

Environmental Sustainability Committee

Minutes

Thursday, February 25, 2021

Electronic participation at 4pm

Attendance:

Councillor Bruce Williamson, Chair
Dick Thomas, Chair Green Advisory Committee
Jonathan Belgrave, Chair Clean City Advisory Committee
Heather Salter, Director Legal and Clerks Services
Darrell Smith, Director of Municipal Works, Vice Chair

Regrets:

Councillor Matt Harris
Councillor Joe Kushner

Staff Liaisons:

Julie Hughes, Staff Liaison, Pillar Committee
Dan Cooper, Staff Liaison, Green Advisory Committee
Chris Nye, Staff Liaison, Clean City Advisory Committee

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1. **Called the meeting to order @ 4:00pm:** Councillor Williamson, Chair
 - Welcome to Chris Nye, new staff liaison for CCAC
 2. **Recognition of Traditional Territories**
 3. **Additions/Deletions to the agenda**
n/a
 4. **Motion to approve the agenda:**

That the ESC agenda be approved

Moved by: D. Smith
Carried

5. Motion to adopt the minutes of the previous meeting:

That the ESC minutes from Dec 7, 2020 be approved

Moved by: J. Belgrave-Sookhoo

Carried

6. Presentation

n/a

7. Business arising from the minutes

None

8. Business

8.1 Green Advisory Committee~ Chair Dick Thomas

- 2020 Green Advisory Committee Work Plan Accomplishments
- See appendix, *GAC 2020 work plan accomplishments*
- Only Work Plan items #9, #10 and #12 were achieved due to pandemic
- 2020 unspent budget is carried over to 2021
- Total 2021 budget is \$19, 906.00

Motion to approve the 2020 GAC Work Plan Accomplishments

That the GAC 2020 Work Plan Accomplishments be approved

Moved by: D. Smith

Carried

8.2 Clean City Advisory Committee ~ Chair Jonathan Belgrave-Sookhoo

- 2021 Clean City Advisory Committee Work Plan
- See appendix, *CCAC 2021 Work Plan*
- Chair Williamson will bring a request to Council for a staff report on “light pollution”, noting that this is not a priority for 2021, but 2022
- Director Salter notes that light pollution would be captured under the City’s nuisance by law and given the outstanding reports for Legal, it could not be
- CCAC Chair Sookhoo offers that the committee can do some of the research on how other municipalities have controlled light pollution

Motion to approve the 2021 CCAC Workplan

That the CCAC 2021 Work Plan be approved

Moved by: D. Thomas

Carried

9. Other business

- Information item presented by Chair Williamson
- Recommended reading, “The Uninhabitable Earth” by David Wallace-Wells and “The Optimist’s Telescope” by Bina Venkataraman

10. Dates of next meeting:

- Thursday Apr 8, 4pm to 5pm
- Thursday Oct 21, 4pm to 5pm
- Thursday Jul 15, 4pm to 5pm

11. Motion to Adjourn

That the Environmental Sustainability Committee adjourn at 4:30pm

Moved by:

Carried

Appendices: *GAC 2020 Work Plan Accomplishments*
CCAC 2021 Work Plan

Green Advisory Committee - 2020 Work Plan and Accomplishments

Work Plan Item #1 - Backyard Tree Planting Initiative

Description: In keeping with the City of St Catharines recent declaration of a 'Climate Emergency' the GAC proposes to increase the city's tree canopy. Trees are universally recognized as efficient mechanisms for removing and sequestering carbon from the atmosphere. To encourage St Catharines citizens to assist with increasing the city tree canopy, the GAC proposes a 'Backyard tree planting cost sharing initiative'. Similar to the city of Toronto's LEAF program, GAC proposes to cost share 50/50 of the purchase of a tree to be planted in a backyard within the city. There would be an upper limit on the amount to share as well as species eligible for the program.

Cost: The GAC has allocated \$5,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'.

