

idle-free zone

Fall 2008 Edition

JACKPOT!

Idle-Free a Winner From Coast to Coast to Coast

Canadian communities are upping the ante in the idle-free challenge. This issue of the *Idle-Free Zone* profiles some inspiring idle-free initiatives that might be just what your community needs to encourage idling drivers to cash in their chips. For more idle-free information and resources, visit idling.gc.ca.



Casino Nova Scotia Bets on a

GREEN FUTURE

It all started when Nancy Buckland, the Security Systems Administrator for Casino Nova Scotia, came up with the idea: Post idle-free signs with a gambling theme in the staff and visitor parking lots at the Halifax and Sydney casinos. Buckland says her motivation was to become a part of the solution. This was a simple first step toward going idle-free for the Great Canadian Gaming Corporation, the casino owner, which has participated in other green initiatives.

Continued on page 4

What's in the Zone?

- Jackpot! Idle-Free a Winner From Coast to Coast to Coast 1
- Casino Nova Scotia Bets on a Green Future 1
- Zoning In – Don't Gamble With Enforcing Your Idling Control By-law 2
- Zoning In – Four More Canadian Cities Place Their Bets on Idling By-laws 3
- Did You Know? 3, 4
- Quick Fact 4
- Big Payout for St. Catharines' Idle-Free Campaign 4
- Gambling With Air Quality? Not at New Brunswick Schools!..... 5
- It Isn't Easy Being Green 5
- British Columbia's One-of-a-Kind Idle-Free Clearinghouse 6
- Who You Gonna Call in Hamilton? Stinkbusters!..... 6

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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.



Zoning In – Don't Gamble With Enforcing Your Idling Control By-law

So city council has passed an idling control by-law ... the next question is, How best to enforce it?

Previous articles of "Zoning In" have focused on the exemptions – situations where an idling control by-law does not apply – and fines associated with idling control by-laws. This information was based on the Clean Air Partnership's report entitled *Cracking Down on Idling*. The 2005 report provides all kinds of information and suggestions on implementing a successful idle-free by-law. It even includes a model by-law that any municipality can adapt for use.

According to the report, it is important to keep the rules simple by restricting idling times to three minutes or less and minimizing the number of exemptions, including those for extreme temperatures. Setting a fine at a "fair" amount (between \$100 and \$160) also makes enforcement easier. It is less time-consuming, less costly and less of a burden on the courts.

Even with a great by-law, your municipality will not achieve satisfactory compliance – and less idling – without effective enforcement.

Education and signs might be enough for some drivers to change their behaviour. But other drivers won't change their habits unless there are disincentives for breaking the rules. For example, some will be motivated only by reaching into their pockets. This is where enforcement comes into play. But who is going to do it and under what circumstances?

Seek out offenders or wait for complaints?

Most municipalities used "complaints-based" enforcement of idling control by-laws. Citizens call a central municipal number with information on an idling



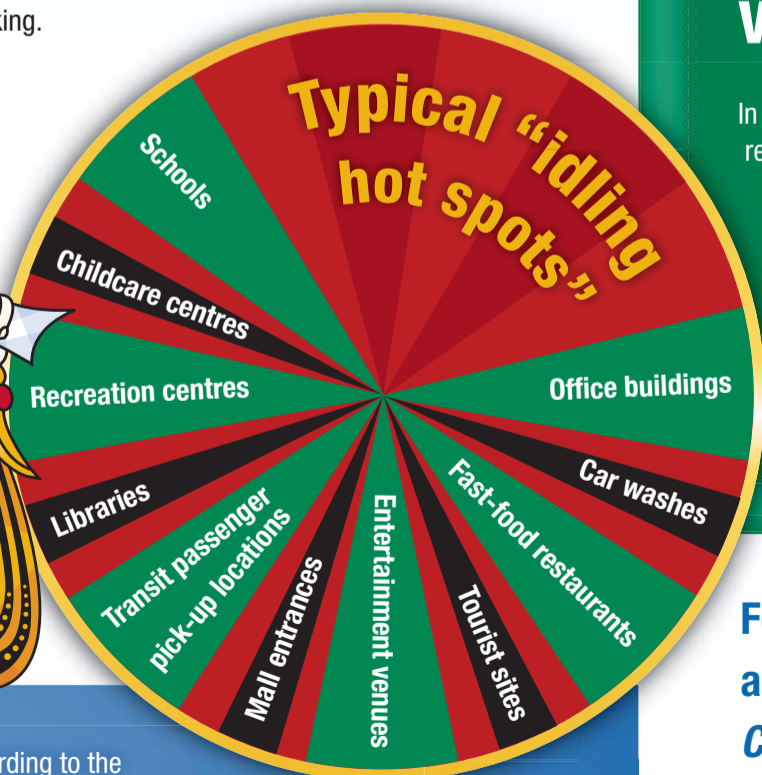
problem, providing details on the infraction, location and vehicle licence plate. However, some communities report that it is difficult to take legal action on the basis of complaints, especially if the offender has stopped idling or left the scene. More likely, an enforcement officer will issue a warning. Some municipalities believe warnings deter idling by individual drivers and by fleet vehicle drivers, whose company receives a visit or notice about the problem.

