

File No.: 04-1000-20-2017-496

January 18, 2018

s.22(1)

Dear s.22(1)

Re: Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")

I am responding to your request of December 1, 2017 for:

Records pertaining to enforcement and education of the City of Vancouver Motor Vehicle Noise and Emission Abatement By-law 9344

1. A description of how Parking Enforcement conducts enforcement for this by-law; i.e. walking beat, bike patrols;
2. The number of citations or penalties that have been issued per year from January 1, 2014 to December 6, 2017;
3. Information on what measures the City has taken to implement public education related to By-law 9344; for example:
 - a) Awareness Campaign documentation;
 - b) installation of restricted idling traffic signs;
 - c) City webpage explaining By-law 9344 and the benefits in complying with it;
 - d) hard copy printed materials offered on the by-law to the general public and from what outlets - i.e., specific City Offices, Libraries.

All responsive records are attached. Some information in the records has been severed, (blacked out), under s.22(1) of the Act. You can read or download this section here: http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00

In addition to the attached records, City staff from Sustainability and Parking Enforcement provided information specific to your request.

In regards to your first point, Parking Enforcement Officers are deployed in vehicles, on bikes, and on foot. While Officers will enforce this bylaw on their own on routine patrol, in most cases, they respond to complaints/requests from the public. All Officers are responsible for enforcing this by-law; however, as they are more mobile, vehicles are utilized to respond to

complaints. The City received 76 requests for the enforcement of the Anti-Idling By-law in 2016 and 119 requests so far this year.

Regarding your second point, there were 323 tickets for Anti-Idling during the specified period:

- 2014: 68 tickets
- 2015: 89 tickets
- 2016: 77 tickets
- 2017: 89 tickets (up to Dec 6)

Bylaw #9344 also includes other noise-related sections pertaining to vehicles, such as alarm noise. An additional 74 tickets were issued for those sections, most of which would have been written by the Vancouver Police Department.

Lastly, additional materials regarding your third point can be found on the City's website at the following locations:

- Idling Regulations: <http://vancouver.ca/streets-transportation/idling.aspx>
- 2006 Anti-Idling Council Report: <http://council.vancouver.ca/20060718/tt20060718.htm>

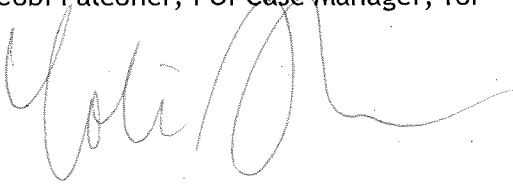
Under section 52 of the Act you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your request. The Act allows you 30 business days from the date you receive this notice to request a review by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number assigned to your request (#04-1000-20-2017-496); 2) a copy of this letter; 3) a copy of your original request for information sent to the City of Vancouver; and 4) detailed reasons or grounds on which you are seeking the review.

Please do not hesitate to contact the Freedom of Information Office at foi@vancouver.ca if you have any questions.

Yours truly,

Cobi Falconer, FOI Case Manager, for

A handwritten signature in black ink, appearing to read 'Cobi Falconer', written over the typed name.

Barbara J. Van Fraassen, BA
Director, Access to Information & Privacy

Barbara.vanfraassen@vancouver.ca
453 W. 12th Avenue Vancouver BC V5Y 1V4
Phone: 604.873.7999
Fax: 604.873.7419

Encl.

:kt

Motor Vehicle Noise and Emission Abatement Bylaw

City Sustainability Group
July 18, 2006



CITY OF VANCOUVER

The logo for "oneday..." featuring a green square icon followed by the text "oneday..." in a bold, sans-serif font, where "oneday" is black and "..." is green.

What?

- expand the prohibition on unnecessary idling to apply to all vehicles



Bylaw + education = less idling

- = less greenhouse gas emissions
- = less air pollution and related health problems
- = less vehicle noise

- + unattended vehicle provisions
- = less vehicle theft





oneday...

onedayvancouver.ca

Vancouver will be the
healthiest, cleanest,
greenest city in the world.

- Individual action and small steps
- Personal motivations and community vision
- 10 seconds of idling uses more gas than re-starting your engine
- Best way to warm up an engine is to drive
- Restarting an engine has little impact on engine components



CITY OF VANCOUVER

oneday...

Education

- Partnered with Natural Resources Canada and Better Environmentally Sound Transportation
- High School Champions – 2005/2006
- Elementary Schools – Fall 2006
- Fleets and Employers - 28 organisations conducted idle-free campaigns (2005/2006)
- Street signage (summer 2006)
- Media campaigns – spring and fall 2006



Consultation

- Public
- Fleet operators
- BC Trucking Association
- Vancouver Taxi Association





Thank you

Questions?



CITY OF VANCOUVER

 **oneday...**



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Jack Crockett, President
Aero Garment Limited
333 Woodland Dr
Vancouver, BC V5L 3P6

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

Would you be interested in saving money and improving the environment plus being recognized as a corporate community leader?

Vancouver is ranked as one of the most liveable cities in the world. Our natural environment is one of the key factors that both residents and visitors both rate as a key reason for this success. However, each year vehicles left idling unnecessarily are producing thousands of tonnes of pollution and are costing us millions of dollars in wasted fuel.

With support from Natural Resources Canada (NRCan), the City of Vancouver has launched the **Be Idle Free** program. We are working with Better Environmentally Sound Transportation (BEST) to deliver this program to companies and schools in Vancouver.

At no cost to you, BEST will help you develop an idling control program for you company that will help you:

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Vancouver encourages you to be a community leader and take part in the **Be Idle Free** campaign. Please contact BEST at 604.669.2860 to talk with a Be Idle Free program coordinator or send in the registration form included below. More information can be found at the www.idlefree.ca website.

Together with you, we can start taking simple steps to make Vancouver the cleanest, greenest, healthiest city in the world.

Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

DJM/djm

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Name: _____

Title: _____

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E-mail: _____

Number of Vehicles: _____ Number of Employees: _____

Please Return to:
It's Your Turn. Be Idle Free
c/o Better Environmentally Sound Transportation
822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Sandra Gooding
Allstream
2100- 401 West Georgia St
Vancouver, BC V6A 5A1

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Martina Page
ArcTeryx
2770 Bentall St.
Vancouver, BC V5M 4H4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Zarko Perko, Operations Manager
Atlas Courier
32 5th Ave West
Vancouver, BC V5Y 1H5

Dear Corporate Leader:

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Hilarie McMurray, Director of Environment
BC Federation of Labour
#200 5118 Joyce St.
Vancouver, BC V5R 4H1

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Bruce Sampson, Vice President, Sustainability
BC Hydro
10th Floor, 333 Dunsmuir St.
Vancouver, BC V6B 5R3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Margaret Chew
BC Liquor Distribution Branch
2625 Rupert Street
Vancouver, BC V5M 3T5

Dear Corporate Leader:

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Hugh Montley, Fleet Manager
BDC Courier Ltd.
Unit 120 - 6080 Russ Baker Way
Richmond, BC V7B 1B4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

R. Sahay, General Manager
Black Top & Checker Cabs
777 Pacific St.
Vancouver, BC V5K 1A1

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Title: _____

Phone: _____

E-mail: _____

Number of Vehicles: _____ Number of Employees: _____

Please Return to:
It's Your Turn. Be Idle Free
c/o Better Environmentally Sound Transportation
822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Guy McKay, Fleet Manager
Brink's Armoured Car Services
247 1st Avenue East
Vancouver, BC V5T 1A7

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

Would you be interested in saving money and improving the environment plus being recognized as a corporate community leader?

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Together with you, we can start taking simple steps to make Vancouver the cleanest, greenest, healthiest city in the world.

Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Fred Galbraith, Manager
Busters Towing
1410 Granville Street
Vancouver, BC V6Z 1N2

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Sandra Swanson, Payroll & Benefits Administrator
C A E Machinery Ltd
3550 Lougheed Hwy
Vancouver, BC V5M 2A3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Gavin Thompson
Canada Trust
8th Floor, 1055 Dunsmuir St
Vancouver, BC V7X 1P3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Marc Smith, Regional Demo & Special Events Coordinator
Capers Community Markets
2285 West 4th Avenue
Vancouver, BC V6K 1N9

Dear Corporate Leader:

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Marilyn Slade, Administrative Assistant
Carital Continuing Care Society
3050 Penticton St
Vancouver, BC V5M 4W2

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Jennifer Parkinson, Public Affairs Representative
Chevron Canada Ltd.
#1500 1050 West Pender St
Vancouver, BC V6E 3T4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Ed Elliott, General Operations Manager
Churchill Armoured Car Service
904 E Cordova Street
Vancouver, BC V6A1M6

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Elaine Taylor, Human Resources - EPP Administrator
CIBC Credit Card Services
2nd Floor, 1745 West 8th Ave
Vancouver, BC V6J 4T3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Andrew Morrison, Operations Manager
Citicourier International Group
Suite # 202 - 1090 Pender Street
Vancouver, BC V6E 2N7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Nelson Shaw, Operations Manager
City Core Messenger Services
1185 Grant Street
Vancouver, BC V6A 2J7

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Together with you, we can start taking simple steps to make Vancouver the cleanest, greenest, healthiest city in the world.

Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

DJM/djm

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Name: _____

Title: _____

Phone: _____

E-mail: _____

Number of Vehicles: _____ Number of Employees: _____

Please Return to:
It's Your Turn. Be Idle Free
c/o Better Environmentally Sound Transportation
822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Mike McCarthy, Owner
Connection Couriers
395 Alexander Street
Vancouver, BC V6A 1C4

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

Would you be interested in saving money and improving the environment plus being recognized as a corporate community leader?

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Tracey Axelsson, Executive Director
Co-operative Auto Network
#209 470 Granville St.
Vancouver, BC V6C 1V5

Dear Corporate Leader:

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

John Galley, General Manager
Corporate Couriers Ltd.
8350 Prince Edward Street
Vancouver, BC V5X 3R9

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Will Cook
Cromwell Restoration Ltd
2625 Skeena St
Vancouver, BC V5M 4T1

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Kevin Giles, Operations Manager
Danfoss Couriers
721 A Aldford Avenue
Delta, BC V3M 5P5

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Kaja Salovsky, Western Sales Coordinator & Administrator
DHL Express
303 Vernon Drive
Vancouver, BC V6A 3N3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Manfred Zein, General Manager
Drake Towing
1553 Powell Street
Vancouver, BC V5L 5C3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

William Chant, Office Manager
Fantastic-t Knitters Inc
1374 Venables St
Vancouver, BC V5L 2G4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Dave Hercun, Senior Manager
Federal Express
3151 Elmer Road
Richmond, BC V7B 1L8

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Eric Bjorklund, Owner
Flash Courier Services
1213 Frances Street
Vancouver, BC V6A 1Z4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Operations Manager
Glenayre Manufacturing Ltd.
1570 Kootenay Street
Vancouver, BC V5K 5B8

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Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

DJM/djm

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822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Kevin Kim, Owner
Global Shipdepot
2498 41st Avenue West
Vancouver, BC V6M 2A7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Darren Young, Operations Manager
Gray Line of Vancouver
255 - East 1 Street
Vancouver, BC V5T 1A7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Mathew Cookney, Head Shipper
Hallmark Poultry Processors
1756 Pandora St
Vancouver, BC V5L 1L9

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Nancy Korva, Purchasing Manager
Happy Planet Foods
1175 Union Street
Vancouver, BC V6A 2C7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Jon Djekic, Branch Manager
ICS Courier
1586 Rand
Vancouver, BC V6P 3G2

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Gary Mathies, President
Intercity Packers Ltd
1575 Kootenay St
Vancouver, BC V5K 4Y3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Jason Gregg, Human Resources
International Forest Products
Po Box 49114, Bentall Tower Four, 3500-1055 Dunsmuir St.
Vancouver, BC V7X 1H7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Joe Houssian, Chairman, President & CEO
Intrawest Corp
800-200 Burrard
Vancouver, BC V6Z 2G7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Glen Clarke, Executive Vice President
Jim Pattison Group
#1600 1055 W. Hastings
Vancouver, BC V6E 2H2

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Wendy Mackinson
Lakeview Care Centre
3490 Porter St
Vancouver, BC V5N 5W4

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Title: _____

Phone: _____

E-mail: _____

Number of Vehicles: _____ Number of Employees: _____

Please Return to:
It's Your Turn. Be Idle Free
c/o Better Environmentally Sound Transportation
822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Ray Strachan, Facilities and Parking
Langara College
100 West 49th Ave
Vancouver, BC V5Y 2Z6

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

Would you be interested in saving money and improving the environment plus being recognized as a corporate community leader?

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Together with you, we can start taking simple steps to make Vancouver the cleanest, greenest, healthiest city in the world.

Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Jahan Mohammed
Livingston International
#720 1140 West Pender St
Vancouver, BC V6E 4H5

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Gord Lay, Service Manager
Loomis Courier
303 Vernon Drive
Vancouver, BC V6A 3N3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Lee Bailey
Lower Mainland Publishing Group
3355 Grandview Hwy
Vancouver, BC V5M 1Z5

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Karolyn Bawugr, General Manager
MacLure's Cabs
1510 3rd Avenue West
Vancouver, BC V6J 1J7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Jim Ramsey, Shipping
McMillan J S Fisheries Ltd
2199 Commissioner St
Vancouver, BC V5L 5A9

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Leslie Hunter, Fuel Cell dept.
Methanex
1800 Waterfront Centre 200 Burrard Street
Vancouver, BC V6C 3M1

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Colin MaCrae, Corporate Communications
Microcell Telecommunications Inc.
#540 815 West Hastings St
Vancouver, BC V6C 1B4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Manager, Operations
Molson Canada
1550 Burrard Street
Vancouver, BC V6J 3G5

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Peter Warwick
Mount Saint Joseph Hospital
3080 Prince Edward Street
Vancouver, BC V5T 3N4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Denise Taschereau, Social and Environmental Responsibility Manager
Mountain Equipment Co-op
149 West 4th Ave.
Vancouver, BC V6J 1K1

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Together with you, we can start taking simple steps to make Vancouver the cleanest, greenest, healthiest city in the world.

Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

DJM/djm

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Title: _____

Phone: _____

E-mail: _____

Number of Vehicles: _____ Number of Employees: _____

Please Return to:
It's Your Turn. Be Idle Free
c/o Better Environmentally Sound Transportation
822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Tammy Shoaf, General Manager
MTS Logistics Ltd.
7125 Curragh Avenue
Burnaby, BC V5J 4V6

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Rob Safrata, CEO
Novex
Unit 2 - 3331 Viking Way
Richmond, BC V6V 1X7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Alyssa Gardner, Payroll
Option-NFA Inc
1101 William st
Vancouver, BC V6A 2J1

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Janice Layne, Fleet Manager
Otis Canada Inc
2788 Rupert St
Vancouver, BC V5M 3T7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Terry Priest, Manager
PDX Courier
100 - 1444 Alberni
Vancouver, BC V6G 2Z4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Mark Huggan, Owner
Phantom Courier
325 Howe Street
Vancouver, BC V6C 1Z7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Alicia Blancarte
Port Authority
100 The Pointe 999 Canada Place
Vancouver, BC V6C 3T4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Helen Frazao, Manager
Progressive Messenger
Unit 102 - 9900 River Drive
Richmond, BC V6X 3S3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Bob Candido, Operations Manager
Purolator Courier
3700 Jericho Road
Richmond, BC V7B 1M5

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Mike Giordano, Operations Manager
Quick As A Wink Courier Service
Unit 120 - 9920 River Drive
Richmond, BC V6X 3S3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Jean Wong, Human Resources
Retirement Concepts Seniors Services
Suite 1160 1090 W. Georgia St.
Vancouver, BC V6E 3V7

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Together with you, we can start taking simple steps to make Vancouver the cleanest, greenest, healthiest city in the world.

Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

DJM/djm

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Title: _____

Phone: _____

E-mail: _____

Number of Vehicles: _____ Number of Employees: _____

Please Return to:
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c/o Better Environmentally Sound Transportation
822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Manager, Outreach Department
Science World
155 Quebec St.
Vancouver, BC V6A 3Z7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Manager, Operations
Securicor Canada Limited
2743 Skeena St
Vancouver, BC V5M 4T1

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Doug Steel, Technical Manager
Shaw Cable Systems
1155 East 6th Avenue
Vancouver, BC V5T 1E6

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Stephanie Jones, Human Resources
Sierra Systems Group
2500-1177 W. Hastings
Vancouver, BC V6E 2K7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Darren Stott, Fleet
Small Potatoes Urban Delivery
1660 East Hastings Street
Vancouver, BC V5L 1S6

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

John Steil, Managing Principal
Stantec Consulting
500 - 1500 West Georgia Street
Vancouver, BC V6G 2Z6

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Melissa Dalla, Human Resources
T A F Construction Ltd
2616 Hastings St E
Vancouver, BC V5K 1Z6

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

John Murphy, Transportation
Teck Cominco Ltd.
#500 - 200 Burrard Street
Vancouver, BC V6C 3L7

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Leonard Youden, Director of Fleet Operations
Telus
11D- 768 Seymour Street
Vancouver, BC V6B 3K9

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Captain M.R. Ghoshal, Manager, Cargo Services
Transport Canada Marine
#620 - 800 Burrard Street
Vancouver, BC V6Z 2J8

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Title: _____

Phone: _____

E-mail: _____

Number of Vehicles: _____ Number of Employees: _____

Please Return to:
It's Your Turn. Be Idle Free
c/o Better Environmentally Sound Transportation
822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Allan Khan, Owner
Tri-force Security Services
745 Clark Dr
Vancouver, BC V5L 3J3

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

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Together with you, we can start taking simple steps to make Vancouver the cleanest, greenest, healthiest city in the world.

Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Brian Hendry
Triton Marine Group Inc
3440 Bridgeway St
Vancouver, BC V5K 1B6

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Darcy Vaillent, Fleet Manager
Tsi Terminal Systems Inc
1300 Stewart St
Vancouver, BC V5L 4X5

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Carole Jolly, Program Manager
UBC Trek Program
#1014 2329 West Mall
Vancouver, BC V6T 1Z4

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Suklu Yigit, Fleet Manager
Ultra-tech Cleaning
1420 Adanac St
Vancouver, BC V5L 2C3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Harry Chan, Owner
Vancity Courier Services
560 Beatty Street L300
Vancouver, BC V6B 2L3

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Andrea Harris, CSR Project Manager
Vancity Credit Union
P.O. Box 2120 , 183 Terminal Avenue
Vancouver, BC V6B 5R8

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Anne Harvey, Vice President, Employee Engagement
Vancouver Coastal Health Authority
10th floor 601 W Broadway
Vancouver, BC V5Z 4C2

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Marty Hasselbach, Principal/ Administrator
Vancouver Film School
200-198 W. Hastings
Vancouver, BC V6B 1H2

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Bett Lauridsen, Transportation Manager
Vancouver General Hospital
715 West 12th Ave
Vancouver, BC V5Z 1M9

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Alicia Blankcarte, Director of Environmental Programs
Vancouver Port Authority
1900 - 200 Granville Square
Vancouver, BC V6C 2P9

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Together with you, we can start taking simple steps to make Vancouver the cleanest, greenest, healthiest city in the world.

Yours truly,



Doug Manarin, P.Eng.
Climate Change Programs
doug.manarin@vancouver.ca

DJM/djm

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Title: _____

Phone: _____

E-mail: _____

Number of Vehicles: _____ Number of Employees: _____

Please Return to:
It's Your Turn. Be Idle Free
c/o Better Environmentally Sound Transportation
822 - 510 West Hastings Street
Vancouver BC V6B 1LB
Fax: 604.669.2869
E-mail: idlefree@vancouver.ca



CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Harry Rendhawv, General Manger
Vancouver Taxi Ltd
302 Industrial Avenue
Vancouver, BC V6A 2P3

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

Would you be interested in saving money and improving the environment plus being recognized as a corporate community leader?

Vancouver is ranked as one of the most liveable cities in the world. Our natural environment is one of the key factors that both residents and visitors both rate as a key reason for this success. However, each year vehicles left idling unnecessarily are producing thousands of tonnes of pollution and are costing us millions of dollars in wasted fuel.

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Mrs. Bradshaw, Manager
Vector Courier Services
PO Box 3265, Main PO
Vancouver, BC V6B 3X9

Dear Corporate Leader:

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Sandra VanStone, Operations Manager
VIP Courier Service
1350 William Street
Vancouver, BC V5L 2P5

Dear Corporate Leader:

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Rocky Sychuk, Administrative Assistant
Weyerhaeuser Canada Ltd.
925 West Georgia St
Vancouver, BC V6C 3L2

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Erwin Moltz, Parts Manager
Wolfe Chevrolet Oldsmobile Ltd
1515 Boundary Rd
Vancouver, BC V5K 5C4

Dear Corporate Leader:

RE: Be Idle Free: An Idling Reduction Program for (insert company name)

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

John Palis, General Manager
Yellow Cab Company Ltd
1441 Clark Dr
Vancouver, BC V5L 3K9

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Arlene Higgs, Information Centre
YWCA of Greater Vancouver
535 Hornby St
Vancouver, BC V6C 2E8

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CITY OF VANCOUVER
SUSTAINABILITY GROUP
Thomas Osdoba, Manager

February 7, 2006

Frank Liang, Manager
Zodiac Express
88 Eight Avenue West, 2nd Floor
Vancouver, BC V5Y 1M7

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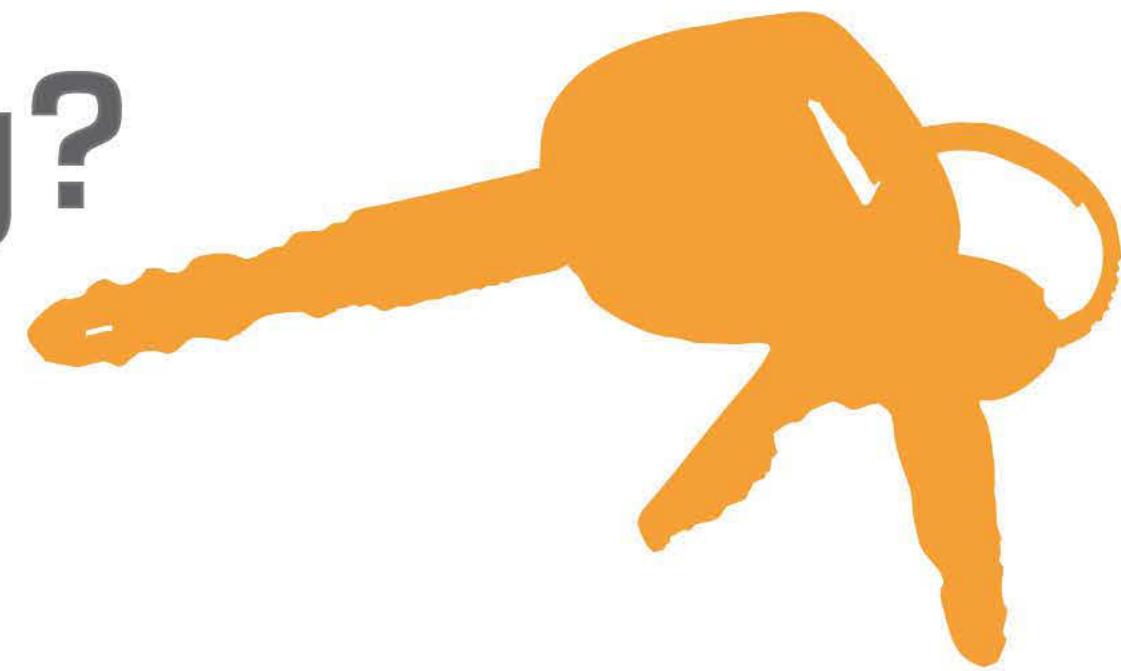
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Parked and idling?



Turn off your engine.

 **BREATHE EASY.**
BE IDLE FREE.

10 seconds of idling uses more gas than restarting your engine.



 **oneday...**

Canada

 www.idlefree.ca



**IT'S YOUR TURN.
BE IDLE FREE.**

Idle Free CAMPAIGN SUMMARY 2005 – 2006



PRESENTED BY CATALYST CREATIVE INC.



EXECUTIVE SUMMARY

INTRODUCTION

The Idle Free program was a two-year campaign intended to educate people on problems associated with unnecessary vehicle idling in an effort to reduce greenhouse gas emissions that contribute to climate change.

The initial campaign approach — dispelling myths about idling and providing factual information — was organized by Better Environmentally Sound Transportation (BEST), partnering with Environment Canada (EC), Natural Resources Canada (NRCan) and the City of Vancouver (CoV).

Over two years, the campaign message shifted slightly from targeted groups of people to a larger regional audience in the Vancouver area. The key message — “Be Idle Free” — remained constant throughout the campaign.

In the Fall of 2006, after the City of Vancouver approved the *Motor Vehicle Noise and Emission Abatement Bylaw*, the campaign was fully-integrated with the larger *OneDay* campaign, managed by the City’s Sustainability Department.

CAMPAIGN STAGES

STAGE	AUDIENCE	PROGRAM LEAD	KEY PARTNERS
Summer 2005	BC Ferries Survey	BEST	NRCan/CoV, EC
Fall 2005	Schools/Workplaces	BEST/CoV	NRCan/CoV, EC
Spring 2006	Schools/General Public	CoV	NRCan
Fall 2006	General Public Broadcast	CoV	NRCan, OneDay

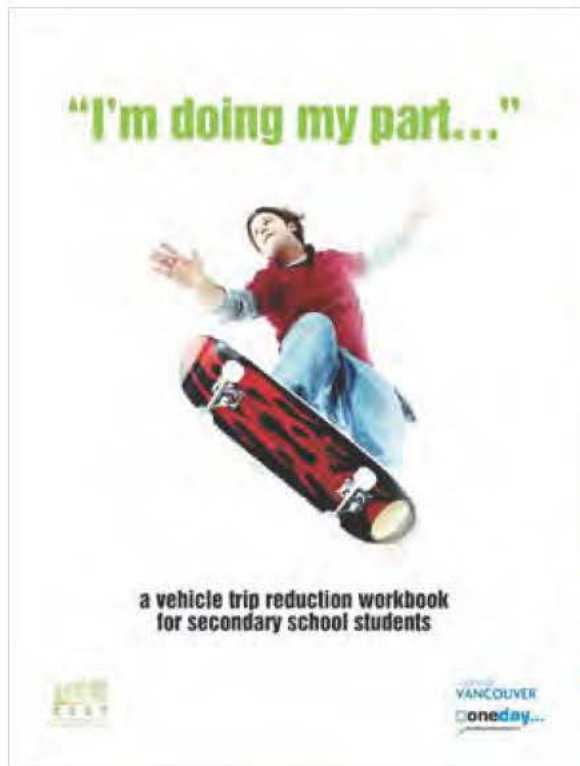
STAGE 1 BC Ferries Survey



STRATEGY AND SCOPE

- The first stage had two main areas of focus:
 - To educate people and provide some initial exposure to the issues
 - To gather pledges and survey information from people while they were waiting at the terminal
- Creative was based on a “Myths and Facts” approach, which featured an image of a razor with an false statement about hair growth accompanied by a set of keys with a true statement about idling.
- The campaign tagline read: “Breathe Easy. Be Idle Free.”

STAGE 2 Schools Fall 2005 Launch



STRATEGY AND SCOPE

- The second stage had two main areas of focus:
 - To get students thinking about simple ways they can reduce their families' environmental impact
 - To motivate young people to urge their parents to stop idling — particularly around school grounds
- Creative continued to utilize the humorous "Myth and Facts" concept, while message emphasis shifted from education on the context and consequences — "Breathe Easy", to personal responsibility and action — "It's Your Turn".

**MYTH:
BURRITO
DAY
CAUSES
CLIMATE
CHANGE**



**FACT:
IDLING MORE THAN
10 SECONDS
USES MORE GAS
THAN RESTARTING
YOUR ENGINE!**



You probably know that unnecessary idling wastes millions of litres of fuel, pours megatonnes of pollutants into the air you breathe, and makes the climate change even faster.

But do your parents? Didn't think so...

So, eat a burrito. Then tell them what really stinks is when they idle their vehicles outside your school, at shopping malls, when they pick you up from practice, and....

IT'S YOUR TURN. BE IDLE FREE.

For more information call BEST at 604 669.2860 or visit www.idlefree.ca

STAGE 2 Workplaces Fall 2005 Launch

IT'S YOUR TURN. BE IDLE FREE.

GET THE FACTS

- Idling for more than 10 seconds uses more fuel than turning off and restarting your engine.
- Prolonged engine idling is bad for your car.
- Restarting your car many times has no significant impact on your starter.
- With today's modern engines, driving your vehicle as soon as possible after starting it is the best way to warm up your car under normal conditions.
- Idling pollutes the air causing health problems especially in young and elderly people with asthma, lung and heart conditions.
- If each Vancouver motorist avoided idling five minutes eliminate about 22,300 tonnes of carbon dioxide emissions which is enough gas to fill BC Place Stadium more than once.