Project Risks: It is possible that the project could become too popular, that is, after the initiative funding has run out, citizens may consider they have been discriminated against.

Schedule and Resources:

Description: With the assistance of Communications and MW and/or Parks, make the public aware of the program.

Schedule: Advertising for the program would start in Mar-Apr with implementation of the project (tree planting) in spring.

Resources Required: The GAC has allocated \$5,000.00 for the project. Other resources would include assistance from various city departments including:

- Communications - as noted above, advertising the project
- Municipal Works (MW) - Forestry Supervisor (selection of eligible species)
- Financial Management Services - reimbursement of approved cost sharing amounts
- Parks - assistance as, or if, required.

Work Plan Item #2 - Tree Protection

Description: The project will 'try out' different products or methodologies to protect city trees. Trees included in this initiative would include boulevard trees as well as trees in other areas - parks, parkettes, etc. Areas where vandalism has been prevalent could be targeted. Additionally the project could include 'understory' succession planting in

specific areas (such as Montebello Park) where there is a high amount of foot traffic. Other municipalities (both in Canada and abroad) have been successful with tree protection initiatives; we would see building on their demonstrated successes.

Cost: The GAC has allocated \$5,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. While project #1 seeks to augment the tree canopy by planting new trees, this project seeks to preserve the existing tree canopy.

Project Risks: There may be successes and there may be failures with the various different approaches. Additionally, successes may not be measurable for several years.

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Schedule and Resources:

Description: With the assistance of MW, the GAC would investigate candidate sites for the various trial programs.

Schedule: Discussions with MW could start in mid-winter with a view of trialing options in early spring.

Resources Required: The GAC has allocated \$5,000.00 for the project. Other resources would include assistance from various city departments including:

- Communications - possible notification of project successes
- MW -
 - Selection of sites;
 - Assistance with letting of contracts (if / where applicable);
 - Assistance with oversight of trial areas
- Parks - assistance as, or if, required.

Work Plan Item #3 - Social Media Advertising

Description: This project seeks to engage and educate the younger population of St Catharines. The use of radio advertisements and Facebook ads are possibilities to promote the objectives of this project. Possible use of an incentive to develop a "meme" advertisement to use on social media to promote public education is also a consideration for this project. Education of the public on Greening and Climate Change is part of the GAC Mandate.

Cost: The GAC has allocated \$2,000.00 of its 2020 budget for this project. .

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency' and the GAC mandate to educate citizenry on the benefits of 'Greening'.

Project Risks: Although the current day clamor for climate change and climate activism, the project may not have the desired impact on either our younger citizens or at all.

Schedule and Resources:

Description: This project will require close liaison with and the assistance of Communications.

Schedule: The GAC has an earmarked volunteer to champion this project. She is willing to meet with Communications to discuss how we can make this happen as soon as practicable. (It is possible that the process may have already started)

Resources Required: The GAC has allocated \$2,000.00 for the project. Other resources would include assistance from various city departments including:

- Communications - as noted above, advertising the project
- MW and Parks - assistance as, or if, required.

Work Plan Item #4 - Green Walls / Roofs

Description: This project will assist with the greening of the city. Having natural growth walls or “green walls” rooted throughout the city will provide many positives, including: cleaner air quality, graffiti prevention and fitting in the “garden city” vision. The city has implemented a few living wall projects in the past but this has not continued. There are many attractive sites throughout the city where this project could thrive.

Cost: The GAC has allocated \$5,000.00 of its 2020 budget for this project.

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Strategic Alignment: As noted in the project description, the project is in keeping with the city’s declaration of a ‘Climate Emergency’. In addition to providing additional greening, inclusion of ‘living walls’ provides an additional benefit of graffiti prevention.

Project Risks: This model was used successfully in the past for both municipal and private properties to prevent graffiti. However to start, for this project, we propose to plant ‘living walls’ only on city properties. The risk will be to find suitable properties; to that end the GAC already has a long list of potential properties.