Blitzing the problem

Seeking out idling drivers through a proactive, concentrated and short-term enforcement "blitz" gets media attention for the by-law and highlights its importance to the municipality. Blitzes can be held shortly after a new idling control by-law is enacted or as part of a general idle-free campaign at the beginning of the summer smog season.

In Ottawa, for example, school properties and other problem areas were targeted over the two-week Idling Control By-law Spring Campaign, beginning on Earth Day, April 22. "Enforcement of by-laws through seasonal blitzes is effective because it reaches those people who don't respond to education or who refuse to change," notes Birgit Isernhagen, Environmental Planner with the City of Ottawa.

In addition to blitzes, ongoing proactive enforcement is a longer-term deterrent that will reinforce the message that idling is not a gamble worth taking.



BEST OFFICERS FOR THE JOB According to the report, officers responsible for parking enforcement are best positioned to enforce idling control by-laws because they are already out on the streets, patrolling places where drivers are most likely to idle. It makes sense for officers to focus on idling "hot spots" that are most frequently identified in complaints or where idling has been known to happen.



VICTORIA

By-law status: Adopted January 2008

Idling time-limit: No more than three minutes in a 60-minute period

Fine: \$50

Enforcement: Complaint-driven

Education / media campaign: Yes



By-law status: (proposed: draft u

Idling time-limit: three minutes and in the city's centre regulations to enc

Fine: Not specifie

Enforcement: By

Education / media posted online for c

*Kingston's first anti-idling b

Victoria helps reduce em

In British Columbia, the City of Victoria's Environment & recommending that council proclaim an idling by-law. The motivation for the by-law came from residents complaining about days, commercial fleets, buses, taxis and trucks idling

Overall reaction to the by-law has been positive. "The idea is catching on. The City has adopted an i by idle-free stickers on City vehicles. As well, say drafting a by-law that focuses on going idle-free

For more information on enforcement aspects of successful idle-free by-laws, see *Cracking Down on Idling at idling*.





Zoning In –

Four More Canadian Cities Place Their Bets on Idling By-laws

Recently, Victoria, British Columbia; and Kingston, Hamilton and Ottawa, Ontario, joined almost 20 other Canadian municipalities by passing stand-alone idling by-laws. See how they compare!



INGSTON

Current: adopted 1992; under review*

Current: no more than applies only to vehicles; proposed: expands to compass entire city

in draft by-law

by-law enforcement

media campaign: Draft comment

by-law came into effect in 1997.



♠ HAMILTON

By-law status: Adopted 2007

Idling time-limit: Three or more consecutive minutes in a 60-minute period

Fine: Maximum fine: up to \$5,000*

Enforcement: Police or municipal by-law enforcement officer

Education / media campaign: Yes

*No one has been fined under the by-law yet, due to the absence of an enforcement officer.



