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**Community Event Evaluation  
and Report**

**8 August 2006**

## **Introduction**

This report was prepared by Tara Steigenberger, BC Transit/BC Clean Air Day Coordinator, 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 further reach communities throughout the province. 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.

Clean Air Day is celebrated by communities across BC with various activities. Activities include commuter challenges, wood burning stove awareness, vehicle emissions testing, children's programs and many more activities.

The partners also work together on a special project each year. In the past the special project was usually 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 is the Emissions Reduction Toolkit, which is an online tool to help BC local government employees lower emissions in their community.

## **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**

The funding for Clean Air Day 2006 and the Emissions Reduction Toolkit (2006/07) came from the BC Ministry of Environment and Environment Canada. The grants totalled \$39,000.

The 2006 budget was allocated as follows:

- Community activities on Clean Air Day: 44%
- Emissions Reduction Toolkit: 51%
- Evaluating 2005/06 project: 5%

The funding process is simple. Each community/agency sends a funding application to BC Transit for review. If approved (they were all approved in 2006), we sent them 75% of their funds. We sent the remaining 25% when we received their completed Clean Air Day evaluation forms.

We determined a community's funding amount by whether the community was a returning participant or a first-time participant. Returning participants received \$1,000. First-time participants received \$1,200. In 2006, BC Transit distributed funds to:

- Better Environmentally Sound Transportation (Greater Vancouver and area)
- the City of Campbell River
- the Cowichan Valley Regional District
- the City of Cranbrook
- 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 Town of Smithers
- the Sunshine Coast Regional District (Gibsons, Sechelt)
- Capital Regional District (Victoria)
- the Resort Municipality of Whistler

## **Measurements for 2006**

### **Growth**

For 2006, BCT recommended including Prince Rupert, Port Edward, Terrace, Quesnel and Cranbrook to our list of Clean Air Day funded communities. We were unable to find a coordinator for Prince Rupert and Port Edward, and we found a coordinator for Terrace, but lost him very close to Clean Air Day.

Five new communities came on board for 2006: Smithers, Quesnel, Revelstoke, Cowichan There were 21 Clean Air Day communities in 2005 and 29 in 2006.

## **Funding**

To reach new communities and to continue providing adequate funds to our continuing communities, we requested an additional \$2,000 from each funding partner for 2006. We received an extra \$2,000 from the Ministry and received in principle an extra \$2,000 from Environment Canada.

## **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 have not received one evaluation form for the Teachers' Guide. In late September 2006, Tara will direct call 50 teachers and work from that sampling for an evaluation of the products.

## **Partnership**

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

## **Recommendations for 2007**

### **Growth**

I recommend we not fund any new communities for Clean Air Day 2007. Instead, the partners should evaluate the funding process, and decide on new criteria based on a long-term plan for Clean Air Day funding and one that is in synch with the provincial and national movements for clean air.

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

### **Funding**

In order to get the funding from the BC Ministry of Environment back in line with the fiscal year, we will only request funding for the Clean Air Day activities, and not the special project. We will continue to request funding from Environment Canada for Clean Air Day funding.

### **Special Project**

I recommend that we not undertake a special project for 2007/08. But instead, that we focus on evaluating and creating awareness about our existing special projects. (The Teachers' Guide for grade 5 and the Emissions Reduction Toolkit.)

### **Partnership**

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

# 2006 Community Evaluations

## Participating Communities

### **Campbell River. Population: 31,301**

City of Campbell River

### **Cowichan Valley. Population: 71,998**

Duncan; N. Cowichan; Ladysmith; Lake. Cowichan; Areas A-I; Indian Reserve

### **Cranbrook. Population: 35,000**

Cranbrook

### **Kamloops. Population: 84,000**

City of Kamloops

### **Kelowna. Population: 140,000**

City of Kelowna

### **Kimberley. (Evaluation included with Cranbrook). Population: 7,000**

Kimberley

### **Nanaimo. Population: 130,000**

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: 74,000**

Armstrong; Coldstream; Enderby; Lumby; Vernon

### **Okanagan Similkameen. Population: 76,635**

Penticton; Oliver; Osoyoos

### **Prince George. Population: 85,000**

City of Prince George

**Quesnel. Population: 27,000**

City of Quesnel

**Revelstoke. Population: 8,000**

City of Revelstoke

**Smithers. Population: 5,000**

Town of Smithers

**Sunshine Coast. Population 27,000**

Sechelt, Gibsons.

**Vancouver. 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. Schools: 106 schools.**

Greater Victoria, Sooke, Sidney

**Whistler. Population: 10,000**

Resort Municipality of Whistler

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## City of Campbell River

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### Summary of Event

Clean Air Day Free Bus  
Carpooling promotion

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

Normally 1,800 people per day use the CR buses, on Clean Air Day there were 2,325 riders, an increase of 525 people or a 29% increase in ridership. We also posted signs promoting carpooling and there were radio ads.

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

Newspapers: Campbell River Mirror, Courier-Islander  
Local Radio & T.V. Jet FM, Ride FM and CRTV  
Local Politicians: Carpooling to meetings  
Schools and Students: Took advantage of free bus day  
Non-Governmental Organizations: Assisted in promotion of free bus day

### List any anecdotal feedback about the event from participants.

Citizens wanted to have bike racks on our buses.  
Bus schedules do not always connect well enough for people to use them.  
The bus should be free everyday!!

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

Press releases and internet research forwarded to local media.

### Did you produce any promotional materials?

Two 4 x 8 banners promoting Clean Air Day and carpooling.

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

We paid for one ad in the local paper promoting Clean Air Day and Carpooling.

### How valuable to your CAD 2006 campaign were the Giveaways?

They were distributed at our Oceans Day community event

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

The support materials were good... Perhaps include something special for the bus drivers to wear, or something to help them promote CAD. We thanked all of our bus riders for taking care of the environment.

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

(5) Excellent support, our bus drivers promoted clean air day.

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**Cowichan Valley Regional District**

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**Summary of Event**

Two events occurred in the Cowichan Valley for CAD. The CVRD and the Municipality of North Cowichan conducted a Commuter Challenge event, and the CVRD sponsored a free transit day on the Cowichan Valley Regional Transit System. Both events were a success, with a high rate of participation. CVRD staff were encouraged to participate in a CAD quiz, One Less Tonne Commitment Challenge, bicycle commuting information session and lunch, and a celebratory breakfast and prize giveaway. North Cowichan also had a morning snack and prize giveaway, and they ended up winning the challenge and the Commuter Challenge Cup.

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

The total number of participants in the Commuter Challenge was 84 and the total number of transit riders was 1400. A total of 1241 kilometres or 56% of regular commuting distance was saved amongst local government staff. There was a 40% increase in the number of participants in the Challenge, and a 44% increase in transit riders. It was hoped that transit ridership would increase by 10% on Clean Air Day, thus we surpassed our goal four times over. The funding provided by the Clean Air Day Committee at BC Transit really helped with raising awareness around clean air and climate change issues. The prizes and the Environment Canada giveaways acted as excellent motivators.

