn their vehicle off; and 12% reported that they often do not turn their vehicle off when not in use. The most commonly cited reasons for idling include warming up the vehicle, maintaining temperature inside the cab, and a short waiting period.
- When asked if knowledge about the cost of idling (\$50/year on average) would make a difference to behaviour, 63% of respondents agreed that it would. Of the respondents who admitted they didn't know how much CO2 emissions are produced due to idling, 82% agreed that this information would influence their behaviour.
- When asked what strategies would best influence idling behaviour, the most common responses included educational materials, reminders such as signs, and advertisements. Less popular strategies included enforced emission standards, fines, and commitments.
- Only 23% of respondents were aware of an idle-reduction bylaw in their community while 80% said they would be supportive of a bylaw.

In interpreting these responses, it is important to keep in mind that they are representative of one community, sample size of 60, and that people tend to present themselves in a positive way on surveys so the results may not be truly reflective of their attitudes. However, the surveys show that in Grand Forks, air quality messaging related to vehicle idling will resonate with community members and that there is strong support for soft approaches to idle reduction, such as education and prompts, with less support for hard approaches such as fines and enforcement.

Future survey work may be more meaningful if conducted on a provincial scale, through online surveys or random phone surveys. The advantage of this approach is that it would provide an analysis that is valid for the entire province, would utilize professional survey services, and the random sampling and anonymity would provide more confidence in the results. A disadvantage of this approach is that it does not allow the

Ambassadors to get to know their community audience and therefore adjust their approaches accordingly.

4. Education and Promotion

One of the tasks the Ambassadors were asked to carry out was to identify idling hotspots – those areas in their communities where people tend to idle – and conduct direct interventions, approaching drivers and appealing to them to turn their engine off while educating them about the impacts of idling. Direct appeals are one of the strongest tools in community based social marketing because they provide for reminder opportunities and social diffusion of messages.

Over 1400 of these direct interventions were conducted in total. The percentage of people who complied with these requests varied in each community, ranging from 55% to 93%. This approach can be awkward and can lead to conflict on occasion. The Ambassadors found they were most successful when wearing their uniforms and describing the campaign. Each situation was unique and the messaging differed depending on the receptivity of the audience. Messages about health, the environment and economics resonated differently with different people.

Recommendations to make the intervention experience easier and more effective include targeting vehicles in areas where there is an idle-free sign to point to, or targeting commercial vehicles rather than personal vehicles.

The Ambassadors attended over 60 festivals and events over the summer, setting up information booths or roaming around engaging people. Over 230,000 British Columbians and tourists attended the various events, which included farmers markets, community festivals, and music festivals. The Ambassador from the Sea to Sky Airshed teamed up with the Penticton Music Festival, and together with 22 volunteers, conducted outreach to festival attendees as they parked their vehicles. That festival alone drew 45,000 people from B.C. and elsewhere. Other big events included the Penticton Children's Festival, Osoyoos Cheery Fiesta, Penticton Peace Fest, Terrace Riverboat Days, Quesnel Fall Fair, Filberg Fest and Shambhala Music Fest.

Outreach materials created for this program were distributed at these events or through other distribution channels. Materials included information cards dispelling the myths associated with idling and promotional cards for the new Hub for Action on School Transportation Emissions (www.hastebc.org) project. Idle-free key chains, vehicle decals and bumper stickers were handed out to act as both a prompt and signal of support for idling reduction. Over 28,000 items were distributed in total.

Radio and television public service announcements were created in partnership with air quality agencies in Washington State. Ambassadors worked with local media channels to distribute these ads in a focused manner (i.e. with traffic updates and/or in conjunction with special events in the communities). Several Ambassadors also promoted the program and messaging through print ads, customized radio ads, or other products, including newspaper articles. In Whistler, a message banner ran on TV's in resort hotel rooms. In Squamish, the public service announcement was aired in movie theatres during the previews. Large banners and portable signs were produced for the Pemberton Music Festival and shared amongst all the Ambassadors for their events.