♥ OTTAWA

By-law status: Adopted 2007

Idling time-limit: Three or more consecutive minutes in a 60-minute period

Fine: \$100

Enforcement: By-law and parking enforcement officers and complaint-driven

Education / media campaign: Yes

Idling now a capital offence

In the nation's capital of Ottawa, the idle-free campaign has been reducing greenhouse gas emissions and protecting the environment since 2003. In September 2007, the City went one step further and enacted its idling control by-law. To support awareness of the new by-law, the City held a media launch and gave out warnings – mock tickets that looked real but included information about the by-law, instead of a fine. Enforcement began January 1, 2008.

Birgit Isernhagen, City of Ottawa Environmental Planner, says, "So far, the experience has been great, with a positive public response. As soon as you understand the issue, you are empowered because it's such an easy thing to do: turning off your vehicle."

Missions

Shoreline Advisory Committee got the ball rolling by Forrest Smith, a member of the committee, says the complaining about air quality during cruise ship visits. On calm days in the harbour were particularly problematic.

"People want to do the right thing," says Smith. Internal policy for its vehicles – supported by Smith, the Capital Regional District is as a health protection measure.

ent and other by-laws, check out idling.gc.ca.



Did You Know?

The current and previous issues of the *Idle-Free Zone* newsletter can be found at idling.gc.ca.

Continued from page 1

Casino Nova Scotia Bets on a GREEN FUTURE

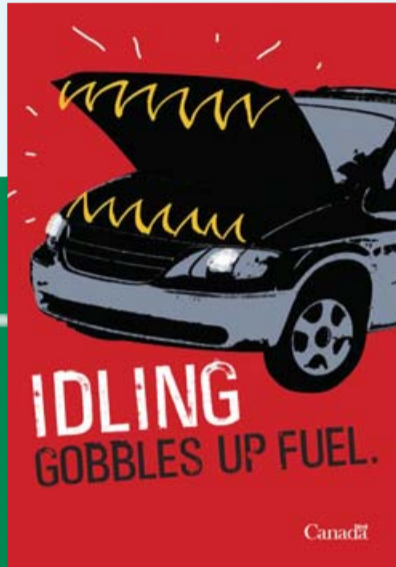
The idle-free signs are just one of several cards played by Casino Nova Scotia. At the “front of the house,” idle-free brochures are available to guests and bus drivers. The casino is working on informing bus drivers in writing of the idle-free initiative. “We’ve begun to greet bus groups inside, and most drivers are getting used to the idea of shutting down their engines,” says Buckland.

At the “back of the house,” casino staff received an idling-reduction brochure (provided by Natural Resources Canada) and a copy of the employee newsletter that was specific to the idle-free initiative.

The corporation plans to continue dealing its winning hand by sharing other great green ideas and promoting energy awareness among staff. To date, staff and customer feedback has been positive and bodes well for the success of future green initiatives at Casino Nova Scotia.

Quick Fact

For the average vehicle with a three-litre engine, every 10 minutes of idling costs over one quarter of a litre (over 1 cup) in wasted fuel. Keep in mind that every litre of gasoline you use produces 2.3 kilograms of carbon dioxide.



Did You Know?

Idling gets you nowhere – and it can be costly. Excessive idling wastes a significant amount of fuel and money and generates needless greenhouse gas emissions. If drivers of light-duty vehicles avoided idling by just three minutes a day, over the year Canadians collectively would save 630 million litres (L) of fuel and 1.4 million tonnes of carbon dioxide emissions – and \$630 million in fuel costs (assuming a fuel cost of \$1/L). That’s the equivalent of taking 320 000 cars off the road!



Big Payout for St. Catharines’ Idle-Free Campaign

It’s “all in” when it comes to going idle-free in St. Catharines, Ontario. Since 2005, the City has worked tirelessly to get the idle-free message out to its residents and visitors. After the City’s Transportation and Environmental Services Department undertook a vehicle-idling survey to identify idling hot spots, staff quickly designated 25 “Idle-Free Zones” across the city.

One of the major hot spots was the Welland Ship Canal crossing, where dozens of waiting vehicles can be found idling while they wait for ships to pass. “We knew that at locations like the canal, where drivers have to wait for up to 20 minutes, we had a great opportunity to reach hundreds of vehicles with the idle-free message,” says Mark Green, Manager of Environmental Services.

