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idle-freezone

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Idle-free reaches new frontiers

Whether it is a Web-based portal in India, a Nova Scotia-based blog, an interactive kiosk or even a washable tattoo... Canadians and our friends in other countries continue to find new and innovative ways to spread the idle-free message. This issue of the *Idle-Free Zone* examines some of the latest tools and techniques being used across Canada – and beyond – to reduce idling. You can also read highlights from the recently completed municipal idle-free pilot project in the Greater Toronto Area. For more idle-free information and resources, visit www.idling.gc.ca.

Zoning In – A Fine Idea for Your Idling Control By-Law

Is it a good idea to include a set fine in your municipality's idling control by-law?

This is an important question for municipalities to consider when drafting idling control by-laws, according to *Cracking Down on Idling: A Primer for Canadian Municipalities on Developing and Enforcing Control By-laws*, prepared by the Clean Air Partnership (CAP).

The answer is a resounding "yes" says CAP's Jennifer Penney, author of *Cracking Down on Idling*. "Establishing a set fine makes enforcement easier, less time-consuming, less costly and less of a burden on the courts," adds Penney. "A set fine allows the enforcement officer to take a few minutes to write a ticket, which, in most cases, an offender will choose to pay by mail."

A Set Fine or Not

Some municipalities include a set fine in their idling control by-law because it makes the regulation easier to enforce. As easy as 1-2-3, the

by-law enforcement officers observe the idling driver, write the ticket as they would a parking ticket, issue it to the offending driver and carry on with their work. As with parking tickets, drivers can always contest the idling infraction ticket in court if they wish.

On the other hand, some municipalities have chosen not to include a set fine, relying instead on the more traditional approach of using a summons as an enforcement tool. With no set fine in place, by-law officers must issue a summons, prepare a charge and go to court in order to make an idling offender pay a penalty. Says Penney, "Issuing a summons and appearing in court may take several hours of an enforcement officer's time, not to mention that of the other court officers, and it puts further stress on already packed court dockets."



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Note: Some of the documents, program names and graphics shown have not been produced by the Government of Canada and are not available in both official languages.



Idle-free Action and beyond



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How Much Is Too Much?

If a set fine is the preferred option, the next question is – how much? While current set fines in Canadian idling control by-laws vary from as little as \$20 to as much as \$380, most fall between \$100 and \$155 for each offence. Can a fine be set too low? Yes, it can, according to Bill Wiles, Manager of By-law Enforcement for the Town of Markham, Ontario. He suggests that a set fine of \$10 to \$20 would fail to deter motorists from idling. But on the other extreme, he warns that a fine of \$300 would be too large and could encourage motorists to challenge it in court, taking up additional time and resources.

Wiles suggests that a set fine should be based on the severity of the offence and notes that Markham is planning to set a fine of \$40. He explains that if “an individual is ticketed for a reasonable amount and complains to friends – the friends are going to say ‘just pay it and don’t idle!’ An appropriate fine that’s perceived to be fair allows the activity to become the focus, not the fine.”

For more information on fines and other aspects of developing and enforcing idle-free by-laws, check out *Cracking Down on Idling* – which includes a model by-law that can be adapted for use by any municipality – at www.idling.gc.ca.

The Results Are In!

The results are in from a two-year idle-free municipal pilot project in the Greater Toronto Area (GTA). And what came out on top? When asked about the best approach to encourage idling reduction, 60 percent of respondents in each of the three pilot communities thought a combined approach of education and a by-law would work best.

While all three study communities generally experienced an increase in awareness and decrease in idling, the behaviour change was most pronounced in Markham, where the combined education/by-law approach was taken.

About the Pilot

The pilot project was designed to compare and contrast two approaches – public education campaigns and idling control by-laws – to reduce idling at the community level. Two GTA municipalities participated. The City of Brampton rolled out an idle-free education campaign, while the Town of Markham developed and passed an idling control by-law, with a supporting education and enforcement strategy.

Link Between Idling and Environmental Concerns

The survey found that concern for the environment was high, both before and after the pilot took place. More than 90 percent of respondents in all three communities said they were concerned about local air quality. Climate change and community health were high-profile items as well, with more than 80 percent expressing concern.