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

Local Media, Local Politicians, Government Departments

**List any anecdotal feedback about the event from participants.**

People enjoyed the events; however, some people complained that the transit buses downtown in the afternoon were too full.

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

Yes – the attached news release was provided to local newspapers and radio as well as on BC Transit's website.

**Did you produce any promotional materials?**

We produced a poster for the Commuter Challenge, and sent out several emails to staff. In addition, we posted a banner on our website linking to information on Clean Air Day. The webpage and the Clean Air materials posted on the website are attached.

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

Ads were produced for print as well as for interior bus cards (see attached). Radio jingles were also paid for, which were rotated on SunFM, beginning 3 weeks prior to Clean Air Day. Examples of the radio jingles are also attached.

**Did you receive any media coverage surrounding your event?**

SunFM in Duncan did a story, featuring Transit Manager Gord Bigham. Shaw Cable had an announcement on their community listings as well.

**How valuable to your CAD 2006 campaign were the Giveaways?****At the CVRD:**

The Environment Canada materials provided great prize packages for runner-ups and went a long way towards stimulating interest in Clean Air Day events. They also allowed almost everyone who participated to receive a token prize of some kind, which fosters goodwill for future events.

**At North Cowichan:**

The bags and reflective bands were very well received. The bags were used as giveaways later to those who didn't win one of the other prizes, but made a special effort. The reflective bands were generally given to those who biked, or those participants who had kids. The tattoos weren't taken at all.

**On the buses:**

We ran out of goodies after the first 2 hours. The magnets were by far the best item – the rulers were breakable and tattoos more appropriate for small children.

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

This year's Commuter Challenge posters from Environment Canada were not overly effective – the message wasn't clear and it seemed to emphasize driving. The colour scheme of the posters was very eye-catching, but the picture of the hand with car keys missed the mark. Also, the tattoos didn't get much bang for the buck. The magnets could be designed individually for each participating community with enough notice and interest.

## **On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

4 – I had great support in terms of the ads for the event. I did not have much interaction with Tara, but the efficiency of BC Transit was much appreciated. Now that we have gone through this once, it will be much more smooth next year.

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## **City of Cranbrook / Town of Kimberley**

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### **Summary of Event**

We hosted a commuter challenge on June 7 open to both schools and the public. Participants were offered the opportunity to win prizes for helping to keep the air clean.

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

Six schools (five elementary and one middle school) were involved, with 663 kids participating. The public did not join in quite as strongly as the school kids, with only 28 people participating.

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

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

### **List any anecdotal feedback about the event from participants.**

None was submitted.

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

Yes. See appendix for news releases.

**Did you produce any promotional materials?**

We used posters that were given to us from the local Ministry of Environment office, as well as those received from BCT, and taped on an addition with the locally pertinent details of the event. We created entry forms for the prize that doubled as advertisements in the local papers, and were in several different stores where you could enter. .

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

See appendix for samples of ads, both radio and paper.

**Did you receive any media coverage surrounding your event?**

See appendix for media coverage.

**How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?**

I believe the prizes were a nice thing to entice children into participating and learning about the issue. In terms of priority, I think the longer-lasting prizes are more beneficial, i.e. the bags, magnetic words, rulers with wildflowers, and ankle reflectors, because they are not going to go straight into the trash.

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

I would like to see the prizes to be dominantly long-lasting prizes, as opposed to trinkets, to cut down on waste and to ensure kids will be reminded of Clean Air Day and the factors causing it, etc. As well, next year, I would request fewer brochures.

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

I would rate our support a level 4. I was very impressed at the materials that came in. My only concern too late in the game was that we had too few prizes for the schools that were participating. I realize that we make the decision in terms of numbers ordered, but we did not receive the number that we requested and ended up scrounging last minute for extra prizes. I am also quite impressed at the quality of the online curriculum that educators can access.

**Additional comments on BC Transit support.**

Thank you for supporting this day. The one thing that I would like to see more of is information on the larger picture and linking it to climate change. This year especially, Clean Air Day coincided nicely with Stephen Harper's movement towards dropping out of the Kyoto Protocol. Information on what is going on, re: climate change, would be a great thing and would augment the material on health effects of polluted air.

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## City of Kamloops

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### Summary of Event

We had a variety of events that occurred throughout the City for Clean Air Day. These included on location radio spots at the bus exchanges, walking paths, and surprise locations around town. Residents were encouraged to come to these locations for prizes and to answer skill testing questions. We also had a quiz show on two radio stations where callers tried to answer the skill testing questions from the “Who wants to clean a million air” game. We participated in the Commuter Challenge with a variety of businesses and residents participating. In house, we began our Anti Idling campaign with a presentation to supervisors and then crew talks to the employees. We posted signs throughout our different works yards and began a program where each vehicle in the fleet has an Anti-idling reminder on the windshield.

Our ECOSmart team did presentations in schools in the morning and then went out biking in the community with prizes for those who could answer Clean Air questions in the afternoon. We also hosted a BBQ in one of downtown parks for City Council, Senior Management, the Media and local companies where the focus was Clean Air.

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

We had over 2000 people physically attend, however because of the radio we had contact with over 10 000 people throughout the day.

### 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 of the people answering the skill testing questions commented that it was great to win a prize for common sense answers. One of the people who one a prize for taking the bus to work was happy to be regognized for his effort. A lot of people said that it should be a year round campaign because clean air is so important. The Anti Idling campaign really hit home with the amount of money that can be saved by turning off a vehicle – many of the supervisors strongly advised employees to turn off vehicles.

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

We had both radio and TV spots on the week prior to Clean Air Day.

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

We used the posters and other promo materials that were provided.

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

We had spots on the local Midday news, all three radio stations, as well as the evening news. Both television news reports were interviews with myself describing the various activities that would be occurring and to encourage residents to sign up for the Commuter Challenge. I brought along many of the prizes so that residents could see what they could win. On the radio we had the various DJ's competing against each other for the commuter challenge over the week and encouraging residents to sign up or attend our various events. I also was on two morning shows the week prior to Clean Air Day promoting our events and encouraging people to take alternate modes of transportation to and from work or play that day.

**Did you receive any media coverage surrounding your event?**

All of our media coverage was via radio and television on the day of the events.

**How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?**

The buttons were very valuable for kids as well as adults. I found that the temporary tattoos were not as popular because many of the parents did not want their kids to be putting them on.

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

The posters, pamphlets, buttons etc were fantastic. I was thinking that longer lasting prizes are valuable such as pencils, rulers, water bottles etc because residents will continue to use them for the rest of the year as opposed to just throwing it away or putting them in a drawer. I was also thinking if we could have them ahead of time we could be using them in advertising prior to Clean Air Day.

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

5 – The help that BC Transit (specifically Tara) was unbelievable. If it weren't for all the assistance, materials, support, and directions, I would not have been able to complete our Clean Air Day activities.

