

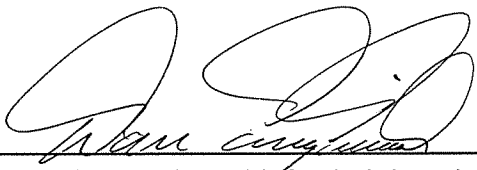
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Halifax Regional Council
December 14, 2004

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 

Dan English, Acting Chief Administrative Officer

DATE: December 9, 2004

SUBJECT: Community Based - Reduced Idling Program - HRM

ORIGIN

This report originates from staff.

RECOMMENDATION

It is recommended Regional Council approve an increase to the gross budget for Capital Account No.CSI00691, Community Based Reduced Anti-Idling Program, in the amount of \$106,300, with no change to the net budget to reflect incremental funding from the NRCan Contribution Agreement.

BACKGROUND

Halifax Regional Municipality (HRM) is committed to being a “Healthy, Sustainable, Vibrant Community”. Overall, HRM is focussed on human health and safety, the environment, fiscal responsibility and high quality responsive services to its residents.

HRM has several environmental initiatives presently underway, including Climate Smart (Climate Change Mitigation and Adaptation), GHG Reduction Plans, Corporate Sustainability Analysis, etc. and has introduced programs across all of its operations in order to reduce impacts on the environment and citizens. HRM is also a member of the Federation of Canadian Municipalities (FCM) Partners for Climate Protection program.

The major source of GHG emissions is from the burning of fossil fuels and certain transportation related activities are a significant contributor. HRM, in conjunction with other partners, want to establish a local action plan aimed at reducing unnecessary vehicle idling throughout Halifax Regional Municipality. These efforts will be integral to helping HRM meet its commitments to the Federation of Canadian Municipalities Partners for Climate Protection Milestones (GHG emissions reduction).

HRM issued a Request for Proposals (RFP #04-334) for a Reduced Idling Program to attract interest from companies with strong technical backgrounds and proven effective experience in preparing/ carrying out these types of programs at the municipal government level.

A creative problem solving approach that parallels Natural Resource Canada’s (NRCan) “Idle-Free Zone” program and involves community partners and other levels of government was the preferred approach.

DISCUSSION

RFP #04-334 was issued, closed and has been reviewed by staff, and is within the CAO’s financial approval limit.

Councils’ approval is required for the increase to the Capital Budget, pending final approval of the NRCan agreement. It is anticipated due to the time sensitivity of the RFP, that the tender will be awarded before December 31, 2004. Staff is therefore requesting Councils’ approval in advance of the next Council session in January of 2005.

Only one (1) proposal was received that met the RFP terms of reference and it was from LURA Consulting of Halifax in the amount of \$146,300. LURA is one of the most experienced companies in Canada for this type of work, having completed similar projects in other major cities.

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This particular bid also presented a strategy to access federal funding through the Natural Resources Canada “Idle-Free Zone” program in the amount of \$106,300. It also included HRM in-kind contributions in the amount of \$20,000 and a proposed contribution of \$10,000 from the Nova Scotia Department of Energy. A request is presently with the Province for this funding.

HRM’s cash contribution would be \$40,000 and these funds are provided by the Sustainable Community (Green) Reserve. This Reserve was approved earlier this year by Regional Council and established through preferred interest rate savings for Harbour Solutions Project borrowing through the Federation of Canadian Municipalities Green Municipal Investment Fund. The interest savings provide funding for the Sustainable Community (Green) Reserve.

A copy of Schedule “A” from the proposed NRCan Contribution Agreement is attached and it details the work to be carried out over two fiscal years.

BUDGET IMPLICATIONS

Budget Summary: Capital Account CSI00691, Reduced Anti-Idling Program

Cumulative Unspent Budget:	\$ 40,000
NR Can Contribution Agreement	<u>\$ 106,300</u>
Uncommitted Balance	\$ 146,300

This balance will be used to award the CAO approved tender.

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality’s Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

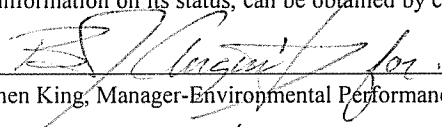
1. Without external partnering, HRM does not have the funding and/or internal resources to carry out the comprehensive community based Reduced Idling Program.