Schedule and Resources:

Description: With the assistance of MW and Parks, determine a list of possible living wall sites. Determine the optimum plant material for the site in question and plant it.

Schedule: Seeking possible sites can start as soon as practicable. The GAC would hope planting could start in late spring - early summer.

Resources Required: The GAC has allocated \$5,000.00 for the project. Other resources would include assistance from various city departments including:

- Communications - possible notification of project successes

- MW -
 - Selection of sites;
 - Assistance with letting of contracts (if / where applicable);
 - Assistance with oversight of trial areas

Work Plan Item #5 - Naturalization/Pollinator/Tree planting at Schools

Description: This project aims to engage the student population of St. Catharines by fostering an interest in nature at a young age. Students may encourage older family members to adopt a “greening” attitude as well and take notice of natural surroundings and ecosystems.

Cost: The GAC has allocated \$2,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city’s declaration of a ‘Climate Emergency’ as well as enhancing public education and the “Garden City” image

Project Risks: Schools may not cooperate or take unintended advantage of the resources provided by the municipality. Students may not display interest or poor advertising leads to the project remaining relatively unknown even within schools. There may not be teachers available to lead the project and ensure follow-up after implementation.

Schedule and Resources:

Description: Following discussion with candidate school boards, with the assistance of MW and Parks, determine possible sites. Determine the optimum plant material for the site in question and with the cooperation and assistance of students, plant the material.

Schedule: Seeking possible sites could start as soon as practicable. The GAC would hope planting could start in spring-early summer.

Resources Required: The GAC has allocated \$2,000.00 for the project. Other resources would include assistance from various city departments including:

- Communications -
 - notification of project to target schools / school boards and
 - possible publicizing of project successes
- MW and/or Parks - Selection of sites;
 -
 - Assistance with letting of contracts (if / where applicable);.

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Work Plan Item #6 - Community Involvement and Planting

Description: This project aims to increase the city of St. Catharines canopy cover via multiple tree planting sites. Volunteers and city employees (MW and parks) will

collaborate to find appropriate planting locations throughout the city. The locations will be used for a planting event, ideally in the spring.

Cost: The GAC has allocated \$1,900.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. In addition to providing additional greening, this project will involve the community both in 'hands on' and education.

Project Risks: This project should have minimal risks as the GAC successfully planted trees and in other QEW service road areas; however, the project will only be successful if the community gets involved.

Schedule and Resources:

Description: With the assistance of MW and Parks, determine a list of possible sites. The GAC will assess which sites would be most suitable for this event and continue with the planning process from there.

Schedule: Seeking possible sites can start as soon as practicable. The GAC would hope planting could start in spring-early summer.

Resources Required: The GAC has allocated \$1,900.00 for the project. Other resources would include assistance from various city departments including:

- Communications -
 - Advertising project to citizenry
 - Notification of project successes
- MW and Parks - assistance as, or if, required

Work Plan Item #7 - Naturalization at Dieppe/Dunkirk Areas

Description: The aim of this project is to begin the naturalization process at an unused plot of land beside the skyway. Through the help of city employees (MW and parks) we can determine suitable species matrix that should be planted in this area. The actual planting process will be conducted by a third party contractor. After the planting has been completed, there is opportunity for the forming of a citizen group to look after the area.

Cost: The GAC has allocated \$5,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. In addition to providing additional greening, this project will continue the tree planting program started in 2018

Project Risks: This project should have minimal risks as the GAC successfully planted trees and in other QEW service road areas. Lack of post planting supervision could lead to vandalism and destruction of the natural area. However, this could be used as an

opportunity to form a group such as “Friends of Dieppe Park” for example. This would solve the issues of watering, supervision and maintenance.

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Schedule and Resources:

Description: With the assistance of MW and Parks, determine the optimum mix of greening materials to naturalize the target areas followed by letting a contract to plant the site. .