As in many other municipalities, schools were identified as another major hot spot during morning drop-off and afternoon pick-up times. With the cooperation of the two schools boards in the city, no-idling signs were installed at 54 schools. Moreover, brochures drawing attention to the environmental and health impacts of idling were distributed to the parents of 20 000 students. “Focusing the message on children’s health gets parents thinking about the impacts of idling on a personal level,” notes Green.

In anticipation of the idle-free campaign, the City started monitoring vehicle idling at schools in 2002. Post-campaign monitoring was completed in 2007. Green explains that the City compared idling frequency with idling duration to determine if a

behavioural change in the drivers could be detected. “The results show that the frequency of idling was reduced by half and that the average idling time was reduced by approximately three minutes.”

With a new idling control by-law coming into effect this year, St. Catharines’ residents can wager that idling will continue to decrease across the City.

PLAYING THEIR CARDS RIGHT!

The results of St. Catharines’ idle-free campaign are in. The verdict? A clear winner!

Idling before the education campaign (2002–2005)

- 3803 cars were monitored
- 45 percent of vehicles idled for an average of 5 minutes and 15 seconds

Idling after the education campaign (2007)

- 3340 cars were monitored
- 23 percent of vehicles idled for an average of 1 minute and 54 seconds

A clear winner!





GAMBLING WITH AIR QUALITY?

Not at New Brunswick Schools!

Visit any public school in New Brunswick and, chances are, you won't see a single school bus idling. Students, teachers, parents and bus drivers are breathing easy, thanks to almost 10 years of dedicated work by the New Brunswick Lung Association and with support from the provincial departments of Education and Health and from Environment Canada and Natural Resources Canada. In 2005, the New Brunswick Department of Education introduced the first provincial school bus no-idling policy in Canada.

Started under the umbrella of the Healthy School Program, the no-idling policy came out of a desire for a healthier environment at schools. "School bus idling was identified as a main program goal early on," says Alison Howells, former Director of Environmental Initiatives, New Brunswick Lung Association.

School buses are typically diesel powered and have significant criteria air contaminant emissions (directly responsible for poor air quality). Health concerns were

voiced largely by school staff, who were aware of the fumes from school buses entering their classrooms or lingering in the schoolyard.

Howells says that frank conversations about the myths and facts surrounding idling were integral to the success of the initiative. "Concerns about windows frosting up, safety lights not working and children being cold were raised," she explains. "But once we addressed those concerns and dispelled the myths about idling, we were able to move forward."

As well, direct contact with school bus drivers was essential to achieving driver buy-in. Materials such as window decals on buses and no-idling signs supported the initiative.

So far the policy has received accolades from teachers and parents. Few instances of idling get reported, and schools have been staying on top of offenders. The policy has even had the added benefits of lessening noise

pollution and sparing teachers' lungs in another way. "Teachers no longer have to yell over the roar of idling buses when children are entering and exiting the bus," notes Howells.

What began as a pilot project in one school district soon expanded to other school districts and ultimately grew to full province-wide roll-out, affecting about 1200 school buses.

Eager to share its experiences with school districts and governments across the country, the New Brunswick Lung Association prepared a manual on how to implement an idle-free policy.

Is your school waiting to exhale? Find out how your kids can have healthier schools, with *A Guide to Implementation and Maintenance of a School Bus No-Idling Policy*, available at idling.gc.ca. Or for more information, contact the New Brunswick Lung Association at 506-455-8961.

It Isn't Easy Being Green

Only 16 of Canada's 27 biggest cities got a passing grade in the first annual *GreenApple Canada 2007 SMART Transportation Ranking Report*. The report ranked Canada's 27 largest metropolitan areas in terms of the following:

- Transportation policy (public transit infrastructure and ridership)
- Environmental measures, such as ozone and carbon dioxide emissions levels
- Public policies, such as idling control by-laws and trip-reduction programs
- Technology adaptation, such as the number of hybrid or alternative fuel vehicles (in public transit and municipal fleets)

The ranking was based on 17 indicators created by a panel of experts provided by the Sauder School of Business at the University of British Columbia. The panel identified ideal targets for each indicator, including "100 percent of the city population subject to an idling control by-law within 10 years." Hamilton was closest to achieving this ideal target, with 97 percent of the metropolitan population being subject to idle-free by-laws.