The connection between idling and these issues was well understood by respondents. More than three-quarters of respondents agreed that idling contributes to air pollution and climate change.

Support for Different Approaches to Reduce Idling

Survey respondents were solidly behind the use of education campaigns or by-laws to control idling. More than 80 percent supported a public education campaign to encourage drivers to idle less, and 75 percent supported taking a by-law approach.

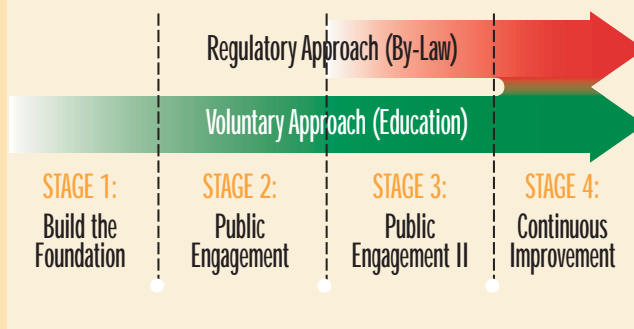
Pilot Results

The pilot results give us a snapshot of two communities at different points along the “Idling Control Continuum” in taking action to reduce idling at the community level. The Continuum is the centrepiece of a report entitled *The Carrot, the Stick and the Combo: A Recipe for Reducing Vehicle Idling in Canadian Communities*, prepared by Lura Consulting and presented in the Summer 2006 edition of the *Idle-Free Zone*.

The City of Brampton is in the second stage of the Continuum, having launched its “Clear the Air” education campaign. The Town of Markham is further along the Continuum, with its idling control by-law and supporting education and enforcement initiatives in place.

The pilot project is part of a multi-year research initiative led by the Clean Air Partnership with funding from Natural Resources Canada. To download the complete pilot report, visit www.idling.gc.ca.

Idling Control Continuum



To measure and compare the impact of the two approaches, a telephone survey was conducted in each community both before and after the pilot, and in a third “control” municipality. The survey focused on driving and idling behaviours, attitudes toward idling and measures to control it, and pre-campaign awareness of idling-related issues.

Interactive Kiosk Helps Share Idling Facts

“Did you know that if all Canadians avoid idling just 5 minutes a day, we could prevent 2 million tonnes of carbon dioxide pollution? That weighs about as much as 400 000 elephants!”

This is just one of many interesting lessons that users can learn through Passion for Action’s Idle Free Discovery Panel. Passion for Action is a not-for-profit organization that specializes in community outreach on sustainability and healthy living concepts. Its Discovery Panel is an interactive portable tabletop kiosk that explores the benefits of idling reduction and presents hard-hitting and useful information to inspire change.

Using the touch-screen interface, participants can compare vehicles based on the amount of greenhouse gases they produce and fuel they consume. They can also see the amount of money and emissions that could be saved by choosing more energy-efficient vehicles.

Think you know the facts about idling? The Discovery Panel can put your idling knowledge to the test. “We’re finding that some people zoom in on the quiz because they think they know about

idling and want to prove it by acing the quiz,” explains Marnie Olson, one of Passion for Action’s founders. Through flashing lights and sound bites, users quickly find out if their idling knowledge is spot-on or off the mark.

“People who are new to idling are content to look at the ‘explore mode’ or view some surprising statistics,” says Olson. For example, the Discovery Panel points out that “running in a polluted urban area for 30 minutes is equivalent to smoking a pack of cigarettes.”

The panels are most effective when accompanied by an operator to help engage the participants. “We have had some great successes where a class of kids has gathered around the panel and their teacher walks them through the interactive modules,” says Olson.

The Discovery Panel is a hit – Passion for Action won the 2005 Natural Resources Canada Energy Efficiency Award in the Outreach category, and its Discovery Panel has been used across Canada and in the United States.

What are the ingredients for success? According to Olson, the panels work because they are “people- and audience-centred. The minute you let go of the fun component, the learning doesn’t stick. By creating a fun and interactive learning environment, audiences can explore the impacts of idling and get connected to the issue.”

For more information about Passion for Action’s Idle Free Discovery Panel, visit www.passion4action.com/p4a.





