

Introduction

Tara Steigenberger, BC Transit/BC Clean Air Day Coordinator, prepared this report for the BC Ministry of Environment and Environment Canada, Pacific Yukon Branch.

BC Transit and the Ministry of Environment have been partners in the provincial Clean Air Day Program since the early 1990s. The Ministry partnered with BC Transit to increase their reach into BC communities. Environment Canada, Pacific Yukon Branch, joined the partnership in 2004.

The purpose of the partnership is to enable BC Transit, the Ministry of Environment and Environment Canada to encourage and support Clean Air Day activities in communities across British Columbia. The goal is to increase awareness about local air quality and climate change issues; and what individuals can do to help maintain a healthy environment.

Communities across BC celebrate Clean Air Day with various activities, including: commuter challenge, wood burning stove awareness, vehicle emissions testing, children's programs and more.

The partners also work together on special projects. In the past, the special project was a poster with teacher's information on the back. In 2005/06 the project was a comprehensive teachers' guide for grade 5 teachers. The 2006/07 project was the Clean Air Kit, which is an online tool to help BC local government lower emissions in their communities.

In 2007/08, we are focussing on evaluating the 2005/06 project.

Partnership Roles and Responsibilities

The partnership agreement among BC Transit, the Ministry of Environment and Environment Canada outlines specific contributions from each partner:

Environment Canada

- Funding partner
- Provide staff member for committee work among partners
- Provide input for collaterals

Ministry of Environment

- Funding partner
- Provide staff member for committee work among partners
- Provide input for collaterals

BC Transit

- Project management.
- Budget management.
- Hire and manage contractors.
- find CAD Coordinators for new communities.
- Distribute CAD funds to participating communities.
- Increase number of communities participating in CAD.

BC Clean Air Funding

BC Transit did not apply for funding for Clean Air Day 2007 activities this year. Instead, we applied for funding in the amount of \$7,000 to evaluate the Teacher's Kit, and to update the wood stove burning section of the Clean Air Kit.

The 2007 budget was allocated as follows:

Evaluating 2005/06 project 86%
Updating the Clean Air Kit 14%

We used monies granted in 2006/07 to fund the Clean Air Day 2007 activities. This brings us back in line with contributions from Ministry of Environment that were post dated by one fiscal year.

Community Funding Process

The individual community funding application process is:

Each community/agency sends a funding application to BC Transit for review. If approved (all but one was approved in 2007), BC Transit sends the applicant 75% of their total funds. The applicant receives the remaining 25% when they send in their completed Clean Air Day evaluation form.

A community's funding amount is determined by whether the community is a returning participant or a first-time participant. Returning participants receive \$1,000. First-time participants receive \$1,200.

In 2007, BC Transit distributed funds to:

- Better Environmentally Sound Transportation (Greater Vancouver and area)
- BC Lung Association
- the Bulkley Valley and Lakes District (BVLID) Airshed Management Society
- the Comox Strathcona Regional District (Comox, Cumberland, Courtenay)
- the Cowichan Valley Regional District (Youbou, Duncan, Cowichan Bay, Ladysmith, North Cowichan and unincorporated areas)
- the City of Cranbrook
- the City of Grand Forks
- the City of Kamloops
- the City of Kelowna
- the Regional District of Nanaimo
- the North Okanagan Regional District (Vernon, Armstrong, Enderby, Lumby)
- the Regional District of Okanagan Similkameen (Penticton, Oliver, Osoyoos)
- the City of Prince George
- the City of Quesnel
- the City of Revelstoke
- the Sunshine Coast Regional District (Gibsons, Sechelt)
- the Municipality of Oak Bay
- the Resort Municipality of Whistler

Measurements from 2007

Growth

For 2007, BC Transit recommended remaining status quo from last year, but included four new communities/agencies instead because they new applicants covered areas that we weren't in previously. The new communities are: Comox Strathcona Regional District; City of Grand Forks; BC Lung Association; Municipality of Oak Bay.

Posters/teachers' guide

We expected to have an evaluation report for the posters and Teachers' Guide by December 2005. After follow-up via postcard, and a few phone calls and emails, we had not received one evaluation form. In October 2007, Kathy Goddard, BC Transit Contractor, will evaluate the Teacher's Guide with help from several sub-contractors.

Partnership

The partnership has worked well for years. We recommend status quo.

Recommendations for 2008

Growth

I recommend we try to get at least one new community from the north-eastern sector of BC for 2008.

Funding

BC Transit will request \$27,000 from the BC Ministry of Environment for 2008, because we would like to change the funding protocols next year.

Currently we fund each community a flat figure of \$1,000 or \$1,200. In 2008 we'd like to make special compensation for agencies/communities that plan to keep up their CAD activities all year round. One example would be Oak Bay Green, which has continued their anti-idling campaign well past Environment Week. Communities/agencies that do year-round clean air campaigns would get \$2,500 for their efforts.

Once we've established new criteria, we will develop a three-year clean air funding strategy for BC.

Special Project

I recommend that we not undertake a new special project for 2008/09; but that we refine the Teacher's Guide and update the Clean Air Kit.

Partnership

The partnership has worked well for years. I recommend status quo.

Participating Communities, 2007

Bulkley Valley and Lakes District (RDBN & RDKS). Population: 82,000
Smithers, Skeena, Houston, Burns Lake,

Cowichan Valley. Population: 80,295
Duncan; N. Cowichan; Ladysmith; Lake Cowichan; Areas A-I; Indian Reserve

Cranbrook. Population: 20,102
Cranbrook

Grand Forks. Population: 8,608
Grand Forks, Christina Lake, Greenwood, Midway, Montrose, Rock Creek

Kamloops. Population: 84,064
City of Kamloops

Kelowna. Population: 173,026
City of Kelowna

Kimberley. (Evaluation included with Cranbrook). Population: 7,147
Kimberley

Nanaimo. Population: 127,016
Cassidy, Cedar, Yellowpoint, South Wellington; Gabriola, DeCourcy, Mudge Island, Extension; Arrowsmith-Benson, East Wellington; Pleasant Valley; Nanoose Bay; Coombs, Hilliers, Errington; French Creek, Dashwood, Englishman River, Shaw Hill, Qualicum Beach, Deep Bay, Bowser; City of Nanaimo; City of Parksville; District of Lantzville; Town of Qualicum Beach

North Okanagan. Population: 73,435
Armstrong; Coldstream; Enderby; Lumby; Vernon, Spallumcheen, Swan Lake, Area BX, Cherryville

Okanagan Similkameen. Population: 76,635
Penticton; Oliver; Osoyoos

Oak Bay. Population: 18,000
Municipality of Oak Bay

Prince George. Population: 77,343
City of Prince George

Quesnel. Population: 10,807
City of Quesnel, Kersley, Bouchie Lake, Wells, Nazko

Revelstoke. Population: 8,000
City of Revelstoke

Sunshine Coast. Population : 29,262
Sechelt, Gibsons, Sechelt First Nations

Vancouver (BC Lung). School Participation: 470
General Wolfe Elementary School

Vancouver (BEST). Population: ~ 2 million
Anmore, Belcarra, Bowen Island Municipality, Burnaby, Coquitlam, Delta, Langley, Township of Langley, Lions Bay, Maple Ridge, New Westminster, North Vancouver, District of North Vancouver, Pitt Meadows, Port Coquitlam, Port Moody, Richmond, Surrey, Vancouver, West Vancouver, White Rock

Victoria. Audience: 12,000 students
Greater Victoria, Sooke, Sidney

Whistler. Population:
Resort Municipality of Whistler

Boundary Air Quality Committee: Grand Forks

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Website: <http://www.city.grandforks.bc.ca/air/>

Summary of event

Commuter Challenge within the community; Clean Air Day Walk organized and participated by the High School students (included placards); display at the public library on anti-idling and Clean Air Day promotional handouts; Clean Air Day bookmarks and fridge magnets were distributed to local schools; coffee shops and Chamber of Commerce office given Clean Air Day fridge magnets to distribute. Promotion of Commuter Challenge at Overwaitea on May 22nd & May 23rd. Supported Cancer Society's "Relay for Life".

How many people (estimate is fine) attended your CAD activities?

1000

Aside from the general public, who participated in your activities?

Local media; Local Politicians; Provincial Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations

List any anecdotal feedback about the event from participants

- High School Students felt the walk was fun and made a statement to the public.
- General public thanked us for the statistical information and providing the opportunity to participate.

Did you issue any News Releases/Media Advisories prior to your events?

Yes

Did you do any paid or sponsored advertising such as newspaper or radio ads?