In the scoring, indicators were given a weighting of 1, 2 or 3, with 3 being the most significant. Idling by-laws received a weighting of 1; carbon dioxide emissions per capita received a 3.

Cities without an idling by-law could increase their score out of 100 by approximately three points by enacting and enforcing such a by-law.

The top-four ranked cities were Victoria, British Columbia; Vancouver, British Columbia; Ottawa-Gatineau, Ontario-Quebec; and Winnipeg, Manitoba. But even these green leaders did not get above a "B" grade by the experts, indicating there is still a way to go.

GreenApple SMART Transportation Policy Indicators

Indicator Data	
Air Quality	
CO ₂ from retail fuel sales per capita, tonnes (2005)	
Median of daily maximum observed CO ₂ , parts per million (2005)	
Median of daily maximum observed O ₂ , parts per billion (2005)	
Registered vehicles per capita (2005)	
Public Policy	
% population living in municipality with anti-idling by-law (2007)	
% housing starts in row and apartment units (2006)	
Trip reduction programs, employees of CMA's major city: discounted bus pass. (June 2007)	
Provincial incentives/credits to buy 2007 hybrid automobile instead of gasoline model (August 2007)	
Transportation Policy	
Housing stock % row and apartment (2001)	
Annual public transit regular revenue KMs travelled per capita, 000s (2005)	
% labour force walking, bicycling or taking public transit to work (2001)	
Free transit in the core? (June 2007)	
Population-weighted monthly adult transit pass cost (2007) * 12 / Median household income (2005)	
% of labour force holding employer-issued transit passes (December 2006)	
Technology Adoption	
% transit fleet using AFV (March 2007)	
No. hybrid or AFV taxis / Total No. of Taxis. (2007)	
% municipal road fleet using AFV (12/31/2006)	

(Data used by permission from Appleton Foundation.)

GreenApple SMART Transportation Ranking of the Census Metropolitan Areas

Rank	Census Metropolitan Area	Normalized Score
1	Victoria (B.C.)	78
2	Vancouver (B.C.)	74
3	Ottawa-Gatineau (Ont. - Que.)	71
4	Winnipeg (Man.)	69
5	Montreal (Que.)	68
6	Toronto GTA (Ont.)	68
7	Sherbrooke (Que.)	60
8	Hamilton (Ont.)	60
9	Québec (Que.)	59
10	Kingston (Ont.)	58
11	Halifax (N.S.)	56
12	London (Ont.)	56
13	Saguenay (Que.)	54
14	Abbotsford (B.C.)	53
15	Kelowna (B.C.)	53
16	Kitchener (Ont.)	50
17	Calgary (Alta.)	50
18	Windsor (Ont.)	48
19	Edmonton (Alta.)	47
20	Saskatoon (Sask.)	46
21	Regina (Sask.)	46
22	Oshawa (Ont.)	46
23	St. Catharines-Niagara (Ont.)	44
24	Barrie (Ont.)	42
25	Moncton (N.B.)	42
26	Greater Sudbury (Ont.)	41
27	St. John's (N.L.)	40

B
still a long way to go!

For more information or to download a copy of the report, visit www.appletonfoundation.org/greenapple.htm.





British Columbia's One-of-a-Kind Idle-Free Clearinghouse

STOP IDLING
Prevent Exhaustion
Fraser Basin Council www.idlefreebc.ca BC Climate Exchange

"In British Columbia, idle-free is finally catching on," says Elizabeth Henry, Program Coordinator for Idle-Free BC, an initiative led by the Fraser Basin Council. Since 2005, Idle-Free BC has been the key idle-free resource for the province. The ongoing public attention toward climate change, Henry suggests, has coincided with a growing interest in going idle-free.

Rather than implementing programs directly, Idle-Free BC provides resources, workshops and guidance for municipalities, schools, businesses, vehicle fleets and other organizations to implement their own idling-reduction programs. The program's Web site provides a wealth of information, such as case studies, by-law and policy examples, and promotional materials that can be customized.

