



# The Lowest Hanging Cherry: Stopping Idling

Liz Blodgett • Beau Hewatt • Alyssa Ignacio

Helen McKnight • Chloe Sesar

Report Authors • School of Journalism + Communication

Attila Schillinger

Faculty • School of Journalism + Communication

FALL 2023

SALEM

J 454

SCHOOL OF JOURNALISM + COMMUNICATION



## **Acknowledgements**

The authors of this report would like to graciously thank the following City of Salem staff for their support and insights:

**Heather Dimke**, Management Analyst II, Public Works Department

**Julianah Douglas**, Climate Action Plan Manager

**Courtney Knox Busch**, Strategic Initiatives Manager

This report represents original student work and recommendations prepared by students in the University of Oregon's Sustainable City Year Program for the City of Salem. Text and images contained in this report may not be used without permission from the University of Oregon.

# Contents

<b>4</b>	<b>About SCI</b>
<b>4</b>	<b>About SCYP</b>
<b>5</b>	<b>About City of Salem</b>
<b>6</b>	<b>Course Participants + Description</b>
<b>7</b>	<b>Memorandum</b>
<b>8</b>	<b>Final Plan</b>
<b>8</b>	<b>I. Situational Analysis</b>
<b>10</b>	<b>II. Audience Profiles</b>
<b>10</b>	<b>III. Goal/Measurements</b>
<b>11</b>	<b>IV. Strategies and Tactics</b>
<b>12</b>	<b>V. Competitive Analysis</b>
<b>12</b>	<b>VI. Timeline</b>
<b>13</b>	<b>VII. Budget</b>
<b>13</b>	<b>Deliverables</b>
<b>14</b>	<b>I. Content Provided</b>
<b>14</b>	<b>A. Media List</b>
<b>15</b>	<b>B. Media Pitch</b>
<b>16</b>	<b>C. Social Media Calendar</b>
<b>18</b>	<b>D. Example Social Media Posts</b>
<b>19</b>	<b>E. Example Flyers/Signs/Infographics/ Billboard</b>
<b>23</b>	<b>Appendix</b>

## About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

**1. Our Sustainable City Year Program (SCYP)**, a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

**2. Our Urbanism Next Center**, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

## About SCYP

The Sustainable City Year Program (SCYP) is a yearlong partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-learning courses to

provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

# About City of Salem

**FIG. 1**

Riverfront Park

*Image Courtesy: Ron Cooper*



The City of Salem is Oregon’s second largest city (182,396; 2022) and the State’s capital. A diverse community, Salem has well-established neighborhoods, a family-

friendly ambiance, and a small town feel, with easy access to the Willamette riverfront and nearby outdoor recreation, and a variety of cultural opportunities.

Salem is known for having one of Oregon’s healthiest historic downtowns, hosts an airport with passenger air service, and is centrally located in the heart of the Willamette Valley, 47 miles south of Portland and an hour from the Cascade Mountains to the east and the ocean beaches to the west.

Salem is in the midst of sustained, steady growth. As a “full-service” city, it provides residents with services such as police and fire protection, emergency services, sewage collection and treatment, garbage collection, and safe drinking water. Salem also provides planning and permitting to help manage growth, as well as economic development to support job creation and downtown development. The City also provides 2,338 acres of parks, libraries and educational programs, housing and social services, public spaces, streetscaping, and public art.

State government is Salem’s largest employer, followed by the Salem-Keizer School District and Salem Health. The City also serves as a hub for area farming communities and is a major agricultural food processing center. A plethora of higher education institutions are located in Salem, ranging from public Western Oregon University, private Willamette and Corban universities, and Chemeketa Community College.

Salem’s vision is a safe, livable, and sustainable capital city, with a thriving economy and a vibrant community that is welcoming to all. The City’s mission is to provide fiscally sustainable and quality services to enrich the lives of present and future residents, protect and

enhance the quality of the environment and neighborhoods, and support the vitality of the economy. Salem is in the midst of a variety of planning efforts that will shape its future, ranging from climate action planning and implementation, a transportation system plan update, as well as parks master planning.