Idle-Free Wave Starts at School

It's known as the ripple effect. An action in one area begins, spreads out and touches many others. In Ontario, in Toronto and Windsor schools, the ripple effect is spreading the idle-free message in waves to students and the broader school community.



Back in October 2005, in Toronto, Gabriella Kalapos of the Clean Air Partnership (CAP) held an idle-free action workshop at Hawthorne Public School to help develop a school-wide campaign to reduce idling. "Idling was a big issue at Hawthorne, and the parents and teachers jumped at the chance to create their own idle-free campaign," says Lauren Renzetti, a volunteer with the school.

Meanwhile, in Windsor, Lynn Perreault of the Citizens Environment Alliance was taking the idle-free message to hundreds of students at local elementary, secondary and post-secondary schools.

"Kids are very interested in this issue and care a lot about the environment," says Perreault. She found that asking questions such as "how would you tell your parents, friends or family members to stop idling" opened up discussions and encouraged the high school students to come up with solutions.

And That's Exactly What They Did.

Students at Hon. W.C. Kennedy Collegiate Institute used what they learned from Perreault and designed a one-week idle-free campaign that involved speaking with idling motorists at the school, informing them about Windsor's Idling Control by-law, and giving them material to take home. The students also measured idling before and after the campaign, concluding that their campaign reduced idling by an average of four minutes per vehicle.

According to R. Reid, a Canadian and World Studies teacher at the school, the response was positive. "Ninety-eight percent of drivers who were approached had a positive response," he says. "I'm impressed with how the students conducted themselves. It shows how a small group of people can make a big difference."

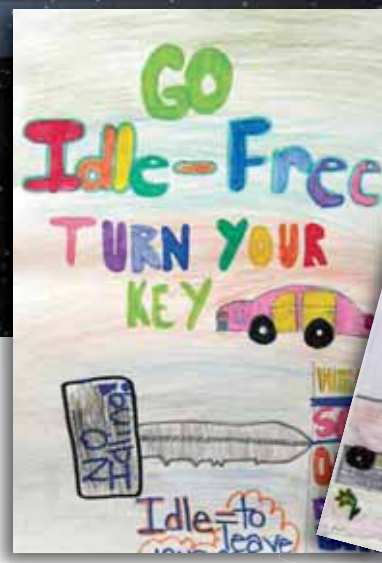
And what about Hawthorne Public School?

After the CAP-led workshop, the students in grades 3 to 6 were inspired to launch their own awareness campaign, and they posted the hallways and classrooms of the school with idle-free signs asking parents to "Stop Idling!" and reminding them that "Idling harms our lungs!"

Grade 3/4 teacher Ana Neves of Hawthorne Public School used the enthusiasm of her students to come up with idle-free activities as part of the social studies curriculum. "Students designed surveys on idling and then interviewed the parents outside," says Neves. "These junior social scientists created tally charts to see how many people were idling and shared the results in morning announcements and the school newspaper."

Students at adjoining Essex Public School soon got in on the fun, and driving the idle-free message home to parents became a school goal. An outdoor banner declaring "Stop Idling - You have entered an Idle-free Zone" was set up to greet parents.