Schedule: Coordination with MW and Parks can start as soon as practicable. The GAC would hope planting could start in spring-early summer.

Resources Required: The GAC has allocated \$5,000.00 for the project. Other resources would include assistance from various city departments including:

- Communications - possible notification of project successes
- MW (and/or Parks)
 - Selection of appropriate plant / tree materials
 - Assistance with letting of contracts (if / where applicable);
 - Assistance with ensuring plant material survives

Work Plan Item #8 - Community Gardens

Description: The GAC is supportive of community gardens and has provided funding towards community gardens in the past. It is within the GAC’s mandate to support these types of initiatives. 20% of the GAC’s annual budget is allocated towards Community Gardens (\$7,600 for 2020).

Cost: The GAC has allocated \$7,600.00 (20%) of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city’s declaration of a ‘Climate Emergency’. The project seeks community involvement and works with community groups to provide community gardens.

Project Risks: This is an ongoing successful project which helps various community groups across the city to provide additional food sources. There is minimal risk as the community has already ‘bought in’ to the concept.

Schedule and Resources:

Description: The project offers assistance to community groups to plant community gardens. The work is planned and implemented by the various community groups; the GAC merely offers advice and assists with the funding.

Schedule: The plan is to follow the same time lines as previous years - advertising as soon as practicable with a deadline for submission of requests for assistance. Parks already has an application form which we hope will continue to be used. .

Resources Required: The GAC has allocated \$7,600.00 for the project. Other resources would include assistance from various city departments including:

- Communications -
 - Advertising of the program (as in previous years)
 - Follow up with success stories
- Parks and/or MW -
 - Issuing application forms to interested community groups
 - Vetting of applications and presenting them to GAC for approval;
 - Assistance with letting of contracts (if / where applicable);
 - Assistance with oversight of various garden sites (if necessary)

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Work Plan Item #9 - Flower Pot Program

Description: This is an ongoing successful program which allows businesses and other organizations to “rent” a flowerpot from the city. Parks arranges for professional grade flower pots to be prepared and delivered to successful applicants in late spring in an effort to green the City and help to make its streetscapes more attractive. Flower pot recipients agree to water and otherwise look after the pot until it is picked up in the fall.

Cost: The Flower Pot program has historically been basically ‘cost neutral’. There are ‘up-front’ costs to buy and prepare the pots, but rental revenues have offset these costs. Left-over (unsold) pots are placed strategically throughout the city to help enhance the ‘Garden City’ image.

Strategic Alignment: This project offers businesses an inexpensive way to do their part to enhance the City’s “Garden City” image.

Project Risks: If previous years successes are an indicator, there are minimal to no risks with this program. Unforeseen lower sales could result in a charge against the GAC budget, but it would be within manageable levels.

Schedule and Resources:

Description: The city organizes for flower pots to be prepared and filled with appropriate plant material (for both sun and shade locations) and ‘rents’ the pot to various clients throughout the city.

Schedule: The GAC would see using the same schedule which has been so successful in the past. Pots would be delivered in late spring and picked up in fall.

Resources Required: The GAC has not allocated any funds for the project. Although there will be ‘up-front’ costs, these will be reimbursed by pot rentals. Other resources would include assistance from various city departments including:

- Communications -

- Advertising of the program (as in previous years)
- Follow up with success stories
- Parks and/or MW -
 - Acquiring the flower pots,
 - Arranging for delivery (spring) and pick-up (fall) of the pots

Work Plan Item #10 - Earth Day Expo

Description: The GAC sponsors a table (\$1,000) for Links for Greener Learning's Earth Day Expo and uses this to educate students on tree planting and conservation, and other green initiatives taking place within their communities.

Cost: The GAC has allocated \$1,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. This project is also an educational tool - the Earth Day Expo draws in hundreds of school children, all of whom are eager to do any 'hands-on' (fingers in the dirt) activities..

