



## 2015 Idling Awareness Survey

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Draft Report

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**Banister**  
Research & Consulting Inc.

## TABLE OF CONTENTS

<b>SUMMARY OF FINDINGS</b>	<b>3</b>
<b>1.0 STUDY BACKGROUND</b>	<b>6</b>
<b>2.0 METHODOLOGY</b>	<b>6</b>
<b>2.1 Project Initiation and Questionnaire Design</b>	<b>6</b>
<b>2.2 Survey Population and Data Collection</b>	<b>7</b>
2.2.1 Web Surveys	7
2.2.2 Hard Copy Services	7
<b>2.3 Data Analysis and Project Documentation</b>	<b>7</b>
<b>3.0 STUDY FINDINGS</b>	<b>9</b>
<b>3.1 Attitudes About Idling</b>	<b>9</b>
<b>3.2 Idling Behaviour</b>	<b>13</b>
<b>3.3 Knowledge About Idling</b>	<b>20</b>
<b>3.4 Communication and Education</b>	<b>25</b>
<b>3.5 Idling Reduction Program</b>	<b>31</b>
<b>3.6 Final Comments</b>	<b>38</b>
<b>3.7 Respondent Profile</b>	<b>39</b>
<b>Appendix A – Survey Instrument</b>	

## SUMMARY OF FINDINGS

In 2015, Lacombe County contracted Banister Research & Consulting Inc. (Banister Research) to conduct a survey amongst their employees regarding vehicle idling.

A web and hard copy survey was conducted with employees of Lacombe County. A total of 83 surveys were completed out of a possible 100; results provide a margin of error no greater than  $\pm 4.4\%$  at the 95% confidence level, or 19 times out of 20.<sup>1</sup>

### Attitudes About Idling

- To begin the survey, respondents were asked to rate their level of concern with vehicle idling as an environmental issue using a scale of 1 to 5, where 1 meant “not at all concerned” and 5 meant “very concerned.” Over one-third of the respondents (36%) were concerned, providing ratings of 4 (24%) or 5 (12%) out of 5. Forty-two percent (42%) were neutral (a rating of 3 out of 5) while 22% were unconcerned, providing ratings of 1 (10%) or 2 (12%) out of 5;
- Using the same scale, respondents were then asked to rate how concerned they were with the effects of idling on the environment, their health and well-being, and waste of resources. Over half of the respondents (57%) were concerned (ratings of 4 or 5 out of 5) with the waste of resources, followed by 46% who were concerned with the environment and 42% who were concerned with their health and well-being; and
- Respondents were then asked to state any major concerns they have with regards to idling. The most common response was polluting the environment (45%) followed by health related issues (16%), waste of County resources (16%), and a waste of fuel consumption while idling (15%). Twenty-eight percent (28%) of the respondents were unsure.

### Idling Behaviour

- When asked if they operate their own vehicle for County business, 45% of respondents said yes. When asked if they operate a County vehicle, over half of the respondents (51%) indicated that they operate a County vehicle for Lacombe County business. Forty-three percent (43%) of respondents indicated they operate other fleet machinery;
- Those who use their own vehicle for County business (n=37), those who use a County vehicle (n=42) and those who use other fleet machinery (n=36) were asked how many trips they make each week using each type of vehicle while on County business. One-third of those who use a County vehicle (33%) made 20 trips or more in a week. Nearly half of those who used their own vehicle (46%) made 1 to 3 trips per week and 19% of those who used other fleet machinery made 1 to 3 trips in a week;

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<sup>1</sup> Based on a total population of 100 employees.

- Those who use their own vehicle for County business (n=37), those who use a County vehicle (n=42), and those who use other fleet machinery (n=36) were then asked how often they idle these vehicles. Nearly two-thirds (62%) of those who use their own vehicle for County business, 38% of those who use a County vehicle, and 31% of those who use other fleet machinery only idle their vehicles in the winter months. One-quarter of those who use other fleet machinery (25%) idle their vehicle every trip they make;
  - Those who idle their own vehicle for County business (n=30), those who idle a County vehicle (n=42) and those who idle other fleet machinery (n=34) were asked how long they leave these vehicles idling for, on average. Nearly half (47%) of those who use their own vehicle and 26% of those who use a County vehicle idle for 3 to 5 minutes. Eighteen percent (18%) of those who use other fleet machinery idle their vehicles for more than 15 minutes, 11 to 15 minutes, 6 to 10 minutes, and 3 to 5 minutes;
- Respondents were asked what they believe are the major reasons people idle vehicles. The vast majority of the respondents (83%) stated that the major reason people idle is to warm up their vehicle or to defrost the windows in cold weather, followed by 12% who stated laziness as the major reason people idle vehicles;
- Respondents were then asked to identify any barriers for people, in terms of reducing idling behaviour. The most common response was the weather (43%) followed by habit (17%) and being uninformed of idling hazards (17%);
- When asked to identify any “hotspots”, or any areas where idling occurs more often for employees while on County business, the most frequent response was on job sites or work locations, in general (17%); and
- When asked if there were any areas in Lacombe County where idling is a major concern, or areas where people should not be idling, 30% of respondents identified an area of concern. The County office (6%) and the shop (6%) were the most common responses, followed by fuel stations (5%).

## Knowledge About Idling

- Respondents were given a list of statements and were asked to indicate whether they believed each statement was true or false. The vast majority (90% or higher) labeled the following as true:
  - Idling wastes fuel and money (93% rated this statement as true);
  - Using a block heater helps an engine warm up quickly, which means less fuel consumption (90%); and
  - Idling negatively impacts the environment (90%).
- Less than one-third of respondents labeled the following statements as true:
  - Idling warms up the entire vehicle (27%); and
  - Idling is only a problem in the winter (19%).

- Respondents were then asked, to the best of their knowledge, to state known effects of reducing idling behaviour. Nearly half of the respondents (47%) stated improved air quality as a known effect of reducing idling behaviour, followed by 42% who stated reduced idling saves money and decrease fuel consumption.

## Communication and Education

- Respondents were asked to state the best methods to communicate information to them regarding idling. The most frequent method mentioned was e-mail (30%), followed by workshops, meetings and information sessions (23%);
- Using a scale of 1 to 5, where 1 meant “not at all effective” and 5 meant “very effective,” respondents were given a list of communication methods and asked to rate their effectiveness for getting information to them regarding idling. Information sessions was the most effective method, with 49% of respondents rating it a 4 (28%) or a 5 (22%) out of 5, followed by the paper version of the Insider newsletter with 48% of the respondents rating it a 4 (31%) or 5 (17%) out of 5; and
- Respondents were asked what the key messages that the County should be focusing on in order to effectively communicate the importance of reducing idling behaviour. The most frequently mentioned message was cost savings (27%), followed by environmental benefits of reduced idling (21%), and the hazards of vehicle idling (18%).

## Idle Reduction Program

- Respondents were then made aware that Lacombe County is in the early stages of planning an Idle Reduction Program. The program *could* entail the 3 Es:
  1. **Engineering** – e.g., engineering things on vehicle that allow us to stop idling (for example, auxiliary batteries for peace officers so they don’t have to run their trucks when they pull someone over)
  2. **Education** – i.e., getting information out to our staff to encourage them to stop idling
  3. **Enforcement** – e.g., drafting of policy that requires all staff to stop idling.
    - Given this information, respondents were asked how strongly they would support or oppose each of the 3 Es, pertaining to the Idle Reduction Program, using a scale of 1 to 5, where 1 meant “strongly oppose” and 5 meant “strongly support.” While over half of the respondents supported (ratings of 4 or 5 out of 5) education (68%) and engineering (53%), less than one-quarter of the respondents (23%) supported enforcement.

## 1.0 STUDY BACKGROUND

In 2015, Lacombe County contracted Banister Research to conduct an Idling Awareness Survey with their employees in order to objectively measure public opinion on vehicle idling, and identify priorities amongst employees as part of the County's planning processes regarding idling programs.

Survey topics included:

- Employees' attitudes regarding vehicle idling;
- Employee idling behaviour;
- Employees' knowledge about idling;
- Communication and education regarding idling; and
- The Idle Reduction Program.

This report outlines the results for the 2015 Lacombe County Idling Awareness Survey.

## 2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with Lacombe County (the Client). A detailed description of each task of the project is outlined in the remainder of this section.

### 2.1 Project Initiation and Questionnaire Design

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the Client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The questionnaire for the 2015 Lacombe County Idling Awareness Survey was designed in consultation with the Client. The survey included both quantitative and qualitative questions, in order to elicit a more in-depth investigation of the issues and concerns pertinent to the evaluation assignment. A copy of the final questionnaire is provided in Appendix A.

## 2.2 Survey Population and Data Collection

A web and hard copy survey was conducted with employees of Lacombe County. A total of 83 surveys were completed out of a possible 100:

- Online web-based survey – 60% (n=50); and
- Hard copy survey – 40% (n=33).

Results provide a margin of error no greater than  $\pm 4.4\%$  at the 95% confidence level, or 19 times out of 20.<sup>2</sup>

### 2.2.1 Web Surveys

Web-based surveys were conducted from February 17<sup>th</sup> to February 27<sup>th</sup>, 2015. Respondents were invited by the Client via e-mail to complete the web-based survey; a link for the survey was embedded in the e-mail invitation. The survey was hosted on the Banister Research's web server to ensure anonymity and the confidentiality of responses.

A total of 50 Lacombe County employees completed this version of the survey.

### 2.2.2 Hard Copy Services

On February 17<sup>th</sup>, 2015, Lacombe County sent out hard copies of the survey to the Operations Department as well as at four internal safety meetings; 33 surveys were completed. Hard copy surveys were targeted to Lacombe County employees who do not have consistent access to email. Completed surveys and sealed surveys were collected by the Client and returned to Banister Research on February 27<sup>th</sup>, 2015. Banister Research's call centre entered the data from the surveys for data analysis and coding.

## 2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. After the questionnaires were completed and verified, all survey data was compiled into a computerized database for analysis.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g. demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

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<sup>2</sup> Based on a total population of 100 employees.

