SUBJECT: Hamilton Idling Awareness Campaign and Control By-law (PED07070) (City Wide)

RECOMMENDATION:

(a) That the 2006 Idling Awareness Campaign Reports, prepared by Green Venture, attached as Appendices A1 through A3 to Report PED07070 be received for information.

(b) That the hiring of one (1) full-time employee to enforce the Idling Control By-law be referred to the 2007 Budget process for consideration.

(e) That subject to Budget approval, the Draft By-law, attached as Appendix B to Report PED07070, be forwarded to City Council for enactment in June 2007 while the Anti-Idling Awareness Campaign continues to be delivered by the Planning and Economic Development Department staff in collaboration with community partners.

Lee Ann Coveyduck
General Manager
Planning and Economic Development Department

EXECUTIVE SUMMARY:

Pursuant to the January 16, 2007 direction of the Economic Development and Planning Committee, (Report 07-001), staff has consulted on the Draft Idling Control By-law with the Agricultural and Rural Affairs Advisory Committee and are reporting back to the Committee with a revised By-law.
Pursuant to the August 2, 2006 Committee of the Whole, (Report 06-017), staff has updated the costs associated with enforcing an Idling Control By-law and recommend the establishment of one (1) full-time employee through the Budget 2007 process.

An Idling Awareness Campaign was undertaken in 2006 and will continue to be delivered in partnership with Green Venture and other community partners, using the Planning and Economic Development Budget allocation for the Air Quality Program, pending approval of the 2007 Budget by Council. City policies on idling will be made consistent through collaboration with relevant Departments.

BACKGROUND:

On January 17, 2006, Planning and Economic Development Committee passed staff Report PD05092, subject to Budget approval, for a staff position to enforce the By-law. During the 2006 Budget process, Council approved the undertaking of an Anti-Idling Awareness Campaign, but deferred the implementation and enforcement of an Idling Control By-law.

Idling Awareness Campaign:

In 2006, the City funded and supported Green Venture in the delivery of an Anti-Idling Awareness Campaign called “Idling Stinks Hamilton”. The Campaign sought to educate the citizens of Hamilton on the impacts of idling vehicles and encourage behavioural change in those who work and live in the City of Hamilton. The campaign contained three components; a community wide education campaign, a school education campaign to encourage parents who pick up or drop off children at schools to reduce their idling, and engaging private fleets.

The “Idling Stinks” Campaign has been successful in initiating education and engagement of various sectors of the City of Hamilton, the public and the Corporation on idling.

- The Campaign was launched in July 2006 at Gore Park. Councillor Whitehead spoke at the launch, with Councillor McHattie, Councillor Bratina and staff from Public Works, Public Health, and Planning and Economic Development in attendance.

- 81 anti-idling signs were distributed in Hamilton, the majority of which were at schools and City Hall.

- Approximately 88 posters were distributed to libraries, community centres, community policing stations, City of Hamilton community service centres, and Hamilton’s Emergency Medical Services (EMS).

- Approximately 200 schools received the Idling Campaign material as part of the Active and Safe Routes to School (ASRTS) Program.
Green Venture, with the support of Public Health, City Councillors, and Clean Air Hamilton engaged the Hamilton-Wentworth District School Board (HWDSB) and the Hamilton-Wentworth Catholic District School Board (HWCDSB). Presentations were delivered to superintendents and trustees at the HWDSB as well as environment representatives at the HWCDSB.

- Approximately 132 private fleets in the goods movement, moving, taxi, limousine and bus and some construction sectors were contacted to provide idling information and engage interest in an idling campaign.

- 25 fleet operators were surveyed to understand their awareness of idling. Ten responses were received and only four (4) had a formal idling policy in place for their fleets.

- Seven (7) idling blitzes and interventions were undertaken in the campaign. Locations included the Hamilton GO station, Mohawk College, McMaster, Westdale Village and four (4) schools. Over 14 mock tickets were distributed during these blitzes.

- Displays and information were provided at events including the Festival of Friends, Westitalia, the Dundas Cactus Festival, the Emmanuel United Church Community BBQ, the Catholic Parents’ Conference, OPIRG/HCF Youth Conference, Car-Free Week, and King George Elementary’s Teacher/Parent Night. Forty-two (42) pledges to reduce idling were collected at these community events.

- An idling display, supported by Clean Air Hamilton, was also featured at City Hall.

- Media communication included Public Service Announcements that were played on 820 CHAM and Oldies 1150. The Idling Campaign has also been a feature with 900 CHML’s Car Doctor, John Booth.

- Twenty two (22) Clean Air Ambassadors were recruited to assist in the Idling Campaign. These volunteers will continue to spread the anti-idling message in Hamilton.

Enforcement:

At the August 2, 2006 meeting of the Committee of the Whole, staff was requested to revisit the Idling By-law and update the costs for enforcement. At that time, enforcement costs were estimated at $115,000 for one (1) FTE in the Building and Licensing Division.

It was originally recommended that enforcement of the By-law be through the Building and Licensing Division because the By-law Enforcement staff is trained under Parts I and III of the Provincial Offences Act, which are the appropriate sections to enforce idling control, but one (1) FTE was required to handle the additional duties.
Although the enforcement of anti-idling would naturally fit with the enforcement of illegal parking by the Hamilton Municipal Parking System (HMPS), enforcement by Parking Control Officers was determined to be cost prohibitive. Parking Control Officers are authorized, trained, and paid to enforce Part II (parking) offences under the *Provincial Offences Act* and not Part I or III offences. Training Parking Control Officers to enforce a Part I or III offence would require changing the job description for all Parking Control Officers, whether they perform the duty on a regular basis or not. The estimated cost to have all Parking Control Officers enforce the Anti-idling By-law is in the order of $350,000 annually.

Based on recent discussions with Building and Licensing staff and Parking staff, it is now being recommended that enforcement of the Idling Control By-law be assigned to the Hamilton Municipal Parking System. This requires the hiring of an additional one (1) FTE for enforcement in the Hamilton Municipal Parking System. Anti-idling enforcement would be conducted by the one (1) Anti-idling Officer.

**Draft Idling By-Law:**

The proposed By-law expands the initiative of the Hamilton Internal Anti-Idling Policy for City vehicles to the general public. It will apply outdoors on private and public property. The By-law proposes to restrict idling to three (3) minutes in a 60-minute period, and provides for a number of exemptions, similar to those found in By-laws in other cities in South-Western Ontario (Appendix C). These exemptions include vehicles stopped due to traffic conditions, police and emergency vehicles, transit vehicles on layover or stopover, farm tractors, weather conditions when idling may be necessary for heating or air conditioning, among others.

Based on consultation with the Agricultural and Rural Affairs Advisory Committee, the draft Idling Control By-law has been revised to exempt farm tractors. Farm tractors as defined under the *Highway Traffic Act* are vehicles “designed and used primarily as a farm implement for drawing ploughs, mowing-machines and other implements of husbandry and not designed or used for carrying a load”.

**ANALYSIS/RATIONALE:**

**A By-law and an Awareness Campaign Are Both Needed**

Although the Idling Awareness Campaign has been successful, an Idling Control By-law in Hamilton is still considered a component to curbing idling behaviour in Hamilton. The City, Green Venture, and local media have received numerous requests from citizens requesting an Idling By-law. The municipalities of Burlington, Guelph, London, Oakville, and Niagara Falls have passed an Idling By-law.

Legislation and regulation have an important role in tackling environmental and health issues. Enacting legislation sends a clear message that government is committed to addressing an issue. This draws media attention that helps reinforce the educational piece in the community.
Education and enforcement are complimentary components to changing the behaviour of vehicle owners and fleet operators. The survey and engagement of private fleets revealed that some businesses would only consider reducing idling in their fleets if anti-idling legislation (i.e. a by-law) were implemented “similar to Burlington” where many Hamilton companies operate. Moreover, it was revealed that education of individuals is needed to continue on idling in Hamilton for many vehicle owners to understand the issue.

A combination of voluntary and regulatory tools is a consistently proven approach for achieving desired results. It provides the greatest benefit for the least cost.

**Ensuring Compliance Through An Awareness Campaign**

Ensuring compliance with the regulation (i.e. the by-law), is highly dependent on educating the public on the reasons for idling control. Design of the Idling Awareness Campaign is currently the responsibility of the Air Quality Program in the Long Range Planning Division. If the Air Quality Budget is renewed in 2007, the funding for continuing the 2006 Idling Awareness Campaign will be in place. Non-governmental organizations are interested in continuing to partner with the City on idling awareness and have already explored external funding through private, Provincial and Federal Programs to add to the City’s contribution.

Public education through the Awareness Campaign needs to be a Corporate priority, with all Departments contributing to the overall effectiveness. Parking Enforcement Officers can be part of the Awareness Campaign by informing individuals of idling during the normal course of their duties.

Emergency Medical Services, Police Services, Public Works, Public Health Services have contributed through their support in the 2006 Idling Awareness Campaign already, thus adding capacity to the Awareness Campaign.

**Enforcement of a By-Law is Mandatory**

Regulation without the provision for enforcement increases the City’s risk exposure. Therefore no By-law should be undertaken without providing the means to enforce it. The courts have held that there is a duty to enforce if standards are imposed. In some cases Ontario municipalities have been found legally negligent for failure to enforce a by-law. Risk Management staff note that “A claim could arise if a third party were to file a claim against the City for health problems arising from exposure to vehicle emissions arising from an idling vehicle."

In addition, enacting legislation that does not have a credible enforcement strategy and resources can frustrate the public by creating a false expectation, and staff, who are not given the resources necessary to carry out their responsibilities. Laws that are not seen to be enforced also lose the power to affect changes in behaviour and damage the credibility of the government that has passed them.
The goal at the end of the day is to effectively reduce vehicle idling and decrease potential adverse health risks due to poor air quality. An important side benefit is the amount of money saved through reduced fuel costs. Experience shows that a by-law and awareness campaign are both necessary.

**Required Resources for Enforcement**

As noted in the 2006 staff report (PD05092), enforcing the Idling Control By-law will be a challenge for the City due to the larger issue of having an under-resourced By-law Enforcement function. Since amalgamation, the By-law Enforcement function in the City of Hamilton has been increasingly centralized to the Building and Licensing Division of the Planning and Economic Development Department. Since the structure of this Division was not designed or resourced to accommodate an ever-increasing variety and volume of enforcement activities, service-level expectations have now outpaced the ability to deliver.

It is noted that enforcement of the Idling Control By-law does not logically or strategically fall within their area of operations. They do not patrol the streets with inspectors and enforcement of this By-law will further diffuse their business focus.

**Building and Licensing Division** staff is trained under Parts I and III of the *Provincial Offences Act*, which are the appropriate sections to enforce idling control, however, as noted above, there is no ability for this Division to take on additional responsibilities.

Parking Control Officers are authorized, trained, and paid to enforce Part II of the *Provincial Offences Act*\(^1\) which does not enable them to issue tickets for contravening an Idling Control By-law. Having Parking staff enforce the By-law would mean establishing an entirely new program and conducting a job evaluation process to increase training and remuneration, at an estimated cost of approximately $350,000. (This training issue is not unique to Hamilton. The City of Burlington identified the need to retrain their Parking Enforcement Officers as part of their implementation plan, but this is now being reconsidered from a cost-benefit point of view.).

A further consideration is the fact that the Hamilton Municipal Parking System is self-sustaining and operates on a business plan model. Parking revenues are used to offset expenses and to fund all capital programs, with annual surpluses being applied to the levy. Research indicates that revenue generation from enforcing the Idling By-law in other municipalities is not common. Resources directed towards enforcing and monitoring the Idling Control By-law could result in a re-allocation of staff away from revenue-generating activities, and jeopardize the HMPS's self-sustaining mandate.

Anti-idling enforcement could, however, take advantage of the synergies with parking enforcement, if it is established as a separate levy-funded program, conducted by one (1) Anti-idling Officer rather than by all Parking Control Officers.

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\(^1\) Part II of the *Provincial Offences Act* cannot currently be applied in the enforcement of Idling Control By-laws as this part of the Act only allows for ticketing a vehicle, not a driver (i.e. parking tickets).
ALTERNATIVES FOR CONSIDERATION:

Options Regarding Process for Implementing the By-law:

Enacting the By-law With No Provision for Enforcement: In order to avoid exposure to risk, Council does not have the option of enacting a By-law without allocating resources and responsibility for enforcement. If a Budget enhancement to the 2007 Operational Budget to provide resources is not feasible given the time of year, Council does have the option to direct staff to seek funding for the FTE from other sources in the existing 2007 Budget proposals.

Using an Advisory By-law: In December 2005, Legal Services noted that the City may wish to “consider a by-law which is only advisory (i.e. no penalty section, no enforcement, no one gets charged)”. Council can take this option, however, Planning and Economic Development staff do not recommend this option for the following reasons:

1) It is not consistent with the approach taken with other municipalities in the GTA and across Ontario; and,
2) Laws that are not seen to be enforced lose the power to affect changes in behaviour, frustrate citizens who wish to see action on environmental and health issues, and damage the credibility of the government that passed them.

