



Campaigns Pitch 2023

THE LOWEST HANGING CHERRY - STOPPING IDLING



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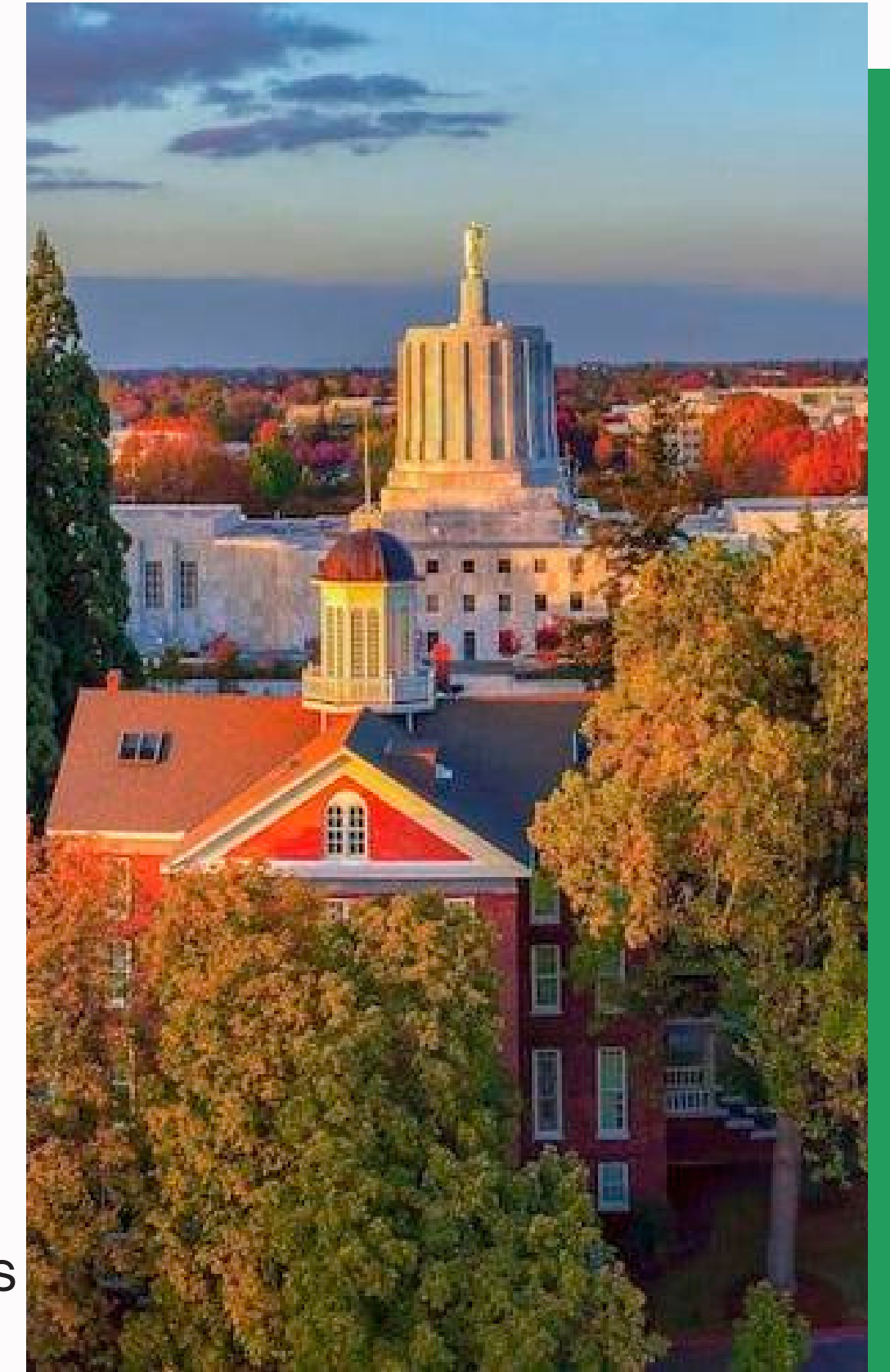
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Target Audience

Citizens with Vehicles (personal/commercial)

City of Salem Employees



Youths (of driving age)



60+ Community



Parents/Adults



Situation Analysis



Strengths

- Public Transit
- Neighborhood Communications
- Public Opinion

Weaknesses

- Resource Constraints
- Political Division
- Resistance to Government Authority
- Ineffective Feedback Gathering

Opportunities

- Growing/Expanding their communication
- Working against community backlash
- Improving feedback

Threats

- Conflicting Attitudes
- Non-accessible sustainable transportation
- Changes in Government policies/leadership
- Increasing Climate Change events
- Lack of funding
- Lack of infrastructure
- Lack of resources to transition to more sustainable/eco-friendly lifestyle



RESEARCH FINDINGS

Car Idling Effects

Idling for more than 10 seconds uses more fuel and produces more emissions than stopping and restarting your engine.

