

POLICY

Title: IDLING REDUCTION STRATEGY		Responsible Department:	Legislative Services
Authority:	Council	Policy No:	??
Approval Date:		Motion:	??
Amended Date:		Motion:	??

POLICY STATEMENT

The Town of Olds will implement this Idling Reduction Strategy to reduce emission of substances harmful to our health and environment and to move forward with actions identified in the Town of Olds Strategic Plan.

GUIDING POLICY AND RELEVANT COUNCIL PRIORITIES

Municipal Government Act (MGA) of Alberta

Section 7, Part 2, Division 1, 7.a:

A council may pass bylaws for municipal purposes respecting the safety, health and welfare of people and the protection of people and property.

Sustainable Opportunities for a Growing Community, 2008-2010 Town of Olds Strategic Plan

- Responsible Growth - Energy
Priority - Reduce energy in municipal fleet operations and integrated transportation systems.

- Partner in Strategic Opportunities - Communications
Priority - To engage in continuous, two-way dialogue with all community stakeholders about economic, community and sustainability initiatives.

PURPOSE

The purpose for promoting idling reduction is to:

1. **promote a healthier environment** to live in and for future generations.
2. **lower** our contribution to **Greenhouse Gas Emissions**.
3. **build** on our **commitment** to the **Olds Strategic Plan**.
4. **provide** the residents of Olds with idling reduction **educational material**.
5. **Increase the efficiency** of Town fleet vehicles.

APPLICABILITY

The Idling Reduction Strategy applies to the administrative and operational actions, services, and decisions of the Town of Olds. It also applies to the decisions the Town makes that affect the public and public policy.

METHODOLOGY

To enable moving ahead with this strategy four areas of influence have been addressed through the The Natural Step's A, B, C, D process:

1. What is the compelling **VISION** for this strategy?
2. What is the **CURRENT REALITY**?
3. What **ACTIONS** are necessary to move toward our vision?
4. How are we going to promote a common **AWARENESS and UNDERSTANDING** to get to our vision?

VISION

The vision for this Idling Reduction Strategy is for the Town and community to move towards idling only for reasons of safety, health, security, weather and mechanical.

Examples of exemptions:

1. While passengers are embarking and disembarking in a Commercial Passenger Vehicle.
2. Armoured vehicles involved in the secure process of delivery or pick-up.
3. Vehicles actively engaged in, or training for, an emergency situation.
4. Where the ambient outside temperature is above or below the suggested temperature in the vehicle's driver (owner) manual.
5. Vehicles that must remain operational for mechanical, heating or cooling reasons.
6. Vehicles that need to idle for servicing or repairs. (does this fit into above statement)

AWARENESS and UNDERSTANDING

To create a shared language and to encourage everyone to participate, the educational material will contain concrete facts and information.

Actions to build awareness & understanding:

1. Research thoroughly the topic.
2. Converse with other municipalities.
3. Verify data.
4. Brainstorm possible reactions to initiatives to be prepared for comments and complaints.

CURRENT REALITY

Identifying the barriers and benefits to reducing idling is fundamental to deciding what actions to move forward with.

Who is idling? Why are they idling? Where is the idling taking place?

To what degree is our community ready for change? How can we make it easier for those people who are not ready to change? Where is the idling taking place in our community? What do people know about idling?

Approaches to assessing current reality:

1. Survey citizens of all ages in a variety of settings such as schools, Olds College, at gas stations, etc.
2. Design the surveys to promote an understanding of change that is happening provincially and nationally.
3. Design the survey questions to encourage current reality responses.
4. Identifying the places where and why idling is occurring and who the target audience to help effectively distribute and promote educational material.

ACTIONS

Identifying the 'low hanging fruit' such as providing educational material through a variety of methods will initiate the motion of moving forward. For a solid strategy, the methodology in Table 1 is based on research and the needs of our community today.

The following are **questions to ask ourselves as we move forward with this strategy**:

1. **Will this strategy move us the right direction?**
 - Will this strategy address the 5 dimensions of sustainability identified in our Strategic Plan?
Environment – Economy – Community – Culture – Governance
 - Will this strategy meet the 4 principles of sustainability?

In a sustainable society, nature is not subject to systematically increasing...



concentrations of substances extracted from the Earth's crust.



concentrations of substances produced by society.



degradation by physical means.



people are not subject to conditions that undermine their capacity to meet their needs.

2. Is the strategy flexible?

- Will the strategy be reviewed on a regular pbasis?
- Will the strategy fit into future sustainability planning (such as an Environmental Plan)?
- Will the current reality be assessed on a regular basis?
- Have all types of vehicle (gas powered motors) emissions been identified and addressed?
- Have the needs of all members of our society been identified and addressed?

3. Does this strategy give us a return on investment?

- Have actions been prioritized to implement this strategy effectively?
- Has the manpower to implement this strategy effectively been identified?
- Has the budget to implement this strategy effectively been secured?
- Will this strategy generate political support and social capital to help move future sustainability initiatives forward?

See Table 2 for assessment of the strategy.