## **Additional comments on BC Transit support (what can we do better next time).**

I found it difficult locally to get Transit to participate by giving free rides on Clean Air Day. They did offer a few bus passes that we could give out as prizes, however it would be nice if we could make all transit free that day to really encourage transit use.

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## **City of Kelowna**

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### **Summary of Events**

#### **Commuter Challenge, June 4-10**

The Commuter Challenge is a friendly competition between cities across Canada to see which city can get the most people to choose environmentally friendly and healthy forms of transportation. Here in the Central Okanagan, the coveted Clean Air Trophy will once again be awarded to the organization with the highest percentage of people participating in three categories: Large Organization (over 100 employees), Small Organization (under 100 employees), and School. Plus every participant is eligible to win great prizes!

#### **Celebrate the Environment Wine and Cheese, Thursday May 25, 4:30-6:30 pm**

Guest speaker: Dr. Paul Hasselback presenting: Transportation and Your Health  
Come and join us for an evening that will highlight environmental initiatives in the Central Okanagan, honour the Mayor's Environmental Achievement Award Winners and kick off the Commuter Challenge.

#### **Mayor's Environmental Expo, May 25-27, Mission Creek Regional Park**

Have fun, win prizes and learn all about the environment with interpretive and interactive displays for people of all ages. The Expo will showcase over 50 small businesses, corporate, government and non-profit environmental initiatives in the Kelowna area.

#### **Clean Air Day Free Transit, June 7, all day**

Let's take back the air! Citizens in the Central Okanagan are invited to enjoy a FREE ride on transit if they are registered for the Commuter Challenge (to get your free bus ride, simply tell the driver that you are registered for the Commuter Challenge or use the code word 'Clean Air Day').

**Clean Air Day Complimentary Breakfast, June 7, 7:00-8:30 a.m.**

Participants in the Commuter Challenge are invited to enjoy a delicious free breakfast served off three stationary 'Breakfast Buses' that will be located at the Orchard Park Transit Station, Queensway Transit Station, and Westbank Exchange.

**Commuter Challenge Coordinators Thank-You Lunch / Commuter Challenge Awards Presentation, Thursday June 29, 12:00 p.m.**

Commuter Challenge Coordinators are invited to attend a lunch time event to bring together organizations participating in the Commuter Challenge. Awards will be presented to the business, church and school with the highest percentage of participation in the Commuter Challenge and great prizes can be won by all who attend.

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

CAD = 401

Commuter Challenge = 8,531

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

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

**List any anecdotal feedback about the event from participants.**

Thanks for taking the time to appreciate transit riders

It's a great way to raise awareness about alternative forms of transportation

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

Yes

**Did you produce any promotional materials?**

Commuter Challenge poster as part of school poster contest

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

Print advertisements for commuter challenge and clean air day

Radio advertisements for commuter challenge

**Did you receive any media coverage surrounding your event?**

Press releases attached

**How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?**

Very valuable as giveaways during events

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

More buttons

## **On a scale of 1-5, how do you rate your level of support from BCT?**

4.

## **Additional comments on BC Transit support (what can we do better next time).**

Tara was on the ball and very helpful.

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# **Regional District of Nanaimo**

## **Summary of Events**

The events that took place from May 29- June 10 were bike tune ups, Commuter Challenge Breakfast, Celebrate Clean Air Day and Buck for the Bus promo. The elementary schools never became involved because there was not enough time. I worked with the GNCC a little bit to get contact information of other GNCC members, however there was only one participant from the GNCC at our events.

## **Bike Tune Ups. Preparation details.**

The bike tune ups were mostly organized by the City of Nanaimo, Rob Lawrence and Sharon Horsburg. They took place at Oak Bay Bikes and Arrowsmith bikes the 7pm-9pm May 30 and June 2. I created the posters and alerted A Channel of the event.

Media Tools used:

Posters

News Release

A Channel Coverage

Purpose:

To show support for everyday commuters and cyclists who will or would like to participate in the Commuter Challenge.

Audiences

Daily Commuters

Cyclists

GNCC members

## **Commuter Challenge Breakfast. Preparation details.**

The Breakfast took place at the Woodgrove Mall bus exchange and Parkway Trail, Monday June 5, 7am-10am. I organized donations from Superette foods, So Nice, Quality Foods, Thrifty Foods, Save on Foods and Serious Coffee. The donations were overwhelming and we had food left over to hand out on Clean Air Day.

Media:

Community Event listings  
Web announcements  
A Channel News  
Nanaimo Bulletin Article  
Posters  
Purpose:  
To inform and support community on the commuter challenge.  
Audience:  
Daily Commuters  
RDN employees  
Bus Riders  
Cyclists  
Students

### **Clean Air Day. Preparation details.**

This event was held at Malaspina June 7, 11am-2pm. This project required many hours to organize the participants, location, and media but it was a lot of fun. Participants included Moped City Nanaimo, Malaspina, City of Nanaimo, BC Hydro, Toyota Nanaimo, Three Point Motors and Arrowsmith Bikes. There were 200-300 people that attended, took info pamphlets, free food and talked about our ideas on sustainable transportation.

Media

Wave Community Cruiser  
Wolf Community Cruiser  
Wave Radio Ads  
Newspaper Ads, Nan Daily  
Event listings  
Web announcements  
News Release  
A Channel  
Radio Discussion (Wave)

Purpose:

To inform community on alternative transportation that is sustainable and affordable. I really wanted to show the public that its easy to get around town without driving your car.

Audience

Daily Commuters  
Students  
Malaspina employees  
City of Nan  
RDN  
Bus Riders

### **Ride the bus for a buck. Preparation details.**

This promo was June 7 on all bus routes, all day. The bus fares were reduced to a dollar.

Media: Newspaper Ads, Nan Daily and Radio Ads, Wave

Radio announcements on June 7, Wolf & Wave

Posters

Community event listings

Web Announcements

Purpose

To show community that we support Clean Air Day and encourage public to ride the bus on this special day.

Audience

Daily Commuters

RDN

City of Nan

Bus Riders

Cyclists

## Human Resources

Liz Anderson-78.5 hours

Bus Driver to help with breakfast-4 hours

Bus Driver for CAD Bus- 6 hours

Mc Gruff- 6.5 hours

## Budget

The allotted budget for Clean Air Day events was \$1200.00 and I was under budget by \$340.97.

CAD / Commuter Challenge	
Radio Ads	\$650.00
Poster printing	\$181.69
Yogurt for Comm. Breakfast	\$27.34
Total	\$859.03

## Purpose/Messages

To inform community/university students/riders in the Nanaimo district that transit supports CAD and encourages the commuter challenge by using public transit as a means to cut back emissions.

To inform grade 3-5 student on the importance of keeping our air clean and why we have CAD.

To become involved with Malaspina University/City of Nanaimo's efforts to inform and support CAD and commuter challenge.