A list of responses to each open-ended question was generated by Banister Research. The lead consultant reviewed the list of different responses to the open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

The detailed data tables have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

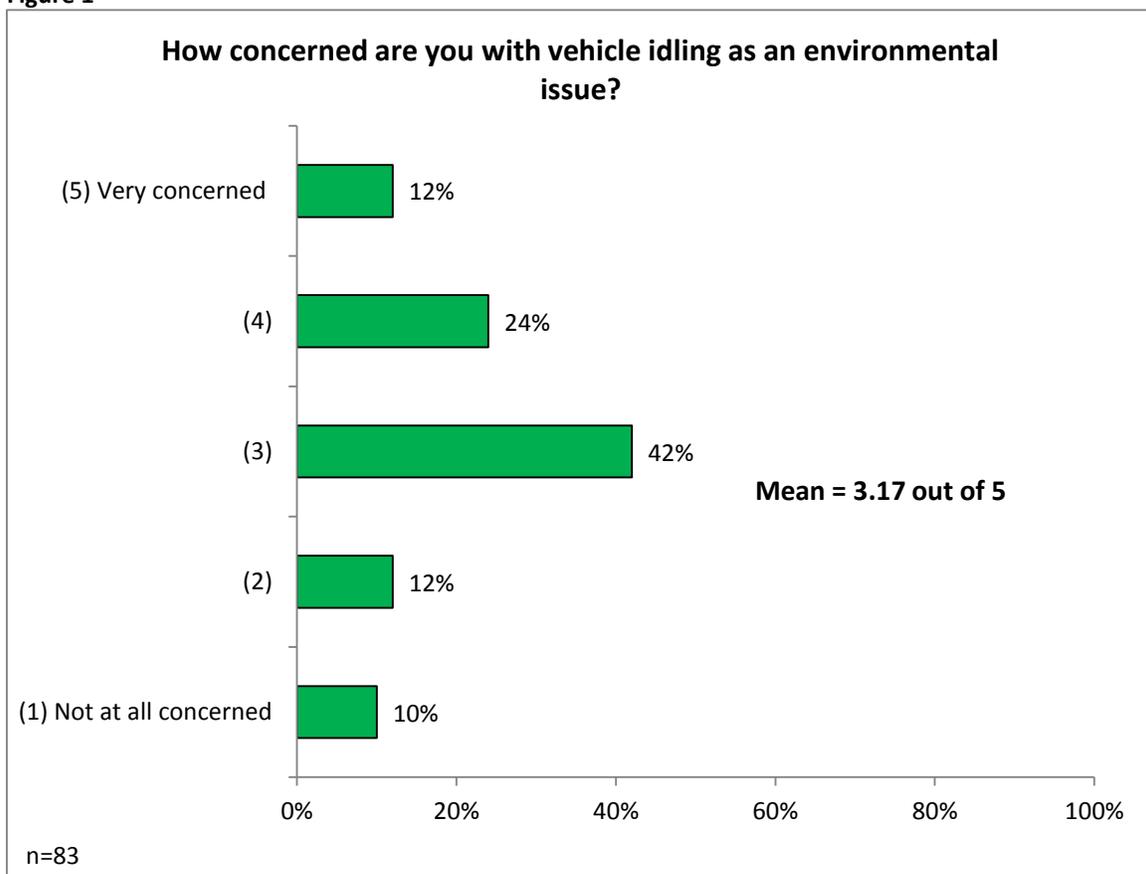
### 3.0 STUDY FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note when reading the report that the term *significant* refers to “statistical significance”. Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been reported on. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

#### 3.1 Attitudes About Idling

To begin the survey, respondents were asked to rate their level of concern with vehicle idling as an environmental issue using a scale of 1 to 5, where 1 meant “not at all concerned” and 5 meant “very concerned.” Over one-third of the respondents (36%) were concerned, providing ratings of 4 (24%) or 5 (12%) out of 5. Forty-two percent (42%) were neutral (a rating of 3 out of 5) while 22% were unconcerned, providing ratings of 1 (10%) or 2 (12%) out of 5. See Figure 1, below.

Figure 1



Respondent subgroups significantly more likely to **be concerned (ratings of 4 or 5 out of 5) with vehicle idling as an issue** included:

- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on the environment, in general (74%), with the effects of vehicle idling on their health (69%), and with the effects of vehicle idling on resource waste (60%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (4%, 11%, and 6%, respectively);
- Those who use their own vehicle for County business (51%) versus those who do not (24%);
- Those who do not use a County vehicle for County business (51%) versus those who do (21%); and
- Those who do not operate other fleet machinery for County business (53%) versus those who do (14%).

Using the same scale, respondents were then asked to rate how concerned they were with the effects of idling on the environment, their health and well-being, and the wasting of resources. Over half of the respondents (57%) were concerned (ratings of 4 or 5 out of 5) with the waste of resources, followed by 46% who were concerned with the environment and 42% who were concerned with their health and well-being. See Figure 2, below, and Table 1, on the following page.

Figure 2

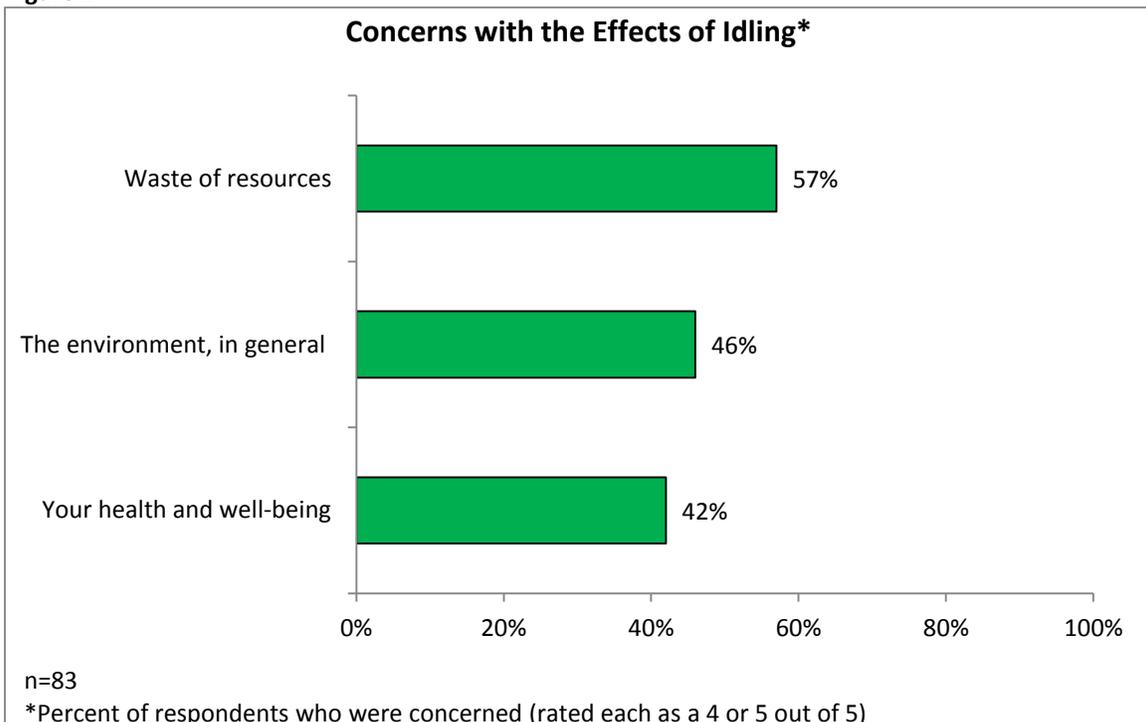


Table 1

How concerned are you with the effects of idling on each of the following...?							
	Percent of Respondents (n=83)						
	Not at all Concerned (1)	(2)	(3)	(4)	Very Concerned (5)	Don't Know/Not Stated	Mean (out of 5)
Waste of resources	4	15	24	39	18	1	3.54
The environment, in general	2	18	34	33	13	-	3.36
Your health and well-being	8	17	30	29	13	-	3.22

Respondent subgroups significantly more likely to be concerned (ratings of 4 or 5 out of 5) with the environment, in general included:

- Those who do not operate other fleet machinery for County business (62%) versus those who do (25%); and
- Those who use their own vehicle for County business (60%) versus those who do not (35%).

Respondent subgroups significantly more likely to be concerned (ratings of 4 or 5 out of 5) with their health and well-being included:

- Those who do not operate other fleet machinery for County business (53%) versus those who do (28%); and
- Those who use their own vehicle for County business (57%) versus those who do not (30%).

Respondent subgroups significantly more likely to be concerned (ratings of 4 or 5 out of 5) with the waste of resources included:

- Those who do not operate other fleet machinery for County business (68%) versus those who do (42%); and
- Those who have worked for Lacombe County for 11 years or more (69%) versus those who have worked for Lacombe County for 10 years or less (46%).

Respondents were then asked to state any major concerns they have with regards to vehicle idling. The most common response was polluting the environment (45%) followed by health related issues (16%), waste of County resources (16%) and a waste of fuel consumption while idling (15%). Twenty-eight percent (28%) of the respondents were unsure. See Table 2, below.