ATTACHMENTS

1. Copy of Schedule "A" from the proposed Contribution Agreement with National Resources Canada (NRCan).

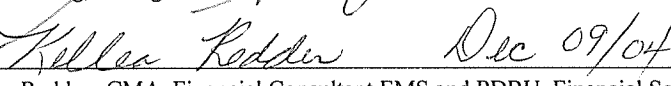
Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by:



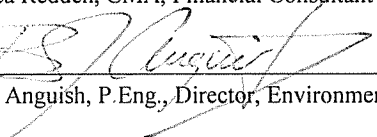
Stephen King, Manager-Environmental Performance, EMS, 490-6188

Report Prepared by:

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Kellea Redden, CMA, Financial Consultant EMS and PDBU, Financial Services, 490-6267

Report Approved by:



Brad Anguish, P.Eng., Director, Environmental Management Services, 490-4825

SCHEDULE A

TO THE AGREEMENT BETWEEN
HER MAJESTY THE QUEEN IN RIGHT OF CANADA
AND
HALIFAX REGIONAL MUNICIPALITY
STATEMENT OF WORK

Towards a Reduced-Idling Zone in Halifax Regional Municipality

BACKGROUND:

Halifax Regional Municipality (HRM) is committed to being a Healthy, Sustainable and Vibrant Community. HRM is a member of the Partners for Climate Change, and has introduced programs across all of its operations in order to reduce its impact on the environment and its people. These include programs which use alternative fuels for diesel engines, studies to minimize green-house gas production, evaluations of building energy efficiency for all HRM buildings, a world-class waste management system and the establishment of wastewater treatment facilities along the harbour. Overall, the city is focused on three main pillars: the environment, human health, and fiscal responsibility.

In Canada there is an increasing focus on initiatives that will reduce greenhouse gas emissions, and help contribute to achieving Canada's international commitments, specifically to the Kyoto protocol. There is also growing recognition that meeting these commitments will require action and involvement by all sectors of society, including the broader Canadian public.

While a variety of transportation-related activities - such as personal vehicle use - contribute to greenhouse gas emissions, few can be easily altered without significant lifestyle or behaviour changes. However, reducing unnecessary vehicle engine idling is one activity that can be addressed with relative ease.

Natural Resources Canada (NRCan) has developed a web-based tool kit, "The Idle-Free Zone" to assist municipalities and community groups in taking action to curb unnecessary vehicle idling at the local level and to reduce greenhouse gas emissions (GHG). The website is intended to provide local communities with an alternative to a legislative approach to idling through public awareness and education activities based on *Community Based Social Marketing (CBSM)* approaches.*

Natural Resources Canada has worked with municipalities across Canada to test and further develop the tool kit and the approach to promotion of idling reduction behaviours. The tool kit and approach has proven to be successful. Natural Resources Canada is now looking to develop Idle-Free Zones in major centres across the country in order to foster idling-reduction behaviour as a social norm.

OBJECTIVE/PURPOSE:

Natural Resources Canada will work together with Halifax Regional Municipality to apply the Idle-Free Zone toolkit to HRM's local action plan to reduce greenhouse gas emissions, to apply CBSM approaches and materials as provided in the toolkit and as developed within the project, in order to reduce unnecessary vehicle idling throughout Halifax Regional Municipality. This project will assist HRM to meet its commitments to the Partners for Climate Change Protection Milestones, and will be an integral part of HRM's greenhouse gas

reduction strategies and climate change plans. The objective will be achieved by carrying out the initiatives as described in Schedule A and according to the budget in Schedule B.

DESCRIPTION/SCOPE:

The project is expected to span 2 fiscal years. It will examine and target the areas in which the most vehicle-idling reduction can occur. The target audiences will be HRM staff, the general public, the business sector and other levels of government.

The project will be very much dependent on strong partnerships. It is intended that partnerships will be drawn with the Provincial Departments of Energy, the Provincial Department of Environment and Labour, NGO's, business associations and prominent Nova Scotia businesses which have large fleets.

The project will fit with and be promoted with a number of progressive HRM environmental initiatives and will be linked with the Federal Government's One-Tonne Challenge.

The project involves the development and implementation of anti-idling measures and initiatives to be conducted over the next two years. Six core campaign components have been identified and are described in detail in Schedule A. The campaign will also include a strong evaluation component to measure the effectiveness of the campaign as a whole, as well as the component projects and initiatives.

BENEFITS:

A city-wide campaign to reduce unnecessary vehicle idling in Halifax Regional Municipality will produce many local benefits such as: increased community awareness of concrete actions that can be taken by individuals to reduce greenhouse gas emissions, increased community knowledge of the problems associated with vehicle idling and reduced CO2 emissions in a HRM idle-free zone. More specifically, the project should result in better air quality, less burning of fossil fuels, a reduction in greenhouse gas emissions, progress towards the One-Tonne Challenge, and a fostering of an increased environmental awareness and ethic in HRM.