This SCYP and City of Salem partnership is possible in part due to support from U.S. Senators Ron Wyden and Jeff Merkley, as well as former Congressman Peter DeFazio, who secured federal funding for SCYP through Congressionally Directed Spending. With additional funding from the City, the partnership will allow UO students and faculty to study and make recommendations on city-identified projects and issues.

## Course Participants + Description

### Journalism Undergraduates

Liz Blodgett, Creative Designer  
Beau Hewatt, Project Manager  
Alyssa Ignacio, Writer  
Helen McKnight, Writer  
Chloe Sesar, Team Lead

PR Campaigns (J 454) is a capstone course for public relations majors to include professional portfolio presentations and review. Course objective include applying theory, skills, and a team-based approach to researching, planning, presenting, and implementing a campaign for a client.

# Memorandum

Dear Heather and the Climate Action Plan Committee,

First, we would like to express our gratitude for the opportunity to collaborate on an impactful initiative for the city of Salem. Our proposed anti-idling campaign and sustainable transportation initiatives aim to create a positive and lasting change within your community.

We began this term with a very broad goal of launching a public relations campaign that helped raise awareness about the effects of greenhouse gasses on the community and, in turn, reduce greenhouse gas emissions in Salem, Oregon. We aimed to look at this problem from as many angles as possible. The whole team felt that we needed to focus on one issue, and through our research into Salem and its citizens' behavior, we decided that reducing idling would be an achievable task that would have a huge impact on the community. It's a small action with a great reward.

In our campaign for Salem, we devised three strategies to reduce idling. Strategy 1 emphasizes the city leading by example, calling for city employees to cease idling to encourage broader community participation. This approach builds credibility within the city workforce and sets the tone for collective action. To implement this strategy, Tactic 1 suggests holding employee training sessions, involving higher-ups in promoting the cause and highlighting success stories through various media channels to inspire others.

Strategy 2 focuses on educating the youth of Salem about the environmental consequences of idling. We recognize

children's influence on their parents, and this strategy aims to create a culture of environmental responsibility from an early age. We propose hosting school assemblies with environmental experts, conducting a student sticker/slogan creation campaign and leveraging social media to amplify the impact.

Finally, Strategy 3 emphasizes the importance of spreading awareness about the health risks associated with idling. We suggest collaborating with media outlets and local businesses to disseminate information effectively. By strategically placing our message in spaces where people can actively participate, such as drive-throughs and parking lots, we aim to maximize the reach of our campaign and drive home the message of reducing idling for a healthier and more sustainable Salem.

To support these strategies, we have developed comprehensive media lists, crafted potential pitch emails and established a well-organized social media calendar. These strategic tools have been designed to serve as essential components in communicating our anti-idling campaign message to the residents of Salem.

We suggest a comprehensive approach to address vehicle idling in Salem in the short term. Our plan includes launching an anti-idling campaign and utilizing various communication channels to increase awareness of the negative impacts of idling on the environment and public health. Additionally, we recommend actively monitoring idling hotspots

across the city to enable targeted and targeted data-driven intervention strategies. To encourage a community-wide commitment to reducing idling, we propose engaging with local businesses, organizations and schools. We also emphasize promoting alternative modes of transportation, such as walking, biking, and public transit, to encourage a shift towards more sustainable and ecofriendly travel habits.

In the long term, we aim to establish a foundation for lasting change in Salem. We suggest developing infrastructure that supports walking, biking, and alternative transportation modes, creating an environment that is conducive to sustainable commuting. Additionally, we advocate for the integration of sustainability education into the public school curriculum, providing future generations with the knowledge and awareness to make environmentally

conscious choices. To further solidify our commitment to sustainable practices, we recommend transitioning the Cherriot's fleet to low-emission or electric/hybrid vehicles. This aligns with the city's long-term vision for a greener and more environmentally responsible transportation system.

It has been such a privilege to work with Salem for the past 10 weeks. Getting to know the city and its people has been a pleasure. Salem seems like a fantastic community filled with passionate people. It has been amazing working towards a more sustainable Salem, and we are looking forward to seeing its growth. Thank you again for your trust in our team and your willingness to work with us.