Decisions about producing the promotional materials were not made until after the Ambassadors began their jobs. While this allowed for inclusive decision making and the creation of customized products, it meant there was a lengthy delay period before the Ambassadors received the products and could begin using them. Recommendations for the future include having all materials produced and ready to go from the outset, and to ensure that products are environmentally friendly and procured in a sustainable manner.

5. Vehicle Idling Observation Surveys

Another program objective was to collect information on the location, frequency, and duration of idling in B.C. communities, in addition to community members' attitudes (discussed in section 3). Ambassadors selected locations in their communities to study and recorded information at least twice in each location – in June and in August. The average length of time spent observing idling behaviour in each location was one hour. The total number of vehicles frequenting the location, the number of drivers who idled, and the length of idling time was recorded. The benefit of this exercise was that it allowed the Ambassadors to gain a sense of idling hotspots and use the data collected to garner support for the creation of idle-free zones or for the establishment of policies or bylaws. However, the methodology was not standardized, meaning each Ambassador conducted this exercise differently, so no conclusions can be made at the provincial level on the B.C. public's idling frequency and duration.

Although there was a desire to use the data collected to capture any influence the public education campaign had on the public's idling behaviour, the methodology used did not allow for this. To demonstrate outcomes of the campaign, baseline data would be collected at locations prior to education or interventions to drivers being carried out, and then further data would be collected to assess changes. This method worked very well in an Ontario campaign (McKenzie-Mohr Associates and Lura Consulting, 2001) where baseline data was collected at several similar sites (distinguished as treatment and control sites). Interventions were then carried out in a targeted manner at the treatment sites only for a two week period prior to follow up data collection. Comparisons could then be made between the two scenarios – where interventions took place and where no treatments were implemented. In the Ambassadors' case, there were not different treatments to similar scenarios so comparisons of data between locations were meaningless. Also, the data collection occurred with a three month gap in between so any differences in idling frequency or duration could not be associated with awareness raising in the community (indeed, many Ambassadors reported an increase in idling frequency that could have been related to increased temperatures and an increase in idling for temperature control). Finally, the Ambassadors did not always conduct targeted education or interventions to drivers at the observed locations in between data collection. In many cases, drive thrus were observed and education to drivers was not permitted. For this reason, there could be no conclusions drawn about the impact of the campaign on observed driver behaviour.

Several recommendations for future idle-free data collection work can be made based on the Ambassador's experience. First, if there is a desire to report out on idling trends at the provincial level, telephone surveying should be considered that follows prior Natural Resources Canada surveys used to determine a national average idling frequency. This would ensure that a standard methodology is applied in all surveyed communities and produce statistically significant results. Second, to evaluate whether the education

efforts had an impact on idling behaviour, it is suggested that the Ontario methodology be employed. In both these cases, greater resources would be required than what was available to the Ambassadors. Finally, communities interested in observing trends over time resulting from educational efforts, bylaw implementation, or sign installation, could replicate the vehicle observation surveys carried out by Ambassadors at the same locations and same months over many years. Data collection should also occur in the colder months to determine whether the effectiveness of these measures varies with temperature.

6. Community Support and Bylaw Work

A lasting impact of the summer program was the creation of new policies, bylaws, and idle-free zones in communities. Often bylaws are created to provide a message to the community that vehicle idling is an important issue worthy of attention. The intent is not to actively enforce the vehicle idling restrictions, though bylaws do provide an opportunity for enforcement that is mainly complaint driven. Similarly, idle-free signs are meant to be a reminder to the public to not idle, and help to normalize the attitude that vehicle idling is not appropriate. Signs and bylaws or policies also help to support educational efforts and reduce confrontation. Often people react defensively when asked to turn off their vehicles because they don't like their bad habits pointed out to them. These interventions are a lot more successful when the request is framed as being in compliance with authoritative messages.