Comments: Two purposes were fulfilled; I believe we informed the community and students on Clean Air Day and showed our support of the event in the community as well as work together with Malaspina and the City of Nanaimo to create some great informative events. However the Elementary schools were never included as there was no time or willing participants in the community. This was due to lack of time and too many projects on the go. Overall I feel that we fulfilled our purpose and brought organizations together for the common goal of reducing emissions.

## Audiences

Desired Audience: There were approximately 200 people at Clean Air Day and 45 at the commuter Breakfast. Over all I would say a general turn out of 300 people for the main events came out. We successfully targeted Malaspina students, Bus riders, influential organizations (ministry of forester/environment/rdn/nrt etc) and Daily commuters.

Comments: At first I was very disappointed with the Commuter Challenge turn out and presumed the advertising wasn't effective. But as I discussed the project with Dennis and Laura I realized that the level of support in Nanaimo is lower than in other cities. I got the impression that it's normal to have a 3 hour event in the morning and only 30 people show up. Other than that the turn outs were great and everyone in the community seemed very appreciative and impressed that we had organized the events.

## **Post-Evaluation**

### **Any Problems/unexpected "surprises"?**

The buck for the bus promo had difficulties because Peter Kuziek and I were having communication difficulties. Posters which were supposed to be placed on the bus and around the transit yard weren't put out until later that day and bus drivers found out about the promo the day of. I expected him to follow through, and he expected me to be dispersing the posters on the bus and we just generally had our wires crossed.

Unfortunately our lack of communication about posters was very important to the marketing campaign there were no "only a buck for the bus" posters on the bus until Noon.

### **What was successful?**

The coordination of media and advertising went really well. It was nice to get my feet wet and work with radio and T.V stations. The media was very supportive because they have a large community focus which is great to know. Clean Air Day at Malaspina was a real blast, everyone had fun, we had lots of participants and the radio stations were doing live clips with event organizers and teachers regarding Clean Air Day and sustainable Transportation.

### **What could have been done better?**

Internal Communications between myself and the transit office could have been a lot better as well as time. I was given a month to prepare and implement these events, if there had been more time I believe internal communication would have been a lot smoother. The Commuter Challenge breakfast is a great idea, however it should be a brunch, and it should be in a busier area. Unfortunately because I don't know the Nanaimo area very well I wasn't aware that the section of Parkway Bike Trail we were at was not heavily used.

The promo material (buttons and temporary Tattoos) were not very useful to our audience because the elementary schools did not participate. I would also suggest that the promo material/posters arrive earlier, they arrived too late at the Nanaimo location.

## **Recommendations**

### **Should this project be continued in the future?**

I feel that this project is worthwhile because it supports the community's efforts to reduce emissions as well as promotes public transportation. So it's a win, win situation. However I would recommend more time to plan events and one event rather than four. It's easy to spread your resources too thin while organizing four events in a month's time. I feel it would be much more efficient to plan a Clean Air Day event and Buck for the bus,

target them on separate days however have them focus on the same theme. There is a better chance of a successful project if there is one advertising focus, and that way the messages don't become too cluttered.

### **Could anyone else have carried out this project?**

In the past this event has been organized by the Greater Nanaimo Cycling Coalition and Nanaimo Transit was just a participant. The events they had organized appeared to be successful. Malaspina or City of Nanaimo could now organize this event and NRT could participate. However I think its easier if Transit organizes the events because then the focus is around public transit and it's easier to advertise our services.

### **On a scale of 1-5 (1 being the lowest and 5 being the highest)**

I would rate the level of support from BC Transit a 5.

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## **Regional District of North Okanagan**

**Contact Name:** Nicole Marzinik  
**Organisation:** Regional District of North Okanagan  
**Address:** 9848 Aberdeen Road, Coldstream, BC V1B 2K9  
**Tel:** (250) 550-3743  
**Fax:** (250) 550-3701  
**Email:** nicole.marzinik@nord.ca

### **Summary of Event**

The Clean Air Day Team was assigned to strategic locations near a busy intersection on a main thoroughfare on the morning of Clean Air Day, during rush-hour.

The teams approached commuting residents to let them know about Clean Air Day and provided them with a package, including a free copy of the local newspaper highlighting Clean Air Day and information to bring to work and home on Clean Air Day and the choices they can make year-round to better air quality (brochures, fact sheets etc.). Lucky individuals also received special deals on discounted oil changes, fluid top-ups and tire rotation and inflation to promote the idea that proper and regular vehicle maintenance is helpful for clean air, if one chooses to drive. Anyone choosing a greener transportation option was also treated to special coffees at a nearby coffee house.

While some members of the team approached vehicles, others on the team made themselves visible along the roadway, displaying information on Clean Air Day, anti-idling and green transportation options.

In the afternoon the Clean Air Day Team met at a local school and spoke to parents and guardians and students about Clean Air Day and in particular, anti-idling near school grounds.

The Clean Air campaign extended to the community of Lumby on June 9 and 10 at Lumby Days. An interactive and informative booth was set up in the Community Hall with information on Clean Air options. This was an excellent opportunity to reach a large audience.

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

Our team spoke directly to around 400 people, while many other commuters not approached by our team but driving past were made aware of Clean Air Day options through signage.

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

Local Media; Government Departments; Local Businesses; Schools and Students; Non-profit environmental groups

**List any anecdotal feedback about the event from participants.**

The volunteer participants informed me they had a fun day, it was a very beautiful day and it was nice to get outside. Participating businesses were pleased to be included in positive messaging about proper vehicle use. The media informed us that although we were competing with Tim Horton's Camp Day, they still thought it was a worthwhile event for them to promote. The only "negative" feedback we received was from a young male commuter who thought it funny we were promoting Clean Air Day in Vernon, when in fact he thought Vernon has bad air.

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

See attached. We issued a couple of press releases and public service announcements prior to the event. We also purchased and had donated radio spots and newspapers ads to promote the event. On the day of the event, a local radio station did call-in interviews and sent their event team to cover activities. At least one of the local newspapers also came to take pictures and interview some participants.

**Did you produce any promotional materials?**

See attached. We produced a series of five different posters for display at our events. We also distributed donated promotional Clean Air products such as stickers, Frisbees and water bottles. A local non-profit environmental group produced some anti-idling flyers and car decals which they gave to us to distribute at the events.

One of the local papers also produced a Clean Air Day edition which we distributed on the event day.

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

See attached. We did paid advertising in the local papers prior to the event. We also placed advertising on the two local radio stations, both donating 2 for 1 airtime. A local non-profit group matched our contribution and paid for additional radio advertising on one of the stations

**Did you receive any media coverage surrounding your event?**

See attached. We received excellent coverage from the media! One of the local newspapers jumped on board and provided a full cover page article and photo of our Clean Air volunteers. The editor also published a favourable editorial about our Clean Air

Day efforts and our team was recognized in the Bouquets and Brickbats section of the paper. Additionally the paper provided free copies of the Clean Air Day edition for us to distribute on the day of the event.

