



MEDIA RELEASE

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PG AIR ANNOUNCES NEW TOOL FOR MAPPING IDLING HOTSPOTS

As part of its 2009 Idle Reduction Campaign, which aims to raise awareness about unnecessary vehicle idling and its impacts on climate change and air quality, the Prince George Air Improvement Roundtable (PG AIR) has implemented an innovative new mapping tool that allows residents of Prince George to report when and where they witness unnecessary idling. The data collected will help to identify locations throughout the City that may be considered idling hotspots, or areas where idling may be a significant problem.

Natural Resources Canada recommends that if you're going to be stopped for more than 60 seconds – except in traffic – turn the engine off. One of the most common reasons for idling is to warm up the engine; however, contrary to popular belief, excessive idling is not an effective way to warm up your vehicle, even in cold weather. For the average vehicle, just two to three minutes of warm up time is sufficient, even on cold winter days.

“When cars and trucks leave their engines running unnecessarily, they are not only wasting fuel and money, but are also releasing greenhouse gases and other harmful pollutants into the air, which directly impacts global climate change and indirectly impacts local air quality” said Idle Free Ambassador Katherine Lapadat-Janzen. “We hope that this new interactive tool will help to engage community members in the Idle Reduction campaign and foster collaboration between PG AIR and the public.”

The online mapping tool can be found at www.pgairquality.com. Every time someone reports an idling vehicle, PG AIR’s Idle Free Ambassador will receive an automatic email. As Prince George does not currently have a bylaw in place limiting idling, reporting locations where unnecessary idling is occurring will help identify potential future Idle Free Zones and will help focus outreach efforts on the areas where it is needed. The map makes it easy for residents of Prince George to play an active role in improving air quality and reducing greenhouse gas emissions in the community.

PG AIR’s new Idling Hotspot Map is built on the SeeClickFix platform, a free software tool that allows residents anywhere in the world to report non-emergency problems in their neighbourhoods. To learn more about the impacts of unnecessary vehicle idling, and how you can save money and help the environment through easy changes in your driving habits, please visit www.pgairquality.com.

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For more information about SeeClickFix, visit www.seeclickfix.com