



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: July 5, 2005
Author: Doug Manarin
Phone No.: 604.871.6911
RTS No.: 05168
CC File No.: 3752
Meeting Date: July 19, 2005

TO: Vancouver City Council

FROM: General Manager of Engineering Services, and
Manager, Sustainability Program

SUBJECT: Idle Free Awareness Program Funding Agreement and Contract Award

RECOMMENDATION

- A. THAT Council authorize the General Manager of Engineering Services to enter into a contribution agreement with Natural Resources Canada (NRCan) for the development and delivery of an idle free program aimed at local and regional idle free education and awareness programs and initiatives.
- B. THAT Council approve waiving the public tendering procedure and authorize the General Manager of Engineering Services to enter into a contract with Better Environmentally Sound Transportation (B.E.S.T.) for the provision of consulting services to deliver portions of the education and awareness program outlined in the idle free program proposal with NRCan, at an estimated cost of \$116,850. Funding for the contract shall be provided from the NRCan contribution agreement payments in 2005 and 2006 (\$93,200), and from the Community Climate Change Action Plan program budgets from the 2005 (\$9200) and 2006 (\$14,450) Operating Budgets.
- C. THAT the General Manager of Engineering Services be authorized to execute and deliver the agreements with NRCan and B.E.S.T. on behalf of Council once the agreements are in a form which is satisfactory to the Director of Legal Services.
- D. THAT no legal rights are hereby created and none shall arise unless and until the agreements with NRCan and B.E.S.T. are approved as to form by the

Director of Legal Services and executed and delivered by the General Manager of Engineering Services.

GENERAL MANAGER'S COMMENTS

Although this project has a focus broader than just the City of Vancouver, the City will get good value for our contribution and we should achieve a GHG reduction at modest investment of city funds by partnering with the NRCan funding.

Given B.E.S.T.'s track record with similar public education campaigns, their involvement in preparing this application and the NRCan funding approval the General Manager of Engineering Services supports the recommendation to award this contract directly.

CITY MANAGER'S COMMENTS

This program will complement regional efforts to limit unnecessary vehicle idling. This program will involve working closely with a wide variety of local and regional partners, including the Vancouver School Board (as a component of a larger clean trips to school initiative), other local governments, BCAA, etc., to reduce greenhouse gas emission and improve local air quality through idle free initiatives.

The City Manager recommends approval of A, B, C, and D.

COUNCIL POLICY

On March 29, 2005, Council approved the Community Climate Change Action Plan Report which included a recommendation to implement an idle-free awareness campaign once adequate external funding had been secured.

Consulting services with a value of greater than \$30,000 are to be dealt with through Requests for Proposals.

Council must approve awards of consulting services contracts over \$30,000.

PURPOSE

The purpose of this report is to seek authority for the City to enter into a contribution agreement with NRCan for the development and delivery of a local and regional idle free awareness campaign, and to enter into a contract with Better Environmentally Sound Transportation (B.E.S.T.) for professional services related to the development and delivery of the idle free programs with City staff.

As part of the City's idle free initiatives, an awareness and education campaign is necessary to inform and educate the public about issues around vehicle idling. Staff are currently developing an revised idle free by-law that will be brought to Council this fall, and the proposed idle free program will be an important step into making the new regulations effective and enforceable.

It is recommended that the public tendering process be waived and that a contract with B.E.S.T. be awarded directly for the delivery of professional services associated with delivering the idle free awareness program. B.E.S.T. is one of the leading non-governmental organizations in the region working on sustainable transportation initiatives. Their past experience in developing and delivering idle free campaigns is, and has been, a valuable resource for the City. Staff are not aware of another local organization that would have the experience and expertise of B.E.S.T. in this area and therefore do not feel that any additional benefits would be gained through a tendering process. A direct award to B.E.S.T. would offer the City best value for the delivery of the specified activities for the idle free program, and will allow the City to leverage funding B.E.S.T. has already obtained from other partners to implement idling awareness programs.

BACKGROUND

Following interest from Council and the public, Engineering and Health Board staff provided a Memorandum to Council (Anti idling Program, February 3, 2003) outlining the issues of idling vehicles along with recommendations to initiate an idle free (anti idling) campaign making use of available federal funding supplemented by a City bylaw. Council sent a through resolution to the GVRD Board in 2003 to initiate a regional idle free education campaign. The GVRD agreed to this resolution and directed staff to pursue an anti idling education campaign. Staff and departmental changes at the GVRD have delayed the development of a regional campaign, although a draft sample bylaw has been developed for municipal use.

In 2004, B.E.S.T., in partnership with the Jack Bell Foundation, concluded the first anti-idling campaign in the Vancouver region. That 2004 campaign was piloted to engage individuals in their workplace, with a specific focus on private, carpool, vanpool and rideshare vehicle use. In addition, a program was tested at a number of regional ferry terminals and at a few schools. A broad, regional survey of drivers in the lower mainland before and after the campaign revealed that individuals' average idling times were well in excess of 10 seconds (over 4 minutes) and that receiving information about the effects of idling resulted in a reduction in idling time of over 25%. In order to build on the successes of this campaign, the City and B.E.S.T. looked at ways to develop additional opportunities to promote idle free awareness.