For each hour spent idling a typical car wastes 1/5 gallon of gasoline.

Eliminating idling of personal vehicles would be the same as taking 5 million vehicles off the roads.

Health Effects

Vehicle exhaust is linked to increases in asthma, allergies, heart and lung disease, and even cancer.

Children are especially at risk because their lungs are still developing.

It is estimated that vehicles generate around 30 million tons of CO₂ every year

From Portland to Paris

What other Oregon Cities are doing

Portland: Idle Reduction Policy administrative rule ensures the CityFleet vehicles reduce emissions when possible; to not idle diesel vehicles more than 5 mins and not idle gasoline vehicles more than 1 minute (ORS 825.605)

Bend: Roundabouts everywhere reduce idling that would happen at a traffic light, infrastructure for biking and walking

Eugene: Alternative transportation; free bus for college students, individuals 65+ years and youth K-12; infrastructure to encourage biking and walking



What the rest of the World is doing

NYC: Anti-Idling laws where cars can't idle for more than 3 minutes or they'll be fined

LA: Demand-based parking system that reduces the need to drive around looking for parking spots (an app that tells you where open spots are and their price based on demand)

Freiburg, Germany: Forces cars to be parked in the outskirts, improved public transportation and introduced a car sharing system; charges €18,000 for private parking spots, but lowers housing costs and public transport fares, as well as increases bike parking

Paris: Sticker system where vehicles get a different color depending on how much emissions a vehicle produces (anything above a level 4 cannot enter daily traffic)

Client Goal

**Goal: To raise awareness and encourage action among Salem residents to reduce GHG/emissions while promoting sustainable choices...
NO MORE IDLING...**

Client Goal

How Is This Measurable?

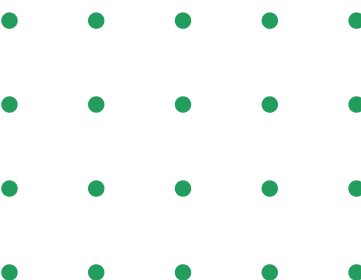
By the end of 2024...

- Conduct surveys related to idle time and awareness
- Qualitative surveys asking for feedback



STRATEGY 1

Encourage employees from the City of Salem (i.e., police, public transit, maintenance workers, etc) to stop idling in city vehicles.



Tactic - Lead by Example

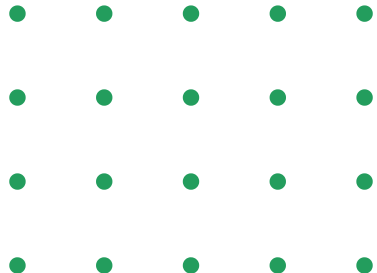
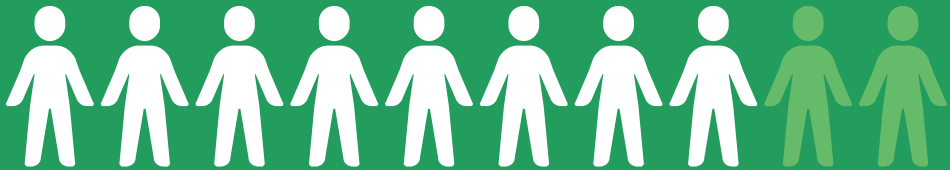
- Hold trainings for City of Salem employees about the effects of idling
- Highlight and praise workers who advocate for stopping idling on social media and in the newsletter





STRATEGY 2

Educate the youth of Salem about the consequences of increased emissions



Tactic - Sticker Drawing Competition

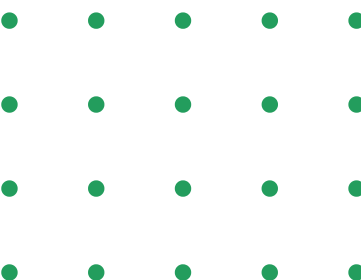
- Have Salem public school students design stickers for the campaign
 - A panel of judges chooses the best sticker to distribute to the community
- Provides positive reinforcement (reward-based)
- Brings the community together and gets the kids involved
- **Sponsored by local businesses**
 - Adds even more of a community aspect





