

**2007/08 Board of Directors**

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June 9, 2008

Dear Sir/Madam,

RE: Vehicle Idling Reduction Campaign

Thank you for taking the time to speak with our Skeena region campaign ambassador Ashley Jacobs. Ashley is one of ten ambassadors employed by the BC Ministry of Environment to work with local air quality groups across the province. This letter helps to explain what the campaign is about and invites you to contact the project supervisors if you have any questions, suggestions or concerns about the campaign.

The Bulkley Valley- Lakes District Airshed Management Society has identified unnecessary vehicle idling as a local pollution source of concern to public health and fully supports the objectives of this campaign outlined in this letter. We are working closely with Ashley to develop and implement strategies for meeting campaign objectives at the community level, including developing partnerships with businesses, schools and government agencies that provide services to motorists and collecting information from motorists regarding idling and air quality. The partnership seeks to increase the number of places that drivers can learn about the benefits of curbing their idling habits and to gather and/or verify information on recommended idling times for specific vehicle types and uses based on fuel types and outdoor temperatures. The campaign is summarized below for your information.

Vision statement: *"Inspiring BC to be Idle-Free"*

Mission statement: Reducing unnecessary vehicle idling through community awareness, education and engagement.

Objectives:

1. To collect information on B.C. public and idling frequency, duration, hotspots, and attitudes.
2. To demonstrate a noticeable increase in support for idle-reduction at the individual and community level.
3. To increase the number of idle-free zones established in BC communities.
4. To demonstrate progress in bylaw implementation and promotion.
5. To identify champions and strategies to move this initiative forward past the summer (legacy planning).

To learn more about the health impacts of idling and the other strategies used for this campaign, please join us at our 2008 AGM and Air Quality Community Forum. The event is scheduled for Monday, June 16, 2008 from 2:00 pm to 7:30 pm at the Old Church in Smithers. The program will include presentations on the initial results from the BVLD woodsmoke health study, an assessment of woodsmoke bylaws, status of woodstove exchange program, and the kick-off our new Vehicle Idling Reduction Campaign. The draft agenda and more campaign information are both posted on our website at www.cleanairplan.ca.

Thank you again for your support of our work, and please do not hesitate to contact our offices directly for further information on this campaign or the proposed partnership.

Sincerely,

L. Gallant

Laurie Gallant BES
Facilitator, BVLD Airshed Management Society

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Cc: AMS Board of Directors