In the spring of 2005, efforts by GVRD and NRCAN staff to reach a mutually acceptable agreement for the funding and delivery of an idle-free awareness campaign were unsuccessful. Consequently, staff from the City and B.E.S.T. developed an idle free program proposal for NRCAN. During the development of the proposal, NRCAN indicated that additional funding would be available if the proposed program would also provide a regional impact on idling behaviours. Therefore, a regional media campaign (radio and bus advertisements) was added to the program and fully funded by NRCAN so that Vancouver's activities would reach a broader audience, reinforce local awareness activities, and provide support for idle free initiatives in neighbouring municipalities.

DISCUSSION

The Climate Change Plan for Canada notes that the transportation sector is one of the biggest sources of greenhouse gases in Canada and that the majority of these transportation

emissions are from motor vehicles in urban areas. A significant share of meeting the challenge to reduce our vehicular emissions will fall on individuals, because light automobile and truck emissions are the largest contributors to green house gases in the country. We are also a nation of vehicle idlers - a habit that is costing us millions of dollars a year in wasted fuel. This reflects not only the daily travel habits of individual Canadians, but also long-established transportation trends and structures in Canada, especially in our cities. As noted on the Office of Energy Efficiency Idle Free web site:

If every driver of a light-duty vehicle in Canada stopped idling for just five minutes, we would save 1.9 million litres of fuel worth more than \$1.3 million (assuming fuel costs 70 cents a litre). We would also prevent more than 4500 tonnes of CO2 from entering the atmosphere.

To alter these trends, save energy and reduce greenhouse gas emissions Canadians will need to rethink their transportation habits and change their behaviour. As well, businesses and industry need to focus on the efforts that they can make to reduce greenhouse gas emissions.

The City is strongly committed to addressing the challenges of changes in transportation behaviour, particularly because passenger vehicles are responsible for over one quarter of all GHG emissions in Vancouver. A campaign targeting our largest regional employers, youth, taxis and other fleets, as well as the media, is intended to reduce vehicle idling. In addition, the campaign will empower individuals by providing them with a simple tool to immediately reduce GHG emissions as part of their One Tonne Challenge, and will also increase their knowledge of the effects of transportation behaviour on their environment, health and pocketbooks.

In order for an enforcement program to be effective, an information and awareness campaign has been shown to be necessary in order to inform and change idling behaviours amongst drivers. This program that has been developed in co-operation with B.E.S.T. is intended to lay the framework in support of the proposed idle free by-law for the City.

Staff are currently developing a revised idle free by-law that will be reported to Council in the fall. We will be drawing from the experiences in other municipalities that have already implemented by-laws, including the recently published by NRCan and The Greater Toronto Area Clean Air Council report entitled *Cracking Down on Idling: A Primer for Canadian Municipalities on Developing and Enforcing Idle-free By-laws*.

A summary of the planned idle free program elements is included below. Further details of the specific initiatives are outlined in the proposal submission that is included in Appendix 1.

Evaluation and Data Collection

The knowledge, attitudes and behaviours of residents regarding vehicle idling will be measured before and after the campaign is implemented in order to determine the overall effect of the campaign.

“Own House In Order” Campaigns

In support of the 2004 Idle Free campaign with B.E.S.T., the City will continue to promote idling awareness amongst all staff and will formalize vehicle idling policies for staff in advance of the implementation of the idle free by-law. Also, the City will be retrofitting the Engineering Department’s existing Parking Enforcement vehicles

with high efficiency LED emergency lighting so that staff will be able to minimize the amount of idling that will be required while enforcing the proposed idle free by-law.

Idle Free Large Workplace and Fleet Campaign

B.E.S.T. will be approaching major employers and fleet operators in Vancouver to promote idle free awareness in with their employees and operations.

High School Based Initiative

B.E.S.T. will be approaching the 18 public high schools in Vancouver to engage students as idle-free ambassadors and to develop student-based sustainable transportation initiatives.

Grade School Based Initiative

The City and the Vancouver School Board will be incorporating idle free messaging in the “clean trips to school” programs. This program is one of the City’s Community CCAP programs that will be included in the idle free initiative.

Ferry Interventions, AirCare Promotion

B.E.S.T., with assistance from the BC Lung Association and cooperation from BC Ferries Corporation will be approaching motorists at the major lower mainland ferry terminals in order to improve idling awareness. An idle free poster campaign will also be undertaken at the region’s AirCare testing facilities.

Public Awareness and Media Campaign

The City will undertake a local public awareness and media campaign to promote idle free understanding and information in conjunction with our Community Climate Change Program initiatives. Street signage will be posted at typical idling locations. In addition, a regional media campaign (radio, bus advertisements) will be undertaken to further promote information on idling awareness and ultimately information on the proposed by-law.