Taking A Phased Approach: Council has the option of initiating the Awareness Campaign as a first phase, followed up with enactment of the By-law in a second phase where awareness would be stepped up with enforcement campaigns targeting specific areas such as outside schools. This option is recommended as the Awareness Campaign would be supported by definite timing for enactment of the regulatory framework and build on the Anti-Idling Awareness Campaign initiated in 2006.

Public Consultation: Council has the option of deferring consideration of the By-law until after a round of public consultation. Additional consultations on the By-law have not been undertaken since 2006, but rather the focus of consultation activities have been on education and awareness. It is noted that the specific exemptions in the By-law were defined based on the best practice of other GTA municipalities. Public notice regarding the consideration of the By-law at the Economic Development and Planning Committee and Council occurs through the City Clerk’s Office, in the manner of all matters being considered at Committee. Public consultation on the revised draft By-law could take the form of inviting commentary through web-site and mail, in response to a newspaper advertisement, making the By-law available at municipal service centres and libraries, or a public meeting.

Adding Specific Exemptions: Legal Services suggested public consultation “as a way to raise any particular difficulty that a business or any other vehicle operator may face which should be an added exception”. Council has the option of including additional exemptions to address specific circumstances or concerns. The exemptions in the By-law incorporate Hamilton specific concerns raised through consultation, are consistent
among many cities in the GTA, and are found in the model by-law published by the Ministry of Environment. A GTA-Clean Air Council report notes that “the effect of having too many exemptions together is to create a patchwork law that is unevenly applied to some vehicles in some circumstances, frustrating citizens who call to lay a complaint only to discover that the vehicles are exempted from the provisions of the By-law for one reason or another.”

**FINANCIAL/STAFFING/LEGAL IMPLICATIONS:**

**Financial** - Enforcement of the Idling Control By-law will result in the need for a Budget enhancement in the range of approximately $115,000 ($35,000 in one-time costs, $80,000 in ongoing costs) for one (1) new FTE to enforce an Idling Control By-law.

This position could fall be under the jurisdiction of Building and Licensing Division, but would be much more effective and efficient under the Hamilton Municipal Parking System.

Legal Services advised that if the City does not exempt all HSR and Municipal vehicles from the By-law, costs would be incurred to hire outside counsel. Internal staff could not be used due to the conflict of being both accused and prosecutor. Costs are estimated to be between $500.00 to $1,000.00 per charge. It should be noted that no costs would be incurred if City vehicles adhered to the By-law.

Staffing - Adoption of the Idling Control By-law will result in the need to hire one (1) additional FTE for enforcement in the Hamilton Municipal Parking System. Anti-idling enforcement would be conducted by the one (1) Anti-idling Officer rather than by all Parking Control Officers.

The Idling Awareness Campaign can be delivered in partnership with Green Venture and other community partners using Planning and Economic Development Budget allocations for the Air Quality Program (no new funding required). This is dependent upon Council’s approval of the 2007 Budget.

Legal - Legal Services was consulted in the process of the proposed Idling Control By-law (PD05092). No changes have been made to the proposed By-law with the exception of the exempting of farm tractors as directed in consultations with the Agricultural and Rural Affairs Advisory Committee.

**POLICIES AFFECTING PROPOSAL:**

The Noise By-law (By-law No. 03-020), Section 3.(6) which restricts noise from the operation of an engine in a stationary vehicle to a continuous period of five (5) minutes in a Residential or Quiet Area, has been used in the past to restrict idling. The effectiveness of this approach has decreased over time as engines have become quieter. Now, many engines can idle without making enough noise to invoke the Noise By-law. The Noise By-law should be made consistent with the Idling Control By-law. This entails amending the five (5) minute engine noise limit to three (3) minutes.
RELEVANT CONSULTATION:


City Advisory Committee: Agricultural and Rural Affairs Advisory Committee.

External: Ministry of Environment, Clean Air Hamilton, Green Venture, the GTA-Clean Air Council, and the cities of Burlington, Toronto, Collingwood, Guelph, London, Kingston, Niagara Falls, and Oakville.

CITY STRATEGIC COMMITMENT:

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. ☑ Yes ☐ No

The public is involved in the definition and development of local solutions. Involving the entire community in reducing vehicle idling and developing the awareness/education campaign in partnership with community partners is consistent with the principle of self-determination and participation.

Environmental Well-Being is enhanced. ☑ Yes ☐ No

Human health and safety are protected. Reducing idling improves local air quality which can reduce the burden of illness, reduce air quality impacts on ecosystems as well as reduce emissions of the greenhouse gases that contribute to climate change.

Economic Well-Being is enhanced. ☑ Yes ☐ No

Hamilton’s high-quality environmental amenities are maintained and enhanced. As most other cities in the GTA have already adopted Idling Control By-laws, Hamilton's Idling Control By-law should not affect the City’s competitive position. Reducing idling also saves fuel costs for citizens, businesses and government. Improving air quality can help attract investment in the community by making Hamilton a more desirable place to live and work. Increasing the City’s capacity for enforcing all of its by-laws, including the Idling Control By-law, may have an affect on the tax levy unless offsets can be found.

Does the option you are recommending create value across all three bottom lines? ☑ Yes ☐ No

Controlling excessive idling creates value across all three bottom lines as there are environmental, social/health and economic benefits as noted above. There is a financial cost to enforce the By-law and to design and implement the community awareness campaign. However these costs are offset by the economic benefit of
making Hamilton a more desirable place to live, work and play and the reduced costs of health care and loss of productivity due to the health effects of air pollution.

Do the options you are recommending make Hamilton a City of choice for high performance public servants? ☑ Yes ☐ No

The recommendations are intended to realistically respond to the need for an effective idling policy framework in the City. Adopting a By-law without providing sufficient or appropriate resources for enforcement and other implementation actions would not support Hamilton's reputation as an employer of choice for high-performing public servants. Unfunded regulation constrains the efficient performance of duties, aggravating worker frustration.

BM/dkm
Attachs. (5)
Idle-Free Hamilton

The primary goal of the Idling Stinks campaign is to raise awareness about the negative impacts of idling in the Hamilton community. Idling lowers air quality, contributes to climate change, fuels smog, can trigger breathing difficulties such as asthma, wastes a non-renewable resource and costs money in both squandered fuel and maintenance. Hamiltonians need to be thinking about these issues and how easily they can contribute by simply turning their keys when they are waiting or parked.

Idling is a hot topic. It played a role in our recent municipal election and given that many other cities in our vicinity have implemented both idling by-laws and awareness campaigns, Hamiltonians do have an understanding of the negative impacts of idling. Recently idling at drive-thrus was highlighted in the local media as a major contribution to climate change. It's important to let Hamiltonians know that Hamilton is as equally concerned as our neighbours about idling and that citizens need to do their part.

We had many methods of communicating our message and a successful community campaign. We received a number of media hits over the course of the campaign and held several major events. In terms of reaching Hamiltonians, Green Venture has years of experience tabling at the most popular events in Hamilton. Thousands of Hamiltonians saw our display and received our campaign materials. In addition, Green Venture’s website is a well visited site in Hamilton; last year we received over 2 million hits (though obviously not all from Hamilton). Green Venture helped bring together a very important research study that contributed to our campaign. Dr. Denis Corr’s mobile emissions monitoring in December 2005 provided very valuable data around the air quality impacts of idling at a variety of locations around town. Many councillors and staff people at the City of Hamilton were a great support to our campaign. Finally Natural Resources Canada was also very supportive of our campaign.

Unfortunately we were not able to conduct research on the impact of our awareness campaign. Ideally we would have developed a telephone survey to gauge Hamiltonians’ awareness of idling before and after the campaign; then we would have been able to tell if we were successful. Unfortunately these surveys can be expensive so this was not an option given our budget. Our other major concerns involved not being able to target enough community locations with interventions and signs. The school campaign and to a lesser extent the fleet campaign took up the bulk of our time in the fall. Recruiting volunteers for community events was difficult. Volunteers would prefer to work in their neighbourhoods or at their children’s schools as opposed to at central locations like the GO station or City Hall. We also didn’t want to push volunteers at the risk of losing them.

Ultimately we were very happy with our community campaign. It shouldn’t really be viewed separately from our other campaigns as all three make a contribution to public awareness of idling from different angles.

Community Outreach

Keeping with Green Venture’s commitment to community engagement, the Idling Stinks Campaign was highly visible in the community. An Idle-Free display was prepared to engage visitors to Green Venture’s community booths. The display offered reasons to go idle-free, a personal action plan to reduce one’s idling and exposed some common idling myths. We attended numerous community events in 2006 and reached thousands of Hamiltonians. At all these events staff were present to answer questions and distribute campaign materials.
On July 27th, Green Venture launched the Idling Stinks Campaign downtown at Gore Park. Several speakers attended including Deputy Mayor Terry Whitehead, Denis Corr of McMaster University’s Department of Engineering Physics, Chris Hill, the Fleet Manager for the City of Hamilton and Steve Walsh from Hamilton Public Health. The highlight of the launch was a performance of “Canadian Idle” by the young thespians of Captain Squeezy’s Performing Arts Group. During the launch, we recruited some Clean Air Ambassadors and several volunteers handed out around 100 small information idling cards in front of Jackson Square.

Green Venture’s Idling Stinks Campaign attended the following community events in 2006:

- Festival of Friends – August 11-13
- Cactus Festival – August 18-20
- Westitalia – September 9-10
- Ward 8 Neighbourhood Festival – September 16
- Lung Health Matters Workshop – September 18
- Emmanuel United Church Community BBQ – September 23
- HWDSB Offices – September 25-27
- Commuter Challenge Award Ceremony at City Hall – September 27
- King George Elementary Teacher/Parent Night – October 12
- Total Balance Show – October 13-15
- Catholic Parents’ Conference – October 21
- Grace Lutheran Women’s Committee – October 24
- OPIRG/HCF Youth Conference – October 26
- Display at City Hall with Clean Air Hamilton – November 6-26
- Display at EcoHouse – December 2-31

At events, from our perspective, idling is viewed in two different ways. One group of people feels very engaged and opinionated about idling and the air quality impacts of leaving one’s vehicle running. They are very attracted to the issue and will come over immediately and offer their support. Yet another larger group doesn’t find idling compelling in the least. They glance at our display and materials but don’t wish to engage in a discussion of idling and its impacts. We must continue to build the critical mass of public awareness needed to make idling as much a negative as smoking is today.

At most of these events we had small pledge forms that visitors could sign and receive a sticker for their car’s windscreen. They took very little time to complete and we had 42 pledges by the end of the campaign. This low number demonstrates that we favoured actually speaking to drivers in their cars as opposed to at events where stickers could get lost and never make it to the window. Also not many Hamiltonians wanted to complete the pledge at our table which reinforces the need to seek pledges when drivers are in their cars.

Attending these events was useful in recruiting Clean Air Ambassadors and giving encouragement to those already committed to anti-idling. Our display worked well combined with other Green Venture displays and the cost of attending events, where applicable, was divided between two program areas. Ultimately we couldn’t have relied entirely on driver interventions to spread the word so public events were a natural fit.
Posters

Thanks to a generous donation by Natural Resources Canada, Green Venture distributed bright, eye-catching posters to be displayed at many community locations. Approximately 50 posters were distributed to libraries, community centres and City of Hamilton community service centres during the summer. Green Venture continued to distribute posters into the fall. Posters were also outreach materials as we attached a sticker to each poster appealing for Clean Air Ambassadors.

In late fall, 30 more posters were distributed through a Clean Air Ambassador and City of Hamilton employee to Hamilton’s EMS stations. Though emergency vehicles would be exempted from idling restrictions under any legislation, we felt it was important to make them aware of idling as an important health and environmental issue and take this opportunity to spread the anti-idling message. And thanks to these posters, staff at these EMS stations may well discuss idling with family and friends and create a buzz which is the ultimate goal of the Idling Stinks campaign’s community engagement.

In December, Green Venture distributed our remaining posters to Community Policing Centres in Hamilton thanks to the support of Deputy Police Chief Girt. These locations are attractive because they are geographically distributed across the city and are centrally situated within communities. In addition they draw a link between healthy, safe communities and anti-idling and hint at idling as a legal matter.

Website

It took a while to come together but we created an Idling Stinks website to complement our campaign. Initially the website wasn’t a major priority as much as was contacting schools and private fleet operators. We have moved from a single page site with few pictures to a multi-page site with information on becoming a Clean Air Ambassador, some of the major facts and myths about idling, event information and links to other cities’ by-laws. Our materials including information cards, stickers, mock tickets and signs are all available for viewing. Finally our website also offers two pdf format printable fact sheets for individuals and fleet operators; please see Appendix A and B for copies of these fact sheets.

Hamiltonians searching for information on idling in Hamilton will find our resourceful website easily through search engines such as Google. Our long term goal is to redesign the Commuter Challenge website to incorporate all the program areas that Green Venture works on under the umbrella of air quality and sustainable transportation.