Sincerely,  
Liz Blodgett, Beau Hewatt, Alyssa Ignacio,  
Helen McKnight and Chloe Sesar

## Final Plan

### I. SITUATIONAL ANALYSIS

Since 1855, Oregon's capital has been Salem, a city with a population of 182,396, ranking as the second most populous in the state, following Portland and Eugene. Willamette University, Corban University, and Chemeketa Community College are located in the city. The largest public employer in the city is the State of Oregon, while the largest private employer is Salem Health.

As Salem attempts to implement a climate action plan, it is prudent for the city to focus initially on addressing issues that directly involve its citizens, starting with the "lowest hanging fruit." Among various

contributors to emissions, transportation stands out with the highest emissions overall. Targeting car idling emerges as a straightforward method to decrease greenhouse gas emissions, securing support from the entire community. This initiative not only benefits the environment but also proves to be more cost-effective and improves public health.



## SWOT

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> <li>• Public transit               <ul style="list-style-type: none"> <li>• Amtrak (rail)</li> <li>• Salem Area Mass Transit District SAMTD (bus) - electric buses</li> <li>• Sufficient bike paths and Blue Bike hub Rentals</li> <li>• Get There Oregon campaign prize based reward system for less transportation emissions</li> </ul> </li> <li>• Neighborhood communications               <ul style="list-style-type: none"> <li>• New budgets (\$50,000)</li> <li>• Salem would like to increase engagement and volunteers-this budget will help</li> </ul> </li> <li>• Public Opinion               <ul style="list-style-type: none"> <li>• Support for climate change is bigger than it ever has been historically</li> <li>• 63% of people in Latin America are very concerned that climate change will harm</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Resource Constraints: The communications team is limited to just three people who are already spread thin, making it challenging to execute a comprehensive campaign for such a large and diverse population.</li> <li>• Political Division: There's even political division (48/48 split) within the community can lead to difficulties in gaining consensus and may hinder the implementation of certain initiatives.</li> <li>• Resistance to Government Authority: There is community resistance to the government telling them what to do, which can make it difficult to influence behavior change.</li> <li>• Ineffective Feedback Gathering: Difficulty in collecting constructive feedback beyond negative responses may hinder campaign improvement and adaptation.</li> </ul>
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> <li>• Growing/Expanding their communication: With having such a small communication team, there is very little they are able to achieve because they are already spread thin. By either adding more people, either permanent or temporary, they are able to reach broader audiences and/or more people in general</li> <li>• Working against community backlash: With the political divide and the pushback from the community, there is a huge opportunity here to figure out a solution that will encourage both sides to be more environmentally inclusive. Meaning coming up with different</li> </ul>	<ul style="list-style-type: none"> <li>• Salem citizens may have conflicting attitudes towards sustainability practices</li> <li>• More sustainable transportation may not be accessible or convenient for some (those who have to commute longer distances or parents who have to travel with kids)</li> <li>• Changes in government policies or leadership could hinder progress</li> <li>• Increasing climate change events, like wildfires or increasing temperatures</li> <li>• Lack of funding</li> <li>• Lack of infrastructure to accommodate new bike paths or sidewalks, for example</li> </ul>

<i>Opportunities (cont.)</i>	<i>Threats (cont.)</i>
<p>campaigns that are suited towards different individuals or even holding conferences to hear out the concerns of both parties.</p> <ul style="list-style-type: none"> <li>Improving feedback: With the lack of feedback being received right now, it leaves the opportunity to try different platforms to gain that sort of feedback.</li> <li>As of right now facebook is the main social media platform being used. With the growing community many platforms might be better solutions to reach a broader audience who would want to give feedback back. There also is the opportunity to try different methods of feedback to reach all sorts of audiences.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of resources to transition to a more sustainable and eco-friendly lifestyle</li> </ul>

**II. AUDIENCE PROFILE**

- A. The target audience for this campaign is to reach the demographic of people in Salem who use cars (personal or commercial).
- B. Within that we want to focus on city of Salem employees, drivers of age, parents/adults, and the 60+ age community.
- C. City employees can and should act as an example for the public. People will feel less inclined to participate in the campaign if they see that members of the city council are not either.
- D. 60% of the Salem population is “drivers of age.”