STRATEGY 3

Inform the public about the health risks of vehicle emissions and work with local businesses and organizations to encourage Salem residents to stop idling their cars



Tactic - Spread the Word

- Amplify the message through media outlets
- Anti-idling billboards
- Work with local businesses and organizations
- Reach out to businesses with drive-thrus and curbside pickups to put signs to stop idling
- Same for pickup/drop off areas and parking garages



Tactic - Infographics

JOIN ME IN GOING IDLE-FREE

**16 MILLION GALLONS OF FUEL
IS WASTED BY UNNECESSARY IDLING
IN THE U.S. EVERY DAY**



4 REASONS TO STOP IDLING

IT SAVES MONEY

Due to advances in technology, letting a vehicle idle for more than 10 seconds burns more fuel than turning it off and restarting. This means you may be buying two to five tanks of gasoline per year that you never use to get to your destinations.

IT HELPS PEOPLE AND THE PLANET

An idling car wastes up to .5 gallon per hour emitting about 10 lbs. of carbon dioxide, a greenhouse gas. Breathing exhaust fumes is linked to increases in asthma, allergies, heart and lung disease, cancer, and autism.

IT'S BETTER FOR YOUR CAR

Idling can damage engine components by causing fuel residue to build up on cylinder walls.

IT MAY SAVE YOU A TICKET

Anti-idling regulations are being passed at a furious pace around the country. If it's not illegal to idle in your area yet, it may be soon. Fines can be as high as \$15,000.

**10 SECONDS OF
IDLING WASTES
MORE FUEL THAN
RESTARTING**



— IT'S YOUR TURN —
TURN IT OFF

ITURNITOFF.COM



— THE TRUTH ABOUT IDLING A VEHICLE



HOW TURNING OFF YOUR VEHICLE FOR 10 SECONDS CAN SAVE MILLIONS



WARMING UP

Even in cold weather, engines only need 30 seconds to warm up.



DAMAGING

Turning your car off is better for the engine than leaving it running.



RESTARTING

10 seconds of idling wastes more fuel than restarting.

