MANITOBA LUNG VEHICLE SCRAPPAGE CAMPAIGN
WINNIPEG, MANITOBA
2002-2004

WINNIPEG TRANSIT PROPOSAL TO PARTICIPATE – MANITOBA LUNG ASSOCIATION

Submitted by:
Al Harmacy, Program Manager,
Manitoba Lung Association
629 McDermot Ave
Winnipeg, Manitoba R3A 1P6

November 2002

EXECUTIVE SUMMARY

The Manitoba Lung Association is asking Winnipeg Transit assistance in the amount of $151,000 in transit passes and $20,000. in Transit ads to support a voluntarily vehicle scrappage pilot of older higher polluting vehicles.

The pilot's objective is to remove 400 registered vehicles 1987 and older off the road as well as measure the emission reduction. Vehicles designed prior to 1988 are well above current levels of emissions. Adding poor maintenance, these vehicles emit as much as 20 times more pollutants than new model cars.

The Manitoba Lung Association is asking vehicle owners to surrender their 1987 and older vehicle for either: a one year transit pass or a $500. voucher towards the purchase of a 1994 or newer vehicle. All vehicles collected will be crushed but a sample number of surrendered vehicles will have emission tests for comparative purposes.

The budget for the pilot is $443,000. of which about $200,000. has already been secured. Winnipeg Transit will have partners such as: Environment Canada, Manitoba Conservation, University of Manitoba (Transport Institute), Manitoba Automotive Dealers Association, Mandak to name a few.

Winnipeg Transit can benefit from participating in the pilot. You would be positioned as an important supporter of a popular public initiative that is directly related to your core business of meeting Winnipeg's transportation needs. Other benefits include:

1. An opportunity to add rider-ship to Winnipeg Transit,
2. Rider-ship and advertising of Winnipeg Transit to environmental consumers,
3. An opportunity to survey the 400 car owners for future transit advertising campaigns.

Winnipeg Transit can be part of building a safer and cleaner environment as well as reduce the effects of climate change and improve the quality of life in Manitoba.

Help us make the air a little easier to breathe.

PILOT SUMMARY

PROJECT TITLE: Cleaner Car Campaign – Winnipeg, Manitoba

START DATE: Oct 1, 2002

END DATE: March 31, 2004

AMOUNT BEING APPLIED FOR: $443,000 ($68,500. Year 1; $374,500 Year 2)

AMOUNT REQUESTED FROM WINNIPEG TRANSIT: Yr 1 - $ 0; Yr 2 - $up to $171,000.

ORGANIZATION NAME: Manitoba Lung Association

ADDRESS: 629 McDermot Ave, Winnipeg, Manitoba R3A 1P6

CONTACT PERSON NO 1: Al Harmacy, Program Manager
PHONE NUMBER: (204) 774-5501 ext 228
FAX NUMBER: (204) 772-5083
E-MAIL AND WEBSITE: Al.harmacy@mb.lung.ca

CONTACT PERSON NO 2: John Hutchings, Executive Director
PHONE NUMBER: (204) 774-5501 ext 237
FAX NUMBER: (204) 772-5083
E-MAIL AND WEBSITE: j.hutchings@mb.lung.ca

CORRESPONDENCE LANGUAGE: English

1.0 WINNIPEG TRANSIT CONTRIBUTION

The Manitoba Lung Association is asking for Winnipeg Transit assistance in delivering a Cleaner Car Campaign. The assistance requested is 200 one year transit passes (est. value $151,000) and $20,000. in transit ads to support a voluntarily vehicle scrappage of older higher polluting vehicles.

2.0 ORGANIZATION AND BACKGROUND

The Manitoba Lung Association, a division of the Sanatorium Board of Manitoba is a not-for profit health, charity that has origins going back to 1908, when the number one problem in respiratory health was Tuberculosis. From its origins until 1970 the Sanatorium Board of Manitoba managed hospitals and ran community programs. As Tuberculosis declined and other problems surfaced, the Manitoba Lung Association was created and our focus began to change.

Over the past century we have had a history of success in our programs and activities:

1. Tuberculosis control in Manitoba since 1908,
2. Tobacco issues are now on the public's agenda in part due to our work,
3. Rapidly growing Asthma rates has brought about the development of AsthmaTrec for health care professionals,
4. Epidemiological research in the 70's brought the Lung Association's attention to medical monitoring programs for individuals using respirators and at risk of developing occupational lung disease.

