

Stop Needless Idling Campaign 2021

Fort Air Partnership (FAP), as a member of the Alberta Airsheds Council (AAC), is working together with other Airsheds across Alberta to discourage needless idling of vehicles. In addition to public awareness, FAP and its partner Airsheds in the AAC are gathering pledges from those who commit to turning off a vehicle if parked for longer than 60 seconds once the interior of the vehicle is warm.

Campaign Strategy

Develop a coordinated campaign that utilizes consistent key messaging and resources and a targeted 'call to action' that will help Albertans understand the impacts of vehicle idling and encourage actions that will mitigate these impacts.

Standard key messages, resources and branding have been developed for all Airsheds and other participating organizations to utilize as they see fit to advance the goal of reduced idling throughout the province. The pledge is designed to prompt drivers to take a specific action to show their support of reduced vehicle idling. For social media, a common hashtag *#idlefreeAB* will be used.

2021 Campaign Objectives

1. Provide education and raise awareness of the benefits of reduced vehicle idling.
2. Gather 'Idle for 60 seconds or less' pledges: 2,000 provincially and 200 from residents within FAP's Airshed.

Timing

The campaign will launch on January 11 and continue to March 12, 2021.

Key and Secondary Messages

- **60 Seconds or Less is Best.**
 - Needless idling is harmful to you and the environment.
 - Reduced idling improves air quality and saves money.
 - If your vehicle is warm, turn off your vehicle if you're parked for longer than 60 seconds.
- **Take the Pledge.**
 - Pledge to stop needless idling by committing to idling your vehicle for no more than 60 seconds once the vehicle is warm.
- **Help Keep the Air Healthy.**
 - Needless idling increases emissions of chemicals and particulate matter that decreases air quality.
 - Particulate matter can aggravate many health problems particularly among people with heart or lung disease, older adults and children.

- **Drive Smarter**
 - The best way to warm up your vehicle is to drive.
 - Limit vehicle start-up to only enough time to defrost windows and warm the interior.

- **Save Fuel and Money.**
 - Idling for 10 seconds wastes more fuel than restarting your vehicle.
 - If all drivers reduced needless idling by three minutes a day, Canadians would save more than \$630 million per year in fuel costs (assuming a fuel cost of \$1/litre). This change would also be the equivalent of taking 320 000 cars off the road for an entire year.¹
 - Needless idling your vehicle not only wastes fuel, but also strips oil from critical engine components like cylinders and pistons.²
 - To reduce idling time, warm the engine using a block heater on cold winter days if possible. At -20°C, block heaters can improve overall fuel economy by as much as 10 percent. Use a timer to switch on a block heater two hours before you plan to leave.³
 - Idling diesel engines longer than seven minutes is typically not advised and provides no benefit regardless of climate conditions.⁴

¹ Natural Resources Canada <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKewiMjflQhYjuAhWSFTQIHTJiD08QFjA AegQIBxAC&url=https%3A%2F%2Fwww.nrcan.gc.ca%2Fsites%2Fwww.nrcan.gc.ca%2Ffiles%2Foe%2Fpdf%2Ftransportation%2Fidling%2Fmaterial%2Fpdf%2Finfo-card-e-low-res.pdf&usg=AOvVaw0-zfJ5BHKQAIObH-Zkp26T>

² Business Insider <https://www.businessinsider.com/heres-what-idling-your-car-in-the-morning-is-doing-to-your-engine-and-its-not-good-2016-1>

³ Natural Resources Canada <https://www.nrcan.gc.ca/energy/efficiency/communities-infrastructure/transportation/idling/4465>

⁴ Diesel <http://www.dieselhub.com/tech/warm-up-cool-down.html>

Resources

The key hub for the campaign is the AAC website.

- In addition to idle free toolkits, campaign specific resources such as fact sheets, flyers and a poster are available: <https://www.albertaairshedsCouncil.ca/60-seconds>
- A separate page has been created for the pledge: <https://www.albertaairshedsCouncil.ca/pledge> Participating organizations are asked to use this common pledge link in communications.
- Other relevant AAC resources related to the idling campaign are located at: <https://www.albertaairshedsCouncil.ca/featured-resources>
- Relevant videos are available on the AAC Youtube channel: <https://bit.ly/306U2II>
- Fort Air Partnership also has many related information resources in its on-line library at <https://www.fortair.org>

Key Graphics:



KEEP THE
AIR HEALTHY



SAVE FUEL
& MONEY



DRIVE
SMARTER

Measurement

- Number of pledges received.
- Social and traditional media traffic related to campaign.
- Website activity related to campaign.