WHERE TO TURN IT OFF



DRIVE-THRU



DRIVEWAYS



SCHOOLS



TRAINS



BANKS



CAR WASHES



MALLS



BRIDGES

**16 MILLION GALLONS OF FUEL
IS WASTED BY UNNECESSARY IDLING
IN THE U.S. EVERY DAY**

**SMALL ACTION
BIG CHANGE**



**LEARN HOW TO BE IDLE-FREE
ITURNITOFF.COM**



Social Media Calendar



**Month 1: City
Employees &
Awareness**



**Month 2:
Education &
Tips**



**Month 3:
Community
Engagement**



**Month 4:
Advocacy and
Goals**

Example Social Media Posts

For Information on reducing car idling

IDLING FOR MORE THAN 10 SECONDS USES MORE FUEL AND PRODUCES MORE EMISSIONS THAN STOPPING AND RESTARTING YOUR ENGINE

For more information visit cityofsalem.net



STOP IDLING



CITY OF SALEM

IDLING FOR MORE THAN 10 SECONDS USES MORE FUEL AND PRODUCES MORE EMISSIONS THAN STOPPING AND RESTARTING YOUR ENGINE

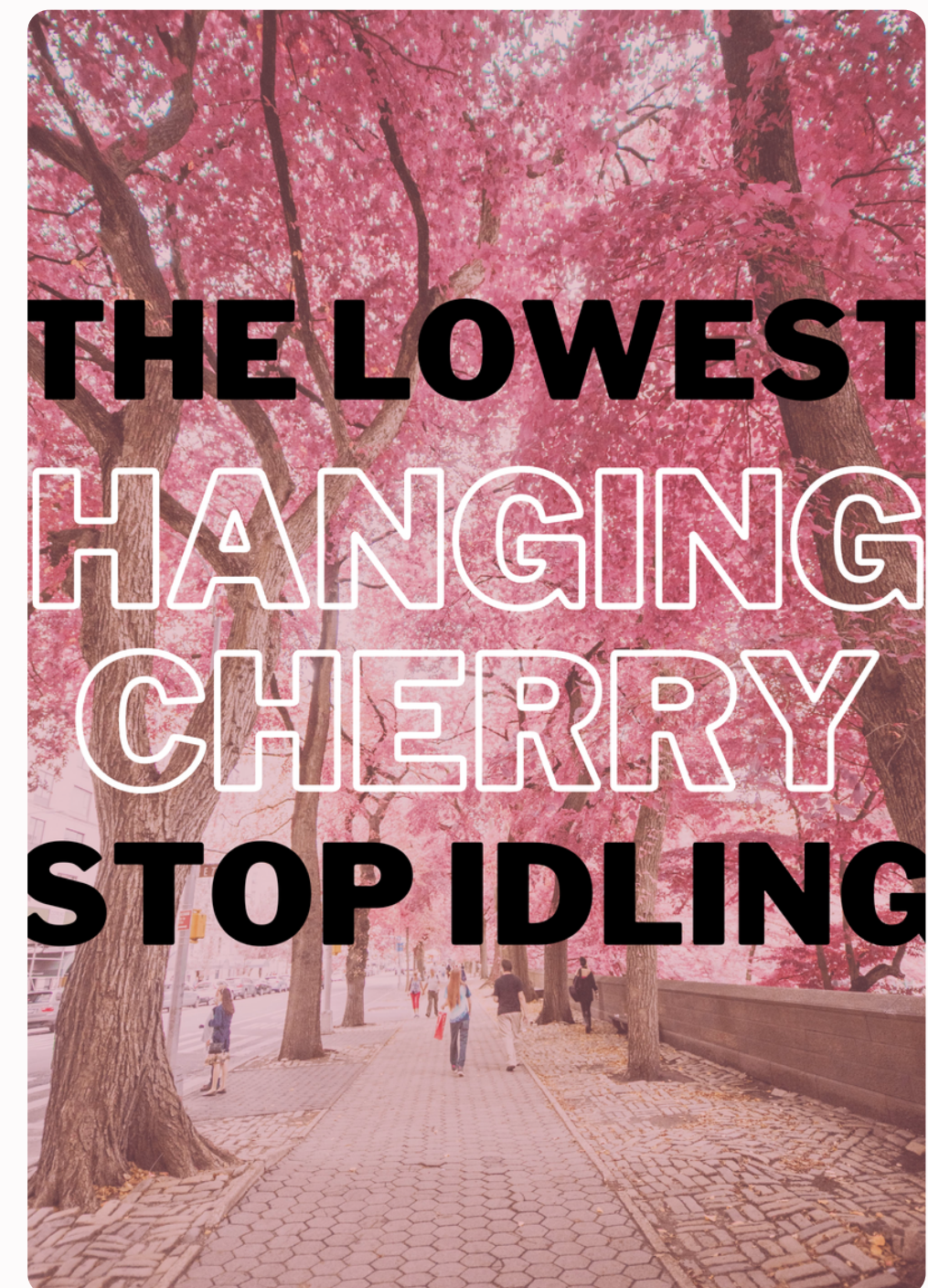
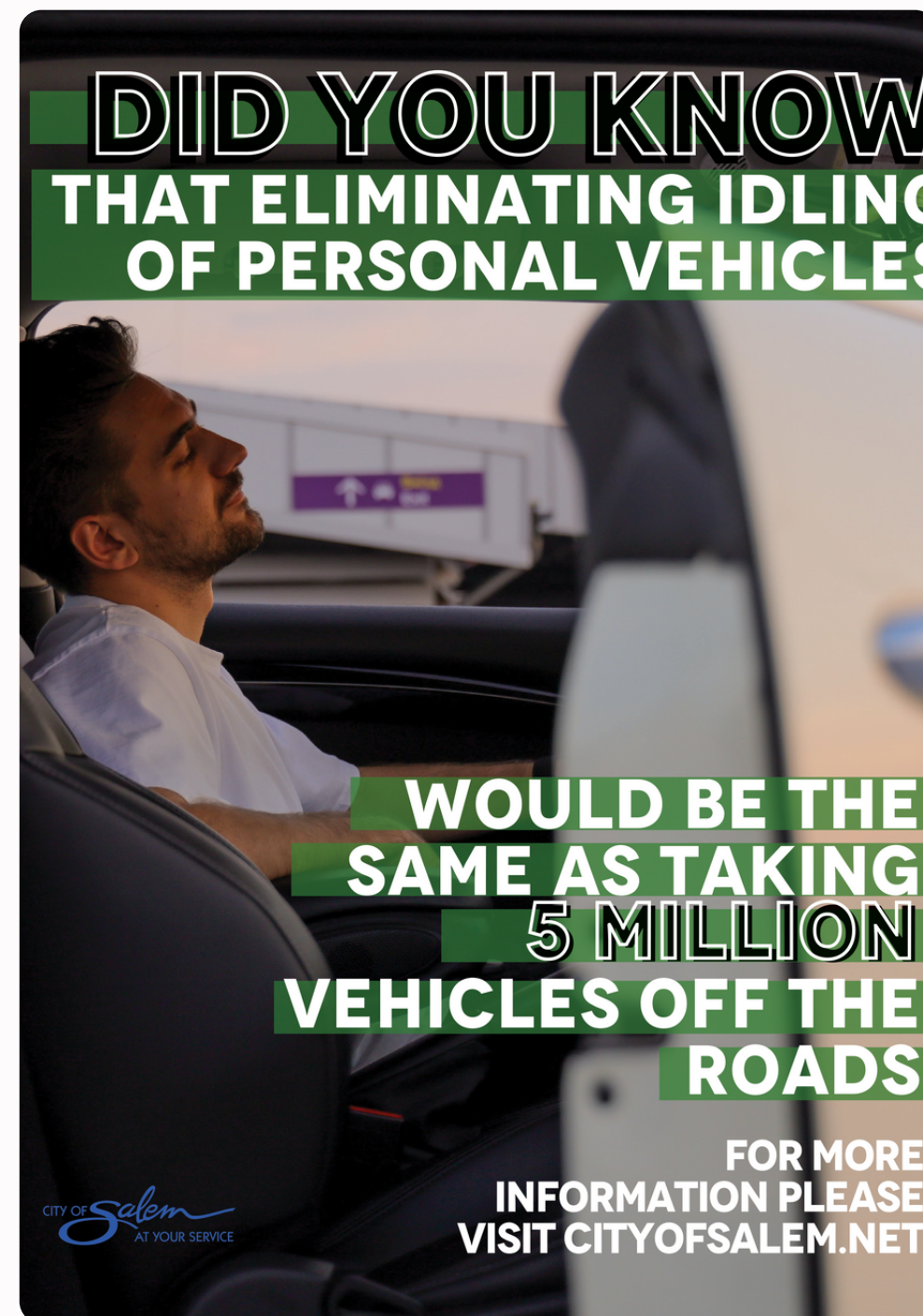
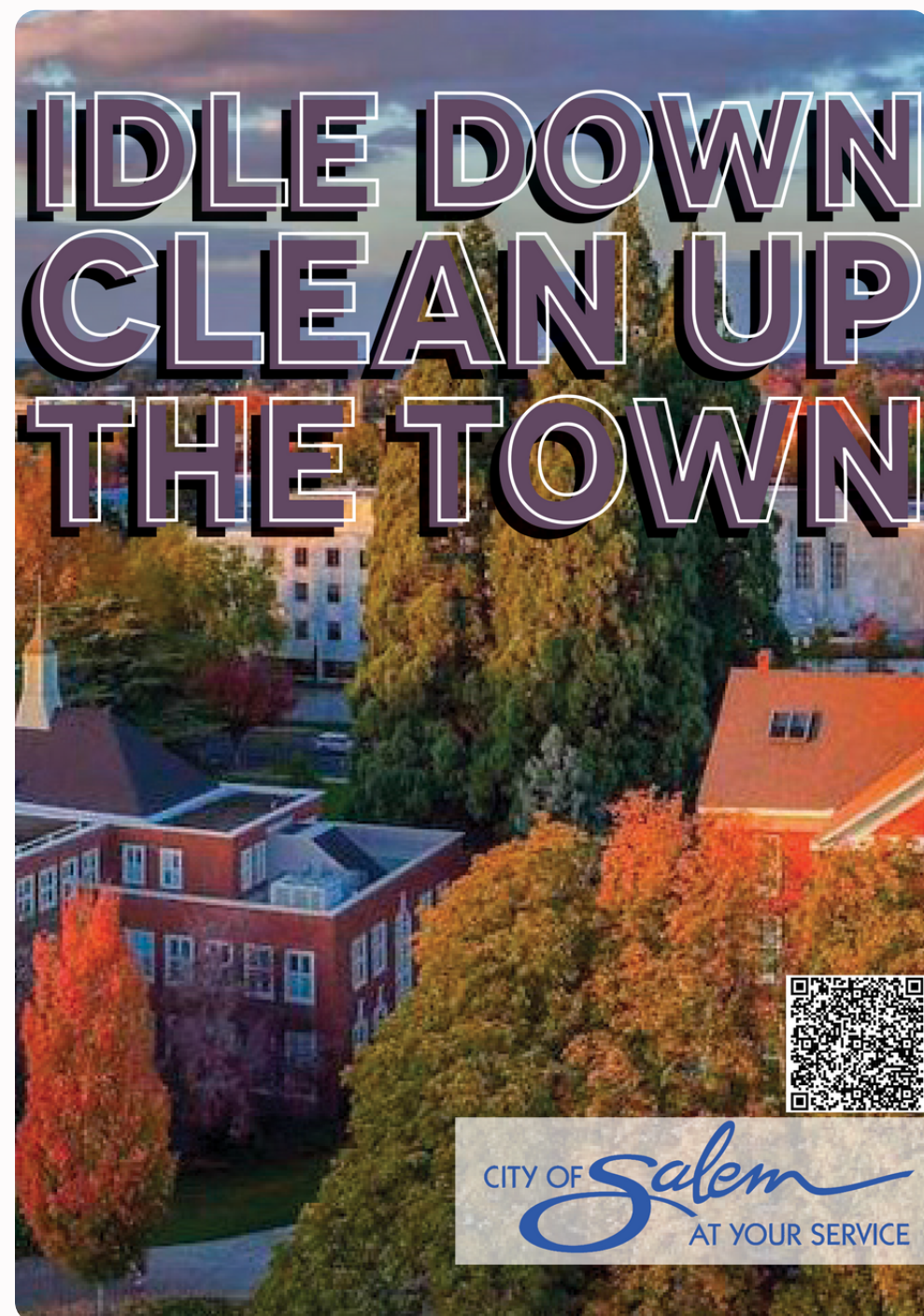
Idling for more than 10 seconds uses more fuel and produces more emissions than stopping and restarting your engine

