

Zone Web Site News Remodelled Site Now Easier to Use

No one can accuse the Idle-Free Zone Webmaster of idling.

Based on feedback from users, work is underway to revamp the site to improve navigation and make it easier to download materials. Recent improvements to the site include the following:

- More user-friendly grouping of tools - including brochures, graphics and reports - in the Anti-Idling Tool Kit.
- Grouping of anti-idling campaign materials by campaign proponent (e.g. City of Mississauga, Ontario) so users can download and replicate entire suites of tools produced by others and avoid having to develop materials from scratch.
- Clearer instructions on how to download graphics and materials, including new download options - ranging from "low quality" output suitable for home or small business publishing to "high quality" for professional printing or use of graphics.

"We are aware that launching public awareness projects can be costly, so we're striving to make it as easy as possible for site users to benefit from the work done and lessons learned by others," says Catherine Ray, senior program manager with Natural Resources Canada. "We will be updating the site every four months to reflect the different anti-idling activities occurring in Canada and outside the country."



Being idle-free is just one great action we can take on the road to total vehicle efficiency. For more information and helpful hints on other actions like proper tire inflation and maintenance, and on buying a fuel-efficient vehicle, visit the Transportation Program's Web site at oee.nrcan.gc.ca/vehicles



Anti-Idling Campaign Boosts Ottawa's Environmental Plans

The City of Ottawa, Ontario, has launched a two-pronged campaign to reduce idling in the nation's capital. The anti-idling campaign is a key initiative under Ottawa's *Air Quality and Climate Change Plan*, which supports the City's overall Environmental Strategy.

The first phase of the anti-idling campaign, initiated last June, focused on City employees and facilities, with a new anti-idling policy affecting all City-owned vehicles, including buses. According to campaign coordinator Birgit Isernhagen, "The idea was for the City to get our own house in order first, before reaching out to the public."



The public outreach portion of the campaign was unveiled in fall 2003. It consisted of a comprehensive public education initiative along with personal contact with drivers at a wide range of community locations, including schools, libraries, arenas and park-and-ride facilities. An employee-based group, Keen to be Green, and Friends of the Earth provided the campaign with volunteer "people power" to spread the word about the benefits of not idling throughout the community.

Early reaction to the campaign has been positive. "I've seen the change happening with people - colleagues and the public alike - as they turn their engines off when parked. It's very rewarding that our efforts are making a difference," says Isernhagen.

To download tools from Ottawa's campaign, visit oee.nrcan.gc.ca/idling.

Ottawa

Idling
gets you nowhere.
Turn it off!
Turn your engine off if you are going to be stopped for more than 10 seconds, except in traffic.
Stop Idling!

Canada

Le ralenti
ne vous mène nulle part.
Arrêtez votre moteur!
Coupez le moteur si vous prévoyez être arrêté pendant plus de 10 secondes, sauf dans la circulation.
Cessons le ralenti!

ottawa.ca 580-2400

"ZONING IN" ... South of the Border

Anti-idling advocates in the United States are now zoning in to the Idle-Free message and approaches. Here's what our American neighbours are saying about the Idle-Free Zone Web site:

- "At the Oregon Department of Environmental Quality we love to dare to be similar and we're always looking for effective pollution prevention programs that we can replicate. The successful, pioneering work by Natural Resources Canada has inspired us to create anti-idling pilot projects we're implementing in Oregon and Washington. The Idle-Free Zone Web site has been a highly valuable resource for ideas and information." Marcia Danab, Office of Communications and Outreach, Oregon Department of Environmental Quality
- "What I like about the Canadian Web site is that it applies to gasoline as well as diesel, to individuals as well as businesses." Sally Bosman, Department of Environmental Health, City of Denver
- "The Idle-Free Zone Web site is a great collection of useful resources. The background research and tool kit will be very helpful as we develop a plan to further reduce air pollution here in Minnesota." Jeff Ledermann, Minnesota Office of Environmental Assistance

Leading Canadians to Energy Efficiency at Home, at Work and on the Road

The Office of Energy Efficiency of Natural Resources Canada strengthens and expands Canada's commitment to energy efficiency in order to help address the challenges of climate change.

Some of the documents shown have not been produced by the Government of Canada and are not available in both official languages.

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Municipalities Key to National Anti-Idling Drive



Increasingly, Canadian municipalities are getting into the driver's seat to take action against unnecessary vehicle idling.

While idling might seem like a small annoyance in the bigger picture of local environmental problems, this bad habit is costing us millions of dollars a year in wasted fuel, producing unnecessary pollution and contributing to problems such as climate change and smog. What's more, it's needlessly affecting community health, particularly for our children, senior citizens and people with respiratory problems.

To help municipalities and community groups take action to kick the idling habit, Natural Resources Canada's Office of Energy Efficiency launched a national Idle-Free campaign in 2001. The centrepiece of the campaign is the Idle-Free Zone Web site, offering information, materials and tools that local communities can customize to design and roll out their own anti-idling campaigns.