The Ambassadors had varying successes garnering support for and action on bylaws, policies, and the creation of idle-free zones. No less than eight new idle-free policies were implemented by various businesses in B.C. At least two new bylaws (New Westminister and Squamish) are in development and various others were strengthened over the summer. For example, in Grand Forks, the Ambassador met with the RCMP to discuss bylaw support, and received funding support from the Interior Health Authority to produce idle-free signs that promote the town's bylaw. Almost every Ambassador had the opportunity to give a presentation to municipal and/or regional district councils on the Idle-Free Program and activities happening in their area.

In some communities, funding was found to produce and install idle-free signs. About 160 signs were installed in the Comox Valley Regional District, Regional District of Okanagan Similkameen, Prince George, and Grand Forks. In the remaining communities, the Ambassadors solicited interest from over 100 businesses and organizations for the Idle-Free signs that were being created by the Province. These signs are now available and are being purchased from the government's distribution centre. An additional 1500 signs designed for school grounds are being distributed free-of-charge to schools in B.C.

Another important measure of community support and commitment is pledges. In general, people follow through with commitments they make because of a natural desire to be viewed as honest and having integrity. Evidence shows that people who commit to an activity are more likely to do it and are more likely to agree to subsequent, more demanding activities (McKenzie-Mohr and Smith, 1999). A commitment to idle-reduction can alter a person's attitudes on larger environmental issues and lead to further commitments for more effective behaviour changes. Hence, idling should be considered

a gateway issue. Public and written commitments are stronger than private, spoken commitments.

The Ambassadors collected pledges in their communities in several ways. At festivals and events, they solicited photo pledges from community members, in which people were photographed holding a sign with their written commitment not to idle. The photos were then published on flickr sites or on the municipal government's webpage. This approach was highly engaging and successful. A facebook group was also started by one of the Ambassadors from Metro Vancouver. Facebook is a powerful media for social diffusion. Within a few days, without any sort of advertising, over 150 people had joined the group and pledged to be idle-free. An online pledge form was also created on the Ministry of Environment's website. This pledge tool was then promoted in communities. Not including the online pledge data, the Ambassadors reported collecting over 560 pledges of public commitment to be idle-free over the summer.

7. Special Projects

Several special projects were initiated in other ministries that were supported by, and strengthened by the Ambassadors.

The Greening the Border project is a joint project of the Ministry of Transportation and Infrastructure, the Ministry of Tourism, Culture and Arts, and the Ministry of Environment. The project aims to reduce the level of vehicle idling at the Peace Arch border crossing by implementing a solution to the constant vehicle creeping in cues as drivers move towards the border house. A stop light was installed for south-bound traffic which causes drivers to wait approximately 10 minutes for the area directly in front of the border house to clear. This allows drivers to turn their vehicles off while they wait, and to move forward in groups. The two Metro-Vancouver Ambassadors became involved with the project team, contributing to the design and collection of baseline data and public surveying. Another role for the Ambassadors, which was not fulfilled due to delays in the project role out, included conducting on-the-ground education with drivers to supplement the messaging on signs and increase understanding of, and compliance with, the idle-reduction stop light. Currently, one Ambassador remains on the project team as the Ministry of Environment's representative and continues to provide input into this pilot project.

Several Ambassadors worked with highway construction companies where traffic needed to stop for lengthy periods of time. They independently arranged to provide education to the drivers in the cues and worked with the construction company to implement idle-free policies and install signage. In order to accomplish this, the Ambassadors had to work with Ministry of Transportation and Infrastructure (MoTI) contacts. The Ministry has now adopted a policy requiring all contractors to have idle-free signage on site and for language to be included in all contracts to address construction equipment and vehicle idling as well as to promote education to all workers on site. In addition, the MoTI adopted the sign designs created through the Ambassador program by MoE and have been installing them at all vehicle parking areas, resting areas, and staging areas where MoTI has jurisdiction. The result is an increased visibility and cohesiveness of idle-free signs in B.C.

