



HALIFAX

IDLE-FREE CLIMATE ACTION Plan





A Plan to Save

- ✓ \$500K* fuel / year
- ✓ 1519 tons CO2e / year
- ✓ Improve Air Quality
- ✓ Reduce Asthma Threat

* Estimate based on industry research, preliminary fleet numbers.

WHO:

Canada's leading green fleet organization
+ Canada's Leading IDLE-FREE Campaign.

WHAT:

Build HRM IDLE-FREE Culture over three years.

HOW:

Driver training, measure / promote results.
Fuel savings pays for program.

ESTIMATED ROI:

See resources.





CLEAN AIR DAY 2017

Announce HRM Pilot
June 7, 2017





HRM Fleet can lead Canada.

- ✓ Reduce IDLE-Time
- ✓ Measure results

*Inspire / LEAD public
to save much more.*

Current Situation, Halifax Policy

- HRM has IDLING policies it doesn't follow = **\$500 thousand fuel exhaust, annually (conservative estimate).**
- The public: 500,000 NS vehicles, can save \$Millions more.
- Our schools, rinks, libraries, hospitals: ***IDLING Hot Zones.***
- ***HRM: The public will follow your lead.***





**2010: NYC Covered in
54 Metric Tons of CO2**

2

USA Today:

**Report:
Idling buses, cars outside
schools dangerous.
November 4, 2013.**



Patrick H. Ryan, PhD, MS
Cincinnati Children's Hospital Medical Center



GoGreen.
There's an agency for that.



1. In-depth interview.

2. White paper.

2

Lung Association of Nova Scotia:

**Highest rates in Canada.
One in five kids.
Leading reason kids hospitalized, miss school.
Vehicle emissions: leading trigger for attacks.**



GoGreen.
There's an agency for that.



**Doctors Media Release
Clean Air Day 2013**



40 years
of bylaws,
campaigns,
across
North America.

How effective?
Look around.





The TWO REASONS WE IDLE

(It's not intentional)





#1. We're not thinking about it.

#2. Acting On poor information.



Car guy
Al MacPhee
MacPhee Ford
Past Chair - CADA

Why 80% buy-in: Kids & Car Guys.

*They clear the air on
IDLE-myths*

Noah

Jacob



- 1. IDLING is good**
- 2. RE-starts are bad**
- 3. Need long warm-ups**



Operational
IDLE-Time
(required)

Typical
Fleet Savings

IDLE-FREE for our kids™
Savings

Refrigeration
Emergencies
Warm-ups

**Non-Operational
IDLE-Time**

\$\$\$ Fuel, Maintenance:

- Paperwork
- Lunch
- IDLE-Myths
- “Not my gas”



Building IDLE-FREE culture:
Most *challenging* change element?

People

Process

Technology



The leading *recommendation for addressing IDLE-Time short-term:

1. Education

2. Technology

Hybrids / electric?

Driverless cars?

*IDLE-FREE HRP - 2008 (via HRP)

*[HRM SEMO Report Aug. 2011](#)

Flip the *emotional light switch.*

80%
buy-in.



SEE: AUDIENCES FLIP.

National Clean Air Day 2015
Port of Halifax.



From **WON'T** to **WANT.**

Reduced IDLE-Time 40% in four months.

[SEE case study.](#)



Employees / Public Personal Vehicles

10 min / day
\$200 / year

1,000 employees
\$200,000 / yr.

250 tons CO₂ / yr.

Bill VanGorder

Past Chair [CARP Nova Scotia](#);
CARP National Board of Directors

100 Men Who Give A Damn
Serving Seniors Alliance

President & CEO
Lung Association of Nova Scotia

Director Atlantic, YMCA Canada

***HRM: The public will follow
your lead!***





Bus guy
Dennis Campbell
Ambassatours Gray Line

1 SUCCESS FACTOR

***Management
commitment.***

80% drivers buy-in.



The Choice:

Spend \$\$\$\$

A) Exhaust.

B) Education.

Can HRM lead on CLIMATE ACTION if we won't educate our drivers?



Thank You.



