Agenda – Executive Policy Committee – December 8, 2010

REPORTS

Item No. 10 Mayor's Environmental Advisory Committee – First Quarter Report 2010

The Mayors' Environmental Advisory Committee is pleased to submit a summary of its activities for the first quarter (January 1st –March 31st) of 2010.

MAYOR'S ENVIRONMENTAL ADVISORY COMMITTEE

FIRST QUARTER REPORT 2010

The Mayors' Environmental Advisory Committee is pleased to submit a summary of its activities for the first quarter (January 1st –March 31st) of 2010:

GOVERNANCE AND MEETINGS

MEAC held three regular meetings during the first quarter of 2010 - January 11, February 8 and March 22.

Two members of MEAC, Dr. Arne Elias and Dr. Michael Mehta, submitted their resignations, both to pursue new opportunities in British Columbia.

Following a selection process, two new members, Dr. Andrew Park with the University of Winnipeg, and Robert Spewak of Red River College, were welcomed to MEAC at the March 22nd meeting.

Existing members of the committee were reappointed for one year.

DELEGATIONS HEARD

At its March 22, 2010 meeting, Mayor Sam Katz joined MEAC to welcome the two new members, to thank the outgoing members, to reappoint the current members, and to thank them for their ongoing efforts.

At its February 8, 2010 meeting, MEAC heard a presentation from Arnold Permut, Wastewater System Planning Engineer, on the City's current review of the Sewer By-law No. 7070/97, in accordance with recommendations from the Clean Environment Commission, and provided feedback to be considered in the By-law review process.

MEAC'S ACTIVITIES

1 Strategic Planning Session

MEAC continues to work on the creation of action plans to move forward the seven key priorities identified at their Strategic Planning sessions on September 22nd and October 17th, 2009:

- A "Green Club" recognition/ rewards program for sustainable activities by citizens and businesses
- A passive solar demonstration project
- An education program around the environment and sustainability
- A regional approach to transit
- A carpool program for Winnipeg
- A policy for active transportation amenities in all City infrastructure projects
- A ban on the sale of phosphorus

MEAC Mayor's Environmental Advisory Committee

2 Waste Minimization Strategy Input
At their March 22, 2010 meeting, Mayor Katz Mayor invited MEAC members to put together options or ideas on the creation of a comprehensive waste minimization strategy for the City and share them with his office for his consideration. MEAC will discuss this item at their April 12, 2010 meeting.

3 Earth Hour
MEAC discussed the creation of a plan to promote awareness of and participation in Earth Hour, a global lights out event planned for Saturday, March 22, 2010 from 8:030 – 9:30 pm.

4 MEAC Internal Website
The Committee discussed the potential for creation of an internal web–based tool to facilitate communication between MEAC members. Thanks to the work of committee member George Toth, an intuitive and attractive site has been developed that can be used for committee dialogue and information sharing.

5 Earth Day
That MEAC recommend to the Mayor that inasmuch as April 22, 2010 is the 40th Anniversary of Earth Day, the Winnipeg Public Service be directed to develop a strategic marketing plan for Earth Day including activities, communications, ads, promotions and partnerships, which will create public awareness of the City's environmental accomplishments and commitments, with the goal of promoting Earth Day as a City-wide and Community-wide endeavour, and showcasing Winnipeg as a leader in making this event the largest and most successful to-date.

RECOMMENDATIONS MADE TO THE MAYOR

Following is a summary of the recommendations made by MEAC to the Mayor during the first quarter of 2010:

1 Sewer By-Law Review
At its February 8, 2010 meeting, MEAC heard a presentation from Arnold Permut, Wastewater System Planning Engineer, on the City's current review of the Sewer By-law No. 7070/97, in accordance with recommendations from the Clean Environment Commission, and provided feedback to be considered in the By-law review process. Two recommendations were also put forward:

RECOMMENDATION: That MEAC recommend to the Mayor that in order to promote education, awareness and responsible storm drain stewardship, that the Winnipeg Public Service be requested to explore the implementation of a storm drain labelling program, similar to the City of Chicago and the City of Aurora models, whereby a coloured fish graphic is stencilled onto pavement adjacent to storm drains to discourage illegal dumping of harmful materials.