We also have experience in numerous local, provincial and national indoor and outdoor air quality programs such as vehicle emissions clinics, healthy homes, healthy schools, and C.A.N. DO.

Our mandate as stated in the Sanatorium Board of Manitoba Act is to:

1. "Enhance the care and treatment of residents of the province having respiratory disorders or disease;"
2. "Ensure educational and research activities for the purpose of improving respiratory disease treatment, management, prevention, and diagnosis:"

Within that mandate, our mission "to promote respiratory health through advances in care, education and research" the Manitoba Lung Association is committed to the environmental goal " That Manitobans should breathe air that is odorless, tasteless and without measurable impact on human health.

3.0 PILOT RATIONALE AND DESCRIPTION

The Manitoba Lung Association believes strongly that by introducing the Cleaner Car Campaign would achieve our objective of lower green house gas emissions.

So why is a Cleaner Car Campaign an important issue? A research study "Vehicle Scrappage Feasibility Study" conducted by the Manitoba Lung Association in cooperation with the Transport Institute (University of Manitoba) for Environment Canada (Appendix No 1) stated:

1. The transportation sector generates more green house gas emissions than any other sector;
2. The public can have the greatest impact on reducing green house gas emissions by modifying their personal transportation usage.
3. Eliminating older, higher-polluting automobiles will have an immediate positive impact on green house gas emissions.
4. A voluntary scrappage program will receive greater public support than a mandatory program.
5. Other programs that provide incentives for owners to give up their vehicles such as "Cars for Kidneys" do not achieve positive emission effects because many vehicles are resold back into the provincial fleet.
6. Similar programs in other provinces, such as Alberta, B.C. and Ontario have proven to be highly successful.

The Manitoba Lung Association proposes the following project design:

1. Implement a two year Cleaner Car Pilot in the Winnipeg Capital Region with the Manitoba Lung Association as the lead organization in developing and implementing this program.
2. Meet or exceed a target of taking at least 400 older, higher polluting vehicles off the road (representing about one percent of Winnipeg region fleet).
3. Develop a comprehensive education and awareness campaign, focusing on transportation alternatives that produce fewer green house gases, such as 2002 model cars, the new gas/electric (hybrid) cars or Winnipeg Transit.
4. Incorporate emissions testing for 10 percent of the scrapped vehicles to provide baseline data for comparative and report purposes
5. Align the Cleaner Car Campaign with existing emissions awareness initiatives such as Environment Canada's annual "tune up your tail pipe" vehicle inspection clinics, etc.
6. Build on, evaluations of existing similar programs in other jurisdictions in order to maximize the efficiency of a made-in-Manitoba scrappage program.

4.0 PILOT DESIGN

4.1 GOALS

The goals of the Cleaner Car Campaign in Winnipeg's Capital Region are:

1. To accelerate the removal of higher pollution producing vehicles from Manitoba Streets and highways, in order to reduce greenhouse gas emissions and to improve air quality for all Manitobans.
2. To create public awareness and interest in individual greenhouse gas reduction and the overall impact of climate change as well as to generate support for action to cut down on vehicle emission.
3. To encourage the use of less polluting modes of transportation;
4. To strengthen and develop partnerships with key stakeholders.;

5. To measure the impact by calculating the difference between the emission from the scrapped vehicle and the alternative mode of transportation chosen.
6. To evaluate the pilot program and make the necessary adjustments for a more permanent program in the city and eventually, the province overall.

4.2 OUTCOMES AND BENEFACTORS

The following outcomes are expected:

1. Successful scrapping of 400 higher-polluting vehicles in the Winnipeg region during the life of the pilot program.;
2. Increased public awareness and interest in reducing vehicle-related emission;
3. Measured vehicle emission reductions;
4. Created a successful environment to ensure the development of a permanent Winnipeg region and eventually, a provincial, Cleaner Car Campaign.

The Manitoba Lung Association has identified several key stakeholders who stand to benefit from reduced greenhouse gas emissions related to older vehicles. These include:

1. *The people of Manitoba* – All citizens will benefit from cleaner air and from an increased awareness of the causes of green house gases and the opportunities available to citizens who wish to take action in support of the issue.