Signs

Our coroplast signs are designed to be both inexpensive and long-lasting. They measure 11” x 17” and cost approximately $4 each to produce; during the course of the campaign we had 100 printed. The signs are predominantly erected at schools in Hamilton but also a few other locations.

We had hoped to gauge the usefulness of signs in a community-based social marketing (CBSM) campaign. Our plan was to compare measurements taken at schools with the full CBSM approach with others with only signs erected on school property. In other cities, it was found that signs help but are not as effective as the full CBSM anti-idling approach of communicating directly with drivers. Unfortunately the results produced by several Clean Air Ambassadors at Elizabeth
Bagshaw Elementary School were unreliable and clearly they did not understand their instructions.

We have distributed 81 signs to the following locations across Hamilton. Following the chart are several maps of these locations:

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
<th>On Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Joseph’s School</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Earl Kitchener</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Elizabeth Bagshaw</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Norwood Park</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Pumpkin Patch Day Care</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>King George School</td>
<td>3</td>
<td>6</td>
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<tr>
<td>Bishop Tonnos</td>
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<td>7</td>
</tr>
<tr>
<td>St. Mary’s Secondary</td>
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<td>8</td>
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<tr>
<td>Westmount Area</td>
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<td>9</td>
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<tr>
<td>Canadian Martyrs</td>
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<tr>
<td>St. Columba</td>
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<td>11</td>
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<tr>
<td>St. John the Baptist</td>
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<td>12</td>
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<tr>
<td>Corpus Christi</td>
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<td>13</td>
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<tr>
<td>Blessed Kateri</td>
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<td>14</td>
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<tr>
<td>St. Michaels</td>
<td>4</td>
<td>15</td>
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<tr>
<td>GL Armstrong</td>
<td>4</td>
<td>16</td>
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<tr>
<td>St. Patrick’s</td>
<td>2</td>
<td>17</td>
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<tr>
<td>AGS Automotive Centre</td>
<td>15</td>
<td>18</td>
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<tr>
<td>City Hall</td>
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<td>19</td>
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<tr>
<td>Green Venture</td>
<td>1</td>
<td>20</td>
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<tr>
<td>SAGE/Strathcona</td>
<td>3</td>
<td>21</td>
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<tr>
<td>St. David's</td>
<td>4</td>
<td>22</td>
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</tbody>
</table>
Our signs have good geographic coverage across the city. It would be useful to distribute signs to some of Hamilton’s most distant member communities like Binbrook and Waterdown in future.
<table>
<thead>
<tr>
<th>Media Hits</th>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>900 CHML - the Car Doctor 21-Jul-06</td>
<td></td>
<td>Coordinator live on air with Car Doctor from 6-7pm</td>
</tr>
<tr>
<td>Chamber of Commerce Newsletter 22-Jul-06</td>
<td></td>
<td><a href="http://www.hamiltonchamber.on.ca/newsletters/july22.htm">http://www.hamiltonchamber.on.ca/newsletters/july22.htm</a></td>
</tr>
<tr>
<td>Grassroots, View Magazine 20-Jul-06</td>
<td></td>
<td>Advertises the launch and gives some facts</td>
</tr>
<tr>
<td>900 CHML 25-Jul-06</td>
<td></td>
<td>Interview for news with Ken Hall</td>
</tr>
<tr>
<td>CKPC Brantford 25-Jul-06</td>
<td></td>
<td>Interview for news with Rosa</td>
</tr>
<tr>
<td>900 CHML 25-Jul-06</td>
<td></td>
<td>On air with Scott Thompson, Drive Time (5:40pm)</td>
</tr>
<tr>
<td>Say Dez, CFMU 27-Jul-06</td>
<td></td>
<td>Not sure of air date</td>
</tr>
<tr>
<td>Hamilton Spectator 27-Jul-06</td>
<td></td>
<td>Did interview with Eric McGuiness about the launch</td>
</tr>
<tr>
<td>CHTV News 27-Jul-06</td>
<td></td>
<td>Covered the launch</td>
</tr>
<tr>
<td>K-Lite FM 27-Jul-06</td>
<td></td>
<td>Short interview for news</td>
</tr>
<tr>
<td>Flamborough Review 27-Jul-06</td>
<td></td>
<td><a href="http://www.haltonsearch.com/hr/fp/opinion/editorial/story/3610486p-4173592c.html">http://www.haltonsearch.com/hr/fp/opinion/editorial/story/3610486p-4173592c.html</a></td>
</tr>
<tr>
<td>900 CHML 20-Sep-06</td>
<td></td>
<td>Interview regarding ticket blitz</td>
</tr>
<tr>
<td>CHTV News 20-Sep-06</td>
<td></td>
<td>Covered ticket blitz</td>
</tr>
<tr>
<td>Hamilton Spectator 20-Sep-06</td>
<td></td>
<td>Sent a photographer to blitz</td>
</tr>
<tr>
<td>North End Breeze 20-Sep-06</td>
<td></td>
<td>Interviewed by Environment Hamilton who submit an article for the Breeze</td>
</tr>
<tr>
<td>Hamilton Spectator 28-Sep-06</td>
<td></td>
<td>Rob Faulkner on HWDSB interest in idling</td>
</tr>
<tr>
<td>Hamilton Spectator 19-Oct-06</td>
<td></td>
<td>Letter to the editor regarding EMS vehicles and idling</td>
</tr>
</tbody>
</table>
Radio was highlighted early as the best medium with which to distribute the anti-idling message. For one, drivers often listen to their radios while in their cars. Therefore we are reaching our primary audience directly. Unfortunately, it is difficult to measure the effectiveness of radio ads. Ultimately they raise the profile of the idling issue in Hamilton which is a key for our community engagement campaign.

Green Venture has secured public service announcements (PSA) on 820 CHAM and Oldies 1150. These two stations enthusiastically produced their own PSAs and they are airing between August 14 and September 3; the PSA lasts 30 seconds. Anecdotally we have heard from visitors to Green Venture and colleagues that they find these PSAs effective. They were well timed to draw a link between idling and summer smog.

One of Hamilton’s FM radio stations also offered to carry anti-idling PSAs. Country 95.3 FM asked Green Venture to produce our own PSA which they would consider for airing. Green Venture produced a high quality PSA at CFMU at McMaster University but unfortunately Country 95.3 FM decided to not air our PSA.

Green Venture has also connected with 900 CHML’s Car Doctor, John Booth who appears on air every Friday evening from 6-7pm. John is a strong anti-idling champion who clearly explains the negative impacts of idling from the mechanic’s perspective. By focusing on health, air quality and climate change, we sometimes forget the simple message that idling damages car components and costs money. The Idling Stinks Campaign Coordinator was on air with him for the full hour of the show on Friday July 21 in advance of the launch and has been invited to return to report on the success of our campaign which we will do in January.

We were pleased with the media coverage that the Idling Stinks campaign received. Most media outlets in Hamilton were supportive of the anti-idling message and it was deemed newsworthy. We received good, balanced coverage from print, television and radio. A lesson learned was to connect with radio stations on PSAs well in advance of air dates because they set aside airtime for non-profits early and competition is strong. This is especially the case with FM radio.

Driver Interventions

Most of our interventions with drivers took place at schools in Hamilton. However we did conduct a couple of interventions at other locations in the city. On December 12, a small intervention took place outside the Hamilton GO Station at Hunter and Hughson in downtown Hamilton. This intervention occurred in the evening to coincide with the arrival of daily commuter trains from Toronto. We did not conduct a full community-based social marketing (CBSM) intervention with the measurement of idling incidence before and after the intervention. Partly this was due to a lack of volunteers and chaotic winter weather.

Our approach on this occasion was to target idling drivers with information cards and stickers as usual but as a twist we decided to thank drivers that were parked with their engines off, therefore not idling. We produced and handed out 16 homemade air fresheners to drivers. Our air fresheners were made with small anti-idling cards and essential oils; in this way they may act as reminders to drivers like our stickers. Drivers reacted differently to our offer. Some were happy to receive them and thanked us for our efforts. Most were confused by this random act of kindness but took the air fresheners. Some drivers refused to speak with us but we thanked them through their glass anyway. Unfortunately it was pretty dark when we spoke with drivers and this may have played a part in their weariness.

Idling was not a major concern at the GO station in Hamilton when we were there. Most drivers timed their arrival with the trains and swooped in to quickly pick up passengers (though the number of cars double parked was problematic). Most commuters seemed to make for the exits and presumably the HSR to get home. On days when the trains are delayed we expect there to be much more idling.
As part of our presentation to the OPIRG/Hamilton Community Foundation Living the Environment Conference for high school students, Green Venture organized an intervention at Mohawk College on October 26. We gave brief training to the students and teachers in attendance and had them walk around the college giving out tickets to idling drivers and thanking those drivers who were not idling. We had two groups in the morning and afternoon and handed out approximately 20 tickets both as citations and thank-you’s. Many students and teachers were excited to participate in a highly interactive and hands-on workshop and we made several connections which we hope will translate into future events at high schools in Hamilton.

In the afternoon following the July launch of the Idling Stinks Campaign, four Green Venture staff along with one volunteer conducted an intervention at McMaster University. This location was selected because of the many summer camps hosted at McMaster; many parents drive and pick up their children from McMaster every weekday in the summer. It was also suitable since parents wait on public streets and therefore Green Venture did not have to seek permission from the university administration. This could have been a long process.

Following the CBSM approach idling behaviour was observed before and after the intervention to gauge the success of commitments. One staff person visited McMaster to measure the incidence of idling the Thursday (July 20) prior to the intervention with drivers. Then the following Thursday (July 27) Green Venture staff spoke with drivers to ask them to commit to not idling, handing out information cards and decals. The next Friday (August 4) one Green Venture staff person returned to measure if there had been any noticeable change in behaviour.

One caveat is that the follow-up observation took place on a Friday afternoon and not a Thursday as had the initial observation and intervention. Unfortunately this meant that we might not have been observing the same drivers as some parents probably take turns picking up children; there would be little use observing the results of an intervention with different drivers. However this is a minor concern and does not necessarily affect the results.

We learned several lessons from this exercise that helped with future interventions. For one, the speech that we had developed was much too long for most drivers. Unless they were genuinely interested in the issue, most wanted something quicker. Since then we have developed a shorter speech. We were also pleasantly surprised with the openness of Hamiltonians to discussing the issue of idling; most drivers were cordial and supportive and aware of the issue. The Bay Area Restoration Council (BARC) donated reflective vests which gave staff and volunteers an air of authority; many drivers asked if we were with Parking and Enforcement.

The results are noted in the boxes below:

**Initial Observation July 20, 2006 (26 vehicles)**

| 78% of vehicles were idling  |
| 14% of vehicles turned off their engines immediately |

**Intervention July 27, 2006 (29 vehicles)**

| 100% of female drives took information cards (20)  |
| 90% of female drivers took a sticker (18) |
| 67% of male drivers took an information card (6)  |
| 78% of male drivers took a sticker (7), 1 applied it |
Final Observation August 4 2006 (13 vehicles)

38% of vehicles were idling
54% of vehicles turned off their engine immediately

Overall idling incidence was reduced from 78% to 38%. For school interventions in the fall please see the Idling Stinks school campaign final report.

Mock Ticket Blitzes

Green Venture staff and Clean Air Ambassadors participated in three anti-idling mock ticket blitzes in different parts of Hamilton. These three locations were Westdale, St. Luke Elementary School in East Hamilton and Mohawk College.

Our blitz in Westdale took place on Wednesday September 20 in the afternoon. Ten Clean Air Ambassadors approached drivers that were idling their vehicles at Dalewood Elementary, GR Allan Elementary and in Westdale Village. To recruit more volunteers we tied our blitz into Car-Free Week events planned by Transportation for Liveable Communities.

We had mixed feelings about the result given that we only handed out 11 tickets to idling drivers. Most drivers as usual declared that they had just forgotten and we provided them with stickers though we didn’t witness them being attached to windscreens. On a positive note, the reduced idling was positive but may be attributed to a morning radio appearance by the Idling Stinks Campaign Coordinator on CHML giving drivers advanced warning of our plans.

At St. Luke Elementary on October 11 again we handed out very few tickets. We handed out 3 tickets to idling drivers. It was positive though because most vehicles were turned off; most drivers arrived and parked and went to the front entrance to collect their young children. This time drivers had no advanced warning of our visit.

Our Mohawk College ticket blitz was conducted as part of a workshop on idling and sustainable transportation that we delivered to the OPIRG/Hamilton Community Foundation conference for high school students on October 26. Over two sessions, 25 students and teachers assisted us to hand out mock tickets around Mohawk College. Given that we went out mid-morning and in the early afternoon there wasn’t much dropping off and picking up of students. In the afternoon, we altered our approach and spoke with every waiting driver, encouraging those who weren’t idling and giving them the highly informative tickets.