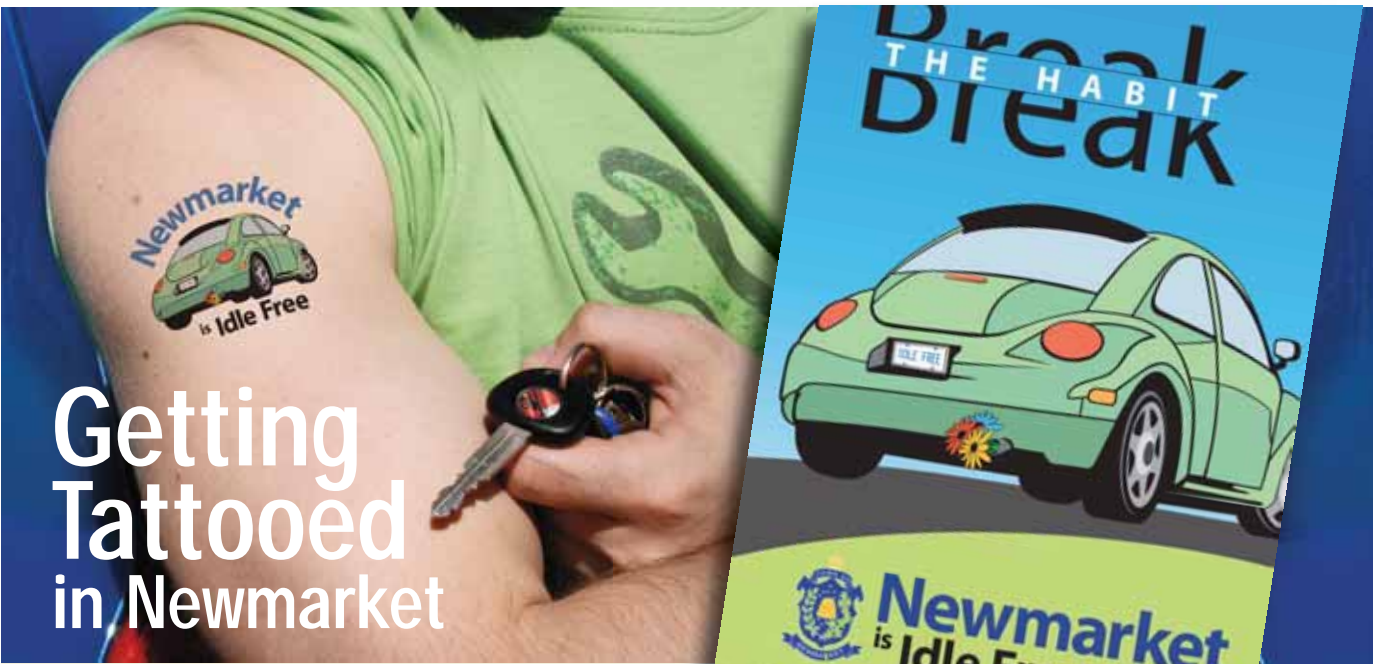
The Essex students got in on the action by asking idling parents to turn off their engines and pointing out that idling affects the environment and their children's health. "Essex parents took it



well," says Renzetti, a parent volunteer. "Prior to the campaign, there were 15-20 vehicles routinely idling in front of the school. Now there are none."

Now That's Making Waves!

For more information on Kennedy Collegiate Institute and the Idle-Free Windsor project, go to www.idlefreewindsor.org.



Getting Tattooed in Newmarket

How do you kick the idling habit in Newmarket, Ontario? By getting in tune with your inner rock star, of course!

There are two things that almost all rock stars have in common - tattoos and riding the radio airwaves! During Environment Week, the Town of Newmarket encouraged drivers to wear their idle-free tattoos as part of an education campaign coined "Break the Habit." The campaign was designed to promote Newmarket's new idling control by-law that requires motorists to turn their engine off if parked for more than two minutes.

The temporary tattoos were just one of the colourful ways Newmarket engaged drivers to identify themselves as being idle-free. The message to "turn off your engine" was seen all over town. New "heavy" metal signs were posted at community locations where town staff and volunteers shared idle-free tips and provided drivers with tattoos or windshield decals to display their idle-free commitment.

Keeping the spotlight on their idle-free goals, Newmarket also ran a radio contest to share the idle-free message. Listeners were asked to "name an idling hot spot in Newmarket that by-law officers should monitor" or "name three ways drivers will benefit

from breaking the idling habit." Callers were able to win cool idle-free prize packs, including t-shirts, windshield decals and an engine treatment kit (including oil, transmission and a fuel system treatment).

On top of that, Newmarket is "setting a new campaign goal to collect twice as many signatures from residents pledging to be idle-free than were received during the Markham-Newmarket Idle-Free Challenge," says Amber Harrison, Communications Specialist for the Town of Newmarket. "Signatures will also be collected by students participating with the ecoMentors Program that matches high school students with elementary schools to discuss environmental issues including idling," says Harrison.

Anti-Idling Week will be proclaimed every year in Newmarket. Phase two of the campaign is currently underway, and the Town continues to encourage residents and visitors to "Break the Habit" and be idle-free.

For more information, check out www.newmarket.ca/userfiles/HTML/nts_1_3304_1.html.