SIMPLE WAYS TO BE IDLE FREE

- After 10 seconds, turn off your engine, except when in traffic.
- Talk to your family, friends and colleagues about the benefits of being idle free.
- Plan your trips and combine your errands to drive less.
- Avoid drive thrus; park your car and go into the establishment where the lines are often shorter.

MORE INFORMATION: 604-669-2860 • WWW.IDLEFREE.CA



CITY OF VANCOUVER

oneday...
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Canada



IT'S YOUR TURN. BE IDLE FREE.

"After 10 seconds, I turn off my engine."

BEST • 604.669.2860
www.idlefree.ca

CITY OF VANCOUVER

oneday...
onedayvancouver.ca

STRATEGY AND SCOPE

- Primarily targeted towards large organizations, the workplace campaign goal was to motivate employers with vehicle fleets to implement Idle Free programs.
- Messaging emphasized both environmental sustainability and monetary savings resulting from adoption of Idle Free policies.
- Accompanying the workplace campaign was an Idle Free workplace kit that included an invitation letter, window and bumper decals, a "paycheque-stuffer" and a PowerPoint presentation template. The kit also spotlighted case studies of businesses that have adopted successful Idle Free policies, with an emphasis on real fuel-cost savings and pollution mitigation.

case study

IT'S YOUR TURN. BE IDLE FREE.

Neptune Food Services

number of employees 870
 number of motorized vehicles and equipment 100
 fuels savings over one year 17,340 litres (decrease by 8%)
 green house gases not emitted 47,358 kilograms of CO₂



Getting Started

Neptune Food Services provides a full range of food products, supplies and equipment to restaurants and institutions throughout BC. After 40 years in the business, Neptune continues to evolve and innovate. The improvements are all centered on the areas close to their success: exceptional service and on-time deliveries.

Part of that innovation includes an anti-idling strategy. The Neptune Food Services fleet consists of 61 tractors and 17 straight trucks making 300 runs a day, the majority of which are on a full maintenance lease. Neptune had CADEC on-board computers installed in all of their vehicles to monitor idling and found that reducing idling was a very simple way they could save on fuel costs.

Sixty percent of their vehicles were idling unnecessarily on average for 10 minutes per day. It became clear that to prevent operational costs from going up in smoke, they needed to educate their drivers. Brian Horal, Neptune's Fleet Maintenance Supervisor, explains that "There was an 'old school' philosophy that turning off your engine put more wear and tear on the vehicle and used more fuel to

start up again. I had to educate those guys because it is no harder on your engine to turn it off for a short time and even if it was the cost of replacing a starter compared to the ongoing fuel costs is just a drop in the bucket."

Driver education – a direct approach to change attitudes about idling:

- Communications through voice mail system
- Personal follow-up: team leaders review drivers' records from CADEC program
- Incentive program: drivers that make an effort to help the company improve the business receive bonuses (idling is one of the factors accounted for during the review period)

In communicating with the drivers, there was an emphasis on the fact that idling wastes money and does nothing to extend the life of the engine. Personal voice mail messages were used to inform drivers of the company's decision to go Idle Free. Team leaders followed up with each driver discussing statistics from the on-board computers. The drivers knew that savings could be put back into their pockets through bonuses.

Results

As the person responsible for the maintenance of the fleet, Brian is very practical. He says, "We were just trying to save costs." And Neptune has been successful. Fuel usage has decreased, achieved by mechanical improvements from idling knowledge alone. Brian adds another benefit: "I tell my guys, 'It's not just about the environment and what the grandkids at home' – it's about

FOR MORE INFORMATION CONTACT Rita Koutoukides
 BEST • 604-689-2860 • www.best.bc.ca/idlefree

www.idlefree.ca



IT'S YOUR TURN.
 BE IDLE FREE.

"After 10 seconds, I turn off my engine!"

BEST • 604.689.2860
 www.idlefree.ca

CITY OF VANCOUVER

oneday...
 24

Contact
 Company
 Address
 Vancouver, BC V

Dear Contact,

Unnecessary vehicle idling contributes to health risks and pollution in the GVRD while needlessly wasting money. Idling consumes from 2-4 litres of fuel per hour of idling (car and heavy truck), and uses more fuel than turning your engine off and on. In partnership with the City of Vancouver, Better Environmentally Sound Transportation (BEST) has designed a program to address this problem.

The process is simple. Through an approach, BEST will assist your company by designing and delivering an idle free program targeted to your needs. The program has proven its ability to save company's money.

What we do:

- Identify Best Practices
- Develop Company Idle Free Policy
- Educate Fleet Managers and Employees about idling behaviour, facts, case studies
- Facilitate Lunch & Learn Workshops
- Provide collateral material (pledge forms, handbills, posters, decals)
- Receive invitation to the One Turn Awards Ceremony

It's easy to take steps to address vehicle emissions. Taking part in this initiative will give your company a competitive advantage over other companies in the future. We look forward to recognizing your company's efforts at the "One Turn Awards" to be held this spring. Should you have questions about the program please contact me at 604-689-2860.

Thank you,
 Sarah Abertson
 Idle Free, Workplace Program Manager
 sarah@best.bc.ca

IT'S YOUR TURN.
 BE IDLE FREE.



Get the facts

- Idling for more than 10 seconds uses more fuel than turning off and restarting your engine.
- prolonged engine idling is bad for your car.
- restarting your car many times has no significant impact on your starter.
- with today's modern engines, driving your vehicle as soon as possible after starting it is the best way to warm up your car under normal conditions.
- idling pollutes the air, especially in yards and ashtrays, lung and heart conditions.
- if each Vancouver motorist avoided idling five minutes each day, we would eliminate about 22,300 tonnes of carbon dioxide emissions annually, which is enough gas to fill BC Place stadium more than four times!

STAGE 3 Schools Spring 2006 Launch

I Don't Like Emissions

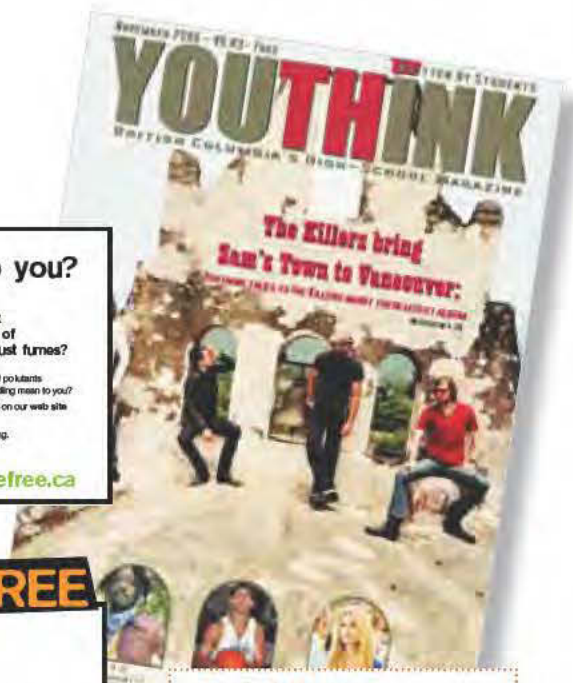
What does IDLE mean to you?

Idling Does Losers Excite?	Irreversible Damages Levelling our Environment?	Idiots Drive Loser Emitters?	Drink Lots of Exhaust fumes?
-------------------------------------	--	---------------------------------------	------------------------------------

You know that unnecessary idling wastes millions of litres of fuel, pours megatonnes of pollutants into the air you breathe, and makes the climate change even faster... So, what does idling mean to you? Send us your entry at idlefree.ca - It's better than our lame ideas, we'll publish it on our web site and put it in the next issue of Youthink.

The rules are so simple, we're not even going to explain them. You could win something. Maybe. Like a better world. It's your turn. Be it a free.

oneday... www.idlefree.ca



It's Your Turn **BE IDLE FREE**

You know that unnecessary idling wastes millions of litres of fuel, pours megatonnes of pollutants into the air you breathe, and makes the climate change even faster... So, what are you doing on June 7th for CLEAN AIR DAY? And what about every other day of the year?

Here are three easy ways to be idle free:

- Walk, cycle, skateboard or rollerblade to school
- Teach your parents that idling their car for more than ten seconds uses more fuel than restarting their engine
- Take the Idle Free challenge at www.idlefree.ca

oneday...

Youthink Magazine
 → 154,856 readers per issue
 → 4 insertions, Apr – Sep 2006

STRATEGY AND SCOPE

- Stage three of the campaign focused on active participation and engagement of young people in schools, as well as a push to the website. Led by the City of Vancouver, this phase of the campaign was built around the idea of defining Idle Free in the words of young people.
- Students were asked to submit their thoughts on idling to the website using an “acronym game” word association exercise. Winners were published online and in *Youthink* magazine, which is distributed in high schools across the lower mainland.
- This activity provided a great opportunity to get young people thinking about the Idle Free campaign and how idling affects their lives.

STAGE 3 Pre Bylaw Awareness *Spring 2006 Launch*

Transit (May - Jun 2006 plus bonus time)



Bus Panels — Lamar Transit Advertising

→ 10 Kings, 20 Seventys

→ Daily GRP: 25%+



Shelter Advertisements — CBS Outdoor

→ 11 faces

→ Daily GRP: 15.1%

STRATEGY AND SCOPE

- This layer of the campaign focused on expanding public awareness of the Idle Free campaign in advance of the city council vote on the anti-idling bylaw.
- Bus and transit shelter ads emphasized facts about idling, while preparing drivers for the action phase of the campaign.
- The transition from BEST leading the campaign to the City Of Vancouver also continued in Stage three, maintaining consistent Idle Free messaging and imagery.

COLLATERAL • Bus Kings and Seventies • Transit Shelter Advertisements

STAGE 4 Public Awareness *Fall 2006 Campaign*



STRATEGY AND SCOPE

- Stage four marked the launch of the main public awareness phase of the Idle Free campaign. Core messaging evolved from contextual education on idling to the direct, action-focused “Turn Off Your Engine”.
- Following the passing of the idling bylaw, advertising initiatives expanded to a significant presence in local radio, youth and community print media, as well as continued transit collateral. In addition, the campaign leadership transition was completed, with the City of Vancouver taking over Idle Free.
- By this stage, the Idle Free message had gained noticeable traction with the public — the transit ads were highly and frequently visible to Vancouver drivers and pedestrians daily.
- The activation of the Idle Free bylaw reporting system marked a new level of response to idling in Vancouver. Both the website and the toll-free phone number received positive feedback, and interest from residents in other municipalities.



齊享清新空氣
勿讓引擎空轉

停車等候時空轉引擎？



關掉你的 汽車引擎

10 秒鐘空轉引擎所排放的廢氣多於你重新啓動汽車。空轉更染污我們呼吸的空氣。

想知道更多有關溫哥華新的汽車引擎空轉附例，請瀏覽下列網頁。舉報違例個案，請電引擎空轉投訴熱線 604.257.2404。

氣最清新、最綠化及

www.idlefree.ca

Canac

Community Newspaper Ads (Sep - Oct 2006)

Business in Vancouver

→ Average weekly readership: 250,000

→ 3 insertions

Ming Pao

→ Average weekly readership: 190,000

→ 14 insertions

Sing Tao

→ Average weekly readership: 163,000

→ 14 insertions

Vancouver Courier

→ Average weekly readership: 250,000

→ 3 insertions

Xtra West

→ Average bi-weekly readership: 54,000

→ 2 insertions



BREATHE EASY.
BE IDLE FREE.



Parked and idling?

Turn off your engine.

10 seconds of idling wastes more gas than restarting your engine. Idling also pollutes the air we breathe.

Visit our web site to find out more about Vancouver's new idling bylaw. To report idling violations, call the Idling Complaint Hotline at 604.257.2404.

One day we could make Vancouver the cleanest, greenest, healthiest city in the world.

www.idlefree.ca

CITY OF
VANCOUVER

oneday...

Canada

STAGE 4 Outreach Fall 2006 Campaign



Idlefree Postcards Print Quantities

Enforcement card	22,000
Education card	66,000
Recycling card	92,000
TOTAL	180,000

STRATEGY AND SCOPE

- Building on the public awareness launch, the outreach phase of stage four continued the successful transit and radio campaign while expanding into multicultural and multi-language media.
- At this point, the campaign consisted of three major streams: awareness, education and enforcement: each stream having unique but complementary positioning, with cohesive central themes throughout.
- Core messaging transitioned to a more holistic “Be Clean, Be Healthy, Be Green, Be Idle Free”, ensuring consistency with the City of Vancouver’s broader sustainability initiatives.
- As part of this ongoing message evolution, the One Day website was added to all collateral, integrating the Idle Free campaign with the wider focus of the One Day program. This evolution accompanied the City’s embrace of the Idle Free campaign as an essential part of its future green policies and plan for urban sustainability.



**BREATHE EASY.
BE IDLE FREE.**

Not in traffic and idling?



**BREATHE EASY.
BE IDLE FREE.**

Not in traffic and idling?



Turn off your engine.

10 seconds of idling uses more fuel than restarting your engine.



oneday... Canada



**Turn off
your engine.**

10 seconds of idling uses more
fuel than restarting your engine.

The Vancouver Port Authority, although under federal jurisdiction and not subject to the by-law, took initiative to become a partner in the campaign, voluntarily instituting Idle Free policy for their drivers and financing their own branch of the campaign.



www.portvancouver.com



oneday... Canada



**BE CLEAN. BE HEALTHY.
BE GREEN. BE IDLE FREE.**

GET THE FACTS

Start now by turning off your engine when your vehicle is parked.

- Restarting your engine many times has no significant impact on the starter.
- AirCare has confirmed what we all know intuitively — idling your engine uses more fuel and causes more emissions than turning it off and restarting it.
- With today's modern engines and oils, driving your vehicle is the best way to warm it up. In cold weather, more than 30 seconds of idling to warm up the engine wastes time, money, and gas.
- Prolonged idling pollutes the air we breathe and contributes to climate change.

VANCOUVER'S IDLING BYLAW

Idling a vehicle when not in traffic for more than three minutes is prohibited by a City of Vancouver bylaw.*

- **\$50 — basic fine for violations**
- **\$100 — fine for heavy trucks and unlocked, unattended idling vehicles**

*Vehicles that are idling in order to power equipment for a commercial or public service purpose are exempt.

For detailed information about vehicle idling, visit www.idlefree.ca

VANCOUVER'S IDLING COMPLAINT HOTLINE 604.257.2404

PRINTED ON FSC CERTIFIED SAVE-A-TREE 100% POST-CONSUMER RECYCLED PAPER



**BREATHE EASY.
BE IDLE FREE.**

Parked and idling?



10 seconds of idling uses more gas than restarting your engine.

www.idlefree.ca

oneday...

we could make Vancouver the cleanest, greenest, healthiest city in the world.