Yes

Did you receive any media coverage surrounding your event?

Yes

Did you produce any promotional materials on your own?

Yes

How valuable to your CAD 2007 campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

The bookmarks were very well received by the library patrons and school children and public. Also the fridge magnets, tattoos and armbands were popular.

What would you like to see changed next year in terms of your CAD materials?

We would like to see *MUCH EARLIER DELIVERY* of all materials and up-to-date posters and pamphlets.

The t-shirts from Festival Promotions were of good quality and the printing was fine.

The first call was placed to Festival Promotions on April 13 to order the t-shirts.

Printing of the t-shirts should start earlier than May to enable them to arrive before Environment Week begins, without having to add the cost of a Courier to get them to Grand Forks in sufficient time. Some of the material did not arrive in time to be used.

Comments on support from local transit system and your local government

Our local transit system was zero as we have no local transit. Our city council has been requesting transit for some time now. We hope that the success of the commuter challenge will show TransitBC that Grand Forks needs a full transit system. Most of our seniors are home bound because there is no public transit in Grand Forks with the exception of the bus one must order 24 hours in advance but does not run on the weekends. Support from local government was great.

BVLD Airshed Management Society

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in partnership with One Sky, the Canadian Institute for Sustainable Living

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Web: www.cleanairplan.ca; www.onesky.ca

Summary of event

Green Commuter Challenge with free pancake breakfast plus distribution of newsletter at AGM.

How many people (estimate is fine) attended your CAD activities?

40 plus newsletter distributed to 100 people and posted on website.

Aside from the general public, who participated in your CAD activities?

Local Media; Local Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations – MLA and MP received newsletter.

List any anecdotal feedback about the event from participants.

Great food, good information, thanks for raising awareness and providing opportunity to get involved.

Did you issue any News Releases/Media Advisories prior to your events?

Yes.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

BVLD Airshed Management Society advertised for our AGM see attached. PSAs were played on radio for both events – we don't have copies of this except that it basically was the same as the press release. Please don't ask for copies – just trust us.

Did you receive any media coverage surrounding your event?

Coverage for AGM but won't be out until Wednesday June 27. I was out of town the week after Clean Air Day so I'm not sure.

Did you produce any promotional materials on your own (posters etc.)?

We asked for funding for our newsletter and this is attached.

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

Always nice to have some giveaways.

What would you like to see changed next year in terms of your CAD materials?

We like the anti-idling literature but would like to see some specific tips for diesel vehicles that have to idle to warm up properly and also messages specific to colder climates.

Comments on support from local transit system and your local government.

Our local transit system was awesome and offered free rides on Clean Air Day. See attached.

Comox Strathcona Regional District

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Summary of events

Commuter Challenge

Twenty workplaces and 76 people registered for the challenge in the Comox Valley to save 970 kilometres. The Regional District challenged the 4 local governments in the Comox Valley to join in the commuter challenge on the week of clean air day. Local Government participation contributed to over half of the total kilometres saved in the Comox Valley for the Commuter Challenge with a total of 550 km. Prizes donated by local bike and sports stores were awarded to random draw winners who registered on the national website.

Clean Air Day Promotion

Posters were put up around the Valley, as well as small replicas put in the local papers to promote Clean Air Day and the Commuter Challenge. We had live radio reporting from the bus on the afternoon with trivia for bus riders who won prizes for participation.

On the Bus Promotion of Clean Air Day

We also had all bus drivers wearing clean-air day shirts and handing out promotional material to bus riders.

How many people (estimate is fine) attended your CAD activities?

Approximately 200 riders were on the bus while we broadcast live from the bus and had trivia contests on knowledge of air quality issues.

Aside from the general public, who participated in your activities?

Local Media; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations

List any anecdotal feedback about the event from participants.

Most riders were very happy to receive prizes and promotional hand-outs and many comments were made that it was great to see this type of activity and promotion happening in the valley. The local governments really got involved in the challenge between each other and had a lot of fun competing.

Did you issue any News Releases/Media Advisories prior to your events?

Yes – see attached.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

Same as National Commuter Challenge poster/promo material.

Did you receive any media coverage surrounding your event?

Yes, a copy of radio coverage on cassette tape can be made upon request.

Did you produce any promotional materials on your own?

No.

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

Very well received and added value to the events.

What would you like to see changed in terms of your CAD materials?

None.

Comments on support from local transit system and your local government.

We did a good job and the bus drivers were very supportive of the initiative.

Cowichan Valley Regional District

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Summary of event

CVRD office employees and local schools walked, biked, bussed or carpoled for the Commuter Challenge, June 6. Transit was free to the public for the whole day. CVRD office participants completed a fun quiz, received a brunch, cake and prizes. The winning school received a plaque and prizes. Presentations on the environment and clean air were delivered to local schools prior to Clean Air Day.

How many people (estimate is fine) attended your CAD activities?

Over 250 people

Aside from the general public, who participated in your activities?

Government Departments, Schools and Students

List any anecdotal feedback about the event from participants.

“It made me aware of the many modes of alternative transportation,” “The bus was great to take to work. A bit hard to time it for the ride home though,” “I’m going to try and ride the bus at least twice a week now.”

Did you issue any News Releases/Media Advisories prior to your events?

Yes. The News Leader and the Cowichan Citizen both ran articles in the paper the weekend before the event.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

No. It would be a great idea to do radio advertising 2 weeks in advance next year.

Did you receive any media coverage surrounding your event?

SunFM radio did a 45-second information spot and interview as part of the local news the day before the event.

Did you produce any promotional materials on your own (posters etc.)?

No. The orange poster from the Commuter Challenge was used. Next year it would be beneficial to set up an info booth at community centres and local events to promote the event.

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

The Clean Air Day reusable bags were valuable, popular, and supported the Clean Air Day concept best. The reflective bands were functional and the magnets good for advertising. The tattoos were not as popular.

What would you like to see changed next year in terms of your CAD materials?

More functional prizes that relate to Clean Air Day like the bags or reusable items like water bottles. Less materials that generate garbage like the tattoos.

Comments on support from local transit system and your local government.

My government office was enthusiastic, supportive and willing to participate.

Cranbrook/Kimberley

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Summary of event

CAD was a series of events organized with and by local schools, the respective Cities of Kimberley and Cranbrook, and local businesses. Schools were invited, at minimum, to create anti-idling zones. In total, we now have 10 area schools on-board with anti-idling zones. On the active transportation side, we had 5 schools participating, both the City of Kimberley and City of Cranbrook, the Ministry of Environment, and several small businesses. The City of Cranbrook offered free bus fares on its public transit system on Clean Air Day. Ridership was up 25% on CAD.

How many people attended your CAD activities?

Approximately 750 people were estimated as participating in the various CAD activities throughout the area

Aside from the general public, who participated in your CAD activities?

Local Media; Local Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations

List any anecdotal feedback about the event from participants

A number of people mentioned that the overall presence and communication of Clean Air Day was much stronger in the community this year compared to last.
Some schools or organizations wanted more lead time to organize their own events.

Did you issue any News Releases/Media Advisories prior to your events?

Yes. We issued five CAD related releases in total.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

Yes. We produced two ads that were aired on the local rock and country stations.

Did you receive any media coverage surrounding your event?

Yes. We received one article in the local papers, and two interviews on the local radio station.

Did you produce any promotional materials on your own?

Yes. We produced a banner to hang over the main street in Kimberley.

How valuable to your CAD 2007 campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

The trinkets are nice items to bring into the schools. The cloth bags are good prizes/gifts for adults. In smaller towns like Kimberley and Cranbrook, they are perhaps even more appreciated since community organizations don't generally have the resources to offer these kinds of materials.

What would you like to see changed next year in terms of your CAD materials?

Consideration should be given to redesigning the commuter challenge poster and related materials as the poster and info card are not very eye catching, informative or impactful, especially for people living in more rural situations.

Consideration should be given to having a province wide CAD poster that includes the invitation to active transportation or public transit as well as other helpful campaigns like "Turn if Off".

Messaging sometimes became somewhat confusing because CAD, Commuter Challenge and Environment Week are happening simultaneously, all with a slightly different message, and we are trying to promote them all at the same time. We simplified by promoting the message of active transportation, but because we did not have a lot of resources at hand, we were not in a position to create our own posters/materials, other than the banner, which was very well received.

Comments on support from local transit system and your local government

The City of Kimberley and the City of Cranbrook participated in CAD 2007. We will build on that next year. A major goal for next year will be to have a commuter bus operating between Kimberley and Cranbrook during the week of CAD.