According to John Efford, Minister, Natural Resources Canada, the purpose of the campaign is clear. "Everything we do, large or small, to cut greenhouse gas emissions is an important part of the answer to climate change. That's what our Idle-Free campaign is all about - helping municipalities and individual Canadians take action at the local level. I hope communities across the country will join this growing and successful campaign."



Did You Know...?
If every driver of a light-duty vehicle in Canada reduced their vehicle idling by **5 MINUTES** every day of the year, we could prevent more than two million tonnes of carbon dioxide from entering the atmosphere. This is the same as removing over 350 000 cars from the road for one year.



Sherbrooke Seeks Anti-Idling... (see story on p. 3)

In This Issue... Spotlight on Municipal Action

Popular with residents, anti-idling campaigns offer many benefits to municipalities. This issue profiles the continuing efforts of Canadian municipalities to be idle-free. For those communities that have yet to take action on unnecessary vehicle idling, we encourage you to join the growing national anti-idling drive, drawing on the many resources and free, ready-to-use tools on the Idle-Free Zone Web site at oee.nrcan.gc.ca/idling.

Momentum Builds

The Idle-Free Zone Web site is a resource that has given many Canadian municipalities the opportunity to launch their own anti-idling campaigns. Most recently, the Greater Toronto Area (GTA), Ontario, rolled out the GTA Idle-Free campaign, which involved 18 participating municipalities with a combined population of over 5 million residents. This is the largest regional anti-idling campaign undertaken in Canada.

Similar regional or municipal campaigns have also been recently unveiled in Calgary and Edmonton, Alberta; Ottawa, Ontario; and Sherbrooke, Quebec. Municipally led campaigns are now in the planning stages in Greater Vancouver, British Columbia; the Halifax Regional Municipality, Nova Scotia; and Québec, Quebec. Scores of community groups - in all parts of the country, including as far north as Yellowknife, Northwest Territories - and industry groups, such as the Canadian Petroleum Products Institute (CPPI), have also carried out anti-idling initiatives.

National Anti-Idling Drive in Full Gear...

More Canadian communities roll out "Idle-Free" campaigns

Don't idle your vehicle!
Breathe easier.

Canada



Ambassadors for the Greenest City – East Toronto Climate Change Action Groups Cameron Tingley and Mary-Margaret McMahon were two of 300 volunteers who participated in the Greater Toronto Area (GTA)-wide anti-idling campaign this June.

Greater Toronto Area Campaign Calls on 5 Million Residents to "Turn it Off!"

Chances are that if you were in the Greater Toronto Area (GTA) this past June, you would have seen or heard about Canada's largest campaign to date to reduce vehicle idling.

The GTA Idle-Free campaign was rolled out across southern Ontario by 18 municipalities and regions – with a combined population approaching 5 million – that work together on air quality issues through the GTA Clean Air Council. Other key campaign partners included Natural Resources Canada, GO Transit, the Canadian Petroleum Products Institute and Greenest City, a local environmental group that coordinated the involvement of over 170 volunteer "Idle-Free Ambassadors." The overall goal of the campaign was to get motorists to turn their engines off when parked or stopped for more than 10 seconds, except in traffic.

The month-long campaign featured a broad region-wide public education program, using radio and newspaper advertising, transit posters, highway message signs, banners and media events to raise awareness about idling. Coupled with this were visits by "Idle-Free Ambassadors" to area schools, GO Transit stations and over 60 participating gas stations to seek commitments from drivers to avoid unnecessary idling.

The Idle-Free campaign was the featured community engagement tool of the fourth annual Smog Summit – an important annual intergovernmental initiative to address air pollution in the GTA through collaborative action and citizen engagement.

To read the comprehensive *GTA Idle-Free Campaign Final Report* or download copies of campaign materials, visit oee.nrcan.gc.ca/idling.



Toronto Councillor and Chair of the Toronto Atmospheric Fund David Soknacki told reporters at the GTA press conference at CNE Stadium this summer that "idling is one environmental problem that is easy to fix – all it takes is the turn of a key."

Many Resources Are Available to Help Municipalities Get Started

In addition to the many benefits of initiating an anti-idling campaign, the good news for municipalities is that the Idle-Free Zone Web site provides a strong foundation for developing and implementing a campaign. As Brenda Sakaue of the City of Mississauga, Ontario, notes, "We adopted many of the approaches and tools for use in Mississauga's campaign. The key is to customize the materials for local use."

Catherine Ray, senior program manager with Natural Resources Canada, says, "We're thrilled with the response to our Web resource so far. We're hearing that municipalities and community groups throughout Canada are using the approaches and tools as a starting point for their campaigns. This is exactly what we hoped would happen."



Mississauga's municipally led anti-idling campaign and ecoPerth both won silver awards in the climate change category of *Canadian Geographic's* prestigious Canadian Environment Awards. Bob Argue of ecoPerth and Brenda Sakaue of Mississauga receive their awards from Environment Minister David Anderson and Tim Faithfull, President and CEO of Shell Canada.