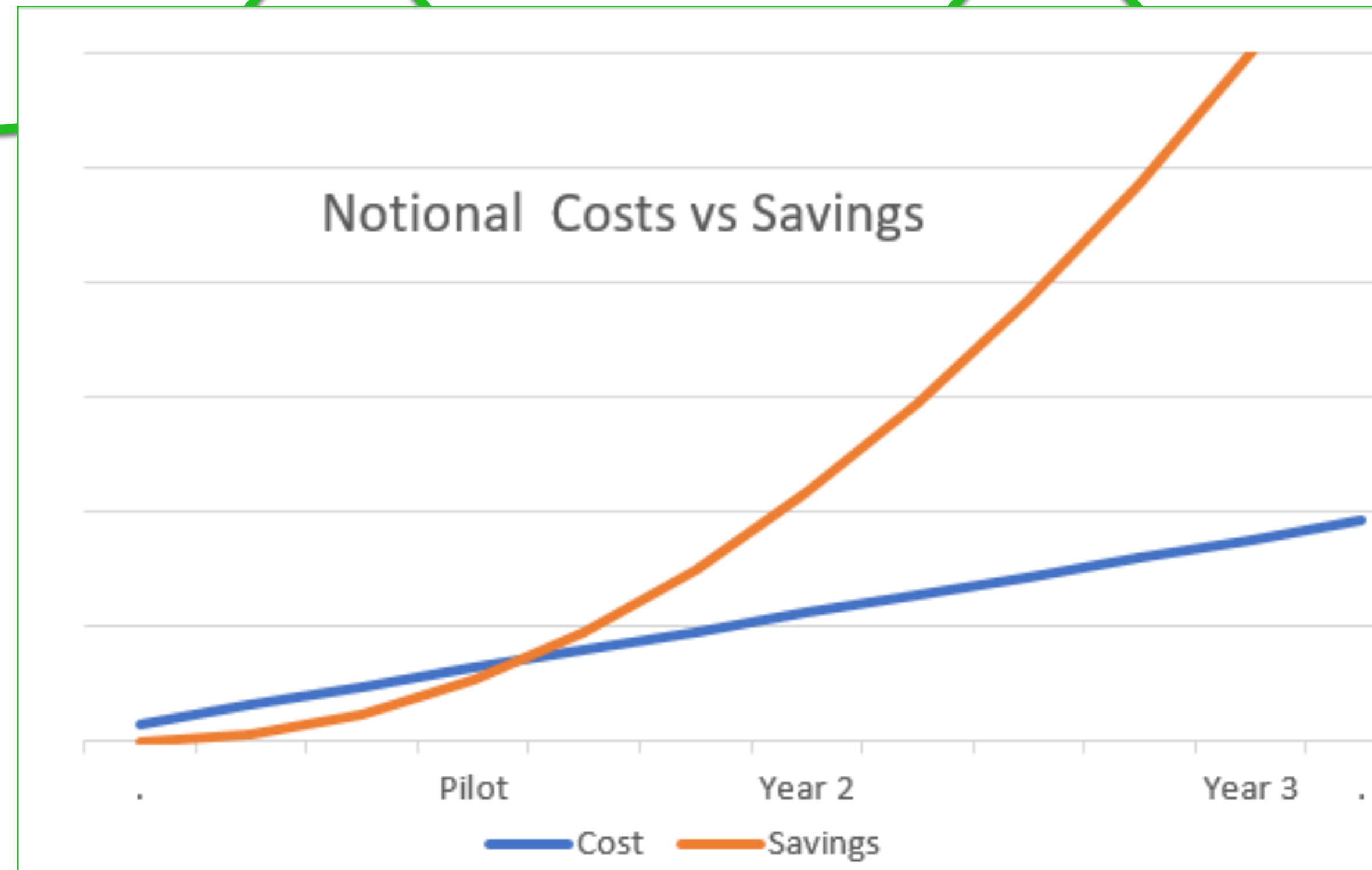
Resources

Three Year Vision



GOAL:

Always saving HRM \$ from fuel & maintenance expense.





A Plan to Save

- ✓ \$500K* fuel / year
- ✓ Maintenance costs
- ✓ 1519 tons CO₂e / year
- ✓ Improve Air Quality

*Estimate based on industry research, preliminary fleet numbers.

HRM Transportation

Mar. 23, 2017

(private link)



WHO'S DEVELOPED THIS Plan?



Leading Green Fleet Org

+ IDLE-FREE Campaign



Non-Profit

- **Analyze HRM Fleet**
- **Measure fuel/CO2 savings**
- **Certify Results**



Non-Profit

- **IDLE-FREE Training**
- **Branding**
- **Public Relations**



For-Profit



What is E3 Fleet?

- E3 modeled after and referred to as the **transportation equivalent** to LEED* for buildings
- A **not-for-profit, membership-based** program
- Provides **business tools** to members; features E3 Fleet Review
- A **Green Fleet Rating** system
- Bronze, silver, gold and platinum levels, points-based and verified by **independent auditor**



* LEED=Leaders in Energy Efficient Design



Sampling of Diverse Membership

- City of Camrose, Alta.
- Canadian Springs Water Co.
- Capital Regional District
- Emterra
- Regional Municipality of Halton
- City of Kitchener
- Town of Lakeshore
- Township of Langley
- London Hydro Inc.
- City of London
- City of Merritt
- City of Nanaimo
- Town of New Tecumseth
- Greater Toronto Airport Authority (GTAA)
- Seaboard Transport
- Victoria BC
- Cambridge ON
- Niagara Region
- Paradise Islands Foods Inc.
- Regional Municipality of York
- SLH Transport
- City of Revelstoke
- City of Richmond
- District of Saanich, BC
- HM Transport
- County of Simcoe
- City of Spruce Grove
- The Corporation of the City of New Westminster
- Thompson Rivers University
- UBC Building Operations
- Vancouver Airport Authority (YVR)
- Corporation of the City of Victoria
- Fortis BC
- Windsor ON