It is recommended that the City enter into an agreement with B.E.S.T. for the provision of the outreach and program activities as outlined in the NRCan proposal. The experience B.E.S.T. developed during their 2004 idle free campaign is an asset that will help the City improve our success in delivering this initiative, and was a key factor in the development of this proposal to NRCan.

FINANCIAL IMPLICATIONS

The proposed idle free program will have a total cost of \$354,350 and will encompass a number of City initiatives in addition to the program activities with B.E.S.T., including the retrofitting of low-power consumption LED emergency lights on Parking Enforcement vehicles that will ultimately be enforcing the proposed idle free by-laws, and the development of the Schools Trips program for elementary schools. NRCan will be contributing \$235,450 of funding, B.E.S.T. will be contributing \$32,500 of funding, and the City will be contributing \$86,400 of funding for the overall program costs.

A summary of program costs and funding is included below and is detailed in the program proposal that is included in the appendices:

Program Costs (2005 and 2006)

| | | |
|---|-----------|----------------|
| City of Vancouver | \$ | 55,000 |
| B.E.S.T. | \$ | 149,350 |
| Other Consultant/NGO | \$ | 26,500 |
| Advertising, materials, and other disbursements | \$ | 123,500 |
| Total | \$ | 354,350 |

Program Funding (2005 and 2006)

| | | |
|-------------------|-----------|----------------|
| City of Vancouver | \$ | 86,400 |
| B.E.S.T. | \$ | 32,500 |
| NRCan | \$ | 235,450 |
| Total | \$ | 354,350 |

The City will draw on Engineering and Sustainability Program budgets to provide the City's funding of \$86,400 for the idle free awareness program initiatives. \$30,000 of the funds will come from existing 2005 vehicle maintenance budgets in the Engineering Department for the LED emergency lighting retrofits of the Parking Enforcement vehicles. The remaining funds will come from the Sustainability Program's Community Climate Change Action Plan budgets; \$27,850 will come from the 2005 Community CCAP program budgets, and \$28,550 will come from the 2006 Community CCAP program budgets.

Funding for the program costs associated with B.E.S.T., \$149,350, will be provided from the contributions from NRCan and from the City, and from other funding that B.E.S.T. has secured. B.E.S.T. will be bringing \$32,500 of external funding to the project for their costs. The remainder of the costs, \$116,850, for the activities B.E.S.T. will be undertaking on our behalf will be funded with \$93,200 of the NRCan funding, \$9,200 of the 2005 CCAP program funding, and \$14,450 of the 2006 CCAP program funding specified for the idle free awareness program.

IMPLEMENTATION PLAN

Staff from the City and B.E.S.T. will start the idle free program activities this summer, with a major roll-out of school and media campaigns targeted for September. The City will work with other consultants and organizations to implement the remaining aspects of the program.

CONCLUSION

The idle free awareness campaign will be an opportunity for the City and our partners to help citizens reduce unnecessary idling and reduce greenhouse gas emissions in Vancouver while also promoting improving air quality in our region.

* * * * *

City of Vancouver

**Idle-Free Awareness Campaign
*Proposal***

June 21, 2005

Doug Manarin, P.Eng.

Climate Change Programs

604.871.6911

doug.manarin@vancouver.ca

SCHEDULE A

STATEMENT OF WORK

BACKGROUND:

The Climate Change Plan for Canada notes that the transportation sector is one of the biggest sources of greenhouse gases in Canada and that the majority of these transportation emissions are from motor vehicles in urban areas. A significant share of meeting the challenge to reduce our vehicular emissions will fall on individuals, because light automobile and truck emissions are the largest contributor to green house gases in the country. We are also a nation of vehicle idlers – a habit that is costing us millions of dollars a year in wasted fuel. This reflects not only the daily travel habits of individual Canadians, but also long-established transportation trends and structures in Canada, especially in our cities. As noted on the Office of Energy Efficiency Idle Free web site:

If every driver of a light-duty vehicle in Canada stopped idling for just five minutes, we would save 1.9 million litres of fuel worth more than \$1.3 million (assuming fuel costs 70 cents a litre). We would also prevent more than 4500 tonnes of CO₂ from entering the atmosphere.

To alter these trends, save energy and reduce greenhouse gas emissions Canadians will need to rethink their transportation habits and change their behaviour. As well, businesses and industry need to focus on the efforts that they can make to reduce greenhouse gas emissions.

Vancouver City Council and staff are strongly committed to addressing the challenges of changes in transportation behaviour, particularly because passenger vehicles are responsible for over one quarter of all GHG emissions in the City. A campaign targeting our largest regional employers, youth, taxis and other fleets, as well as the media, is intended to reduce vehicle idling. In addition, the campaign will empower individuals by providing them with a simple tool to immediately reduce GHG emissions as part of their One Tonne Challenge, and will also increase their knowledge of the effects of transportation behaviour on their environment, health and pocketbooks.