The Idle-Free Zone

"One-stop shopping" for municipalities on the topic of vehicle idling

- Free, downloadable tools, graphics and materials (posters, brochures, decals, calculators, fact sheets, etc.) – just download, add your logo and print
- Extensive facts, figures and research on idling, including why, when, where and who idles
- Tried and tested approaches to help you put a halt to needless idling in your municipality
- Latest information on anti-idling campaigns and initiatives across Canada
- Tips from campaign organizers, including the Top Ten tips for communities that are developing and implementing anti-idling campaigns

oee.nrcan.gc.ca/idling

Diverse Partners Join Forces to Launch Alberta Campaign



President and CEO of Climate Change Central Allan Amey speaks at a news conference in Calgary.

A "rich, diverse" group of partners has joined to encourage Albertans to reduce idling. Climate Change Central, Natural Resources Canada, the Sierra Club of Canada – Prairie Chapter, the Canadian Petroleum Products Institute and the Alberta Motor Association share a common goal: to get motorists to turn off their engines when parked or stopped for more than 10 seconds, except in traffic.

The month-long "Alberta Reduce Idling Campaign" included public awareness advertising and events at schools and gas stations to directly engage drivers. Furthermore, the cities of Edmonton and Calgary, the Calgary Health Region, Alberta Environment and Alberta Transportation supported the campaign by rolling out their own initiatives to curb idling.

Lorne Taylor, Alberta's Minister of the Environment and co-chair of Climate Change Central, kicked off the campaign at a south Edmonton elementary school in mid-September 2003, urging drivers to switch off their engines while waiting in their vehicles. "Vehicle idling is tough on the environment, on Albertans' health and on our vehicles, so it makes good sense environmentally and economically to start changing this driving habit," he said.



Catherine Ray, a senior program manager with Natural Resources Canada's Office of Energy Efficiency, and Lorne Taylor Alberta's Minister of the Environment and co-chair of the Climate Change Central speak at a news conference in Edmonton.

What excited Paul Hunt of Climate Change Central most about the campaign is the partnership that drove it. Hunt enthused that the initiative "brought together a rich, diverse set of partners from government, industry and the community – which we hope will provide a model for future collaborations on other issues."

To download materials from Alberta's campaign, visit oee.nrcan.gc.ca/idling.

Thoughts From GTA Idle-Free Campaign Partners

- "Idling cars are super-polluters that emit twice the exhaust fumes as moving cars do. Air quality is getting worse every year, and with increasing numbers of smog days, just breathing becomes a health risk."
Eva Ligeti, Executive Director, The Clean Air Partnership
- "The ... campaign was a great initiative that brought together organizations such as the Canadian Petroleum Products Institute, The Clean Air Partnership, communities and governments in a partnership to engage consumers in taking action that will improve the environment."
Bob Clapp, Vice-President, Canadian Petroleum Products Institute



From left to right, Guy Fouquet, President, Fondation estrienne en environnement; Eric Y. Richer, Program Manager, Natural Resources Canada's Office of Energy Efficiency; Jean-Guy Dépot, President, CREE; Jean Perrault, Mayor of Sherbrooke; and Douglas Labelle, l'Agence de l'efficacité énergétique du Québec at the launch of the anti-idling campaign in Sherbrooke.

Sherbrooke Seeks Anti-Idling Pledges From Drivers

"Stop your engines" was the rallying cry in Sherbrooke, Quebec, this fall as the city launched a campaign to get at least 10 000 drivers to pledge to reduce idling.

In partnership with the Government of Canada and the Conseil régional de l'environnement de l'Estrie (CREE), the City of Sherbrooke's campaign was designed to raise awareness about idling's impact on the environment, residents' health and vehicle performance.

According to Valérie Nantais-Martin of CREE, "Not only does our campaign encourage others toward more environmentally sustainable behaviour, but it helps people understand how the little things we do can have an impact on the environment and human health. This fits perfectly with the objectives of CREE, which are to promote energy conservation and environmental improvement within a framework of sustainable development."

The campaign featured teams of "ambassadors" who spoke with drivers at public events about the importance of changing driving habits and the common misperceptions about idling. Drivers were given unique information pamphlets, including a sticker for the motorist to sign and post on his or her vehicle's front window as a pledge to avoid idling.

To download a copy of Sherbrooke's anti-idling pledge package, go to oee.nrcan.gc.ca/idling.

Why Launch an Anti-Idling Campaign in Your Municipality?

There are multiple benefits and reasons for a municipality to take action against unnecessary vehicle idling:

- With strong public support for action to reduce idling, the campaign is a terrific community-based environmental improvement initiative, one that is of considerable interest to local media.
- Idling is the perfect issue for municipalities to demonstrate municipal leadership.
- Vehicle idling is one environmental problem that can be addressed with relative ease – all it takes is the turn of a key.
- Showing progress on issues like idling can also open doors for more basic changes needed to address climate change and air quality issues in the future.
- Idle-Free campaigns are a great way to kick-start or enhance environmental or local action plans.
- Because idling is of such widespread interest and happens in multiple settings throughout the community, an anti-idling campaign is often most effectively implemented through creative, mutually beneficial partnerships.

