



A Plan to Save

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

*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.

WHEN: Announce HRM IDLE-FREE Pilot
National Clean Air Day, June 7, 2017.



Current Situation, Halifax Policy

- “Vehicles shall never be left idling when unattended.
- Engine warm up periods will not exceed one minute.
- Vehicles shall be shut down whenever idling periods are expected to exceed one minute”
- TRANSIT: ‘three-minute rule’.

<http://www.halifax.ca/transit/policies.php#Antildling>

HRM 1100 vehicles

“HRM should focus on driver training in order to realize the highest return on investment.”

“Fact:

Municipal vehicles typically idle *35-45% of operating time, meanwhile police vehicles idle **65-85% of operating time.”

(Federation of Canadian Municipalities, 2010).

[Halifax Regional Municipality
Corporate Plan to Reduce GHG Emissions
2012-2020](#)

Sustainable Environment Management Office, HRM

Prepared by: Lauralee Sim,
Environmental Performance Officer
August 2011



“City of Hamilton is realizing savings of \$300,000 annually through reduced idling... **estimates it can save \$2-3 million annually** through full compliance with its idling policy of limiting idling to 3 minutes per hour of operating time.

-Fleet Challenge Ontario, 2008

Three Year Target

- *All drivers IDLE-FREE trained.*
- *Fuel savings pays for HRM-wide IDLE-FREE culture in three years.*
- *Walk-the-talk: HRM IDLING policies.*
- ***Employees, public and other fleets inspired to save much more.***



Facts: IDLE-FREE Pilot

1) Idling consumes between 2.5 - 4 litres/hour (NRCan, SEMO etc.)

We use 2.5 litres / hour for this calculation.

2) We use \$1.00 / litre for fuel savings this calculation.

3) Time frame for pilot: 90 days.

Train, then measure savings next 90 days (~13 weeks = 65 working days).

4) IDLE-Time maintenance savings significant but difficult to quantify.

CUMMINS: Engine life reduced up to 20%. 500 hours = 103,000 km/wear.

Assumptions: IDLE-FREE Pilot

Driver subset, proof of concept. Example:
100 drivers, 80 vans /
delivery trucks.

50% early “buy-in” reduce
IDLE-Time by 1 hour per day.

80% buy-in over time.



ROI Estimate: IDLE-FREE Pilot

100 drivers trained for 1st quarter.

50 of 100 drivers save 1 hr/day IDLE-Time x 65 days
x 2.5 litres / hour = $50 \times 1 \times 65 \times 2.5 = 8125$ litres.

8,125 litres => \$8125/quarter => \$32,500 / year.

Pilot training costs \$20,000 (\$200/seat).

Payback = 8 months, conservative estimate.



How to Measure: IDLE-FREE Pilot

- GPS Telematics where available.
- OBD card readers for subset of Pilot vehicles.
- Ongoing fuel, distance driven data.
- Measure against E3 Fleet 62,000 fleet databases.

GoGreen to consult with HRM Fleet Management on methodology.

Roll-Out: IDLE-FREE HRM

After 90-day pilot demonstrates initial savings, HRM could start training the next 100 drivers.

All 500 municipal drivers trained in 15 months.
100 drivers every 90 days.

At this pace, fuel savings fully finances training.

Next: 600 transit drivers.

Then police (in conjunction with auxiliary power equipment).



E3 – Fleet Review



[2011 SEMO report recommends Fleet review/audit, \\$52,000](#)

- E3 Fleet, leading 'green fleet' org in Canada.
- 12-year insight with municipalities across Canada, 62,000 vehicle database.
- Comprehensive fleet modeling software, provides independent fleet review.

HRM receives custom confidential reports, analysis of key performance indicators (KPIs) along with suggested opportunities for improvement.

Non-operational IDLE-Time baseline and savings potential is just one deliverable.

[E3 Fleet \(not-for-profit\) Fleet Review \\$9200](#) for whole HRM fleet (vs \$52,000 SEMO).

Today's ASK

1. Transportation Committee asks for a Staff Report.

- \$9200 E3 Fleet Review.
Assess entire HRM fleet 'green KPIs', including IDLE-FREE baseline.
- Develop formal IDLE-FREE Pilot Business Proposal
- Develop three - year IDLE-FREE strategy for fleet.
- Outline public outreach campaign based on pilot / fleet results.

2. Report Goes Straight to Council

3. Announce IDLE-FREE Pilot, National Clean Air Day, June 7.

“We’ve saved \$10s of thousands annually.”



A man in a blue polo shirt and a dark blue baseball cap with a yellow brim is smiling. He is holding a black power drill. Behind him are two young boys. The boy on the left is wearing a white t-shirt with a green 'IDLE FREE' logo and the number '02'. The boy on the right is wearing a white t-shirt with a green 'IDLE FREE' logo and the letter 'A' above it, and the words 'OUR KIDS' below it. He is also wearing black hockey gloves and holding a hockey stick. The background is a cityscape with a body of water and a tall tower.

Car guy
Al MacPhee
MacPhee Ford
Past Chair - CADA

Jacob

Noah

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

IDLE-myths

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



The Choice:

Spend \$\$\$\$

A) Exhaust.

B) Education.

Thank You.



Additional Slides



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



CLEAN AIR DAY 2017

Announce HRM Pilot
June 7, 2017





Financing long-term IDLE-FREE culture from fuel savings

Year one

IDLE-FREE Pilot fixed-cost, ROI target: 8 to 12 months.

Year two

IDLE-FREE fleet-wide roll-out, ROI target: less time to achieve ROI than year one*.

Year three

Fortify culture (regression, new drivers): less time to achieve ROI than year two*.

*Based on fleet type (industry), size and complexity.

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.

Ambassatours Gray Line



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



GoGreen.
There's an agency for that.

Port of Halifax

The Story
Behind
the Leading
IDLE-FREE
Campaign





The GoGreen Difference.





✓ **DATA-DRIVEN RESULTS:**

Metrics-measured solution. Not a program; a management process.

✓ **FOCUS:**

Deep expertise: faster / lasting impact on reducing IDLE-Time.

✓ **3rd DIMENSION; *EMOTIONAL ENGAGEMENT:***

Real kids, car guys flip the **'emotional light switch'** in audiences. *Proven* behavioural change.

✓ **ECO-DRIVING ICE-BREAKER:**

Emotional buy-in on IDLE-Time drives buy-in for reduced-speeding & eco-driving habits.



- ✓ **AUTHENTIC COMMUNITY:**
Engaging communities since 2006 = trust, credibility with audiences, public.
- ✓ **PR EXPERTISE:**
Ten years of IDLE-FREE know-how, helping clients get the green PR they deserve.
- ✓ **BRANDING EXPERTISE:**
Endorsed by the Olympics, co-branded by corporate & community leaders. We help enhance client brands in the growing green economy.
- ✓ **TRADEMARKED, U.S. / Canada:**
Protected for wide, consistent adoption.



Other programs do not address
'emotional, behavioural change'

Natural Resources Canada
FleetSmart

Environmental Protection Agency
(EPA) U.S.
SmartWay

Google: 'IDLE-FREE education'



Other Programs

Clean Foundation, Nova Scotia FleetWiser

“Please be aware that Clean’s 2011-2014 Fleetwiser program has now concluded.”

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.

GoGreen.

Why 80% buy-in.