



MEDIA RELEASE

January 15, 2008

Sudbury-area Municipalities Challenged to Green Their Fleets

The Canadian Energy Efficiency Alliance (CEEA) will be offering a free workshop today in Sudbury for municipal fleet management staff that offers ways to reduce vehicle fleet fuel consumption, decrease tailpipe emissions, lower the costs of fleets, incorporate new technologies and use alternative fuels. This initiative is part of the Fleet Challenge Ontario program; a joint initiative of CEEA, the Ontario Ministry of Finance's Strengthening Our Partnerships Initiative and the Ontario Ministry of Transportation.

"Transportation is the cause of 30% of Canada's total greenhouse gas emissions," says Roger Smith, Director of Transportation Initiatives for the CEEA. "This new program will help Ontario municipalities reduce their fleet fuel consumption, operating costs and tailpipe emissions through sharing of modern fleet management techniques and proven best management practices."

Fleet Challenge Ontario's program has three core initiatives: The E3 Fleet Review, which is an in-depth and leading edge analysis of participating Ontario municipalities' fleets; three workshops that present leading green fleet management concepts and provide an idea-sharing and networking opportunity; and a best practices manual for improving fleet efficiencies (to be completed in Spring 2008).

The City of Hamilton has previously taken part in the E3 Fleet Rating System and was awarded a silver rating for excellence in greening its vehicle fleets. "The Public Works Department is extremely pleased to receive this award," said Scott Stewart, General Manager of the City of Hamilton's Public Works Department. "We take our environmental responsibility very seriously and we hope that we can inspire other municipalities to transition their fleet to greener alternatives as well."

All three initiatives of the Fleet Challenge program will be available at no cost to participating municipalities. Further information and registration for the workshops is available at: www.fleetchallenge.ca.

Date: Tuesday, January 15, 2008

Time: 7:30 am registration

Place: Sudbury City Hall, Council Chambers, 200 Brady St., Tom Davies Square

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