Better Environmentally Sound Transportation (BEST) a local non-profit organisation in the city, along with the Jack Bell Foundation, recently concluded the first anti-idling campaign in the region. That 2004 campaign was piloted to engage individuals in their workplace, with a specific focus on private, carpool, vanpool and rideshare vehicle use. In addition, a program was tested at a number of regional ferry terminals and at a few schools. A broad regional survey of drivers in the lower mainland before and after that campaign revealed that individuals' average idling times were in excess of 4 minutes and that receiving information about the effects of idling resulted in a reduction in idling time of over 25%.

OBJECTIVE/PURPOSE:

We believe that Vancouver can utilise the lessons learned in the 2004 campaign, as well results gained from other cities to alter idling behaviour and lower GHG emissions from idling. The City of Vancouver is expected, as part of this strategy, to pass an anti-idling bylaw that prohibits idling within City-limits. An enforcement plan will form a part of that work. However, given the research and pilot studies stemming from Natural Resources Canada (NRCan) on this subject, the City recognises that an information and awareness campaign must accompany the bylaw. A communications campaign directed to individuals in their workplace, at high schools, and in key “captive” locations will strive to develop awareness of unnecessary vehicle idling, and reduce the duration and frequency of idling by drivers in the lower mainland. This program will increase the public awareness of the negative impacts of idling and the benefits of correct or reduced idling.

While this program has a particular focus on Vancouver itself, a number of the elements are regional in nature and we anticipate significant regional impact. Most of the major media that covers Vancouver has a large regional audience and the impacts of bylaws and initiatives in Vancouver tend to spread to the other municipalities. For example, Vancouver trucking bylaws and requirements are now adhered to by a majority of trucks outside of Vancouver despite there being no requirements to do so.

Our specific objectives in this work are to:

- address common attitudes and known GVRD behaviours of idling before driving (to “warm up” the car) or while waiting, by focussing discussion/information on those behaviours, including visualisation of current and ideal behaviour when starting a vehicle or putting the car in park while waiting;
- educate drivers that fuel consumption is significantly lower if a vehicle is shut off and then restarted if waiting for more than 10 seconds, by providing an average savings estimate per person and querying the driver about what else they might spend those savings on;
- provide reminders of what to do for the approach to the vehicle (in the form of a key-chain) and a second reminder in the vehicle (as a windshield decal);
- promote voluntary compliance with the City of Vancouver’s anticipated Idling Control Bylaw through the educational campaign and the distribution of “warning” tickets for infractions in year 1;
- garner more press and reach to the general public by involving large media companies in the campaign competition;
- reach more individuals by requesting that all participants “tell friends and family” about what they’ve learned (also securing greater likelihood of behaviour change by creating “champions”);
- measure success by having participants who commit to change behaviour to sign a pledge card and to survey workplace and school participants on pre and post campaign idling behaviour.

DESCRIPTION/SCOPE:

The City of Vancouver, in partnership with BEST, the Vancouver School Board, the BC Lung Association, BC Automobile Association, Vancouver Parks Board, University of British Columbia (UBC) and the Jack Bell Foundation Rideshare will work with individuals to encourage the reduction of vehicle idling. Together in partnership, the City and BEST will co-ordinate the campaign, directed towards individuals in their workplace (Vancouver and the region’s largest

organisations), at high schools, at ferry terminals, at AirCare testing stations, at community centres, kiss n' ride locations, and through the media.

Vancouver's work will expand the reach of the 2004 campaign and learn from the results of that project. More specifically, this undertaking will:

- approach individuals through presentations at some of the areas' largest companies, and organisations where internal campaigns will be launched to "compete" for most changed behaviours;
- include media-based organisations in this competition;
- use the presentations to also effectively educate them about reducing energy consumption, greenhouse gases and their responsibility as individuals to reduce greenhouse gas emissions.
- involve companies with large vehicle fleets to extend behaviour change to driving on the job;
- include a secondary promotion of the FleetSmart program with fleet operators;
- as part of it's own on-going "house in order" commitment, all drivers of municipally-owned vehicles will receive idle-free training packages, appropriate municipally owned vehicles will bear bumper stickers with an idle-free message, and all parking enforcement vehicles will receive replacement LED lights to permit vehicle shut off while ticketing;
- launch a campaign in all City public high schools, to involve students at a critical time in their development, when greater independence in travel behaviour is developed and many are learning how to drive;
- train students to undertake observations and personal interventions on high school property;
- incorporate idle-free messaging into elementary "clean trips to school" programs to educate parents about idling issues and the (anticipated) City by-law;
- undertake a campaign at regional ferry terminals during summer months when they are in greatest use and campaigns at businesses and schools are on hiatus;
- provide information at mandatory (every 365 – 726 days) AirCare emissions testing station booths as well as at community centres;
- launch a media campaign associated with the passing of the Idling Control Bylaw and create and sign idle-free zones at locations throughout Vancouver, including all high schools, community centres;
- prepare and distribute pledge cards for individuals to commit to less idling – pledges cards received will be used (with permission) as entry form for prize draw;
- develop and distribute prompts (key-chains and inside windshield stickers) to remind individuals of their commitment;
- develop and distribute bumper stickers for vehicle fleets of companies involved in the competition;
- install idle-free signage (referencing City bylaw) at locations where unnecessary idling is common (schools, community centres, etc) and recommend workplaces and businesses do the same;
- develop communications materials (print brochures, web page) to further the education process throughout the organization and beyond the workplace;
- conduct workplace surveys to capture self-reported behaviours and level of awareness on the topic of idling and to assess the impact of educational and promotional materials on those behaviours.

