



CLEAN AIR STRATEGY

Idling Control Bylaw and Communication Strategy

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Outline



- Idling Control Bylaw
 - General regulation and exemptions
- Education Strategy-Don't Sit Idly by
 - Part A-Behavioral Insights Approach
 - Part B-Communicating Idling Control Bylaw
 - Campaign Concepts



Idling Control Bylaw No. 12378



APPLICABILITY

This Bylaw applies within the area incorporated as the City of Kelowna to all drivers or operators of motor vehicles on highways, real property, commercial property, or property owned or in the control of the City.

DEFINITION

Motor vehicles, means any vehicle that is capable of being driven or drawn on roads or off-roads by any means other than muscular power exclusively...

Does not include airplanes, boats, full zero-emission vehicles, partial zero-emission vehicles only while the electric motor or generator assists the gas engine, or any vehicle designed to run exclusively on rail.

Idling Control Bylaw No. 12378



Section	Contents
5. General regulation	5.1 . An operator or motor vehicle owner must not cause or permit a motor vehicle to idle for more than one minute (60 seconds).
6. Exemptions	<p>6.1 The one-minute (60 seconds) limit does not apply to the following situations, except where idling is substantially for the convenience of the operator or passengers of the motor vehicle:</p> <ul style="list-style-type: none">a) police, fire, or ambulance motor vehicle, while engaged in operational activities, including training activities;b) armoured motor vehicle, used to transport money or valuables, in which a person remains to guard the contents, during the loading or unloading of such money or valuables;c) motor vehicle with power take-off and mobile work vehicles while they are in the course of being used for their basic function;d) motor vehicle while engaged in a mechanical test or maintenance procedure;e) motor vehicle during a race or parade with a valid permit issued pursuant to Outdoor Events Bylaw No. 8358;f) motor vehicle forced to remain motionless because of highway traffic, an emergency, or mechanical difficulties over which the driver has no control;g) motor vehicle that must remain idling to power a heating or refrigeration system or any ancillary equipment for the preservation of perishable cargo, but not when idling disturbs the quiet, peace, rest, enjoyment, or convenience of a neighborhood or of persons in the vicinity; andh) transit vehicles while its passengers are in the course of embarking or disembarking.

Communication Strategy: Don't Sit Idly By



A two-pronged approach to Reduce Unnecessary Idling in the Central Okanagan

PART A:	Seek solutions that work to change the behaviour of unnecessary idling through a behavioural insights approach
PART B:	Raise awareness on City of Kelowna's idling control bylaw through a traditional communications approach

BEHAVIOUR
CHANGE
**Regional*

BUILD
AWARENESS
**City*

Part A: Behavioural Insights (BI)



- ▶ **Behavioural Insights:** Empirical approach to understanding and then modifying human behaviour – all for good – and without restricting freedom of choice
- ▶ **Value of Experimentation:** Monitor and measure the impact of a treatment / nudge / intervention
- ▶ **Why BI for Idling Control:** Opportunity to understand motivations and barriers of unnecessary idling in Kelowna with small sub-population to determine efficacy of our approach; opportunity to scale effectively

Potential for positive impact on the health, wealth and happiness of our community.

Part A: Behavioural Insights (BI)