Henry says that Idle-free BC has had tremendous reach with its resource packages. "Having a central hub like

Idle-Free BC is an effective model that has allowed us to reach thousands of individuals and organizations through our information packages and other resources." She suggests that this type of model could prove effective for other environmental campaigns as well.

With the increasing popularity of idle-free programs, Idle-Free BC represents an excellent resource that municipalities and others can tap into. "Implementing an idle-free campaign is a first action toward reducing greenhouse gas emissions that doesn't require huge infrastructure changes," notes Henry. "As popular as the resources and workshops are, if you're going to change behaviour, there has to be constant reinforcement. Signs and brochures are not enough."

To find out more about Idle-Free BC, visit

www.idlefreebc.ca

Stinkbusters!

Who You Gonna Call in Hamilton?

The City of Hamilton, Ontario, has been educating its staff and citizens about the importance of reduced idling since 2006. The citywide campaign, called "Idling Stinks," is delivered by Green Venture. It was an important stepping stone to the City's idling control by-law, which was enacted in May 2007.

The City decided to tackle the idling issue by focusing on individual behaviours. "People still see industry as the main source of air pollutants," says Brian Montgomery, Hamilton's Air Quality Coordinator. "But based on our research, it's actually transportation, through vehicle pollutants, that is a big part of the problem." The City's research also showed that pollutants were greater around schools, frequently from diesel-powered school buses idling in the parking lot. So the "stinkbusters" at Green Venture started with a school campaign.

Armed with educational materials and a brightly coloured vest, Thom Oommen, with Green Venture, took to the schoolyard. With a crew of volunteers at his side, Oommen got up close and personal with drivers waiting to pick up children at school. Handing out mock tickets that explain the idling by-law allowed his crew the opportunity to speak directly with parents. Hundreds of drivers agreed to commit to not idling and to place an idle-free decal on their windshield as a show of support.

Oommen says that in addition to talking with drivers, Green Venture also gave presentations and performed at several schools. "If you can get the kids into it, they'll go home and tell their parents about it," says Oommen. A great way to spread the idle-free message!

Not wanting to limit their reach to schools, Hamilton and Green Venture engaged fleets as well. Montgomery found that direct communication about the campaign and the City's by-law with the trucking industry was imperative.

Two Fuel Management 101 workshops, hosted by Green Venture and delivered by Natural Resources Canada staff, were well attended and received positive feedback. With an understanding that being idle-free saves money, fleet managers and drivers have become more supportive of the by-law.

This year's campaign will expand to include more community groups, business improvement areas and universities. "The key is finding the champions within each organization and group," says Montgomery. "Without internal leadership, it is difficult to promote change from outside an organization."

Even with education campaigns and new by-laws, cities like Hamilton will continue to be challenged by other

contributors to idling, such as urban sprawl and car-centred neighbourhoods. Addressing these questions may be part of a longer-term solution, but for now Oommen and his band of volunteers will continue to do what they can to curb idling in Hamilton. "Most people know it's right to turn off their engine," he says. "We're just here to remind them."

For more information about Hamilton's idle-free campaign, contact Paul Barrett, Green Venture, at air@greenventure.ca. For information about the City's by-law, contact Brian Montgomery at bmontgom@hamilton.ca.

When asked what lessons he would impart to other municipalities considering similar programs, Oommen provided the following advice:

- ★ **Be confident. Don't be afraid to talk to drivers. Approaching them in person is the best way to engage them.**
- ★ **Talk directly to drivers. It engages them in a different way and gives them the opportunity to ask questions.**
- ★ **Be creative. Think of new ways to grab media attention.**
- ★ **Look at what has worked in other communities and don't be afraid to repeat something that has worked.**
- ★ **Use Natural Resources Canada's resources. Everything you need to run a successful campaign is on the Web site.**
- ★ **Talk to others who have done campaigns. Find out what has worked and what hasn't.**
- ★ **Even if you don't have the support of your city, go out anyway and make displays or do whatever you can within your budget.**
- ★ **Include fleets and demonstrate cost savings achieved by not idling.**
- ★ **Get your city to lead by example.**

