

Anti-Idling Campaign Preliminary Report

Introduction:

Our campaign will focus on informing the public about the new by-law, providing information on the benefits of not idling and on changing driver behaviour to reduce idling.

We plan to collect baseline data on vehicle idling before we officially launch the campaign in April. We will then collect idling data again in the fall (during similar weather conditions) to measure any differences in driver patterns.

Component	Action	Timeline
Advertising <ul style="list-style-type: none">• Banner (downtown)• EMC - article• Town - web page<ul style="list-style-type: none">- CP Scoop- Facebook, etc.• Councillors - Twitter Feed• BIA & Chamber of Commerce• Information posters - Arena, Pool, Town Hall, Library, Hospital, Schools• Lake 88	<ol style="list-style-type: none">1) Have contacted the EMC & they have agreed to publish an article about our campaign. We will submit this article at the end of March.2) We will be submitting a press release for the Town, BIA, & Chamber of Commerce in April3) We are in the process of choosing a poster & design. Plan to display posters & banner in April4) Lake 88 has offered to do an on-air interview & community post for our campaign. (early April)	<i>To be completed by the end of April</i>
Public Education <ul style="list-style-type: none">• Poster Contest - K-6 Schools• Info Kits for High Schools - small group presentation to interested groups• Partnerships with local businesses & other organizations - BIA, Chamber of Commerce, STEO (bus lines)• Idle-Free Ambassadors	<ol style="list-style-type: none">1) Notre Dame CHS (Rob Millard) has agreed to carry out with a baseline data survey to determine the number of vehicles idling in designated locations pre-campaign (March)2) An Information kit has been provided to Notre Dame CHS. CPHS will be contacted this week. We will be following up with a	<i>Contact schools & appropriate staff (February)</i> <i>Contact C of C, School Bus Lines (March)</i>

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	<p>group presentation to provide more information to staff & students helping with our campaign (March)</p> <p>3) Notre Dame CHS will also be providing idle-free ambassadors to talk directly with drivers. Every driver will receive some information & will be asked to sign a commitment card (a reminder not to idle) - to be done in April</p> <p>4) All Grade 6 students at elementary schools in Carleton Place will be invited to participate in a poster contest to promote anti-idling. We hope to display these posters at various locations throughout the town (April)</p> <p>5) We will be contacting the Chamber of Commerce and STEO to approach them about posting information about our campaign on their website & about displaying posters to promote the campaign. (March)</p>	<p><i>Follow up information sessions in high schools (March)</i></p> <p><i>Poster Contest (April)</i></p> <p><i>Idle-Free Ambassadors Visits (April & May if required)</i></p>
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