The Ambassadors were also interested in exploring how idle-reduction messaging can be incorporated into driver education courses. One Ambassador worked with the local ICBC office and provided them with material to distribute. Efforts to have this material distributed through all driving schools resulted in a meeting between ICBC and staff from the Ministry of Labour and Citizen Services to discuss a Green Driver Training Module under development for Public Service staff. Interest to collaborate was high on both ends.

8. Conclusions

The Ambassadors successfully engaged community members at festivals, information booths, presentations, and events; through articles and media coverage in newspapers, radio, television, and web; and through surveys. Ambassadors identified idling hotspots in communities and collected data to gauge the extent of idling in these locations. They also surveyed British Columbians about their attitudes and awareness of idling issues as well as extent of personal efficacy in addressing the problem. This research helped Ambassadors tailor their education and efforts to their local target audiences.

The Ambassadors successfully influenced community members by collecting idle-free photo and web pledges; by partnering with car mechanics and other key message deliverers; and by getting the commitment of councils and fleets to adopt policies and install idle-free signs.

Through this program, communities were given the capacity and resources to take climate action. The work started in the summer by the Ambassadors will expand in most of the communities and new lasting capacities among community partners will continue. B.C. Air Action Plan funding has helped supplement local government outreach and advertising budgets. The result is a consistent message and materials that are more widely distributed than a community could accomplish on its own.

The continued mandate of the YCLA program to address vehicle idling will ensure that momentum also builds in many B.C. communities. Yet, it is important to keep in mind that influencing the public's behaviour and changing social norms takes time. Future resources should be allocated to support ongoing message dissemination through idle-free signs and outreach programming. Community leadership and demonstration of idle-reduction successes, both from local government and the provincial government is extremely important.

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Appendix 1

2008 Highlights

The Idle-Free Ambassador Program, a community-based initiative, was launched by the Ministry of Environment in May 2008. The ten Ambassadors, who represent B.C.'s new Youth Climate Leadership Alliance, promoted idle reduction through outreach campaigns across the province. Select highlights from some of the Ambassadors and their sponsors are detailed below.



Geoffrey Smith & Matthew Carroll – METRO VANCOUVER

“When you make a small commitment like turning your key to be idle free, you make a big impact for little effort. As soon as you’re willing to make that commitment, you’re more willing to make another in the future. First you commit not to idle, and before you know it you’re committing to take public transit three days a week, and then four. Before you know it you have abandoned driving in the city altogether.” – Geoffrey Smith

“Climate change is the defining issue of this generation. That often feels overwhelming, but it doesn't need to be. We all hold the key - literally - to making a difference with our every day choices and actions.” - Matthew Carroll

The Metro Vancouver Ambassadors designed the surveying and public education component of the Ministry of Transportation’s Greening the Border Project which was launched mid-November, 2008. In addition, the Ambassadors worked closely with New Westminster on their anti-idling bylaw process and helped the City of Langley incorporate Community-Based Social Marketing into their anti-idling campaign. Other community events include surveying at the Horseshoe Bay Ferry Terminal, outreach at the Pemberton Music Festival and the Rio Tinto Alcan Dragon Boat Festival.

Angele Clarke – REGIONAL DISTRICT OF OKANAGAN-SIMILKAMEEN

"Every little thing we do makes a big difference over time; if we get into the habit of reducing unnecessary vehicle idling, not only are we making an instant positive

impact, but we are also modeling this behavior to the future generations." - Angele Clarke

The Idle Free Ambassador for the Regional District of Okanagan-Similkameen created idle-free zones throughout the region and provided community outreach and education at a variety of events including the Penticton Children's Festival, Environmental Fear Factor, Penticton Rotary Classic Car Show and the Penticton Peach Festival and Grande Parade.

Dawn Fizzard – COMOX VALLEY

The Idle Free Ambassador located in the Comox Valley Regional District helped the fleet manager create an idle-free policy and worked with local school bus companies to help reduce idling. She also participated in various music festivals and community celebrations including Music Fest and Clean Air Day. Dawn helped create numerous voluntary idle-free zones across the region including the hospital, airport, community recreation centres, and many small businesses.