**Table 2**

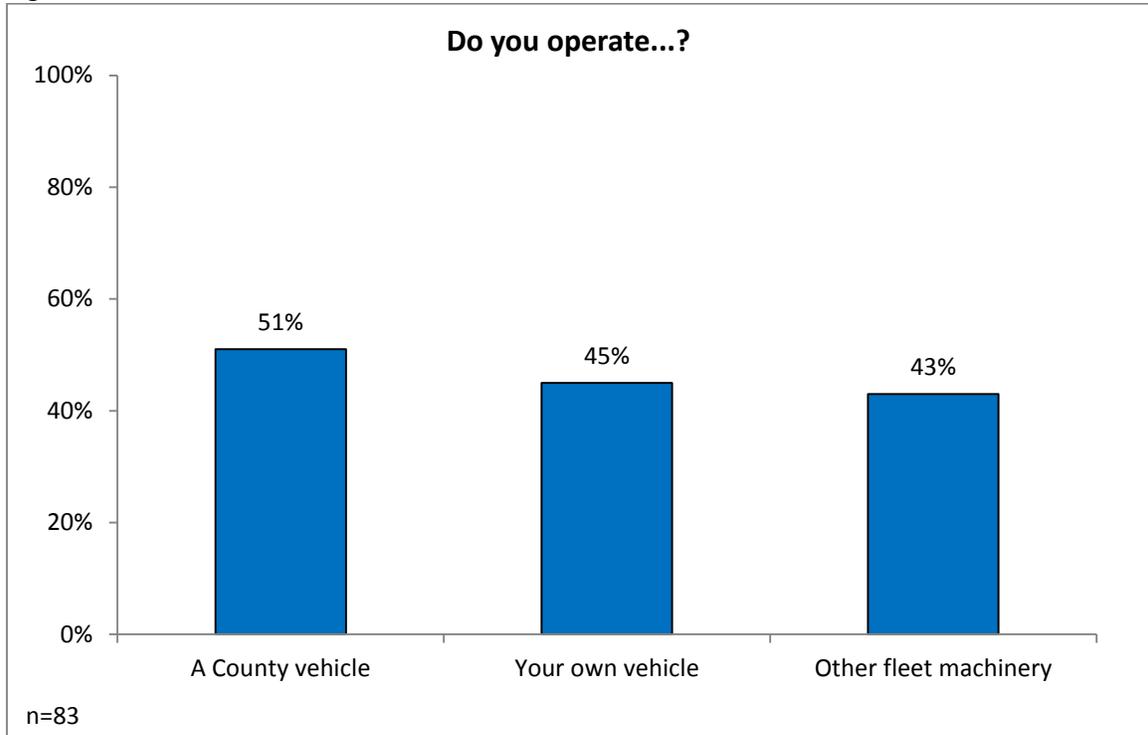
<b>What do you think are the major reasons for concern, if any, with regards to idling?</b>	
	<b>Percent of Respondents* (n=83)</b>
Polluting the environment/poor air quality	45
Health related issues (ex. Breathing in exhaust fumes, etc)	16
Waste of County resources (in general)	16
Waste of fuel consumption while idling	15
Cost of fuel/gas	8
Global warming related concerns	4
Warming up vehicle in the winter	4
Wear and tear on engine/vehicle/equipment	2
Noise pollution	2
Other (single mentions)	2
Refuse/Don't Know	28

**\*Multiple responses**

### 3.2 Idling Behaviour

When asked if they operate their own vehicle for County business, 45% of respondents said yes. When asked if they operate a County vehicle, over half of the respondents (51%) indicated that they operate a County vehicle for Lacombe County business. Forty-three percent (43%) of respondents indicated they operate other fleet machinery. See Figure 3, below.

Figure 3



Respondent subgroups significantly more likely to **use their own vehicle for County business** included:

- Those who do not use a County vehicle for County business (68%) versus those who do (21%);
- Those who do not use other fleet machinery for County business (60%) versus those who do (25%); and
- Those who do not live in Lacombe County (62%) versus those who do (29%).

Respondent subgroups significantly more likely to **use a County vehicle for County business** included:

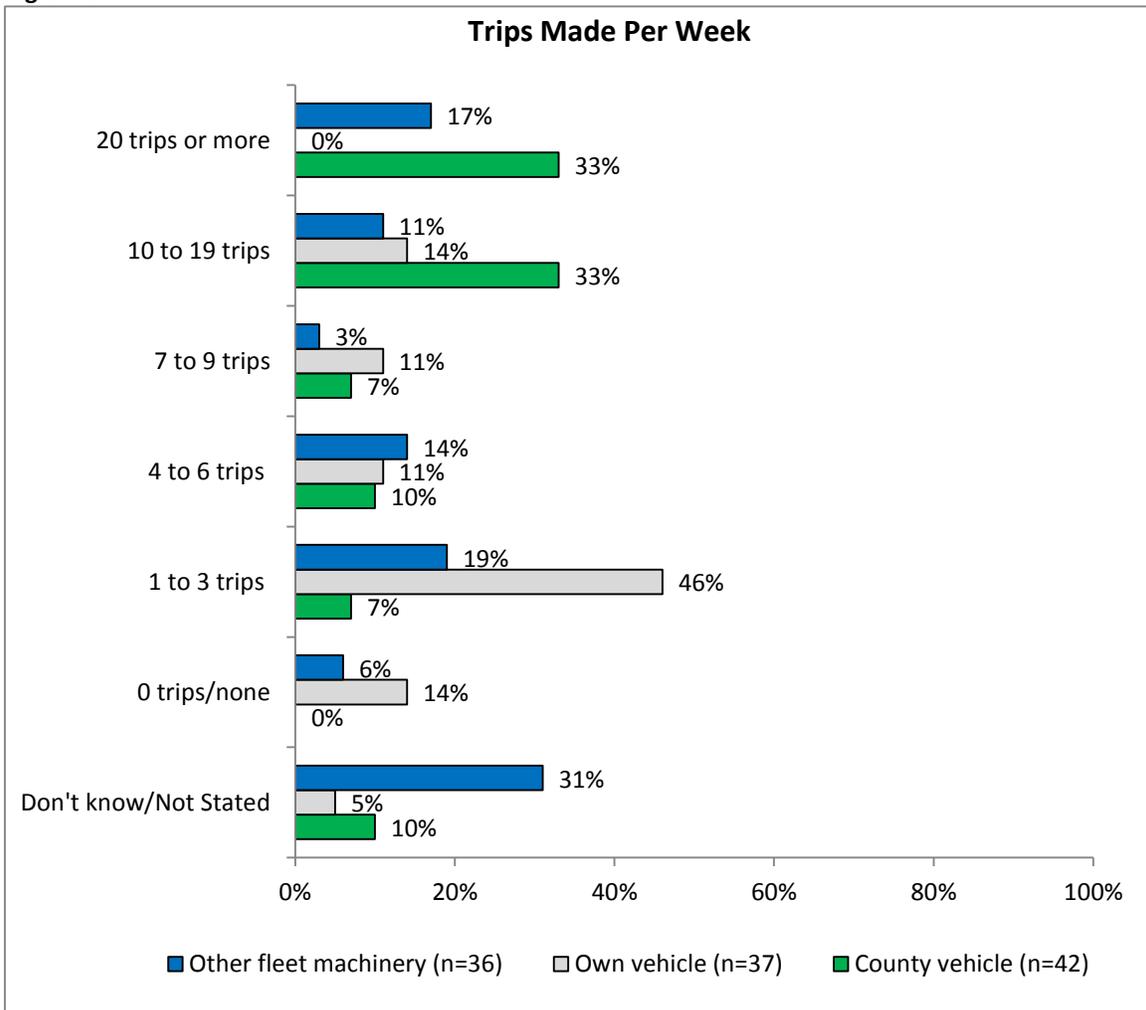
- Those who do not use their own vehicle for County business (72%) versus those who do (24%);
- Those who use other fleet machinery for County business (89%) versus those who do not (21%); and
- Those who live in Lacombe County (66%) versus those who do not (31%).

Respondent subgroups significantly more likely to **use other fleet machinery for County business** included:

- Those who do not use their own vehicle for County business (59%) versus those who do (24%);
- Those who use a County vehicle for County business (76%) versus those who do not (10%); and
- Those who live in Lacombe County (59%) versus those who do not (23%).

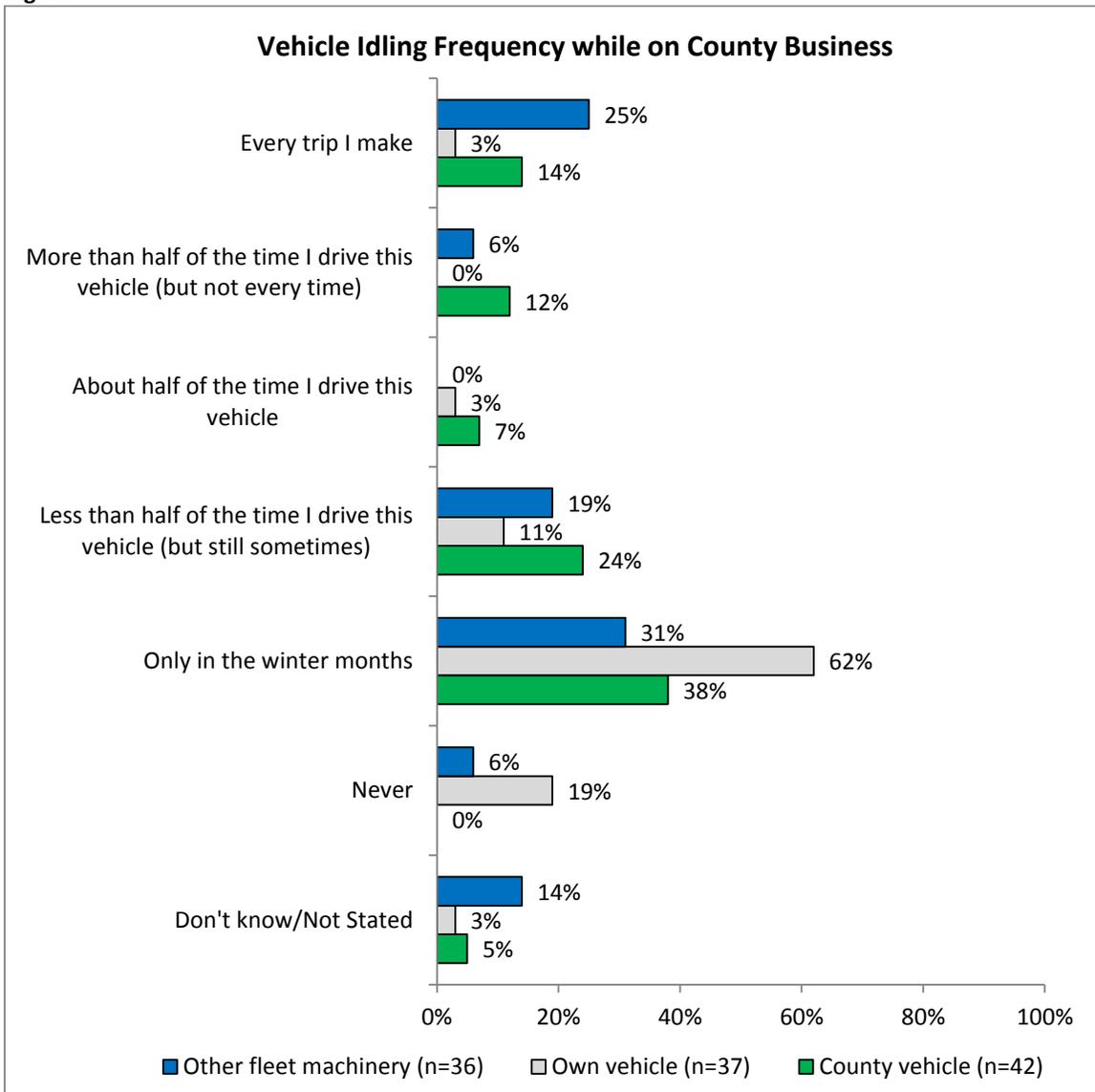
Those who use their own vehicle for County business (n=37), those who use a County vehicle (n=42) and those who use other fleet machinery (n=36) were asked how many trips they make each week using each type of vehicle while on County business. For the purpose of this study, a trip was defined as any level of travel that takes a person from one location to another location while on County business. One-third of those who use a County vehicle (33%) made 20 trips or more in a week. Nearly half of those who used their own vehicle (46%) made 1 to 3 trips per week and 19% of those who used other fleet machinery made 1 to 3 trips in a week. See Figure 4, below.