Project Risks: Other than getting GAC volunteers to oversee the GAC 'stand', there is little risk for this project. The Expo is orchestrated by others, the GAC is merely a stand within the show. Past participation in the Expo has been extremely successful.

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Schedule and Resources:

Description: The GAC will set-up and oversee a 'stand' at the Expo.

Schedule: The Expo is scheduled to coincide with "Earth Week".

Resources Required: The GAC has allocated \$1,000.00 for the project. Other resources would include assistance from various city departments including:

- Communications - possible involvement with the Expo as other City and Regional departments are represented at the Expo.
- Parks (or MW) -
 - Provision of pamphlets which are already 'in the system'.
 - Assistance acquiring 'hands-on' materials (soil, mini-pots, water, etc)
 - Possible assistance setting up the stand

Work Plan Item #11 - Water Bill Insert

Description: Educate and engage the public in green initiatives through insertion of an engaging and themed flyer in the water bill. Feedback from the Welcoming Pollinators to your Garden and the Tree water bill inserts indicates that providing themed

educational inserts is well received and effective. This water bill flyer is the third in a series of educational tools to help ameliorate local Climate Change.

Cost: The GAC has allocated \$2,500.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. This approach provides the public with information on how they can help with the Climate Emergency with actions they can take.

Project Risks: As long as Communications continues to provide the excellent assistance as in the past and there is room in a water bill envelope for the flyer, there are minimal risks for this project

Schedule and Resources:

Description: With the assistance of Communications, prepare a two-sided 8 ½ x 11 full colour flyer suitable for insertion in a future water bill issue.

Schedule: The GAC would hope to be able to have the flyer ready for insertion in a water bill which most closely precedes the desired impact from the flyer.

Resources Required: The GAC has allocated \$2,500.00 for the project (printing costs). The GAC will prepare the 'bare bones' and coordinate with Communications to prepare the final product.

Work Plan Item #12 - Trillium Awards

Description: The GAC offers sponsorship of the Trillium Awards annually (\$1,000) to assist with the program reception. The Trillium's award mandate is to recognize and honour those who help to beautify our neighborhoods and communities which is an integral part of the GAC's mandate as well.

Cost: The GAC has allocated \$1,000.00 of its 2020 budget for this project.

Strategic Alignment: The GAC sponsors some of the City's "Trillium Awards" program awards. The GAC (and previously the Green Committee) has sponsored certain awards for many years.

Project Risks: As long as the City continues to have a "Trillium Awards" program, there are minimal to no risks associated with this project.

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Schedule and Resources:

Description: When required, the GAC assists Parks with the selection of sites to be recognized with a 'Trillium Award'.

Schedule: Parks sets the schedule (usually in early Sep) for the Award ceremony.

Resources Required: Other than the GAC allocated \$1,000.00 for the project, there are no resources required.

Work Plan Item #13 - Pollinator Giveaway

Description: In concert with various Community Groups (in particular the 'Friends of Walker's Creek' the GAC proposes to assist with the annual maintenance (weeding and splitting of pollinator perennials) and to assist with providing pollinator clumps to citizens.

Cost: The GAC has allocated no funds from its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. This project offers the ultimate 'Win-Win': the existing perennial pollinator beds get weeded and citizens get a free pollinator clump to plant in their backyard.

Project Risks: There are minimal to no risks for this project. Whether or not the GAC participates, the community groups will host the events.

Schedule and Resources:

Description: Assist community groups with their annual spring 'clean-up' of existing city pollinator garden beds.

Schedule: This activity is traditionally held in spring as soon as the soil conditions allow digging.

Resources Required: Other than people to dig and weed, there are no resources required for this project.