One of the local radio stations volunteered to do a call-in interview on the morning prior to the event and again several times during the event. They also sent their event crew to our event to update listeners on activities. The radio station also asked organizers for Clean Air related trivia for their morning call-in contest.

### **How valuable to your CAD 2006 campaign were the Buttons, Magnets?**

The incentives were very valuable. The CAD incentives and others, such as the coupons the Great Canadian Oil Change and Midian Coffee House supplied, enabled us to deliver our message about personal commuting options in a friendly, approachable way. They also awarded extra recognition to those choosing greener transportation options on Clean Air Day. As one volunteer said, "People walking on the street got some free things and it helped promote Clean Air Day. They love that!"

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

It was all wonderful – thank you!

### **On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

The level of support we received from BC Transit was 5. Our second annual Clean Air Day event brought awareness to people who may have not known air quality issues such as idling and single-occupant vehicle use damage our environment and our health. The event was successful thanks largely to funding provided by BC Transit. Without the support and financial generosity of BC Transit, we would not have been able to deliver our message about personal commuting options as effectively. Thanks also to Ms. Steigenberger for all her coordination efforts and expertise! Her professionalism and approachability made applying and participating in the Clean Air Day event a pleasure!

## **Budget**

### **Communication and Education**

Paid Value = \$1125

\$270.00 Vernon Morning Star

\$400.00 Vernon Daily Courier

\$55.00 North Valley Echo (1 ad)

\$50.00 Armstrong Advertiser (1 ad)

\$50.00 Lumby Valley Times (1 ad)

Lakeshore News (1 ad)

\$300.00 Radio advertising (2 for 1 – 8 paid spots)

Donated Values = \$640.00 + priceless

\$300.00 Radio advertising (16 spots)

\$240.00 On-air interviews (3 interviews)

\$100.00 On-location event crew

Unknown Vernon Daily Courier (front page, editorial and Bouquets and Brickbats)

Unknown Donated space for website promotion on the RDNO website, the Okanagan Science Centre website and the SENS website.

Unknown Production of anti-idling flyers and car decals donated by SENS

### **Human Resources Budget**

\$900.00 North Okanagan Regional District Staff Time  
Donation of time (\$500.00) Assistant Event Coordinator  
Donation of time (unknown) volunteers

### **Equipment Budget**

Donated (\$200.00) Printing of posters and placards  
\$100.00 Paid Promotional supplies  
Donated (\$100.00) Food and drinks for volunteers  
Event Value = \$3600 plus unknowns  
Total Paid Cost = \$1225.00  
Covered by funding = \$1200.00

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## **Regional District of Okanagan-Similkameen**

**Contact Name:** Janice Johnson, RDOS Air Quality  
**Organization:** Regional District Okanagan-Similkameen  
**Address:** 101 Martin St, Penticton, BC, V2A 5J9  
**Tel:** 877-610-3737  
**Fax:** 250-492-0063  
**Email:** janicejohnson@rdos.bc.ca

### **Summary of Event**

Pre-Clean Air Day 2006 events were held to raise awareness that National Clean Air Day is on its way.

### **Environment Mind Grind, 22 April**

Schools throughout the region entered teams to answer environmental questions. One component was Air Quality and Transportation.

Clean Air Day had a display along with brochures and a draw box for clean air door prizes. Those entering the draw first answered a skill testing air quality question.

Frisbee's generously donated by the Lung Association were flying during the break to audience participants who answered the clean air questions. It was exciting and loud with students jumping up and down with hands up in the air, answering I know I know. Even parents and teachers joined in.

### **Week-long display in the shopping mall, April 17 thru to April 23**

To promote clean air habits. Air Quality drew lots of attention as 100 brochures were picked up. Ministry of Environment donated the use of their new colorful display panels and provided brochures. Interesting to note that the brochure, Air Pollution Knows no boundaries, from neighbour to neighbour was the most popular. The National Clean Air Draw box drew 75 entries. Anti-idling tips sheets were also popular.

## **Okanagan Children Festival, held May 25 – 27**

This event drew crowds of children, teachers, and parents to the various activity tents. Clean Air partnered with ECO studies (those organizing Meadowlark Family day that was cancelled). Our activity tent included the making of pine cone bird feeders as well as a Clean Air table where visitors could draw what clean air meant to them and also enter the draw. The draw attracted 200 entries. National Clean Air Day packages were prepared and bagged for visiting teachers. Each bag contained two activities for Clean Air Awareness. The bag also contained National Clean Air goodies, posters and brochures. Fifty bags were distributed and next year hundred bags will be prepared along with a feedback form. It was a very busy and successful three days!

## **National Clean Air Day – June 7**

The Clean Air Day Coordinator's car broke down resulting in missing the morning transit pickup. Plan B kicked in where the Coordinator carried all the brochures and Clean Air promotional items and met pedestrians through the morning. Students, parents and those going to work were approached with a; Happy Clean Air Day or do you know what day it is today. Parents idling vehicles at school were approached with a; Hi, its National Clean Air today, and we are asking drivers not to idle." Some students remembered celebrating last year's Clean Air Day. Others said, "I am going to ask my teacher if she knows what day it is". Transit Day passes were stabled to the,"Give the earth some air" brochure as was the coordinator's contact. Downtown businesses received a Happy Clean Air Day and were given the brochure.

All brochures and Clean Air promotional items were given out. The Clean Air Day bags held an extra goodie, a model solar car kit. The public was very responsive as were the most apologetic idling drivers. (Photos attached).

Clean Air Day Coordinator gave a presentation in the afternoon to the Penticton Transit Committee. The enthusiasm of the committee was fabulous. A skill testing question was asked and the prize was a clean air day bag with a few goodies.

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

Earth Week in April (75 draw tickets in box)

April 22: Environment Mind Grind (80 draw tickets in box)

May 25-27: Children Festival (200 draw tickets in box) and (50 National Clean Air Day Activity packages distributed to teachers)

June 7: National Clean Air Day Coordinator hits the streets @ 8am (120 people)

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

Local Politicians, Local Businesses, Schools and Students, Non-Governmental Organizations

## **List any anecdotal feedback about the event from participants**

"Really Cool" when teenagers were told it was National Clean Air Day and why and were given a fridge magnet.

"I am going to ask my teacher if she knows what day it is"

Grade 1 student, drew a picture of a person with two hearts connected, "The first heart is my heart and the second heart is my lungs"

Idling school parent, “I always idle, thank you for bringing it to my attention, I just don’t realize I idle”

“I walk every where”

“I never knew there was a National Clean Air Day, interesting...”

“Thanks for an awesome time”

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

No, but the events that National Clean Air piggy-backed with were well advertised.

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

a) Clean Air Signage: Coreplast (hard plastic) was used to make National Clean Air Signs for the events

b) National Clean Air Draw box (used at each event and a way to count number of visitors)

c) Draw tickets with a skill testing question

d) We were going to develop an additional display panel but because the Ministry of Environment’s new display panels and literature and its availability to our community – there was no need.

e) National Clean Air Day activity packages for Teachers were given out at events prior to National Clean Air Day. (50 packages)

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

None, but events that National Clean Air piggy-backed with were well advertised.