**III. GOAL/MEASUREMENTS**

- A. The client’s goal is to raise awareness and encourage action among Salem residents to reduce GHG/emissions while promoting sustainable choices. There is a big emphasis on bringing the community together and educating the public. We chose the lowest hanging fruit on the tree - Idling, our campaign is aimed at cutting down idling times in the city of Salem.
- B. Measurements - By the end of 2024 begin conducting surveys related to idle time and awareness - Qualitative surveys asking for feedback (with a 1-10 emotional/feeling scale)

## IV. STRATEGIES AND TACTICS

### 1. Strategy: Lead by Example

The first strategy, and arguably the most important strategy, is leading by example. The main goal of this strategy is to target Salem city employees and encourage them to stop idling in both city and personal vehicles.

There are two main reasons this strategy is so important.

1. There are almost 1,500 people who work for Salem, and reducing emissions from that many people would have a huge impact.
2. It would be very difficult for the city to tell people they shouldn't be idling if the government is not leading by example. A citizen could say, "Why would I stop idling if I see city workers doing it all the time?"

### 2. Strategy: Spread the Word

- Spreading the word is the key to starting this campaign
- The points/info that we want to spread are health risks and implications of idling your car

#### 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

Of course, there are situations where idling is necessary for emergency and safety reasons, but this strategy aims to stop all non-essential idling by city employees.

Tactics:

- Send out memos explaining the city initiative to stop idling
  - Emphasize how it's essential that city workers lead by example
- Hold trainings to educate Salem employees about the dangers of idling and the best ways to reduce personal idling
- Incentivize workers to reduce idling through praise and rewards
- Highlight workers who have really taken the initiative to stop idling on social media
- This ties into our next strategy of spreading the word.

### 3. Strategy: Educate and Bring Together the Community

- People will be less inclined to idle if they know the health risks
- Bringing together the community gets more people in on the campaign and gives it a positive feel - this is important for a city

#### 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
- If the kids care then the parents will have to care as well

## V. COMPETITIVE ANALYSIS

Oregon cities such as Portland, Bend and Eugene have been implementing various strategies to curb vehicle emissions and promote sustainable transportation.

- Portland: Idle Reduction Policy administrative rule ensures that 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 passes for college students, individuals 65+ years and youth K-12; infrastructure to encourage biking and walking

Beyond Oregon, other cities across the globe are also taking innovative steps to lower transportation emissions.

- NYC: enacted anti-idling laws where cars can't idle for more than 3 minutes or they'll be fined
- LA: has a demand-based parking system that reduces the need to drive around looking for parking spots (through an app that tells you where open spots are and their price based on demand)
- Freiburg: forces cars to be parked in the outskirts, improved public transport 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)

## VI. TIMELINE

### A. Month 1

1. Launch the campaign by promoting anti-idling efforts on social media and media outlets
2. Distribute educational resources to schools and hang flyers around high idling areas of the city

### B. Months 2-4

1. Collaborate with city vehicles to reduce idling
2. Collaborate with local businesses to back the campaign by putting up signs
3. Continue with educational campaigns in town meetings, public parks or K-12 schools

### C. Months 5-6

1. Analyze progress by issuing surveys
2. Monitor idling hotspots
3. Review effectiveness of social media posts

### D. Months 7-9

1. Monitor media coverage and reach
2. Evaluate what's working and rethink messaging if needed

### E. Months 10-12

1. Update the public of the 1-year progress point
2. Use the collected data to refine the campaign strategy for the following year

## VII. BUDGET

- Billboards: Roughly \$1k a month for one electronic billboard
- Anti-idling signs: \$20 per premade sign; at least \$220 to put up the sign plus other permit fees
- Flyers: \$35 for 50 flyers, \$60 for 100 flyers and \$100 for 250 flyers
- Education 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

## Deliverables

### I. CONTENT PROVIDED

- A. Media List
- B. Media Pitch
- C. Social Media Calendar
- D. Example Social Media Posts
- E. Example Flyers, Signs, Infographics, and Billboard