   Estimated net emissions reduction - Transit 866 metric tons per year
   - newer car 320 metric tons per year
2. *The health care system* – While this program cannot generate dramatic air quality improvements by itself, cleaner air will have an impact on children and adults who suffer from breathing-related difficulties.
3. *Manitoba Automobile Dealers* – This program will encourage some citizens to purchase newer, less polluting vehicles, from dealers;
4. *Winnipeg Transit* – The program will encourage ridership and improve public acceptance of transit;
5. *The Kidney Foundation of Manitoba* – As a partner in the program the " Cars for Kidneys " fundraising program will the benefit of the scrappage value of the vehicle from General Scrap;
6. *Manitoba Conservation & Environment Canada* – Reducing green house gas emissions is a stated goal of both provincial and federal governments;
7. *Red River College Automotive Programs* – will have vehicles tested by students to determine emission levels.
8. *Manitoba Public Insurance* - Will have 400 vehicles that are inherently unsafe and higher risk for theft taken off the road.

5.0 PILOT WORKPLAN

5.1 SCRAPPAGE PROCESS AND DESIGN

The preliminary program design consists of the following key elements:

1. Make participation voluntary.
6. Targets the Winnipeg capital region model year 1987 and older vehicles,
10. Provide incentives to persons who surrender their 1987 and older vehicles
12. Scrap 400 older vehicles between April 1st, 2003 and March 31st, 2004
13. Encourages cleaner transportation options.
14. Includes an educational and awareness campaign.
15. Links to other related programs (e.g., provincial Safety Inspection program, Environment Canada's emissions clinics & Environment week).
16. Survey participants for behavioral information for future promotional and marketing campaigns

In order to participate in the Cleaner Car Campaign, vehicles would be required to meet the following criteria:

1. Vehicle is model year 1987 or older (although we will not likely be targeting antique model cars, they will not be excluded);
2. Only cars or light duty trucks qualify;
3. Vehicle is registered in Manitoba for a minimum of 4 months in the last 12 months;
4. Vehicle is "drivable" and has no outstanding liens or encumbrances; and
5. The person surrendering the vehicle is the registered owner.

5.2 INCENTIVES AND REWARDS

The initial list of incentives/rewards that seem the most appropriate for the Winnipeg Capital Region include:

1. Discount toward the purchase of a new or used (1994 or newer) vehicle; or
2. Transit passes for a year;
3. Charitable tax receipt based on the scrappage value of the vehicle ($50.00).

A total of 400 incentives will be provided throughout the two-year program. The amount and yearly distribution of the program incentives are described in the table below

Incentive Expenditures					
	Expense			Funded Source	
Item	# of Units	Unit Cost	Total Cost	Cash	In-kind
Transit Passes	200	756	151,000		151,000
New or used Car Credits	200	500	100,000	50,000	50,000
Sub Total Materials cost			251,000	50,000	201,000

5.3 ADMINISTRATIVE STRUCTURE

The administrative structure of the Winnipeg Cleaner Car Campaign will be a simple structure based on a Steering Committee and a Management Committee (Appendix 2).

5.4 TIMELINE

The schedule for this pilot program has been developed under the assumption that federal funding is available for two years beginning April 1, 2002 and ending March 31, 2004. For the purposes of the feasibility study, we have divided the project into five key phases:

COMPLETION BY	PHASE	ACTIVITY
November 15, 2002	Phase 1	Finalize project partnerships and secure funding
December 30, 2002	Phase 2	Complete project design and prepare for implementation
March 31, 2003	Phase 3	Communications Strategy Implementation
March 31, 2004	Phase 4	Cleaner Transportation & education completed
Apr 1, 2004	Phase 5	Next steps

5.5 WORK-PLAN

Project Phase	**Key Activities**	**Timeline**
Phase 1 – Finalize project partnerships and secure funding	• Negotiations on our proposal with Environment Canada for fiscal year 2002-2003 • Continue and/or initiate discussions with key project partners • Work toward securing funding & complete other grants • Steering Committee Assembled • Continue assembling relevant information and begin communication strategy	Aug 1, 02 - Nov 15, 02
Phase 2 – Complete project design and prepare for implementation	• Hire a Project Coordinator • Secure funding and partnerships • Define administrative roles and responsibilities • Assemble stakeholders/management committee • Develop educational materials • Develop and finalize campaign process, communication strategy & launch	Nov 15, 02 – Dec 30, 02
Phase 3 Communications Strategy implementation	• Develop and conduct preliminary surveys to assess awareness, interest and incentives, with input from advisors • Secure advertising, printed materials etc. • Develop media packages and make media contacts and other launch work	Jan 1, 03 – Mar 31, 03
Phase 4 – Cleaner Transportation and educational component implemented	• Launch Clean Car Campaign • Disseminate educational materials using a variety of media and partnerships • Conduct a survey prior to & after the educational campaign • Continue refining and adjusting program as necessary • Begin to develop a long-term business plan and marketing strategy for program • Test sample for emissions to calculate emission reductions • Use Vehicle emissions testing in May & Environment week in June to provide education to promote cleaner transportation alternatives • Conduct a survey of participants for use in future endeavors	April 1, 03 – Mar 31, 04