City of Kamloops

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Summary of event

For the June 6 Clean Air Day event, the City hosted a BBQ in conjunction with the student art project and exhibition and the official launch of the student pass pack. The exhibition ran June 4-8 with the launch occurring at an 11:30am press conference attended by the Mayor of Kamloops, the principal of SKSS, media, City Council and many residents. Between 10:00am and 2:00pm, we had an "On Location" radio announcer who promoted the event every 15 minutes, and talked about what the public can do to be part of cleaning our air.

There were challenge games at the launch with prizes (water bottles, magnets, t-shirts, rulers etc) and some other give-away prizes for those who attended the event. We also had a large display on Clean Air Day, and what residents, businesses etc. could do to help. The information included, anti idling, alternate transportation, transit, efficient energy consumption, etc.

As well during Environment Week, the local radio stations held trivia questions during the prime listening times. These questions were generated from the “Clean a Million Air” game. For the two weeks prior to the event, we were interviewed on various morning shows promoting Clean Air Day. Our local free paper ran an Environment pull out section of the paper on Sunday June 3rd, which featured our calendar of events and articles on the Art display, and councils green actions.

How many people (estimate is fine) attended your CAD activities?

Over 1500 people toured through the “20 reasons to Ride” art display during the week, and over 300 people attended the BBQ. Listeners participating in our radio Clean Air Day competition are estimated at over 5000.

Aside from the general public, who participated in your CAD activities?

Local Media; Local Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations.

List any anecdotal feedback about the event from participants

Even though it was raining that day, over 300 people came down to the display and were very keen on our green fleet, the art display, participating in the games, and asking questions.

Did you issue any News Releases/Media Advisories prior to your events?

We had a pull out section in the local paper with our calendar of events, as well as a spot in our City pages section of the paper.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

We had an “On Location” broadcast during the event which was live. Also in the days prior to the event we were live on different radio stations.

Did you receive any media coverage surrounding your event?

Did you produce any promotional materials on your own (posters etc.)? Yes, we had invitations that were sent out to Council, Senior Management of the City, and then placed in various locations around the City (banks, chamber of commerce etc.)

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

They were fantastic! The reflective bands, the magnets, and the rulers are a huge hit with the public. The written material and posters are also great for leaving a message before and after the event. We placed them in many locations where the public can read them even after the actual day is over.

Comments on support from local transit system and your local government.

Our local transit system really helped out with out whole environment week by providing one time use passes to help get participants to and from our events. They also provided bus passes to the students who won the “20 reasons to ride” art show.

City of Kelowna

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Summary of event

Let's take back the air!

Citizens in the Central Okanagan were invited to enjoy a FREE ride on transit if they say: "I am a participant in the Commuter Challenge and/or It's Clean Air Day".

How many people (estimate is fine) attended your CAD activities?

For our Transit Stations, in total we had about 384 riders who actually came into the transit bus to enjoy a free coffee and a continental breakfast.

137 people at Queensway,
205 people at the Orchard Park and
42 at Westbank transit Stations

Two preschools participated in the Free transit for their field trips

3 schools used the Class Rides Free on Clean Air day

14 schools participated on the Clean Air Day, many used this as their school field trip or their day to participate for the Commuter Challenge (i.e. Helen Gorman Elementary had 93% rate from the school, Lady of Lourdes Elementary – their first time)

The total participation for the schools for the week was: 2,274. I would estimate of at least 2,000 for the day, since our total number for the Commuter Challenge was 4,370.

Aside from the general public, who participated in your CAD activities?

Local Media – CKOV did an on location at Orchard Park Mall; Local Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations; seniors who tried out Transit for the first time (attached is a photo); new people to our community and tourists.

List any anecdotal feedback about the event from participants

We received several positive comments from our participants who loved the fresh brewed coffee donated by Blenz from three of their stores (Glenmore, Downtown and Westbank) and the continental breakfast. They were surprised they had a chance to win prizes by participating in the Commuter Challenge.

Several businesses targeted Clean Air Day as their participation for the Commuter Challenge.

Schools and preschools used transit for field trips that day with the *Class Rides Free* program as well as other modes.

We were asked a lot of questions of about the new transit changes and it gave us an opportunity to hand-out the transit rack cards to each participant who came through the stations.

Did you issue any News Releases/Media Advisories prior to your events?

Yes – attached is a copy

Did you do any paid or sponsored advertising such as newspaper or radio ads?

paid advertisements in the Kelowna Capital News and Daily Courier
on location with CKOV63 at Orchard Park Mall
on CKOV and CKLZ they mentioned *Clean Air Day* during their morning shows

Did you receive any media coverage surrounding your event?

Media Advisory of the Commuter Triathlon the day before *Clean Air Day*
Radio - two live interviews with CKOV the week of May 22 and May 29
We did paid advertising on all 5 local radio stations for Commuter Challenge
Castanet photos of our *Commuter Triathlon* with the Regional Transportation Committee (walk, bike, bus
beginning on the Westside and ending Downtown @ Queensway)

Did you produce any promotional materials on your own (posters etc.)?

- In January and February, we hosted a *Clean Air Day Poster Contest* in the schools and the overall winner's poster was used for our Commuter Challenge poster
- We did paid ads for the Clean Air Poster Contest
- An online section with our I-go website: www.igo-ca – *Clean Air Day*
- The Commuter Challenge website
- We gave out handbills to every City of Kelowna employee through their pay stubs (785)
- We advertised it at our TDM booths and at our “How Slow can you Go Race” where we gave out some of the promotional material we received from the Federal Government as prizes (the magnets, rulers, and tattoos) with children & youth at:
 - the Mayor's Environmental Expo - May 22-24 (2,500 people in total) and gave out about 350 handbills to the students and public
 - Advertised it at our TDM booth Family Fun Day -, Sunday May 22 (5,000 people) and gave out approximately 500 handbills to families
 - YMCA Healthy Kids Day at the Kelowna Family Y - Sunday, June 3rd which served as our kick-off for the Commuter Challenge Week and estimate 400 handbills given to families
 - As an additional promotion for YWCA Healthy Kids Day we included 2 free tickets from *Regional Transit* , in the Capital News insert for a free ride to and from the event
- Handbills were displayed at all three transit Displays at Orchard Park Mall, City Hall and Westbank Library,
- School newsletters through School District 23 and private schools via email to the principals
- We also included poster with the *Clean Air Poster Contest* winner and handbills in our Coordinator's package
- We displayed a selection of the student's posters for the Clean Air Day Poster Contest at City Hall for one month prior to Clean Air Day and during the week of the Commuter Challenge
- Clean Air Day sandwich signs with balloons at the event and displayed them at the two entrances of City Hall for the entire day on June 6
- *Commuter Challenge Coordinator's Luncheon* held Thursday, June 28 at the Rotary Centre for the Arts with MP Ron Cannon and Councillor Michelle Rule speaking and Regional Director David Knowles handing out the certificates, trophies and prizes to the winners of 5 categories
- As MC at the luncheon, I mentioned Blenz, the sponsors of Clean Air Day and the event

I will send in the hard copies of all our promotional materials.

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

They were awesome! The schools loved them and so did the parents and coordinators. We received: Clean Air Day tote bags, magnets, rulers, tattoos, lanyards (key chains), ankle bands and rack cards. We used these as promotional items in our promotional packages. We gave out magnets and tattoos to children at the transit stations on *Clean Air Day* and at our community events.

What would you like to see changed next year in terms of your CAD materials?

To receive them earlier so that we can get them to the schools in a timely manner, the end of May would be ideal. It was quite rushed to get them out in time to our School Coordinators since we used School District's #23 mail system (the Central Okanagan is so spread out from Winfield to Peachland so it is much too difficult to physically drop off them off). This created some overtime with the staff to complete the packages.

Comments on support from local transit system and your local government.

Mike [from the transit system] was great from our local office on arranging the buses for Clean Air Day. The bus drivers were great and Mike personally came out to each of the stations which we really appreciated.

Our Regional Transit Committee participated in the *Commuter Triathlon* event on June 5, even in the rain. We received several positive comments from our MP Ron Cannon, Councillor Michele Rule and Regional Director David Knowles at our *Commuter Challenge Luncheon*.

Regional District of Nanaimo

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Summary of event

Our Clean Air Day events were comprised of the following: buck-a-bus, commuter breakfast and Clean Air Day exhibit. All events were aimed at encouraging cleaner transportation alternatives and decreasing the number of single occupancy vehicles (SOVs) on the road in an effort to reduce carbon emissions.

Buck-a-bus involved reducing bus fares for all day Friday, June 8th in an effort to encourage people to use public transportation in support of the commuter challenge and Clean Air Day.