## A. MEDIA LIST

News Outlet	Reporter	Contact Info	Title/Beat
Statesman Journal	Zach Urness	zurness@statesmanjournal.com (503) 399-6801	Outdoors Editor
Statesman Journal	Christian Willbern	cwillbern@statesmanjournal.com n/a	breaking news and public safety reporter
Statesman Journal	Tracey Leow	tloew@StatesmanJournal.com n/a	Families and environment reporter
Salem Reporter	Ardeshir Tabrizian	ardeshir@salemreporter.com (503) 929-3053	public safety and housing/homelessness reporter
Salem Reporter	Abbey McDonald	abbey@salemreporter.com n/a	community news reporter
KOIN		news@koin.com	After sending to other news outlets, KOIN might have to pick up the story that way as they don't have a general Salem contact number
Salem News	Dustin Luca	dluca@salemnews.com 978-338-2523	Salem reporter

## B. MEDIA PITCH

Hello (name),

My name is (First & Last Name). I am working with the City of Salem's Environmental Team on their anti-idling campaign. I am reaching out to you to see if you are interested in writing a story about the campaign to help promote anti-idling within the Salem communities.

Since 1855, Oregon's capital has been Salem, a city with a population of 177,723, ranking as the third most populous in the state, following Portland and Eugene. The largest public employer in the city is the State of Oregon, while the largest private employer is Salem Health. As Salem attempts to implement a climate action plan, it is prudent for the city to focus initially on addressing issues that directly involve its citizens, starting with the "lowest hanging fruit." Among various contributors to emissions, transportation stands out with the highest emissions

overall. Targeting car idling emerges as a straightforward method to decrease Greenhouse Gas emissions, securing support from the entire community. This initiative not only benefits the environment but also proves more cost-effective and contributes to improved public health. The City of Salem Anti-Idling campaign is striving to create a better, more eco-friendly Salem for the growing families and residents of this city.

With this information about the city and the benefits that the anti-idling campaign can bring to the communities in Salem, I hope you consider this campaign for future stories. If you have any questions, please feel free to contact me.

Thanks,

**(First & Last Name)**

### C. SOCIAL MEDIA CALENDAR

Month 1	City and Employee Awareness	Promoting anti-idling specifically to City of Salem employees - in addition to highlighting specific employees who have excelled at not idling their personal/commercial vehicles
Month 2	Education and Tips	Focusing on educating about the negative effects of idling cars - also ways to stop idling everyday
Month 3	Community Engagement	Highlighting local businesses or individuals within the community who have stopped idling to inspire others
Month 4	Advocacy and Goals	Highlighting awareness within the community of Salem and celebrating those who have taken action in the anti-idling campaign

#### Specific Breakdown

##### *Salem Anti-Idling Campaign Social Calendar*

#### Month 1: City and Employee Awareness

- Week 1: Campaign Launch
  - Share a post or video introducing the campaign’s mission and objectives.
  - Include facts about the negative impact of idling.
- Week 2: Behind the Scenes
  - Share a behind-the-scenes look at campaign preparations and team members.
- Week 3: Testimonials
  - Share personal stories and testimonials from city employees who have reduced idling.
- Week 4: Environmental Impact
  - Highlight the environmental consequences of idling, such as air pollution and climate change.



### **Month 2: Education & Tips**

- Week 1: Idling Reduction Tips
  - Share a detailed infographic or article with practical tips to reduce idling.
- Week 2: The Economics of Idling
  - Share information about how idling impacts fuel consumption and costs.
- Week 3: Health & Idling
  - Highlight the health impacts of idling.
- Week 4: Public Transportation Spotlight
  - Promote the benefits of public transportation and share information about local transit options.

### **Month 3: Stories & Community Involvement**

- Week 1: Success Stories
  - Share stories of individuals or communities that have successfully reduced idling.
- Week 2: Community Involvement
  - Showcase local initiatives and community events related to reducing idling.
- Week 3: User Engagement
  - Encourage user-generated content by asking your followers to share their idling reduction stories using a specific hashtag.
- Week 4: Q&A Session
  - Host a live Q&A session with an expert on idling and air quality

### **Month 4: Advocacy & Awareness**

- Week 1: Pledge Campaign
  - Encourage your audience to take a pledge to reduce idling and share it with their network.
- Week 2: Government Initiatives
  - Highlight government actions, policies, or incentives supporting idling reduction.
- Week 3: Beyond Idling
  - Discuss broader environmental and sustainability topics and how they relate to idling.
- Week 4: Yearly Goals
  - Share the campaign's achievements and set goals for the upcoming year.