VANCOUVER IDLE-FREE PROJECT FINAL REPORT



Issued: May 1, 2007

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VANCOUVER IDLE-FREE PROJECT FINAL REPORT

INTRODUCTION

Vancouver's Idle-free Awareness Project commenced July 14, 2005 after finalization of the Contribution Agreement (The Agreement). The City Idle-free bylaw was passed in July 2006. A majority of the program work was completed in 2005/06. A few last items, including final survey and additional signage, were completed in early 2007.

The Project was completed as planned on March 30, 2007 with the completion of this final report. The following Table 1 summarizes the status of Tasks 1-10 per Appendix A - Component/Initiative and Purpose. A new task 10 was created to represent the Enforcement measures.

Table 1

Task	Description	Status
1	Post-campaign data-collection	Completed
2	Employee Outreach Campaign	Completed
3	Idle-free Workplace Campaign	Completed
4	High School-Based Initiative	Completed
5	Grade School Based Initiative	partially completed
6	Ferry Intervention	Completed
7	Air-care Promotion	Cancelled
8	Public Awareness and Media Campaign	Completed
9	Reports	Completed
10	Enforcement	Ongoing

The CA funding from NRCAN has enabled the City of Vancouver to embed the Idle Free program as part of its regular City practices. The Program will evolve year to year depending on the needs in the Community. For example, the Communication Plan for 2007 involves a spring engagement blitz with the Construction industry followed by a fall blitz back at schools. Also, the Idle-free initiative has triggered a new ticketing system at the City that will be discussed in section 10.

The City has no plans at this time to seek additional NRCAN funding to support the Idle-free program.

FINAL RESULTS:

1. Evaluation: Baseline and post-campaign data collection

As noted in the Contribution Agreement, A 2004 Omnibus survey designed and implemented by STRATCOM (see survey questions -Appendix C) provided a reasonable baseline estimate of “pre” campaign idle-free behaviour. The survey measured responses of drivers living in the Greater Vancouver Regional district (GVRD). There were a range of topics including the idle-free behaviour. For the purposes of this report it was assumed that the behaviour of drivers living in the broader GVRD region was also reflective of the behaviour of City of Vancouver citizens.

For the post Campaign data-collection, the same organization (STRATCOM) was contracted to conduct another Omnibus Survey. To simplify the follow-up process only idle-free questions were included, and only Vancouver residents were surveyed (see survey questions- Appendix D).

Major Findings

The following major findings are extracted from the March 20, 2007 report by STRATCOM entitled, “City of Vancouver Sustainability Group Report on March 2007 Vancouver Idling Survey”.

This report summarizes the results of a telephone survey conducted by STRATCOM in March 2007 on the topic of automobile idling in the City of Vancouver. The survey follows on research done in 2004 in the GVRD¹.

Between March 8th and March 15th STRATCOM interviewed 405 drivers from the City of Vancouver. The survey dealt with both the beliefs and knowledge of respondents about idling and their actual idling behaviour. With respect to the former, there are strong indications that drivers have a better understanding of the effects of idling on fuel consumption and air quality now than in 2004. However, in as far as the study can be taken as reliably measuring idling behaviour, the results are contradictory in that while the percentage of idlers among drivers has fallen the length of time that drivers report spending idling has increased.

The survey provides a reliable measure of drivers’ knowledge and beliefs around idling. One of the key educational objectives of the City of Vancouver Idle-free work has been to dispel the myth that idling makes sense in terms of fuel economy and engine wear. On this point STRATCOM found that there appears to be a shift in public opinion. A series of belief questions were asked about these issues in 2004 and 2007 and there appear to be substantial changes in drivers’ beliefs in the desired direction.

While findings regarding drivers’ knowledge were generally positive, there were some negative findings. One particularly notable negative finding was regarding the amount of idling time which

¹ The target population for the 2004 surveys and the 2007 survey was different. In the following discussion where we make reference to statistically significant differences between the studies these differences could clearly be caused by either the passage of time or the differences in the regions covered by the studies or a combination of the two.

respondents believe minimizes fuel consumption. There is a small decline (about 10 seconds) and this decline would be statistically significant. However, the fuel consumption minimizing level of idling is still over two minutes which is a long way from the objective of ten seconds. The study also looked at self-reported idling behaviour. The results on this point are very difficult to interpret for at least two reasons:

1) Without measurement of actual idling behaviour, STRATCOM cannot verify that actual idling has decreased. It is a reasonable hypothesis that there is some relationship between reported idling and actual idling behaviour, but this hypothesis has not been, and could not have been, verified by a study using this methodology. In particular it seems plausible that self-reported idling behaviour would be subject to “halo effects” of one kind or another.

2) Other factors which might affect self-reported (and actual) idling behaviour were not held constant, therefore it is not possible to determine with any certainty that the decline in reported idling was the result of the Sustainability Group’s campaign or other factors.

The results with respect to self-reported idling behaviour are difficult to interpret. On the positive side, the percentage of drivers reporting idling behaviour is lower than in the earlier studies. Where the earlier studies showed 55% of drivers engaged in idling behaviour the current study shows only 46% engaged in idling behaviour. This difference is clearly statistically significant at conventional levels. At the same time, the amount of reported time spent idling which fell from over four minutes per driver in March 2004 to under three minutes per driver in October 2004, has now risen to over 4.5 minutes per driver. If these findings were correct it would mean that in fact the total amount of idling was going up even though the number of idlers was falling. However, we emphasise again that we do not believe that respondents self-reporting of idling behaviour, particularly the length of time spent idling, can be considered a reliable measure of actual idling behaviour.

Detailed Findings

The detailed findings are provided in the full report from STRATCOM called, “City of Vancouver Sustainability Group Report on March 2007 Vancouver Idling Survey”. This document, as well as the Survey Response Tables document (called “Idling Tables March 2007”), is submitted with this report.

2. House-in-Order Employee Outreach Campaign

Employee -Activity Summary:

- ***Fleet Staff Training (Start: February 2006- Ongoing)***

The Idle-Free message was communicated to City Staff in the winter/spring (2006) through staff meetings and crew talks. All Operational Engineering branches attended including approximately 600 people. Also, approximately 40 Parks Board employees were trained in a separate session. The 20 minute crew talks involved education about the planned city bi-law, as well as technical reasons for change. The City of Vancouver Idle-Free Presentation and Talking Points were used for this training (enclosed with the report).

A new Vehicle Fuel Savings Training program, based on NRCAN FleetSmart training manual, was implemented September, 2006 by the City Driver Trainer starting with big fuel consumption users (eg. Transfer Station Tracker trailers, Dump trucks, refuse trucks). The idle-free messaging is included as one of the key messages. This training is now a part of the regular driver training program. It includes 8 hours of classroom and 4 hours of practical for each employee. 150 employees have been trained to date.

- ***Fleet Vehicles (Start: Dec 2005- Ongoing)***

All new City Parking enforcement vehicles, put into service in 2006, had strobe lights or LED lights installed with low current draw to allow drivers to run the lights for extended periods without idling. (A list of City of Vancouver vehicles with new lights is included in Appendix E.) New vehicles also received dash stickers telling operators how long they can run the lights without compromising the battery. City staff have not retrofitted any existing vehicles with strobes or LEDs due to cost, but there is an option to do that at a later date with a larger budget. City staff prefer strobes because the cost is reasonable. LED's are still very expensive.

On cold days drivers would sometimes idle the vehicle to heat the cab. The City now has a plan to install vehicle cab heaters through to 2010, inclusive (see Appendix G for summary). For a vehicle to qualify for a heater installation, the annual possible reduction in idling has to be at least 100 hrs.

City Engineering Staff made a conscious decision not to put on bumper stickers at this time as there may be confusion between operationally required idling and improper idling. It is understood that in-cab reminders/stickers would be a good reminder therefore this initiative is planned for the summer of 2007 after final report is issued.

Onboard ECM control software modified to include idle-off function (this was one of 128 different control items).

- ***Pay Stub Information (Start/End: Dec 2006)***

While considering the possible process to include rack cards with payslips, a broader strategy was developed to distribute the information, not just to City staff, but the entire community. Rack cards were sent in Dec 2006 to all citizens in the annual recycling mail out. The assumption was made that the message would reach a bigger audience quicker, which would include City staff that live in the city. There are a number of rack cards still left in inventory therefore City Staff will consider the value of distributing employee pay-stubs in 2007.

Employee –Data Collection:

BEST conducted a 2004 City of Vancouver internal Survey before this project, but no online survey was conducted in 2005/06 (per the Contribution Agreement plan). A conscious decision was made to focus on reaching staff through the other aforementioned initiatives.

Employee -Barriers and Successes:

During the staff training it became clear that the key barriers to adoption of idle-free behaviour by City Staff were as follows:

- General complacency including lack of awareness that idling was not required to ensure proper engine operation
- forgetting to turn off the engine
- Not believing that the action would make a real difference

The key success in this Workplace campaign was ensure an early focus on pier messaging at the grass-roots level (i.e. staff meetings and crew talks), coupled with introduction of technologies that eliminated the need to run engines when the vehicle was parked.

Employee -Lessons Learned and Recommendations

The equipment changes and awareness sessions were effective ways to address the barriers to change. The in-cab stickers should be installed in 2007 to increase the frequency of reminders.

The in-house survey will not be completed because it is seen as somewhat of a duplication of the broader Vancouver survey, it will not in itself encourage change.

It is recommended that City Driver Trainer continue to provide reminders to staff at periodic crew talks, and as part of regular driver training sessions.

3. Idle-free Large Workplace and Fleet Campaign

Workplace -Activity Summary:

- ***Outreach & Engagement (February- June, 2006):***

Better Environmentally Sound Transportation (BEST) developed a strategy to meet key Outreach and Engagement deliverables based on a “sales funnel” process. This process started with the creation of a wide list of prospective targets which narrows as interested parties are identified and taken through increasingly dynamic elements of the campaign (see Appendix K for a detailed description of the process).

BEST collected names of **131** large organizations and companies that operate fleets from a variety of sources including: the Go Green Choices (a workplace commuting options program) database, The Business In Vancouver Book of Lists and the Yellow Pages. An executive letter was sent out to all contacts on the list by the City of Vancouver, informing them of the key elements of the Idle Free Campaign and services available to them. The letter was followed with phone calls to assess their interest in participating in the campaign. BEST scheduled meetings with potential participants to explain the business benefits of an Idle Free campaign and to discuss how the data collection and promotional materials might be implemented at their workplace.

The Introductory Letters and other campaign materials are enclosed with this report. The Company Participation Tracking document, listing the organisations contacted and their level of engagement is also enclosed.

BEST was able to meet the key deliverables to:

- Target 30 large companies (BEST targeted 131 companies in total),
- secure meetings with fleet managers at 30 large companies (31 meetings were scheduled 28 meetings took place)
- Secure co-operation with 10 large companies & 20 additional companies (BEST initially secured the participation of 32 companies, 16 large [100+ employees], one company subsequently decided not to participate)
- Host awards/recognition ceremony for all participating employers

• ***Communication Design (February- April 2006) :***

The Following items per prepared and some examples are enclosed with this report:

- PowerPoint awareness presentation
- Misc. communication pieces (handbill, poster, executive challenge letter, employer kit, pledge card, paycheque stuffer)
- Case study document
- Collateral material (key chains, bumper stickers, decals)
- Award materials- Plaques, brochures

The communications pieces were designed to combat several myths that are commonly held about vehicle idling. These myths were identified by NRCAN and in a 2004 survey of GVRD residents conducted by Strategic Communications for BEST. Together, BEST and Gringo Graphico developed the concept of creating a series of posters that would address three of the most common yet mistaken beliefs about the effect of vehicle idling on an engine. These are: An engine needs no more than 30 seconds to warm up, Restarting your car many times has no significant impact on your starter or other engine components, Idling more than 10 seconds uses more gas than restarting an engine.

The design concept by Gringo Graphico was a donation to BEST. To complete the next phase of graphic design, BEST secured Catalyst Creative. The City of Vancouver and Catalyst Creative chose to emphasize that “idling more than 10 seconds uses more gas than restarting an engine” as the key message on all graphic materials. The other facts about vehicle idling were included with supporting information on the back of the pledge cards and flyers, as well as the ones mentioned above, these include: Prolonged engine idling is bad for your car, Idling pollutes the air causing health problems especially in the young and elderly people with asthma, lung and heart conditions

Ways to be Idle Free:

After 10 seconds turn off your engine, except when in traffic, Talk to your family, friends and colleagues about the benefits of being idle free, Plan your trips and combine your errands to drive less and avoid traffic, Avoid drive-thrust; park your car and go into the establishment

BEST collected a total of 276 pledge cards of people pledging to be idle free. 167 pledge cards were returned and 109 on-line pledges were made.

There were a number of communications successes that evolved out of the relationships developed during the campaign, including:

The YWCA generated media coverage in the free daily, The Metro. YWCA promoted the idle free campaign to Y members in a mail-out and set-up a display for the public at their Hornby Street location. They also pasted Idle Free bumper stickers on the cardio equipment at this busy downtown facility.

The Vancouver Home Depot created displays and signage in the store and at major exits. They distributed pledge cards and flyers to their customers at this busy location which receives approximately 50,000 visits per week.

BC Liquor Stores included an article on the Idle Free program in their monthly newsletter which is distributed to 3,500 employees provincially

Telus included an Idle Free article on their employee network which is accessible to 24,000 employees in western Canada

The Vancouver Port Authority wants to become a 'program sponsor' they are planning to do a print run of the promotional flyers with the addition of their logo which may include a Punjabi translation. They will be passing out information packages to the 5,000 drivers who come through the port. They also hosted an Idle Free display in their interpretative centre during Environment Week. The Vancouver Port Authority has agreed to put up Idle Free traffic signs at major entrances and exits to the port.

Workplace –Data Collection:

BEST developed both an on-line version of the baseline and post-campaign survey (included in attached collection of campaign materials). The high proportion of employees that drive or perform service oriented jobs necessitated the creation of paper versions of the survey, as the majority of these people did not have access to computers through their work. The return rates of surveys were lower than anticipated, with 145 respondents completing the first survey and 119 respondents completing the second survey. The lower return rate is particularly surprising given that the second survey included a draw prize of two nights for two at the Fairmont Chateau Whistler as an incentive both to the employee to complete the survey but also for the employer, to distribute the surveys. This may be an issue in the delivery industry because time is money or it may be because drivers are on the road and often do not enter a central office or depot.

The collection of data pertaining to idling behaviour provided some interesting insight into the habits and attitudes of drivers. Where applicable the results from a telephone survey of GVRD residents conducted by Strategic Communications for BEST in 2004 have been included.

Below are some highlights from the survey:

A strong majority of survey respondents thought that vehicle idling was a *problem* or a *serious problem*.

