



# YOUR INFORMATION SOURCE ON IDLING AND ITS IMPACT ON CLIMATE CHANGE



SPECIAL EDITION

# idle-freezone

WINTER 2006 EDITION

## Your guide to federal idle-free resources and programs

Welcome to this special edition of the *Idle-Free Zone*. Past issues have profiled what Canadian communities are doing to put a halt to vehicle idling. This issue puts the spotlight on the Office of Energy Efficiency (OEE) at Natural Resources Canada and what we're doing to reduce vehicle idling across the country.

In particular, we focus on the Personal Vehicles initiative (PVI) and FleetSmart, two initiatives that share a common goal – helping Canadian drivers reduce fuel consumption and greenhouse gas (GHG) emissions. The PVI encourages personal and light-duty vehicle drivers to adopt fuel-efficient techniques and technologies. FleetSmart pursues the same goal with commercial drivers and heavy-duty vehicle fleets. In the past few years, both programs have launched a series of initiatives to reduce vehicle idling, actively working with Canadians to promote fuel-efficient driving.

**One-stop shopping for idle-free programs ...** This special issue profiles new and continuing PVI and FleetSmart idle-free initiatives that could benefit municipal environmental coordinators, fleet managers and environmental groups in promoting fuel efficiency and GHG reductions at the community level. **With rising gasoline prices, launching an idle-free campaign for your community or fleet makes more sense than ever!**

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## Zone Newsletter Wins

### Communications Award



We are proud to announce that the *Idle-Free Zone* newsletter won an Award of Excellence from the International Association of Business Communicators (IABC). The prestigious IABC EXCEL Award is presented annually to organizations that exhibit leadership in fostering excellent communications.

The Zone newsletter is just one of many communications tools available in hard copy and featured on the *Idle-Free Zone* Web site – [idling.gc.ca](http://idling.gc.ca). The newsletter was originally launched to promote the Web site and its free, downloadable resources and to communicate the results of early municipal pilot projects. Eight issues later, it has evolved to become the key mechanism for sharing research, tools and success stories from idle-free campaigns across the country.

The IABC touted the *Idle-Free Zone* newsletter because of its "attention-grabbing graphics" and "quality of information" provided in the articles. Catherine Ray, senior manager of the PVI and editor of the Zone newsletter, explains, "The key was to make it easy for communities, and that meant providing them with everything they might need to participate. The newsletter has proven to be an excellent way for the OEE to provide program managers with the tools and tips they need to promote idle-free programs among municipal officials and citizens."

The success of the newsletter is not the OEE's alone, but something we share with all of our contributors who tell great stories about their adventures in implementing idle-free campaigns in every part of

(CONTINUED ON PAGE 2)

*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.*



Natural Resources Canada

Ressources naturelles Canada

Canada



## SPOTLIGHT ON ...

# Personal Vehicle

The OEE's Personal Vehicles initiative (PVI) provides Canadian motorists with tips on buying, driving and maintaining their vehicles and helping them reduce fuel consumption and GHGs that contribute to climate change. One of the PVI's cornerstones – the Idle-Free initiative – encourages drivers to reduce environmental impacts and save money by turning their vehicles off when parked and not in traffic. Many PVI partners are, like you, municipal environmental coordinators, fleet managers and local environmental associations who share a common goal: to convey the idling message to community members. Read on to discover how the PVI's Idle-Free initiative can keep you informed about actions and best practices across Canada to reduce idling and, more importantly, help your community decide on the best approach to tackle the idling issue. For more information, visit [vehicles.gc.ca](http://vehicles.gc.ca).

## Idle-Free Action Is Spreading

A recent Canada-wide survey of over 3500 municipalities and community groups confirms it: Action on idling is spreading across the nation. The survey was conducted in collaboration with the Clean Air Partnership to see if idling is a hot-button issue for municipalities and community groups – and the survey says it is!

With a 28 percent response rate, the survey provides a snapshot of what Canadian communities are doing to reduce idling. Over a quarter of the respondents indicated that they have an initiative to reduce the public's idling behaviour. Why are they interested in reducing unnecessary idling? Respondents with an idle-free campaign indicated that air quality concerns (68%), climate change (58%), health concerns (55%) and fuel efficiency (51%) influenced their decision to tackle vehicle-engine idling.

Over 100 communities have already launched idle-free campaigns, and this number is expected to double in the next two years. Interest in the regulation of idling behaviour is also growing, with over 50 municipalities having, or considering implementing in the next two years, idling control by-laws. "It is evident that municipalities and community groups are our key partners for getting the message to Canadians about the negative impacts of idling," says Victoria Orsborne, senior policy analyst with the PVI.