### **Months 5-6: Ongoing Engagement and Recap**

- Week 1-12: Regular Updates
  - Continue to share idling facts, tips, and stories with a consistent posting schedule.
- Week 13: Mid-Year Recap
  - Provide a recap of the campaign's progress and impact so far.
- Week 25: Campaign Milestones
  - Celebrate major achievements, partnerships, or events that have occurred during the campaign.

### D. EXAMPLE SOCIAL MEDIA POSTS



**FIG. 2**

Example Social Media Post 1



**FIG. 3**

Example Social Media Post 2



**FIG. 4**

Example Social Media Post 3

**E. EXAMPLE FLYERS/SIGNS/  
INFOGRAPHICS/BILLBOARDS**

**Flyers**

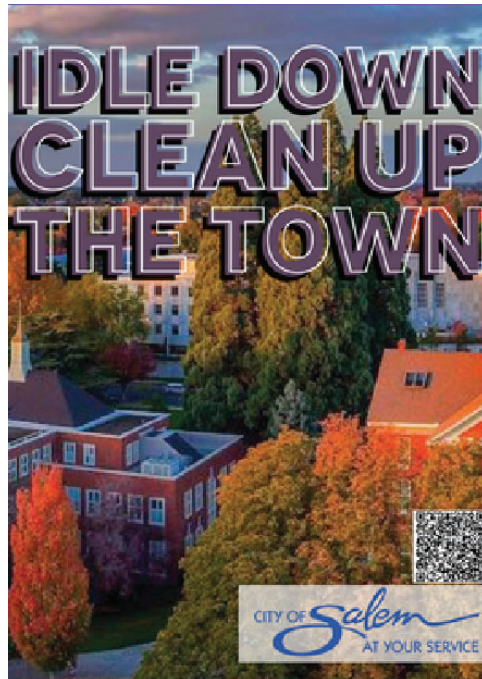
**FIG. 5**  
Example Poster 1



**FIG. 6**  
Example Poster 2



**FIG. 7**  
Example Poster 3



Signs



FIG. 8

Example Sign, City of Vancouver

Infographics

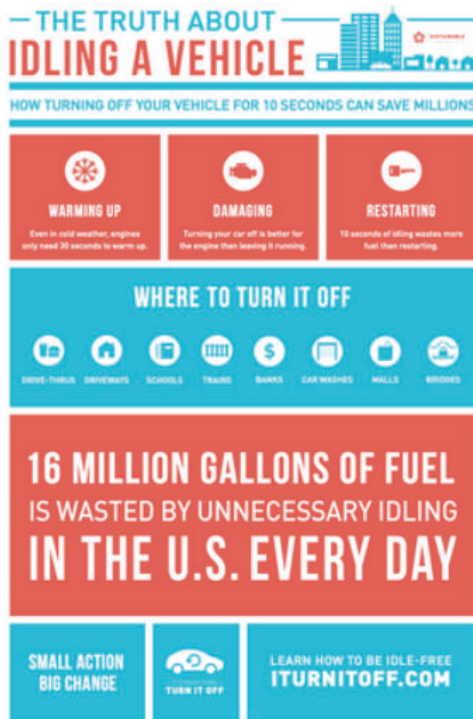


FIG. 9

Example Infographic

FIG. 10

Example Infographic

**Billboard**

**FIG. 11**  
Example Billboard



# **Appendix: Final Presentation**



Campaigns Pitch 2023

# THE LOWEST HANGING CHERRY - STOPPING IDLING

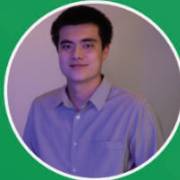


## Our Team



Chloe Sesar

Team Lead



Beau Hewatt

Project Manager



Helen McKnight

Writer



Alyssa Ignacio

Writer

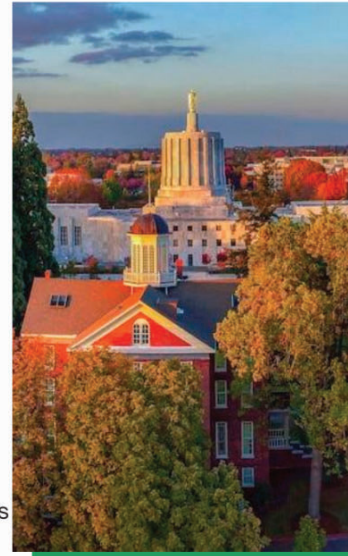


Liz Blodgett

Creative

# Content

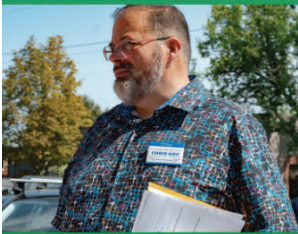
<b>04</b>	Target Audience	<b>16</b>	Social Media PostsExamples
<b>05</b>	Sitaition Analysis	<b>17</b>	Flyers/Billboard
<b>06</b>	Research Findings	<b>21</b>	Key Stakeholders
<b>07</b>	Competitive Analysis	<b>22</b>	Timeline
<b>08</b>	Goals and Objectives	<b>23</b>	Budget
<b>9-14</b>	Strategies and Tactics	<b>24</b>	KPIs
<b>15</b>	Social Calendar	<b>25</b>	Recommendations & Closing



## Target Audience

Citizens with Vehicles  
(personal/commerical)

City of Salem Employees



Youths (of driving age)



60+ Community



Parents/Adults