The commuter challenge breakfast was held at the entrance to Parkway Trail at the Northfield exit. The breakfast was sponsored by Tim Horton's who donated donuts and coffee for people who were participating in the commuter challenge by riding their bikes and walking/jogging along the trail.

Clean Air Day Exhibit was located at Maffeo Sutton Park, and was hosted from 12 p.m. until 4 p.m. The exhibit showcased clean energy solutions such as recycling, commuting and energy efficiency. Contributors included Nanaimo Regional District, City of Nanaimo, Nanaimo Recycling Exchange, Toyota and BC Hydro. Features were booths and displays of the innovations of biodiesel and its integration with the Nanaimo Regional District transit system, a Toyota Prius on display with information

regarding its energy efficiency, energy efficient halogen light bulbs available for distribution, recycling displays and Clean Air Day promotional materials.

How many people (estimate is fine) attended your CAD activities?

Between the commuter breakfast and Clean Air Day exhibit, excluding the buck-a-bus promotion, the number of attendees would be estimated at one hundred (100).

Aside from the general public, who participated in your CAD activities?

Local Media; Government Departments; Local Businesses; Non-Governmental Organizations

List any anecdotal feedback about the event from participants.

“very informative”; “excellent knowledge and presentation”; “what is going on?”
“can we have some healthy alternatives? [in response to seeing donuts at breakfast]”
“thanks for the free stickers and tattoos!”

Did you issue any News Releases/Media Advisories prior to your events?

Yes. See e-mail attachment.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

Yes. See attachment in mail.

Did you receive any media coverage surrounding your event?

Yes. However, the media coverage we did get was all radio. Newspapers covered our event, but to this day, nothing has been printed.

Did you produce any promotional materials on your own (posters etc.)?

Yes. See attached.

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

Very helpful for their ease in dispensing to attendees which can be credited to their appeal. Fun items are always the most popular.

What would you like to see changed next year in terms of your CAD materials?

Pamphlets in the same vein as the material I received that I was suppose to give out with the media releases that explained carbon emissions and their impact on the environment. Essentially, information material that would complement the fun items.

Comments on support from local transit system and your local government

People within the office offered excellent support and cooperated with my requests. Additionally, they even offered suggestions as their experience was far greater than mine in regards to transit and the office. Even departments outside of transit helped me and did so in a timely fashion.

Oak Bay Green Committee

Contacts: Valerie Williams and Britt Karlstrom
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Website: www.greengatherings.ca and www.greengatherings.ca/OBGC

Summary of event(s)

We had a number of different displays and attended a number of events to raise awareness around engine idling – *see below for a complete list of engine idling displays, events and school visits.*

June 6 Clean Air Day Event:

On June 6 for Clean Air Day, Oak Bay Green Committee members Britt Karlstrom and Trevor Williams attended Glenlyon Norfolk School (Beach Drive Campus) to give a presentation to the entire school about engine idling. The presentation explained why we shouldn't engine idle and a demonstration of what to do if you see someone engine idling. After the presentation, the principal unveiled two no engine idling signs.

Prior to June 6, we worked with the school to prepare for Clean Air Day. Some of the preparation included: preparing a press release and sending it to all Victoria media outlets, taking part in a CFX1070 Radio interview on June 2nd with Glenlyon Norfolk students and a teacher, preparing PAC newsletter and in-house school announcements about Clean Air Day, supplying the school with Clean Air Day treats (ankle bracelets, stickers and fridge magnets), preparing a No Engine Idling and Clean Air Display for the school and two no engine idling aluminum signs.

How many people attended your CAD activities?

At the main event on June 6 the entire school (about 260 people) attended the No Engine Idling presentation. However at various other outreach events, about 100-300 people, per event, were exposed to the no engine idling message. (Please see complete list below).

Aside from the public, who participated in your CAD activities?

Local media, schools and students.

List any anecdotal feedback about the event from participants.

Overall people love the campaign and we have many different people contacting us to help out – this ranges from councilors from other municipalities to fleet managers to an anti-smoking coalition to individuals concerned about stopping tour bus idling in James Bay. We have encouraged individuals to get involved and write letters supporting a ban on unnecessary vehicle idling.

Maria St. Amand from McTavish School faxed a letter in talking about her experiences working with the Oak Bay Green Committee.

Beth Murray from GlenLyon Norfolk School e-mailed a letter in talking about her experiences with the Oak Bay Green Committee and Clean Air Day.

Did you issue any media releases?

Yes several. (Please see hard copy materials).

Did you do any advertising such as newspaper or radio ads?

We didn't pay for any advertisement, but we did have one free advertisement in the Monday Magazine Earth Calendar. We also sent out public service announcements, press releases, and letters to the editor and articles ready for publications. (Please see hard copy materials)

Did you receive any media coverage surrounding your events?

A small mention in the Weekend Edition of the Newsgroup papers (Victoria News, Oak Bay News, etc.) on January 19th, 2007.

Oak Bay News Editorial Mention: A small mention was included in the Oak Bay News. No date, but article included.

Oak Bay News Article: Asking An Idle Question, March 21, 2007.

Island Parent: The April issue of Island Parent Magazine had an article on the Oak Bay No Engine Idling Campaign, April 2007.

Shaw TV Channel 11 mention of Oak Bay Green Committee's contribution to McTavish School's request for an engine idling ban in School District #63 – the program aired on March 16th, 2007.

CFAX Radio Interview about McTavish campaign to introduce a ban on March 14, 2007.

Monday Magazine interview with Britt Karlstrom. April 11, 2007. In the introduction to the article, the writer mentions the No Engine Idling Campaign.

CFUV Radio Interview Winds of Change with Britt Karlstrom April 19, 2007.

Small free advertisement in the Monday Magazine Earth Day Supplement April 19, 2007.

We wrote an article for the Clean Air Day Online newsletter promoting a Ban on Engine Idling. Link: <http://www.cleanairday.com/html/newsletter07.php>

CFAX 1070 on May 2nd – Rene de Vos talked about the No Engine Idling campaign in an interview from 3-3:30 p.m.

Small announcement in the community calendar section of the Times Colonist and Victoria News Weekend Edition May 25th. Announcement was for soft plastic recycling and included information about Clean Air Day displays, treats for kids and Clean Air Day website link, May 25th, 2007.

CFAX1070 Radio interview from 5:30-6:00 pm about Clean Air Day on June 4, 2007. Trevor Williams, from the Oak Bay Green Committee and 4 students and a teacher from Glenlyon Norfolk School were interviewed.

Article in the Oak Bay News about Clean Air Day on June 6.

Article was published in The Active Page (Galliano's monthly magazine) about supporting a ban on engine idling, June 2007.

Guy Dauncey published a small blurb on engine idling in the June copy of Eco-News. It included a link to our website and mention of the No Engine Idling signs for sale, June 2007.

There was information about Glenlyon Norfolk School's no engine idling campaign included in the June 11 on-line issue of Left Coast News. The article also included information about the Oak Bay Green Committee and a link to our website.

The Times Colonist published our letter to the editor on June 18, 2007.

Mention in Goldstream Gazette about the Oak Bay Green Committee asking View Royal to support a ban on no engine idling, June 13, 2007.

Mention in Times Colonist frontpage news' story about Victoria's new no engine idling bylaw, June 22 2007.

Wrote and submitted an article on Peace Earth Justice listserve about supporting an engine idling ban June 22, 2007.

Did you produce any promotional materials on your own (posters, etc.)?

We didn't make any posters, but we did make no engine idling display boards and no engine idling banners. (I can't send these to you as they are too large.)

How valuable to your CAD campaign were the materials you received from the Federal Government? I think the materials would have been more valuable if we had received them a bit earlier. I mention this as I was a bit stressed that they wouldn't arrive on time so I was hesitant to mention them to schools just in case they didn't arrive. Although, I think the electronic logos that Tara sent to us were very useful.

What would you like to see changed your next year in terms of your CAD materials?

Maybe ensure all materials are made from fair-trade, recycled materials and/or that that we are promoting sustainable use of materials.

More comments

Since our campaign launch, many other communities have started their own No Engine Idling initiatives. These include: Saanich (ordered 60 no engine idling signs for their community schools and working to expand engine idling reduction strategies in their community); Langford (in the process of implementing a no engine idling bylaw); Sidney and Esquimalt (in discussion stages of how to reduce engine idling in their communities); Victoria (recently announced a new engine idling bylaw); View Royal (implementing an engine idling educational campaign); Central Saanich (adopted a new engine idling policy and wrote a letter supporting an engine idling ban in the Capital Regional District); and North Saanich (wrote a letter supporting a ban on engine idling in the Capital Regional District.).