Respondents are "walking the talk" by tackling the idling issue in their workplace. About one third of the respondents indicated they have established workplace programs or policies to encourage municipal employees to reduce idling while driving municipal vehicles or their own vehicles.

So what does a community idle-free campaign look like? Respondents indicated that this is not a one-time event; rather, campaigns are periodic/seasonal (50%) or ongoing (29%) outreach initiatives. The campaigns are trying to educate a variety of idlers, including the public (86%), schools (64%) and municipal fleets (52%). Not surprisingly, these idlers are being reached by campaigns that focus their efforts at the following locations: schools (56%), municipal facilities (51%), hospitals (17%), transit stations (16%) and railway crossings (10%).

Idle-free campaigns rely on strong partnerships between organizations to reach the public. Key partnerships involve municipalities (50%), not-for-profit organizations (40%), the Government of Canada (37%), schools (33%) and provincial/territorial governments (29%). And what is the price tag? About a third of idle-free campaigns cost communities less than \$5,000!

**For more information on the Survey of Community-based Idle-Free Initiatives, visit [idling.gc.ca](http://idling.gc.ca).**

**ZONE NEWSLETTER (CONTINUED FROM PAGE 1)**  
Canada. "It's nice to have the industry validate that the newsletter is a good communications tool, as part of the approach that we believe in," says Ray. "But truth be told, our newsletter is a collection of success stories, authored by program managers from across Canada, and clearly our success is based on theirs. We really value this collaboration."

The EXCEL Award has served to further motivate Ray, who plans to build on this success in future issues. "We hope that this special issue, communicating the full range of PVI and FleetSmart idle-free initiatives, will offer municipalities and community organizations even more ideas and resources to help them reduce idling in their communities."



## Municipalities and Community Groups Tell Us What They Need!

According to most participants of focus group sessions in early 2005, support is strong for the Idle-Free program and Web site.

In 2001, the OEE launched Canada's first idle-free program with the creation of the Idle-Free Zone Web site. The goal was threefold: (1) to increase public awareness of the impacts of idling; (2) to foster behavioural change among Canadian municipalities, community groups and individual motorists to reduce idling and GHGs; and (3) to provide resources and tools to partner groups to help them develop local environmental outreach plans. Since the launch, the program has expanded to include municipal pilot projects, support for local and regional idle-free campaigns, research into idling activity across the country and alternative approaches to promotional activities.

OEE senior program manager Catherine Ray felt that with the Idle-Free program entering its fifth year, there was a need to evaluate its impact and look for improvements. "We need to find new ways to encourage other communities to participate, while sustaining the momentum created for the communities that jumped on board five years ago," says Ray. As a result, the OEE, in collaboration with the Clean Air Partnership, undertook a series of Canada-wide focus groups

to seek suggestions on how to improve the program. Over 60 representatives from municipalities and community groups took part – including those who have and have not been actively involved in idle-free initiatives – in sessions in Nova Scotia, Quebec, Ontario, Alberta and British Columbia.

"We were pleased with the constructive comments we received and delighted to see that Web-site users generally appreciated the free, downloadable tools and materials," says Ray. Based on these and other results of the focus groups, the OEE is considering improvements to the Idle-Free program, including the following:

- Providing more content about idle-free by-laws (developing and enforcing them) and ways to reduce idling in vehicle fleets;
- Organizing information according to location and type of community (e.g. rural vs. urban, large vs. small);
- Providing users with information about funding opportunities (government and non-government funding programs, grants and services);
- Enhancing the "look and feel" of the Web site to make it more lively and engaging;
- Obtaining testimonials from the automotive industry on program messages; and
- Sustaining national momentum through continued federal support.

**For more information on the Idle-Free program and available resources and tools, contact Catherine Ray, of the OEE, at (613) 995-5264 or [cray@nrcan.gc.ca](mailto:cray@nrcan.gc.ca).**

## How Do You Crack Down on Idling?

Regulating idling behaviour is a big challenge for municipalities. "Municipalities ask us all the time about the appropriate language for an idling control by-law and how to address enforcement issues," says Victoria Orsborne, senior program analyst with the PVI. "To get the answers to these questions, we collaborated with the Clean Air Partnership to develop a sound model by-law and enforcement options vetted by municipalities – for municipalities."