Core campaign components and evaluation are described in detail in Appendix A.

DELIVERABLES:

BEST and the City will survey baseline and post-campaign knowledge, attitudes and most importantly, behaviours of participants and will report results to Natural Resources Canada in a final report, which will also include summaries of all anti-idling project activities that have taken place. A tally of all idle-free behaviour pledges that have been received will be provided as an additional indication of known success. Copies of all materials prepared, advertising and marketing programs will also be provided. Activities identified include, but are not limited to: participant organisation staff awareness training, a large workplaces campaign to approach individuals through employers, a city-wide public high schools campaign, personal interventions at regional ferry terminals, the display of educational materials at AirCare and community centre as well as schools, implementation and enforcement of an Idling Control Bylaw, community outreach and public awareness. This program will draw heavily from the resources being made available from Natural Resources Canada (NRCan), in particular graphics and information available in the Tool Kit and from NRCan's web-based information centre, as well as material created for the 2004 BEST campaign.

TIMING:

Vancouver's Idle-free Awareness Campaign will commence in June 2005, with the creation of campaign materials and initial contact with key stakeholders. Summer months will focus on interventions at ferry terminals and a significant campaign launch is planned for September 2005 to coincide with the passing of the bylaw and the end of summer vacations. Presentations at workplaces and schools will commence at that time as well. Work will be largely concluded by the end of June 2006.

APPENDIX A

COMPONENT/INITIATIVE AND PURPOSE

1. Evaluation: Baseline and post-campaign data collection

Purpose: To measure knowledge, attitudes and behaviours of residents of the city of Vancouver regarding vehicle idling before and after the campaign is implemented.

Partner responsible: BEST and the City of Vancouver

Objective:

- To measure any change in knowledge, attitudes and self-reported behaviours of residents after the campaign using survey instruments. A survey was completed in November 2004 which can serve as a reasonable estimate of “pre” campaign to this effort.
- To measure actual changes in behaviour based on pre- and post campaign observations of frequency and duration of idling behaviours at select locations

Description of Approach:

- A statistically valid post-campaign telephone survey will be employed across the city to assess knowledge of “best practices” around idling and self-reported idling behaviour. The survey will be built upon and utilise the baseline telephone survey conducted in a 2004 region-wide campaign.
- BEST staff will conduct pre- and post campaign observations at three select locations for a half day per location (one half day could entail morning and afternoon rush periods for commuter traffic oriented locations). Observations on number of vehicles, average time “parked”, and average time idling will be recorded manually and reported upon. Locations where idling behaviour is common (such as kiss and rides and recreation centres) and that pre-dominantly “serve” Vancouver residents will be selected.
- Other baseline and post-campaign data collection is detailed within specific initiatives that follow.

Monitoring/Evaluation: Existing baseline data (conducted by Stratcom for BEST in 2004 through a comprehensive region-wide telephone survey) on idling awareness and self reported behaviours will be compared against the results of a city-wide post-campaign telephone survey to evaluate the program’s effectiveness.

Pre- and post campaign observations will be compared and reported.

2. “Own house in order” campaigns

Partner responsible: City of Vancouver, Partners, and BEST

Objective: To involve and establish understanding and change idling behaviour among participating partners and their organisations, to demonstrate leadership by discouraging idling by employees.

Description of Approach: City of Vancouver and BEST employees were exposed to the idle-free message in 2004. That campaign will be reinvigorated and expanded to new partners from June 2005 through April 2006, using the following voluntary approaches:

- (fleet staff) establishment and communication of corporate or departmental policy and the reasons for it through email and staff meetings
- (fleet vehicles) outfit fleet vehicles with bumper stickers, windshield reminders, and key chains
- (general staff) conduct lunch and learn sessions and distribute materials (conducted by BEST)
- (general staff) distribute pay-stub information and reminder
- (all employees) invite all employees to complete an on-line survey for awareness, commitment, and self-reported behaviour change

The City's parking enforcement vehicles will be equipped with LED lights to allow vehicles to be shut off with appropriate flashers while undertaking enforcement procedures.

Monitoring/Evaluation: The number of staff (and vehicles) reached through each of the above mechanisms, including on-line surveys and commitments, will be tracked and reported.