The Municipality of Oak Bay, as always, is lagging somewhat behind. On June 20 Britt Karlstrom from GreenGatherings, took seven No Engine Idling Signs and a letter explaining what other communities in the Capital Regional District are doing to reduce engine idling, to Oak Bay Municipality asking for their support with the campaign. We suggested Oak Bay put the signs at their municipal buildings.

After several months of campaigning to raise awareness around the harmful effects of unnecessary vehicle idling on school grounds, it came to our attention that Ferry Terminals are also engine idling 'hotspots'. On any given ferry trip to Vancouver or one of the Gulf Islands, there are several individuals who start their engines five minutes before the ferry loads, or worse still, are the individuals who for some reason leave their engine idling the entire time they are waiting in the ferry line-up.

We have been working with community groups on Galliano Island, Mayne Island, and Cortes Island offering signs and/or campaign information. We have also contacted Salt Spring Island Land Conservancy and the Salt Spring Island Transit Plan members offering signs and to create a no engine idling campaign specifically tailored to suit the community.

In addition to our efforts to work with schools in Oak Bay (and the CRD) to reduce engine idling, we have also been focusing on garnering support for an engine idling ban in the CRD. The Oak Bay Green Committee has been in contact with Dr. Richard Stanwick's office and there is growing support for a ban. Please see information below on how we have been working with other community groups to raise awareness around the need for a ban.

Complete list of activities

No Engine Idling Displays/Promotion:

1. Oak Bay Library Display from February 1-13th, the display included books on Clean Air, Cycling and Respiratory Diseases, no engine idling signs and tips on how to cut down on unnecessary emissions.
2. We have had information boards, signs, and large Idle Free Zone banners at our soft plastic recycling depots on January 27th, February 24th, March 24th and April 28th.
3. We have had a No Engine Idling poster board display at Oak Bay Municipal Hall from March 15th to April 20th.
4. The Oak Bay Green Committee, in partnership with The Oak Bay Emergency Program and Oak Bay Community Resilience Team, hosted a climate change community forum on March 4th, 7-9:30 pm. At the event, we had a table promoting No Engine Idling with posters, decals and signs. We also put No Engine Idling posters around the room.
5. Habitat Acquisition Trust Community Forum on April 19th. During the event environmentalists and politicians from Victoria attend. We had a No Engine Idling display board, posters, signs and pamphlets to give to conference attendees.
6. Oak Bay High School Pro-D Day April 20th. Dave Lock, Oak Bay High School's Environmental leader, invited us to set up some materials during their Pro-D Day event. We had A No Engine Idling display, posters, a sign, and pamphlets.
7. *Oak Bay High School kept the No Engine Idling display materials for 5 weeks displayed in teacher Dave Lock's classroom and in the hallway for Clean Air Day. We also helped the school with Clean Air Day PAC newsletter, in class and PA announcements and extra no engine idling aluminum signs.
8. We had a large Idle Free Display (poster board and Idle Free Zone banner) at our May 26, 2007 Soft Plastic Recycling Depot. Several hundred people attended the depot and we gave out Clean Air Day treats to the kids.
9. We provided Glenlyon Norfolk School with posters, our No Engine Idling display, PAC and in-house school announcements and Clean Air Day treats to help them create an Idle Free Zone starting on June 6th.

Interactions with Schools and Businesses in Oak Bay

1. We brought No Engine Idling signs and kits to each of the six schools in Oak Bay.
2. We provided high-profile business Demitasse Café (located at McNeil and Victoria) with 2 free signs to promote Oak Bay's first idle free zone.
3. Oak Bay High School obtained four signs (they have a very large campus) and 10 posters to promote an idle free zone at their school. We also provided them with PA announcements for Clean Air Day.
4. Glenlyon Norfolk School (Beach Drive campus) approached us for more assistance with creating an idle free zone starting on Clean Air Day. We provided them with a no engine idling display, Clean Air Day treats, no engine idling posters, and PAC and in-house school announcements celebrating Clean Air Day. On June 6, two of our members went to Glenlyon Norfolk and made a presentation to the school assembly (all students and teachers) about engine idling. The school put up their signs and declared Glenlyon Norfolk an idle free zone. We also sent out a press release to all Victoria media outlets about Clean Air Day, engine idling and Glenlyon Norfolk's commitment to reduce engine idling.
5. Clean Air Day announcements for PAC newsletters and in-house classroom or PA announcements were sent to each school in Oak Bay Municipality. We also included the Parent Participation Daycare. (Both PAC newsletter announcements were included)

Schools Outside of Oak Bay

1. **McTavish School Outreach:** The OBGC attended McTavish School to talk with the three grade 4/5 classes about climate change. We distributed a lot of materials about climate change and focused on three primary targets the school could set: tree planting, No Engine Idling and soft plastic recycling.

Maria St. Amand, a grade 4/5 teacher purchased one of our signs and we worked with her to create a No Engine Idling campaign. Some of the assistance we provided included information on how to promote the campaign, design materials, write a press release, etc.

Maria took the No Engine Idling sign to School District #63 on March 14, 2007 and asked for a school-wide ban on Engine Idling. The event was well covered in the media (Times Colonist, A Channel, Shaw TV, CFAX 1070, CH TV, Saanich Peninsula News) and Maria always tried to include recognition for the support of the Oak Bay Green Committee in implementing the campaign.

On April 19, 2007 School Board #63 (with a big presentation) announced that they would implement a school-wide ban on no engine idling. Media coverage included A Channel, Shaw TV, CH News, the Times Colonist, Saanich Peninsula. (Some of the media coverage mentioned the support of the Oak Bay Green Committee and some did not.) However what was significant is the involvement of Dr. Richard Stanwick and the suggestion that it might be time to implement a province-wide ban on Engine Idling.

2. **Sundance School:** Sundance School purchased two signs and we also provided them with an information kit and several posters.
3. **Strawberry Vale School:** We provided free of charge a No Engine Idling Aluminum sign, kit and several posters.
4. **Spencer School Langford:** We provided free of charge a No Engine Idling Aluminum sign, kit and several posters.
5. **Cedar Hill School:** We provided free of charge a No Engine Aluminum sign, kit and several posters.
6. **Rogers' Non-traditional Elementary School:** We provide free of charge a No Engine Idling sign, kit and posters to the school. We also provided a Clean Air Day announcement for the PA system and in class announcements.
7. **PAC Representatives:** A Clean Air Day announcement for PA, in-class and newsletters was sent to the PAC representatives for SD61, SD62 and SD63.

Non-School Interactions:

1. **Cortes Island:** A Cortes Island resident purchased a sign for the local school and we gave her posters to distribute at the ferry terminals and community centers.
2. **Mayne Island Conservancy:** We had a letter from Ann Johnston from Mayne Island Conservancy saying that she was encouraged by our display at Habitat Acquisition Trust Community Forum and she contacted MLA Garry Lun requesting a ban on engine idling.
3. **Galliano Island:** The local real estate agent posted two signs in the community, one outside her office (very close to the ferry terminal) and one at the ferry terminal. We are working with a local restaurant owner to make Galiano Island idle free. Lucy is asking the school, recycling yard, golf course and a few other locations to post engine idling signs.
4. **Sidney Mayor:** Spoke with Mayor Amos about creating an engine idling ban. He was very supportive and said that he had recently brought this idea up with Mayor and Council.

5. Various Municipal Councillors: I had several communications with various municipal councillors (Esquimalt, Victoria, Saanich, North Saanich and Colwood) supporting a ban on engine idling.
6. Central Saanich and North Saanich: We had letters from both Central Saanich and North Saanich officially supporting a Capital Regional District-wide ban on engine idling.