Phase 5 – Next steps	• Develop a long-term business plan and marketing strategy to outline next steps for expanding the pilot program to include all Manitoba	Apr 1, 04 – Ongoing

Throughout the project, we will:

1. Provide updates at the end of each phase
2. Provide a comprehensive end-of-year report in March 2003 and March 2004 to the project partners and the public

5.6 COMMUNICATION PLAN

TARGET MARKETS

The majority of owners of pre 1988 cars are men 35 to 50 years of age. Within this group two subgroups have been identified. They are;

1. Low income owners with no money to be able afford a newer car.
2. Middle income owners, two car families

MARKET ANALYSIS

A similar type of program in the area is the Kidney Foundation of Canada's "Cars for Kidneys" campaign. This is a fund raiser for the foundation where cars are donated to the Kidney Foundation. The foundation will receipt the donor for the vehicle and then resell the vehicle to either an auto-action or General Scrap Ltd. Currently about 80% of pre1988 are returned to the road.

MARKETING MESSAGE

1. The transportation sector is the highest contributor to the provincial Green House Gas emissions much of which comes from personal use of vehicles.
2. 1987 and older vehicles emit as much as 20 times more emissions than 2002 model vehicles,
3. The public has choices in transportation based on emissions: OLD CAR or NEW CAR or TRANSIT.

PROMOTION

The tentative plan is to advertise in four (4) waves each being one to two months

a. April Program Launch
    i. Press conference and Media launch
    ii. Media interviews
    iii. Transit Ads, newspaper, TV & radio Ads
    iv. Info distribution through partners and sponsors.
b. May to June -Vehicle Emissions testing & Environment Week
    i. Emission testing referral to Cleaner Car Campaign
    ii. Media interviews on scrappage
    iii. Trans Ads, newspaper, TV & radio ads
    iv. Alternatives to higher emitting cars
    v. PSA's leading to & during environment week
    vi. Partner with the Commuter Challenge
c. September with anti-idle campaign
    i. "Tune-up for Winter" versus "Trade-up for Confidence"
    ii. Trans Ads, newspaper, TV & Radio Ads
d. November Reminder Campaign

i. "Trade-up for Confidence"
ii. Trans Ads, newspaper, TV & Radio Ads

VALUE ADDED PROMOTION

- Being a registered charity, the Manitoba Lung Association normally gets preferred advertising rates.
- In addition we intend to cross market or efforts with fund raising initiatives of the Manitoba Lung Association, which generates and mails on average 70,000 receipts per annum.

ADVERTISING BUDGET

Trans ads……	$ 20,000.	
Printing - pamphlets, flyers, posters, literature……..	$ 9,500.	
Production TV & radio ads……	$ 8,000.	
Air time - radio ads …….....	$ 20,000.	
News paper / magazine ads……..…	$ 9,500.	TOTAL: $67,000.

6.0 PILOT PARTNERS

The development of project partnerships is key to the success of this campaign. At this point, we have commitments from the following stakeholders, many of whom will play a role in the Project (letters of support to follow):

1. Environment Canada,
2. Transport Institute (University of Manitoba),
3. City of Winnipeg (Environment Department),
4. Manitoba Transportation and Government Services,
5. Manitoba Conservation (Province of Manitoba),
6. Manitoba Automotive Dealers Association,
7. Red River Community College (Automotive Studies),
8. Kidney Foundation,
9. Manitoba Hydro.

7.0 PILOT BUDGET

The total two-year budget for the proposed pilot Cleaner Car Campaign in Winnipeg is $417,000. (Appendix no 3).

1. Year 1 (October 1, 2002 – March 31, 2003) accounts for $68,500.
2. Year 2 (April 1, 2003 – March 31, 2004) accounts for $374,500

We are requesting that Winnipeg Transit provide $171,000 in-kind funding for the program in year 2 beginning April 1, 2003

8.0 APPENDICES

1. Vehicle Scrappage Feasibility Study
2. Cleaner Car Campaign organization structure
3. Pilot budget