The result of this collaboration is *Cracking Down on Idling: A Primer for Canadian Municipalities on Developing and Enforcing Idling Control By-laws*. This new resource, offered at [idling.gc.ca](http://idling.gc.ca), explains the issues around idling controls, summarizes the experience of other municipalities that have implemented an idling by-law, provides a ready-to-use idling control by-law and outlines enforcement options for promoting compliance.

Mavis Urquhart, Manager of Environmental Leadership for the Town of Markham, says, "Cracking Down on Idling is an excellent resource for municipalities considering regulatory action on idling. It assisted Markham staff in developing our idling control by-law and enforcement strategy, and in preparing staff reports to council." In collaboration with the OEE and the Clean Air Partnership, Markham is now assessing the effectiveness of its new by-law and enforcement plan.

If you are considering "cracking down on idling" in your community, this is a must read! **To view a copy of the report, go to [idling.gc.ca](http://idling.gc.ca).**



# icles Initiative

## Reducing Idling: The Carrot, the Stick or Both?



What is the best way to get drivers to stop unnecessary vehicle idling – through public education (“the carrot”), a by-law (“the stick”) or some combination of the two? Municipalities and community groups across Canada continue to ask this question as they consider how to reduce idling in their communities and how to sustain long-term change in idling behaviour generated from existing idle-free campaigns.

Since 2001, the OEE’s Idle-Free program has been supporting municipalities, community groups and individuals in undertaking public education campaigns to reduce idling in their communities. Many municipalities and community groups have taken an education and awareness approach, while others have chosen a regulatory approach by adopting an idling control by-law. As of mid-2005, 14 Canadian municipalities – all in Ontario – had adopted stand-alone idling control by-laws.

### So which is better: the carrot, the stick or both?

This question led to a multi-faceted research project by Natural Resources Canada, the Clean Air Partnership and Lura Consulting to examine and compare various community approaches that have used carrots, sticks or some combination of these. The project involves two distinct but interrelated initiatives:

- Research on the use of public education and by-laws to reduce idling; and
- A municipal pilot project to compare education and by-law approaches.

## 1. Research on the Use of Education and By-laws to Reduce Idling

Drawing on the lessons learned from 10 municipalities and community organizations that have implemented idle-free campaigns across Canada, this comprehensive research study concludes that an integrated approach combining a by-law and public education is an effective approach to reducing idling.

### Here are some of the key findings:

- **Public education should be undertaken first, to build awareness and support for action on idling.**
- **Public education can act as a catalyst for communities to call for a by-law and enforcement.**
- **A by-law implemented without public education in advance is less likely to receive community and political support.**
- **Once a public education campaign has been conducted, a by-law may help sustain public awareness and behavioural change.**
- **Once a by-law is passed, public education is needed to generate awareness of the by-law and encourage compliance.**
- **A combination of two approaches can be more effective than using only one approach independently.**

The main product of the research project is a step-by-step guide to using public education, by-laws and combinations of the two to change idling behaviour.

The centrepiece of the guide is the “Idling Control Continuum.” It features a series of progressive steps that starts with launching an idle-free campaign through to the full and complementary application of education and regulatory approaches.

To view a copy of the report, visit [idling.gc.ca](http://idling.gc.ca).



## 2. Municipal Pilot

Building on the lessons learned from the research initiative and using the resources developed for the Idle-Free program, a municipal pilot project is being conducted in the Greater Toronto Area (GTA) to compare, contrast and test the “carrot” and the “stick” approaches. When municipalities across the GTA were asked to participate, the City of Brampton and the Town of Markham stepped up to the plate. The City of Brampton is launching an idle-free education campaign, while the Town of Markham has developed and implemented an idling control by-law, with a supporting education and enforcement strategy.

The progress of these municipalities in influencing idling behaviour will be evaluated and, once the project is completed in fall 2006, the results will be made available to other municipalities considering how best to reduce idling in their communities.

For more information on this project, contact any of the following people:

- |                           |   |
|---------------------------|---|
| <b>Mavis Urquhart:</b>    | <b>Town of Markham<br/>(905) 415-7502<br/><a href="mailto:murquhart@markham.ca">murquhart@markham.ca</a></b>                              |
| <b>Marta Marychuk:</b>    | <b>City of Brampton<br/>(905) 874-2003<br/><a href="mailto:marta.marychuk@city.brampton.on.ca">marta.marychuk@city.brampton.on.ca</a></b> |
| <b>Victoria Orsborne:</b> | <b>The OEE<br/>(613) 947-1963<br/><a href="mailto:vorsborne@nrcan.gc.ca">vorsborne@nrcan.gc.ca</a></b>                                    |
| <b>Jennifer Penney:</b>   | <b>Clean Air Partnership<br/>(416) 392-0376<br/><a href="mailto:jpenney@cleanairpartnership.org">jpenney@cleanairpartnership.org</a></b>  |

## SPOTLIGHT ON ...

# FleetSmart

## Nation-wide Implementation Studied for Niagara Parks' Spare the Air Program

Niagara Parks' *Spare the Air* Emissions Reduction Program has shown such extraordinary results in reducing unnecessary idling by motor coaches and transport trucks that Motor Coach Canada and the OEE are examining the feasibility of replicating the program across Canada.