Letters & Articles Written

1. Information was sent to all schools in BC, the Ministry of Education, Ministry of Environment, MLA Ida Chong, MP Denise Savoie about the need to reduce unnecessary engine idling.
2. Several letters were sent to the Time Colonist about their fleet policy of letting engines idle while they delivery their newspapers by car.
3. A letter was sent to BC Ferry Corporation regarding unnecessary engine idling at Ferry terminals.
4. A letter was sent to all of Victoria's environmental groups asking for support for an engine idling ban.
5. A letter was sent to CRD Fleet Manager regarding unnecessary engine idling of CRD vehicles and offering support in creating engine idling reduction strategies.
6. A letter was sent to the BC Ferry Corporation Union regarding the health effects of Engine Idling on May 15, 2007 and offering support in working to eliminate unnecessary vehicle idling.
7. A letter was sent to Dr. Richard Stanwick's office supporting a community-wide ban on Engine Idling on May 15, 2007.
8. A letter was sent to the CRD Board members supporting a CRD-wide ban on Engine Idling on May 15, 2007.
9. A letter was sent to each of the thirteen municipalities' Mayor and Council members in the CRD supporting an engine idling ban and offering assistance in creating engine idling reduction strategies on May 15, 2007.
10. A letter was sent to the Times Colonist, Victoria and Oak Bay News, Island Driftwood (Gulf Island newspaper), Active Page (Galiano Island), Campbell River Mirror asking individuals to support a ban on engine idling in the CRD May 18, 2007.
11. An article was sent to Quadra Island's magazine on May 17, 2007.
12. An article was sent to The Watershed Sentinel on May 18, 2007.
13. A letter was sent to Thrifty's Foods regarding engine idling during their grocery delivery service (engines are left idling to service the refrigeration units) on May 29, 2007.
14. A letter was sent to TalkBack on CFAX1070 Radio about supporting a ban on unnecessary vehicle idling on May 30th.
15. An article was sent to Victoria Street Newz for their July edition.
16. A letter was sent to the Times Colonist on June 11, 2007 discussing the merits of banning smoking vs. banning unnecessary engine idling.
17. A letter was sent to UHAUL Rental Trucks (regional and international office) about their policy of starting vehicles and allowing their engines to idling while customers fill out the rental paperwork June 18, 2007.
18. A letter was sent to Salt Spring Island Land Conservancy offering free no engine idling signs and to design a no engine idling campaign specifically tailored to their community June 20, 2007.
19. A letter was sent to Salt Spring Transportation Forum offering free no engine idling signs and to design a no engine idling campaign specifically tailored to their community June 21, 2007.
20. A letter was sent to Victoria's environmental groups asking for support (again!) on an engine idling ban June 22, 2007.
21. A letter was sent to the Oak Bay Green Committee e-mail list highlighting the Times Colonist article regarding the City of Victoria's proposed no engine idling bylaw and asking for support for a ban in the CRD June 22, 2007.
22. A letter was sent to the Times Colonist talking about the negative health effects of engine idling June 22, 2007.

Website

1. We utilized the website GreenGatherings as focal point to raise awareness around engine idling. The website has been an invaluable tool in promoting No Engine Idling, particularly with schools outside of the CRD.
2. On the GreenGatherings website we included the Clean Air Day logos and a link to the Clean Air Day newsletter.
3. On both GreenGatherings and Oak Bay Green Committee's site, we posted information about supporting a ban on engine idling, resources for schools and businesses and links to free resources for individuals located outside of the Capital Regional District.

Oak Bay Municipality

1. On June 20, 2007 Britt Karlstrom from GreenGatherings, took to Oak Bay Municipality seven no engine idling signs and a letter explaining what other municipalities in the CRD are doing to reduce engine idling in their communities
-

Regional District Okanagan Similkameen

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Summary of event

Pre-Promotion Displays and Events

Earth Week April 16-22 at the Cherry Lane Shopping Centre Mall
Clean Air joined other environmental organizations and held a week long display where each organization had its own display along with publications for hand out (100 publications were picked up). RDOS Air Quality organized the event. A press release was submitted to all the papers in the RDOS region (See attached A).

April 21: Environmental Mind Grind Event:

Teacher activity packages were available at the Clean Air/Promoting Idle Free table as were banners to promote no idling. A draw was also held. Those entering the draw had to answer the true or false skill testing questions on clean air habits. (75 entries)

Clean Air Display Travels to communities in May and June:

The regional libraries in the Town of Osoyoos, Town of Oliver, District of Summerland and Village of Keremeos generously offered space for a Clean Air Display and brochures. The Displays will continue to rotate throughout the RDOS region.

Clean Air once again visited the three day event, The Okanagan Children's Festival. Children made anti-idling banners (approximately 200). Clean air promotional items and teacher packages were distributed.

Outreach Component

Uplands Elementary School and PAC Committee promote Anti-idling:

In celebration of the 2 month anti-idling campaign, all students celebrated their efforts with a day of kite flying during Environment Week. The anti-idling campaign was received with much interest throughout the community. CHBC television came by for the campaign rap up during Environment Week and filmed the kite flying. Uplands kicked off the campaign at the beginning of Earth Week. Each Monday morning at the school assembly children were asked questions and prizes were given away. PAC parents were distributing anti-idling material and clean air promotional items before and after school. The school was so happy with the campaign that it will continue to promote no idling. (See attached photos and articles G) (264 students plus parent and teaching staff participated)

Note: All materials used for the event were approved by the School Board prior to the campaign.

Natures Fare Health Food Store:

Distributed anti-idling material during Earth Week and Environment Week.

How many people attended your CAD activities?

Approximately 600 people participated.

Aside from the general public, who participated in your CAD activities?

Local Media; Government Departments; Local Businesses; Schools and Students;

List any anecdotal feedback about the event from participants.

Uplands Elementary students thought everyday should be clean air day!

Enjoyed the Clean Air Day article in newspaper, how about there be steps taken to eliminate idling at drive through businesses.

Did you issue any News Releases/Media Advisories prior to your events?

Newspaper, Radio Ads and Clean Air Material

1) Earth Week April 16-22 at the Cherry Lane Shopping Centre Mall; clean air joined other environmental organizations and held a week long display where each organization had its own display along with publications for hand out. A press release was submitted to all the papers in the RDOS region (See attached A).

2) A newspaper article was written for the **Penticton Herald for Clean Air Day publication.** (See attached B)

3) A press release was also sent to the **other papers in the RDOS region** raising awareness to Environment Week and Clean Air Day. (See attached C)

Did you do any paid or sponsored advertising such as newspaper or radio ads?

Paid radio ads on National Clean Air Day aired on all radio stations in the RDOS region (See attached D)

Did you receive any media coverage surrounding your event?

Yes, (See attached photos and articles E)

CHBC television did air the Kite Flying on the evening news.

Did you produce any promotional materials on your own (posters etc.)?

Yes, we used Environment Canada's anti-idling Bus Tail and made flags. (See attached F)

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

Very valuable. The fridge magnets, bags, and ankle bands were happily received by the public. The ruler and seed package people liked too and couldn't wait to see what plants would appear. It was joked that hopefully the seeds were not noxious weeds.

What would you like to see changed next year in terms of your CAD materials?

Instead of a ruler and seed package, how about a fun book mark made from card stock with the seed package attached. Maybe in a few more years change the color of the fridge magnet to a sky blue colour.

Comments on support from local transit system and your local government.

Local support from local transit was not sought this year because there is a concern with the black exhaust from the buses each time they accelerate from a stop.

Regional District Board of Directors are supportive of National Clean Air Day and approved monies in the 2007 Air Quality budget. The Regional Board also approve an anti-idling policy for RDOS fleet vehicles. RDOS front desk staff greeted the public with Happy Clean Air Day on June 6 and gave away CAD promotional items.

City of Prince George

Contact Name: Jocelyn White
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Fax: 250-561-7519
Email: jwhite@city.pg.bc.ca

Summary of event

- The City of Prince George participated in a few events:
- Commuter Challenge
- Clean Air display at the Community Gardens and City Hall during Environment Week
- Random distribution of gifts to transit riders on Clean Air Day
- 25 cent bus day on Clean Air Day
- Two schools participated in Clean Air Day Challenges
- Health and Wellness Fair (display booth for Clean Air, Commuter Challenge, Biodiesel, and Anti-Idling) for City employees on Clean Air Day (special transit routes were set-up to bring employees to and from the site)
- The Prince George Air Quality Implementation Committee launched their new website and media campaign on Clean Air Day (the City is involved with this committee)

How many people (estimate is fine) attended your CAD activities?

- Commuter Challenge: 63
- Community Gardens: 100 visited the event
- City Hall display: as many people as came into City Hall that week
- Gifts to Transit riders: 15 handed out by local group called PACHA
- 25 Cent Bus Day: 200
- School Challenges: 50
- Health and Wellness Fair: approx 55 people used the bus service to the event and approx 200 attended the event

Aside from the general public, who participated in your CAD activities?:

Local Media; Local Politicians; Schools and Students; Non-Governmental Organizations

List any anecdotal feedback about the event from participants.

The bus riders that received a Clean Air Day goody bag were thrilled!

The Health and Wellness Fair was well attended by City staff (even with the State of Emergency from the flood) – many asked questions about wood stoves, commuting, an air quality questions in general.

Did you issue any News Releases/Media Advisories prior to your events?

(included)

Did you do any paid or sponsored advertising such as newspaper or radio ads?