Figure 4



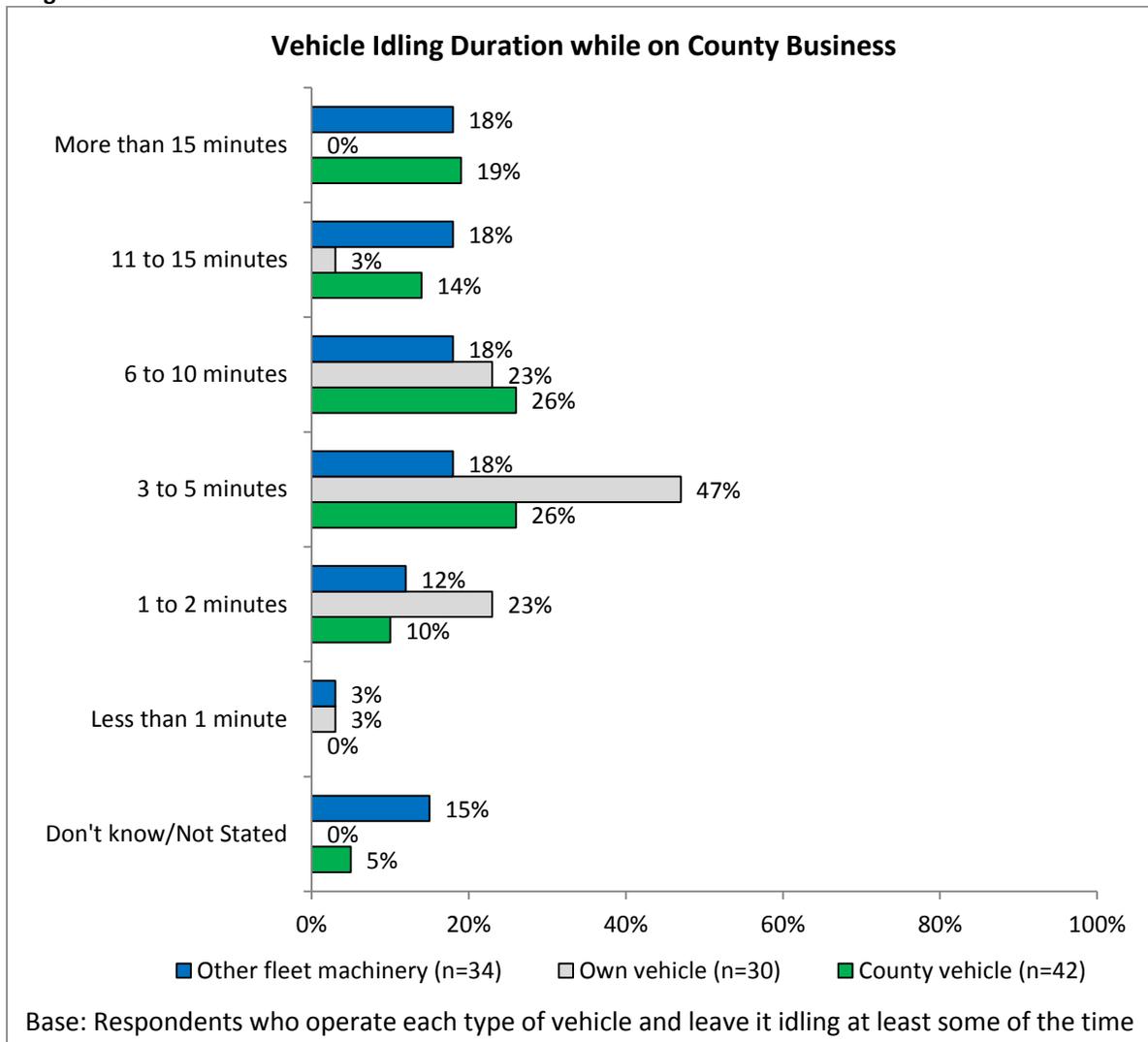
Those who use their own vehicle for County business (n=37), those who use a County vehicle (n=42) and those who use other fleet machinery (n=36) were then asked how often they idle these vehicles. For the purpose of this study, idling is defined as leaving the engine running while the vehicle is stopped and parked. Nearly two-thirds (62%) of those who use their own vehicle for County business, 38% of those who use a County vehicle, and 31% of those who use other fleet machinery only idle their vehicles in the winter months. One-quarter (25%) of those who use other fleet machinery idle their vehicle every trip they make. See Figure 5, below.

Figure 5



Those who idle their own vehicle for County business (n=30), those who idle a County vehicle (n=42) and those who idle other fleet machinery (n=34) were asked how long they leave these vehicles idling for, on average. Nearly half (47%) of those who use their own vehicle and 26% of those who use a County vehicle idle for 3 to 5 minutes. Eighteen percent (18%) of those who use other fleet machinery idle their vehicles for more than 15 minutes, 11 to 15 minutes, 6 to 10 minutes, and 3 to 5 minutes. See Figure 6, below.

Figure 6



Respondents were asked what they believe are the major reasons people idle. The vast majority of the respondents (83%) stated that the major reason people idle is to warm up their vehicle or to defrost the windows in cold weather, followed by 12% who stated laziness as the major reason people idle. See Table 3, below.

**Table 3**

<b>What do you think are the major reasons people idle?</b>	
	<b>Percent of Respondents* (n=83)</b>
Warm up vehicle/defrost windows in cold weather	83
Laziness	12
Carelessness/negligence	8
Uneducated/unaware of idling hazards	6
Convenience (in general)	6
Engine health/life/warm up engine	4
Cool vehicle/run air conditioning in warm weather	4
Charging vehicle battery	4
Other (single mentions)	2
Refuse/Don't Know	4

**\*Multiple responses**

Respondents were asked to identify any barriers for people, in terms of reducing idling behaviour. The most common response was the weather (43%), followed by habit (17%), and being uninformed of idling hazards (17%). See Table 4, below.

**Table 4**

<b>What do you think are the major barriers for people, in terms of reducing idling behaviour?</b>	
	<b>Percent of Respondents* (n=83)</b>
Weather/climate (ex. Winter, summer, etc.)	43
Habit/routine	17
Uninformed/unaware of idling hazards	17
Time required to defrost windows/warm up engine/charge battery	7
Laziness	2
Carelessness/negligence	2
Cost of fuel	2
On a tight budget/being cheap	2
None/no barriers	1
Other (single mentions)	5
Refuse/Don't Know	12

**\*Multiple responses**

When asked to identify any “hotspots”, or areas where idling occurs more often for employees while on County business, the most frequent response was on job sites or work locations, in general (17%). See Table 5, below.

**Table 5**

<b>Can you think of any “hotspots” for employee idling while on County business?</b>	
	<b>Percent of Respondents* (n=83)</b>
None/no hotspots	4
<b>Yes; specify</b>	55
Job sites/work locations (in general)	17
The shop/shop yard	11
County office	7
Starting up/running County vehicle/equipment (area unspecified)	7
Parking lots	5
Employee lunch/coffee breaks (in general)	4
Other (single mentions)	2
Hotspots not specified	11
Refuse/Don't know	41

**\*Multiple responses**

When asked if there were any areas in Lacombe County where idling is a major concern, or areas where people should not be idling, 30% of respondents identified a specific area. The County office (6%) and the shop or shop yard (6%) were the most common responses, followed by fuel stations (5%). See Table 6, below.