E3 Fleet Program – 3 Key Elements




- Newsletter
- Calculators
- Business tools
- BMPs
- Networking
- Personal support and advice
- Visual identification with recognized green brand

- Fleet baseline GHG & costs, service levels assessment
- Helps fleet managers demonstrate business case for fleet modernization
- KPI's, performance mgmt.
- Highlights exception
- Peer benchmarking
- Modeling & scenarios
- Strategies/ recommendations

- Recognizes fleets publically for green accomplishment
- Bronze, Silver, Gold and Platinum levels of achievement





2. E3 Fleet Review



Element 2 - E3 Fleet Review

- A fleet manager's **decision support tool**
- Enables modeling of **“what-if?” scenarios** based on historical operating data
- Assesses **baseline** financial and environmental performance
- **Forecasts** future results of green planning
- Helps fleet managers **evaluate their asset management options** objectively - *ahead of actual implementation*



E3 fleet

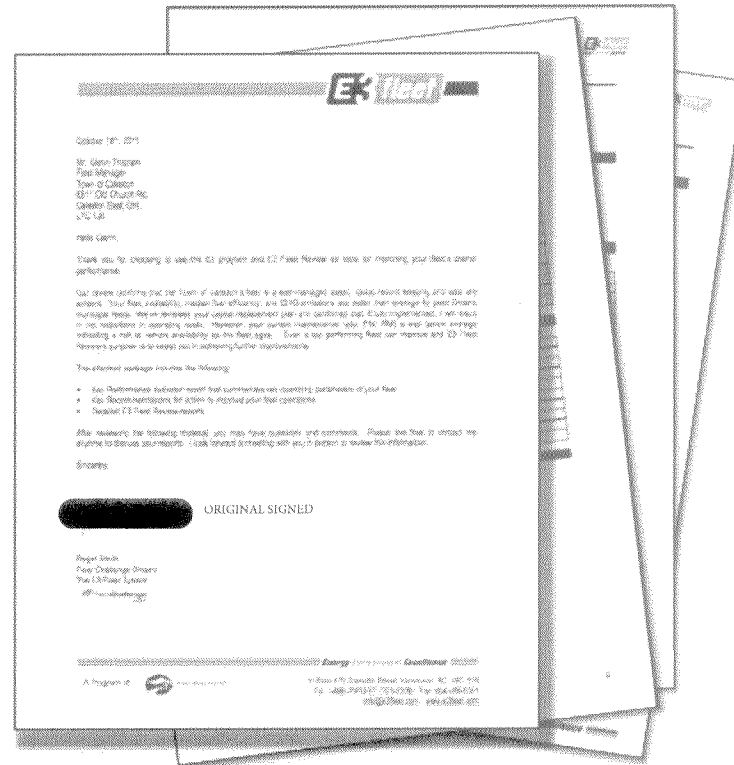


- Some fleets have E3 Fleet Review **completed annually** in order to map their progress year over year – some for **five consecutive** years
- Since 2006, Fleet Reviews completed for well more than **100 fleets across the country**
- E3 Fleet Reviews have a 100% **satisfaction rate** to date






- Executive Summary
- Three-level Fleet Review reports
- Carbon and financial baseline
- Capital plan
- Exception Report
- Recommendations
- Fleet Managers Guide





E3 Peer Benchmarking (example)

Key Performance Indicator (averages)	Urban	Rural
Fleet Age (total fleet)	5.7	5
Utilization (kilometres, per unit)	15,532	26,707
Median Fuel Efficiency (total fleet)	29.9	32
Operating cost (cost per km/unit)	\$2.13	\$1.53
Maintenance Ratio (PM: Reactive)	.50	.45
Availability (uptime)	96.6%	93.9%
Area covered per vehicle (km ²)	788	3,090
Constituents served per vehicle	881	1,123
GHG Intensity (kg/km)	.83	.88



The E3 Fleet Program

- Membership
- Fleet Review
- Fleet Rating

[Slideshare](#)

IDLE-FREE CASE STUDIES



Building an
IDLE-FREE culture
at Atlantic Canada's
largest motor coach
tour company.

2009 - 2016



GoGreen.
There's an agency for that.

Ambassadors Gray Line



Halifax Port Authority - IDLE-FREE 'Pier Leaders'
Case Study - GoGreen Communications Inc.



GoGreen.
There's an agency for that.

Port of Halifax

Resources



IDLE FREE
FOR OUR KIDS

GoGreen.

There's an agency for that.

We **train, certify, brand** fleets & partners, promoting their sustainability with the leading IDLE-FREE campaign.

GoGreen.
There's an agency for that.



What We Do.



IDLE FREE
FOR OUR KIDS

Canada's Leading
IDLE-FREE Campaign
2006 - 2017

CAPS 
Experts who speak professionally

GoGreen.
There's an agency for that.

Why 80% Buy.

The Story
Behind
the Leading
IDLE-FREE
Campaign