We created a Commuter Challenge and Environment Week “Did you Know” print adds (attached); The Prince George Air Quality Committee started running news paper adds and are sponsoring the weather updates on the radio.

Did you receive any media coverage surrounding your event?

There were a few brief articles in the paper. We were interviewed by 2 local radio stations regarding the Commuter Challenge as well as a local tv station and Shaw. Unfortunately the flooding won out for media attention!!

Did you produce any promotional materials on your own (posters etc.)?

Poster material was created as well as a new logo for our biodiesel campaign. The Prince George Air Quality Implementation Committee launched their new website at www.pgairquality.com

How valuable to your CAD 2007 campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

These items are very useful – we use them at our display booths and as prizes for the Commuter Challenge

What would you like to see changed next year in terms of your CAD materials?

The t-shirts are great, but it would be better if they did not have a date so they could be used in following years (actually that would be my recommendation for all materials!).

Comments on support from local transit system and your local government.

Our local transit office was on board completely with our 25 Cent day (as was the City’s Transit Analyst). They also had all buses turn their engines off while stopped at bus exchanges. It was great the organizers of the City’s internal Health and Wellness Fair pushed for the use of transit to bring staff to and from the site. I am also able to use some municipal funding to assist with advertising and the purchase of prizes.

Quesnel: Baker Creek Enhancement Society

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Summary of event

Commuter challenge for schools and workplaces in Quesnel. E-waste collection, and Air Quality Education at the Nature Education Centre. Plus free public transit donated by the city on June 6. Set up Air Quality displays for Airport day, and at city hall on Clean Air day.

How many people (estimate is fine) attended your CAD activities?

Air Quality Education at the Nature Education Centre: 34. Air Quality activity at Earth Day Festivities: 503. E-Waste Collection (drop off old electronics): 100. Free Transit: over 100.

Aside from the general public, who participated in your CAD activities?

Local Media; Local Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations

List any anecdotal feedback about the event from participants.

Teachers reported that the kids loved the Air Quality game they played at Earth Day festivities. People wanted to see another E-Waste Collection day, at least 2 per year. Free transit went over well and so did all of the free handouts for earth day, esp. the cotton bags.

Did you issue any News Releases/Media Advisories prior to your events?

See attached. Advertising done on shaw cable, community calendars

Did you do any paid or sponsored advertising such as newspaper or radio ads?

See attachment. Paid advertising done with Cariboo Radio, and Cool Creations (signs posted around town).

Did you receive any media coverage surrounding your event?

Yes the commuter challenge was covered by the local paper, and we also paid for a thank you ad for our prize sponsors the Quesnel Airquality Roundtable. Will send copies via mail.

Did you produce any promotional materials on your own (posters etc.)?

No

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

Very. Handed them out to the two participating schools and on public transit which was free on the 6th. Also handed them out as prizes for Clean air games at the Nature Centre.

What would you like to see changed next year in terms of your CAD materials?

The bags were great, and the kids love the Frisbees. Would like to see temporary tattoos the kids love them.

Comments on support from local transit system and your local government.

Quesnel city transit was great. Providing free transit on the 6 really encourages people to use alternate forms of transportation. City hall let us put up our clean air day displays in city hall.

City of Revelstoke

Contact Name Julie Laverdière
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Summary of event.

Gave a talk at the assemblies of the elementary and Christian schools about idling and what does clean air mean. Engaged students in an air quality drawing contest. The activities previously mentioned were taking place a month before CAD. On CAD we had the Plaza closed and there was a Clean Air Informative booth along with other displays(efficient wood-heaters, geothermal info, etc) Live music(local musicians). There was a Bike Parade at 3.30pm and a kids activity station after school (paper air plane and bubbles). Display of the drawing contest was display at the recreation center.

There was a questionnaire at the CAD booth. During CAD week the Air Quality Committee hosted a public meeting at the community center. The Car-sharing program was promoted on CAD. I had some CAD t-shirts made and was used as CAD promo and prizes. The audience was mixed but mostly family with children or kids on there own. We launched an idling campaign with the City and four idling fleets.

How many people (estimate is fine) attended your CAD activities?

50

Aside from the general public, who participated in your CAD activities?

Local Media; Local Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations

Did you issue any News Releases/Media Advisories prior to your events?

Clean Air Day articles or advertisements were in the paper a month before and two weeks after CAD. CAD was advertised on the radio and on the local cable TV.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

I did a business sponsored add and paid a small part with the funding money. I had an interview with the radio and we talked about the activities on CAD and about the Air Quality Committee public meeting and some of the air pollutants in Revelstoke. The Mayor also talked on the radio about Idling and CAD. The City had a small CAD advertisement on the paper.

Did you receive any media coverage surrounding your event?

Yes

Did you produce any promotional materials on your own (posters etc.)?

Yes

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

Hand Bags, bicycle bands, magnets and no idling stickers are very good.

What would you like to see changed next year in terms of your CAD materials?

A thin and small maybe 3x2 or 4x3 no idling cards for people to carry around and to give away to idling peoples.

Comments on support from local transit system and your local government.

I had good support from the City as they are keen on the no idling bylaw. I had a CAD banner this year across Downtown Street donated by the Air Quality Committee which is a City committee. There was free transit on CAD but the transit buses in Revelstoke are idling. It has been reported but I still saw the bus idle at the Plaza. The local paper editor is very supportive.

Sunshine Coast Regional District

Contact Name: Marj McDougall

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Email: marj.mcdougall@scrd.bc.ca

Summary of event

(a) Transit – Free fare day for all passengers, conventional and handyDART.

(b) Spin Cycles, Gibsons – Free bike safety adjustments (safety checks, pump tires, lube chain, etc.) and free draw to win a bike tune-up worth \$50. Large shop tent was set up with displays, literature, give-aways (frisbees, tattoos, etc.) and ICBC cycling brochures.

(c) Sunshine Coast Clean Air Society – Information booth at Trail Bay Mall, Sechelt, and distributed pamphlets, newsletters, Frisbees, government handouts. Screening the Al Gore documentary, “An Inconvenient Truth” with opening remarks by Al Strang of Howe Sound Pulp & Paper who spoke about the mill’s history and environmental achievements.

How many people (estimate is fine) attended your CAD activities?

(a) Transit – 928 passengers (890 conventional and 38 handyDART).

(b) Spin Cycles – 18

(c) SC Clean Air Society – 150 to 200 stopped by the Info booth (or were waylaid) and 35 attended the screening.

Aside from the general public, who participated in your CAD activities?

Local Media; Government Departments; Local Businesses; Students

List any anecdotal feedback about the event from participants.

(b) Spin Cycles – People seem impressed that Transit promoted a Clean Air Day event and some bike riders were actually unaware how easy it is to take a bicycle on the bus.

(c) SC Clean Air Society – Screening ~ Audience engaged by Al Strang and appreciative of the opportunity to attend this screening. Info Booth ~ Some angry people behaved badly claiming “global warming is a hoax”. Many teenagers were glad to get Frisbees. Welcome Wagon hostess asked for material on the Society to include in greeting baskets for newcomers to the Coast.

Did you issue any News Releases/Media Advisories prior to your events?

(a) Transit – Coast Reporter, 91.7 CKAY FM Public Service announcement, BC Transit web site customer alert, Clean Air Day web site notice, SCRCD web site notice, local Cable 11 public service announcement (attachments).

(b) Spin Cycles – No.

(c) SC Clean Air Society – Newsletter attached which was sent to Society members, distributed at libraries and other events.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

(a) Transit, (b) Spin Cycles and (c) SC Clean Air Society – No.

Did you receive any media coverage surrounding your event?

Transit – See Item #5 above.

(b) Spin Cycles and (c) SC Clean Air Society – No.

Did you produce any promotional materials on your own (posters etc.)?

(a) Transit, (b) Spin Cycles and (c) SC Clean Air Society – No.

How valuable to your CAD 2007 campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

(a) Transit - Extremely valuable. The “goodies” often attract people to the message.

(b) Spin Cycles – Extremely valuable.

(c) SC Clean Air Society – The materials were very useful.

What would you like to see changed next year in terms of your CAD materials?

(a) Transit - Not such much changed, just continue providing frisbees, tattoos, arm bands – basically any promotional materials that will attract people to the sites where activities are being held.

(c) SC Clean Air Society – Materials without dates on it to make them less time sensitive (brochures, posters should not have the specific date so they can be re-used). We took the banner ad from the CAD web site to use in our newsletter, but were unable to get a good version for a print. Our emails were unanswered. Bookmarks, posters and other material that can be distributed well in advance to schools and libraries would “get the word out” – if we got them well in advance.

