

CASE STUDY: IDLE-FREE ZONE

Client: Natural Resources Canada – Office of Energy Efficiency

OVERVIEW

Natural Resources Canada’s Office of Energy Efficiency (OEE) has a mandate to develop and support programs that encourage more efficient driving behaviours by Canadian motorists. For the past decade, OEE has developed and implemented a national “Idle-Free Zone” campaign that has offered tools to enable Canadian municipalities and community groups to develop their own community-based campaigns and initiatives to reduce unnecessary vehicle idling.

SERVICES

In support of OEE’s national “Idle-Free Zone” campaign, Lura Consulting has undertaken numerous projects over the past decade, including:

- Research and pilot projects on how to use Community-Based Social Marketing (CBSM) to reduce unnecessary vehicle idling;
- Development of OEE’s “Idle-Free Zone” website, containing tools, research and materials to enable municipalities and community groups to launch their own idling reduction campaigns;
- Research and writing for 12 issues of the “Idle-Free Zone” newsletter;
- Design of idling reduction projects in the City of Mississauga, Halifax Regional Municipality and the Greater Toronto Area;
- Implementation of an “Idle-Free” pilot project for the Canadian Petroleum Productions Institute at over 50 gas stations in the Greater Toronto Area;
- Comprehensive research on the effect of voluntary (education and outreach) and regulatory (by-laws) approaches to reduce idling; and
- Development of a 10-step plan to reduce vehicle idling for use by municipalities and community groups.



RESULTS

OEE, with the assistance of Lura Consulting, has developed one of the most comprehensive applications of Community-Based Social Marketing in support of fostering more sustainable driving behaviours amongst Canadians. The “Idle-Free Zone” campaign has been implemented at the national and municipal level in all regions of Canada, and campaign tools and techniques have been used internationally in countries such as the United States, Australia and Japan.