Response to the question of the degree to which idling is a problem		
	1 st Survey	2 nd Survey
On-line version	50.5 % indicate idling is a problem 20.4% indicate idling is a serious problem	58.4 % indicate idling is a problem 20.2% indicate idling is a serious problem
Paper version	27 % indicate idling is a problem 44 % indicate idling is a serious problem	21 % indicate idling is a problem 52 % indicate idling is a serious problem

In both surveys, the situation of ‘waiting to pick someone up’ earned the highest number of responses followed by ‘warming up the vehicle’. It is interesting that the responses dropped in every category except the ‘other’ category. The explanations for the ‘other’ category included “waiting at railroad crossings”, “in traffic”, “at AirCare Testing Stations”, “checking a map”, “waiting for a parking space”, “I don’t own a car” and “I’m already idle free!”. Many of these explanations do not fall under the working definition of unnecessary vehicle idling as they describe situations where the vehicle is technically in traffic or needs to be operating such as the Air Care example. The most remarkable decline is in the area of ‘warming up’. This may be attributable to the campaign’s emphasis that modern engines need no more than thirty seconds to warm before driving. BEST considers the significant reductions in reasons for idling as a success in communicating the campaign message.

Reason for idling	1st Survey	2nd Survey	2004 GVRD phone survey
while waiting to pick someone up?	62.5%	56.5%	10.8%
to warm up your vehicle?	50%	29.3%	35.4%
in order to conduct an errand?	11.6%	9.7%	7.1%
for personal comfort (A/C)	31.2%	20.6%	---
while stopping to talk to someone?	30.3%	26%	---
while parking illegally? (ie: double parking)	18.7%	7.6%	---
Other (please specify)	11.6%	20.6	---

In the first survey, respondents were asked to estimate the amount of time they spend idling their vehicle in the situations listed above. However, in the interest of keeping the survey concise, the second survey asked respondents if their idling behaviour had changed, and if so to estimate how much they currently idle. The reported decreases in idling time are illustrated in

the table below. Many respondents indicated that they no longer idle or have decreased idling time to 30 seconds or one minute.

Reasons for idling	How many minutes do you think that you idle your vehicle:		Please describe how your idling behavior has changed. How many minutes do you think that you now idle your vehicle in the following situations:	
	Survey 1	2004 GVRD phone survey	Survey 2: Respondents reporting change	Survey 2: Estimated idle time
waiting to pick someone up?	3.8 minutes	3.6 minutes	67.7%	.38 minutes
'warming up' your vehicle?	2.41 minutes	3.2 minutes	66%	.45 minutes
conducting an errand?	.5 minutes	3.8 minutes	46.7%	.32 minutes
for personal comfort (A/C heater radio)?	4.65 minutes	---	53.2%	.89 minutes
stopping to talk to someone?	2.6 minutes	---	54.8%	.49 minutes
parking illegally? (i.e.: double parking)	2.12 minutes	---	41.9%	.04 minutes

One of the key messages of the campaign was that idling for more than 10 seconds uses more gas than restarting an engine. From the second survey, it is evident that the campaign was successful in getting that message across, as the majority of respondents identified 10 seconds as the maximum amount of idling time.

How long do you think you can idle before you are using more gas than it would take to restart your engine?	
2004 GVRD phone survey	2.43 minutes
Survey 1	2.19 minutes
Survey 2	1.2 minutes

For most people, a compelling reason to reduce vehicle idling is to improve air quality. This scored higher than reasons of fuel economy or financial. This stayed constant and may suggest that future advertising or promotions around vehicle idling include a health message about the air we breathe.

Which of the following would be the most important reasons for you to reduce vehicle idling?

	Survey 1	Survey 2
To improve Air Quality	86%	86.6%
To conserve energy/fossil fuels	68.8%	63.3%
To save employer money	9%	6.2%
To save my money	51.6%	44.6%
To slow climate change	57.3%	48.2%
To reduce noise pollution	35.2%	25.8%
Don't know	2.4%	0%
Other (please specify)	5.7%	3.5%

Workplace - Barriers and Successes:

The Outreach and Engagement process was effective in drawing in businesses that stood to be affected by the anti-idling by-law and those organisations interested in demonstrating their social and environmental leadership.

Through the meetings with fleet managers and organisational representatives, it became apparent that certain campaign elements were more appropriate for the culture and operations of their respective workplaces. The communications pieces were widely accepted and welcomed as they were easy to implement. In some cases, fleet managers were enthusiastic to use the tools provided in introducing the topics of fuel efficiency and reduced operating costs. The communications pieces most acceptable were decals, postcards (especially since it included a prize) & posters. Least favoured were the bumper stickers & surveys.

Most Workplaces viewed both “Lunch and Learn” presentations and situational observations as unsuitable tools. In most cases they were outright rejected. The following four workplaces received “Lunch and Learn” presentations:

- Vancouver Port Authority
- Telus
- University of British Columbia (maintenance)
- Hallmark Poultry Processors

The major barrier to achieving this deliverable stems from the operational reality of our targeted industry. The fleet manager of Gray Line Bus Company explained, he would have to pay his drivers to come in for a presentation and he wasn't prepared to spend budget on an external campaign. Another manager at a courier company explained that since drivers don't 'come into the office' but are dispatched to jobs on the road, he would be happy to send out the flyers with the drivers pay stubs but could not host a presentation. This was an interesting lesson for the campaign that could not have been foreseen prior to engaging with people working in this industry.

As mentioned in the outreach and engagement section of this report, situational observations of drivers were not welcomed by employers. In some cases there was simply no obvious place to observe employee vehicles and in other cases it was felt that observations may be perceived negatively by employees and jeopardise employee relations. The only organisation that

expressed an interest in situational observations was the Vancouver Port Authority and unfortunately, they communicated this interest in the last week of June, as the campaign was wrapping up. On a more positive note, BEST is currently exploring options with the Vancouver Port Authority to complete the observations of long distance trucks at the port terminals after the completion of this project. The lack of situational observations is unfortunate in that it leaves the measurement of the campaign to rely solely on self-reported behaviours.

Workplace- Lessons Learned and Recommendations

In future campaigns, it would be beneficial to have discussions with several representatives of the targeted industry in the initial stages of the project design to determine which approaches would work best in their work environment. This would ensure that the design of data collection tools and communications messaging fit with the realities of the industry.

It takes a considerable amount of time to secure workplace participants, from the introductory letter to, multiple phone calls, until a meeting is scheduled and the program rolled out in the workplace. Often in a workplace, multiple individuals need to be consulted, sometimes it is a committee that meets infrequently or that needs to be pulled together. In other instances, the individual that has the decision-making power may be on holidays or have pressing deadlines in their own work. In this project, this phase was condensed because the communications materials were held up in a lengthy approval process. At least six months should be allowed for this process.

Over 86% of survey respondents believed that “to improve air quality” was the most important reason for reducing vehicle idling. This suggests that future advertising or promotions for a general audience should include a health message about the air we breathe.

In discussions with fleet managers it was clear that fuel savings and operational costs were the biggest area of concern. Information or materials designed for this audience should emphasise economics and include as much technical detail as possible. Further to the point above, in developing programs for fleet managers, courier companies and others in the delivery/distribution business, it may be more prudent to develop something more comprehensive that covers multiple opportunities for increasing efficiencies (ie: tire inflation, engine size, right sizing vehicles, fuel choice, etc.). The people that work in these industries are very busy and it is likely there will be only one opportunity to get through the door to discuss reducing emissions – the most should be made of it.

When asked about appropriate placing of anti-idling signage, many respondents indicated the parking lot or shipping and receiving area of their business. The City of Vancouver should consider including anti-idling signage in parking and loading docks in new business developments. The signs should be placed at drivers’ eye level.

4. High School-Based Initiative

High School- Activity Summary

- Outreach & Engagement (May 2005- January 2006):

Mandatory Idling training sessions was delivered at a day conferences at the following Schools:

- Byng- Jan 12, 2006
- Churchill- Nov 28, 2006
- King George -December 13, 2005
- Point Grey- Nov 16, 2005
- Tupper -May 9, 2005
- Windermere –Nov 15, 2005

All of the students in attendance were taught about idling and community based social marketing.

Under guidance of BEST program coordinators, each school team created a vehicle trip-reduction program. Teams ran at least two activities that promoted sustainable transportation, as well as an Idle Free awareness campaign to inform parents and students alike of the upcoming idling bylaw. In 3 of the schools, teams planned an entire week of activities.

The summary of the main activities and results are summarized in the following table:

Deliverable	What has been accomplished/ achieved?	Barrier / Success
1. Contact 18 schools. Secure participation of 15 schools	Contacted 18 schools. Secured participation at 13 schools	Barrier: Finding staff high school sponsors to take on extra curricular responsibilities has been challenging especially given the strike and union activity this year Success: Secured 13 staff sponsors
2. Perform 15 speaking engagements	Speaking engagements were performed at 13 schools.	Barrier: In some cases, it was easier to secure the staff sponsor than it was to book a speaking engagement. BEST had one other school who had committed to participating but the staff sponsor would not book a time for a speaking engagement. This can be attributed to not having an obvious group of students to address.
3. Conduct 15 situational evaluations and observations performed.	13 situational evaluations were performed.	Barrier: Two of the school teams had staff sponsors who felt that the idling was negligible at their school and therefore were not diligent during their idling projects. Success: Each group performed situational evaluations and idling observations prior to beginning the idling interventions.

<p>4. Develop survey</p>	<p>The survey has been developed and distributed.</p>	<p>Barriers- None to report Success: Generated two surveys. The first one was a long paper version. BEST had over 1000 of these surveys returned but ran into problems with some administration allowing us the class time. Also, none of the teachers who did the survey originally were keen to re-administer it at the end of the year. BEST created a second survey as a way to address this problem. The second survey had a tier away portion that directed students to our website to complete the follow up.</p>
<p>5. Meet with 15 principals/community school coordinators</p>	<p>15 principals or community school coordinators were approached with a request for support and a staff sponsor from within the school</p>	<p>Success: Most principals and community school coordinators were very supportive of the idea of the project. Barrier: Despite their support, some were still hesitant to ask teachers to take on extra responsibilities. This was likely heightened by the pending teachers strike.</p>
<p>6. Secure a staff sponsor at each school</p>	<p>13 staff sponsors have been secured</p>	<p>Success: BEST secured 14 staff sponsors Barrier: but had to abandon one of them because they were unable to establish a group of students that BEST could perform a speaking engagement with.</p>
<p>7. Conduct baseline study at 15 schools (minimum of 500 surveys returned)</p>	<p>Base line studies were conducted at the schools where a speaking engagement was performed. 500+ surveys have been returned and analyzed</p>	<p>Barrier: In some cases, was a challenge to get the administration to approve a survey from an outside group that would take away from class time. Success: In those cases, BEST have enlisted the aid of teachers to survey a representative sample of the school population. BEST were able to get over 1000 survey's back. These showed us some very valuable information about why students where making their current transportation choices.</p>

Deliverable	What has been accomplished/achieved?	Comment, Successes and/or Barriers
8. 10,000 materials (posters, handbills and pledge forms printed and distributed directly to target audience)	<ul style="list-style-type: none"> • Posters • Pledge forms (students used photocopy pledge sheet) • OTC pledge cards • Handbills • Bumper stickers • Window Decals • Student workbook 	Success: The myth campaign was well received and BEST had a lot of positive feedback for those print materials.
9. 5 teams established (teams will meet at least twice during this time period)	13 Teams established. Most teams met on a weekly or biweekly basis.	A variety of teams were established. They included; <ul style="list-style-type: none"> • Environmental clubs • Open call for interested students • Leadership classes • Other existing clubs (e.g. bike club, recycling clubs)
10. One meeting with each of the school teams.	BEST has met with each of the established school teams at least once	BEST met with each of the school on a regular basis. It is estimated that on average 7 visits were made to each team.
11. One meeting with the full team	The full team meeting was held on February 17 th 2006	Success: The full team meeting with over 50 students in attendance. Barrier: Due to the Teacher job action in the fall, we only had time to host one full-team meeting.
12. Develop media kit	The media kit/workbook has been developed	Success: Developed and distributed
13. Promotional Items	Website and buttons were produced as promotional items.	BEST used prizes and lollypops as added incentive to take the survey and the pledge.
14. Host pledge drive. BEST estimates that 6,750 students will take the OTC	A pledge form has been developed. All 13 schools hosted a pledge drive. Most pledge drives were held during lunch hour and often times ran for multiple days.	Barrier: 1263 OTC pledges were returned. The goal of 6750 was hugely unrealistic.

15. two sustainable transportation activities at each school	Each school completed at least 2 sustainable transportation activities.	36 different activities were performed at the various schools. Many school teams put on a week of events. (Please see strategies leading to behaviour change chart for a summary of activities)
16. BEST estimates that 9,000 youth will be exposed to or participate in activities	16,635 youth were exposed to or participated in activities	
17. 4,500 Students participate in activities	5,822 students participated in activities	It is estimated that 35% (5822 students) participated in one or more of our activities.
18. 20% increase in the use of sustainable transportation	Data collection short fall did not allow us to quantify this. See Data Collection section for a complete explanation.	BEST collected anecdotal evidence of an increase in use of sustainable transportation once the bike racks were installed, as they were always full.
19. 30% increase in the number of youth who understand climate change	Data collection short fall did not allow us to quantify this. See Data Collection section for a complete explanation.	All of the students who completed the second survey identified the correct definition of climate change and air pollution.
20. 20% increase in website traffic	BEST experienced a 695% increase in traffic to our site.	When BEST launched the new student website in January BEST relied on word of mouth through the school teams in that month BEST had 135 visitors to the site. After the day conference in February BEST saw a 468% increase in visits to the site. By April, site visits peaked at 1,075 or 695% increase. By April, BEST had distributed more of our promotional materials including buttons that directed people to our site.
21. Develop award material/host award/recognition ceremony.	Developed award material and hosted awards ceremony at the VSB on June 14 th 2006.	The awards ceremony was well attended by students, their parents, and teachers with approximately 45 people present. The awards ceremony with awards as recognition was very well received however the time of year made it difficult for all students to attend.
22. Follow up survey	Method created and implemented.	Very low response rates on the second survey despite the prize incentive.

23. Idle Free Zone signage placed at all of the schools.	Dependant on the City of Vancouver.	Success: Completed at targeted schools. See list at end of this section.
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- **Communication Design (February- April 2006) :**

The Following items per prepared and examples are enclosed with this report:

- Poster (Idle Free)
- Handbill (Idle Free)
- Pledge forms (OTC)
- Media kit/workbook (BHSC program)
- Buttons
- Website
- Prizes (A&B Sound gift certificates, Lollypops for taking the OTC, Ticket Master gift certificate)

BEST developed a wide variety of promotional materials throughout the Building High School Champions program. Some of these materials were created with specific focus on the Idle Free component, while others were aimed at the overall program goals of raising the profile of sustainable transportation. Below is a summary of materials produced and distributed.