## Situation Analysis



Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Public Transit</li> <li>Neighborhood Communications</li> <li>Public Opinion</li> </ul>	<ul style="list-style-type: none"> <li>Resource Constraints</li> <li>Political Division</li> <li>Resistance to Government Authority</li> <li>Ineffective Feedback Gathering</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>Growing/Expanding their communication</li> <li>Working against community backlash</li> <li>Improving feedback</li> </ul>	<ul style="list-style-type: none"> <li>Conflicting Attitudes</li> <li>Non-accessible sustainable transportation</li> <li>Changes in Government policies/leadership</li> <li>Increasing Climate Change events</li> <li>Lack of funding</li> <li>Lack of infrastructure</li> <li>Lack of resources to transition to more sustainable/eco-friendly lifestyle</li> </ul>



## 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

<p><b>16 MILLION GALLONS OF FUEL IS WASTED BY UNNECESSARY IDLING IN THE U.S. EVERY DAY</b></p> 	<p><b>10 SECONDS OF IDLING WASTES MORE FUEL THAN RESTARTING</b></p> 
<p><b>4 REASONS TO STOP IDLING</b></p> <p><b>IT SAVES MONEY</b> 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 leaving two to five tanks of gasoline per year that you never use to get to your destination.</p> <p><b>IT HELPS PEOPLE AND THE PLANET</b> An idling car wastes up to 3 gallons per hour emitting about 10 lbs. of carbon dioxide, a greenhouse gas. Breathing carbon fumes causes 60% increase in asthma, allergies, heart and lung disease, cancer, and autism.</p> <p><b>IT'S BETTER FOR YOUR CAR</b> Idling can damage engine components by causing fuel residue to build up on cylinder walls.</p> <p><b>IT MAY SAVE YOU A TICKET</b> 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.</p>	<p><b>ITURNITOFF.COM</b></p> <p><b>SUSTAINABLE AMERICA</b></p>

**— THE TRUTH ABOUT IDLING A VEHICLE**

HOW TURNING OFF YOUR VEHICLE FOR 10 SECONDS CAN SAVE MILLIONS

<p><b>WARMING UP</b></p> <p>Fuels in cold weather, engines only need 30 seconds to warm up.</p>	<p><b>DAMAGING</b></p> <p>Turning your car off is better for the engine than leaving it running.</p>	<p><b>RESTARTING</b></p> <p>10 seconds of idling wastes more fuel than restarting.</p>
---	--	--