Idling Gone to the Blogs

The fight against needless vehicle idling "has gone to the blogs" in Halifax, Nova Scotia. To motivate action on idling and poor air quality, Ron Zima, founder of The Children's Clean Air Network, created a weblog to help spread the idle-free word.

"Right now, the key media are the blog and the Internet," says Zima, who entered the blogosphere with the goal of making "Halifax a leader in clean air for kids."

On his blog (childrencan.blogspot.com), visitors can share idle-free messages and learn from each other about how to tackle idling in their neighbourhoods. The blog provides access to posts, video logs, pod casts, radio public service announcements and links to environmental organizations. "Blogging is much more immediate and personal," says Zima, and it "allows you to speak conversationally."

Response to the blog has been overwhelmingly positive. Zima explains, "The Web is a great place to post idling information and pass along information to others." Because of his work, Zima was recently invited to speak about how children are "the message and the messengers" at the Town of Kentville's Idle-free Campaign launch in January 2007.

"One of the lessons I've learned is that when children are the messengers, adults take note. Adults instinctually understand that children have the most to lose from poor idling habits, and they respond," Zima says. "That's the whole idea of The Children's Clean Air Network. It's all about networking and giving children a voice on poor air and climate change."

Zima's inspiration was close to home - he realized he needed to improve the environment for his children and for future generations. He began his foray into the world of idling by developing "Stop your Engines," a campaign to educate students (grades 4-6) about idling. The children developed "idling bucks" - an idle-free one hundred dollar bill complete with debunked idling myths. Students used these "idling bucks" in approaching idling motorists and pointing out the money they could save by shutting off their engine. "Nine times out of ten, a wry smile comes across their faces as they turn their engine off," says Zima.

And the blog is helping Zima take his message across the border - working with a father in Boston, Massachusetts, who started a similar idle-free campaign. He is considering linking the two coastal cities with a cross-border project named "Idle-Free North and South."

For more information, visit childrencan.blogspot.com.



The Bell Tolls for Idling

Bell Canada's commitment to reducing greenhouse gases is no idle chatter - from British Columbia to Quebec, Bell is taking action in a big way.

Ring out that "Idling gets you nowhere," Bell Fleet Solutions group launched an employee awareness program that dispels idling myths and educates staff about the benefits of reducing engine idling. As part of the campaign, fleet operators make the pledge "to not idle in [their] vehicle." The program also shares useful tips and suggestions on reducing fuel consumption and idling times.

Adding to this, Bell has developed the TelePod™ Telematics solution for its fleet. TelePod™ allows fleet managers to remotely monitor, in real-time, information on the operation of fleet vehicles, including their speed, odometer and idling time. The Bell technicians can use this wireless device as a communications gateway, thus reducing distance travelled. Bell Fleet Solutions recently won the Global Institute of Logistics Award of Excellence for the use of this technology. This innovative work and the idle-free message have been extended outside Bell's four walls to other organizations as well - Bell took the technology leadership role in the 2006 Repair Our Air Fleet Challenge.

"The response has been very positive to date - the Bell technicians see the TelePod™ as a valuable tool to help them do their job," says Guillaume Plamondon, Eco-advisor, Corporate Responsibility and Environment at Bell. And the potential benefits of this initiative are even greater. The program and the TelePod™ system lowered the energy consumption of Bell's fleet and contributed to overall reduction of greenhouse gas emissions. This amounts to an estimated 4690 tonnes from both idle-free programs and other energy-saving initiatives in the company.

What's Bell Dialling Up Next?

In the future, Bell expects to reduce fuel consumption and air emissions by up to 10 percent, or 2800 tonnes of carbon dioxide equivalent, thanks to expanded use of the TelePod™ system to manage fleet use, to reduce idling even further and to reduce distance travelled. "The 2007 idling campaigns will increase awareness among our largest team of technicians on the road," says Plamondon. "Close to 5500 employees will be reached across Canada." A second anti-idling awareness campaign will target employees using company passenger vehicles at Bell World Stores.

For more information, visit www.bellfleet.com/en/news_events/news_id01.htm and www.bce.ca/en/responsibility/environment/consumption/energy.

See also Bell's Climate Change Video at www.bce.ca/en/responsibility/environment/emissions/greenhouse/anim_v2_en.php.