Table 6

Are there any areas in Lacombe County where idling is a major concern?	
	Percent of Respondents* (n=83)
No particular areas of concern	23
<b>Yes; Specify</b>	30
County office	6
The shop/shop yard	6
Fuel stations/pumps	5
Job sites/work locations (in general)	4
Air intake vents near buildings	2
Fast food drive-through	2
Other (single mentions)	5
Areas of concerns not specified	6
Refuse/Don't Know	47

\*Multiple responses

### 3.3 Knowledge About Idling

Next, respondents were given a list of statements and were asked to indicate whether they believed each statement was true or false. The vast majority (90% or higher) labeled the following as true:

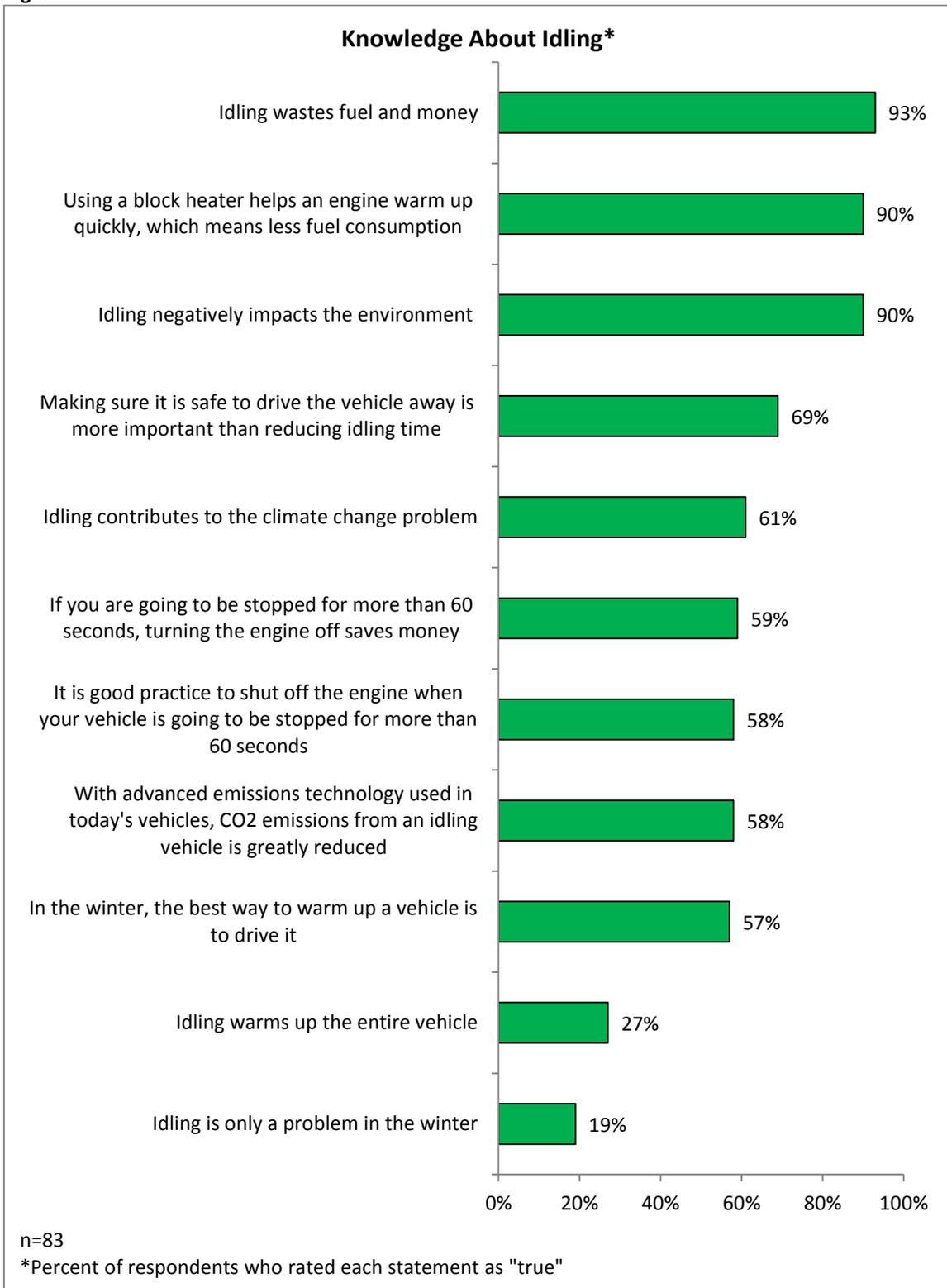
- Idling waste fuel and money (93% rated this statement as true);
- Using a block heater helps an engine warm up quickly, which means less fuel consumption (90%); and
- Idling negatively impacts the environment (90%).

Less than one-third of respondents labeled the following statements as true:

- Idling warms up the entire vehicle (27%); and
- Idling is only a problem in the winter (19%).

See Figure 7, on the following page.

Figure 7



Respondent subgroups significantly more likely to label the statement “**idling wastes fuel and money**” as true included:

- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on the environment, in general (100%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (87%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on their health (100%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (89%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (100%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (86%); and
- Those who do not operate other fleet machinery for County business (98%) versus those who do (86%).

Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on the environment, in general (97%) were significantly more likely to label the statement “**idling negatively impacts the environment**” as true versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (84%).

Respondent subgroups significantly more likely to label the statement “**with the advanced emissions technology used in today’s vehicles, carbon dioxide emissions from an idling vehicle are greatly reduced**” as true included:

- Those who were not concerned (ratings of 1, 2, or 3 out of 5) with vehicle idling as an environmental issue (74%) versus those who were concerned (ratings of 4 or 5 out of 5) (30%);
- Those who were not concerned (ratings of 1, 2, or 3 out of 5) with the effects of vehicle idling on the environment, in general (71%) versus those who were concerned (ratings of 4 or 5 out of 5) (42%);
- Those who were not concerned (ratings of 1, 2, or 3 out of 5) with the effects of vehicle idling on their health (70%) versus those who were concerned (ratings of 4 or 5 out of 5) (40%);
- Those who were not concerned (ratings of 1, 2, or 3 out of 5) with the effects of vehicle idling on resource waste (74%) versus those who were concerned (ratings of 4 or 5 out of 5) (45%); and
- Those who use a County vehicle for County business (69%) versus those who do not (46%); and
- Those who operate other fleet machinery (75%) versus those who do not (45%).

Respondent subgroups significantly more likely to label the statement “**idling contributes to the climate change problem**” as true included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (80%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (51%); and
- Those who have worked for Lacombe County for 10 years or less (78%) versus those who have worked for Lacombe County for 11 years or more (56%).

Respondent subgroups significantly more likely to label the statement “**in the winter, the best way to warm up a vehicle is to drive it**” as true included:

- Those who do not use their own vehicle for County business (70%) versus those who do (41%); and
- Those who live in Lacombe County (71%) versus those who do not (44%).

Those who do not use a County vehicle for County business (39%) were significantly more likely to label the statement “**idling warms up the entire vehicle**” as true versus those who do (14%).

Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (73%) were significantly more likely to label the statement “**it’s good practice to shut off the engine when your vehicle is going to be stopped for more than 60 seconds**” as true versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (50%).

Respondent subgroups significantly more likely to label the statement “**if you are going to be stopped for 60 seconds, turning the engine off saves money**” as true included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (77%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (49%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on their health (74%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (50%); and
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (72%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (43%).

Respondents were then asked, to the best of their knowledge, to state known effects of reducing idling behaviour. Nearly half of the respondents (47%) stated improved air quality as a known effect of reducing idling behaviour, followed by 42% who stated reduced idling saves money and less fuel consumption. See Table 7, below.

**Table 7**

<b>To the best of your knowledge, what are the known effects of reducing idling behaviour?</b>	
	<b>Percent of Respondents* (n=83)</b>
Improved air quality/better for the environment/less pollution	47
Saves money/less fuel consumption	42
Reduced wear and tear on engine/vehicle	7
Decreased personal health risks/issues	6
Increased public awareness/education of vehicle idling	5
Other (single mentions)	4
Refuse/Don't Know	36

**\*Multiple responses**

### 3.4 Communication and Education

Next, respondents were asked to state the best methods to communicate information to them regarding idling. As shown in Table 8, the most frequent method mentioned was e-mail (30%), followed by workshops, meetings and information sessions (23%).

Table 8

What are the best methods to communicate information to you about idling?	
	Percent of Respondents* (n=83)
E-mail	30
Workshops/meetings/information sessions	23
Posters/bulletin boards	7
Newspaper	7
Word of mouth (general)	7
County insider	6
County news (in general)	5
Pamphlet/leaflet/brochure	2
Printed/written information (unspecified)	2
Bumper stickers	2
Street signage/billboards	2
Other (single mentions)	5
Refuse/Don't Know	29

Using a scale of 1 to 5, where 1 meant “not at all effective” and 5 meant “very effective,” respondents were given a list of communication methods and asked to rate their effectiveness for getting information to them regarding idling. Information sessions was the most effective method, with 49% of respondents rating it a 4 (28%) or a 5 (22%) out of 5, followed by the paper version of the Insider newsletter with 48% of the respondents rating it a 4 (31%) or 5 (17%) out of 5. See Figure 8, below, and Table 9, on the following page for a detailed breakdown of each method.