Overall our ticket blitzes weren't highly successful in terms of giving out tickets and reaching many idling drivers though they did attract some media attention. In the final attempt at Mohawk College we realized that the best approach is to combine giving out tickets with positive reinforcement for those not idling. In future our idling blitzes will incorporate this approach. It's simply no use waiting and watching for idling vehicles when they may never come. Future idling blitzes are planned for Brebeuf Secondary School thanks to an enthusiastic participant from the Mohawk conference, at Bishop Tonnos Secondary School and at St Michael’s Elementary. Clean Air Ambassadors will coordinate these actions.
City Support

Councillors

Brian McHattie has been very supportive of our anti-idling campaign. He sent out information about our campaign through his fall newsletter to his constituents and helped arrange for our successful presentation to the Hamilton-Wentworth District School Board. Councillor McHattie spoke at our presentation and he even popped in during our mock ticket blitz in Westdale.

Terry Whitehead, in his role as Deputy Mayor in July, spoke at the launch of the Idling Stinks campaign. Bob Brattina also attended our event as did Councillor McHattie.

Planning and Economic Development

Obviously the input of the Clean Air Coordinator, Brian Montgomery has been a great help to our campaign. He offered suggestions and helped us to hunt down contacts within the city. Brian also prepared a staff bulletin insert on idling for all staff at the City of Hamilton.

Two students completing co-ops with Planning and Economic Development were very enthusiastic supporters of our campaign. Maggie Janik arranged for our anti-idling display to form part of a Clean Air Hamilton display on air quality in November. Adam Hyslop helped to list our idling campaign on the city’s website under the “Get Involved” section of Vision 2020. This was helpful in getting raising awareness of idling to visitors to the city’s website.

In September Green Venture contacted the Hamilton Association of Business Improvement Areas (HABIA) about delivering a presentation to representatives of the BIAs. Hazel Milsome, Coordinator of BIAs at the City of Hamilton took the matter to the representatives and the Idling Stinks Campaign Coordinator was invited to deliver a presentation to HABIA in October. We prepared a PowerPoint presentation for the meeting to educate the members about the many impacts of idling and proposed an idle-free BIA equipped with signs and materials in as many stores as possible. The Stoney Creek BIA and Waterdown BIAs expressed interest in our proposal though despite numerous calls and missed messages we haven’t been able to come up with a plan. We will continue to pursue this potentially potent strategy in the New Year.

Public Health

The Public Health Department of the City of Hamilton has been supportive of our anti-idling public education campaign. Sue Connell, who coordinates the Active and Safe Routes to School (ASRTS) program, has been a constant supporter as have Sharon MacKinnon and Jane Kawamura. In the fall, Green Venture prepared a notice on the Idling Stinks Campaign to be appended to the ASRTS package which was mailed to all schools in Hamilton. This reached approximately 200 schools though unfortunately no schools contacted us about the campaign.

Unfortunately during our campaign we realized that there were certain things we wanted to do but they might take place beyond the timeline of the campaign. One of the most important tools we had hoped to use would be a survey to gauge Hamiltonians’ awareness of idling as a health, financial and environmental issue. A complete phone survey would have consumed much of our budget so was not included.

However Hamilton Public Health conducts a phone survey regularly and Dr. Matthew Hodge, Associate Medical Officer of Health, has offered to help get a question on the survey in regards to idling and public health. This question will be added to a future survey in 2007 and we will report the findings to the Clean Air Coordinator. Unfortunately we cannot contrast this level of awareness with a similar survey delivered before the campaign. Dr. Hodge also spoke in support of our anti-idling campaign at a meeting of the trustees of the Hamilton-Wentworth District School Board.
Public Works

Chris Hill, Manager of Fleet Services, has been very supportive of our campaign. He offered to attend any event that Green Venture organized during the campaign. He attended our launch and addressed those in attendance. He understands clearly the motivations and language of fleet managers and has been a great resource to our fleet campaign.

At Chris Hill’s request, Green Venture has provided Fleet Services with 500 of our decals for some of their vehicles. Fleet Services covered the costs of these decals as would any private fleet operator. As of December they have almost all been distributed and will provide a visual reminder to drivers of the city’s anti-idling policy.

Police and Emergency Services

Deputy Police Chief Eric Girt helped Green Venture to distribute our posters to all eight community policing centres in Hamilton.

One of our Clean Air Ambassadors, Heather Little works with Hamilton’s Emergency Services. She has championed the anti-idling cause at the Hamilton Emergency Services by distributing posters to all locations in addition to participating in the campaign more broadly.

Recommendations

- Since social marketing campaigns take time to change behaviors Green Venture should continue to build on our successes and facilitate community-based anti-idling activities and to recruit and support Clean Air Ambassadors.

- Some funding should be earmarked to maintain the anti-idling webpages. Green Venture should also contact schools and community centres and other idling hotspots about our program once or twice a year.

- We need to be clear about what idling is and isn’t. We received many comments about the need to reduce idling at stoplights and in drive-thrus; some people we met wanted an all out ban on drive-thrus. These two actions are technically not idling but the city may need to consider them as important given that so many people spoke with us about them.

- We should rely on the media in helping to spread the anti-idling message. We must always be creative to attract their attention. They are unlikely to cover every event but the more creative the better to keep idling and air quality at the top of the agenda.

- Despite our poor results in terms of tickets distributed, idling blitzes are still important tools in an anti-idling campaign. They get media attention and invariably motivate volunteers.

- Though schools are attractive locations for driver interventions, we should have targeted more community centres and rinks to not only reach parents of a certain age group. In addition many private businesses might be interested in participating. Our GO station intervention should have happened much earlier.

- A clearer plan is required to work with BIAs in Hamilton.
• The City of Hamilton needs to do a better job of explaining the current situation regarding an anti-idling by-law. Through our community events and driver intervention conversations we found that many Hamiltonians think we have a by-law when in reality we do not.

• The City of Hamilton needs to take the lead and erect more idling signs around Hamilton. There is clearly a desire on the part of schools and other idling hotspots to have these signs present. Like no smoking signs, they build the norm that idling is wrong. Given the relatively inexpensive nature of our signs, the city might do well to fund us to produce and erect signs as a low-cost alternative. Though they won’t be as long lasting as metal signs.

• The city and school boards should embrace programs such as the Active and Safe Routes to School program as with increased walking to school you’ll have decreased idling.

• Public Health’s phone surveys can be an invaluable tool in measuring public awareness of idling as a health issue following the campaign and into the future. Green Venture and Clean Air Hamilton should formally request this to Public Health and it seems that Dr. Matthew Hodge is supportive of adding one question at least.

• Also seeing the traffic nightmare that descends on schools and other locations at the end of the day, parking and enforcement officers might be needed at schools to remind parents what are no stopping zones. This would be an incredible source of revenue for the city since most drivers disregard these signs.

• Green Venture needs to contact Natural Resources Canada about our idling campaign so that Hamilton’s great work is mentioned on the national stage. Natural Resources Canada has told us they want to highlight our campaign.
Appendix A

Idling Factsheet for Individuals

Air Quality

Idling has a dramatic impact on local air quality. Clean Air Hamilton commissioned a study on air quality around a school in 2006 and discovered that pollution levels spike up when idling cars are present. Our results also demonstrated a drop in air quality around major intersections with many vehicles waiting for a light to change.

Common pollutants found in vehicle exhaust include carbon monoxide, nitrogen oxides, sulphur dioxide and fine particulate matter. Several of these pollutants also combine to contribute to the layer of smog hanging over our city. Idling produces these chemicals and dust needlessly.

Health

Poor air quality can trigger asthma and other breathing difficulties in vulnerable populations including children and the elderly. According to current estimates 1 in 5 children have asthma or a related breathing difficulty in Ontario; this figure is slightly higher in Hamilton.

Some studies on lung development in children living near major roads have found that these children have diminished lung capacity compared with children growing up further from major streets.

According to Clean Air Hamilton, our dirty air (partly caused by idling vehicles) contributes to about 100 premature deaths, 140 respiratory and 480 cardiovascular hospital admissions each year.

Financial

Idling is expensive. If you idle, like the average Canadian, for 10 minutes a day, you’re burning 100 litres of gasoline over the year which works out to around $100. As oil prices continue to rise, expect this figure to follow suit.

Natural Resources Canada suggests that in the peak of winter, Canadians voluntarily idle their vehicles for a combined total of more than 75 million minutes a day – equivalent to one vehicle idling for 144 years!

If every driver of a light duty vehicle avoided idling by five minutes a day, collectively, we would save 1.8 million litres per day of fuel, almost 4500 tonnes of GHG emissions, and $1.7 million in fuel costs everyday (assuming fuel costs are $0.95/L).

Maintenance

Contrary to popular belief, idling is actually really bad for vehicles. Excessive idling leads to corroded exhaust systems, damaged cylinders and fouled sparkplugs. Vehicles are designed to be moving when their engines are running, not sitting still. Repairing these damaged vehicle components can become costly, just ask your mechanic.
Climate Change

More and more Canadians are waking up to the reality of human-induced climate change with wild storms, spreading pests and floods and droughts not to mention the melting of the arctic. When we individually burn fossil fuels like gasoline we contribute to climate change in a small way; added up, that’s a huge contribution. Stopping idling is the simplest way we can help fight climate change.

For more information: (905) 540-8787 ext 13, air@greenventure.ca
Appendix B

Idling Factsheet for Fleets

Fleet operators stand to save a lot of money from dealing with idling there is a growing awareness that idling stinks. Fuel and maintenance costs are on the rise and are cutting in to many companies’ revenues. It should be obvious but every second a fleet vehicle idles it is burning up a company’s profits. Which business wants to waste money by not actively managing their fuel consumption through an anti-idling program?

Facts

- Fleet vehicles idle between 20-60% of their operating time.
- The average long haul truck wastes $1,790 in profits every year not to mention idling-induced maintenance costs.
- Idling trucks consume 3.6 litres of fuel per hour.

Perception

Companies cover their vehicles in their logos and slogans to get their company visibility. These moving billboards are designed to present a positive image in the community. However when many consumers notice fleet vehicles idling for long periods of time this can have the opposite reaction. Thanks to this behaviour the company becomes associated with waste, air pollution and unhealthy communities. By dealing with idling, businesses can cultivate an air of environmental responsibility and sustainability.

Anti-Idling Leaders

One of Canada’s most well known companies has an impressive anti-idling program. Molson Canada maintains its idling below 4% and saves $250,000 annually through its anti-idling program.

Other businesses with varied fleets have also used idling to lower expenses:

- Union Gas improved fuel efficiency by 19% as a result of its anti-idling program.
- Sunbury reduced its idling from 31% to 5% in a month.
- GO Transit reduced its idling by 43% in three months.
- The Beer Store reduced idling by 51% in 19 trucks-reaching in improved fuel efficiency of 14%.

Tools

For a handy fleet MS Excel format idling calculator from Fleet Challenge click [here](#) and see what your company could be saving.

Useful Links

[Repair Our Air Fleet Challenge](#)
[Fleet Challenge](#)
[Green Venture’s Idling Stinks Website](#)

For more information: (905) 540-8787 ext 13, air@greenventure.ca
Final Report – School Campaign

Prepared by

GREEN VENTURE

Funding Sponsor

Hamilton
Healthy Learning Environments

As in other anti-idling campaigns across the country, schools are common targets for idling awareness and interventions. For one thing, driving parents are reliable. They arrive at a set time in the morning and pick up their children at a set time in the afternoon. Compared with other locations such as corner stores, community centres, ice rinks and malls, it’s easy to figure out when many vehicles will congregate in a single location; in addition permissions do not have to be sought to speak to drivers along a public road as opposed to a private road at a shopping mall. Therefore schools are an attractive target for an anti-idling campaign and were the core of the 2006 Idling Stinks campaign.

There are approximately 200 schools in Hamilton including all Catholic, public, private elementary and secondary schools. Initially the goal was to work with at least 20 schools in Hamilton. Green Venture’s hope was to secure Clean Air Ambassadors in each school for a full community-based social marketing (CBSM) approach but realistically we knew that some schools would just take signs or newsletter inserts but at least they were participating in the campaign in a small way.

Overall the school campaign was a success. A number of factors contributed to this success. For one due to previous anti-idling by-laws and campaigns in other cities as well as a move toward an anti-idling by-law in Hamilton, both the general public and the media were aware of idling as an important issue especially around schools. In addition previous research from a variety of sources has demonstrated that idling vehicles have a major negative effect on local air quality; Denis Corr’s mobile air quality monitoring research for Clean Air Hamilton being the most recent and local.

Hamilton has a childhood asthma rate higher than the provincial average and many parents are starting to draw a link between poor lung function and vehicle exhaust, a link that is borne out in medical studies. With consecutive mild winters and the melting of the Arctic, Canadians are firmly aware of the impact of climate change. Idling was also a municipal election issue for Hamilton’s mayoral candidates. And the rise in the price of gasoline; Canadians naturally are looking to save every penny. Many convergences have made this a great moment to conduct an anti-idling campaign in Hamilton.

There are a number of opportunities to continue the Idling Stinks campaign into the winter and spring. Now that Green Venture has cultivated relationships with many schools, students, parents and administrators we are in a position to act more in a facilitation role as opposed to Green Venture staff’s direct involvement on the ground. Green Venture staff played a central role in all actions at schools in the fall of 2006 and in the future staff would be supporting volunteers not running the program themselves.