**WHERE TO TURN IT OFF**

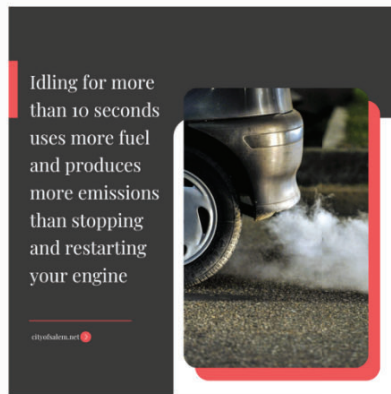
BIRO PARKS DRIVEWAYS SCHOOLS TRAINS BANKS CAR WASHES MALLS BRIDGES

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

**SMALL ACTION BIG CHANGE** **TURN IT OFF** **LEARN HOW TO BE IDLE-FREE ITURNITOFF.COM**

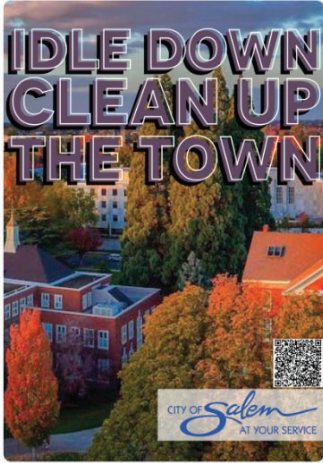


## Example Social Media Posts For Information on reducing car idling



# Example Flyers

For Information on reducing car idling



# Sign Example





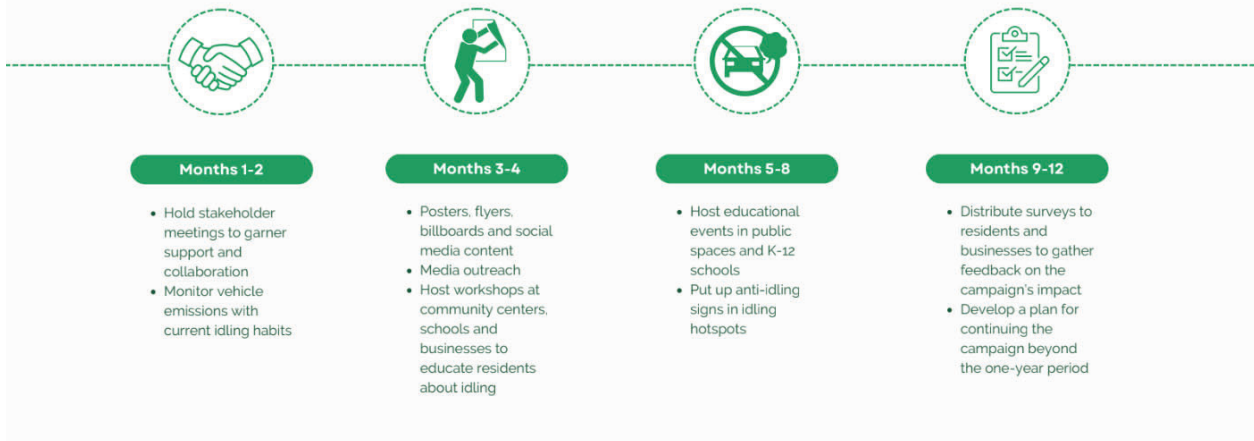
# Example Billboard

## For reducing car idling



# Timeline

## 1 year plan



# 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

The diagram features a central circle with a red prohibition sign over a car idling, labeled "Anti-idling campaign". This central circle is surrounded by four smaller green circles, each containing an icon: a billboard, a stack of papers, a group of people, and a hand holding a smartphone. A dotted line connects these four surrounding circles.

# 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 Cherrlots to low-emission or electric/hybrid vehicles



# QUESTIONS?



## **SCI Directors and Staff**

Marc Schlossberg	SCI Co-Director, and Professor of Planning, Public Policy and Management, University of Oregon
Nico Larco	SCI Co-Director, and Professor of Architecture, University of Oregon
Megan Banks	SCYP Director, University of Oregon
Lindsey Hayward	SCYP Assistant Program Manager, University of Oregon
Ian Dahl	Graphic Designers
Danielle Lewis	
Zoe Taylor	Report Coordinator