

Raising public awareness  
about engine idling

**CLEAN AIR: an essential condition  
for a HEALTHY COMMUNITY**



## **Facts on burning fuel in an internal combustion engine:**

1 litre of gas requires 10500 litres of air.

1 litre of gas (.74kg) creates 2.4kg of CO<sub>2</sub>

and nitrogen oxides, carbon monoxide, volatile organic compounds, particulate matter.

**Efficiency of engines: 20 – 25 %\***

(75-80% lost through heat, exhaust, friction).

\* hybrid engines approx. 36%

# Facts on idling:

One minute of idling converts **800 litres (210 gallons)\*** of clean air into exhaust fumes.

\* based on a 2.4 litre engine at 800 rpm

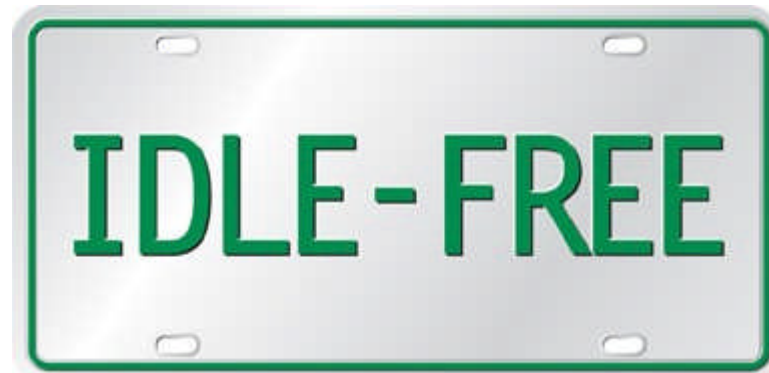
Modern engines do not need more than **30 seconds** of “warming up”, even in cold temperatures



## **Facts on idling (cont.):**

3% of Ontario's gas consumption is lost to unnecessary idling.

An idling engine emits twice as many pollutants as one in motion.



## **Health Impacts of air pollution/smog:**

- Itchy eyes, sore throats, headaches
- Asthma attacks, shortness of breath
- Cardio vascular illnesses
- 9500 people die prematurely in Ontario each year from air pollution (Ontario Medical Association study, June 2008)

**Our Objective:**

**WASAGA BEACH**

**= an idle free Community**





# What did we do?

Anti idling policy for municipal fleet with signage on all municipal vehicles.

**Spare Our Air**



**Don't Idle**

# Idling Awareness with local schools

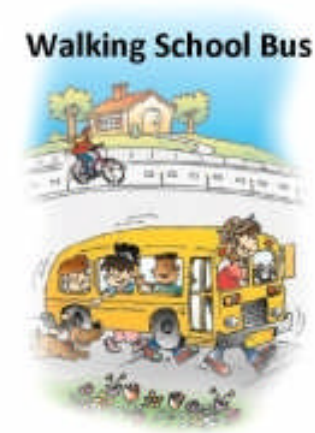
- meeting with principals
- meeting with assigned teachers
- selection of 6 **Clean Air Ambassadors**  
per school (5<sup>th</sup> and 8<sup>th</sup> graders)
- training session and quiz



# School Campaign - cont.

2 days of **data collection**:

Students (**Data Detectives**) collect and compile data on idling vehicles (how many, how long, % of total etc.)



# School campaign (cont.):

- Intervention day:  
**Clean Air Ambassadors** approach idling vehicles and hand out material on the effects of idling
- Their T-shirts:  
**Don't mess with our air – don't idle**



## School campaign (cont.)

Large school yard banner, signed by all students:

“For Kids Sake, Don’t idle!”

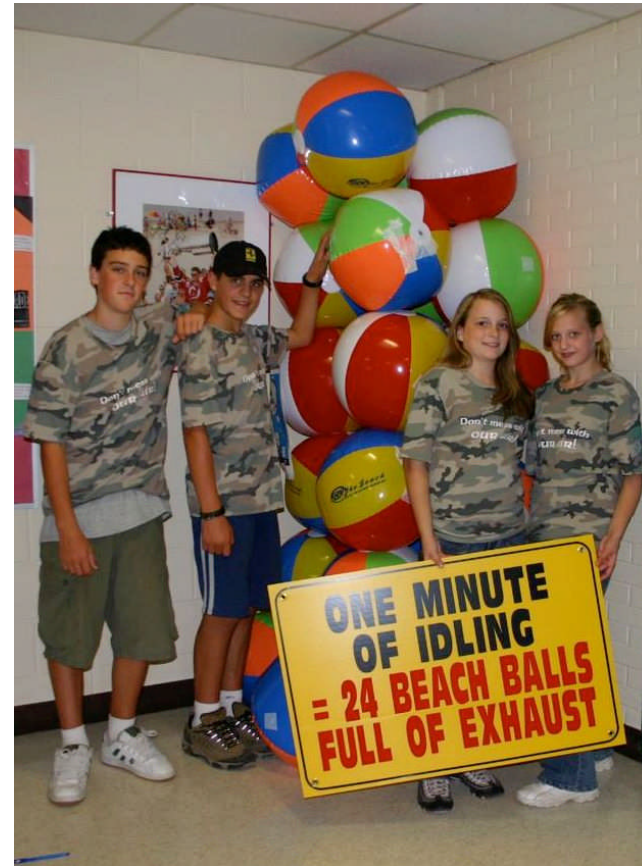
Permanent parking lot signs with same message



# School campaign (cont.):

Display in school  
lobbies:

**One minute of idling  
= 24 beachballs full of  
exhaust**



# Municipal Idling Control By-Law:

- Drafted jointly with the Town's By-Law Officers
- Passed by Council (unfortunately with amendment exempting drive through food outlets – under pressure from the Ontario Restaurant Assoc.
- Rolled out with PR support (newspaper articles, hand outs at shopping areas, signs at all major access streets, permanent parking lot signs\*).

\*still in progress

# By-Law rolled out with PR support:

- newspaper articles
- hand outs at shopping areas\*
- inserts in water bills\*
- signs at all major access streets\*
- permanent parking lot signs\*

\* sponsored by ENBRIDGE



# What did we learn?

- Overall very positive response by schools, residents, local media and municipal government
- The three prong approach built momentum with different target groups (municipal fleet, schools and public at large)
- Early partnership with the Simcoe-Muskoka District Health Unit and our corporate sponsor Enbridge broadened the scope and reduced costs to the Town of Wasaga Beach
- It was rewarding to see that i.e. The Town of Blue Mountains adopted our theme and signage

# What would we do differently?

- Pre campaign presentation to Town Council to ensure support by **all** council members
- Broader youth involvement (incl. students beyond the group of Clean Air Ambassadors)
- Timely installation of permanent by-law signs to facilitate enforcement
- Quarterly follow up meetings with the Town's by-law officers to keep the enforcement momentum going

# A work in progress!!

Wasaga Beach breathes a little easier, even if it is not (yet) a totally Idle free community.

