



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

MINUTES

ENVIRONMENTAL ADVISORY COMMITTEE

Thursday, February 25, 2016
7:00 p.m.
Council Chambers, Municipal Hall

PRESENT: David Shaw – Chair
Gail Willson
Casey Brant
William MacGillivray
David Coney
Carole Witter (Arrived 7:18 p.m.)
Councillor Beth Burton-Krahn (Council Liaison)

STAFF: Marlene Lagoa, Community Development Coordinator (Staff Liaison)
Deborah Liske, Recording Secretary

REGRETS: Patrick O’Hara – Vice Chair
Councillor Meagan Brame (Council Liaison)

1. **CALL TO ORDER**

Chair Shaw called the meeting to order at 7:04 p.m.

2. **APPROVAL OF THE AGENDA**

Moved by Chair Shaw, seconded by William MacGillivray that the agenda of the Environmental Advisory Committee meeting of February 25, 2016 be approved as presented.
The motion **CARRIED**.

3. **MINUTES**

(1) Minutes of the Environmental Advisory Committee meeting, January 21, 2016

Moved by Chair Shaw, seconded by Gail Willson, that the minutes of the Environmental Advisory Committee meeting of January 21, 2016 be approved as presented.
The motion **CARRIED**.

4. **OLD BUSINESS**

(1) Green Event Planning Guide – Examples of Measurable Activities and Visual Aids

Marlene Lagoa, Staff Liaison reviewed comments pertaining to examples of measurable and visual aids discussed at the January meeting.

Committee members brainstormed ideas noting the following:

Measurable Aids

- Bus shuttle – number of people
- Bike lockup – number of bikes parked (yes / no)
- Calculators – present trouble with appropriate and consistent measurement
 - Based on % of attendees vs. numbers
 - Concerned won’t accurately reflect diverse range of events
- Overall score based on effort and effectiveness

- Individual score per category
- How does one measure effectiveness?
- Measure effort based on # of hours vs. effort/quality/impact
- Make “proof” of effort rigorous

Carole Witter arrived at 7:18 p.m.

- One key measurement per category
 - Track year-after-year
- Communicate effort – inform participants event is being measured on “green” performance
- Energy – on-site energy generation
 - Where did energy for event come from?
 - Type – diesel vs. bio-diesel vs. electricity
- Food – origin, fair trade, organic, OceanWise
- Food waste – from serving food
- Water – measurement of volume
- Conduct surveys to create estimated measurement
 - Point-of-view organizer vs. participant
 - Have booth at event to educate and conduct survey (offer prize[s])
- Venue
 - Water and energy available
 - Track energy usage with BC Hydro?
 - What did you do to select a venue for energy or access to water?
 - Did you have to bring in off-site resources for you event?
- Transportation
 - Develop transportation fact sheet for Esquimalt
 - Staff recommendation: That a transportation fact sheet for Esquimalt be added as a resource to complement the green event planning guide.
- Turn Green Guide into a checklist
 - Option to select N/A
 - Include a comment section at end
- Create a “green event” reporting form that has open-ended questions of actions taken and highlight of successes on each category
- Phase in the project over time – don’t push too hard – create pride through participation

Visual Aids

- “Green Event” Banner to be displayed at events and a 2nd tagline that informs attendees on how event is green or how to be green at event (can be displayed over an outreach booth)
 - Staff comments: Township has reusable (small) chloroplast signage on wooden stakes that can be borrowed. Includes green event, water station, bike parking, composting and recycling
 - Staff recommendation: That an information sheet outlining the availability of Township equipment and materials that can be borrowed for events be added as a resource to the Guide.
- Standardized bin signage design and colour that can be borrowed for each event
 - Staff comments: Basic bin signage templates are available as a resource to the guide
 - Staff recommendation: That the bin signage templates for green events be re-designed and be consistent with the Guide’s color scheme
- Establish icons for each category
 - Staff recommendation: That icons be established for each green event planning category and used in the guide and on all green event reporting forms

- Report card
 - Graded categories
 - Comparison of year-by-year or goal vs. actual
 - Poster size to be displayed at event
- Outreach booth where volunteers interact with participants and information is provided on sustainable practices at event and how attendees play an important role in making sure the event is green
- “Super Recycler” mascot in costume and cape

Ms. Lagoa will draft a list of leading questions on key areas of green event planning for review by the committee.

5. NEW BUSINESS

- (1) Council Referral – Request for Local Government Input, Climate Action and Climate Leadership Plan

David Coney provided an overview of the development of the new BC Climate Leadership Plan and Canadian Framework for Combatting Climate Change (Federal). Engagement with local government stakeholders for input will be solicited.

Committee members provided the following comments and feedback:

- Make incentives worthwhile for homeowners
- Move on bill financing for home energy retrofits
- Improve national building code
- More investment in electric vehicles
- Provide group buying opportunities for municipalities

Committee members will discuss further at the next meeting.

6. ADJOURNMENT

The meeting adjourned at 8:48 p.m.

David Shaw, Chair

This 21st day of April, 2016

Certified Correct:

Anja Nurvo, Corporate Officer