- 5000 One Tonne Challenge pledge forms produced and distributed, 1263 signed and returned
- Produced and distributed 250 Idle Free posters and 1000 handbills to participating schools
- 60 student workbooks produced and distributed to school teams
- 5000 promotional buttons distributed to students within participating schools
- Created and launched youth website. Attracted over 4262 visits

Each school team was given an Idling Awareness package (enclosed with this report) that included the following resources:ⁱ

- 8 steps to an Idle Free Campaign
- Sample script for speaking with idlers
- Idling observation forms (for pre and post-survey observations)
- Sample pledge form
- Survey intervention form
- Idling fact sheet
- Fact sheet on who idles in the GVRD
- Follow-up form
- Samples of the Idle Free materials that are available (handbills, window decals, posters, bumper stickers)

The purpose of the package given to each school was two-fold. The first objective, was to give students all of the resources they would need to deliver a strong Idle Free campaign that utilised the principles of community based social marketing (CBSM). The second purpose was to give

the students enough background information on idling so that they would be able to engage drivers in an educated conversation.

High School –Data Collection

A Survey was developed for this project, and 15 situational evaluations and observations were conducted. Each team was responsible for conducting the situational evaluations and observations at their school (see page 29-32 in workbook enclosed with this report). They also conducted pre and post-idling observations.

BEST developed a paper survey early in the project that asked students about their current transportation behaviour and why they chose the mode that they did. It also asked them their understanding of climate change and air pollution. ⁱⁱ The paper survey had pros and cons to it. It was an excellent way to get a picture of student's transportation behaviour and the results were very interesting. However it was difficult to have teachers administer the survey once, never mind twice.

BEST initially contacted all of the Socials 11 and English 12 department heads and asked them to administer the survey to all of their classes. Some schools did this, but in many cases the administration or the department heads felt that they were too overwhelmed by outside groups surveys and would not allow it. Another challenge with the surveys was our inability to re-survey the same students for accurate follow-up. Teachers were not able to take up more class time to administer the same survey. In total, BEST succeeded at gathering 1000 long paper surveys returned and analysed.

By March, BEST had developed a different follow-up survey that would aid in re-surveying the same students. This version was a short page with a detachable bottom. Students filled in the first part, indicating how they got to school that day and the correct definition of climate change. The bottom, detachable sheet had the One Day logo and the BEST website address and directed students to go back to our website and fill in the follow up information. ⁱⁱⁱ

BEST had 315 students fill out the second shorter survey but only 8 students logged on to our website to fill in the follow-up portion. BEST anticipated a low second survey participation rate and addressed it by offering the chance to win one of three, \$50.00 gift certificates to A&B Sound. A greater amount of information detailing the follow-up process on the detachable portion may have improved the return rate. As a result of the low follow-up numbers, it is difficult to gauge the percentage mode shift to sustainable transportation and number of students who understand the correct definition of climate change and air pollution.

Schools -Barriers and Successes:

2005-2006 was a difficult year to work with the Vancouver School Board (VSB) due to the strike that took place in the fall.

In June 2005, BEST began BHSC by approaching Chris Kelly, superintendent of schools for the VSB to gain his support for the program. Mr. Kelly connected us with the education coordinator-district initiatives who served as our contact at the school board for most of the year.

BEST staff spent most of the summer meeting with community school coordinators and principals, where available, to try and arrange a staff sponsor. By early October, BEST had contacted and met with all but one of the community school coordinators (**11 visits made**) and had met with or spoken to all **eighteen** of the principals. Rising political tension inhibited the principals from being able to recommend a staff sponsor to us. By mid October, the teachers went on strike for two weeks and our project was at a stand still.

After the strike BEST was able to secure participation of 14 school teams. One community school coordinator had agreed to participate, but was subsequently unable to put together a team of students. By late April, when it became clear that despite his best intentions the club was not going to get off the ground that year, BEST discontinued our relationship with John Oliver Secondary and focused our energy on the **13 active school teams**.

Once BEST established a staff sponsor, BEST arranged a speaking engagement with the group. In many cases, BEST would speak to a pre-existing club like an environment club. Other times, the staff sponsor would advertise the speaking engagement using posters that BEST created in house^{iv} or approached students they thought might be interested. In the schools where BEST did not have a staff sponsor, BEST approached teachers who worked with a leadership class and spoke with those students. BEST developed an interactive presentation that addressed the impacts of a car-focused community with an emphasis on climate change, land use/sprawl, environmental degradation and sense of community. In total BEST had **14 speaking engagements** (BEST spoke with two different groups at King George).

The BEST print materials were well received throughout the schools. Students and teachers alike attested to their success in making the message accessible to students. The handbills for the Idle Free component were well received, but having been prepared in English exclusively, did not reach all audiences. Many of the parents (the main target audience in the Idle Free component) do not speak English as their mother tongue, or at all. Printed materials that address this in future communications would be more successful.

The BEST approach of using a wide variety of materials to reach students was successful. In our initial survey, a large majority of students indicated the Internet as the best method of communicating information to them. Indeed, BEST had a great deal of success with our website generating a number of visitors throughout the duration of our program. One area of the website that could be further developed in the future is in generating discussion through the online forums. Topics were changed consistently, but still BEST struggled to get real input from visitors to the site. A mandatory Idling training session was delivered at the day conference. All of the students in attendance were taught about idling and community based social marketing.

Four of the schools did not attend the conference. Each of these schools received the package of information and resources, and were given an overview on how to deliver the campaign.

- 9 of the schools delivered the program as BEST suggested however some groups did not collect the pledge.
- 2 of the schools adapted the suggested program and only did the interventions and information dissemination
- 1 of the schools was more creative in their approach and conducted class room skits with grade 9 and 12 students on why you should not idle.

- 1 of the schools was unable to complete the idling project before the end of school. They were working with a small group of three, committed students, but by the end of the year they decided that they would not be able to do the idling project.

Schools -Lessons Learned and Recommendations

Very little idling took place in the morning. Representatives from BEST conducted a number of the initial observations in October and quickly found that idling during morning drop off time was almost non-existent. Some of the main idling observations were:

- Most idling took place during the after school observations. The number of idling vehicles differed dramatically from school to school. BEST found that most of the idling took place at schools on the westside of town.
- Overall, students were well received and most drivers were willing to listen to them.
- Street signs have not yet been placed at the schools. As discussed each school should get at least 5 signs so that they are visible. They should also be placed low enough that they can be visible to drivers sitting in their car.

BEST concluded that the following thirteen schools should have signs placed in their drop off zones:

- Britannia
- Byng
- Churchill
- Gladstone
- Hamber
- John Oliver
- Killarney
- King George
- Magee
- Point Grey
- Prince of Wales
- Templeton
- Tupper
- Windermere

Signs were installed at these schools by the City of Vancouver in the fall of 2006.

5. Grade School-Based Initiative

This initiative is part of a larger campaign planned for elementary schools which is still under development (likely fall, 2007). Two small steps were undertaken in this area of note:

- Rack cards were sent to all elementary schools and sent home with the kids
- By-law enforcement officers handed out warnings via the rack card to adults dropping off kids

6. Ferry Interventions

Ferry -Activity Summary:

- ***Outreach and Engagement (Summer 2005)***

A number of events were organised and executed by Idle Free staff and volunteers at 3 Ferry terminals around the region. The purpose of these events was to collect data pertaining to drivers' perceptions about idling, observe the behaviour of drivers in their vehicles, and make recommendations based on the data collected at the Tsawwassen and Horseshoe Bay ferry terminals.

This summary represents primary data specific to the Tsawwassen and Horseshoe Bay ferry terminals. Volunteers were able to make recommendations to BC Ferries' customers about reducing unnecessary vehicle idling.

Ferry –Data Collection:

Two different methods of data collection were utilised to ensure that the event would be informative to BC Ferries customers and the Idle Free Workplaces Campaign. The first method involved observing the idling habits of vehicles within the terminal waiting lot. Ambassadors were asked to complete the idling checklist enclosed with the report.

The second method involved asking drivers to participate in a survey pertaining to vehicle idling, as well as handing out information about the benefits of reduced idling. Participants in the survey were asked the survey questions enclosed with this report.

Average idling time for vehicles at the Tsawwassen terminal was 3.13 minutes and 2.48 minutes at Horseshoe Bay. It is also noteworthy that when asked by phone to reflect upon idling habits, in a survey on vehicle idling in 2004, GVRD residents reported idling for approximately 1.54 minutes.

Observations of idling vehicles were conducted by Idle Free ambassadors at BC Ferry terminals in the summer of 2005. The observed behaviours associated with vehicle idling were limited by what the ambassadors could tell from watching the vehicle, without engaging the driver.

Observations at the Tsawwassen terminal were conducted on Tuesday, August 16 and Wednesday, August 17, 2005; while observations at the Horseshoe Bay terminal occurred on Tuesday, August 9, Wednesday August 10 and Thursday August 11 from 10am to 2pm. 758 observations at BC Ferries were made in total, 411 at the Tsawwassen terminal and 347 at the Horseshoe Bay Terminal.

The majority of vehicles were driven by male. At the Tsawwassen terminal 74% of drivers were male. At Horseshoe Bay, the gender split was slightly less pronounced with males making up 62% of the drivers. At both terminals, the average was two people per vehicle.

Ferry -Barriers and Successes:

The survey results successfully showed that “waiting for someone” and “warming a vehicle” were the two most common reasons for idling. Interestingly, these are given an equal weight by those surveyed at Horseshoe Bay but at Tsawwassen, “waiting” received almost double the response. Unfortunately, the “other” category was one of the most significant responses and yet, there is nothing in the surveys to provide an explanation of what the “other” reason could be. Other explanations for idling behaviour, such as “completing errands”; “for personal comfort (air conditioning, heater, etc.)”; “illegal parking” and “listening to the radio” appear to be negligible

Ferry -Lessons Learned and Recommendations

Although, two to three minutes vehicle idling seems inconsequential; given that 8 million vehicles board BC Ferries annually, several hundred tonnes of greenhouse gas would be diverted from the atmosphere, if all unnecessary idling at the terminals were to cease.

Given the thousands of vehicles that board BC Ferries daily, there is a unique opportunity to educate the driving public and make considerable reductions in greenhouse gas emissions. Beyond reducing emissions on BC Ferries property, further greenhouse gas savings would result from drivers who take the idle free message and apply it to their everyday driving practices.

The following is a list of recommendations that BC Ferries could implement to reduce unnecessary vehicle idling:

- Place signage at BC Ferries’ fare booths such as decals on the ticket window;
- BC Ferry Staff could wear buttons with an idle free message;
- BC Ferries could print an idle free message on the bottom of fare receipt;
- Cashiers could close transaction by reminding motorists to turn off their engine when parked;
- Stencils in the lanes could feature an anti-idling graphic (see below for examples) or a printed message such as “care for our air – turn off your engine”;
- BC Ferries staff should receive additional training about vehicle emissions and respiratory health and safety. Masks protect employees as well as provide a visual reminder to drivers about the health effects of engine fumes. (BEST has PowerPoint presentations and videos);
- Place window decals on all BC Ferry vehicles;
- Create idle free signage in ferry loading areas and an interactive idle free display;
- Broadcast an idle free message on the public address system or on the large screen present in some terminals. E.g. BC Ferries cares for the health and safety of our passengers and employees. Please turn off your engine once you have parked your vehicle, and;
- Newspaper vendors should have Idle Free Zone signage on their carts, notifying drivers to turn off their engines.

7. AirCare Promotion

The proposed AirCare initiative was cancelled with the focus on the other Contribution Agreement Tasks. The CoV has partnered in-formally with AirCare to help dispel myths about idling.

8. Public Awareness & Media Campaign (PA & MC)

PA & MC -Activity Summary:

- ***Campaign Plan (Start: Summer 2005- Fall 2006)***

The City engaged Catalyst Creative for the media planning and early implementation. A summary of their work follows (The complete report from Catalyst Creative is submitted electronically along with this report).

The initial campaign approach to dispel myths about idling and provide factual information was organized by Better Environmentally Sound Transportation (BEST), partnering with Environment Canada (EC), Natural Resources Canada (NRCan) and the City of Vancouver (CoV).

During the campaign the message shifted slightly from targeted groups of people to a larger regional audience in the Vancouver area. The key message — “Be Idle Free” — remained constant throughout the campaign.

The City fully-integrated the Idle-free campaign into the broader OneDay campaign, managed by the City’s Sustainability Department, after the City of Vancouver approved the Motor Vehicle Noise and Emission Abatement Bylaw in July 2006.

The Campaign Stages were:

- Stage 1- Summer 2005 BC Ferries Survey BEST NRCan/CoV, EC
- Stage 2- Fall 2005 Schools/Workplaces BEST/CoV NRCan/CoV, EC
- Stage 3- Spring 2006 Schools/General Public CoV NRCan
- Stage 4- Fall 2006 General Public Broadcast CoV NRCan, OneDay

Stage 1: BC Ferry Survey – Summer 2005

Two main areas of focus for the survey were to :

- To educate people and provide some initial exposure to the issues
- To gather pledges and survey information from people while they were waiting at the terminal

Creative was based on a “Myths and Facts” approach, which featured an image of a razor with an false statement about hair growth accompanied by a set of keys with a true statement about idling.

The campaign tagline read: “Breathe Easy. Be Idle Free.” A few examples of documents are attached below:



Stage 2- Schools –Fall 2005

The two main areas of focus for the Schools initiative were:

- To get students thinking about simple ways they can reduce their families' environmental impact
- To motivate young people to urge their parents to stop idling particularly around school grounds

Creative continued to utilize the humorous “Myth and Facts” concept, while message emphasis shifted from education on the context and consequences “Breathe Easy”, to personal responsibility and action “It’s Your Turn”.

A few examples of creative material are attached below:

"I'm doing my part..."



a vehicle trip reduction workbook
for secondary school students



MYTH:
BURRITO DAY
CAUSES
CLIMATE
CHANGE



FACT:
IDLING MORE THAN
10 SECONDS
USES MORE GAS
THAN RESTARTING
YOUR ENGINE!

You probably know that unnecessary idling wastes millions of litres of fuel, pours megatonnes of pollutants into the air you breathe, and makes the climate change even faster.

But do your parents? Didn't think so...

So, eat a burrito. Then tell them what really stinks is when they iddle their vehicles outside your school, at shopping malls, when they pick you up from practice, and...

IT'S YOUR TURN. BE IDLE FREE.

