



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

MINUTES

ENVIRONMENTAL ADVISORY COMMITTEE

Thursday, February 24, 2011

7:00 p.m.

Council Chambers, Municipal Hall

- PRESENT:** Councillor Randall Garrison
Councillor Don Linge
Mark Salter, Acting Chair
Michael Hill
Donald Kramer
Blair Irwin
Annie Do
- STAFF:** Marlene Lagoa – Sustainability Coordinator (Staff Liaison)
Deborah Liske – Recording Secretary
- GUESTS:** Libby Seabrook, LifeCycles
Ryan Murphy, Ashley Guenter, Chris Schumacher, Stephen Peberdy and Katie Thacker, Ethos Sustainability Solutions, Royal Roads University Project Team # 8
Cory Yanuzzi, Stephanie Pellegrino, Colleen Knight, Adam Washenfelder and Lenore Stone, Island Horizon Group, Royal Roads University Project Team #6
- REGRETS:** Larry Dill
Carole Witter
Chris Zegger-Murphy

1. CALL TO ORDER

Acting Chair Salter called the meeting to order at 7:03 p.m.

2. LATE ITEMS

There were no late items.

3. APPROVAL OF THE AGENDA

Moved by Councillor Linge, seconded by Councillor Garrison that the agenda of the Environmental Advisory Committee meeting of February 24, 2011 be approved as amended by moving item **7. OLD BUSINESS** (1) LifeCycles – Esquimalt Community Gardens Management Proposal to item **4. PRESENTATIONS** (1) LifeCycles – Esquimalt Community Gardens Management Proposal and renumbering the agenda accordingly.
The motion **CARRIED**.

4. PRESENTATIONS

- (1) LifeCycles Project Society – Esquimalt Community Gardens Management Proposal

Acting Chair Salter provided the committee with an update on the status of the Esquimalt Community Gardens.

Libby Seabrook of the board of directors of LifeCycles attended the meeting to provide committee members with an overview of the organization and the proposed management of the Esquimalt Community Gardens.

LifeCycles is a local non-profit, community based organization with a focus on agriculture. Ms. Seabrook provided a brief overview of current projects LifeCycles coordinates and noted a project such as Esquimalt's community garden is one the organization would be happy to be involved in.

Committee members discussed the budget as noted in the proposal and requested additional information about staffing and funding opportunities.

Ms. Seabrook responded noting LifeCycles can apply for grants on behalf of the community garden and two part-time staff work at LifeCycles during the off season with additional staff working during peak months. Ms. Seabrook further noted that upon acceptance of the proposal by the Township and society, LifeCycles would take over the management of the garden from the Esquimalt Gardens Society.

Acting Chair Salter noted the community garden is in need of sponsorship to operate and is looking to the Township for funding on a yearly basis for such things as insurance, water costs, room space for meetings and public outreach.

Ms. Seabrook noted the LifeCycles board is very much in support of the project and is excited at the possible opportunity to participate and get involved in the Esquimalt community garden.

Councillor Garrison requested clarification as to the source of past and current funding for the community garden.

Marlene Lagoa, Staff Liaison reported some funding for the community garden has been provided by the Parks and Recreation department.

Councillor Garrison noted the 2009 – 2011 Strategic Plan includes an action to establish community gardens in Esquimalt. Councillor Garrison further noted LifeCycles is a very stable organization and has a good record for mobilizing volunteers. LifeCycles would be a good solution for the management of Esquimalt's community garden.

Councillor Linge noted the proposal outlined the utilization of a LifeCycles coordinator for five hours per week to coordinate the management of the garden and enquired if the hours would increase or decrease based on seasonal requirements. Ms. Seabrook was unable to respond to the question as she is very new to the board and would have to find an answer to the question.

Committee members noted the proposal required more detailed expectations of both LifeCycles and the municipality for the management of the garden.

Acting Chair Salter noted the community garden society has been very successful in receiving a grant equal to the equivalent of \$5000 in money and tools.

Moved by Donald Kramer seconded by Blair Irwin, that Council be advised the Environmental Advisory Committee strongly endorses the broad concept of a proposed contract between the Township of Esquimalt and LifeCycles Project Society for the management and promotion of the Esquimalt community gardens.

The motion **CARRIED**.

- (2) Ethos Sustainability Solutions, Royal Roads University, Social Marketing Campaign to Reduce the Distribution of Single-Use Plastic Shopping Bags

Ryan Murphy, Ashley Guenter, Chris Schumacher, Stephen Peberdy and Katie Thacker, Environmental Science students from Royal Roads University, provided a presentation on their project to develop a social marketing campaign to reduce the distribution of single-use plastic shopping bags. Each student provided the committee with a brief introduction of themselves; followed by an overview of the objectives, methodology, deliverables and timelines the students will focus on in order to complete the project. Key points of the presentation included:

Objectives of the Project

- Research and identify leading practices
- Profile stakeholders

- Engage Environmental Advisory Committee
- Develop a social marketing campaign which would include designing a recognition program
- Recommend short and long term strategies

Methodology

- Background research on related initiatives by local businesses, other local governments and at the international level
- Consumer survey on potential barriers specific to Esquimalt; the level of public support for a voluntary ban and a profile of public stakeholders
- Focus group to engage the business community; present consumer survey findings to business community to highlight community support and lack of resistance for initiative; receive feedback and input

Deliverables

- Create a social marketing campaign and business recognition program from the feedback and input received
- Recommend short and long term strategies for implementing a voluntary ban through a written report and presentations

Timeline

- Project presentations at Royal Roads University – March 18, June 10; final presentation August 22 / 23
- Consumer survey – tentative early April
- Business focus group – tentative late April or early May
- Final report – August 12
- Presentations are open to the public and will provide an overview of the status of the project
- Special note – dates are subject to change