The *Spare the Air* program started in 2001 when The Niagara Parks Commission, in partnership with the Ontario Ministry of the Environment, championed the first emissions reduction program in Canada targeted at motor coaches. The program has since expanded to include transport trucks at bridge crossings, and partnerships with municipalities, Ontario Power Generation Inc. and bridge authorities throughout the Niagara River corridor.



Niagara's *Spare the Air* program distributed brochures to drivers, combined with personal intervention, to help spread the idle-free message.

The *Spare the Air* program distributes reading material to drivers, with one-on-one personal contact in key locations. And signs asking drivers to turn their vehicles off while parked are placed in high-traffic areas. Bus drivers have also been encouraged to use drivers' lounges at tourist sites, where they can sit in air-conditioned lounges, instead of waiting in their idling vehicles for a tour group to return. “Drivers responded positively to our unique approach, which was based on voluntary compliance and the use of outreach and education,” says Carla Cavin of The Niagara Parks Commission.

A recent study conducted by Motor Coach Canada for the OEE's FleetSmart examined the possibility of adapting Niagara's *Spare the Air* program to encourage motor coach and transport truck drivers to idle less at tourist sites and border crossings in other parts of Canada. The feasibility study focused on various locations across Canada where reduced idling could have the biggest impact. Of these sites, 11 border crossings and municipalities were recommended as “priority locations” to pilot the program in 2006. An idling reduction kit will be developed to also build on elements of the Niagara program.

Darin Bagshaw of FleetSmart says, “The results of the feasibility study are very useful. We can now focus our initial efforts on a few key locations. And using the Niagara program as a model, we can develop the most effective materials to motivate drivers to reduce idling at these sites.”

For more information about this idle-free initiative, contact Carla Cavin, of The Niagara Parks Commission, at (905) 356-2241, Ext. 202, or [ccavin@niagaraparks.com](mailto:ccavin@niagaraparks.com). For more information on the feasibility study, contact Darin Bagshaw, of FleetSmart, at (613) 947-0236 or [dbagshaw@nrcan.gc.ca](mailto:dbagshaw@nrcan.gc.ca).

The OEE's FleetSmart offers free, practical advice to municipal, commercial and heavy-duty vehicle fleet managers and drivers on how energy-efficient vehicles and business practices – such as encouraging idle-free fleets – can reduce operating costs, improve productivity and increase competitiveness. The initiatives described here will interest municipal and commercial fleet managers – and individual drivers – who want to save money and reduce the environmental impacts of their operations at the same time.

## FleetSmart Offers Rebates for Purchases of Energy-Efficient Equipment

Smart fleet managers and vehicle owners are saving cash while being more energy efficient through FleetSmart's Commercial Transportation Energy Efficiency Rebate.

In an effort to reduce engine idling, FleetSmart created the rebate program to encourage commercial vehicle owners and fleet managers to keep the temperature just right by swapping an idling engine for a more efficient truck-cab or bus-interior heating or heating and cooling system.

The savings are substantial. The rebate pays 20 percent of the unit cost of a cab and/or coolant heater, to a maximum of \$350, and 20 percent of the cost of an auxiliary power unit, to a maximum of \$1,400. To date, over \$4 million in rebates have been issued under the program, and over 10 000 energy-efficient units have been purchased. With the success of the initial phase, FleetSmart is extending the program for another year.

To sweeten the deal, the program also offers an extra incentive for vehicle operators who voluntarily download hours-of-use data from their equipment after 12 months of use. This gives FleetSmart important information about the effectiveness of the equipment in reducing greenhouse gas emissions.

Are you eligible for the rebate? The rebate program is specifically designed for Class 6, 7 or 8 diesel-powered commercial vehicles. You must choose pre-approved equipment that is published in the Consumer Notice on the FleetSmart Web site. Once the equipment is purchased and installed, you must complete an application form to receive your rebate.

**The rebate application form and list of equipment manufacturers can be found at [fleetsmart.gc.ca](http://fleetsmart.gc.ca).**

## Edmonton Transit Rewards Its Drivers for Less Idling



Getting people to change their behaviour is tough, but Edmonton Transit has discovered a way to motivate its transit drivers to change their idling habits for a little "R & R" – recognition and reward.