RECOMMENDATION: That MEAC recommend to the Mayor that in order to promote integrated and equitable water conservation and responsible sewer discharge rates, the Winnipeg Public Service be requested to explore opportunities for incentives and other economic instruments for private residences and small businesses, (which may include, but not be limited to, existing rebates or separate sewer rates), based on differential consumption using building code accepted conservation practices of water and/or greywater and sewer discharge.

2 Climate Change Action Plan Targets
MEAC considered the Copenhagen Accord and put forward the following resolution:

Whereas the Copenhagen Accord produced neither new binding Green House Gas (GHG) reduction targets nor new GHG reduction targets;

And Whereas it has been concluded by a majority of the scientific community that a failure by the global community to meet the original Kyoto GHG targets will result in dire consequences for the planet's environment;

And Whereas municipalities, including Winnipeg, have been leading the nation in efforts to reduce GHGs;

And Whereas the City of Winnipeg, as a member of the global community, must do its part to progressively address the problem of climate change;

Therefore Be it Resolved that MEAC strongly encourages the Mayor to revisit Council's recently endorsed GHG reduction targets with the goal of identifying additional options in order to further strengthen the targets for both the City of Winnipeg Corporate Climate Change Action Plan and the Community Wide Action Plan, including new and aggressive timeframes on which to meet new targets;

And Be It Further Resolved that the Mayor be strongly encouraged to request the Winnipeg Public Service to identify the necessary resources required to meet these said new targets.

3 MEAC Strategic Plan

The Committee heard presentations from several MEAC members regarding draft action proposals for three of the seven key priorities identified during the MEAC Strategic Planning sessions in the fall of 2009, and put forward the following recommendations:

RECOMMENDATION 1: That MEAC approve the Green Club initiative - "HittheGreenButton.ca" - for submission as a recommendation to the Mayor in the next MEAC Quarterly Report. **[Attached]**

RECOMMENDATION 2: That MEAC recommend to the Mayor that the Winnipeg Public Service be requested to explore options for setting up a carpooling system similar to the Calgary model, on a trial basis or pilot project basis, using the Carpool.ca website, as well as other options to explore carpooling, and report back to the Committee.

4 Enhanced Greenspace Website

MEAC discussed the potential for enhancements to the MEAC web page.

RECOMMENDATION: That MEAC recommend to the Mayor's Office that the Winnipeg Public Service be requested to look at enhancing the MEAC website to provide improved public access and visual prominence.

And:

That a list of MEAC's specific accomplishments and recommendations be showcased in the next website update.

PLANS FOR 2009 AND BEYOND

1 ***Our Winnipeg*** **Direction Papers**

During the second quarter of 2010, MEAC will be involved in the review of the four Direction Papers that constitute the next deliverable for the *Our Winnipeg* Initiative, a year-long public engagement process to create Winnipeg's new municipal development plan.

HISTORY

Section 4.1 of the Terms of Reference for the Mayor's Environmental Advisory Committee (MEAC) states that "MEAC shall provide advice and informal reports to the Mayor as requested and shall report formally to the Mayor with recommendations on a quarterly basis. Recommendations provided by MEAC will flow through the Mayor to City Council and / or the City's Public Service, as required."

