



Canada's Tournament Capital

Corporate & Community Idling Reduction

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Sustainable **KAMLOOPS**

Impacts of Idling

- Fuel & money
- Greenhouse gas emissions
- Air quality & health
- Vehicle maintenance



PLEASE TURN YOUR ENGINE OFF

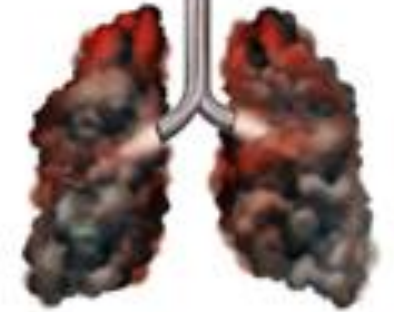
BREATHE EASY



...for stops longer than 30 seconds.



fcgov.com/breatheeasy



Don't idle your vehicle!
Breathe easier.



Carroll

B.C. Is Idle Free Turn Engine Off



Young Lungs at Work



TURN IT OFF.

Idling your engine contributes to asthma, cancer, & heart disease.



City's Role in Idling Reduction

- 2010 Sustainable Kamloops Plan
- 2012 Airshed Management Plan
- Directive CR-3585 (2013):

“a combined corporate and community anti-idling awareness campaign that will bring awareness and participation from both community and staff”



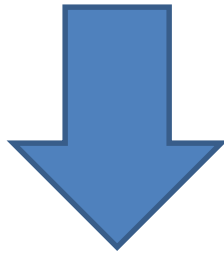
Corporate Idling Reduction Strategy

- Research
 - Identified measures taken by comparable municipalities to reduce fleet idling
- Stakeholder Analysis
 - Supervisor stakeholder meetings
 - 12 supervisors
 - Vehicle operator interviews
 - 24 vehicle operators

Definitions & Approaches

Operational Idling:

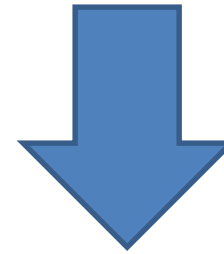
idling that is required to complete a work-related task



Technological solutions

Unnecessary Idling:

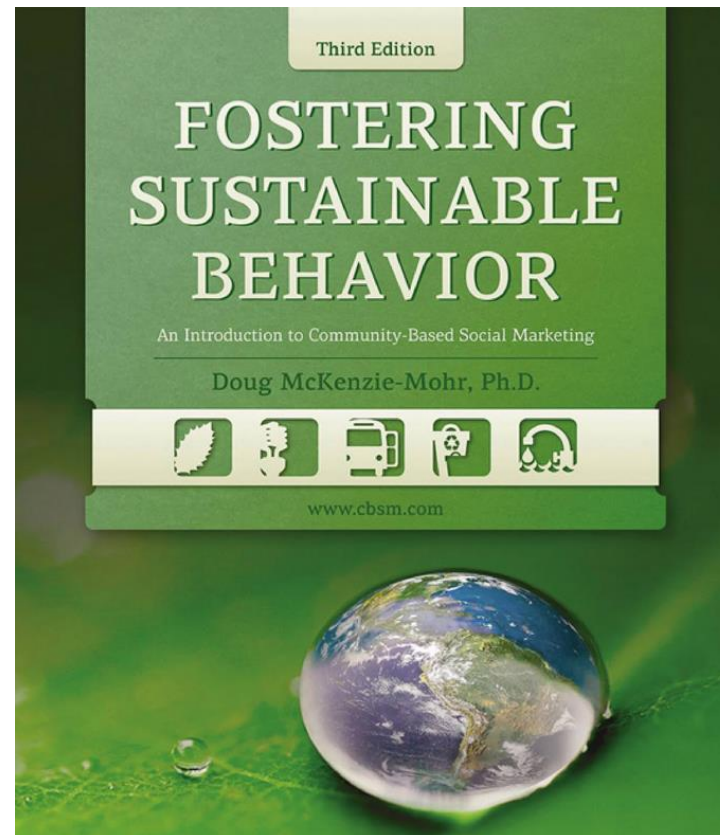
idling that is not necessary to complete a work-related task



Behaviour change tools

A Framework for Behaviour Change

Community Based Social Marketing emphasizes direct contact between people at the community level.



Community-Based Social Marketing

Barriers

- Lack of Motivation
- Forget to Act
- Lack of Social Pressure
- Lack of Knowledge
- Structural Barriers

Tools

- Commitment, Norms, Incentives
- Prompts
- Norms
- Communication, Social Diffusion
- Convenience



Community Campaign

- Review of best practices (NRCAN)
 - 10 step campaign guide
 - 'Carrot vs Stick'
 - CBSM approach
- Meeting with local stakeholders
- Kamloops Air Quality Roundtable support & ideas?



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