cityofsalem.net



Example Flyers

For Information on reducing car idling



Sign Example



Example Billboard

For reducing car idling

IDLE DOWN
CLEAN UP
THE TOWN

CITY OF *Salem*
AT YOUR SERVICE

Timeline

1 year plan



Months 1-2

- Hold stakeholder meetings to garner support and collaboration
- Monitor vehicle emissions with current idling habits



Months 3-4

- Posters, flyers, billboards and social media content
- Media outreach
- Host workshops at community centers, schools and businesses to educate residents about idling



Months 5-8

- Host educational events in public spaces and K-12 schools
- Put up anti-idling signs in idling hotspots



Months 9-12

- Distribute surveys to residents and businesses to gather feedback on the campaign's impact
- Develop a plan for continuing the campaign beyond the one-year period

Budget

Review of overall costs for the campaign.

Billboards & anti-idling signs

- Roughly \$1k a month for one electronic billboard
- \$20 per premade sign; at least \$220 to put up the sign plus other permit fees

Flyers and stickers

- \$20 per premade sign; at least \$220 to put up the sign plus other permit fees, \$128 for 1,000 stickers

Educational campaigns

- \$350-500 per school
- Event at Riverfront Park Amphitheater: at least \$66/hr not including supplies and permit fees

Social media posts (Free)

- There are a lot of free online resources that provide premade graphics/infographics that can be posted on social media
- Potentially hire 1-2 interns that can help with social media posting and graphics



KPI/EVALUATION

How are we evaluating the progress and success of our campaign?



Dynamometer

Can be put on vehicles, such as city-issued ones, to monitor vehicle emissions.



Social Media Metrics

Analyze overall engagement (likes, follows, comments and shares) across all social media platforms to gauge campaign reception.



Section-based & Consumption-based inventory

Both are used to compare current and previous emissions.



Surveys

Conducting surveys before and after the campaign to gauge the effectiveness of our messaging.

Recommendations

Short Term

- Launch an anti-idling campaign
- Monitor the idling hotspots around the city
- Engage with local businesses, organizations and schools
- Promote the usage of public transportation and alternative modes of transport like walking, biking, etc.

Long Term

- Develop infrastructure to support walking, biking and transportation alternatives
- Integrate sustainability education into the public school curriculum
- Transition Cherrits to low-emission or electric/hybrid vehicles



QUESTIONS?