Christine Grossutti – GRAND FORKS

"Choosing not to idle is an easy way to take action on climate change and poor air quality. No life-style changes required and it puts money in your pocket!"
- Christine Grossutti

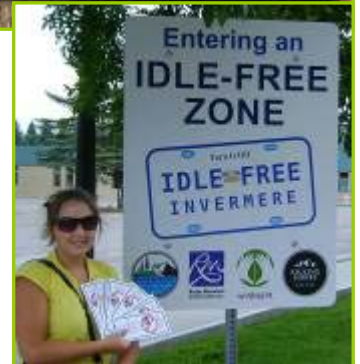
The Boundary region's Idle Free Ambassador went out to events such as the Christina Lake Triathlon, Canada Day Celebrations, Founder's Day in Greenwood, and Midsummer Night Madness on Market distributing information and collecting pledges to be idle free. Christine also helped launch a local signage campaign to spread the message about the Grand Forks' anti-idling bylaw. Other highlights from this region include the Green Your Ride workshop that Christine organized and public outreach at the Shambhala Music Festival.

Ingrid Liepa – Sponsor for East Kootenay Ambassador

"Hosting the Idle Free Ambassador program in the East Kootenay was an extremely successful undertaking, contributing to heightened public awareness about the issue of vehicle idling. It also provided significant additional support for local governments, organizations and individuals in the region in their efforts to reduce unnecessary vehicle idling. Our Idle Free Ambassador, Natasha Ewing, was enthusiastic, well spoken and tenacious, which are exactly the kind of qualities the position demands. We were very fortunate to have her." – Ingrid Liepa

Laurie Bates-Frymel – Sponsor for Metro Vancouver Ambassadors

"In addition to providing Metro Vancouver with the capacity to strengthen the idling-related actions in our Air Quality Management Plan, the Idle-Free Ambassadors have passed their youthful optimism and energy on to staff and many partners within the region. Many local politicians, municipalities and community groups embraced the novel concept of engaging youth to inspire an Idle-Free BC. We're eagerly anticipating the evolution of the program into its "Climate Action Facilitator" role." – Laurie Bates-Frymel



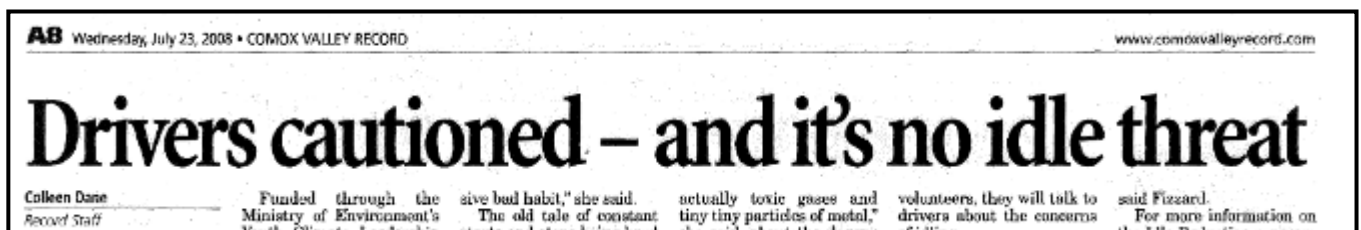
Idle Free Ambassador Media Coverage – Summer 2008



Global BC news story in Vancouver. Aired June, 20, 2008.



Comox Valley Echo, July 21, 2008



Appendix 2

Vehicle Idling Survey: B.C. Idle-Reduction Initiative

Date: _____ Time: _____ Location: _____ Completed By: _____

Introduction: *Good morning/afternoon/evening. My name is _____. I am working for the Ministry of Environment and ____ (your sponsoring organization)_____ this summer. One of our goals is to learn more about driving habits and air pollution awareness across the province. To do this we're asking people some simple questions about idling vehicles. This is a random survey with no personal information collected.*

(They may ask for more info... go ahead and fill them in on the initiative)

I'd love to include your opinions; will you take 3 minutes to answer 14 questions?