The evaluation report will be made available and promoted on the "Idle-Free Zone" website to encourage other municipalities or local action groups across Canada to replicate the activities and the CBSM approaches undertaken in this project.

*** CBSM is an innovative approach to facilitating behaviour change, emphasizing personal contact and communications. It involves identifying the barriers to an activity, designing a strategy to overcome these barriers using knowledge from the social sciences, piloting the strategy to ensure that it is successful, and then implementing it on a broader scale.**

Schedule A

Component/Initiative and Purpose

1) Evaluation - Baseline Data Collection

Purpose: To measure knowledge, attitudes and behaviours of HRM residents and key project target audiences concerning vehicle idling before the overall campaign is implemented.

Description of Approach: Three methods of evaluation will be used:

- a) A telephone survey will be developed and administered to a random sample of 400 residents. A template for the survey is attached.
- b) Intercept interviews will be designed and administered to key target audiences.
- c) Baseline measurements of idling will be obtained for a period of two weeks at selected locations. Measurements will be taken at locations where interventions are planned (Bus stations, schools, idling hotspots.)

Monitoring and Evaluation:

See above approach

Timing: Telephone survey – Fall/Winter 2004

Intercept Interviews - prior to implementation of specific initiatives and public awareness and media campaign in the Fall of 2004.

Baseline Measurements - Prior to implementation of specific initiatives and public awareness and media campaign.

2) Halifax Regional Municipality - Workplace-Based Initiative

Purpose: To implement an internal campaign to enhance the City's leadership role by discouraging idling by City employees, fleets (light and heavy duty vehicles) and transit vehicles.

Description of Approach: Two distinct components are envisioned:

- a) Employee Initiative - a campaign to generate employee awareness of the idling issue (through posters, internal e-mail, employee newsletter, presentations, etc.) and engagement (through providing each employee with an information card and reduced idling vehicle sticker, and seeking a commitment to display the sticker), by working with appropriate environmental and energy committees at HRM.
- b) Fleet Initiative - research to identify why some fleet drivers (transit and other municipal fleets) idle their vehicles. Research will consist of interviews with fleet managers and drivers. Based on research results, a strategy(s) will be developed and focus tested with drivers. The preferred strategy will then be implemented across HRM's municipal and transit fleets, complementing HRM's current reduced-idling efforts.

Monitoring and Evaluation:

The Following evaluation methods are envisioned:

Employee Initiative - two measures of success include: a) number of employees who agree to display the vehicle sticker; 2) number of employee vehicles actually displaying the sticker.

Fleet Initiative - Baseline measurements will be taken before the intervention is implemented, and a follow-up measurement will be taken after the intervention.

Timing:

Employee Initiative - Winter 2005

Fleet Initiative - research, strategy development, Winter 2004-2005, implementation, Spring 2005.

3) Public Awareness and Media Campaign

Purpose: To reach out to City residents with information about the problem of unnecessary vehicle idling, what the City is doing about it, and what individuals and community groups can do about it.

Description of Approach:

A comprehensive communications strategy will be developed, including an overall awareness and media campaign, as well as specific communications initiatives relating to each core campaign component (school initiative, transit initiative; municipal “hotspot” initiative, etc.). Awareness-building activities are expected to include: media releases/conference; newspaper and television advertising; web site information; transit campaign, events, connection to “One-Tonne Challenge” campaign, etc.

Monitoring and Evaluation:

Baseline measurement of awareness of issue in initial survey

Timing:

Spring 2005 (more specific timing to be included in communications strategy)

4) School-Based Initiative

Purpose: To implement measures to reduce idling at HRM schools (elementary, middle and high schools) by parents and teachers.

Description of Approach:

Provide an anti-idling information package to all HRM schools, including sample tools they can use to initiate anti-idling initiatives. Assist a sub-set of schools (target 6) with commitment interventions using anti-idling signs, information cards and vehicle stickers. Other schools will have information on toolkit and signage made available to them and will be encouraged to develop their own initiatives. The School Board will be engaged to assist in the coordination of the program with the schools in HRM.

Monitoring and Evaluation:

Success can be evaluated in several ways: a) number of motorists willing to speak with the person approaching their vehicle; s) number of motorists who agree to display the sticker; 3) baseline and follow-up measurements.

Timing:

Preparatory work and partnership development: Winter 2004; Spring 2005.