Figure 8

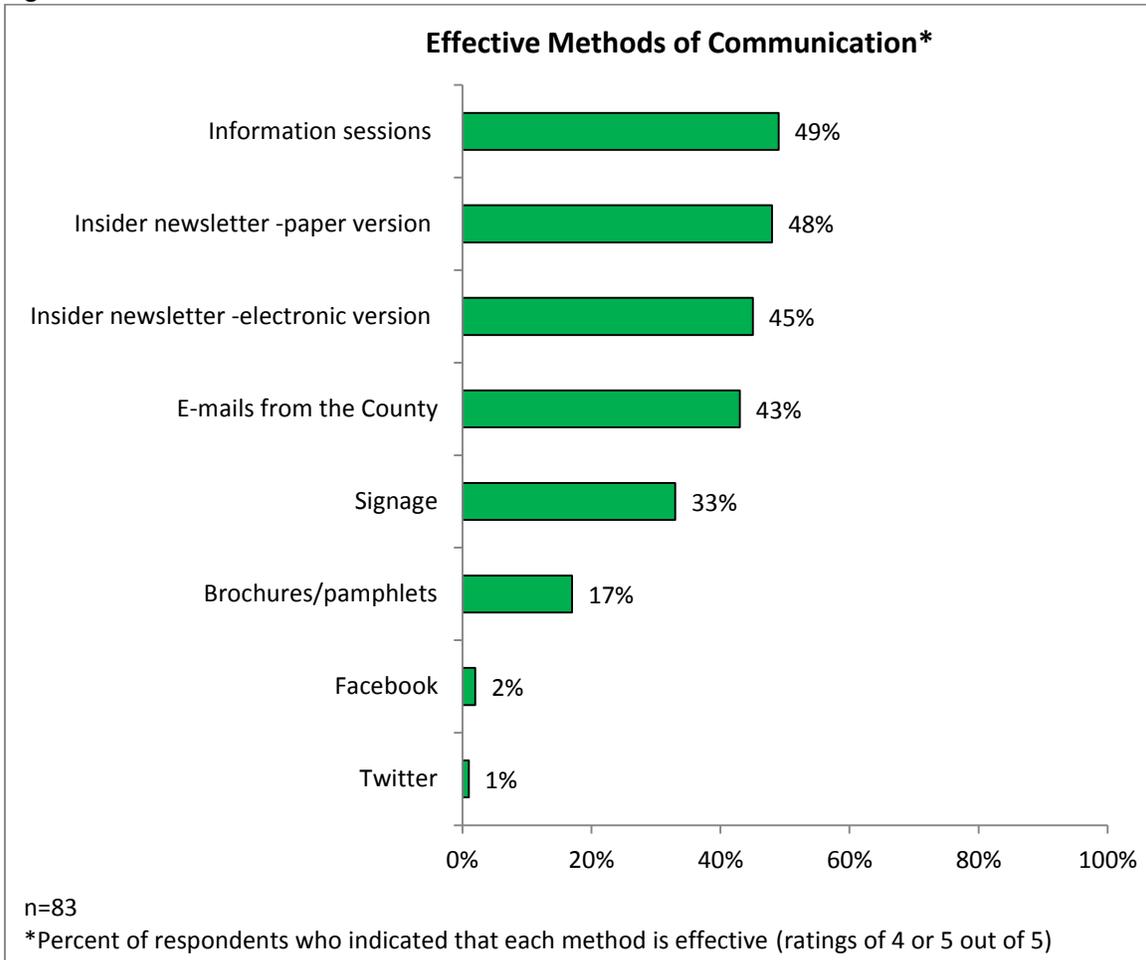


Table 9

How effective would you find each of the following communication methods for getting information to you about idling?							
	Percent of Respondents* (n=83)						
	Not at all Effective (1)	(2)	(3)	(4)	Very Effective (5)	Don't Know/Not Stated	Mean (out of 5)
Information sessions	6	21	24	28	22	-	<b>3.39</b>
Insider newsletter –paper version	7	12	31	31	17	1	<b>3.39</b>
E-mails from the County	15	16	27	25	18	-	<b>3.17</b>
Insider newsletter –electronic version	21	13	22	29	16	-	<b>3.06</b>
Signage	10	24	34	25	7	-	<b>2.96</b>
Brochures/pamphlets	18	21	45	16	1	-	<b>2.61</b>
Facebook	64	15	19	2	-	-	<b>1.60</b>
Twitter	64	15	21	1	-	-	<b>1.59</b>

Respondent subgroups significantly more likely to have indicated **signage** as the most effective method of communication included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (47%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (25%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on the environment, in general (45%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (22%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on their health (46%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (22%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (47%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (14%);
- Those who do not use a County vehicle for County business (44%) versus those who do (21%);
- Those who do not use other fleet machinery for County business (47%) versus those who do (14%); and
- Those who do not live in Lacombe County (49%) versus those who do (20%).

Respondent subgroups significantly more likely to have indicated **information sessions** as the most effective method of communication included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (67%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (40%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on their health (66%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (37%);
- Those who do not use a County vehicle for County business (61%) versus those who do (38%); and
- Those who do not use other fleet machinery for County business (60%) versus those who do (36%).

Respondent subgroups significantly more likely to have indicated **e-mails from the County** as the most effective method of communication included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (63%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (32%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on the environment, in general (55%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (33%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (60%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (23%);
- Those who do not use a County vehicle for County business (73%) versus those who do (14%);
- Those who do not use other fleet machinery for County business (70%) versus those who do (8%); and
- Those who do not live in Lacombe County (59%) versus those who do (32%).

Respondent subgroups significantly more likely to have indicated **the Insider newsletter – paper edition** as the most effective method of communication included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (63%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (40%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (62%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (31%); and
- Those who do not use other fleet machinery for County business (62%) versus those who do (31%).

Respondent subgroups significantly more likely to have indicated **the Insider newsletter – electronic edition** as the most effective method of communication included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (77%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (26%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on the environment, in general (61%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (31%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on their health (57%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (35%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (62%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (23%);
- Those who use their own vehicle for County Business (57%) versus those who do not (35%);
- Those who do not use a County vehicle for County business (68%) versus those who do (21%); and
- Those who do not use other fleet machinery for County business (66%) versus those who do (17%).

Next, respondents were asked what the key messages that the County should be focusing on in order to effectively communicate the importance of reducing idling behaviour. The most frequently mentioned message was cost savings (27%), followed by environmental benefits of reduced idling (21%) and the hazards of vehicle idling (18%). See Table 10, below for a list of responses.

**Table 10**

<b>For the County to effectively communicate the importance of reducing idling behaviour, what do you think are the key messages it should be focusing on its campaign?</b>	
	<b>Percent of Respondents* (n=83)</b>
Cost savings/economic benefits of reduced idling	27
Environmental benefits of reduced idling	21
The effects/hazards of vehicle idling (ex. Environmental, health, etc.)	18
Ways/methods to reduce idling (in general)	11
Benefits of reduced idling (in general)	6
Health benefits associated with reduced idling	5
Encouraging public involvement/participation in idling reduction	5
Public awareness/education (in general)	5
Provide fact based data/evidence of idling	5
Other (single mentions)	5
Refuse/Don't Know	25

\*Multiple responses

### 3.5 Idling Reduction Program

Lacombe County is in the early stages of planning an Idle Reduction Program. The program *could* entail the 3 Es:

1. **Engineering** – e.g., engineering things on vehicle that allow us to stop idling (for example, auxiliary batteries for peace officers so they don't have to run their trucks when they pull someone over)
2. **Education** – i.e., getting information out to our staff to encourage them to stop idling
3. **Enforcement** – e.g., drafting of policy that requires all staff to stop idling.

Given this information, respondents were asked how strongly they would support or oppose each of the 3 Es, pertaining to the Idle Reduction Program, using a scale of 1 to 5, where 1 meant “strongly oppose” and 5 meant “strongly support.” While over half of the respondents supported (ratings of 4 or 5 out of 5) education (68%) and engineering (53%), less than one-quarter of the respondents (23%) supported enforcement. See Figure 9 below, and Table 11, on the following page.

Figure 9

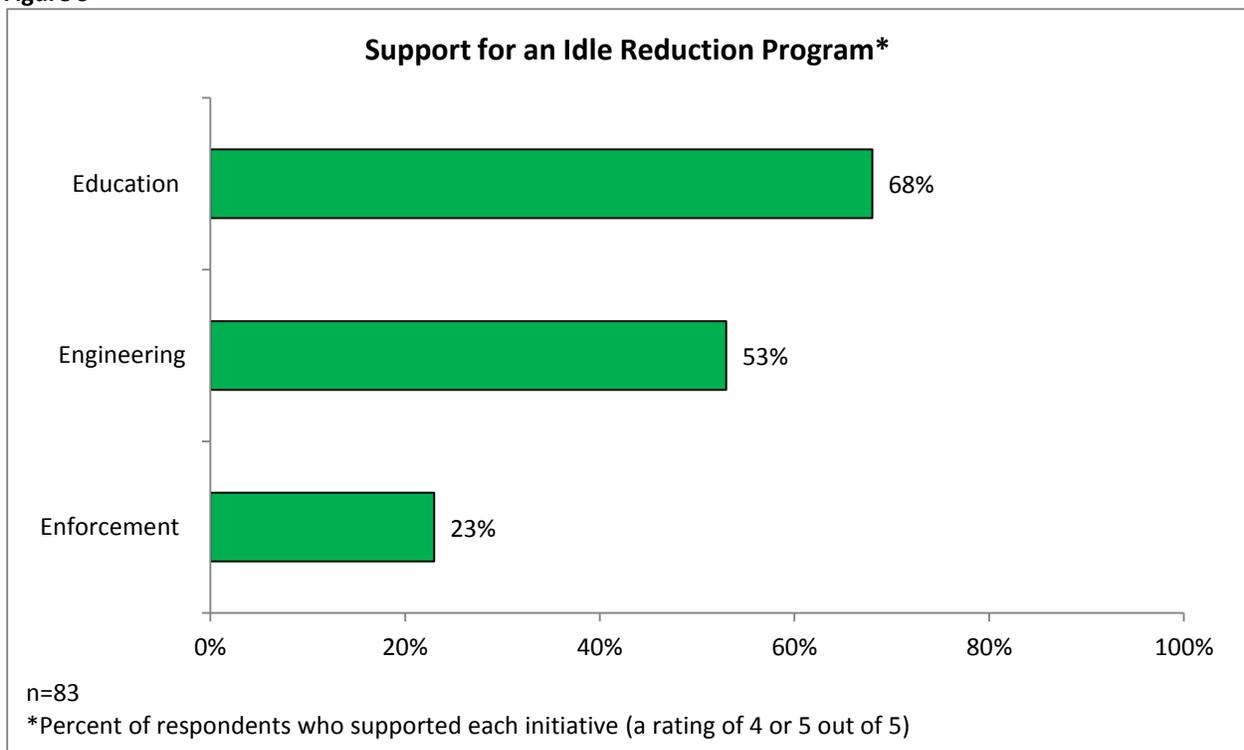


Table 11

How strongly would you support each of the three Es?						
	Percent of Respondents (n=83)					Mean (out of 5)
	Strongly Oppose (1)	(2)	(3)	(4)	Strongly Support (5)	
Education (e.g., getting information out to staff to encourage them to stop idling)	4	6	23	25	42	<b>3.96</b>
Engineering (e.g., engineering devices on vehicles that allow us to stop idling)	2	7	37	23	30	<b>3.71</b>
Enforcement (e.g., drafting of policy that requires all staff to stop idling)	24	22	31	12	11	<b>2.64</b>

Respondent subgroups significantly more likely to have supported (ratings of 4 or 5 out of 5)

**Engineering** included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (73%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (42%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on the environment, in general (68%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (40%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on their health (69%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (41%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (64%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (40%);
- Those who use their own vehicle for County Business (68%) versus those who do not (41%);
- Those who do not use other fleet machinery for County business (64%) versus those who do (39%); and
- Those who do not live in Lacombe County (69%) versus those who do (42%).