2020 Accomplishments

Work Plan Item #1 - Backyard Tree Planting Initiative

Description: In keeping with the City of St Catharines recent declaration of a 'Climate Emergency' the GAC proposes to increase the city's tree canopy. Trees are universally recognized as efficient mechanisms for removing and sequestering carbon from the atmosphere. To encourage St Catharines citizens to assist with increasing the city tree canopy, the GAC proposes a 'Backyard tree planting cost sharing initiative'. Similar to the city of Toronto's LEAF program, GAC proposes to cost share 50/50 of the purchase of a tree to be planted in a backyard within the city. There would be an upper limit on the amount to share as well as species eligible for the program.

Cost: The GAC has allocated \$5,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'.

Outcome: Due to Covid-19 nothing was accomplished with this project.

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Work Plan Item #2 - Tree Protection

Description: The project will 'try out' different products or methodologies to protect city trees. Trees included in this initiative would include boulevard trees as well as trees in other areas - parks, parkettes, etc. Areas where vandalism has been prevalent could be targeted. Additionally the project could include 'understory' succession planting in specific areas (such as Montebello Park) where there is a high amount of foot traffic. Other municipalities (both in Canada and abroad) have been successful with tree protection initiatives; we would see building on their demonstrated successes.

Cost: The GAC has allocated \$5,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. While project #1 seeks to augment the tree canopy by planting new trees, this project seeks to preserve the existing tree canopy.

Outcome: Due to Covid-19 nothing was accomplished with this project.

Work Plan Item #3 - Social Media Advertising

Description: This project seeks to engage and educate the younger population of St Catharines. The use of radio advertisements and Facebook ads are possibilities to promote the objectives of this project. Possible use of an incentive to develop a "meme" advertisement to use on social media to promote public education is also a consideration for this project. Education of the public on Greening and Climate Change is part of the GAC Mandate.

Cost: The GAC has allocated \$2,000.00 of its 2020 budget for this project. .

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency' and the GAC mandate to educate citizenry on the benefits of 'Greening'.

Outcome: Due to Covid-19 nothing was accomplished with this project

Work Plan Item #4 - Green Walls / Roofs

Description: This project will assist with the greening of the city. Having natural growth walls or "green walls" rooted throughout the city will provide many positives, including: cleaner air quality, graffiti prevention and fitting in the "garden city" vision. The city has implemented a few living wall projects in the past but this has not continued. There are many attractive sites throughout the city where this project could thrive.

Cost: The GAC has allocated \$5,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. In addition to providing additional greening, inclusion of 'living walls' provides an additional benefit of graffiti prevention.

Outcome: Due to Covid-19 nothing was accomplished with this project

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Work Plan Item #5 - Naturalization/Pollinator/Tree planting at Schools

Description: This project aims to engage the student population of St. Catharines by fostering an interest in nature at a young age. Students may encourage older family members to adopt a "greening" attitude as well and take notice of natural surroundings and ecosystems.

Cost: The GAC has allocated \$2,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency' as well as enhancing public education and the "Garden City" image

Outcome: Due to Covid-19 nothing was accomplished with this project

Work Plan Item #6 - Community Involvement and Planting

Description: This project aims to increase the city of St. Catharines canopy cover via multiple tree planting sites. Volunteers and city employees (MW and parks) will collaborate to find appropriate planting locations throughout the city. The locations will be used for a planting event, ideally in the spring.

Cost: The GAC has allocated \$1,900.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. In addition to providing additional greening, this project will involve the community both in 'hands on' and education.

Outcome: Due to Covid-19 nothing was accomplished with this project

Work Plan Item #7 - Naturalization at Dieppe/Dunkirk Areas

Description: The aim of this project is to begin the naturalization process at an unused plot of land beside the skyway. Through the help of city employees (MW and parks) we can determine suitable species matrix that should be planted in this area. The actual planting process will be conducted by a third party contractor. After the planting has been completed, there is opportunity for the forming of a citizen group to look after the area.

