



GREENPRINT STEERING COMMITTEE
Canada Room, Markham Civic Centre
April 9, 2013, 4:30 p.m.

MINUTES

Attendance

Members of Council

Mayor Frank Scarpitti
Councillor Valerie Burke
Councillor Howard Shore
Councillor Logan Kanapathi

Staff

Andy Taylor, CAO
Jim Baird, Commissioner of Development Services
Trinela Cane, Commissioner of Corporate Services
Katie Burns, Sustainability Coordinator
Dennis Flaherty
Peter Loukes
Amanda Martin, Markham Energy Conservation Office
(MECO) Coordinator
Warren Rupnarian, Accessibility Coordinator
Graham Seaman, Senior Manager, Sustainability
Jennifer Wong, Sustainability Staff
Kitty Bavington, Council/Committee Coordinator

The Greenprint Steering Committee convened at 4:38 pm. with Councillor Valerie Burke presiding as Chair.

- 1. Disclosure of Interest – None Declared**

- 2. Minutes of Meeting – May 25, 2012 and July 6, 2012**

Moved by: Councillor Logan Kanapathi
Seconded by: Councillor Howard Shore

That the minutes of the Greenprint Steering Committee meetings of May 25, 2012 and July 6, 2012, be adopted.

CARRIED

3. Sustainability 2012 Update and 2013 Work Plan

Graham Seaman and Sustainability staff provided an overview of the achievements in 2012 and the work plan for 2013.

The Committee suggested that nurturing of this long-term program may require more frequent, shorter meetings during the initial stages for areas requiring guidance; and progressing to less frequent reporting. Staff will work out a reasoned meeting schedule.

The 2012/2013 Work Plan was outlined with respect to:

Governance:

2012 – restarted the Greenprint Steering Committee; participated in BMFT Council and Senior Staff workshops

2013 – will meet twice more in 2013; work to set corporate milestones and targets; develop sustainability lens for Council decision-making, based on Strategic Alignment Section of current report template.

Integration:

2012 – supported sustainability integration for 2013 BUP; championed enhanced strategic alignment of budget forms

2013 – support BMFT outreach by Corporate Communications; integrate sustainability indicators into corporate/business unit plan key performance indicators

Coordination:

2012 – collaborated with Corporate Communications on promotion and communication strategy for Greenprint

2013 – work with Corp Comm on outreach, promotion, and communications; collaborate with other departments on sustainability indicators

Reporting:

2012 – Canada's first municipality to create an Annual Report with global reporting initiative sustainability indicators; prepared to comply with O.Reg 397/11 to report on facility GHG emissions

2013 – enhance corporate sustainability reporting for Annual Report; meet GHG reporting needs; develop Corporate Energy Plan

4. Greenprint Promotion 2012 Update and 2013 Work Plan

Increase public awareness:

2012 – social media; camp signs; Earth Hour; participated in at least 24 community outreach events

2013 – school outreach pilot project; Earth Day; Accessibility Fair; camp signage; presented Greenprint and Accessibility at Markham Main Street BIA AGM

Increase staff engagement:

2012 – meatless Monday; team work day booth

2013 – MECO checkmark enhancement; re-fresh meatless Mondays; work with Corp Comm to develop staff engagement strategy

Enhance meaningful outreach:

2012 - Markham milk bag project

2013 – Next Great Community Project Challenge; contract community food coordinator

Continue sharing our story with peers:

2012 – Food and Agriculture: FCM Sustainable Communities Conference, Urban Agriculture Symposium Tour, Ontario Food Policy Group;

Energy and Climate: FCM Sustainable Communities Climate Change presentation

Municipal Peer Groups: York Region Environmental Working Group, York Region Climate Collaborative

2013 - FCM Sustainable Communities Conference; Ontario FIT Program; continue working with various groups

5. Sustainability Services 2012 Update and 2013 Work Plan

Best practices research and sharing:

2012 – community gardens policy; climate change lunch & learn

2013 – on-demand as opportunities present themselves, including councillor newsletter materials

Collaborate with Development Services Committee to create development checklist:

2012 – provided comments

Collaborate with other levels of government:

2012 – York Region document review; York Region Public Health/Heart & Stroke Foundation; TRCA SNAP; York Region Climate Collaborative; York Region Environmental Initiative Working Group

2013 – York Region Integrated Waste Management; observe development of CHEERIO energy retrofit program

Partnership development:

2012 – York Region Food Charter; Enbridge Community Energy Conservation Program; Essential Accessibility software

2013 – eCAMION energy storage system; roll out Essential Accessibility software

Funding:

2012 – from Powerstream/Ontario Power Authority; supported funding for York Region Food Charter Working Group

2013 – funding applications for SNAP/TRCA; eCAMION; saveONenergy retrofits for LED street lighting; Food Charter Working Group

6. Priority Focus

Energy and Climate:

2012 – community retrofit, Bayview Glen SNAP; Enbridge Community Energy Conservation Program; collaborated on webinar; energy management plan; solar initiatives

2013 – community outreach for Bayview Glen; Enbridge Community Energy Conservation Program; energy awareness program; Humber College student collaboration; solar initiatives; corporate energy management plan

Food Security:

2012 – established process with YRDSB for food gardens on school lands; Food Charter; community gardens; online directory

2013 – finalize the Food Charter; pilot community gardens; 2015 gardens; Markham Grows Seed Library pilot; agricultural tour; Seedy Saturday; community and allotment garden guiding principles

Access and Mobility:

2012 – transportation; building accessibility; inclusive community programming

2013 – on-demand accessible taxi service; integrated Accessibility Standards Regulations and training; Essential Accessibility software; National Access Awareness Week event; upgrades to Main Street Markham accessibility; promote accessible sport programs

Shelter:

2012 – provided comments for the new draft Official Plan; discussed requirements for secondary Plans; SNAP and Enbridge retrofits

2013 – completion of new Official Plan; SNAP and Enbridge retrofits; work with DSC to determine community energy planning process; Quality Urban Energy Systems for Tomorrow (QUEST) conference

7. Communications and Outreach Discussion

The Committee considered the questions - What does sustainability success in the community look like, and what role will promotion and communications play to achieve success?

Responses included:

- Need to focus on what we can control
- Take a leadership role, provide education and give the tools
- Behaviour of change and modification by engagement in all walks of life
- Reach out to children and youth
- Increase awareness level in community
- Celebrate awards to raise awareness
- Need to have an identifiable accomplishment at the end of the term – i.e. establishment of community gardens, EAB initiative
- Sustainable achievements are significant and most important
- Regulatory role (development approval) is effective with LEED certification, bird-friendly measures, etc.

- Routinely asking questions through the lens of Greenprint brings attention to Markham as a leader, from developers and media
- Don't stifle innovation by making demands – provide a checklist or performance targets
- Create a brand as under the “Proud Greenprint Supporter” umbrella and align all the Greenprint initiatives
- Provide a motive – achieving sustainability for future generations.
- Use a page in Markham Life to celebrate and recognize achievements
- Solicit the community to nominate for annual Greenprint awards

Sustainability success and messaging was summarized as:

- Continuing to lead
- Focus on areas we have control and responsibility
- Align all areas we have control
- Simple messaging to reach the community

The Committee urged the Chair to reach out to community groups throughout Markham.

ADJOURNMENT

The meeting adjourned at 6:30 p.m.