RESPECTFULLY SUBMITTED BY

Jeffrey Hartry
MEAC Co-chairs on behalf of MEAC members:

Miriam Cohen-Krajden
Amanda Dunnigan
Dr. Andrew Park
George Toth
Kelsey McCuspey

Councillor Russ Wyatt

William Dowie
Robert Spewak
Anders Swanson
Stephanie White- Willitts
Neil Cunningham (ex-officio – Province of Manitoba)

MEAC Mayor's Environmental Advisory Committee


Hit the Green Button.
winnipeg.ca/HitTheGreenButton.ca
A MEAC RECOMMENDATION

Hit the Green Button.

winnipeg.ca/HitTheGreenButton.ca

Approved by Consensus: March 22nd, 2010

Recommendation

Whereas youth are creative, caring, and intelligent citizens of Winnipeg;

and whereas the Call to Action for Our Winnipeg identifies two areas requiring an external grant to develop public education, awareness and outreach tools that engage Winnipeggers in environmental issues: " Green Living Campaign: Through the support of an external grant, institute a public education and awareness campaign focused on urban sustainability . . .Online Sustainability Tools for Citizens - Develop and implement tools to support sustainable choices, such as a personal carbon footprint calculator." (Page 39 - Section: Actions for Sustainability: City Green Building Standards, a Community Greenhouse Gas Reduction Strategy and More.);

and whereas the MEAC strategic planning session held on October 17th, 2009 identified both "Green Education" and "Green Club" as top priorities (see appendix 'a');

and whereas youth are under-represented on committees dealing with civic issues;

and whereas it requires a concerted effort to engage youth in the decision-making processes that ultimately affect them;

and whereas youth exhibit a strong morale sense when it comes to the environment;

and whereas youth exert a considerable influence over the behaviour, ideals and decisions of their parents and caregivers;

and whereas youth, especially teenagers, expect to be treated with the same level of respect given their elders;

and whereas engaging youth requires a specialized aesthetic and a tailored language that appeals to their culture and sensibilities;

and whereas individual actions on the environment lead to tangible benefits for the community as a whole and the City of Winnipeg as an organization;

Therefore be it resolved that the Mayor's Environmental Advisory Committee (MEAC) recommend to the Mayor that the City of Winnipeg Public Service be asked to explore:

The creation of an interactive online tool that combines aspects of social networking, skill building and a "points" reward program that:

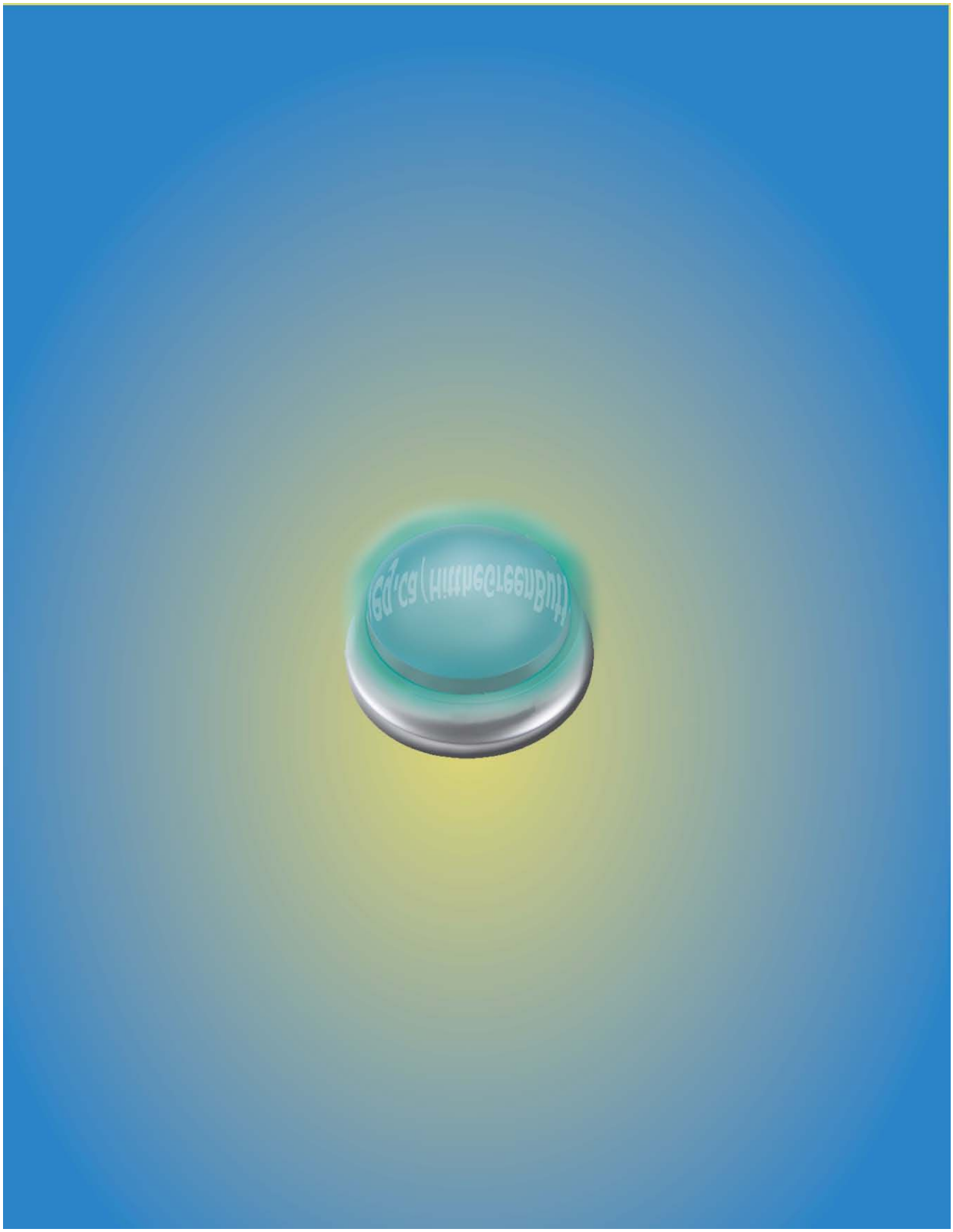
- is extremely easy to use
- targets children, teenagers and adults separately, but equally, and *according to their typical area of interest*
- encourages information sharing amongst family members
- makes the translation from individual action to collective results simply and intuitively
- links children's desire to save the environment to actions that their parents can take on their behalf
- is positive in tone and look
- focuses on the simple steps that individuals and families can take to reduce their ecological footprint
- integrates new and ongoing city environmental initiatives
- creates healthy competition amongst families striving to reduce their ecological footprint
- is hosted at winnipeg.ca under an interesting domain name (suggestion "winnipeg.ca/ HitTheGreenButton.ca")
- allows households to choose to implement various "upgrades", log them and see updated results of tangible benefits like time or money saved, pollution reduction, etc..
- contributes valuable data back to the Winnipeg Public service on community-wide GHG reduction activities
- automatically generates metrics that are communicated graphically back to the user
- is supported by a marketing plan that cosiders new media forums and technology types, alongside web banners, logos, and teaser ads, which could be used by various city departments looking to get young people interested in the environmental aspects of their work
- IMPORTANT: offers exciting rewards appropriate to each demographic, concentrating on rewards that can either be offered at minimal to no cost by the City of Winnipeg; prizes for kids and teens could included swimming pool passes, gift certificates to programming through the leisure guides, skateboards, - for parents it could include one-time rebates on gas/water bills, family bus passes, Moose tickets, Fort Whyte Alive passes, dinner at the Amici's or the Oval room, etc..

Graphic Design and Interface Best Practices:

kids:
(look) http://treehousetv.com/ , http://www.tamagotchi.com/
(usability) http://www.webkinz.com/us_en/

teens:
(look) http://www.surlybikes.com/

adults:
(ease of use): http://freerice.com/;
(prize system): http://hockeypool.cbc.ca/cbc/hnic09/portfolio.cgi



Submitted by K. McCuspey
March 22, 2010

Kelsey McCuspey & Miriam Cohen-Krajden
February 8, 2010

Mayor's Environmental Advisory Committee
Strategic Plan 2009 –2010
Initiative Description

Name of Initiative: Community Carpool Program

Description of Initiative: (include the current reality – where are things at with this issue right now?)

