

CATALOGUE OF POTENTIAL IDLING REDUCTION CAMPAIGN TOOLS/ACTIONS

Localized Campaigns

(e.g. schools, workplaces, community arena)

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| <ul style="list-style-type: none"> • Idle-free signs • Idling Ambassadors • Commitments from drivers • Information cards • Information mail-outs (e.g. to parents, workplace internal mail) • Window decals • Idling mascots • Posters in high people-traffic areas | <ul style="list-style-type: none"> • Newsletter articles (e.g. schools, workplace) • “Idle Free Zone” banner at idling hotspots • Idling games targeted at school children (e.g. colouring pages, mazes, word games) • Lunch and learn workshops to address information gaps • Incentive programs (e.g. contests with prizes) • Mock idling tickets |
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Fleet Vehicle Campaigns

(e.g. workplace fleets, municipal fleets)

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| <ul style="list-style-type: none"> • Idle-free signs • Demonstration projects to showcase idling reduction and fuel cost savings • Stickers on dashboards of all vehicles • Friendly competitions – e.g. “fleet challenge” with other businesses, industries in area • Driver training • Incentives (e.g. space to wait indoors, discount off food and beverages at truck stops, etc.) | <ul style="list-style-type: none"> • Idling reduction benefits and information in driver training material • Posters in garages and maintenance areas • Voluntary guidelines, policies or codes of practice • Idling champions to spread the message • Rebates • Idling monitoring systems installed in vehicles |
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Widespread Campaigns

(e.g. municipal-wide; transit hubs; gas stations)

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| <ul style="list-style-type: none"> • Idle-free signs • Posters • Brochures • Window decals • “Idle-Free Zone” banners and sandwich boards • Pledge/commitment cards • Rub-on tattoos • Air fresheners • Materials/booth at local events or farmers markets • Electronic messaging on billboards in high traffic areas • Idle-free educational material available at driving schools, car dealerships, auto repair shops etc. • Anti-idling tool-kits to businesses in community | <ul style="list-style-type: none"> • Broad media campaign – paid radio, newspaper, transit shelter advertisements • Idling mascot • Media launch with key community leaders • Idling Ambassadors to talk to drivers • Municipal-wide idling reduction contest with prizes • Door-to-door campaign (e.g. rural areas) • “Idle Free Action Group” • Mock idling tickets • Interactive radio call-ins (e.g. name an idling hotspot, get a prize). |
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