### **Did you receive any media coverage surrounding your event?**

None.

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

- The fridge magnets, and the bags were the biggest hit.
- BC Lungs generous donation of Frisbees was also a hit and we had a lot of fun using them as a tool to engage audience.
- The rulers were not as big as a hit but when people saw the seeds in the back – the rulers then became “really cool”
- National Clean Air Posters were a hit for the schools as were the brochures
- Brochures were used as a tool to Downtown business and pedestrians to raise awareness of National Clean Air Day (all brochures were distributed)
- 40 Brochures were used to attach Transit Day passes and Air Quality contact information and distributed on Clean Air Day to pedestrians and to those hopping in their parked vehicle.
- The Commuter Challenge tip sheet and poster material did not go over that well. Most were recycled.
- The National Clean Air poster was distributed well as they went into Teacher Clean Air Day activity packages. The poster was good for hanging in the classroom.
- There were a few buttons and water bottles left over from 2005 and they were also a hit.

- People did ask what number of plastic was on the bottle as #4 and #2 are best for reusing for drinking and #5 is okay too.

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

Keep promotional materials simple – rather than send a few of many, send lots of one or two.

The plastic rulers are made of plastic and I do not think they get used. The fact that they had seeds for planting attached to the back is what made them attractive – Rather than using plastic (which is not environmentally or clean air friendly) use the seed idea and the information on the ruler and include in/on the inside of the brochures.

Can the National Clean Air brochures be made into a double sided tip sheet (that could be ordered in either French or English) They then could be used as a bookmark.

Attaching the seed packet, information and ruler measurement could be included on the tip sheet.

Rather than ruler measurement how about an air quality measurement or venting index information along the side instead of ruler measurement.

More and lots more fridge magnets! (Even the teenagers like them)

If I just had fridge magnets (500 or more) and 500 National Clean Air Day brochures (or tip sheets) – that would be sufficient. Each year a new theme of fridge magnet could be developed –they then would become a collector item.

The white non bold print on the light blue background in the Clean Air Day brochures is hard to read. Good to see other air pollutants include in the brochure such as wood smoke.

Template for a National Clean Air Day radio psa -- and newspaper ads.

### **On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

Definitely a 5. It was great to get materials in advance but even earlier, first week in April, would be even better as during Earth Day – National Clean Air Day could be advertised in a bigger way.

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## City of Prince George

**Contact Name:** Jocelyn White  
**Organisation:** City of Prince George  
**Address:** 505-4<sup>th</sup> Avenue, Prince George, V2L 3H2  
**Tel:** 250-561-7550 ext 261  
**Fax:** 250-561-7519  
**Email:** jwhite@city.pg.bc.ca

### Summary of Event

The community participated in the Commuter Challenge, had two 25 Cent bus days, and we set up displays on Clean Air throughout the City.

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

75 participated in the Commuter Challenge, and numerous people visited the booth. The 25 cent bus day was deemed “successful”, but we do not have any numbers.

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

Local Media, Local Politicians, Local Businesses, Schools and Students

### List any anecdotal feedback about the event from participants.

Residents were pleased with our standing in the Commuter Challenge and we did receive some enquiries for more info on air quality.

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

A report to City Council and media release was issued prior to Environment Week.

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

Two table-top displays and 8 large posters were created on topics such as “what can you do to help”, the Commuter Challenge, green transportation, and the local air quality committee. The posters were displayed at the local library, the hospital, and various other locations for Environment Week.

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

We submitted some newspaper adds for the Commuter Challenge and 25 cent bus day. Shaw also taped a 2-minute interview on the Commuter Challenge, 25 cent bus day and the bike and bus program (I have a copy of the footage, but I am not sure how big it is!)

### **Did you receive any media coverage surrounding your event?**

The tv clip mentioned above ran a few times an hour over environment week, and there was a taped radio interview that ran over the weekend preceding Environment Week.

### **How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?**

They were very helpful in encouraging people to visit the booth and provide info on where to go for more information. People always like “free” things.

### **On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

I thought it was great (4), both from the provincial and local level. Our local rep was completely on board with the program, and we have already discussed improvements for next year.

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## **City of Quesnel**

**Contact Name:** Tracy Bond  
**Organisation:** Baker Creek Enhancement Society  
**Address:** 410 Kinchant St. Quesnel, B.C. V2J 7J5  
**Tel:** (250) 992-5833  
**Fax:** (250) 992-5010  
**Email:** bces@telus.net and tbond@quesnelbc.com

### **Summary of Event**

Advertising Campaign on Clean Air Tips (Newspaper, Radio, Community Signs, Shaw Cable, Mayors Report), Free Transit, Clean Air Activities (Frisbee Golf, Sock over tail pipe and other experiments, tree planting) for Schools at Nature Education and Resource Centre, Grand Opening of the Bryce Bicycle Commuter Trail, Unveiling of new Bike Racks on Transit Buses, Clean Air Display at Public Works open house.

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

60 Nature Centre Activities, 17 Grand Opening of Trail and Unveiling of Bike Racks, 312 Riders on Transit for Clean Air Day.

### **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.**

As is common in a heavy industrial community, comments came out about why we are putting energy into clean air awareness and activities when industry is the biggest problem.

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

Yes, but the events were for specific audiences ie. Schools, Local Government, media

**Did you produce any promotional materials?**

Posters for B.C. Transit Buses

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

Attached samples

**Did you receive any media coverage surrounding your event?**

Attached Photos.

**How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?**

Tattoos and Reflector Strips were a big hit with the school kids.

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

Continue with the fun stuff that kids and adults can play with. Air Quality is a very serious and complicated concept... just want some fun activity based stuff.

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

5 - Always accessible and knew that support would be available at any time.

**Additional comments on BC Transit support (what can we do better next time).**

Locally there seemed to be many portals for access and that was a bit confusing some times. ie. Ordering material from our local M.O.E. or through B.C. Transit or the Federal Gov't.

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**City of Revelstoke**

**Contact Name:** Julie Laverdière  
**Organisation:** Air Quality Advocate  
**Address:** Box 2372 Revelstoke, BC VOE 2S0  
**Tel:** 250-837-6373  
**Email:** juliecleanair@yahoo.ca

## **Summary of Event**

### **Clean Air Informative Booth at The Community Centre**

Draw for the 4 elementary schools to encourage walking or biking to school. Work booklets for all grade fours. Idle Free metal signs posted at all 4 elementary schools.

### **Beat Festival**

Since I'm all set up, I'm doing a clean air informative booth on June 24 at the Beat Festival in Revelstoke and maybe one at the farmer's market later on the summer and in September at the Mountain Art Festival.

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

150-190 people including groups of children for the clean air informative booth.

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

Local Businesses; Schools and Students

### **List any anecdotal feedback about the event from participants.**

Interested in my information on free pollen and allergies. A few children got a smoke free sticker for their smoking dad.