DO YOU KNOW?
easy way to
reduce your
idling...



Avoid "quick errand" idling.

Turn off your engine when you run into a corner store or fast-food restaurant. Leaving your engine running is hard on your pocketbook, produces greenhouse gas emissions and is an invitation to car thieves.

Idle-free action in Canada... and beyond!

Googling Idle-Free Information in India

Thanks to Suvrat Kher of Pune, India, idling-busters have a new Web-based tool at their disposal.

Kher, a geologist and concerned resident of Pune, was frustrated with rising levels of air pollution in his community and decided to do something about it. Using Google Earth, he came up with a way to show his fellow residents just how real and close to home the problem of air pollution is in Pune. Drawing on data from emissions reports and health impact studies, clickable icons dot an on-line map of the Pune cityscape and depict information on air quality, particulate matter and idling from public transit vehicles and cars.

"The goal of the project was to develop an attractive way to engage citizens of Pune with the environmental problems of the city. With so many vehicles on the road, idling naturally becomes a big issue," says Kher.

Using Google Earth was an obvious choice. "People like to zoom in and look at their home or some feature of their city," Kher observes. "Placing environmental information in this context makes sense, since people will naturally relate the information to where they live."

The content is striking – photographs reveal features of the transportation system, graphs present statistics on idling, and tables spring up to summarize some alarming study results, such as those from a breath analysis study of carbon monoxide levels in police officers exposed to vehicular traffic.

Regarding idling vehicles, cyber visitors can find out the impacts of idling at particular locations in town. For example, with a couple of clicks of the mouse, the user discovers that idling motorcycles and cars at Nal Stop intersection emit about 250 tonnes of carbon dioxide annually.

What's Next?

Not content to sit idle at his keyboard, Kher plans to reach wider audiences by partnering with college student organizations, such as the Environment Protection and Consumer Rights Organization (ECOCON) – a student body working in the Symbiosis Society's Law College of Pune.

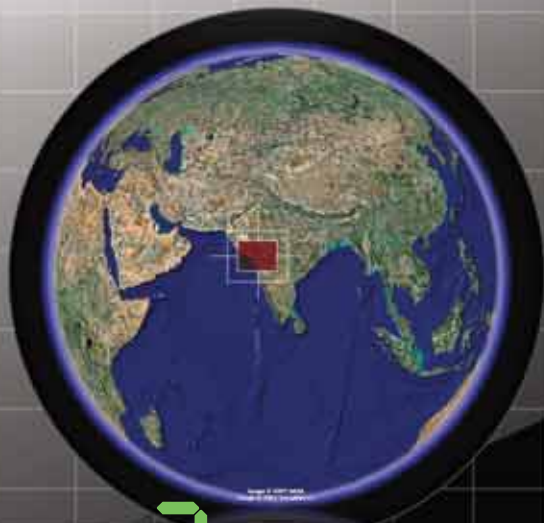
"This project works brilliantly in tandem with our principles for environment protection and consumer rights among youth," says Anshuman Sakle, Head of ECOCON's student organization. "The project is a novel way to spread student awareness on idling hot-spots in and around Pune."

With Kher's innovative blending of local data and the Internet, those interested in the impacts of idling in Pune have access to a unique new on-line resource. According to Kher, this type of application could be implemented quite easily in other countries as well.

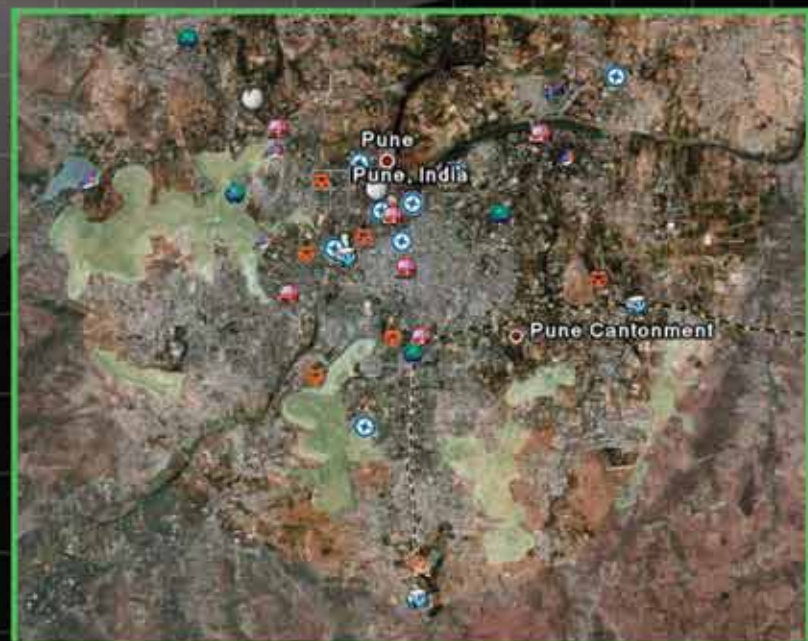
Quick Facts:

Transportation and Air Pollution in Pune, India

- ➔ In a recent survey, Pune was ranked the 5th most polluted city in Asia.
- ➔ The largest contributor to pollution in Pune is emissions from vehicles.
- ➔ In 2006, there were about 1.3 million vehicles registered in Pune.
- ➔ On average, about 1.1 million vehicles travel the roads of Pune daily.
- ➔ About 10 000–13 000 vehicles are added to the roads every month.
- ➔ Two wheelers (motorcycles) make up about 70 percent of vehicles on the road.
- ➔ Only 25 percent of Pune commuters use public transport, compared with about 80 percent in Mumbai, India.



➔ ALERT
PUNES, INDIA



➔ 200m 750%
AIR POLLUTION DETECTED



➔ 200m 1800%
CAUSE: IDLING

New Funding Available to promote fuel-efficiency

Have a great idea to improve fuel efficiency and looking for a contribution to your project? Natural Resources Canada's (NRCan's) ecoENERGY for Personal Vehicles will be rolling out a new and improved way to apply for project funding.

NRCan recognizes that environmental issues are now firmly on Canadians' radar, especially climate change and air pollution. "It's good that awareness of these issues is high," says Beverley Monnette of NRCan, who is designing the funding process. "Now we need to change behaviour and make an impact."

The Funding Process

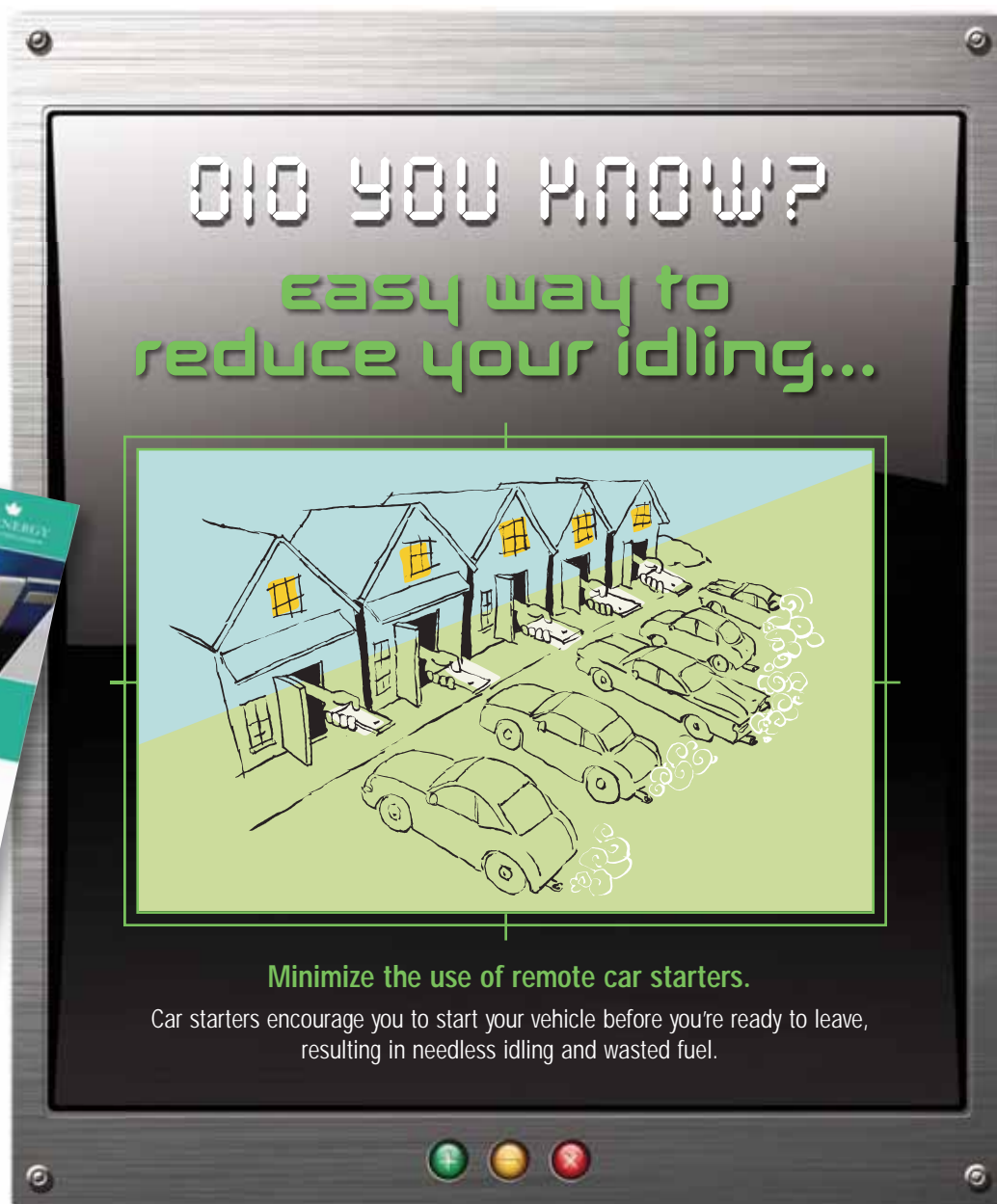
NRCan will be asking for project proposals to help Canadian drivers change their behaviours when buying, driving and maintaining their cars to reduce greenhouse gas emissions and improve air quality. Examples of possible projects include:

- Building on NRCan's national idling campaign to encourage idling reduction among Canadians (idling.gc.ca)
- Building on the existing national Be Tire Smart - Play Your PART campaign that encourages proper tire maintenance (betiresmart.ca)
- Encouraging school boards to develop and implement a "no idling" policy with an accompanying awareness and outreach campaign

Who can apply? The funding is open to all non-governmental organizations, community groups and associations, educational and academic institutions, and provincial/territorial and municipal agencies, just to name a few. The goal of ecoENERGY for Personal Vehicles is ambitious - to reduce greenhouse gas emissions by 100 000 tonnes between 2007 and 2011. Therefore, the proposals submitted should target behaviour change that will provide measurable results. To measure their results, successful applicants will be provided with tools that use modelling data to calculate emission reductions.

"We are hoping to hear from all kinds of groups including those who haven't previously approached NRCan for funding," says Monnette.

Complete details on proposal submissions and evaluation criteria will be available in September.



Start Calculating the Savings!

Start calculating your savings with the Idle-Free Zone's new and improved Idling Impact Calculator. As one of the most frequently used tools on the Web site, the team at Natural Resources Canada (NRCan) felt the calculator deserved an upgrade.

The calculator allows communities to determine the impacts of idling from an economic, environmental and health perspective. But as Catherine Ray, Senior Program Manager at NRCan, explains, the data was rapidly becoming out of date. "The calculator has been on the Idle-Free Zone Web site since 1999, using information from 1998 vehicle registration data to estimate fuel use and carbon dioxide emissions for communities," Ray points out. "So, we're pleased it's been updated to provide more detail and recent data for communities."

The new calculator includes more options, allowing users to access data at the national and provincial/territorial levels, obtain estimates based on the public's idling time and provide more metrics. "Using these metrics, communities can determine the idling impacts in terms of numbers of cars taken off the road and other measures," says Ray. The improved calculator also uses more up-to-date vehicle information and provides more data for northern and smaller communities.

As part of the calculator's upgrade, NRCan is looking into including estimates for regional municipalities, since some idle-free campaigns involve multiple communities.

Test out the new improved Idling Impact Calculator at www.idling.gc.ca.