Despite the successes of the campaign, a number of barriers prevented the idling campaign from really taking off at Hamilton schools. The biggest barrier was time. Unfortunately the campaign didn’t start until the summer months when schools are closed making it hard to communicate with teachers, parents or students. When schools opened in the fall Green Venture only had four months to locate and train volunteers and conduct Community-Based Social Marketing (CBSM) at schools as well as distribute signs and newsletter inserts and secure buy-in from administrators. Other barriers are outlined throughout this report though time to build relationships was clearly the biggest barrier to the campaign.
Outreach Activities

Green Venture attempted to approach every school in Hamilton. Green Venture used a variety of methods to communicate with teachers and administrators, students and parents including a notice for all schools but tailored on the audience (parents, students, teachers and principals). A copy of the notice is available in Appendix A of this report.

The Hamilton-Wentworth District School Board (HWDSB) has an email distribution list accessible through their website which distributes notices to principals. In June and in late August Green Venture sent out the idling campaign notice through this list and Green Venture also faxed the notice and called every private school in Hamilton at the start of the school year in September.

The idling campaign notice was also approved by both boards and was sent out as part of the Active and Safe Routes to School package that is mailed to all schools in September. This program promotes walking to school as an active alternative to being driven to school by parents. Active and Safe Routes to School were naturally supportive of our idling awareness campaign.

The initial approach proposed was to bombard schools and school councils with the idling notice in the hope of locating champions that would be most supportive of the campaign. Unfortunately Green Venture received no calls about the idling campaign in those first few weeks. It became apparent that the campaign would need the support of administrators who could direct schools to participate or put Green Venture in touch with schools. Furthermore Green Venture would need to have more direct means of communication with parents and students. Failing that, Green Venture also needed to meet students and parents who would be interested in joining our campaign. Therefore the school campaign needed both top-down and bottom-up approaches.

Administrators and Teachers

At the HWDSB the approach was very high level. Following a presentation by Denis Corr on the results of his mobile air quality monitoring study to city council in August, Councillor Brian McHattie and Dr. Matthew Hodge, Associate Medical Officer of Health decided to work with Green Venture to bring Denis’ presentation to the HWDSB. Mobile monitoring had been completed at GR Allan Elementary School in Westdale and it was assumed they would be interested in the study’s findings.

Green Venture helped arrange for Denis, Councillor McHattie and Dr. Hodge to deliver a presentation to the trustees and superintendents on Monday September 25. The speakers painted a picture focusing on the air quality and health impacts of idling around schools based on the research. The trustees informed the delegates that they would direct staff to prepare a report on idling and invited us to return at the end of October. Despite Green Venture’s many calls and emails, this report never happened and Green Venture still hasn’t returned to speak with trustees and superintendents.

Partly this may be a result of the municipal election and the election of new trustees but staff did not seem to rate idling as a high priority. Following the election, Judith Bishop, the new Chair of the HWDSB phoned the Idling Stinks Campaign Coordinator about Green Venture’s calls and emails and pledged the board’s support but it doesn’t appear that the HWDSB will take a formal stance or direct schools to participate in the campaign; however, reference to a potential anti-idling clause in future school bus contracts is positive. Furthermore Judith was helpful in putting us in touch with the heads of the Home and School Association and the School Council Support Group who may help Green Venture communicate the anti-idling message to parents.

At the Hamilton-Wentworth Catholic District School Board (HWCDSB), efforts were more fruitful. Green Venture has suggested a similar presentation to trustees and superintendents but given the experience with the HWDSB this has not been a priority at this time. However the HWCDSB
offers a number of different avenues to engage with staff, students and teachers. Most schools in the HWCDSB are Eco Schools and the board has an active environmental committee called the Social and Environmental Responsibility in Education committee (SERE). SERE was eager to put Green Venture in touch with their schools’ environment reps and the campaign coordinator was invited to deliver a presentation to approximately 50 reps on October 12. At the end of the presentation the coordinator circulated a sign-up sheet for interested teachers and 25 signed up. Over the next few weeks, Green Venture contacted them by phone and email and the most enthusiastic have worked with the idling campaign in a variety of ways since. By far this has been the most successful outreach effort.

Students

High school students could make excellent Clean Air Ambassadors and participants in our campaign. The HWCDSB have staff called Christian Service Animators that work with high school students around their provincially mandated volunteer hours. Green Venture contacted them to ask them to encourage students to volunteer for our campaign. As a non-profit organization, students can get their volunteer hours through Green Venture. Positively the campaign coordinator was invited by the Christian Service Animator for St. Mary’s Secondary School to deliver a presentation to a student leadership group on idling and air quality. Apart from that success Green Venture has received a few calls from students looking to get their volunteer hours through the Idling Stinks campaign. Green Venture also faxed volunteer notices to each high school in the HWDSB to no avail at this point.

The HWDSB has a group called the Presidents’ Council which convenes all the presidents of the high school students’ councils for monthly meetings. It has been impossible to communicate with anyone at the HWDSB about this group. This is unfortunate because speaking with these representatives would be a way to directly appeal to engaged students and find out about environment clubs who might be willing participants in the idling campaign. In December we were informed by Judith Bishop that Green venture’s idling campaign would be on the agenda for the January meeting of the Presidents’ Council.

Delivering a workshop at the OPIRG/Hamilton Community Foundation Living the Environment conference is becoming an annual tradition for Green Venture. Two students and a teacher from each high school in Hamilton are invited to this event where they can learn about various environmental issues and access Hamilton Community Foundation funds for projects. This year Green Venture’s presentation focused on idling in addition to active and sustainable transportation. Green Venture actually took two groups of high school students outside to hand out mock tickets as part of the session. This was designed as another community event and to give students a taste of what they could be doing to fight idling at their school. Some students found the interventions quite stimulating. A student from Brebeuf Secondary School has been in touch with Green Venture to arrange for a winter mock ticket blitz and some signs for her school. Green Venture is continuing to finalize details with her.

Parents

In the late summer Green Venture located the email addresses for each of the HWDSB’s school councils and emailed our notice to them at the start of the school year. At this point Green Venture was not aware of the Home and School Associations nor the School Council Support Groups at both Boards that could have helped distribute the notice and help Green Venture to reach parents. There has been no response to the emails and Green Venture isn’t sure that the campaign notice actually went to parents or perhaps to the schools or principals. Green Venture is still looking for ways to directly contact school councils through umbrella organizations.

Through Jane Kawamura at Public Health Green Venture learned of the annual Catholic Parents’ Conference to be held at Bishop Tonnos Secondary School in Ancaster on October 21. This was
a great opportunity to speak with engaged parents about idling at their children’s schools. Green Venture’s participation was arranged very quickly and an anti-idling display and materials were brought to the event. Unfortunately the anti-idling message didn’t resonate very strongly with parents. One parent we met from St. David’s Elementary School was very supportive and has since championed the anti-idling message at her school. Green Venture recently erected signs and we will deliver a short presentation to the school council on January 22 with an eye to conduct a parent-led intervention in the spring.

Green Venture also met a few parents through the Green Venture idling campaign tables at community events. In the most successful case to date a parent from Norwood Park helped Green Venture to conduct idling measurements and interventions there and helped recruit another parent; staff met this parent at the Ward 8 Neighbourhood Festival. Parents with children in the SAGE program at Strathcona Elementary School have also been great supporters; Green Venture first met several of them through community events. In December the campaign coordinator met with their environment group and Green Venture is planning anti-idling events in the New Year. This will include a fashion show reminding Hamiltonians to dress to drive; many drivers don’t dress for the weather when they’re in their vehicles so they have to idle to keep warm.

Idling got on the agenda at Hill Park Secondary School because Green Venture contacted the chair of the school council directly. Her email was listed on the Hill Park website and when the coordinator contacted her she ran with the topic and Hill Park added a message on idling in their school newsletter and put an anti-idling message on their school sign for all drivers to see. Unfortunately few schools’ websites include the contact information for school council chairs. This case demonstrates that being able to go directly to a chair can have positive results. Most parents were very supportive of the anti-idling message and keeping Hamilton’s schools healthy and clean learning environments. It’s just a matter of reaching those parents that are interested in supporting the campaign.

Post-Secondary Institutions

Through Green Venture’s contacts at McMaster University’s Alternative Commuting and Transportation (ACT) office we learned that McMaster is considering some kind of idling campaign on campus possibly along with developing an idling policy for their vehicles. Green Venture offered to support their efforts and were assigned a staff contact but the McMaster idling campaign is not well developed at this time.

MacGreen, the student-led environmental service on campus expressed interest in the idling campaign; a plan will be developed in the future. Green Venture used MacGreen’s newsletter, the Green Vine to solicit for Clean Air Ambassadors for our mock idling ticket blitz in Westdale in September; this was successful. There has been no movement on conducting an intervention with drivers at McMaster yet despite the reality that many students are driven to and from university. A McMaster intervention would be a useful component of a future campaign.

Green Venture also spoke with student life coordinators at Redeemer College about being part of the idling campaign and talking to drivers. Redeemer also has a student-led environmental committee but they have not been seen to be enthusiastic about the campaign.

Clean Air Ambassadors

Through Green Venture’s outreach to schools, teachers, school councils, parents and students Green Venture recruited a total of 22 Clean Air Ambassadors to work specifically at schools. This list included teachers that offered to erect signs around their schools, parents who helped arrange
a meeting of the school council on idling, enthusiastic high school students and community volunteers that took observations and talked to drivers at schools. Over the course of the campaign Green Venture came to realize that different Clean Air Ambassadors would perform different roles depending on their availability and motivation. This was a realistic approach as opposed to a rigid job description for all Clean Air Ambassadors.

It would have been great to have double or triple the number of Clean Air Ambassadors but a number of barriers prevented increased recruiting. One was timing. Green Venture only started contacting schools in September at the end of the summer holidays. That isn’t much time to locate, recruit and train many Clean Air Ambassadors. Furthermore, schools get out at a time of day when parents may not be available to support the campaign. If you work nine to five and your child’s school gets out at 3:30pm you can’t physically be in two places at once; though the fact that many parents idle outside their children’s school at this time may disprove this theory. Teachers are also stretched and reluctant to take on new projects in addition to their normal duties.

On the other hand, there were plenty of opportunities to recruit Clean Air Ambassadors. Providing teachers with curriculum links to our anti-idling campaign was a useful recruiting tool. Some teachers, especially in the HWCDSB are their school’s environment reps thanks to the HWCDSB’s participation in the Eco Schools program; this program fit very well with the Idling Stinks campaign and environment reps proved willing champions.

Of the campaign’s two best Clean Air Ambassadors who were almost always available, one was retired and the other was looking for work and community volunteer experience. Both were highly motivated to protect the environment and improve air quality. It would be invaluable to target retired Hamiltonians to help out on Green Venture projects such as the Idling Stinks campaign and also to pitch the skill-building components of our campaign including recording data and communications. This would also be appropriate for high school students looking to increase their marketable skills.

Newsletters

School newsletters are an invaluable means of communicating with parents in Hamilton. In the absence of direct interventions with drivers, newsletters provide information, can serve as a recruiting tool and demonstrate that schools and the boards are behind the campaign even if they may not be formally.

Green Venture prepared a newsletter insert for all schools. An example of the Green Venture newsletter insert is available in Appendix B of this report. Two newsletters were created for the fall and for the arrival of winter. One focuses on general information on idling and the other reminds drivers to arrive on time and dress appropriately so as not to need to idle during the cold winter months.

The newsletter inserts were sent out by a contact in the HWDSB. Maria Rowles, the principal of Central Park school in Dundas emailed the insert to all other principals in the public board and endorsed it fully. Furthermore all HWCDSB environment representatives that showed an interest in the campaign received the newsletter insert. Green Venture asked for schools to let Green Venture know if they were going to use the insert so Green Venture could track its uptake. Currently Green Venture knows that 14 schools printed the newsletter insert but many more may have done so and neglected to let Green Venture know by email. Assuming that most schools have 300 students, the actual printed newsletter inserts could have reached over 4000 families in Hamilton.

Newsletters were a useful tool in terms of raising awareness that reached many parents.
Unfortunately they don’t have the same behaviour change benefits as direct interventions. However they were really easy to develop and distribute and most schools are happy to receive pre-drafted content for their newsletters.

Speaking with Drivers

At the core of any community-based social marketing campaign (CBSM) is the direct conversation and commitment-seeking from those whose behaviour you would like to change. The goal was to reduce drivers’ idling times at schools. Therefore it was important to speak with as many drivers as possible and measure the behaviour change results. For a copy of the speech to drivers please see Appendix C of this report. The goal was to hand out information cards, stickers and have drivers stick stickers on their windscreen as reminders of their commitment to not idle.

Each full intervention with drivers operated on a three week time span. One week to measure idling behaviour, the next to speak with drivers and seek commitments and the third to measure again. Green Venture conducted the full CBSM model at three schools: St. Joseph’s Elementary School, Earl Kitchener Elementary School and Norwood Park Elementary School.

