

CITY OF BURNABY

ENVIRONMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: VEHICLE IDLE REDUCTION EDUCATION INITIATIVE

RECOMMENDATION:

1. **THAT** Council authorize staff to initiate a comprehensive education-based vehicle idle reduction initiative.

REPORT

The Environment Committee, at its Open meeting held on 2005 January 11, received and adopted the *attached* report providing a comprehensive education-based vehicle idle reduction initiative, to complement regional and senior government initiatives to limit the production of greenhouse gas (GHG) emissions.

The Committee advised that this City initiative would target four key groups: school children/parent groups, the general public, commercial vehicle operators, and City operations staff. The Committee further advised that the education program would utilize existing available City resources (such as InfoBurnaby newsletter and City vehicles) to reduce advertising costs.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor P. Calendino
Vice Chair

Councillor C. Redman
Member

COPY - CITY MANAGER
- DIRECTOR PLANNING & BUILDING
- DIRECTOR PARKS, RECREATION & CULTURAL SERVICES
- DIRECTOR FINANCE
- DIRECTOR ENGINEERING

TO: CHAIRPERSON & MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2005 01 06

FROM: DIRECTOR ENGINEERING

FILE: 32100-20 VIR

SUBJECT: VEHICLE IDLE REDUCTION EDUCATION INITIATIVE

PURPOSE: To present to Council for consideration a comprehensive education-based vehicle idle reduction initiative, to complement regional and senior government initiatives to limit the production of greenhouse gas (GHG) emissions.

RECOMMENDATION:

1. **THAT** the Committee recommend to Council that staff be authorized to initiate a comprehensive education-based vehicle idle reduction initiative.

R E P O R T

1.0 INTRODUCTION

In 2004, the Greater Vancouver Regional District (GVRD) developed a model anti-idling bylaw for possible use by the GVRD municipalities to reduce unnecessary vehicle emissions.

At the senior levels of government, a number of initiatives are underway to promote reductions in greenhouse gas emissions (GHGs), which are believed to be contributing to global climate change and reduced respiratory health.

The purpose of this report is to provide the Committee and Council with an overview of idle reduction initiatives in the region and in other major Canadian urban centres, and to present a proposed plan of action for Council consideration.

2.0 IDLE REDUCTION INITIATIVES IN OTHER JURISDICTIONS

Currently, only two municipalities in the GVRD have adopted bylaws that address vehicle idling: the District of North Vancouver and the City of Vancouver. The District of North Vancouver restricts idling to three minutes for all motor vehicles, whereas the City of Vancouver prohibits the noise of diesel buses that have been idling or otherwise running continuously for more than three (3) minutes.

Outside of British Columbia, the Cities of Mississauga, Great Sudbury, Toronto and Niagara (Ontario) have implemented anti-idling pilot programs that are education-based. These campaigns have used a variety of media (transit shelter ads, letters, signs and posters) to reach their target audience (bus drivers, motorists, and members of the business community).

In the City of Mississauga, pre- and post-surveys of drivers' attitudes revealed that the campaign successfully reached 69% of residents, who now idle 3 to 4 times less than those not exposed to the program.

While anti-idling bylaws have their merit, they may encounter significant challenges during their implementation and enforcement. Without a comprehensive education program to target key audiences, bylaw enforcement success may also be limited. A wide variety of high quality educational materials is already available through organizations such as Better Environmentally Sound Transportation and Natural Resources Canada's Office of Energy Efficiency. The adaptation of existing resources to create a comprehensive City-wide public campaign and education program, would assist in the delivery of an effective idle reduction initiative.

3.0 PROPOSED CITY OF BURNABY IDLE REDUCTION EDUCATION INITIATIVE

The City's proposed vehicle idle reduction initiative would comprise a multi-level education program that would target four key groups: school children/parent groups, the general public, commercial vehicle operators, and City operations staff. The education program would utilize existing available City resources (such as the InfoBurnaby newsletter and City vehicles) to reduce advertising costs. See table below for a breakdown of the proposed education program elements:

Audience	Media	Location of Delivery
School children/parents	<ul style="list-style-type: none"> • curriculum materials, as part of a larger education program • display materials, handouts, decals • presentations (as required) 	<ul style="list-style-type: none"> • classrooms • special events (eg. Hats Off Day Parade) • P.A.C. meetings
Tour bus operators	<ul style="list-style-type: none"> • advisory signage • letters, posters • decals 	<ul style="list-style-type: none"> • drop-off areas • head offices • vehicles
Taxi/delivery drivers	<ul style="list-style-type: none"> • advisory signage • letters, posters • decals • business license info (taxis only) 	<ul style="list-style-type: none"> • taxi stands • head offices • vehicles
City operations crews/ other staff	<ul style="list-style-type: none"> • newsletter • e-mails/memos • posters • decals 	<ul style="list-style-type: none"> • Active Living News • employee pay stubs • employee orientations • vehicles/staff rooms
Public-at-large	<ul style="list-style-type: none"> • displays • newsletter, newspaper articles • web materials 	<ul style="list-style-type: none"> • special events • BCAA, InfoBurnaby newsletters, Burnaby Now

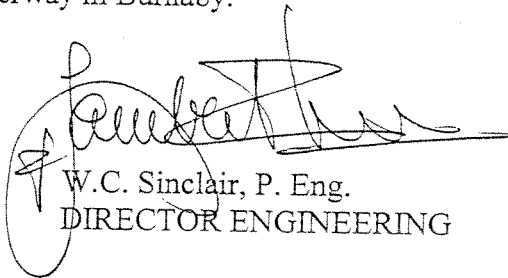
It is recommended that the program be reviewed annually or bi-annually to gauge its effectiveness and to identify any necessary changes and improvements. It should be noted that City Operations has already adopted the practice of reducing unnecessary idling. The proposed campaign would further enhance and strengthen the City's commitment to reducing vehicle idling and emissions production during non-critical operations. It should be noted that idling is required for the operation of emergency vehicles and certain City vehicles and equipment during construction or other work related activities.

3.0 CONCLUSION

In concurrence with recent regional and senior government initiatives to reduce emissions of GHGs, an education-based initiative is proposed to raise awareness for the need to reduce unnecessary vehicular idling in Burnaby.

This initiative would incorporate the use of existing educational materials from governmental and non-governmental organizations that can be adapted for local use. A variety of media and outreach methods would be used to convey the benefits of reduced idling to specific target audiences, including school children, the public at large, commercial vehicle operators, and City Operations crews.

It is intended that the vehicle idle reduction education program would complement other environmental education initiatives, including the waste reduction and cosmetic herbicide reduction programs that are already underway in Burnaby.



W.C. Sinclair, P. Eng.
DIRECTOR ENGINEERING

YH:

cc: City Manager
Director Planning & Building
Director Parks, Recreation & Cultural Services
Director Finance

