

STAFF REPORT: Engineering and Public Works



REPORT TO: Engineering and Public Works Committee
MEETING DATE: May 27, 2008
REPORT NO.: EPW.08.61
SUBJECT: Vehicle Idling Declaration
PREPARED BY: Jeffery Fletcher, Manager of Solid Waste and
 Environmental Initiatives

A. Recommendations

THAT Council receives Report EPW.08.61 entitled "Vehicle Idling Declaration" for their information.

B. Background

The message regarding the need to reduce unnecessary vehicle idling requires an ongoing and visual campaign. The message is needed both in the Corporation and in the Community of the Town. Idling wastes fuel, money and contributes to poor air quality.

A previous Report to Committee and Council (EPW.08.28 – Idle Free PIC) saw the approval of the Preparation an Idling Reduction Declaration. The proposed declaration is attached. The Declaration is proposed to be signed at a public event that will declare the Town an Idle Free Zone.

Two strong community partners in the effort to reduce idling, Blue Mountain Resorts and Beaver Valley Community School, will be joining the Town in the initial signing of the Declaration. The Declaration will allow for additional community partners to sign and commit to the campaign on an on-going basis. Following the initial signing of the Declaration, Town Staff will continue to reach out to other potential community partners to increase the inventory of designated/signed idle free zones.

Community partners and the Town facilities will be identified with metal (17.5"x11.75") signs, as represented in Attachment 2 of this report. The Town will be working with community partners to provide the signage for the partner locations. Blue Mountain Resorts is developing customized signage that will bare the Resort's logo. Even though they are providing their own signage the image and message will correspond to the other signage throughout the Town.

On June 20, 2008 a Declaration Signing event is planned at the Library "Parking Lot Party". All of Committee and Council are encouraged to participate and attend. Staff have requested the Engineering and Public Works Committee Chair/Deputy Mayor Duncan McKinlay, Mayor Ellen Anderson and the Town Clerk be the Declaration signatories for the Town. Blue Mountain Resorts and the Beaver Valley Community School will have signatories representing them at the signing event.

Corporate Commitment

The Town has an existing Municipal Vehicle Idling Policy (November 3, 2004). In support of this policy and the Town's new declaration, each Town vehicle will be issued a cling-vinyl window sticker that will serve as a prompt and reminder to "turn it off".

This campaign will utilize social marketing to encourage public and corporate behaviour change associated with vehicle idling. A measured quantitative change on greenhouse gas reduction and financial could be achieved through the installation of an electronic device on fleet vehicles, however initial efforts will focus on awareness and a culture change with the assistance of prompts in the fleet vehicles and in idling "hot spots".

C. The Blue Mountains' Strategic Plan

The development of this Declaration 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. Environmental Impacts

To gain a better understanding of the amount of fuel waste and emissions that are associated with vehicle idling, the attached tables (Attachment 3) inventory the Engineering and Public Works fleet and a 5 minute a day idling scenario. As the tables show, if each vehicle in the Engineering and Public Works Department idled for only 5 minutes less a day (using a 261 work day year) the department could avoid spending approximately \$1,300 in fuel expenses and avoid producing 3.4 tonnes of equivalent (eCO₂) greenhouse gas per year. The Table below summarizes the two tables from Attachment 3.

Attachment 3 Summary

Five Minutes of Idling/Day, Lost Dollars and GHG Emissions

	\$	GHG Emissions (Tonnes)
Table 1 of Attachment 3	1,113.63	2.93
Table 2 of Attachment 3	192.46	0.51
Total EPW Department	1,306.09	3.44

E. Budget Impact

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

Item/Quantity	Overall Cost	Unit Cost
Installation of metal street signs in idling (79) “hotspots”	\$3,160.00	\$40.00
cling-vinyl windshield stickers for all Town vehicles (500)	\$0.00	Provided no charge by NRCan
Posters and Brochures, printing in-house	\$40.00	-
Information cards/ mock ticket (300)	\$60.00	\$0.20
Newspaper ads	\$600.00	-
Launch – promotion of sustainable transportation	\$300.00	-
Misc. (other copying and supplies)	\$50.00	-
Total	\$4,210.00	

F. Attached

1. Idle Free Declaration Town of The Blue Mountains
2. Idle Free Sign
3. E3 Idle Calculator Tables

Respectfully submitted,

Jeffery Fletcher
Manager of Solid Waste and
Environmental Initiatives

Reg Russwurm
Director of Engineering and Public Works