For more information call RESt at 604 669 2060 or visit www.idlefree.ca.



Stage 2- Workplace- Fall 2005

Primarily targeted towards large organizations, the workplace campaign goal was to motivate employers with vehicle fleets to implement Idle Free programs.

Messaging emphasized both environmental sustainability and monetary savings resulting from adoption of Idle Free policies.

Accompanying the workplace campaign was an Idle Free workplace kit that included an invitation letter, window and bumper decals, a "paycheque-stuffer" and a PowerPoint presentation template. The kit also spotlighted case studies

of businesses that have adopted successful Idle Free policies, with an emphasis on real fuel-cost savings and pollution mitigation.

The content of one of the documents is as follows:

**IT'S YOUR TURN.
BE IDLE FREE.
GET THE FACTS**

- Idling for more than 10 seconds uses more fuel than turning off and restarting your engine.
- Prolonged engine idling is bad for your car.
- Restarting your car many times has no significant impact on your starter.
- With today's modern engines, driving your vehicle as soon as possible after starting it is the best way to warm up your car under normal conditions.
- Idling pollutes the air causing health problems especially in young and elderly people with asthma, lung and heart conditions.
- If each Vancouver motorist avoided idling five minutes each day, we would eliminate about 22,300 tonnes of carbon dioxide emissions annually — which is enough gas to fill BC Place Stadium more than four times!

SIMPLE WAYS TO BE IDLE FREE

- After 10 seconds, turn off your engine, except when in traffic.
- Talk to your family, friends and colleagues about the benefits of being idle free.
- Plan your trips and combine your errands to drive less.
- Avoid drive-thrus; park your car and go into the establishment where the line is often shorter.

MORE INFORMATION 604-669-2860 • WWW.IDLEFREE.CA

Stage 3- Schools -Spring 2006

Stage three of the campaign focused on active participation and engagement of young people in schools, as well as a push to the website. Lead by the City of Vancouver, this phase of the campaign was built around the idea of defining Idle Free in the words of young people.

Students were asked to submit their thoughts on idling to the website using an “acronym game” word association exercise. Winners were published online and in Youthink magazine, which is distributed in high schools across the lower mainland.

The call to action was to visit the City of Vancouver site and work through to the BEST microsite. Catalyst Creative did not track the results of the ad. BEST managed the responses. The numbers of responses received from each school are summarized below (examples are listed in Appendix I):

- King George High School survey - 156 respondents
- Magee School survey - 255 respondents
- Churchill School survey - 40 respondents
- Point Grey School survey - 384 respondents
- King George School II survey - 77 respondents
- Tupper School survey -190 respondents

King George had two surveys because of ease of response. The criteria being tracked are listed on each copy of the surveys.

This activity provided a great opportunity to get young people thinking about the Idle Free campaign and how idling affects their lives.



Stage 3 - Pre-bi-law Public Awareness

This layer of the campaign focused on expanding public awareness of the Idle Free campaign in advance of the city council vote on the anti-idling bylaw.

Bus and transit shelter ads installed May-June (plus bonus time) emphasized facts about idling, while preparing drivers for the action phase of the campaign.

- Bus Panels — Lamar Transit Advertising > 10 Kings (bus side), 20 Seventies(bus back)
> Daily GRP: 25%+
- Shelter Advertisements — Outdoor (produced by CBS Outdoor Canada) > 11 faces > Daily GRP: 15.1%

'GRP' (Gross Rating Point) refers to an estimate of "exposures" that transit companies use to determine how many people see the ads (See CBS's web site, question 4: <http://www.cbsoutdoor.ca/eng/faq.htm>). The GRP percentages above simply say we reached a 25% of the population we were trying to reach (Vancouver residents) with bus ads and less than that with the shelters.

The transition from BEST leading the campaign to the City Of Vancouver also continued in Stage three, maintaining consistent Idle Free messaging and imagery.

Example of some of the ads are listed below:





Stage 4- Public Awareness Campaign- fall 2006

Stage four marked the launch of the main public awareness phase of the Idle Free campaign. Core messaging evolved from contextual education on idling to the direct, action-focused “Turn Off Your Engine”.

Following the passing of the idling bylaw, advertising initiatives expanded to a significant presence in local radio, youth and community print media, as well as continued transit collateral. In addition, the campaign leadership transitioned to the City of Vancouver during this period. Specific advertising examples as follows:

Radio:

- 30" promos ran on News 1130, CKNW, QUFM, and The Beat over a 2 week period

Print:

- 3 insertions Business in Vancouver
- 14 insertions Ming Pao
- 14 insertions Sing Tao
- 3 insertions Courier
- 2 insertions Xtra West

Rack cards:

- distributing via parking enforcement officers; distributed to ICBC; distributed to community centres and public libraries; distributed to cafes and bookstores; distributed around City Hall campus; distributed to schools

Press releases:

One on Sept. 12

Bus and transit shelter ads:

- Bus Panels — Lamar Transit Advertising > 13 Kings (bus side), 15 Seventies(bus back)
> Daily GRP: 20%+
- Shelter Advertisements — Outdoor (produced by CBS Outdoor Canada) > 13 faces

Finally, the activation of the Idle Free bylaw reporting system marked a new level of response to idling in Vancouver.

• **Idle Free Signage (Sept 2006- March 07)**

1020 Idle-Free signs were produced by the City sign shop and approximately 950 were installed through-out the City by the Traffic Operations department in the Fall of 2006 and Winter/Spring 2006. Approximately 50 signs were held in stock for further campaign work.

Two types of signs were produced by the City sign department. The first (picture on the left below) is the same size as the standard City parking by-law signs. The second sign (pictured on the right) was specially designed for construction sites. This sign is much larger and lighter and can easily be moved from one location to another as construction sites move. It has a truck on the picture instead of a car.



1000 signs were installed at City Buildings, near schools, along Downtown and Broadway Corridors, near other public buildings, at other problem locations. A document summarizing the installation locations is included with this report. Also, a log of many of the exact downtown locations is enclosed.

PA & MC –Data Collection:

N/A

PA & MC -Barriers and Successes:

The main barriers and successes of the PA & MC work are summarized in the earlier sections.

Regarding the signs, it was found that often they are hard to spot unless the driver is looking right at the sign. This was mainly because they look similar to other by-law street signs.

PA & MC -Lessons Learned and Recommendations

Near the end of the project reporting period City staff realized that the Construction Industry needed to be engaged more due to a high number of complaints in that sector. The larger signs, and a special new truck poster were very helpful for the beginning of that engagement process. Also special talking points for trucks were prepared in partnership with Cummins Diesel Engines to counter any myths (See Appendix L).

10. Idle-free By-law Enforcement

Activity Summary:

- Moratorium (July 2006–February 2007)

For a seven month period after the by-law was passed the City focused on community engagement and awareness. During this period the by-law enforcement staff provided limited warnings to citizens as well providing education materials to drivers parked near school grounds.

- Enforcement (March 2007- onward)
By-law enforcement began in this period.

Survey Results:

N/A

Barriers and Successes:

This new by-law is challenging to enforce because there is no parking meter as evidence of a by-law infraction, or sign beside their car to confirm the infraction (although there are hundreds of streets signs now posted in the community). This situation increases the chances of debate and disagreement by offenders and thus decreases the resolve of by-law enforcers to deal with offenders.

Because of these challenges a completely new 2-step ticketing process (and supporting software) was developed by the City. The first ticket issued for an idling vehicle looks like a regular ticket, and is entered into the system like a regular ticket. The only difference is that the fine for the first ticket the fine is \$0 if the offender agrees to call in to the Customer Service line. The next time the same vehicle is caught idling the vehicle licence is entered into the handheld computer system again, and this time the ticket is issued with either a \$50 or \$100 fine (\$50 for basic infraction, and \$100 for heavy trucks and unattended vehicles. The first ticket is effectively a warning.

When presented with the opportunity, by-law enforcement staff will be less likely to hesitate in issuing the ticket because they will be less likely to receive resistance from citizens.

Lessons Learned and Recommendations:

The development of the new ticketing system was a very positive un-intended benefit of the Idle-free Program. Introduction of this new ticket system will have benefits for other future programs and empowers parking enforcers to take action in support of this program. At the same time citizens will see that the City is thinking carefully about how to best implement the by-law.

The City By-law Enforcement Leadership see this program as a way to take action on Climate Change. Their positive experience with this program has encouraged them to participate in other related programs.

At the time of this report another press was issued (see Appendix J) to kick-start a new round of awareness

Financial Statement:

A Summary Statement of Expenses is enclosed with this report (per schedule C section 4 of the Contribution Agreement). The City of Vancouver Finance Department has reviewed and concurred with the data.

Appendix A

Idling Observation Form – Baseline Data Collection Record

Observer Name _____ **Location: Horseshoe Bay**

Date _____ **Time of**

Day:Start _____ **Finish**

Weather Conditions _____

How to identify an idling vehicle:

1. Look for exhaust fumes
2. Look for headlights turned on
2. Look for vibration of the vehicle
3. Smell of exhaust fumes
4. Listen for engine

On average, there are _____ **number of vehicles per lane**
Chart followed...

Appendix B

BC Ferries Idle Free Survey

1. In the last day of driving, how long do you think you idled your vehicle's engine?

1a. If you said yes, what is the most common situation in which you idle?

- **WV = warming up your vehicle**
- WS = waiting for someone
- E = performing an errand
- C = personal comfort

Appendix C

Towards an Idle-Free Zone in the B.C. Lower Mainland Telephone Pre-Survey. October, 2004

Hello. My name is _____. I am calling from Strategic Research. We're doing a brief survey among residents within your community about driving habits and some related issues. Could I please speak to the member of your household who drives the most. [IF NOT AVAILABLE ARRANGE CALLBACK] This survey will take about 8 minutes to complete. Please be assured we are not trying to sell you anything, we simply want to ask your opinions. Your identity and everything you say will be kept confidential. The results of this survey will be used to improve the delivery of public education programs in BC.

A. Idling Behavior

A1. I'd like to ask you a some questions about vehicle idling. By idling, I mean leaving your vehicle's engine running in situations other than while stopped in traffic. Thinking about the last day you drove your vehicle I would like you to tell me how many times, if at all, you idled the vehicle's engine in the following situations.

RECORD NUMBER OF TIMES AND LENGTH OF IDLING FOR EACH OF THE FOLLOWING

a) Before you began driving:

- 1) [RECORD NUMBER OF TIMES]
- 2) Don't Know/Don't Remember
- 3) REFUSED

IF NUMBER OF TIMES IS 0 SKIP to A1 b)

a1) And on those occasions, on average, for how long do you think you idled your engine?

- 1) [RECORD MINUTES AND/OR SECONDS]
- 2) Don't Know/Don't Remember
- 3) REFUSED

- b) Waiting outside your residence for members of your household
- c) Waiting for or picking someone up at a school
- d) Waiting for or picking someone up at a location other than your home or a school
- e) Waiting in a fast food or bank machine drive through lane
- f) While running a work or non work related errand

B. Idling Beliefs and Attitudes

B1. I'm now going to read you several statements regarding vehicle Idling. I would like you to rank each one on a scale of 1 to 5 where 1 means strongly agree and 5 means strongly disagree.

a) For brief stops your car's engine uses more gas when it is stopped and restarted than when you keep it idling

1 2 3 4 5 6) Don't Know
Strongly Strongly
Agree Disagree

- b) For brief stops it causes more wear on your car's engine when it is stopped and restarted than when you keep it idling
- c) If your vehicle is stopped for as little as 10 seconds it will save fuel to stop and restart the engine rather than to idle it
- d) Idling a vehicle produces unnecessary air pollution
- e) Reducing vehicle idling will not significantly improve air quality in the BC Lower Mainland
- f) I am generally satisfied with the air quality in the BC Lower Mainland

B2. Imagine you have just driven into a parking lot and you are waiting in your vehicle for a friend or family member. As you know you have two options regarding your engine. You can either idle your engine while you are waiting or you can turn your engine off immediately and restart it when you are ready to leave. Please tell me how long you can idle your engine before you have used more gas than if you had turned your engine off and restarted it when you were ready to leave.

- 1) RECORD NUMBER OF MINUTES/SECONDS
- 2) DON'T KNOW
- 3) REFUSED

C. Transportation Alternatives

C1. Which of the following ALTERNATIVES to driving your car for your own personal use do you use most often to get around your community?

[READ IN RANDOM ORDER]

- 1) Public transit (IF UNCLEAR CLARIFY: "that is: buses, Skytrain or West Coast Express")
- 2) Walking
- 3) Cycling
- 4) Carpooling
- 5) [DO NOT READ] Other (Specify)
- 6) [DO NOT READ] Don't Know
- 7) [DO NOT READ] Refused

C2) What one thing could be changed to encourage you to [ADAPT RESPONSE FROM D1] more and use your own car less?

[RECORD VERBATIM RESPONSE]

P1. The BC Government has proposed a plan to widen the Trans-Canada highway and Port Mann Bridge to ease traffic congestion. The estimated cost of this project is \$1 billion. Do you support or oppose this plan?

IF SUPPORT OR OPPOSE "Would that be strongly support/oppose or somewhat support/oppose.

- 1) Strongly Support
- 2) Somewhat Support
- 3) [DO NOT READ] Neither Support or Oppose

- 4) Somewhat Oppose
- 5) Strongly Oppose
- 99) [DO NOT READ] Don't Know/No Answer

D. Awareness

[ASK D1 and D2 in random order]

D1 a). Have you ever heard of the phrase “Be Idle Free” [IF NO SKIP TO D2 a]

D1 b) Would you say you've heard a lot or a little?

D2. a) Have you ever heard of an organization called Better Environmentally Sound Transportation also known as BEST?

D2 b) Would you say you've heard a lot or a little?

Now I'm going to return to an issue I asked you about earlier. I will read you two statements. For each one please tell me whether you agree or disagree...

P2. a) The plan to ease traffic congestion by widening the Trans-Canada highway and Port Mann Bridge is poorly conceived because previous research shows that widening the highway and the bridge will attract more traffic, and that traffic congestion problems will return in 3 to 5 years

IF AGREE/DISAGREE "Would that be strongly or somewhat"

- 1) Strongly Agree
- 2) Somewhat Agree
- 3) [DO NOT READ] Neither Agree or Disagree
- 4) Somewhat Disagree
- 5) Strongly Disagree
- 99) [DO NOT READ] Don't Know/No Answer

P2. b) The plan to ease traffic congestion by widening the Trans-Canada highway and Port Mann Bridge is poorly conceived because there are many cost effective and environmentally friendly alternatives to widening the bridge and highway, such as rapid bus services on Highway 1 or new commuter rail options like the West Coast Express.