You would think that the last thing a busy transit driver would want while en route is a visit from a training officer, but drivers in Edmonton are now more than happy to see trainers heading for their bus! Why? The answer is simple: drivers are learning that their efforts to reduce idling and their adherence to the "limited idle policy" are paying off.

"We do regular spot checks and award Starbucks gift certificates to operators who are practicing the shutdown procedures," explains Len Dehek of Edmonton Transit. "The program has been so successful that operators are keen to share their knowledge about idling and GHG emission reduction with transit passengers."

The "limited idle policy" supports the Edmonton Transit Business Initiative's objective to build operational effectiveness by reducing fuel consumption and exhaust emissions. The policy, now in its third year of implementation, targets over 800 public transit vehicles and 1300 transit operators. It is in effect from May to the end of September.

"There are three keys to success," says Dehek. "First, the policy-makers need to ensure that the reduced idling targets are realistic and achievable." For Edmonton Transit, the policy defines when it is most efficient for a bus driver to shut off the engine, while still considering passenger comfort and safety. For example, the policy promotes shutting down the engine on



Edmonton Transit personalized its "Limited Idle" posters by using actual fleet drivers.

a layover of more than five minutes, when the outside temperature is greater than 10°C and when the air reservoir pressure is greater than 100 psi.

"Second, the policy needs to be properly promoted to fleet operators. Third, incentives and recognition should be included as good ways to encourage fleet operators to change their behaviours."

Edmonton Transit's policy is promoted widely among transit operators through internal memos, posters at transit garages and the in-house newsletter, *Netpresenter*. The transit authority has made the policy rollout even more personal by using actual fleet drivers on the "limited idle policy" posters. This attracts the attention of the other fleet operators and encourages them to model their behaviour after their peers.

**For more information, contact Len Dehek, Edmonton Transit, at (780) 496-4860 or [Len.Dehek@edmonton.ca](mailto:Len.Dehek@edmonton.ca).**

## "Idle-Free Quiet Zone" Campaign Cruises Into Fourth Year

Every day, thousands of transport trucks traverse the highways and roads of our vast country, carrying goods from one town to the next or from coast to coast. And along the way, a network of truck stops provides a respite for weary drivers and forms an important part of the fabric of our communities and nation.

While a welcoming sight for drivers, these truck stops are also notorious idling "hot spots" where truckers idle their engines to stay comfortable while they rest or sleep, sometimes for extended periods. Idling diesel engines create unpleasant fumes and noise, as well as health concerns, for drivers and the local community.

Fortunately, the sounds and smells of idling transport engines are disappearing as the "Idle-Free Quiet Zone" campaign works with truck stops across Canada to reduce unnecessary idling by transport vehicles. The campaign goal is clear – a quiet place for drivers to sleep and breathe healthy fresh air.

Each fall, FleetSmart and project partners work with truck stops in different parts of Canada to make their sites idle-free. The program



has seen a steady climb in the number of participating truck stops – from the 17 sites at the campaign's launch four years ago to over 86 sites expected this year.

"The benefits of Quiet Zones for municipalities are clear, especially for those with truck stops in urban areas," says Lynda Harvey of FleetSmart. "I'm sure the adjacent neighbours and residents enjoy improved air quality and the silence as drivers turn their engines off."

The campaign uses launch events, educational materials and incentives to encourage drivers to turn their engines off. Large "Idle-Free Quiet Zone" banners are prominently displayed at each site, along with "Idling Gets You Nowhere" posters in high-traffic areas. "We always ensure that municipal representatives are invited or involved in Quiet Zone launch events, as there are positive impacts for local communities, not just for drivers," explains Harvey.

A new communication method – information-packed placemats at truck stops – has proven to be an effective way to spread the message. These paper placemats have idling-reduction tips, relevant facts and figures, and success stories from drivers who have reduced idling and improved their fuel efficiency. Tanya Contant of FleetSmart says, "Some truck drivers are asking for a clean copy to take with them when they leave, so we know that people are taking the time to read the information."

This year's campaign runs from November 7, 2005, to February 19, 2006.