Cost: The GAC has allocated \$5,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. In addition to providing additional greening, this project will continue the tree planting program started in 2018

Outcome: Due to Covid-19 nothing was accomplished with this project

Work Plan Item #8 - Community Gardens

Description: The GAC is supportive of community gardens and has provided funding towards community gardens in the past. It is within the GAC's mandate to support these types of initiatives. 20% of the GAC's annual budget is allocated towards Community Gardens (\$7,600 for 2020).

Cost: The GAC has allocated \$7,600.00 (20%) of its 2020 budget for this project.

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Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. The project seeks community involvement and works with community groups to provide community gardens.

Outcome: Community gardens were permitted to function following the guidelines of Public Health. Through the GAC Community Gardens Funding Program the GAC awarded a total of \$6,070.00 in March of 2020.

Work Plan Item #9 - Flower Pot Program

Description: This is an ongoing successful program which allows businesses and other organizations to “rent” a flowerpot from the city. Parks arranges for professional grade flower pots to be prepared and delivered to successful applicants in late spring in an effort to green the City and help to make its streetscapes more attractive. Flower pot recipients agree to water and otherwise look after the pot until it is picked up in the fall.

Cost: The Flower Pot program has historically been basically ‘cost neutral’. There are ‘up-front’ costs to buy and prepare the pots, but rental revenues have offset these costs. Left-over (unsold) pots are placed strategically throughout the city to help enhance the ‘Garden City’ image.

Strategic Alignment: This project offers businesses an inexpensive way to do their part to enhance the City’s “Garden City” image.

Outcome: Due to Covid-19, the sale of pots was reduced considerably from previous years. The GAC was still able to sell or cost share 40 Flower Pots in various locations around the city.

Work Plan Item #10 - Earth Day Expo

Description: The GAC sponsors a table (\$1,000) for Links for Greener Learning’s Earth Day Expo and uses this to educate students on tree planting and conservation, and other green initiatives taking place within their communities.

Cost: The GAC has allocated \$1,000.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city’s declaration of a ‘Climate Emergency’. This project is also an educational tool - the Earth Day Expo draws in hundreds of school children, all of whom are eager to do any ‘hands-on’ (fingers in the dirt) activities..

Outcome: Due to Covid-19, the Earth Day Expo could not be held. Notwithstanding, the GAC financial commitment to support Links for Greener Learning was completed.

Work Plan Item #11 - Water Bill Insert

Description: Educate and engage the public in green initiatives through insertion of an engaging and themed flyer in the water bill. Feedback from the Welcoming Pollinators to your Garden and the Tree water bill inserts indicates that providing themed educational inserts is well received and effective. This water bill flyer is the third in a series of educational tools to help ameliorate local Climate Change.

Cost: The GAC has allocated \$2,500.00 of its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. This approach provides the public with information on how they can help with the Climate Emergency with actions they can take.

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Outcome: Due to Covid-19, to Covid-19 nothing was accomplished with this project.

Work Plan Item #12 - Trillium Awards

Description: The GAC offers sponsorship of the Trillium Awards annually (\$1,000) to assist with the program reception. The Trillium's award mandate is to recognize and honour those who help to beautify our neighborhoods and communities which is an integral part of the GAC's mandate as well.

Cost: The GAC has allocated \$1,000.00 of its 2020 budget for this project.

Strategic Alignment: The GAC sponsors some of the City's "Trillium Awards" program awards. The GAC (and previously the Green Committee) has sponsored certain awards for many years.

Outcome: Completed. The Trillium Awards reception was cancelled but the GAC's allocated \$1,000 assisted with purchasing awards packages for recipients that were delivered to the homes directly.

Work Plan Item #13 - Pollinator Giveaway

Description: In concert with various Community Groups (in particular the 'Friends of Walker's Creek' the GAC proposes to assist with the annual maintenance (weeding and splitting of pollinator perennials) and to assist with providing pollinator clumps to citizens.

