

# It's Your Turn. Be Idle Free.

## The City of Vancouver's Program for Idling Reduction and Control

---

Doug Manarin, P.Eng.  
Engineering Services  
City of Vancouver  
doug.manarin@vancouver.ca  
604.873.7118



# Vancouver's Challenge

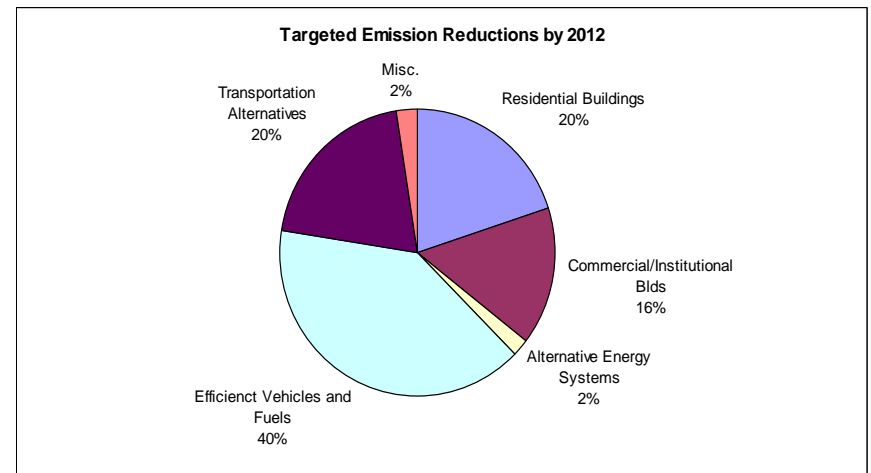
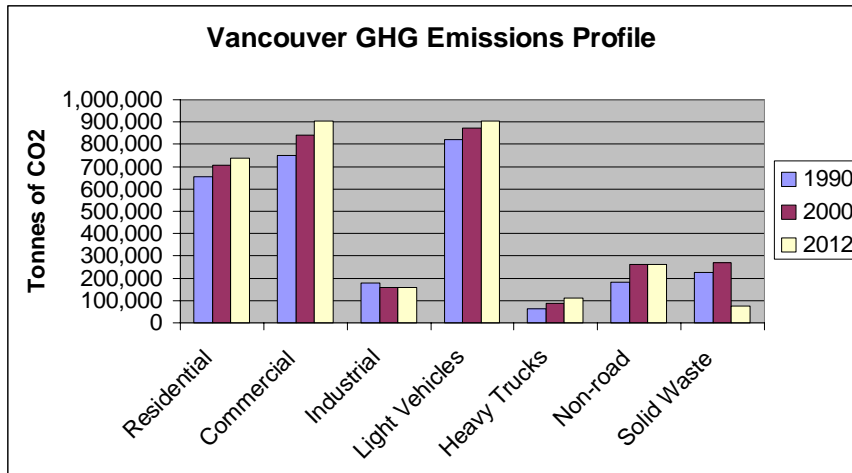
---

- 1990: 2.9 million tonnes GHG (6.0 tonnes/person)
- 2012 BAU forecast 3.2 million tonnes
- Our reduction target: 450,000 tonnes annually by 2012
- Corporate and Community Climate Change Action Plans developed and approved by Council (2003 & 2005)



# Vancouver's Plan

## ○ "Low Hanging Fruit" – Transit, Alternatives, and Reducing Vehicle Emissions



# Vancouver's Plan

---

- The CCAP target is ambitious
- How do we get everyone there?  
**One Day...**
- One Day is about taking small steps to make Vancouver the cleanest, greenest, healthiest city in the world.
- Making a sustainability “brand”



# Why Be Idle Free?

---

- Idle Free is part of the One Day strategy
- Broader social marketing goals of One Day
- Barriers to being idle free
- Strategies for engaging the community



# The Proposal

---

- City of Vancouver partnered with Better Environmentally Sound Transportation (BEST)
- Comprehensive program involving schools, employers, and community marketing
- Program funding from NRCan



# The Impacts of Idling

---

- Vancouver Idling facts – 5 min/day:
  - 9.45 Million Litres of Fuel Annually
  - \$8.5 Million Annually (\$0.90/litre)
  - 22,300 tonnes of CO<sub>2</sub> Annually – that's enough gas to fill BC Place more than 4 times
  - Emissions of CAC pollutants
  - Unproductive use of a non renewable resource



# The Program

---

- Three main areas of engagement
  - High School Students (16+)
  - Workplaces
  - Local and Regional Media Campaigns



# Schools

---

- Schools Program part of a broader sustainable transportation initiative aimed at influencing transportation choices for youth
- Student Based Teams developing school-specific activities and events
- Targeted signage, awareness, and enforcement



# Workplaces

---

- Promote corporate leadership through assistance in education and policy development
- Influence individual's actions at work
- Tools include presentations, information, prompts, and pledges



# Media Campaign

---

- Local and Regional advertising
- Support of the Bylaw and broader One Day awareness program
- Campaign aimed at dispelling the idling myths and targeting drivers
- Regional radio campaign to coincide with start of school and start of bylaw enforcement in September



# Principles and Progress

---

- CBSM principles
  - Small Steps – Simple Actions
  - Pledge
  - Community Norms
- CoV “House in Order” Campaign
  - Internal Education program
  - Review of corporate idling policy
  - Review of vehicles and technologies



# Vancouver Idling Control Bylaw

---

- Based on the GVRD model bylaw – expands the existing bus bylaw
- Proposed penalties - \$40 / \$100
- Applicable to both public and private property (noise and health)
- Report to Council April 2006
- Penalty Enforcement early Fall 2006



# It's Your Turn

---

- Pledge to Be Idle Free
- Tools available
  - BEST Workplace Program
    - Rita @ BEST – 604.669.2860
    - [idlefree@vancouver.ca](mailto:idlefree@vancouver.ca)
  - [www.idlefree.ca](http://www.idlefree.ca) ([onedayvancouver.ca](http://onedayvancouver.ca))
  - [www.idling.gc.ca](http://www.idling.gc.ca)
  - [www.idlefreebc.ca](http://www.idlefreebc.ca)
  - [www.cbsm.com](http://www.cbsm.com)



# One Day

---

- Let's all help make Vancouver the Cleanest, Greenest, Healthiest city in the world!



Canada 



CITY OF VANCOUVER

 **oneday...**