Green Venture did not have any in-school support though Green Venture did seek permission to conduct the approach from all three school’s principals. In addition to the campaign coordinator, five dedicated volunteers participated at these schools. We thanked these Clean Air Ambassadors with Idling Stinks t-shirts designed by Revolution Wear. They became our uniform which we wore under reflective vests provided by the Bay Area Restoration Council; we wore the vests only on those days when we were speaking with drivers.

A number of factors can influence idling behaviour which may negate the observations. For instance, on a warm, sunny day many parents may leave their cars and wait for their kids by the front door of the school. On the other hand, if it is rainy or cool drivers are likely to stay in their cars which may lead to unnecessary idling. Also different parents or grandparents may pick up children on different days so Clean Air Ambassadors might not see the same people over the three weeks. Finally on some days there were not enough volunteers present so counts would not necessarily be representative; often volunteers had doctor’s appointments or other engagements and the campaign coordinator couldn’t always attend. So this isn’t the most scientific exercise due to all these factors.

St. Joseph’s

Two Clean Air Ambassadors and the campaign coordinator attended. From the baseline and the post-intervention observations, idling was reduced from 35% to 20%. Of the 23 drivers Ambassadors spoke with, 78% took the information card, 82% took the sticker and 17% stuck the sticker on their windows. This location received the most stable weather of the three locations.

Earl Kitchener

From the baseline to post-intervention observations, idling actually increased from 34% to 55%. Only the campaign coordinator attended the intervention. All the 15 drivers the campaign coordinator spoke with during the intervention took the information cards, 73% took the sticker and 6% stuck the sticker on their windscreen. One factor that may account for the lack of a drop is that there was only one person available for the intervention. The coordinator could only speak to
so many cars during pick-up time and perhaps the anti-idling message wasn’t strongly conveyed as at the other schools.

*Norwood Park*

Idling was initially low at Norwood Park set at 28%. During our intervention we spoke with 18 drivers; 78% of these drivers took the information card, 94% took the sticker and 17% of drivers stuck the sticker on their windows as a reminder. At the end idling incidence had dropped to 19%. The campaign coordinator and one Clean Air Ambassador participated. Norwood received signs following the intervention unlike the other two schools that received their signs when the final observations were made. This may demonstrate that signs can support interventions but given the initial low idling levels this is probably just a coincidence.

*Idling Blitzes*

Staff and volunteers also conducted two mock idling ticket blitzes at two schools, GR Allan and Dalewood schools in Westdale and at St. Luke’s school in Hamilton’s east end. Clean Air Ambassadors and staff handed out mock idling tickets to drivers with their engines on and reminded them to turn off for clean air. Staff and volunteers handed out 11 tickets in Westdale and 3 tickets at St. Luke’s school. Though not highly successful in terms of tickets distributed these events did lead to some media attention and ticket blitzes were highly motivational for Clean Air Ambassadors; ten volunteers handed out 11 tickets in Westdale.

Overall despite the weariness of some Clean Air Ambassadors, the overwhelming majority of drivers were cordial and interested in our message. They were willing to speak with volunteers and most took the information cards and stickers. A smaller proportion stuck the sticker on their windows as a sign of their commitment to not idle; this was disappointing. Staff and volunteers did remind drivers that the sticker was removable at a later time if needed because this may have been a barrier. The only other major barrier was securing enough Clean Air Ambassadors to speak with as many drivers as possible and to record a true picture of idling at a given school. There is little Green Venture can do about this since Clean Air Ambassadors were volunteering their time. Engagement with more parents, teachers and students may ameliorate this deficiency since they will be on site every day.

Green Venture was very pleased to see idling reductions at two of our three targeted schools. Clean Air Ambassadors may be asked to return in the spring to measure the incidence of idling again to test for lasting behaviour change.

*School Engagement*

The chart on the following page outlines the level of involvement amongst all the participating schools in the Idling Stinks campaign. Twenty-nine schools participated in the campaign in some way.
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- **Participated**
- **Future**
- **Forthcoming**
Other

St. Mary’s Secondary School received a presentation for its student leadership group. Hill Park put an anti-idling message on their school sign. SAGE/Strathcona school is working with the campaign to organize an assembly for all students, student involvement in the CBSM approach and a Dress to Drive Fashion Show. Green Venture will continue to support these activities despite the formal end to the campaign.

Recommendations

- It’s important to develop a balance between top-down and bottom-up approaches to boards of education. Future campaigns should not stress high level meetings and presentations such as to the trustees and superintendents because they don’t always lead to action. Though they are useful for media attention.

- Do not expect to do a full CBSM approach at every school but continue to highlight it as the best way to achieve lasting behaviour change.

- Be flexible with Clean Air Ambassadors. Do not have a rigid job description or expectations because people will give what they can and may eventually do more.

- Promote the skill-building aspects of volunteering for our campaign when seeking community and student volunteers.

- Conduct CBSM interventions at more schools to have a larger sample to tell whether the approach is working. Three schools is a start but not enough.

- Do not assume that notices, however flashy, will get people’s attention. Spend time calling principals and teachers directly.

- Develop specific links between curriculum and anti-idling to mention when speaking with teachers and delivering presentations. This may also lead to increased recruiting, especially in high schools. If teachers integrate idling in their classes they may organize students to speak with drivers after school.

- Target high school geography departments.

- Despite our poor results in terms of tickets distributed, idling blitzes are still important tools in an anti-idling campaign. They get media attention and invariably motivate volunteers.

- Continue to build partnerships with other organizations like Active and Safe Routes to School and keep in touch with supporters such as Judith Bishop and the HWCDSB’s environment reps. Now that these links are present it should make future campaigns easier.

- The city and school boards should embrace programs like the Active and Safe Routes to School program as with increased walking to school you'll have decreased idling. And walking obviously has health benefits.

- Though our signs and outreach materials focused on the financial savings of reduced idling, we should have used these materials to present the lung health case as this resonates most strongly with parents.
• Given Green Venture's experience in coordinating this campaign, we should remain a central location for schools to get advice and materials to run their own campaigns. After all there are always new drivers to reach.
Appendix A

Make Your School an Idle-Free Zone

Are you tired of:

- Cars idling at your school each and every day
- 1 in 5 children in Hamilton with breathing difficulties
- Drivers wasting fuel needlessly
- More and more smog days each year

Do something about it by becoming a Clean Air Ambassador!

- We’ll provide you with training and outreach materials needed to cut idling at your school
- Get your students involved in this project and link it to the curriculum
- This is the perfect project for an environment club at school
- Make observations, talk with drivers, hand out materials, get them to commit to not idling, design signs and other awareness materials
- At the very least we’ll provide you with free anti-idling signs for your school

With funding from the City of Hamilton, Green Venture is launching the Idling Stinks Campaign. Communicating directly with idling drivers, we will reduce idling at its source and make our schools healthier learning environments. Successful pilots in cities such as Toronto and Sudbury have demonstrated the effectiveness of this approach. Help us to make Hamilton a cleaner place to live and learn.

For more information: Thom Oommen
Idling Stinks Campaign Coordinator
(905) 540-8787 ext 13
toommen@greenventure.ca
Our school is participating in a city funded anti-idling campaign this year. When you’re parked or waiting in your car and you’ve got the engine running, you’re idling. Did you know that idling for over 10 seconds uses more fuel than turning off and restarting your engine? That’s just 10 seconds! Idling costs money, wastes fuel, damages engine components and contributes to climate change. But worst of all it lowers air quality and the emissions can trigger health conditions like asthma in vulnerable people.

At our school, students are our most vulnerable population when it comes to air pollution. We certainly don’t want our kids walking through the cloud of pollution caused by idling vehicles every morning and afternoon. Therefore we ask that you turn off your engines whenever you’re parked or waiting around our school. Remember the 10 second rule!

We all know that winter is coming. There’s a lot of temptation to keep your engine on when you’re waiting to pick up your kids so that you stay nice and toasty. To prevent winter idling we recommend:

- You arrive on time to pick up your child. Don’t wait even a few minutes.
- Keep a hat, gloves and even a blanket in your vehicle so that you won’t get cold.
- And of course we encourage you to walk to school with your children if you can.

Let’s work together to keep our school a healthy and safe learning environment.

If you have any questions about idling or want to get involved in the wider campaign contact Green Venture at (905) 540-8787 ext 13 or email air@greenventure.ca.

(We also provided schools with graphics to jazz up their newsletters.)
Appendix C

Hello,

My name is ______ and I’m working with the city and Green Venture on a project to reduce vehicle engine idling. Would you have 30 seconds to discuss the benefits of reduced engine idling?

No, thank and move on. Yes, continue.

Great! As you might know, running your car when you’re waiting has a number of impacts (pick one—be short):

- It wastes fuel which at $1 a litre isn’t cheap
- It can actually damage your car (sparkplugs fouled, corrosion in the exhaust system)
- It increases air pollution around this school (or other location) which isn’t nice to breathe in
- Exhaust contributes to climate change and smog

Believe it or not, more than 10 seconds of idling uses more fuel than restarting the engine. So a good rule is to turn off your car if you’re going to be waiting more than 10 seconds.

We have these handy information cards with more information about idling. Would you like one?

No continue anyway. Yes, continue.

Finally today we’re asking motorists like yourself to make a commitment to turn off their cars when parked or they are waiting by placing this sticker in their windows. This sticker is a reminder to turn off your engine when stopped because if you’re like me you’ll need that reminder. It also tells others of your commitment to reduce engine idling. The sticker has been designed so that it can be easily removed from your window at a later time.

Many people have already made this commitment. Would you be willing to place this sticker on your window? (offer to help). Thank you and have a nice day.
Profits Up in Smoke

Apart from individual vehicle owners, many businesses both small and large operate their own vehicle fleets. According to Repair Our Air Fleet Challenge, fleet vehicles idle for between 20-60% of their operating time. The average long-haul truck idles away $1,790 in profits every year. As fuel costs continue to rise, expect these numbers to as well. These are serious figures and demand that businesses actively manage their fuel consumption and idling-related maintenance costs. If you can reduce your idling times you’ll reduce your fuel bill. If businesses are not already addressing idling as corporations then they stood to gain from participating in Green Venture’s anti-idling campaign.

Current Idling Programs

In Ontario there are two major fleet-focused anti-idling programs, Fleet Challenge and Repair Our Air Fleet Challenge. Repair Our Air is focused on developing fleet campaigns with measurable results while Fleet Challenge is more focused on event and workshop delivery in addition to tools and information. Fleet Challenge lost its federal government funding in April 2006 but Repair Our Air continues to operate targeted campaigns. Both organizations still maintain useful and informative websites for businesses.

In Hamilton apart from the Idling Stinks campaign there are no idling programs available to businesses. Some organizations including the City of Hamilton, Weed Man and Mountain Cable have developed their own anti-idling policies and others like Cogeco Cable and McMaster University are currently developing their own. However there may be many more that Green Venture did not hear about. According to Cogeco’s fleet manager, idling is a hot topic at national fleet manager association meetings so this has helped to motivate Cogeco to develop their own policy. Arguably this information does not trickle down to smaller businesses who do not attend or are members of these associations. Perhaps it’s only a matter of time until reducing vehicle idling becomes common practice in business or rising fuel costs make it so.

Fleet Workshop

Green Venture’s initial plan was to get businesses interested in fleet-focused anti-idling initiatives through a workshop to be delivered in late August; summer was chosen to not conflict with activities at schools in the fall. This workshop would identify the impacts of idling and would present concrete figures for fuel savings through reduced idling. Green Venture had located several tools that attendees could use to calculate their fuel savings from launching an idling reduction campaign at their workplaces; an example is Fleet Challenge, which has an idling cost calculator for fleets. Green Venture had several speakers lined up including Chris Hill, the City of Hamilton’s Manager of Fleet Services who would present an insider’s perspective; it was important that the workshop not be a lecture by environmentalists but from business itself.

Green Venture pursued medium-sized businesses in Hamilton as there aren’t as many massive fleet operators as in other municipalities. Green Venture prepared a list of businesses to contact and started both calling and faxing information; 89 faxes were sent and Green Venture called slightly more businesses as fax numbers for all businesses were not available. Please see Appendix A of this report for a copy of the fax. The list included goods movement companies, moving companies, taxi, limousine and bus companies and some construction companies. Green Venture used the Inform Hamilton website as our primary tool for selecting businesses with transportation focuses. In addition Green Venture brainstormed and were informed about 43 other businesses with highly visible fleets in Hamilton including Integrated Market Solutions (IMS) and Wm Groves.
Unfortunately the response to calls and faxes was negligible and where Green Venture did speak with someone it took repeated calls. Faxes only led to one call back, from a company that is a subcontractor for anti-idling technology; it was positive to see that a company was promoting fuel-saving technology in Hamilton. It is difficult to reach decision-makers in companies directly by phone and Green Venture received many promises to return calls but few were actually returned.

One problem revealed was scheduling a workshop for late summer is difficult as many employees take vacations. Another barrier was that smaller businesses are so busy that they simply don’t have time to get back to callers. Furthermore initial contacts may not be able to see the value of our campaign in saving their businesses money.