Respondent subgroups significantly more likely to have supported (ratings of 4 or 5 out of 5) **Education** included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (83%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (59%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (79%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (54%);
- Those who do not use a County vehicle for County Business (81%) versus those who do (55%); and
- Those who do not use other fleet machinery for County business (81%) versus those who do (50%).

Respondent subgroups significantly more likely to have supported (ratings of 4 or 5 out of 5) **Enforcement** included:

- Those who were concerned (ratings of 4 or 5 out of 5) with vehicle idling as an environmental issue (43%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (11%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on the environment, in general (37%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (11%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on their health (37%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (13%);
- Those who were concerned (ratings of 4 or 5 out of 5) with the effects of vehicle idling on resource waste (34%) versus those who were not concerned (ratings of 1, 2, or 3 out of 5) (9%);
- Those who do not use a County vehicle for County Business (34%) versus those who do (12%); and
- Those who do not use other fleet machinery for County business (38%) versus those who do (3%).

Respondents were then asked why they provided each response. See Table 12, below and continued on the following pages for a detailed breakdown of responses.

Table 12

Why did you provide this response?	
<b>Base: respondents who <u>supported engineering</u> (ratings of 4 or 5 out of 5)</b>	<b>Percent of Respondents* (n=44)</b>
Is a good idea/will help reduce idling (in general)	30
Would no longer have personal choice to idle due to anti-idling technology	25
Is beneficial to have access to anti-idling technology	11
Is easiest/most convenient way to reduce vehicle idling (in general)	11
Need to idle vehicle in the winter/idling ensures that engine runs properly	5
Other (single mentions)	7
Refuse/Don't Know	11
<b>Base: respondents who were <u>neutral towards engineering</u> (ratings of 3 out of 5)</b>	<b>Percent of Respondents* (n=31)</b>
Is a good idea/will help reduce idling (in general)	10
Is beneficial to have access to anti-idling technology	10
Need to idle vehicle in the winter/idling ensures that engine runs properly	7
Would not be implemented on all County vehicles/equipment	7
Other (single mentions)	13
Refuse/Don't Know	55
<b>Base: respondents who <u>opposed engineering</u> (ratings of 1 or 2 out of 5)</b>	<b>Number of Respondents* (n=8)**</b>
Would be too cost prohibitive	n=1
Will cause safety issues (in general)	n=1
Will cause electronic issues/problems (in general)	n=1
Refuse/Don't Know	n=5

\*Multiple responses

\*\*Use caution interpreting results when n<30

Why did you provide this response?	
<b>Base: respondents who <u>supported education</u> (ratings of 4 or 5 out of 5)</b>	<b>Percent of Respondents* (n=56)</b>
Awareness/education is important/key/a good idea (in general)	64
Awareness/education is the first step towards reducing idling behaviour	11
Some people are unaware of idling hazards/impacts	7
Is important to be reminded/encouraged to reduce idling behaviour	4
Is the most cost effective strategy/solution	4
Other (single mentions)	2
Refuse/Don't Know	11
<b>Base: respondents who were <u>neutral towards education</u> (ratings of 3 out of 5)</b>	<b>Number of Respondents* (n=19)**</b>
Awareness/education is important/key/a good idea (in general)	n=4
Other (single mentions)	n=5
Refuse/Don't Know	n=10
<b>Base: respondents who <u>opposed education</u> (ratings of 1 or 2 out of 5)</b>	<b>Number of Respondents* (n=8)**</b>
Put more focus on negative effects of idling on vehicles rather than the environment	n=1
Refuse/Don't Know	n=7

\*Multiple responses

\*\*Use caution interpreting results when n<30

Why did you provide this response?	
<b>Base: respondents who <u>supported enforcement</u> (ratings of 4 or 5 out of 5)</b>	<b>Number of Respondents* (n=19)**</b>
Is a good idea/will help reduce idling (in general)	n=7
Enforcement is needed to ensure that policy is followed by everyone	n=6
Other (single mentions)	n=3
Refuse/Don't Know	n=3
<b>Base: respondents who were <u>neutral towards enforcement</u> (ratings of 3 out of 5)</b>	<b>Number of Respondents* (n=26)**</b>
Enforcement will not be effective/staff will not follow the rules (in general)	n=3
Will be difficult to enforce	n=3
Is a good idea/will help reduce idling (in general)	n=2
Enforcement is needed to ensure that policy is followed by everyone	n=2
Enforcement will not work until Idle Reduction Program is implemented	n=2
Other (single mentions)	n=5
Refuse/Don't Know	n=10
<b>Base: respondents who <u>opposed enforcement</u> (ratings of 1 or 2 out of 5)</b>	<b>Percent of Respondents* (n=38)</b>
Enforcement will not be effective/staff will not follow the rules (in general)	21
Need to idle vehicle in the winter/idling ensures that engine runs properly	13
Will be difficult to enforce	11
Enforcement may have negative effect on employee morale	11
There are other/better options available	8
Other (single mentions)	5
Refuse/Don't Know	34

\*Multiple responses

\*\*Use caution interpreting results when n<30

Respondents were asked to provide advice to the County that would encourage County employees to reduce their idling behaviour. Nearly one-quarter of the respondents (24%) stated that the County needs to educate employees, in general (24%). Forty-two percent (42%) of the respondents did not provide a response. See Table 13, below.

**Table 13**

<b>What advice would you give to the County that would encourage County employees to reduce their idling behaviour?</b>	
	<b>Percent of Respondents* (n=83)</b>
Need to educate/inform/provide awareness to employees (in general)	24
Enforce anti-idling policy/issue penalties/fines for non-compliance	7
Provide cost savings related information	6
Provide incentives to staff who comply with anti-idling policy	5
Encourage employees to not idle vehicle when not necessary	4
Other (2% of respondents or less)	24
Refuse/Don't Know	42

**\*Multiple responses**

### 3.6 Final Comments

When asked if there were any additional comments regarding the topics in this survey, the vast majority (90%) did not provide any comments. See Table 14, below for all responses provided.

Table 14

Is there anything else we need to know regarding the topics in the survey?	
	Percent of Respondents* (n=83)
No final comments	90
<b>Yes; Specify</b>	6
Less focus on climate change/global warming in relation to idling	1
Provide information on environmental impacts/benefits of idling	1
Ensure that all County employees are complying with anti-idling	1
Should introduce anti-idling technology on County vehicles/equipment	1
Provide information on the cause of idling	1
Ensure compliance to idling rules does not hinder safe operation of equipment	1
Refuse/Don't Know	4

\*Multiple responses

### 3.7 Respondent Profile

Tables 15 and 16, below and on the following page, provide a demographic profile of the respondents surveyed for the 2015 Lacombe County Idling Awareness Survey.

Table 15

	Percent of Respondents (n=83)
<b>Gender</b>	
Male	71
Female	27
Unreported	2
<b>Age</b>	
18 to 24	4
25 to 34	17
35 to 44	12
45 to 54	27
55 to 64	33
65 years or older	5
Refuse/Don't Know	4
<b>Percent of respondents with at least one (1) member in the household belonging to the following age groups:</b>	<b>Percent of Respondents (n=74)*</b>
12 years of age or younger	24
Between 13 and 18 years old	21
Between 19 and 44 years old	43
Between 45 and 64 years old	68
65 years of age or older	7
<b>Mean Household Size</b>	<b>2.61 people</b>
<b>What is the highest level of education you have achieved to date?</b>	<b>Percent of Respondents (n=83)</b>
Less than high school	10
Graduated high school	23
Some or completed technical or vocational school	16
Some or completed college	23
Some or completed university	16
Post graduate	7
Refuse/Don't Know	6

\*Excludes "don't know" responses

Table 16

	Percent of Respondents (n=83)
<b>How long have you worked for Lacombe County</b>	
Less than a year	2
1 to 5 years	35
6 to 10 years	11
11 to 15 years	13
16 to 20 years	8
21 to 25 years	5
26 to 30 years	8
More than 30 years	8
Refuse/Don't Know	12
<b>Do you live in Lacombe County?</b>	
Yes	49
No	47
Refuse/Don't Know	4
<b>How long have you lived in Lacombe County?</b>	
5 years or less	2
6 to 10 years	7
11 to 15 years	12
16 to 20 years	10
More than 20 years	28
Refuse/Don't Know	12
<b>Mean number of years</b>	<b>30.75</b>

**Appendix A**  
**Survey Instrument**



## 2015 Idling Awareness Survey

### Introduction

Lacombe County is currently conducting a survey with its employees to assess idling awareness and ad effectiveness. Your responses are very important to allow us to achieve our goals of idle reduction and reduced energy consumption, as identified under our Environmental Management Plan. The survey should take no more than **10 minutes** to complete.

**As a thank you for completing the survey, you may enter in a draw to win a \$50 Tim Hortons gift card.**

Please note that all information you provide will be kept in strictest confidence and will be used only for the purposes of this study. It is important to note that all analysis and reporting of the survey findings will be provided in aggregate only – no individual responses will be provided.

**The survey may only be completed once per person.** If you have already completed the survey, please disregard this.

If you have any questions or concerns, you may contact Cajun Paradis, Acting Environmental Coordinator, DID. 265 on our County phone system, or 403-782-8968.

If you have any technical issues while accessing the survey, please contact Christine Mendonca, Associate, with Banister Research, at [cmendonca@banister.ab.ca](mailto:cmendonca@banister.ab.ca), or at 1-780-451-4444.

Please respond before **February 27<sup>th</sup>, 2015**.