Comments on support from local transit system and your local government.

(b) Spin Cycles – Local support is excellent from Transit. The local government could be more involved – i.e., a few years ago local government had a contest with a points system relating to how you got to your destination and distance – just for bragging rights, but could expand to some kind of carbon credits?

(c) SC Clean Air Society – Marj at Sunshine Coast Transit was great – giving up her lunch hour to ensure we had all the materials for our information table, and making good use of our materials which we had received from BC Lung and other agencies. The local government cut back the allotment for CAD this year, so she had less to work with in terms of advertising support. Still, she was in there helping at a time when our Society was undergoing transition from one administration to another. Kudos! Mucho kudos!

BC Lung Association: Vancouver

Contact Name Jesse Eckert
Organisation: BC Lung Association
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Fax: 604-731-5810
Email: eckert@bc.lung.ca

Summary of event

To start, General Wolfe Elementary hosted a school commuter challenge (86% of the students participated). Once the students checked in with their teachers, and prizes were drawn (bike helmets, water bottles, lights, kites etc), the students spent the morning with their teachers learning about air pollution and how it affects their health.

In class, each student received a BC Lung frisbee and were asked to write their Clean Air Day commitments on them. The students then used them in the afternoon to participate in the mini sports day. The older students who brought their bikes to school were invited to bike around the school and try out the obstacle course that was built for them.

How many people (estimate is fine) attended your CAD activities?

450 students and 20 adults

Aside from the general public, who participated in your CAD activities?

Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations

List any anecdotal feedback about the event from participants.

The students loved the event because they all had smiles on their faces, liked the prizes, and the outdoor activities. The teachers thought it was well organized, fun and liked that every student received a prize.

Did you issue any News Releases/Media Advisories prior to your events?

No, but we did send out a news release after the fact. We didn't have consent from all the children to take photos so we didn't invite the press, but took some of our own photos to send out in our own press release the following day.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

No

Did you receive any media coverage surrounding your event?

Not yet!

Did you produce any promotional materials on your own (posters etc.)?

No

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

I liked the tattoos, but the rest of the materials did not seem appropriate for Elementary aged children but I will use them at a couple events in June and I'm sure they will be well received.

What would you like to see changed next year in terms of your CAD materials?

I would like to see a couple more items for children such as simple kites, balls etc.

Comments on support from local transit system and your local government

The two people a contacted from Translink did not respond to my requests. Either they couldn't help me or they were too busy, I'm not sure which was the case. I did not seek funding from the city of Vancouver because we had adequate funding, however they were helpful in my requests to close/clear streets for our bike ride.

Better Environmentally Sound Transportation: Vancouver

Contact: Michelle Candido
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Address: 822 – 510 West Hastings Street, Vancouver BC Canada
Tel: 604 669-2860 (Ext: 206)
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Email: Michelle@best.bc.ca

Summary of event

Clean Air Day was celebrated in the GVRD with a record breaking 84 organisations and over 10,000 participants commuting to work using sustainable transportation options in support of the Commuter Challenge. Trophies and month long juice prizes will be awarded to various participants who achieve the highest percentages in their categories during BEST's annual pancake breakfast.

How many people (guestimate is fine) attended your CAD activities?

Over 10000 participants attended CAD activities.

Aside from the general public, who participated in your CAD activities?

Local Media; Local Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations

List any anecdotal feedback about the event from participants.

Many organisations were ecstatic to participate in the Commuter Challenge. For example Tourism Vancouver had just established an environmental committee and saw the commuter challenge as a perfect fit for the committee to oversee. They challenged Tourism BC and came out with 96% of sustainable transportation users within their organisations. On a different note PHSA (Provincial Health Services Authority) utilised the Commuter Challenge to monitor the difference it made on their overflowing parking lots.

Did you produce any promotional materials (posters etc.)?

We produced workplace coordinator brochures, posters for workplaces and 67 sky train posters were created to spread the word about signing up for the Commuter Challenge.

Did you do any advertising (paid or sponsored) such as newspaper or radio ads

We ran an ad announcing the winners in the Vancouver Sun. This was paid for but we received a not-for-profit rate. We also had an ad in Business in Vancouver donated to us. That ad has not run yet.

Did you receive any media coverage surrounding your event?

Attached. Plus: Yes, prior to the Commuter Challenge I rode my bike from Burnaby to the Sutton Place Hotel. I competed against a car, a scooter and a transit rider in a friendly, but fierce televised competition on Global TV. To my dismay the traffic was non existent, allowing the automobile to come in first place at 35 minutes, followed by the scooter at 37 minutes and finally I arrived at 53 minutes. Oddly enough, the transit rider got lost and came in after me. The transit rider should have arrived before anyone.

On Clean Air Day, 24 hours promoted the Commuter Challenge on its front page and covered the story with more detail within the magazine. I've attached the a copy of the 24 Hours issue.

How valuable to your campaign were the Buttons, Temporary Tattoos etc?

They were helpful, and we used them in the prize packages that were going out. We could have used them earlier as we have a long lead-time.

What would you like to see changed next year in terms of your CAD materials?

Get them earlier.

Other

Translink was extremely helpful! Not only did Translink join us as a Gold donator, Frankie Kirby offered us over \$14,000 worth of free advertising space to promote the Commuter Challenge. She was extremely supportive and assisted by emailing a massive list serve of people engaged in transportation alternatives.

Victoria: Way to Go!

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Mail: 1250 Rudlin Street, Victoria, B.C. V8V 3R7.
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Fax: 250-360-1560
Email: kort@vtpi.org
Website: www.waytogo.icbc.bc.ca

Event Summary

Earth to Clean Air Day Challenge, elementary and middle schools and families encouraged to submit active transportation plans between April 22 and June 6 to BC Transit by March 30. Bus pass and school field trip prizes to be awarded by BC Transit in April.

CAD Participants:

Approximately 60 schools

Resort Municipality of Whistler

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Organisation: Resort Municipality of Whistler
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Summary of event

The RMOW was unable to hire a Commuter Challenge/bike to work Week Coordinator for 2007 so we concentrated on producing EnviroFest – Saturday June 9, 2007 and the Myrtle Philip Community School Commuter Challenge – Monday June 4 – Thursday June 7, 2007, followed by Wheeling Wednesdays June 6, 13, and 20th.

How many people (estimate is fine) attended your CAD activities?

EnviroFest was held on Saturday June 10 from 11AM to 4PM in Mountain Square. Approximately 1,500 residents and visitors attended while approximately 5,000 people walked through Mountain Square. All 350 children and teachers at Myrtle Philip Community School participated in the one week Commuter Challenge. Please see pictures attached.

Aside from the general public, who participated in your CAD activities?

Local Media; Local Politicians; Government Departments; Local Businesses; Schools and Students; Non-Governmental Organizations

List any anecdotal feedback about the event from participants.

All EnviroFest participants said they would come back again next year. Live music is always a draw. Next year we will need a larger space. The cooking demos and samples were a draw.

Did you issue any News Releases/Media Advisories prior to your events? .

Yes – Please see attached. I have also attached newspaper clippings.

Did you do any paid or sponsored advertising such as newspaper or radio ads?

We paid for our ads and used existing free space through a WAVE media trade. WAVE carries the local papers on the buses and receives a 1/4 page ad space in return. This space was used to do a call for participants as well as the first of the information ads about EnviroFest.

Did you receive any media coverage surrounding your event?

Yes – please see attached

Did you produce any promotional materials on your own (posters etc.)?

Yes, posters and ads – please see attached.

How valuable to your campaign were the materials you received from the Federal Government (tattoos, arm bands etc.)?

Extremely. We received cloth bags and wildflower seed rulers. Both were used for the Myrtle Philips community school Commuter Challenge prizes. We also used them as give-aways during EnviroFest.

What would you like to see changed next year in terms of your CAD materials?

The magnets are too large. I still have magnets from 3 years ago. People are not interested in this magnet. Perhaps if it was a Clean Air Day picture frame magnet, people might want them. Also, graphic and colours needs to change. The temporary tattoos also are not “cute” enough to get children’s (or their parents) attention.

Comments on support from local transit system and your local government.

Whistler Transit Ltd delivered a WAVE bus that was used as the Kids Zone for EnviroFest and an art gallery for displaying the artwork that the children from Spring Creek and Alta Lake Schools produced. During EnviroFest, we had a people choice award for the children’s artwork displayed. The RMOW provided the prizes for the top three (there was a tie for both 1st and 3rd place therefore, there were 5 prizes awarded).