Questions: *I'd like to start out with a few general questions about your community...*

1. Before we begin, can you tell me in which community you currently reside?

<<If tourist, end survey here>>

2. How would you rate the quality of the air in your community, that is, the presence or absence of pollution? Is it generally:

01 - Excellent	VOLUNTEERED
02 - Good	05 - Depends
03 - Only fair	99 - DK/NA
04 - Poor	

3. As far as you know, what are the major sources of air pollution in your area?

DO NOT READ-CODE FIRST AND OTHER MENTIONS; PROBE: Any others?

- 01 - Wood burning/woodstoves/fireplaces
- 02 - Agricultural sources/stubble burning/livestock/methane from cattle
- 03 - Emissions from power generating plants
- 04 - Industry/factory emissions
- 05 - Natural events (forest fires, volcanic eruptions)
- 06 - Ozone/ground level ozone
- 07 - Paints/aerosols/spray cans
- 08 - Pollution from the U.S/distant regions
- 09 - Road dust
- 10 - Small engine emissions (lawnmowers, snowmobiles)
- 11 - Vehicle emissions (cars, trucks, SUVs)
- 12 - Weather
- 13 - Forest fires
- 14 - Paper mill/Lumber mill/Logging

- 15 – Energy plants/Pellet plant
- 16 – Cement plant
- 17 – Trucking/Diesel trucks
- 97 - None/no sources of pollution
- 98 - Other SPECIFY

99 - DK/NA

I am going to read a series of statements. For each, please tell me if you strongly agree, agree, disagree, strongly disagree or have no opinion:

- 4. I care about air quality in my community.
S. agree Agree No opinion Disagree S. disagree
- 5. Vehicle idling contributes to air pollution.
S. agree Agree No opinion Disagree S. disagree
- 6. Vehicle idling is harmful to human health.
S. agree Agree No opinion Disagree S. disagree
- 7. I regularly take personal action to minimize climate change.
S. agree Agree No opinion Disagree S. disagree

8. How would you define “vehicle idling”?

<<Ask if they drive a car - if not, skip to #14>>

9. Do you turn off your vehicle when parked temporarily?
Always Most of the time Sometimes Never DK/NA

10. When you idle your vehicle, what are the reasons?
DO NOT READ - CODE FIRST AND OTHER MENTIONS; PROBE: Any others?

- I don't idle.
- Convenience
- not waiting for long
- easier to leave it running than to turn it off
- comfort (heat or AC)
- better for my engine
- warm it up
- listen to radio
- Other – Specify _____

11. If you knew you could save over \$50 each year by reducing your idling by 5 minutes a day, would you reduce unnecessary idling? Yes No Depends
Comments: _____

12.a.) Did you know that for every litre of fuel used, 2.4 Kg of carbon dioxide enters the atmosphere? Yes No Depends

Comments: _____

b.) With this information would you reduce idling your vehicle?

 Yes No Depends

Comments: _____

13. What strategies would be the most effective in changing your idling behaviour? (check those that apply)

- No behaviour change needed.
- receiving educational material
- enforced emission standards
- reminders (signs or stickers)
- viewing or hearing idle-free ads
- anti-idling by-law and fines
- making a public commitment to reduce idling

other – specify _____

14. Are you aware of Anti-idling bylaw in your community? (if you are in an area with one) Yes No

Would you be supportive of an Anti-Idling bylaw in your community (if don't have)? Yes No

Comments: _____

Respondent Characteristics: *And the final question is...*

15. What type and year of vehicle do you drive?

16. Optional Info (record discreetly, do not ask):

Age Range: <18 18-30 30-50 >50 Gender: M F

Closing: That's all the questions I have; are there any I can answer for you? (Answer away!) I really appreciate your time today; I think this information will help us make a difference.