I agree with the terms and conditions of data collection and data use, as detailed above [**MANDATORY**]

1. Yes [**GO TO SURVEY**]
2. No [**TERMINATE**]

## **Section 1: Attitudes About Idling**

**For the purposes of this survey, idling a vehicle is *any amount of time* spent leaving the engine running *while the vehicle is stopped and parked*.**

- 1) Using a scale of 1 to 5, where 1 means “not at all concerned” and 5 means “very concerned,” how concerned are you with **vehicle idling as an environmental issue?** [MANDATORY]
    1. Not at all concerned
    2. ...
    3. ...
    4. ...
    5. Very concerned
  
  - 2) Using the same scale of 1 to 5, how concerned are you with the **effects of idling** on each of the following?
    1. Not at all concerned
    2. ...
    3. ...
    4. ...
    5. Very concerned
      - a) The environment, in general
      - b) Your health and well-being
      - c) Waste of resources
-

3) What do you think are the **major reasons for concern**, if any, with regards to idling? [**DO NOT SHOW LIST – CODING PURPOSES ONLY.**]

1. \_\_\_\_\_
2. Health concerns
3. Environmental concerns
4. Waste of money
5. Waste of fuel
6. Waste of resources
7. Optimum vehicle maintenance
8. None/do not think there are reasons for concern
9. Don't Know

**Section 2: Idling Behaviour**

4) Do you operate...? [**MANDATORY**]

- 1) Yes
  - 2) No
- 
- a) Your own vehicle for County business [**IF YES, ASK Q5a, Q6a, and Q7a**]
  - b) A County vehicle [**IF YES, ASK Q5b, Q6b, and Q7b**]
  - c) Other fleet machinery [**IF YES, ASK Q5c, Q6c, and Q7c**]

**\*\*SKIP TO Q8 IF Q4a, Q4b, AND Q4c = NO\*\***

5) [**ASK IF Q4a-c= Yes:**] In an average week, how many trips do you make using each of the following vehicles, while on County business? [**MANDATORY**]

**For the purpose of this study, a trip is defined as any travel that takes you from one location to another location while on County business.**

1. 0 trips/none
  2. 1 to 3 trips
  3. 4 to 6 trips
  4. 7 to 9 trips
  5. 10 to 19 trips
  6. 20 to 24 trip
  7. 25 to 50 trips
  8. More than 50 trips
  9. Don't Know
- 
- a) Your own vehicle for County business
  - b) A County vehicle
  - c) Other fleet machinery

- 6) **[ASK IF Q4a-c= Yes:]** How often do you idle **[INSERT: a/b/c]** if ever (i.e., leave the engine running while the vehicle is stopped and parked)? **[MANDATORY]**
- 1) Every time I drive this vehicle/every trip I make
  - 2) More than half of the time I drive this vehicle (but not every time)
  - 3) About half of the time I drive this vehicle
  - 4) Less than half of the time I drive this vehicle (but still sometimes)
  - 5) Only in the winter months
  - 6) Never/I do not idle this vehicle **[SKIP TO Q8 FOR EACH “Never/I do not idle” RESPONSE]**
  - 7) Don’t Know
- a) **[ASK IF Q4a=1/Yes]** Your personal vehicle  
b) **[ASK IF Q4b=1/Yes]** A County vehicle  
c) **[ASK IF Q4c=1/Yes]** Other fleet machinery
- 7) **[ASK IF Q4a-c= Yes, UNLESS Q6a-c = Never/I do not idle this vehicle:]** When operating **[INSERT: a/b/c]**, how long would you estimate you leave it idling for, on average? **[MANDATORY]**
- 1) 0 minutes – I do not idle this vehicle
  - 2) Less than 1 minute
  - 3) 1 to 2 minutes
  - 4) 3 to 5 minutes
  - 5) 6 to 10 minutes
  - 6) 11 to 15 minutes
  - 7) More than 15 minutes
  - 8) Don’t Know
- a) **[ASK IF Q4a=1/Yes]** Your personal vehicle  
b) **[ASK IF Q4b=1/Yes]** The County vehicle  
c) **[ASK IF Q4c=1/Yes]** Other fleet machinery
- 8) What do you think are the major reasons people idle? **[DO NOT SHOW LIST – CODING PURPOSES ONLY]**
1. \_\_\_\_\_
  2. Laziness
  3. To warm up a vehicle
  4. To operate auxiliary equipment from the vehicle (e.g., lights, sirens)
  5. To warm up themselves while working outdoors
  6. Don’t Know
- 9) What do you think are the major **barriers** for people, in terms of reducing idling behavior? **[DO NOT SHOW LIST – CODING PURPOSES ONLY]**
1. \_\_\_\_\_
  2. Lack of education
  3. Lack of courtesy
  4. Ambivalence (i.e., don’t care)
  5. Lack of motivation
  6. Need to use the vehicle for heat/power
  7. None/do not think there are any barriers
  8. Don’t Know
-

10) Can you think of any “hotspots” for employee idling while on County business – i.e., areas where idling occurs more often?

1. \_\_\_\_\_
2. None/no hotspots
3. Don't Know

11) Are there any areas in Lacombe County where idling is a major concern – i.e., areas where people **should not** be idling?

1. \_\_\_\_\_
2. None/no particular areas of concern
3. Don't Know

### **Section 3: Knowledge About Idling**

12) For each of the following statements, please indicate whether you believe it is **TRUE** or **FALSE**.

1. True
  2. False
  3. Don't Know
- 
- a) Idling wastes fuel and money
  - b) Idling negatively impacts the environment
  - c) With the advanced emissions technology used in today's vehicles, carbon dioxide (CO<sub>2</sub>) emissions from an idling vehicle are greatly reduced.
  - d) Idling contributes to the climate change problem.
  - e) In the winter, the best way to warm up a vehicle is to drive it.
  - f) Using a block heater helps an engine warm up quickly, which means less fuel consumption.
  - g) Idling warms up the entire vehicle.
  - h) It's a good practice to shut off the engine when your vehicle is going to be stopped for more than 60 seconds.
  - i) Idling is only a problem in the winter.
  - j) Making sure it's safe to drive the vehicle away is more important than reducing idling time.
  - k) If you are going to be stopped for more than 60 seconds, turning the engine off saves money.

13) To the best of your knowledge, what are the **known effects** of reducing idling behaviour?

\_\_\_\_\_

---

**Section 4: Communication and Education**

14) What are the best methods to communicate information to you about idling?

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15) Using a scale of 1 to 5, where 1 means “not at all effective” and 5 means “very effective,” how effective would you find each of the following communication methods for getting information to you about idling?

1. Not at all effective
  2. ...
  3. ...
  4. ...
  5. Very effective
- a) Signage (e.g.,...)
  - b) Information sessions
  - c) Twitter
  - d) Facebook
  - e) Brochures/pamphlets
  - f) E-mails from the County
  - g) Insider newsletter – paper version
  - h) Insider newsletter – electronic version

16) For the County to effectively communicate the importance of reducing idling behaviour, **what do you think are the key messages** it should be focusing on its campaign?

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**Section 5: Idle Reduction Program**

Lacombe County is in the early stages of planning an Idle Reduction Program. The program **could** entail the 3 Es:

4. **Engineering** – e.g., engineering things on vehicle that allow us to stop idling (for example, auxiliary batteries for peace officers so they don’t have to run their trucks when they pull someone over)
5. **Education** – i.e., getting information out to our staff to encourage them to stop idling
6. **Enforcement** – e.g., drafting of policy that requires all staff to stop idling.

17) Given this information, and keeping in mind that **we are in the very early stages of planning**, how strongly would you support or oppose each of the 3s, pertaining to the Idle Reduction Program, using a scale of 1 to 5, where 1 means “strongly oppose” and 5 means “strongly support”?

1. Strongly Oppose
  2. ...
  3. ...
  4. ...
  5. Strongly Support
-

- a) Engineering
- b) Education
- c) Enforcement

18) [ASK FOR ALL RATINGS OF 1-5 IN Q17a-c, excluding "No Response"] Why did you provide that response regarding [INSERT A-C]?

\_\_\_\_\_

19) What advice would you give to the County that would encourage County employees to reduce their idling behaviour?

\_\_\_\_\_

**Section 6: Final Comments**

20) Is there anything else we need to know, regarding the topics in this survey?

- 1. Yes; **specify:** \_\_\_\_\_
- 2. No final comments

**Section 7: Respondent Profile [ALL QUESTIONS VOLUNTARY]**

In order for us to better understand the different views and needs of employees, the next few questions allow us to analyze the data into sub-groups. I would like to assure you that nothing will be recorded to link your answers with you or your household.

21) Gender

- 1. Male
- 2. Female
- 3. Other
- 4. Prefer not to say

22) How old are you?

- 1. 18 to 24
- 2. 25 to 34
- 3. 35 to 44
- 4. 45 to 54
- 5. 55 to 64
- 6. 65 or older
- 7. Prefer not to say

23) How long have you **worked for** Lacombe County?

- 1. \_\_\_\_\_ years
- 2. Not applicable
- 3. Prefer not to say

24) How long have you **lived in** Lacombe County?

1. \_\_\_\_\_ years
2. Not applicable
3. Prefer not to say

25) Including yourself, how many people in each of the following age groups live in your household? How many are...?

1. \_\_\_\_\_ # people
2. Prefer not to say
  - a) Under 13 years old
  - b) Between 13 and 18 years old
  - c) Between 19 and 44 years old
  - d) Between 45 and 64 years old
  - e) 65 years of age or older

26) What is the highest level of education you have achieved to date?

1. Less than high school
2. Graduated high school
3. Some or completed technical or vocational school
4. Some or completed college
5. Some or completed university
6. Post graduate

**Draw Entry Form**

Thank you for completing the Lacombe County Idling Awareness Survey! As a token of our appreciation, you may enter a draw to win a \$50 Tim Hortons gift card.

Would you like to enter your name into the draw? **[MANDATORY]**

- Yes **[GO TO CONTACT INFO AND PERMISSION TO RELEASE, BELOW]**  
 No **[TERMINATE]**

Please enter your contact information below.

**First name:** \_\_\_\_\_ **[MANDATORY]**

**Telephone Number:** \_\_\_\_\_ **[MANDATORY]**

**E-mail address:** \_\_\_\_\_ **[OPTIONAL]**

Do we have your permission to collect and release your contact information to Lacombe County to follow up with you if you are the winner of the draw? Please be assured that your contact information will only be released in regard to the draw, and will not be linked to individual survey responses in any way. **[MANDATORY]**

- Yes  
 No
-