The workshop was cancelled due to only two confirmed attendees. Attridge Transportation and Union Gas pledged to “send someone” and these companies contacted Green Venture at the last minute after the decision to cancel had been made. The idea of a workshop will be kept open with these companies given their positive interest. Due to the strong focus on schools and community in the fall, a new workshop will need to be set up in future. A new winter workshop is ideal given that school programs are mostly focused on the spring and fall and idling and fuel savings are important issues year round for fleet operators.

Survey

At the start, Green Venture decided, after consulting with Brian Montgomery, the Air Quality Coordinator at the City of Hamilton, that the fleet idling campaign should be focused; it would also be important to record as much detail as possible about fleet managers’ thoughts on idling to inform future idling initiatives. Therefore it was decided to contact as many fleet managers as possible with a short survey about their current awareness of idling. The Green Venture survey asked about how businesses would react to an anti-idling by-law, whether they had an idling policy, if they used tracking or automatic shut-off technology and if they would be interested in a presentation on idling.

Twenty five selected fleet operators were called regarding this survey and Green Venture received 10 responses. The most receptive organizations from Green Venture’s initial calls regarding idling were focussed on. Responses came from Blue Line Taxis, Cogeco Cable, Mountain Cable, The Weed Man, Redeemer College, McMaster University, Union Gas, Conservation Hamilton, Lifeline Delivery Services and Wm Groves. Other companies contacted did not return our calls. Only The Weed Man, Conservation Hamilton, Lifeline Delivery Services and Mountain Cable had formal idling policies. These policies followed a similar pattern to other organizations’ idling policies; they included maximum idle times, temperature and other exceptions and safety considerations. Mountain Cable’s idling policy went beyond the norm and included staff bonuses for reduced idling. Most fleet managers or senior managers were unable to speculate on the impact of an anti-idling by-law in Hamilton. Developing a policy might be an option but they would need to discuss it internally. However some did mention that they developed their policies in response to other cities’ anti-idling legislation, especially Burlington where many Hamilton-based companies operate.

Few of the companies we surveyed used tracking technology apart from Mountain Cable. Cogeco was piloting some new technologies in their vehicles. Finally most fleet managers expressed support for the campaign but did not feel they needed to attend a workshop on idling at the present time.
Common Comments

Green Venture's calls to businesses and Green Venture's presentation and discussion with members of the Hamilton Chamber of Commerce's Transportation Committee yielded interesting findings.

Blue Line Taxis was supportive of the campaign and mentioned their previous participation in the Natural Resources Canada Fleet Smart campaign; unfortunately they weren’t in a position to participate given that taxi drivers pay their own fuel bills. However the Blue Line representative perceived that Hamilton’s industrial smoke stacks are a bigger air quality issue than idling. Basically the argument is that one car by itself produces very little pollution compared with a massive factory. This comment underlines the need to remind people that it’s not just one car but the cumulative effect of all of Hamilton’s vehicles that really impacts air quality.

One of the most common refrains Green Venture received in communicating with fleet operators was that: “We know our guys”. Essentially trusted employees wouldn’t waste fuel needlessly. This trusting approach may feel accurate when you work with employees on a daily basis but may not be the case in reality. Given that “We know our guys” basically dismisses the anti-idling message, future initiatives may need to design materials that remind fleet managers that you may know your staff but you don’t know anything about their driving behaviour when you’re not around.

Comments from Chamber Members

Green Venture is a member of the Chamber of Commerce which has a committee devoted to transportation. Though Green Venture hasn’t participated in this committee in the past, Green Venture felt that it would be useful to access transportation professionals on the issue of idling. Planning and Economic Development assisted in establishing the groundwork for this participation.

In speaking with the members of the Chamber of Commerce’s Transportation Committee, it became clear that even amongst transportation professionals, the issue of unnecessary idling needs clarification. Many members thought that idling in gridlocked traffic on the 403, at stoplights on Main Street or at the US border was idling when technically it isn’t. Clearly these instances are more emotive for committee members given that their business is moving goods and people; stopping this movement is highly frustrating for them. Ever since this meeting Green Venture has stressed the need to explain what idling is and isn't for the purposes of the idling campaign.

Some members have formal idling policies for their vehicles including the freight trucking companies and CN Rail. Some like Hamilton Limousine have an informal policy which involves sitting down with drivers.

At the Transportation Committee Green Venture was told that purely transportation businesses such as freight companies are already thinking about idling and reducing fuel costs. Their business is so competitive that this is a fact of life. One committee member stated: “If you don’t think about fuel costs you’ll be out of business. It’s that competitive.” He went on to state that for the first time in his company’s history their fuel costs exceeded the salaries they pay their staff. That they are already thinking about idling might explain why trucking companies were reluctant to take part in Green Venture-organized workshop or surveys.

The campaign coordinator was informed by Richard Koroscil, President and CEO of the Hamilton International Airport that all the major airlines have idling policies for their planes. Similarly CN has idling policies for their trains but their engines are very sophisticated and require some idling
to function properly. CN utilizes Smart Start technology to automatically turn off locomotive engines when not moving; the technology restarts engines when certain parameters are reached such as engine temperature. CPR in contrast has a vehicle fuel conservation program focused on reducing idling, maintaining tire pressure and following a regular maintenance schedule.

Speaking with the Hamilton Chamber of Commerce’s Transportation Committee was very useful in gathering specific information about businesses and idling as well as hearing from a variety of different businesses in the transportation sector.

Technology

Over the course of the campaign, Green Venture became more aware of a number of technologies available to fleet operators. Some of these technologies can monitor fuel use, idle times and keep track of trips and distances travelled. Though intrusive to drivers, these technologies can ensure waste is measured and minimized. Mountain Cable is an example of a business in Hamilton that uses these technologies. Other technologies heat cabins and engines without requiring the operation of the engine. These are most common on larger diesel trucks used for long-haul trips.

Though impressive in terms of reduced idling, these expensive technologies are arguably not an option for smaller fleet operators. As more and more companies seek out these technologies with rising fuel prices they should become more commonplace and less expensive.

In May 2007, Hamilton will host the Green Fleet Expo which annually jumps between Hamilton and Toronto. As Hamilton is positioning itself and a goods movement centre this would seem to be an appropriate fit. Green Venture has already been invited to participate and to push the anti-idling and clean air message with Hamilton fleet operators in attendance. A number of anti-idling technologies will be on display to reinforce this message.

Related to their participation in the Green Fleet Expo, the City of Hamilton is pursuing a number of technologies designed to reduce emissions and idling. These include potentially investing in larger hybrid vehicles such as garbage trucks and bucket trucks; the emissions savings and fuel savings could be significant. These actions are in addition to the city’s adoption of hybrid vehicles over the past few years. Hamilton continues to be a leader in advancing sustainable technology.

Success Stories

Through Hamilton’s Manager of Fleet Services, Chris Hill, Green Venture distributed 500 window decals for city vehicles; the city covered the cost of the decals. These decals will be useful in reminding drivers of the city’s idling policy when they are out on calls around the city. In spite of the policy, it is important to have a permanent reminder for drivers.

Not only was Chris Hill a champion in distributing the decals to city vehicles he also put us in touch with a company working on an anti-idling campaign at their new facility in Stoney Creek. Chris Hill was contacted by this company initially in the summer and encouraged them to call Green Venture. Champions like Chris are rare but remain the best way reach businesses.

A Toronto-based auto parts distributor, AGS Automotive contacted Green Venture in August about assisting in making their new Stoney Creek facility completely idle-free as part of their company’s compliance with the International Organization for Standardization (ISO) system. This facility will be opened in the winter and will receive trucks from all across North America. Green Venture provided them with 15 signs and advised them on communicating this new idle-free status to suppliers. The cost of producing these signs was covered by the company.
AGS has an ambitious plan to dramatically cut idling at their facility. Delivery vehicles that are turned off at the facility will receive quick, priority service when dealing with the paperwork for their deliveries; idling trucks will deliberately receive slow service cutting into tight delivery deadlines. Suppliers will all be advised of these procedures and will be encouraged to comply for their own good. AGS is also investing in electrically-powered forklifts for moving stock inside their facility.

Through a champion at the City of Hamilton, Green Venture has been able to target Hamilton’s emergency vehicles. Heather Little has helped Green Venture to distribute anti-idling posters to all Emergency Medical Services centres (EMS) stations in the city. Though EMS vehicles like police cars, ambulances and fire engines would be exempt from idling restrictions under any by-law, EMS fleet managers are thinking about reducing idle times and raising awareness with drivers may contribute to this process.

Future Plans

Despite the conclusion of our campaign, Green Venture has plans to continue to act as an anti-idling resource for fleet operators in Hamilton.

Currently idling is not an issue at many businesses or these businesses are not realizing just how much of a financial impact idling has on their bottom lines. Green Venture feels that one or more media events are needed to celebrate Hamilton businesses that are thinking about idling and to highlight the fuel savings that they are receiving. Green Venture was most impressed with Mountain Cable’s many faceted approaches to anti-idling including tracking technology and staff bonuses. Green Venture is considering presenting them with an award that will highlight their efforts in the wider community. In a similar way, AGS should also be congratulated and held up as an exemplary Hamilton business dealing with idling.

Following our presentation to the Chamber of Commerce’s December Transportation Committee meeting on idling, Green Venture recruited a strong champion in Richard Koroscil, President and CEO of Hamilton International Airport. He asked Green Venture to prepare a proposal to conduct an anti-idling campaign with drivers at the airport. Though attempts to contact the airport during the summer and fall met with little success, with Richard’s backing Green Venture might get something rolling. Green Venture’s proposal involves conducting a lunch and learn session with drivers, seeking commitments, measuring fuel savings and rewarding successful drivers. This reasonable proposal would cause minimal disruption to airport operations.

Green Venture is also considering contributing to the publications of the Hamilton Chamber of Commerce on the issue of idling and sustainable transportation more generally. Hamilton needs to build the critical mass necessary for Hamilton fleet operators to view idling as a major financial issue that has air quality and environmental impacts.

Evaluation

A fleet anti-idling campaign was clearly needed in Hamilton. Green Venture believes that our efforts were a useful first step in raising awareness of the financial impacts of idling with local businesses. Positively, finally financial concerns are matching with environmental and health concerns around vehicle pollution. Idling could be a useful first step in making businesses more aware of sustainable transportation issues and other conservation initiatives. Green Venture is pleased that we have a few leads and future directions to pursue; a lesson from the whole idling campaign is that it takes time to cultivate relationships and locate champions.
Green Venture’s membership in the Chamber of Commerce was a major strength for the fleet campaign. It enabled us to speak with some of the leading transportation businesses in Hamilton. Furthermore the City of Hamilton, especially Chris Hill, was very helpful in focusing the fleet campaign and helped connect with AGS Automotive. The rising price of fuel was a powerful opportunity to remind businesses to save every penny with an inexpensive idling campaign. In terms of this rise, the idling campaign was well timed. An idling by-law might be helpful in pushing businesses to think about idling and fuel consumption as Green Venture has received hints that Burlington’s by-law has had this effect.

There were a number of barriers to the campaign which led to the fleet campaign’s average showing. The nature of medium-sized businesses in Hamilton is hectic at best. It was difficult to convey the anti-idling message to champions within businesses that could have acted on Green Venture’s advice. The fleet idling workshop was also poorly timed at the end of the summer when businesses, hectic or not, slow down. Another barrier is the common perception that idling is not a major financial or environmental concern. Furthermore managers have some difficulty imagining that their drivers may be idling excessively; it will be difficult to challenge this as an outside group.

**Recommendations**

- Green Venture should continue to support interested organizations in developing anti-idling workplace campaigns. Given that there are no other local organizations and our coordination of the campaign, this is a logical fit.

- Green Venture should attend the Green Fleet Expo in May to connect with local businesses. This is the ideal occasion to promote the anti-idling message.

- Green Venture should work more closely with business organizations such as the Hamilton Chamber of Commerce to make connections with businesses for future campaigns.

- Green Venture should highlight the work of Hamilton businesses and recognize them publicly for their commitment to clean air.

- In future, Green Venture should host another workshop for fleet managers in the city of Hamilton. Perhaps this could be promoted alongside the Green Fleet Expo in May.

- Future campaigns should raise awareness at Hamilton businesses through media events and through industry publications.

- Hamilton should continue to be a leader in promoting and purchasing hybrid and other technologies which reduce or eliminate idling.
Appendix A

Attention Fleet Owners and Managers:

An Idling Fleet Costs You Money

Cut unnecessary vehicle idling and you’ll save your business money, fuel and maintenance costs. In addition your company will also be viewed as an environmental leader due to your contribution to clean air and reduced emissions. Finally you’ll deal with idling in advance of a potential future by-law.

When you leave your engine running while you’re waiting or parked, you’re idling. For businesses that operate fleets, idling takes a heavy toll on their bottom lines:

- Fleet vehicles idle between 20-60% of their operating time.
- The average long haul truck wastes $1,790 in profit each year from idling.
- Idling trucks consume 3.6 litres of fuel per hour.
- Idling leads to increased maintenance costs; idling contributes to fouled spark plugs, damaged cylinders and corroded exhaust systems.
- Molson Canada maintains its idling below 4% and saves $250,000 annually through its anti-idling program.