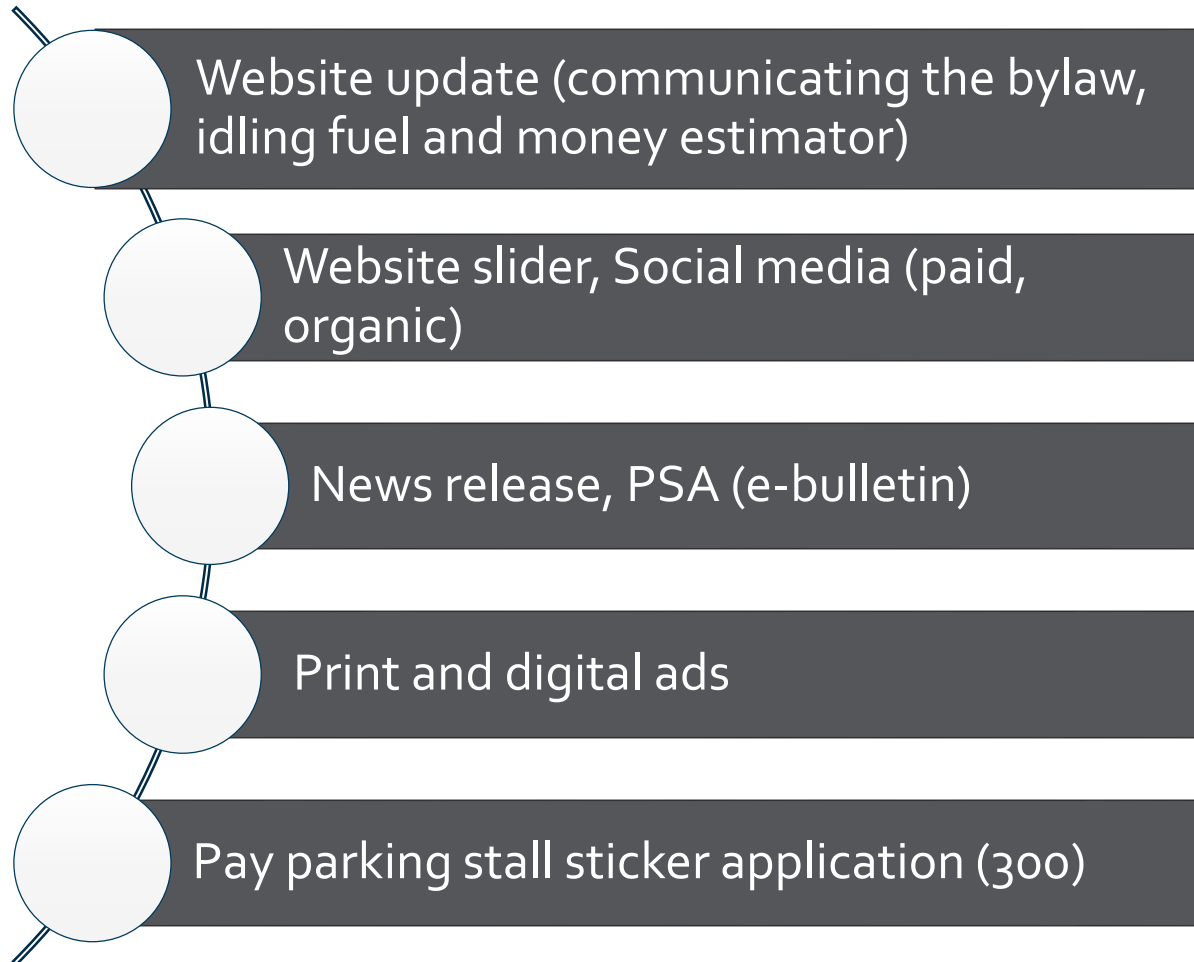
Scope RIDE Scale Model



Part B: Communicating Idling Control Bylaw

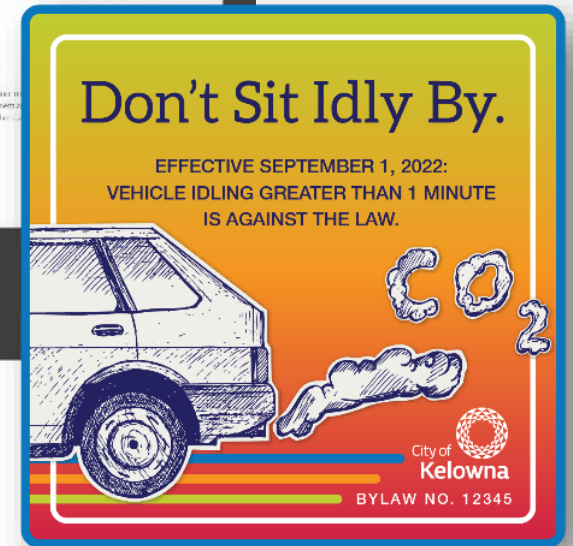
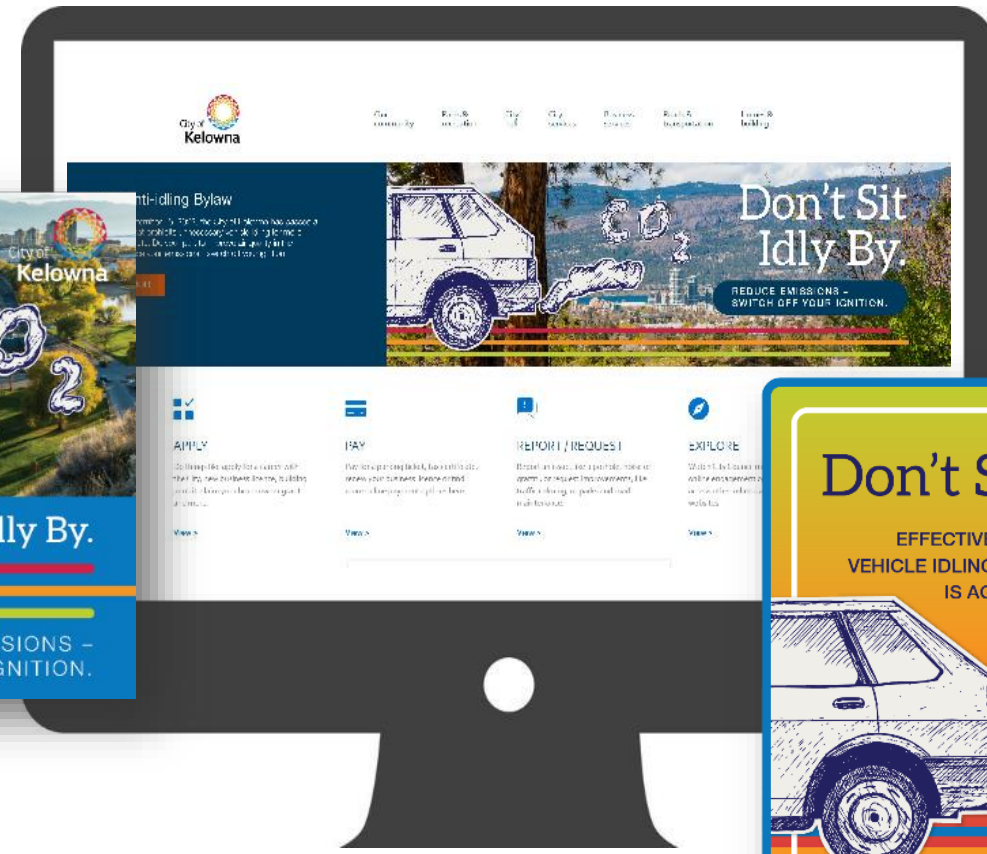
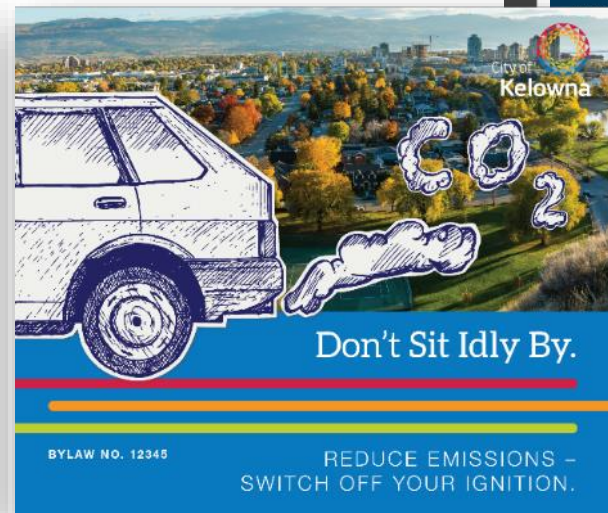


Six-months after bylaw approval



How much fuel and money can you save?

Campaign Concepts





Questions?

For more information, visit kelowna.ca.