**For more information or to join the "Idle-Free Quiet Zone" campaign, contact Tanya Contant, of the OEE, at (613) 995-7436 or [tcontant@nrcan.gc.ca](mailto:tcontant@nrcan.gc.ca).**

# FUNDING SOURCES FOR YOUR IDLE-FREE CAMPAIGN

In spring 2005, the Office of Energy Efficiency conducted a series of focus groups across the country to speak to municipalities and non-profit groups about how the Idle-Free initiative could better benefit them. Most participants from non-profit organizations said their main challenge was lack of funding and resources. Since most of them spend so much time looking for funding, they suggested that the *Idle-Free Zone* provide this kind of information.

The *Idle-Free Zone* has done just that: we have provided a chart containing some of the funding agencies across the country: some national and some regional. The funding ranges from smaller foundations that may donate \$500 to larger government departments that may donate up to \$500,000. If you would like more details about eligibility, you can go to our Web site at [idling.gc.ca](http://idling.gc.ca). There, we have provided a more detailed chart that includes "Who is funded," "Criteria for funding" and "Deadlines." While listing these funding agencies in the *Idle-Free Zone* is no guarantee they will fund a given project, any group interested in running its own idle-free campaign is encouraged to approach them with its proposals.



## NAME OF ORGANIZATION

## FUNDING AVAILABLE

### National Funding

#### EcoAction

Web site: [www.ec.gc.ca/ecoaction/](http://www.ec.gc.ca/ecoaction/)  
Click on regional sites to access the appropriate region.

Up to \$100,000 – Applicants must ensure that at least 50 percent of the total value of their project comes from sources other than the Government of Canada.

#### Moving on Sustainable Transportation (MOST)

Web site: [www.tc.gc.ca/programs/environment/most/applyingtomost](http://www.tc.gc.ca/programs/environment/most/applyingtomost)

#### MOST provides funding:

- Up to a maximum of 50 percent of eligible costs (cash or in-kind)
- Up to a maximum of \$100,000 over two years

#### Shell Environmental Fund (SEF)

400 4th Avenue SW, PO Box 100, Station M, Calgary AB T2P 2H5  
E-mail: [admin-sef@shell.com](mailto:admin-sef@shell.com)  
Web site: [www.shell.ca/code/values/environment/sef.html](http://www.shell.ca/code/values/environment/sef.html)

SEF provides up to \$5,000 per project and will fund a project only once.

#### The McLean Foundation

2 St. Clair Avenue West, Suite 1008, Toronto ON M4V 1L5  
Tel.: (416) 964-6802 / Fax: (416) 964-2804  
E-mail: [info@mcleanfoundation.on.ca](mailto:info@mcleanfoundation.on.ca)  
Web site: [www.mcleanfoundation.on.ca](http://www.mcleanfoundation.on.ca)

Negotiable – depends on the project or scope of the organization

### Regional Funding

#### British Columbia

##### VanCity Credit Union

Sustainability Group  
Head Office, 7th Floor, PO Box 2120  
Station Terminal  
Vancouver BC V6B 5R8 / Tel.: (604) 877-7620  
E-mail: [moira\\_teevan@vancity.com](mailto:moira_teevan@vancity.com)  
Web site: [www.vancity.com](http://www.vancity.com)

\$15,000 to \$40,000



##### Comox Valley Community Foundation

PO Box 3126, Courtenay BC V9N 5N4  
Tel.: (250) 339-9935  
E-mail: [contact@cvcfoundation.org](mailto:contact@cvcfoundation.org)  
Web site: [www.cvcfoundation.org](http://www.cvcfoundation.org)

Less than \$5,000

##### Vancouver Foundation

Suite 1200, 555 West Hastings Street  
Box 12132, Harbour Centre, Vancouver BC V6B 4N6  
Tel.: (604) 688-2204 / Fax: (604) 688-4170  
E-mail: [info@vancouverfoundation.bc.ca](mailto:info@vancouverfoundation.bc.ca)

Negotiable

#### Alberta

##### Alberta Ecotrust Foundation

Tel.: 1 800 465-2147 (toll-free)  
E-mail: [jkirker@albertaecotrust.com](mailto:jkirker@albertaecotrust.com)  
Web site: [www.albertaecotrust.com](http://www.albertaecotrust.com)

\$2,000 to \$30,000 for qualifying projects

##### Grant Types

**Community Grants:**  
Maximum grant: \$7,500  
**Major Project Grants:**  
Maximum grant: \$30,000

**Multi-year Implementation Grants:**  
Maximum grant: \$60,000  
Maximum term: three years

##### The Calgary Foundation

700, 999 8th Street SW, Calgary AB T2R 1J5  
Tel.: (403) 802-7700  
E-mail: [grants@thecalgaryfoundation.org](mailto:grants@thecalgaryfoundation.org)  
Web site: [www.thecalgaryfoundation.org](http://www.thecalgaryfoundation.org)