The students responded to questions and received feedback from committee members. Key points noted by the students included:

- Research to date includes ocean garbage and the amount of plastic bags going in to the waste stream from Esquimalt
- Primary focus will be single use shopping bags
- Campaign can be used as a branding tool
- Need to convince business owners the change will save them money of the purchasing of bags
- Project is worked on every Tuesday from now until August – equivalent to 40 hours a week
- Overseen by a project supervisor

Suggestions to the students from committee members included:

- Work with local grocer directly and include as a major participant in focus group
- Contact Chamber of Commerce and business association as both have expressed concern about initiative
- Consider providing an incentive to businesses to participate
- Consider contacting businesses who may be interested in advertising on reusable bags
- Ensure all businesses can participate, not just the obvious that may benefit
- Retailers are concerned about having an alternative for consumers who do not want to adapt to reusable bags – are there options, what are they and what have other municipalities done?

Marlene Lagoa, Staff Liaison noted she is in contact with the student group every week and will be meeting with them as needed. Ms. Lagoa further noted the Township of Esquimalt is very fortunate to have had two proposals selected for projects.

Committee members thanked the students for their presentation and participation in the project.

- (3) Island Horizon Group, Royal Roads University, Framework for Community Engagement in Climate Action

Cory Yanuzzi, Stephanie Pellegrino, Colleen Knight, Adam Washenfelder and Lenore Stone, Environmental Science students from Royal Roads University, provided a presentation on their project to develop a framework for community engagement in climate action. Each student provided the committee with a brief introduction of themselves. Key points of the presentation included:

Project Overview

- Recommend actions to achieve GHG reduction targets in the Township of Esquimalt – analyze buildings, transportation and waste

Research Methods

- Utilize “Fostering Sustainable Behaviour: Douglas McKenzie-Mohr”
- Analyze climate action plans from other communities
- Engage experts in the field of sustainable behaviour
- Utilize web based media
- Attend Environmental Advisory Committee meetings

Research Preview

- Commenced research on waste management practices and transportation alternatives

Partnership with the Environmental Advisory Committee

- Connect with residents
- Open lines of communication
- Identify barriers
- Receive feedback

The objective of the project is to determine ways for the municipality to increase engagement of its residents and business owners to reduce greenhouse gas emissions.

Suggestions and comments to the students from committee members included:

- Municipal compost sale was very beneficial and fostered sustainability in the community
- Encouraged waste is included in project – beneficial to analyze outcomes of reduced greenhouse gas emissions as they relate to waste reduction
- Need to engage and encourage participation in programs and plans such as solar projects
- Need to convince BC Transit to increase use of transit system
- Will individuals and businesses be encouraged to utilize alternative modes of transportation?
- Utilize surveys
- Need to motivate participation to affect change
- Considerations for connecting with residents, need to determine what will work best for Esquimalt residents and business owners

Committee members thanked the students for their presentation and participation in the project.

Marlene Lagoa, Staff Liaison noted the final opportunity for the committee to address students will be in June with final presentations taking place August 22 and 23. Ms. Lagoa further noted Ethos Sustainability Solutions, the student group from Royal Roads University working on the plastic bag project, is proposing the group host an open house on the evening of April 28th. The open house would be in lieu of the scheduled Environmental Advisory committee meeting.

Acting Chair Salter recessed the meeting at 8:29 p.m. The meeting reconvened 8:38 p.m.

5. MINUTES

- (1) Minutes of the Environmental Advisory Committee meeting, January 27, 2011

Moved by Councillor Linge, seconded by Blair Irwin that the minutes of the Environmental Advisory Committee meeting of January 27, 2011 be approved as presented.

The motion **CARRIED**.

6. NEW BUSINESS

- (1) Council Policy ADMIN – 61, Role of Staff Liaison Appointment

Marlene Lagoa, Staff Liaison distributed a copy of the policy to committee members and provided a brief overview of the role of the staff liaison and how the position can assist in managing the committee.

7. OLD BUSINESS

- (1) Work Plan Discussion

Marlene Lagoa, Staff Liaison provided an overhead presentation of proposed work plan items including timeline details.

Committee members discussed ideas for the 2011 committee work plan. Suggestions included the following:

- Community gardens / lifecycles management plan
- 2012 work plan / budget planning
- Centennial celebration
- Green event policy
- Environmental tour of Esquimalt
- Urban forest
- Green Awards (business)
- Environmental Citizen Certificate
- Community Composting (Block level)
- BC Hydro Energy savings programs for low income households
- High density – low cost housing inventory
- Bicycle lanes

Acting Chair Salter requested committee members review the list of suggested work plan items as well as consider any additional ideas for further discussion and finalization at the next meeting.

8. REPORT FROM STAFF LIAISON

Marlene Lagoa, Staff Liaison reported she had tire pressure gauges for any interested committee members.

9. COMMUNICATIONS

- (1) Letter from the BC Water & Waste Association, dated January 18, 2011, Re: Drinking Water Week 2011

Acting Chair Salter reviewed the communications item with the committee.

10. COMMITTEE MEMBER ANNOUNCEMENTS

Michael Hill suggested committee members get together for a cycling tour to orientate themselves with key environmental areas of Esquimalt.

11. NEXT MEETING

The next meeting of the Environmental Advisory Committee will take place on March 24, 2011.

12. ELECTIONS

(1) Election of Chair and Vice-Chair

This item was tabled to the March meeting. Acting Chair Salter agreed to Chair the March meeting.

13. ADJOURNMENT

The meeting adjourned at 9:29 p.m.

March Salter, Acting Chair
This 24th day of March, 2011