Examples of Actions:

1. Partnering with driving schools to inspire the promotion of idling reduction in new drivers.
2. Hold idling reduction campaigns at places where idling occurs, such as gas stations.
3. Partnering with environmental clubs at the schools and Olds College to offer material and assistance on running effective campaigns.
4. Partnering with businesses such as trucking firms that operate in Olds, to offer educational material on the cost effectiveness of fleet management.
5. Delivering the educational material and learning opportunities in relevant settings and in an engaging environment.
6. Deliver material in conjunction with other relevant campaigns.

Table 1 PROJECT DEVELOPMENT & BUDGET





Key Initiatives	Time Frame	Responsible Department	Budget Estimate*	Staff Time	Comments
Research	2010	Legislative Services		60+ hrs	Ongoing
Develop educational material – fact & info sheets, articles, radio ads, promotional material	2010	Legislative Services		10 hrs	
Promote idle-free	2010	Legislative Services			
Fact Sheet / Info Sheets			\$25		Printed in-house on regular paper, b/w Distributed at front counter, Town Hall News, drop off at events.
Newspaper advertising			\$960	2 hrs	\$120 per ¼ pg ad in Olds Albertan. Run 4 different articles over 4 weeks, in both spring & fall.
Radio advertising			\$1000	2 hrs	\$23 for 30 second ad. Run in conjunction with newspaper ads.
Promotional material - stickers			\$375	2 hrs	\$0.75 per sticker – Eagle Signs ?? – Signs by Jan Distributed at front counter, drop off at events.
Promotional material–color brochure					
Through driver training schools				2 hrs	Contact, meet, provide supplies, etc
Through the school systems				2 – 6 hrs	Dependant on relevancy to course material. Contact, meet, provide supplies, etc.
Through campaigns			\$500 - \$40,000	4 hrs – 5 days	Dependant on the type of campaign, availability of volunteers, grant money, staff time required, length of campaign.
Through the website			??	??	Create webpage for idling reduction.
Develop partnerships with organizations/businesses/citizens	Ongoing	Legislative Services			
Form a task force with members of each Town Department for input and	2011	All Dept's.			

resources for a Town Policy					
Survey to establish current reality		All Dept's.			Survey adults (in conjunction with an event), school kids & Olds College students.
Establish current reality for Town fleet					
Set goals					
Implement Town Policy for Idle-Free	2012	All Dept's.	\$1000	20 hrs	
Signage for Town parking lots					
Implement Town Bylaw for Idle-Free	2014	All Dept's.	\$1000		Implement if required.

*Estimate does not include staff hours

Table 2 IDLING REDUCTION STRATEGY - ASSESSMENT 2010

1. Will the strategy move us the right direction?

Will this strategy address the 5 dimensions of sustainability identified in our Strategic Plan?	
Environment	Yes, vision is to reduce Greenhouse Gas emissions
Economy	Yes, compliance will result in cost savings
Community	Yes, healthier environment, \$ savings
Culture	Yes, positive culture change for sustainability
Governance	Yes, through positive promotion of strategy
Will this strategy meet the 4 principles of sustainability?	
	Yes, less fuel will be consumed; therefore less fossil fuel will need to be extracted from the earth's crust.
	Yes, less fuel emissions will occur.
	No direct effect. Long term change in behavior will potentially result in more sustainable decisions in general.
	Yes, the result will be healthier communities.

2. Is the strategy flexible?

Will the strategy be reviewed on a regular basis?	
Yes	Plan to review the strategy each February, update educational material as required and run campaigns when the opportunities arise.
Will the strategy fit into future sustainability planning?	
Yes	This strategy will fit into a possible Environmental Plan.
Will the current reality be assessed on a regular basis?	
Yes	Surveys are set out for citizens, schools and Olds College.
Have all types of vehicle emissions been identified and addressed?	
No	The educational material is created for the operation of passenger and light-duty vehicles. Idling emissions can also be from any gas powered motor. This will need to be addressed in the Policy & Bylaw.
Have the needs of all members of our society been identified & addressed?	
Income Level	The educational material states the cost of idling based on research.
Education	The level of understanding of idling and sustainability in general can be varied and will be assessed by surveying. Youth do have sustainability incorporated into their curriculum but idling may not have been addressed. There has been a growing awareness of the detriments of idling through different forms of media.
Literacy	Promotion and education are generally based on text. Images are incorporated with text wherever possible. As money has not been budgeted for this year, public engagement has not been identified as an initiative.
Mobility	Methods of getting the material out to the public are limited by funding for the project. Newspaper & radio advertising can meet the needs of those less mobile.
Culture	Culture may influence people's willingness to reduce idling, although the costs of fuel and saving money probably have a greater impact.

3. Does this strategy give us a return on investment?

Have actions been prioritized to implement this strategy effectively?	
Yes	Priority has been based on effective material and resources available.
Do we have the manpower to implement this strategy effectively?	
No	Manpower not been budgeted for in the 2010 budget.

How much do we budget to implement this strategy effectively?	
No	This strategy not been budgeted for.
Will this strategy generate political support and social capital to help move future sustainability initiatives forward?	
	This strategy is based on educating the public first then implementing enforcement after evaluating its necessity. Researching other municipalities revealed varied methods of moving forward with education/awareness and implementation of policy & bylaw. Discussions have revealed that education & visual material over time has changed attitudes in many municipalities. St. Albert noted that their public parking lot with idle-free signage has very little idling happening, the parking lot without signage appears to have more idling vehicles.