Cost: The GAC has allocated no funds from its 2020 budget for this project.

Strategic Alignment: As noted in the project description, the project is in keeping with the city's declaration of a 'Climate Emergency'. This project offers the ultimate 'Win-Win': the existing perennial pollinator beds get weeded and citizens get a free pollinator clump to plant in their backyard.

Outcome: Due to Covid-19 nothing was accomplished with this project

Report from: Clean City Advisory Committee 2021 Work Plan

Report to: Environmental Sustainability Committee

Date of Report: Feb 18, 2021

2021 Work Plan

Clean Up Events (Spring through Fall)

Description:

Due to necessity of social distancing and uncertainty of in person events, start a campaign for citizens to start their own household outdoor clean-ups. Support households with their clean-ups and continue this campaign from spring to end in fall. Fall may be an in-person event depending on restrictions.

Strategic Alignment:

Removing litter from the environment and creating awareness of impacts of human activity have a direct positive impact on the environment and creates cleaner spaces.

Involvement with other Advisory Committees / Public:

This event directly invites the public to participate and contribute to the wellbeing of the City's environment.

Project Risks:

- Picking up items that are potentially hazardous – providing clear instruction to not pick up and report these items to the city
- Standard Road Hazards – provide instruction on road safety.

Schedule and Resources:

1. Step: Awareness
Tentative Schedule: ASAP to September
Resources Required: Produce a social media campaign to encourage citizens to be constantly involved in litter pick up.
2. Step: Assist – Spring Blitz
Tentative Schedule: March – April
Resources Required: Develop a blitz campaign that provides resources to citizens (garbage tags, bags, information/health & safety, reporting site, social contest) to get citizens engaged with a clean up when our normal spring clean up event would be.
3. Step: Preparation of equipment and distribution logistics for Fall Clean up (pending)

Tentative Schedule: 2 months prior to event date

Resources Required: 1) Determine if hosting fall clean up is feasible. If so start preparing inventory and re-supply site kits. If not feasible, re-run spring campaign

4. Step: Promotion

Tentative Schedule: 2-6 weeks before event date

Resources Required: In two components with paid and non-paid advertising of the event, online/digital and physical. Schedule of announcements, campaigns, medium and budgets to be given to City staff at least two months before for campaign development.

Cigarette Butt and/or Graffiti Campaign(s)

Description:

A media campaign to address cigarette butt litter and bring awareness of the negative effects of this litter.

Strategic Alignment:

Cigarette butts is one of the top litter items by count found in the City of St. Catharines. A specific campaign to address this issue is needed.

Involvement with other Advisory Committees / Public:

No other committees will be involved. Public will be consumer of the campaign.

Project Risks:

- This campaign is strictly awareness. No physical risks involved.

Schedule and Resources:

1. Step: Determine the theme concepts to city staff.

Tentative Schedule: March

Resources Required: City Marketing/Comms Department to approve concept.

2. Step: Determine delivery strategy and measurement of success

Tentative Schedule: April-May

Resources Required: None

3. Step: Campaign Development

Tentative Schedule: May to September

Resources Required: City Marketing department to create campaign for medium(s)

4. Step: Campaign Execution

Tentative Schedule: September-December

Resources Required: Social media ads and other ad buys or campaigns (paid/non-paid)

2021 Additions

Light Pollution Reduction

Description:

Our committee has established that light pollution is an often overlooked aspect of environmental wellness. The committee would like to pursue efforts into researching and implementing light pollution reduction measure

Outcome:

The committee would like to pursue efforts into researching and implementing light pollution reduction measure

Strategic Alignment:

This will be a new priority that aligns with the general goal of overall environmental health. This would help our wildlife and reduce St. Catharines energy consumption and carbon footprint.

Start and End Date:

Ongoing from 2021 through 2022

Resources Used:

By-law staff research.

Involvement with other Advisory Committees / Public:

Public input on measures, implementation, and enforcement.