3. Idle-free Large Workplace and Fleet Campaign

Partner responsible: BEST

Objective: To educate individuals through the thirty largest companies/organisations and fleet operators in the Vancouver business community on the benefits of reducing their vehicular idling and to have them reinforce that knowledge with a commitment to reduced idling behaviour in the future. The use of pledges, along with in-car reminders of those pledges, is to make idling behaviour more intentional and hopefully reduce excessive idling. In addition, the companies/organisations themselves will be encouraged to incorporate and adopt idle-free policies for their fleets.

Description of approach: Social marketing studies have shown that peer support and pressure are elements of creating lasting social norms of "good" behaviour. Workplace programs focussed on transportation behaviour are particularly desirable because, (except for the occasional workaholic) all employees share the need to travel to and from their place of work. Idling-behaviour research also shows that personal contact is important and presentations associated with this element of the Vancouver initiative will allow contact with most employees. Using results from the 2004 campaign, BEST will revamp idle-free information presentations (PowerPoint) for managers and employees and a linked recognition program with materials. Approaching individuals in their workplace has been a cornerstone of successful transportation education campaigns lead by BEST including Go Green Choices and the lower Mainland Commuter Challenge. A full-time Idle-free co-ordinator will be hired to take the idling awareness program out to the largest companies in the City (i.e. BC Hydro, Canada Post, Telus, Terasen, Vancouver hospitals, etc.) including "key influencers" such as media corporations. While NRCan's focus on individual change will be tracked separately, in order to maximise the opportunity afforded in meetings with business managers, this work will also introduce an anti-idling business fleet message specifically to fleet managers. Following research into potential participants, presentations will first be delivered to management, and then subsequent staff

presentations (depending on the corporate climate, either lunch and learns or other types of staff gatherings) will be delivered to spread the message more broadly. The intention is to reach as many people in their workplaces directly, through face-to-face contact, as possible.

Monitoring/Evaluation: Commencing in September 2005, the total number of contacts in this campaign will be tracked to its conclusion in spring 2006. All participants will be given an option of signing a pledge committing to reduce idling (total numbers to be monitored), as well as acceptance of a key-chain and windshield sticker to remind them of that pledge. Some time later, an on-line survey will be conducted (at a minimum of 30 workplaces and expected participation is at least 20%) for the largest companies in the City to assess retention and level of awareness.

4. High School-Based Initiative

Partner responsible: Vancouver School Board & BEST.

Purpose: To influence the driving and transportation behaviour of youth, in Grades 11 & 12 across the City, as they are beginning to make more independent life decisions and are often learning how to drive a vehicle. In addition, this initiative will also serve to observe idling behaviour at school sites before and after the campaign to capture total number of idling vehicles and idling periods.

Description of Approach: Pilot studies in GVRD area schools in 2004 showed that hundreds of vehicles (student, parent and staff driven) idled for lengthy periods before and after school, and that over half of the teachers and staff at schools were unable to correctly indicate a reasonable idling time. Following discussions in classrooms and interventions by student Idle Free Ambassadors, idling times were reduced by 22%. This program will replicate that success and take the message to all 18 public high schools in the City of Vancouver. The program is targeted to students in Grades 11 and 12 because of the message of empowerment ("you hold the key") and because students at this age are exerting greater independence around their own transportation choices. They are also learning how to drive and the idle free message allows for good habits to be established instead of changed.

The plan is to engage approximately 100 senior students, referred to as idle-free ambassadors, to develop communications and engagement tools that target the idling awareness and behaviours of their peers. Ambassadors will be encouraged to be creative in the development of these tools so as to maximize their commitment to implementation and to engage their knowledge of their peers. It is anticipated that idle-free messaging will be shared by ambassadors with younger students, siblings, parents, teachers and staff through their daily interactions.

This program begins with speaking engagements by BEST that lead to the creation of student-led working groups in every high school. As part of a broader effort (funded in part by Environment Canada) to engage students in the subject of sustainable transportation, three activities per school will be undertaken, one of which will be focussed on being idle-free. Students will also observe idling behaviour on site (as part of the post-campaign analysis) and as trained Idle-Free Ambassadors, following observations, will also conduct brief driver surveys and present mock tickets to lengthy idlers.

All schools will be presented with permanent signage designating the area as an Idle-Free Zone.

Monitoring/Evaluation: BEST will be involved in undertaking on-site analyses of school sites and idling behaviours in September 2005 to establish a baseline of activity. Following the establishment of teams and an educational campaign at each of the 18 schools, students will be involved in on-site interventions and observations of actual changes in behaviour. Wherever possible, the study and the behavioural results will be used within classrooms (science, economics, communications & media classes, etc.) In addition, at each of the 18 schools the approximately 9000 students involved will be invited to undertake pre- and post on-line surveys, made available through school computers. Tracking success will take a variety of forms, including the number of students, parents and teachers reached by the educational campaign, the number of those pledging to be idle free (for students as part of their on-line survey, for others through the collection of pledge cards) as well as by observing changes in idling behaviour before and after campaigns (pre- campaign measurement by BEST prior to student led initiatives and post-campaign measurement by trained students with BEST's assistance). This component of the campaign will commence in June 2005 with contact with area teachers and involve students in September, wrapping up in April 2006. The Vancouver School Board will assist in co-ordinating contact with schools and participating in high level media events.