Negotiable

#### Manitoba

##### The Thomas Sill Foundation

115 Plymouth Street, Winnipeg MB R2X 2T3  
Tel.: (204) 947-3782 / Fax: (204) 956-4702  
Web site: [www.thomassillfoundation.com](http://www.thomassillfoundation.com)

Up to \$15,000

##### Sustainable Development Innovations Fund

Pollution Prevention Branch, Manitoba Conservation  
123 Main Street, Suite 160, Winnipeg MB R3C 1A5  
Tel.: (204) 945-3554  
E-mail: [sdif@gov.mb.ca](mailto:sdif@gov.mb.ca)  
Web site: [www.susdev.gov.mb.ca](http://www.susdev.gov.mb.ca)

Up to \$50,000



#### Ontario

##### The Ontario Trillium Foundation

45 Charles Street East, 5th Floor, Toronto ON M4Y 1S2  
Tel.: (416) 963-4927 / Toll-free: 1 800 263-2887  
E-mail: [trillium@webnet.net](mailto:trillium@webnet.net)  
Web site: [www.trilliumfoundation.org](http://www.trilliumfoundation.org)

\$100,000 or more

##### Laidlaw Foundation

365 Bloor Street East, Suite 2000, Toronto ON M4W 3L4  
Tel.: (416) 964-3614 / Fax: (416) 975-1428  
E-mail: [smaclachlan@laidlawfdn.org](mailto:smaclachlan@laidlawfdn.org)  
Web site: [www.laidlawfdn.org](http://www.laidlawfdn.org)

The Environment program will award three types of grants. Applicants can apply to any of the funds as long as the guideline criteria have been met.

**Project Fund:** Grants awarded will be for one-year projects.

**Multi-year Fund:** Grants awarded will be for projects or programs up to a maximum of three years. Grants awarded will range from \$10,000 to \$40,000 per year.

**Fast-Track Fund:** Small grants will be awarded up to a maximum of \$5,000. This fund is to be used for applying for seed money for proposal development, small projects and those projects with timing constraints.

#### New Brunswick

##### The Greater Saint John Community Foundation

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Negotiable



# Taxis “STEER” Clear of Idling in Newfoundland and Labrador

Taxi drivers in St. John's, Newfoundland and Labrador, are showing others in the taxi industry how to steer clear of higher gas bills and unnecessary environmental impacts – simply by turning their engines off while parked.

Smart Taxis Encouraging Environmental Respect (STEER) is the first non-profit organization in Canada to engage the taxi industry in addressing climate change. Spearheaded by the taxi industry itself, STEER now consists of an innovative partnership between St. John's taxi industry, the City of St. John's, the provincial Department of Environment and Conservation, the Conservation Corps of Newfoundland and Labrador, and Natural Resources Canada.

STEER's overarching goal is to develop and deliver an education program for the taxi industry that encourages reductions in fuel consumption and GHGs. Now in the second phase of implementation, STEER includes an education program targeted at the public and a one-year demonstration project, outfitting 10 percent of volunteer vehicles with idling monitoring systems, cab heaters and battery packs for 12 months.

FleetSmart and STEER are working together to determine how STEER can be rolled out on a national scale. “Each location will have to put its own local flavour to the program, but the program has a strong potential to be standardized across the country,” says Catherine Allix, project coordinator of STEER.

The first phase of STEER, from 2002 to 2004, focused on getting a better understanding of idling habits and incentive mechanisms for taxi drivers through a survey and a focus group. Participants discussed the effectiveness of such tools as stickers, magnets, key chains, coffee mugs, pens and driver information cards in spreading the messages of reducing idling and improving fuel efficiency.

Personal contact, through talking one-on-one with drivers at taxi stands, was also an important part of STEER. As Françoise Pelletier of FleetSmart points out, “Through the STEER program, taxi drivers become aware that they can take simple actions and be part of the climate change solution.” Adds Allix, “A big part of the success of our program has been the respect we have for the drivers. We are asking drivers to give up time and possible earnings to sit for a while and listen to us. We pick times that are the least busiest in their schedule, and provide some good food and a fun presentation in return.”

**For more information about STEER, contact Catherine Allix, of STEER, at (709) 690-1137 or visit [www.steersj.ca](http://www.steersj.ca).**

# “Fuel Management 101” Helps Fleet Managers Reduce Costs

With gas prices on the rise across the country, it is not surprising that municipal fleet managers are paying particular attention to the importance of fuel efficiency. In response to a growing demand, FleetSmart is offering “Fuel Management 101,” a workshop that teaches fleet managers the basics of business planning to maximize fuel efficiency through actions like idling reduction.