Manitoba is known for its long harsh winters, and with rising fuel prices many Winnipegers need to balance their reluctance to utilize our public transit system with economic practicalities. An ideal solution, with little cost to the City of Winnipeg, is incorporating an existing carpooling infrastructure into the Winnipeg fabric.

At present, the City of Winnipeg does not have a community carpool program in place. A community carpool program will allow for citizens of Winnipeg to partner with others who wish to carpool to work or school on a regular basis.

Carpool.ca is an existing rideshare program facilitated by Trans Canada Carpool.ca. Trans Canada manages the Carpool.ca website and database, provides marketing support, stakeholder outreach support, monthly participation reports, an annual survey and provides participants with assistance with the use of the site. Using an existing resource such as Carpool.ca maximizes benefit while limiting the cost and responsibility shouldered by the City of Winnipeg. Some current users of Carpool.ca are:

- Province of Manitoba
- University of Manitoba
- University of Winnipeg
- St Boniface Hospital
- City of Calgary
- City of Edmonton

What is the Goal (short/ medium/ long term):

The short-term goal is to utilize Carpool.ca for the City of Winnipeg. By communicating with citizens that a carpool program is available and at little to the municipal taxpayer, the City could be confident in promoting and marketing the benefits of such a program.

The goal for the long term is an advanced program modeled after the City of Calgary's program with marketing, incentives and substantial citizen participation (including carpool spaces in the existing "Park and Ride" parking lots). Ultimately, the goal is reducing greenhouse gases through decreasing citizen's dependency on fossil fuels.

What kind of background information would be helpful and where/ how can it be gathered?

Research on the other regions that use Carpool.ca or a similar program would be helpful in the development of Winnipeg's Community Carpool Program. Research into their experiences, including the advantages and/or challenges these other regions have encountered, is an integral component to our establishment of a successful carpooling program.

A poll on the City of Winnipeg's website or a survey of large businesses or community organizations (*example: Downtown Biz*) gauging citizens' interest in a community carpool program would be a way to ascertain citizen interest in the program.

What action steps are required to move this initiative forward over the next year?

1) Research other community carpool programs
2) Sign up for Carpool.ca
3) Develop a one year pilot program
4) Market the program to City of Winnipeg citizens

What resources are required?

Financial resources are required. Carpool.ca bases their costs of the carpooling program on city population. Carpool.ca provided a quote of $24,000.00. Based on the pricing system used by Carpool.ca, whether 200 or 200,000 Winnipegers use the system, the price to the City remains static.

Assuming the population is similar to the last census, Winnipeg has 600,000 citizens. The cost of the program is $24,000.00 which works out to 0.04 per citizen.

Marketing is crucial to the success of the program although the cost is minimal the benefits are nil unless it is used. Market the program on the City's website and in the newspaper. Also, various local news and radio stations often make public service announcements and this could be a marketing avenue to pursue. With a population as diverse as Winnipeg, the benefits of utilizing radio and television are that the City can better reach these various age, economic and social groups.

Incentives can be a way of engaging citizens to participate in a community carpooling program. Perhaps, establishing preferred parking (*example: carpool-only stalls*) would be an additional way of marketing the program and encouraging its use.

What would success look like (short/ medium/long term)?

Short term success will be the registration of citizens in the community carpool program and, with time, the number of people using the program could be a way of measuring its success, "Since 2002, over 10,000 Calgarians have used Carpool.ca forming over 3,000 carpools" (City of Calgary website, 2008).

In the long term, success looks like a progressive city that values its citizens, its environment and is committed to practical, cost-efficient, sustainability initiatives.

References

City of Calgary (2008). Regional Carpool Program. URLhttp://content.calgary.ca/CCA/City+Hall/Business+Units/Transportation+Planning/Transportation+Solutions/Sustainable+Transportation/Regiona Wide Web January 14, 2010.

TransCanadaCarpool.ca. (2009). Carpool.ca.URLhttps://www.carpool.ca/welcome.asp. Accessed from the World Wide Web January 13, 2010.