5. Grade School-Based Initiative

Partner responsible: City of Vancouver (or contracted NGO) and Vancouver School Board

Purpose: To influence the driving and transportation behaviour of parents and teachers in K-8 schools

Description of Approach: Idle-free messaging will be incorporated into Vancouver's "clean trips to school" program which focuses on engaging and empowering school based champions to develop school specific programs, events, and infrastructure improvements intended to encourage more sustainable transportation choices in K-8 schools. School based champions could be either a teacher and/or active parent. The educational campaign will include discussions and program posters and a contest to encourage students to prepare idle-free materials for their schools.

Idle free signage will be installed at all K-8 schools.

Monitoring/Evaluation: Parents will be encouraged to complete pre- and post on-line surveys at home as well as submit a signed pledge card (distributed by the children via their school champion) indicating their commitment to be idle free. Pre- and post campaign idling behaviour monitoring and reporting will be undertaken at five geographically representative schools by contracted NGO or city staff.

6. Ferry Interventions

Partner responsible: BEST with assistance from BC Lung Association and with co-operation from BC Ferries Corporation.

Purpose: To observe and approach over 3,000 ferry passengers at key lower mainland BC Ferry Terminals (Albion, Tsawwassen, Horseshoe Bay) to inform them of ideal idling behaviour and to solicit pledges to be idle free.

Description of Approach: Based on pilot interventions held at B.C. Ferry terminals in 2004, it was found that approaching motorists using the ferries made them an ideal target because they are in fact a captive audience. This makes this audience ideal for personal interventions around idling behaviour. Few other locations exist in the lower mainland which afford the high number of possible contacts in locations associated with vehicles and idling. Interventions will commence with a short survey of the length of idling time that motorists might typically idle at a ferry crossings, their understanding of the effects of this behaviour and the possible related benefits. An educational discussion will follow and lead to an offer for the driver to commit to a change in idling behaviour. Windshield stickers will be offered as reminders.

Monitoring/Evaluation: The focus for this portion of the campaign is broad outreach and education. Success will be evaluated by the number of passengers agreeing to discuss idling behaviour, the number filling in pledge cards and the number agreeing to display the sticker. Because of the large volume of ferry travellers (millions annually) and the relatively low percentage of anticipated re-capture (i.e. the same traveller taking the ferry on a pre- and post campaign survey day) pre- and post campaign measurement would not be an effective measurement of impact, although the post-campaign telephone survey will track where people heard of the campaign, including at the ferry terminal.

7. AirCare Promotion

Partner responsible: AirCare

Purpose: To provide information to drivers waiting for their vehicles to be tested at mandatory AirCare emissions stations.

Description of Approach: While effectively “captured” in an AirCare booth observing their vehicle being tested for its emissions, lower mainland drivers have little or no stimuli and are focussed, perhaps for the only time every two years, on what comes out of their vehicle’s tailpipe. A poster explaining ideal idling behaviour and possible savings is likely to be read and considered. Posters will be prepared for all 50 booths in 12 inspection centres.

Monitoring/Evaluation: Approximately 1 million light duty and 3000 heavy duty vehicles are tested annually in the lower mainland, which means the message will be broadcast widely. A telephone survey undertaken at the conclusion of the broader campaign will ask where people were informed about idling behaviour, including “at an Air Care station” to establish it’s effectiveness.

8. Public Awareness & Media Campaign

Partner responsible: City of Vancouver

Purpose: To inform city and lower mainland residents of ideal idling behaviour, the problems of unnecessary idling, the City's new (pending at present) Idling Control Bylaw and what individuals can do to change.

Description of Approach: Starting in the late summer of 2005, a communications strategy will be undertaken to include a broad media campaign (locally-based media outlets will be encouraged to participate in the workplaces competition for early "buy-in" and uptake) as well as specific initiatives for each of the previously identified undertakings.

The media campaign will include media/press releases, community paper and regional radio advertising, events with high profile participants (Mayor, etc.), and exterior bus posters. The bulk of this advertising will focus on reaching residents while they are in their vehicle but will be designed to specifically limit backlash due to public concerns regarding traffic congestion.

The media campaign will focus on the period around the passage of the proposed City of Vancouver Anti-Idling Bylaw (summer and early fall of 2005) and the period when the bylaw enforcement is to begin (late spring 2006). In the interim period, warning tickets will be distributed by parking enforcement officers. Regional communications will incorporate references to any related activity or bylaws by other municipalities.

Idle-free signage will be installed at City buildings, community and recreation centres, parks and idling "hotspots" like kiss n' ride locations.