IF AGREE/DISAGREE "Would that be strongly or somewhat"

- 1) Strongly Agree
- 2) Somewhat Agree
- 3) [DO NOT READ] Neither Agree or Disagree
- 4) Somewhat Disagree
- 5) Strongly Disagree
- 99) [DO NOT READ] Don't Know/No Answer

E. Demographics

And finally, just a few last questions for statistical purposes only.

E1. How many vehicles does your household own?
(RECORD NUMBER)

E2. Which of the following best describes the vehicle YOU drive most often?

- 1) Small car
- 2) Medium sized car
- 3) Luxury car
- 4) Mini Van
- 5) SUV
- 6) Truck
- 7) Recreational Vehicle
- 8) Other (specify)
- 9) Don't Know
- 10) Refused

E3. a) In what year were you born?
(Record year) [IF REFUSED GO TO F2 b)]

E3 b) In that case please stop me when I mention the age grouping which describes you

- 1) Under 18
- 2) 18 to 24
- 3) 25 to 34
- 4) 35 to 44
- 5) 45 to 54
- 6) 55 to 64
- 7) 65 or over
- 8) [DO NOT READ] Don't Know
- 9) [DO NOT READ] Refused

E4) What was your total household income before taxes last year. Please stop me when I get to a category that describes you

- 1) Under \$20,000
- 2) Between \$20,000 and \$39,999
- 3) Between \$40,000 and \$59,999
- 4) Between \$60,000 and \$79,999
- 5) Between \$80,000 and \$99,999
- 6) \$100,000 or more
- 7) [DO NOT READ] Don't Know
- 8) [DO NOT READ] Refused

E5 Record GENDER (DO NOT ASK)

Appendix D

Towards an Idle-Free Zone in the B.C. Lower Mainland Followup - Telephone Survey. March, 2007

Hello. My name is _____. I am calling from Strategic Research. We're doing a brief survey among residents within your community about driving habits and some related issues. Could I please speak to the member of your household who drives the most. [IF NOT AVAILABLE ARRANGE CALLBACK] This survey will take about 8 minutes to complete. Please be assured we are not trying to sell you anything, we simply want to ask your opinions. Your identity and everything you say will be kept confidential. The results of this survey will be used to improve the delivery of public education programs in BC.

A. Idling Behavior

A1. I'd like to ask you a some questions about vehicle idling. By idling, I mean leaving your vehicle's engine running in situations other than while stopped in traffic. Thinking about the last day you drove your vehicle I would like you to tell me how many times, if at all, you idled the vehicle's engine in the following situations.

RECORD NUMBER OF TIMES AND LENGTH OF IDLING FOR EACH OF THE FOLLOWING

A1) Before you began driving:

- 1) [RECORD NUMBER OF TIMES]
- 2) Don't Know/Don't Remember
- 3) REFUSED

IF NUMBER OF TIMES IS 0 SKIP to A1 b)

a) And on those occasions, on average, for how long do you think you idled your engine?

- 1) [RECORD MINUTES AND/OR SECONDS]
- 2) Don't Know/Don't Remember
- 3) REFUSED

- b) Waiting outside your residence for members of your household
- c) Waiting for or picking someone up at a school
- d) Waiting for or picking someone up at a location other than your home or a school
- e) Waiting in a fast food or bank machine drive through lane
- f) While running a work or non work related errand

B. Idling Beliefs and Attitudes

B1. I'm now going to read you several statements regarding vehicle Idling. I would like you to rank each one on a scale of 1 to 5 where 1 means strongly agree and 5 means strongly disagree.

a) For brief stops your car's engine uses more gas when it is stopped and restarted than when you keep it idling

- 1 2 3 4 5 6) Don't Know

Strongly
Agree

Strongly
Disagree

- b) For brief stops it causes more wear on your car's engine when it is stopped and restarted than when you keep it idling
- c) If your vehicle is stopped for as little as 10 seconds it will save fuel to stop and restart the engine rather than to idle it
- d) Idling a vehicle produces unnecessary air pollution
- e) Reducing vehicle idling will not significantly improve air quality in the BC Lower Mainland
- f) I am generally satisfied with the air quality in the BC Lower Mainland

B2. Imagine you have just driven into a parking lot and you are waiting in your vehicle for a friend or family member. As you know you have two options regarding your engine. You can either idle your engine while you are waiting or you can turn your engine off immediately and restart it when you are ready to leave. Please tell me how long you can idle your engine before you have used more gas than if you had turned your engine off and restarted it when you were ready to leave.

- 1) RECORD NUMBER OF MINUTES/SECONDS
- 2) DON'T KNOW
- 3) REFUSED

C. Awareness

C1 a). Have you ever heard of a program called One-Day

[If YES THEN],

- C2 b) What is the One Day Program about
- 1) littering prevention
 - 2) organic gardening
 - 3) making Vancouver Clean Green and healthy
 - 4) climate change and energy conservation
 - 5) crime prevention

C1 b) How did you learn about it?

D. Demographics

And finally, just a few last questions for statistical purposes only.

D1. How many vehicles does your household own?
(RECORD NUMBER)

D2. Which of the following best describes the vehicle YOU drive most often?

- 1) Small car
- 2) Medium sized car
- 4) Luxury car
- 5) Mini Van
- 6) SUV
- 7) Truck

- 8) Recreational Vehicle
- 9) Other (specify)
- 10) Don't Know
- 11) Refused

D3. a) In what year were you born?
(Record year) [IF REFUSED GO TO F2 b)]

D3 b) In that case please stop me when I mention the age grouping which describes you

- 1) under 18
- 2) 18 to 24
- 3) 25 to 34
- 4) 35 to 44
- 5) 45 to 54
- 6) 55 to 64
- 7) 65 or over
- 8) [DO NOT READ] Don't Know
- 9) [DO NOT READ] Refused

D4) What was your total household income before taxes last year. Please stop me when I get to a category that describes you

- 1) Under \$20,000
- 2) Between \$20,000 and \$39,999
- 3) Between \$40,000 and \$59,999
- 4) Between \$60,000 and \$79,999
- 5) Between \$80,000 and \$99,999
- 6) \$100,000 or more
- 7) [DO NOT READ] Don't Know
- 8) [DO NOT READ] Refused

D5) Record GENDER (DO NOT ASK)

Appendix E

List of City of Vancouver Vehicles with New LED Lights

Work Order	Unit #	Make	Model	Quantity	In Service Date (YYYYMMDD)
247930	B1724	FREIGHTLINER	M2-106	2	0
247942	B1730	FREIGHTLINER	M2-106	3	0
247947	B1725	FREIGHTLINER	M2-106	2	0
313615	D0282	FORD	FOCUS	1	0
313616	D0292	FORD	FOCUS	1	0
247928	B1723	FREIGHTLINER	M2-106	2	0
247943	C1700	FREIGHTLINER	M2-106	2	0
253207	C1701	FREIGHTLINER	M2-106	2	0
253228	C1703	FREIGHTLINER	M2-106	2	0
308965	c9235	FORD	E350	2	0
313602	D0281	FORD	FOCUS	1	0
313608	D0291	FORD	FOCUS	1	0
292622	C1339	FREIGHTLINER	FL80	1	20050505
311612	D1563	STERLING	CONDOR	1	20051212
288435	D1882	FORD	F250	1	20060628
289175	C2371	HYUNDAI	HL740-7	2	20060701
279584	D1902	GENERAL MOTORS	SAVANA	1	20060803
281522	D2170	CASE	590SM-2	1	20060818
284097	B2405	HYUNDAI	760-7	2	20060920
303984	B2405	HYUNDAI	760-7	1	20060920
293081	B1434	FREIGHTLINER	M2-106	1	20061218
247933	B1729	FREIGHTLINER	M2-106	2	20070221
275196	C1722	FREIGHTLINER	M2-106	2	20070221
253205	B1726	FREIGHTLINER	M2-106	2	20070226

Note:

Where the in service date is 0, that means that the vehicle is currently in outfitting and has not been released yet. Each new strobe beacon uses about a quarter of the power of the dual rotator mini lightbar; however, depending on other electrical accessories installed on the particular vehicle (i.e. arrowboards, inverters, etc) and on the way the particular vehicle is actually operated (i.e. short trips with long stays at the same location), the power demand may still require idling.

Appendix G

Cab Heater Plan

Retrofits		num. of retrofits diesel	num. of retrofits gas
	Date		
	Spring 2006	1	0
	Fall 2006 & planned for Spring/Summer 2007	9	57

Replacements	Date	num. of diesel	num. of gas
	2007	17	0
	2008	0	2
	2009	0	3
	2010	0	1

Appendix H

Copies of invoices

(Included with hard copy of this report only)

Appendix I Example Contest Responses

The last names and e-mail addresses of these example participants have been removed to respect the privacy of these teenagers

1. From: s.22(1)
Date: April 10, 2006 3:54:02 PM PDT (CA)
To: fionna@best.bc.ca
Subject: What does I.D.L.E. mean to you CONTEST ENTRY

Hello this is my entry for the What does I.D.L.E. mean to you? contest acronym:

IDLE:

Idling is for
Deluded
Losers with too much
Exhaust

s.22(1)

2. From: ch
Date: April 10, 2006 10:13:21 PM PDT (CA)
To: fionna@best.bc.ca
Subject: I.D.L.E

I Defend our Leafy Environment

3. From: s.22(1)
Date: April 12, 2006 1:38:52 PM PDT (CA)
To: fionna@best.bc.ca
Subject: I.D.L.E. Youthink Contest

To me I.D.L.E. means Independent Drivers Loving the Environment.

s.22(1)

4. From: s.22(1)
Date: April 13, 2006 4:20:13 PM PDT (CA)
To: fionna@best.bc.ca
Subject: I.D.L.E contest

IDLE contest

s.22(1)

I Don't Like Exhaust fumes

5. From: s.22(1)
Date: April 15, 2006 1:58:41 AM PDT (CA)
To: fionna@best.bc.ca

IDLE - In Danger with Lamentable Emission

6. From: s.22(1)
Date: April 20, 2006 11:12:34 PM PDT (CA)
To: fionna@best.bc.ca
Subject: I.D.L.E to me

as much as most teenagers don't like to admit it, i will do it openly

I Do Love Earth!

that's why we need to get a move on!

s.22(1)



NEWS RELEASE

City Hall, 453 West 12th Avenue, Vancouver, BC V5Y 1V4 604.873.7011 vancouver.ca

FOR IMMEDIATE RELEASE
March 29, 2007

City of Vancouver's Idle-free Bylaw enforced

After a six-month education and awareness campaign, Vancouver's Idle-Free Bylaw is now being actively enforced by the City. Parking enforcement staff are issuing tickets for any parked vehicles found idling for more than three minutes. Violators will incur fines of \$50 (basic violation) or \$100 (heavy trucks and unattended vehicles).

Vancouver City Council enacted the Idle Free Bylaw on July 18, 2006. It was accompanied by community engagement initiatives (at businesses and schools), and an educational/awareness campaign involving radio, print, and outdoor advertising. An idle free hotline was also established (604.257.2404), and citizens were encouraged to call this number to report repeat offenders and problem locations.

The goal of the Idle-free Bylaw is to:

- protect air quality;
- reduce greenhouse gas emissions;
- reduce urban noise;
- reduce vehicle theft; and
- save money on fuel.

The enforcement campaign will continue to include an educational component in the form of flyers, signs and posters. Also, in 2007 the City is looking to partner with the local construction industry to ensure full awareness of the Idle-free Bylaw.

The City is launching other low-carbon driving initiatives as: tire-inflation awareness; encouraging fuel efficient maintenance habits, promoting best practices for fleet operators, and supporting market uptake for new engine technologies and fuel solutions. These efforts are in support of a Council mandate to reduce greenhouse gas emissions by 6 per cent from 1990 levels by 2012 approved in March 2005.

For more information:

Brian Beck
City of Vancouver Sustainability Group
604.871.6752
Idlefree.ca

Appendix K
BEST Workplace Outreach and Engagement Process

Outreach And Engagement Process <i>(Introductory Letters and campaign materials enclosed with the report)</i>	
Participants are identified and engaged	Executive Letter introduces Idle Free Campaign
	Phone call to assess interest
	Meeting to review campaign elements
Baseline Data Collection	Situational observation of idling in parking lot or shipping / receiving area
	Idle Free Workplaces Coordinator sends out campaign materials to workplace contact
	Pre-campaign surveys distributed to employees
Dissemination of communications	Posters are put up around worksite
	Pledge cards and flyers are distributed
	Pay cheque stuffers are sent out
	“Lunch and Learn” presented to staff
	Idle Free article in company newsletter or intranet
Post-campaign data collection	Baseline surveys and pledge cards are collected
	Situational observation of idling is repeated
	2 nd Survey is distributed to employees
Participant Recognition	Prizes are drawn from completed surveys & pledge cards
	Awards Ceremony

Appendix L Talking Points- Truckers

Idling gets expensive

Idling your truck can cost you \$100 now that Vancouver's idling law is being enforced. The City of Vancouver bylaw prohibits idling when parked for more than three minutes. Also, citizens are encouraged to call into an idle-free hotline (604-257-2404) to report repeat offences and problem areas.

The rationale for introducing the new bylaw, passed last July 2006, is that driving idle-free makes good environmental and financial sense.

Myth Busters

Some Common myth are refuted by Cummins Engine representative Ross Sommerville as follows:

- MYTH: Diesel truck engines must idle or they won't restart
Much older diesel engines were poor starters but not today

- MYTH: Diesel truck engines create more heat by idling
In fact short term idling actually "over cools" the engine

- MYTH: Diesel truck engines don't burn much fuel at idle
In fact there is a fuel economy penalty of 2.5-4 litres per hour, and it's the most in-efficient mode for emissions

- MYTH: Its good for the truck engine to idle it
In fact fuel contamination of lube oil is high at idle, cylinder wall wear is accelerated by "wash down", resulting in a reduction in engine life by up to 20%. For example, 500 hrs of idling = 64000 miles of wear.

Ultimately, Idling wastes fuel, reduces engine life, generates harmful emissions, and is a revenue negative operation

ⁱ Idling Package

ⁱⁱ Paper survey

ⁱⁱⁱ Survey

^{iv} In house advertisements to attract students to speaking engagement.

HEALTHY, CLEAN, AND GREEN
IDLE FREE PORT



TURN ENGINE OFF
PORT OF VANCOUVER

CITY OF
VANCOUVER

oneday...
van-402-693-2222

PORT.
VANCOUVER

HEALTHY, CLEAN, AND GREEN
IDLE FREE CITY



TURN ENGINE OFF

CITY OF VANCOUVER
BY-LAW #9344

CITY OF
VANCOUVER

 oneday...
your day is our chance

Canada 