



decals for Town and private vehicles, signage, and information delivery through print and web media.

The presentation delivered on November 24 to the session group included a section on barriers the Town may face in attempting to implement and enforce an anti-idling by-law, such as Staff time and regulatory restrictions. The session group seemed to understand these limitations and did not see a by-law as the only method of implementing an effective program.

Staff recommends that Council make the Town an Idle Free Community through a Community Declaration. The Declaration would outline the Town's intentions to discourage and impede all unnecessary vehicle engine idling and identify Town properties that will be signed "Idle Free Zones". The Declaration will also call on local businesses to commit to joining the idle reduction commitment and declare their parking lots, loading areas, etcetera as "Idle Free Zones".

The budget items outlined below will assist with developing, fabricating and installing signage on Town properties and for private businesses that commit to the program.

The budget includes funds for cling-vinyl stickers for windshields, print ads, and mock ticket printing. The Declaration should be a public event with Mayor and Council members. The budget below outlines an item for a launch event as well.

Further programs will be developed including social marketing in the Beaver Valley Community School. School staff has asked Town Staff to provide a presentation on local environmental issues and Town Staff are proposing to use this opportunity to deliver an anti-idling message and engage the children in an effort to convince their parents to commit to eliminating unnecessary idling.

As a further step in the campaign to reduce unnecessary idling, the Manager of Solid Waste and Environmental Initiatives in cooperation with Planning Department Staff will do research for and write a discussion paper on the topic of restricting or even prohibiting drive-thru service in development site plans.

### **C. The Blue Mountains' Strategic Plan**

The development of this campaign will assist with Strategic Goal # 3 "Preserving and enhancing natural and environmental features... of the community" and will also be part of Strategic Action 3.1 the "Green" strategy to "Proactively protect air, water and land features and sites".

### **D. Budget Impact**

The below campaign costs are included within the Environmental Initiatives – Sustainability 2008 operating budget (1-465-5210).

Item/Quantity	Unit Cost	Overall Cost
Installation of metal street signs in idling (60) "hotspots"	\$40.00	\$2,400.00
cling-vinyl windshield stickers for all Town vehicles (500)	\$1.60	\$800.00
Posters and Brochures, printing in-house (500)	\$0.20	\$100.00
Information cards/ mock ticket (300)	\$0.20	\$60.00
Newspaper ads	-	\$600.00
Launch – promotion of sustainable transportation	-	\$300.00
Misc. (other copying and supplies)	-	\$50.00
<b>Total</b>		<b>\$4,310.00</b>

**E. Attached**

1. Presentation: *Community Dialogue Session – Idle Free Campaign*
2. *Creating a Community that Values a Reduction in Idling: Community Dialogue Session Summary*

Respectfully submitted,

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Environmental Initiatives

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