Component/Initiative and Purpose: (Schedule A continued)

5) Idling Reduction at Transit Passenger Pick-Up Locations

Purpose: To implement measures to reduce idling by people picking up passengers at three HRM Transit stations.

Description of Approach:

Install anti-idling signs at each station (two Ferry Terminal locations and one major bus location). Once signs are in place, approach motorists when they are picking up or dropping off passengers. Provide idling information card and reduced idling sticker, discuss the contents of the information card with motorists, and seek a commitment to display the vehicle sticker.

Monitoring and Evaluation:

Success can be evaluated in several ways: a) number of motorists willing to speak with the person approaching their vehicle; b) number of motorists who agree to display the sticker; 3) baseline and follow-up measurements.

Timing:

Preparatory work and baseline measurements: Winter 2004; Launch initiative – Spring 2005.

6) HRM - Idling Reduction at Municipally-Controlled Locations

Purpose: To implement measures to reduce idling at municipally-controlled location (e.g., arenas, libraries, community centers) where idling is occurring (i.e. Idling “hotspots.”)

Description of Approach:

Install anti-idling signs at each municipal “hotspot”. Once signs are in place, approach motorists when they are picking up or dropping off passengers. Discuss the contents of the information card with motorists, and seek a commitment to display the vehicle sticker.

Monitoring and Evaluation:

Success can be evaluated in several ways: a) number of motorists willing to speak with the person approaching their vehicle; 2) number of motorists who agree to display the sticker; 3) baseline and follow-up measurements,

Timing:

Preparatory work (including identification of “hotspots”) – Winter, 200. Implementation – Spring, 2004.

7) Joint Venture with Private Sector Partners

Purpose: To reach out to City residents with information about unnecessary vehicle idling and what can be done about it - in partnership with prominent City-based private sector partners.

Description of Approach:

Conduct discussions/interviews with management staff of some large HRM companies, such as Aliant and Nova Scotia Power, with the purpose of bringing them on board to support the program with their employees and their fleets. Work with the Canadian Petroleum Institute to find a retail partner. Develop a strategy involving distribution of information cards and vehicle stickers to motorists buying gas, and possibly, use of “pump topper” signs.

Monitoring and Evaluation:

Measures of success: number of information cards/decals distributed. Number of companies signing on to the reduced-idling challenge.

Timing:

Partnership development and preparatory work - Winter, 2004; implementation - Winter 2004.

8) Evaluation - Follow-up Data Collection

Purpose: To measure knowledge, attitudes and behaviours of residents of HRM and key project target audiences concerning vehicle idling after the overall campaign has been implemented.

Description of Approach:

Three methods of evaluation will be used:

- a) The telephone survey developed for the baseline data collection will be re-administered to a random sample of 400 residents.
- b) Intercept interviews will be re-administered to key target audiences (e.g. parents who drive their children to school; drivers picking up passengers at transit stations and identified “hotspots”, etc.).
- c) Measurements of idling will be obtained for a period of two weeks at selected locations in HRM. Measurements will be taken at locations where interventions have taken place.

The data collected in this step will be compared against data collected in **Step 1 – Evaluation – Baseline Data Collection**. The increase in awareness and understanding of the reduced idling program (including why people should strive to reduce their idling) will be calculated from the first two steps. From the recorded observance of idling behaviours, the difference in actual idling behaviour will be calculated, and from that calculation, an extrapolation will be made to approximate the number of tonnes of ghg emissions have been reduced. This amount will be compared to the amount of ghg emissions generated by an average vehicle, to calculate an equivalent measure of vehicles taken off of the road (i.e. a statement could be made that HRM residents have reduced their idling to an extent that it is equivalent to taking x thousand vehicles off of the road for a year.)

Monitoring and Evaluation:

See approach

Timing:

Telephone Survey - Fall, 2005

Intercept Interviews - After implementation of specific initiatives and public awareness and media campaign.

Baseline Measurements - After implementation of specific initiatives and public awareness and media campaign.

9) Reports

Purpose:

To communicate the methodology and results of the project, clearly demonstrating performance in terms of measures, targets and indicators.

Description of Approach:

The report will lay out the baseline data, targets set, and the performance realized. It will provide an analysis of the results of each initiative, and will make recommendations for further reduction of idling on a go-forward basis.

Monitoring and Evaluation:

N/A

Timing:

Spring , 2006

10) PSA Development

Purpose:

To develop two 30 second television Public Service Announcements, suitable for use across Canada.

Description of Approach:

The PSAs will directly illustrate the negative effects of unnecessary vehicle idling and the benefits of reduction.

Monitoring and Evaluation:

N/A

Timing:

Summer , 2005