Talk to a few people about asthma and allergies (share information).

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

In the local paper

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

A poster in which I posted through town and had free transit on it

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

Yes, I had my poster in the paper two times and a small article 3 times. One of the articles was a reminder of the clean air day from the editor. An article in the Revelstoke magazine.

### **Did you receive any media coverage surrounding your event?**

No

### **How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?**

Frig magnets are good. I didn't have the buttons. Tattoos and stickers are good amount children but I don't know if they really use those tattoos afterwards. Coloring papers really good with young groups of children. Really good to have stuff for children because it expose them to clean air concept and they bring it home. I gave work booklets to all grades 4. Some people really like the bicycle leg tie.

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

Small attractive poster of 8 ½ -11 that would promote clean air day and I could put them up all through town.

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

5, I had lost of materials from different organizations and the funding was great. I did a research on the internet about free pollen and allergies and made lots of copies and people were interested. I gave a copy to 2 local garden centers and to the city and to all the member of the air quality committee for our first meeting in June.

Thank You.

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**Town of Smithers**

**Contact Name:** Laurie Gallant  
**Organisation:** BVLD Airshed Management Society  
**Address:** Bag 5000 3726 Alfred Street Smithers BC V0J 2N0  
**Tel:** 250-847-1672  
**Email:** info@cleanairplan.ca

**Summary of Event**

Display outside grocery store and Frisbee-golf game. See attached.

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

70, not including Commuter Challenge, Pancake Breakfast, and Bike Tune-ups.

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

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

**List any anecdotal feedback about the event from participants.**

Very informative, well done, learned something new, bylaw information is good.  
Glad to see us out, didn't know Clean Air Day existed, thanks for doing this,  
It's about time, my kids have asthma, nice to know someone cares,  
Will you be back next year, can you come to other communities, send out notice of events sooner to increase participation (for Walk and Frisbee game),  
Displays are so spiffy – staff must be from Victoria, don't look local!

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

Yes – as previously sent for website info.

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

e-mail notice, website posting, last minute event listing for Pancake Breakfast (attached), short article for MP newsletter (haven't seen this published so don't know if it actually happened – will check).

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

A PSA ad was produced as attached, and run on local radio for 5 days including June 7.

**Did you receive any media coverage surrounding your event?**

Possibly – newspaper comes out tomorrow (published weekly on Wednesdays) and CBC Radio did a story on the bylaw information included in our CAD press release.

**How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?**

Each promo item had a different value. The ankle bands were very popular as were the Tote Bags.

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

More information on the materials in terms of how they meet sustainability criteria (i.e. what are they made from? Can they be reused or recycled? Where were they made? Who made them?). Better descriptions of what each item is and what it looks like. T-shirt ordering should be simplified by providing e-mail address.

Would like to see a Clean Air Day poster that has room for local events and contact info. Also this poster was so glossy we couldn't even write on it or use our Contact Info stamp. And to be realistic, a lot of paper was wasted by having everything bilingual. It would be good to have a choice of French or English and order the appropriate quantities based on local demographics. I realize there is a bilingual policy but is this more important than sustainability? How about a sample Clean Air Day proclamation for municipal councils?

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

I found the support level just fine (4) and was really impressed with the funding application process. I also think holding back funds to get evaluations back is a smart idea.

**Additional comments on BC Transit support.**

Can we have federal and provincial Clean Air Day advertising on TV, Radio and newspapers (maybe this is done and I just don't know). Website info – how about

checking in and asking folks to confirm their info is correct or letting us do it ourselves and sending us instructions on how to do that.

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## Sunshine Coast Regional District

**Contact Name:** Marj McDougall, Transit Dispatcher  
**Organisation:** Sunshine Coast Transit System  
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**Tel:** (604) 885-3234  
**Fax:** (604) 885-0153  
**Email:** marj.mcdougall@scrd.bc.ca

### Summary of Event

Transit “free” for the day, conventional and handyDART.

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

Approximately 850 passengers.

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

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

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

No.

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

No.

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

Yes, an ad in the “Local” and “Coast Reporter” newspapers (see copy of ad attached).

### Did you receive any media coverage surrounding your event?

No.

### How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?

Very valuable.

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

Level of support gets a “5” rating.

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## **Greater Vancouver**

**Contact Name:** Deanne LaRocque  
**Organisation:** Better Environmentally Sound Transportation  
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**Tel:** 604-669-2860  
**Fax:** 604-669-2869  
**Email:** deanne@best.bc.ca

### **Summary of Event**

BEST hosted the Commuter Challenge event on Clean Air Day. Organizations ran promotional campaigns to encourage employees to try a sustainable mode for that day.

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

The Commuter Challenge had 7000 participants this year at 55 organizations throughout the Lower Mainland.

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

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

### **List any anecdotal feedback about the event from participants.**

A lot of participants were unhappy with the database and lack of continued momentum. It was pointed out that they were able to get a large number of people to simultaneously switch from personal driving to sustain modes. This helped them realize the numbers for winning the Commuter Challenge are not as important as participation. Did you issue any News Releases/Media Advisories prior to your events? BEST issues an advisory for all Bike Month activities including the Commuter Challenge. We were interviewed on the CBC Radio morning show.

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

2005 Commuter Challenge posters  
2006 Commuter Challenge posters  
BEST Commuter Challenge website  
BEST workplaces coordinator kits

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

The Justin Trudeau ad was ran from the National Commuter Challenge campaign.

**Did you receive any media coverage surrounding your event?**

No newspaper coverage – only radio.

**How valuable to your CAD 2006 campaign were the Buttons, Tattoos etc?**

We were unable to receive any promotional materials this year. We also had low participation rates with the organizations – there may be some correlation there.

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

Need to receive materials earlier and some guidelines for the amount that needs to be ordered.

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

5

**Greater Victoria**

**Contact:** Suzanne Kort Litman  
 South Vancouver Island Regional Coordinator

**Organisation:** Way to Go! School Program

**Tel:** 250-388-0781

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**Provincial Office:** Call Toll Free: 1-877-325-3636  
[www.waytogo.icbc.bc.ca](http://www.waytogo.icbc.bc.ca)

**Summary of Event**

**Earth to Clean Air Day BC Transit Way to Go! Challenge**

This year we expanded the challenge to include Earth Week (April 17 – 19) and any activities planned during the six weeks until, and including, Clean Air Day (June 7). Participants submit descriptions of their plans to help reduce emissions to be eligible for a free transit trip anywhere in the Capital Regional District or a Monthly Super Pass. This challenge provides a great opportunity to learn about, encourage and reward school communities for their creative emission reduction efforts.

**Tasks**

- BC Transit:
- Edit school and media information prepared by Way to Go!
- Help prepare and mail information packages to schools (mid-February)
- Choose prize winners (early April)
- Distribute prizes (mid to late April).

Way to Go:  
Prepare school and media information  
Submit Island Parent notice  
Notified schools in February and remind them in March to participate  
Help prepare information mail out  
Notified media  
Publicize results in Way to Go! newsletter to BC elementary and middle schools.