Monitoring/Evaluation: A telephone survey undertaken at the conclusion of the broader campaign will ask where people were informed about idling behaviour, including "on buses, on the radio" to establish it's effectiveness. Parking enforcement officers will log the number and location of interventions from the passing of the bylaw until March 2006 and results compiled periodically by the City to track effectiveness and location.

9. Reports

Partner responsible: City of Vancouver, with input from BEST and other partners.

Purpose: To communicate the knowledge gained and effectiveness of each of the campaign components, the results of the initiative and its efficacy.

Description of Approach: The report will compile baseline data, activities, goals, performance indicators, targets, and effectiveness and will make recommendations for further work around idling reduction. The report will be prepared in May/June 2006.

Monitoring/Evaluation: N/A

SCHEDULE B
ELIGIBLE COSTS

Subject to the terms and conditions of this Agreement, the Proponent shall be reimbursed for Eligible Costs paid following successful completion of Project requirements. Canada shall pay an amount equal to the lesser of the dollar or percentage amount of the Eligible Costs of the Project as indicated below. Eligible Costs shall be approved in accordance with Treasury Board Guidelines associated with the execution of the various Tasks as described in Schedule A. These eligible costs may include the following: consulting fees, supplies, travel, telephone charges, printing and photocopying, research and development activities, publicity and advertising, campaign expenses, postage and courier charges. It should be noted that all consultants and their fees must be pre-approved by NRCan.

(See Attached Budget - Item A)

| | | |
|--------------------------|------------|-----|
| TOTAL ELIGIBLE COSTS | \$ 354,350 | |
| Contributors: | | |
| Natural Resources Canada | \$ 235,450 | 66% |
| Proponent | \$ 86,400 | 25% |
| BEST | \$ 32,500 | 9% |
| NRCan's contribution | | |
| Year 1 (2005/06): | \$ 172,800 | |
| Year 2 (2006/07): | \$ 62,650 | |

Non-Eligible Costs:

- 1) Property Taxes
- 2) Purchase of Land
- 3) Provincial Sales Tax and the Good and Services Tax

Note: The Proponent may move funds between tasks/activities if the cost of one task is higher in one task and lower in another. Only 10 percent of the funds can be moved between tasks. Any adjustment greater than 10 percent shall require a formal amendment of this agreement.

SCHEDULE C

REPORTS

The Proponent shall provide to the satisfaction of the Minister, beginning July 2003 and on a semi-annual basis during the term of the Project, a financial statement of all revenues and expenditures incurred and paid, for Eligible Costs under this Agreement and certified by a senior financial officer.

Regular summary reports on all research components including the lists of those companies, schools involved in the campaign media coverage analysis, total print quantities and distribution quantities, a CD download of the PowerPoint presentation that was developed for managers, and full results of the various initiatives covered within Tasks 1 to 6. A formal progress report will be provided at the time that the first financial statement is presented; with a final report to be provided at the completion of the project in July 2006.

APPENDIX 2

| | | | | | | | | | |
|---|----------|-----------|--|--|--|--|--|----------|---------|
| Salaries & Benefits | | | | | | | | | |
| Idle Free | | | | | | | | | |
| School Trip | \$15,000 | \$131,000 | | | | | | \$17,900 | \$5,700 |
| | | | | | | | | | \$7,500 |
| Professional Services | | | | | | | | | |
| graphics, web design, on-line survey | \$11,500 | | | | | | | \$7,500 | \$250 |
| administration, telephone survey | | | | | | | | | \$500 |
| administration | | | | | | | | | \$500 |
| Administration | | | | | | | | | |
| rent, overhead, local travel and other | | \$12,350 | | | | | | \$3,000 | \$1,850 |
| expenses, contingency | | \$6,000 | | | | | | \$500 | \$500 |
| Administration Costs | | | | | | | | | |
| Materials and Prizes | | | | | | | | | |
| key chains, stickers, pledge card, | | \$2,000 | | | | | | \$4,250 | |
| brochure, warning tickets, school | | | | | | | | | |
| materials, posters, events | | \$24,000 | | | | | | \$24,000 | |
| LED Vehicle Light Replacement - Parts | | | | | | | | \$6,000 | |
| LED Vehicle Light Replacement - | | \$6,000 | | | | | | | |
| Installation Costs | | \$18,000 | | | | | | \$3,000 | |
| Street Signs | | | | | | | | | |
| Community Communications and Advertising | | | | | | | | | |
| Regional Advertising Program - | | \$75,000 | | | | | | \$28,300 | |
| regional newspapers, radio advertising, | | | | | | | | | |
| bus exteriors | | | | | | | | \$7,550 | \$2,500 |
| Local Advertising Program - | | \$26,000 | | | | | | \$3,650 | |
| Vancouver community newspapers, | | | | | | | | | |
| bus shelters, bus exteriors | | | | | | | | | |
| Report preparation and invoicing audit | | | | | | | | | |
| Reporting and audit | | \$1,500 | | | | | | \$1,400 | \$100 |
| Contingency | | \$3,500 | | | | | | | \$3,500 |