



Gauge and Save

Campaign Report 2010

The Calgary Region Airshed Zone is a non-profit association with members from government agencies, non-government organizations, industry, and the public. We strive to monitor, analyse, and provide information on air quality and develop strategies to manage air quality issues within CRAZ. One strategy that was developed through our Education Outreach program was the Gauge and Save Campaign.

Over a span of three weeks, CRAZ visited 15 Calgary Co-op gas bars to deliver the Gauge and Save campaign. A group of volunteers went to gas bars to check tire pressures and inform the public about properly-inflated tires, their effect on fuel efficiency, while reducing harmful emissions into the air. Keeping your tires inflated to the recommended pressure along with other car tune-ups will save you emissions and money at the pump.

Overall, this was an extremely successful and informative campaign. CRAZ volunteers and employees reached many people and corrected many tire pressures. We were also successful in building a strong relationship with Calgary Co-op. This will be beneficial for delivering this program to them again and also to gain another potential member for the Calgary Region Airshed Zone. Calgary Co-op will also become a strong ambassador of support to outreach the program to other gas retailers within the CRAZ region.

This campaign is definitely one that should be continued in the future not only with Co-op but with other gas bars. The hope with continuing the program is to gain more awareness with fuel efficiency solutions, to teach the public about tire pressure importance and how to repair their own tires, to build relationships with other companies, and gain potential CRAZ members.

Assuming that every car we checked had one under-inflated tire, approximately 2, 475, 000 kilometres of unnecessary driving was done by 660 cars. That's only 660 drivers in Calgary that participated in the Gauge and Save event. Can you imagine all 829,000 registered Calgary vehicles having one under-inflated tire?

TOTAL PEOPLE COUNT: Approx. **660**

TOTAL TIRE COUNT: Approx. **1920**

WHEN?

July 28-30, August 4-6, August 9-10 from 9 AM to 4 PM

WHERE?

Calgary Co-op Locations as well as gas bars in Okotoks, Airdrie, and Strathmore. A total of 15 stations were visited.

MATERIALS

- Mini tire pressure gauges to giveaway (80/day)
- Recording Pamphlets (60/day)
- Smart driving CRAZ pamphlets (80/day)
- CRAZ car tags (80/day)
- Air fresheners (to alternate with CRAZ car tags)
- Orange vests (one per volunteer)
- Tire gauges to check tires with (one per volunteer)
- Sharpie pens for recording (one per volunteer)
- Counter (one for people, one for tires)
- CRAZ ball caps
- 2 large signs (alerting people to the Gauge and Save campaign)
- Certificates of participation for volunteers

COST?

- Volunteer Appreciation:
 - \$5 per half day in gift cards
 - Lunch for full day volunteers
 - Beverages for working volunteers
- Mileage (\$0.495 per kilometre) and man power
- Tire caps for those missing
- All other supplies were donated/lent to us by Alberta Environment

NOTES FOR FUTURE CAMPAIGNS:

- For engagement, it is ideal to have two teams of two for volunteers (more pairs for busier locations), one person to check pressure and the other to engage and record the pressures.
- Having prompts was a great way to engage with the public. They are far more likely to participate if they believe they get something out of it. These prompts help people to make better choices for the environment (reduce idling to reduce emissions, information on how to make green choices when driving, gauges to check their tires themselves, and taking personal action and responsibility for the environment).
- Providing tire caps for those missing them was another great way to gain public support, and reduce the amount of air that can escape from their tires.
- Consider reducing the time at each gas bar to two hours instead of two and a half. The latter proved to be a bit much for the workers.
- Pylons to give the tire pressure checkers space should be used. It could be a potential safety hazard if other drivers cannot see the volunteers at work below view.
- Provide a schedule to rotate the tasks being performed by the volunteers and employees.

TESTIMONIALS AND SPECIAL NOTES:

- “This is a great initiative! Thank you!”
- “I have never read my tire pressure before and don’t even know where to find out how much air to put in my tires.”
- “Thanks for the free tire pressure gauge! I will use it!”
- Through this campaign, we also got the opportunity to check **ONE SEMI TRUCK, 4 TAXI CABS, and TWO AMBULANCES!**