Take Action

Join Green Venture for our anti-idling workshop for private fleets in Hamilton on Wednesday August 23 from 3-6pm. All Hamilton businesses are invited to take advantage of this free workshop where you will learn more about idling and its impacts and how to get your employees to commit to turning their keys when they are waiting or parked. Contact us to reserve your space as they are filling up fast.

For information: Thom Oommen
Idling Stinks Campaign Coordinator
(905) 540-8787 ext 13
air@greenventure.ca

Funding Sponsor:

Hamilton
CITY OF HAMILTON

BY-LAW NO. __________

To Prohibit Unnecessary Idling of Vehicles within the City of Hamilton

WHEREAS Section 130 of the Municipal Act, S.O. 2001, Chapter 25, authorizes municipalities to regulate matters not specifically provided for by this Act or any other Act for the purposes related to the health, safety, and well-being of the inhabitants of the municipality;

AND WHEREAS Section 425 of the Municipal Act, S.O. 2001, Chapter 25, authorizes municipalities to pass any by-law and provide that any person who contravenes any by-law of the municipality be guilty of that offence;

AND WHEREAS motor vehicles are a major source of greenhouse gases, nitrogen oxides, carbon dioxide, sulphur dioxides, volatile organic compounds and fine particulate matter emitted into the outdoor air in the City of Hamilton;

AND WHEREAS the levels of air pollution in the City of Hamilton are associated with adverse health effects, including deleterious effects on respiratory and cardiovascular health;

AND WHEREAS Section 2 of the Municipal Act, S.O. 2001, Chapter 25, provides that municipal purposes include providing services and things considered desirable, and fostering the current and future economic, social and environmental well-being of the municipality;

AND WHEREAS the Council of the City of Hamilton desires to assist in the reduction of adverse health effects by reducing the unnecessary emissions of nitrogen oxides, carbon dioxide, sulphur dioxides, volatile organic compounds and fine particulate matter;

AND WHEREAS the City of Hamilton has committed to reducing greenhouse gas emissions as part of our commitment to the Federation of Canadian Municipalities Partners for Climate Protection Program;

NOW THEREFORE the Council of the City of Hamilton enacts as follows:

1. Short Title:
   
   This by-law may be cited as “The Idling Control By-law.”

2. Definitions
In this By-law:

2.1 “City” means the City of Hamilton;

2.2 “Council” means the City Council for the City of Hamilton;

2.3 “Idling” means the operation of the combustion engine of a vehicle while the vehicle is not moving forward or in reverse, and not being used to operate auxiliary equipment essential to basic operation of the vehicle, and “idle” shall have a corresponding meaning;

2.4 “Vehicle” means a motor vehicle, including a traction engine or road building machine, motorized snow vehicle or other conveyance that operates by way of combustion engine but does not include any vehicle designed to run exclusively on rails;

2.5 “Transit Vehicle” means public transit vehicles, tour buses, and motor coaches;

2.6 “Mobile Work Vehicle” means:

a) A vehicle containing equipment that must be operated inside or in association with the vehicle, including waste and snow removal vehicles; or
b) A vehicle serving as a facility for taking measurements or making observations operated by or on behalf of a municipality, public utility or police, fire or ambulance service;

2.7 “Stopover” means a scheduled delay of a maximum of fifteen (15) minutes at a transit vehicle terminal to allow transit vehicles to adjust to service schedules;

2.8 “Layover” means a stopping point along a transit route for a maximum of fifteen (15) minutes to allow transit vehicles to adjust service schedules;


3.1 No person shall cause or permit a vehicle to idle for more than three (3) minutes in a sixty-minute period.

3.2 Article 3.1 does not apply to the following vehicles or situations:

a) Police, fire or emergency medical service vehicles while engaged in operational activities, including training and patient transfer activities;

b) Vehicles assisting in an emergency activity, including tow trucks while engaged in hooking up to or moving another vehicle;

c) Vehicles required to remain motionless because of an emergency, traffic (including congestion and signals), weather conditions, or mechanical difficulties over which the driver has no control;

d) Mobile work vehicles while they are in the course of being used for their basic function;

e) During weather conditions where outside temperatures are over 27°C or below 5°C where idling may be necessary for the operation of air conditioning or heating equipment as long as the vehicle is occupied;
f) Vehicles engaged in the course of a parade, race or any other event authorized by Council.
g) Vehicles transporting a person where a medical doctor certifies in writing for medical reasons that a person in a vehicle requires temperature or humidity to be maintained within a certain range, and where the medical note is up-to-date and is kept with the vehicle operator;
h) Transit vehicles while passengers are embarking or disembarking en route or in terminals;
i) Transit vehicles while at a layover or stopover location except where idling is substantially for the convenience of the operator of the vehicle or in situations where engine shutdown will result in restart complications;
j) Vehicles where idling is required as part of the repair process or to prepare a vehicle for service while the vehicle is in the possession or on the property of a commercial vehicle repair facility;
k) Farm tractors as defined under the Highway Traffic Act R.S.O. 1990 Chapter H8, designed and used primarily as a farm implement for drawing ploughs, mowing-machines and other implements of husbandry and not designed or used for carrying a load.
l) Armoured vehicles where a person remains inside the vehicle while guarding the contents of the vehicle or while the vehicle is being loaded or unloaded;
m) Commercial vehicles using heating or refrigeration systems powered by the motor or engine for the preservation of perishable cargo;
n) A vehicle whose engine is being operated to boost the battery of another vehicle, or which vehicle is connected to an external stationary device which relies on the power of the vehicle to carry out work such as a tractor or traction engine powering another such device by pulley or other connection, or
o) Any vehicle operated by any federal or provincial government ministry or agency, or by a public utility.

4. Enforcement

4.1 Any Police Officer or a Municipal By-law Enforcement Officer appointed under any by-law of the City, for the purpose of this section is authorized to inform any person of the provisions of this by-law and to request compliance therewith.

4.2 Any Police Officer or a Municipal By-law Enforcement Officer appointed under any by-law of the City may enforce the provisions of this by-law.

4.3 The Court, in which a conviction has been entered, and any other court of competent jurisdiction thereafter, may make an order prohibiting the continuation or repetition of the offence by the person convicted and such order shall be in addition to any other penalty imposed on the person convicted.

5. Offence and Penalty

Every person who contravenes any provision of this by-law is guilty of an offence and upon conviction in liable to the penalties provided in section 61 of the Provincial Offences Act, R. S. O. 1990, c. P.33 as amended.
PASSED and ENACTED this day of , 200.

______________________________  ________________________________
Fred Eisenberger                     Kevin C. Christenson
Mayor                                 City Clerk
<table>
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<tr>
<th>Feature</th>
<th>Burlington</th>
<th>GVRD</th>
<th>Guelph</th>
<th>Huntsville</th>
<th>Kingston</th>
<th>London</th>
<th>Niagara Falls</th>
<th>Oakville</th>
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<td>Application</td>
<td>Motor vehicle, trailer, traction engine, tractor, road building machine</td>
<td>Vehicles (except rail)</td>
<td>Vehicles (except rail)</td>
<td>Vehicles (except rail) and boats</td>
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<td>Exemptions</td>
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<td>Time allowed</td>
<td>3 minutes in 60-minute period; Transit – 10 minutes</td>
<td>3 minutes in a 60-minute period</td>
<td>10 minutes in 60-minute period</td>
<td>5 minutes Transit – 15 minutes</td>
<td>3 minutes in 60-minute period</td>
<td>5 minutes Transit – 15 minutes</td>
<td>3 minutes Transit – 15 minutes</td>
<td>5 minutes Transit – 15 minutes</td>
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<td>Enforcement agents</td>
<td>Parking enforcement officers</td>
<td>Not specified</td>
<td>By-law enforcement; Police dept.</td>
<td>Parking enforcement</td>
<td>Parking enforcement</td>
<td>Public health inspectors</td>
<td>By-law enforcement officers</td>
<td>By-law enforcement officers</td>
</tr>
<tr>
<td>Type of enforcement</td>
<td>Not yet enforced</td>
<td>Model by-law for enactment by GVRD municipalities</td>
<td>Mainly warnings, summons and fines “last resort”</td>
<td>Active surveillance of “hotspots” &amp; complaints</td>
<td>Verified complaints</td>
<td></td>
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<td>Fines</td>
<td>$155 set fine (includes victim surcharge)</td>
<td>$50 minimum (up to $2000) recommended</td>
<td>No set fines</td>
<td>$100</td>
<td>No set fines</td>
<td>$105 + $20 victim surcharge</td>
<td>No set fines</td>
<td>$155 set fine</td>
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<tr>
<td>Charges, warnings or summons issued</td>
<td>Friendly warning letters sent; Mock tickets given out with info on idling &amp; by-law</td>
<td>To be decided by specific municipalities enacting the model by-law</td>
<td>None to date</td>
<td>Have warned tour buses</td>
<td>Warnings issued mainly to tour buses in city centre; a few summons issued</td>
<td>Follow-up on 30-40 complaints since 1999, and several warnings issued</td>
<td>Warnings issued, mainly to bus companies</td>
<td>Several warnings issued; 2 trucking companies fined</td>
</tr>
<tr>
<td>Additional comments</td>
<td>Not yet in effect; Burlington also has provisions in noise by-law (5 min. limit)</td>
<td>Plans to review the by-law and incorporate set fines</td>
<td>Has specific exemptions for driver rest stations, tour buses &amp; specified locations</td>
<td>By-law in effect in former City of Kingston; revised by-law proposed for amalgamated city</td>
<td>Active educational program</td>
<td>Focus on education</td>
<td></td>
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<td>Toronto</td>
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<td>Whitchurch/Stouffville</td>
<td>Windsor</td>
<td>Woodstock</td>
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<td><strong>Application</strong></td>
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<td>Vehicles (except rail)</td>
<td>Vehicles (except rail), ferries and boats</td>
<td>Vehicle (except rail)</td>
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<td><strong>Exemptions</strong></td>
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<td><strong>Location</strong></td>
<td>Not specified</td>
<td>Not specified</td>
<td>Not specified</td>
<td>Listed idle-free zones (16 sites)</td>
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<td>5 minutes; Transit – 15 minutes</td>
<td>3 minutes in 60-minute period; Transit – 15 minutes</td>
<td>5 minutes</td>
<td>3 minutes in a 60 minute period</td>
<td>5 minutes in a 60 minute period</td>
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<td>By-law enforcement or regional police</td>
<td>By-law enforcement</td>
<td>By-law staff in Transportation Services Div’n</td>
<td>By-law enforcement</td>
<td>No enforcement section</td>
<td>By-law enforcement</td>
<td></td>
<td></td>
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<td><strong>Type of enforcement</strong></td>
<td>Not actively enforced</td>
<td>Complaints-based</td>
<td>Mainly complaints-based; One “blitz” in 2003</td>
<td>Complaints based; Computer code to track complaints</td>
<td>Rely on voluntary compliance</td>
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<tr>
<td><strong>Fines</strong></td>
<td>No set fines</td>
<td>No set fine</td>
<td>$105 set fine + $25 victim surcharge</td>
<td>$250 + victim surcharge requested</td>
<td>No set fine</td>
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<tr>
<td><strong>Charges, warnings or summons issued</strong></td>
<td>None to date</td>
<td>No charges laid to date; Have given out warnings</td>
<td>247 tickets, 6 summonses, ~1350 warnings (to end of 2003)</td>
<td>None to date</td>
<td>None</td>
<td></td>
<td></td>
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<tr>
<td><strong>Additional comments</strong></td>
<td></td>
<td></td>
<td>Toronto has included boats in its anti-idling provisions</td>
<td></td>
<td></td>
<td>Schools asking for idle-free signs</td>
<td></td>
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</tbody>
</table>
Exemptions

(Note: In most by-laws exemptions don’t apply when idling is substantially for the convenience of the operator of the vehicle. Also note: The exemptions listed below are general categories. The specific wording varies somewhat from jurisdiction to jurisdiction.)

a) Fire, police and emergency medical service vehicles
b) Vehicles participating in an emergency activity
c) Vehicles that remain motionless because of traffic conditions or mechanical difficulties
d) During hot or cold weather (e.g. over 27°C or below 5°C)
e) Where a medical doctor certifies in writing that a person requires temperature or humidity to be maintained within a certain range
f) Where operation of the motor is essential to the basic function of the vehicle or auxiliary equipment
g) Where idling is necessary for maintenance or repair
h) Transit vehicles while passengers are embarking or disembarking
i) Transit vehicles at a layover or stopover with passengers on board (Usually limited to 10 or 15 minutes)
j) Vehicles in a parade or other event authorized by the municipality
k) Armoured vehicles, where a person remains inside guarding the contents, or while the vehicle is being loaded or unloaded
l) Ferry boats
m) Boats not at anchor or tied to a dock