### **Promotion**

Article in Island Parent. News Release to Times Colonist. (article was picked up).  
Covered last year's event in Way to Go! newsletter sent this winter to all BC elementary and middle schools and in E2CAD packages to principals in February.

### **Budget**

Monthly bus pass and school field trip prize costs. Postage and courier costs for school mailouts to SD 62, 63 and independent schools. In-kind support for mailout, delivery to SD 61, and ongoing communication.

### **Audience**

Public and independent elementary and middle school students, staff and families in the Greater Victoria Regional District.

### **Audience Reached**

Sent Earth to Clean Air Day (E2CAD) packages to 106 schools. Notified school and community contacts by email and media releases.

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## **Resort Municipality of Whistler**

**Contact Name:** Emma Dal Santo / Marc Zurbuchen  
**Organisation:** Resort Municipality of Whistler  
**Address:** 4325 Blackcomb Way, Whistler, BC, V0N 1B4  
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### **Summary of Event**

#### **National Commuter Challenge**

Whistler held several events in conjunction with the Commuter Challenge including a Stuff the By-Law / Fire Officers in the Smart Car event, a radio call-in trivia contest, a

kick-off bus buffet lunch, day parking lot intervention on Clean air day reminding drivers of the free vehicle emissions inspection later that day, and Enviro Fest..

Also promoted and implemented the week-long competition to businesses and employees in the Municipality. Whistler generated 845 participants in the Challenge including 192 students from local schools. 59 businesses registered to participate in the Challenge.

Whistler obtained the highest participation in the National Challenge within communities of less than 10,000 residents. Whistler placed first in the National Challenge with the highest percentage of participation among all communities across Canada (nearly 150 communities participated).

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

653 employees from 59 businesses participated in the Commuter Challenge

191 students from 2 local schools participated in the Commuter Challenge

Approximately 55 individuals stopped by the free bus buffet lunch to kick-off the Challenge

Approximately 12 vehicles were inspected regarding their emissions during the free vehicle emissions inspections

Approximately 600 people walked directly through the Enviro Fest activities, many of them stopping to take in the information or listen to the live music

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

Local Media (Pique Newsmagazine, Whistler Question, Mountain FM)

Local Politicians (Mayor and 3 Councillors participated in the Commuter Challenge)

Government Departments (Resort Municipality of Whistler; Squamish-Lillooet Regional District)

Local Businesses (653 employees from 59 businesses participated in the Commuter Challenge; 12 businesses set up displays at Enviro Fest)

Schools and Students (191 students from 2 local schools – Myrtle Philip Elementary & Whistler Secondary)

Non-Governmental Organizations (14 NGO's set up displays at Enviro Fest -

Association of Whistler Area Residents for the Environment – AWARE; Bear Aware

Squamish; Whistler Fisheries Stewardship Group; Hilltrip Environmental Initiatives;

Bands Against Hunger; Michael Allen Black Bear Project; Slow Food Cycle; Whistler

Farmers Market; Snow Rider Foundation; VANOC; Whistler Cycling Committee;

Whistler Naturalists; Whistler Off Road Cycling Association; Whistler 2020)

### **List any anecdotal feedback about the event from participants.**

While most organizations described the ease of commuting sustainably in Whistler, some businesses, particularly in the southern area of Whistler (Function Junction), described the transit service as inadequate and too infrequent to make transit an option.

Many people expressed confusion over holding the Whistler Way Commuter Challenge in June as opposed to September/October. Some were pleased with the change as it gave them the chance to ride their bike, walk, or bus to work in better weather than in the fall. Others seemed to prefer the two-week Commuter Challenge as it felt like more of a challenge.

Enviro Fest was described as an extremely successful event by the many organizations who set up displays as well as by the public who attended the event. One comment heard repeatedly from the organizations taking part were that the event was an excellent venue for networking and partner-building with other groups involved in similar initiatives.

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

- May 8 2006 – Initial press issued notifying media of upcoming Challenge and listing of events
- May 24 2006 – Media Advisory issued notifying local media of photo opportunity during Stuff the Bylaw / Fire Officers event
- May 26 2006 – Press Release issued regarding upcoming Enviro Fest and included activities
- June 1 2006 – Media Advisory issued notifying media of Hydrogen vehicle ride & drives available during Enviro Fest
- June 6 2006 – Media Advisory issued notifying local media of upcoming Vehicle Emissions Inspections event
- June 20 2006 – Press Release issued notifying media of winning businesses in Commuter Challenge
- June 26, 2006 – Press Release issued notifying media of Whistler winning the National Commuter Challenge

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

- 50 Promotional posters were produced regarding the Whistler Way Commuter Challenge
- 30 Posters were produced to advertise Enviro Fest

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

- Roads & Weather tags run on local radio station Mountain FM from June 4 – 10.
- Weekly advertisements were run in the two weekly local newspapers – The Pique Newsmagazine and The Whistler Question - promoting the Whistler Way Commuter Challenge. Advertisements were run in the weeks of May 18, 2006 to June 22, 2006.
- Weekly quarter-page ads were also run in both local newspapers promoting Enviro Fest during the weeks of April 27 to June 15 2006.
- \*Please see attached clippings

### **Did you receive any media coverage surrounding your event?**

- The Whistler Way Commuter Challenge and Whistler's Enviro Fest received extensive media coverage with articles appearing almost weekly in the Whistler Question and Pique Newsmagazine. Please see attached clippings.

### **How valuable to your CAD 2006 campaign were the Buttons, Temporary Tattoos etc?**

- We never did get the water bottles. We did however use the globe Temporary Tattoos in rewarding the elementary school children for taking part in Clean Air Day activities such as the commuter challenge.

We did get the cloth bags, and fridge magnets. Usually these products disappear as soon as you put them out, however, this year, we still had a significant number left after EnviroFest. We will be giving them out as prizes to Commuter Challenge participants. (Honestly, I think it's because the logo isn't "cool". I saw some people pick them up and put them back down even when I said they could have them free. Also, I think the Fridge Magnet is a bit too large. Perhaps next year's fridge magnets could be smaller or they could be picture frame magnets.)

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

I think the promotional materials are a great way to reward efforts no matter how small they may be. Items like the Temporary Tattoos would be effective if targeted towards a younger audience, as they seemed to be a hit with the school kids.

I would like to have the materials delivered even earlier, preferably in mid April. We never did receive the water bottles, which we planned to give away during our activities and have always been a big hit.

**On a scale of 1-5 – 1 being the worst, 5 being the best – how do you rate your level of support from BC Transit?**

I would give BC Transit a "4" as they are there to prod us along and remind us of all the materials and funding available, and post information on the national web sites, etc. I would give them a "5" if they were here in Whistler actually organizing the events but I know that is not the BC Transit role. – Marc Zurbuchen

Perhaps provide Clean Air Day transit passes. Share these summary reports from other BC Transit communities so that we all can read them to help plan for next year.