“Municipalities are taking part in the sessions as a means to reduce GHGs, fuel consumption and costs,” says Lynda Harvey of FleetSmart. At the training sessions, fleet managers learn how to prepare and implement a fuel management plan for their fleet and how to measure its success. One of the fastest actions that fleet managers can take is to focus on educating operators about reducing idling habits. “It is one of the key behavioural changes where managers can see the results right away,” she explains. “Fleet managers are also very happy to learn how to annualize their data and use the formulas to convert fuel consumption to GHGs, allowing them to provide quantitative values to municipal officials.”

**Visit [fleetsmart.gc.ca](http://fleetsmart.gc.ca) for a schedule of workshop dates and locations across Canada.**

# A “SmartDriver” Reduces Unnecessary Idling

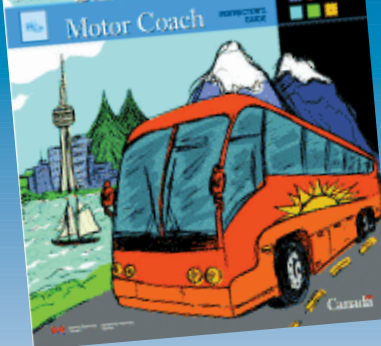
It is back to the classroom for many professional drivers across Canada as they enrol in FleetSmart's SmartDriver training programs to learn about energy efficiency and driving for improved fuel economy.

FleetSmart has partnered with trucking and bus associations to forge a link between driver training programs and SmartDriver, in order to raise awareness about driving behaviour, such as unnecessary idling. The training programs target eight vehicle sectors: highway trucking, forestry trucking, motor coach, transit, school bus, urban transportation, municipalities and utilities. The SmartDriver training programs consist of a basic set of modules that are customized to fit the needs of each sector. To date, the programs have been completed for transit, forestry trucks, highway trucking and motor coaches.

Less than a day in length, each SmartDriver workshop is a unique combination of knowledge sharing, coaching and/or on-the-road training. The basic workshop covers factors that affect fuel efficiency, vehicle care and inspections, driving practices and recommendations, and SmartDriving tips. Train-the-trainer programs, meanwhile, provide instructors' guides, a handbook, an overhead presentation, video clips of testimonials, a knowledge survey and certificates of completion. These programs enable fleet companies and driver training organizations to deliver the SmartDriver program in-house.

A self-study version of the highway trucking program was added to the SmartDriver family and released at the Atlantic Truck Show in June 2005. This version is designed for drivers who do not have access to classroom training. It includes all of the information from the one-day workshop, but is divided into three distinct parts:

- an audio CD that presents key fuel efficiency tips in a radio-theatre vignette at a truck-stop diner and during a fireside chat;



- a print novel and audio version featuring Mark Dalton, the star of a short-story serial in *Truck News* and *Truck West*; and
- a Web-based or print quiz where drivers can test what they have learned and receive a SmartDriver certificate for a job well done.

A particularly large impact has been seen through SmartDriver for Transit. Drivers participate in an on-road practicum, driving a prescribed run before and after the fuel efficiency training. Data that point out vehicle performance are downloaded from each run. “When drivers see the data, they see that changes in their driving style and idling habits can really influence fuel efficiency,” says Lynda Harvey of FleetSmart.

When asked about future plans for SmartDriver, Harvey states, “It's a big country with a lot of vehicles. We're pleased with the progress and the keen uptake of the programs.” FleetSmart plans to complete the family of training programs so there is one for each duty cycle. FleetSmart will also continue to promote SmartDriver at conferences and trade shows across Canada.

**For more information about SmartDriver, contact Lynda Harvey, of FleetSmart, (613) 947-4291, [lharvey@nrcan.gc.ca](mailto:lharvey@nrcan.gc.ca).**



## About the Office of Energy Efficiency

Established in April 1998 as part of Natural Resources Canada, the OEE's mandate is to strengthen and expand Canada's commitment to energy efficiency in order to help address the challenges of climate change. The OEE originated out of Canada's commitment to reduce GHGs by 6 percent below 1990 levels between 2008 and 2012, as agreed to in the Kyoto Protocol. The OEE's vision involves *Leading Canadians to Energy Efficiency at Home, at Work and on the Road* in ways that benefit the environment and the economy.

To contact the OEE:

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Natural Resources Canada's Office of Energy Efficiency  
*Leading Canadians to Energy Efficiency at Home, at Work and on the Road*

