

Idle-Free Windsor

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Idle-Free Windsor Project Overview

In 2001, Windsor enacted an anti-idling by-law titled "A By-Law to Prohibit Excessive Idling of Vehicles and Boats" (By-Law No. 233-2001 www.citywindsor.ca). In order to inform Windsor residents about this by-law, the Citizens Environment Alliance (CEA) developed an idle-reduction campaign in partnership with the City of Windsor, the Windsor-Essex County Environment Committee, TD Friends of the Environment, and Human Resources Skills Development Canada.

In May 2006, the CEA hired two new staff members to head their new city-wide idle-reduction campaign called *Idle-Free Windsor*. The purpose of *Idle-Free Windsor* is to inform and educate Windsor residents about the dangers of vehicle idling. It also encourages Windsor motorists to reduce the amount of time they spend idling unnecessarily.

Idle-Free Windsor staff members have developed various print materials, a website (www.idlefreewindsor.org), educational presentations and workshops, promotional advertisements, curriculum-based lesson plans for grades 4 to 12, and display boards, all of which are meant to promote the idle-reduction message throughout the city of Windsor.