

# AGENDA



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## ENVIRONMENTAL ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

**TUESDAY, MARCH 5, 2013 – 9 A.M.**

**COUNCIL CHAMBER**

**SECOND FLOOR, CIVIC CENTRE**

300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO, L5B 3C1

[www.mississauga.ca](http://www.mississauga.ca)

### Members

Councillor George Carlson, Ward 11 (CHAIR)

Michael DeWit, Citizen Member (VICE-CHAIR)

Councillor Jim Tovey, Ward 1

Councillor Frank Dale, Ward 4

Hassaan Basit, Citizen Member

Dr. Brad Bass, Citizen Member

Elaine Hanson, Sheridan College, Office for Sustainability

Lucas Krist, Peel Environmental Youth Alliance

Val Ogori, Citizen Member

Maureen Ricker, Citizen Member

Lucia Salvati, University of Toronto at Mississauga

Diana Yoon, Peel Environmental Youth Alliance

### Agency Liaison

Lea Ann Mallett, EcoSource

CONTACT PERSON: Julie Lavertu, Legislative Coordinator

Office of the City Clerk, Telephone: 905-615-3200, ext. 5471; Fax 905-615-4181

[Julie.Lavertu@mississauga.ca](mailto:Julie.Lavertu@mississauga.ca)

CALL TO ORDER

APPROVAL OF AGENDA

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

PRESENTATIONS/DEPUTATIONS

- A. Jessika Corkum-Gorrill, Natural Areas and One Million Trees Project Coordinator, with respect to the One Million Trees Mississauga Program Update.
- B. Mary Bracken, Environmental Specialist, with respect to 2012 “Reporting Out” on Living Green.

MATTERS TO BE CONSIDERED

- 1. Approval of Minutes of Previous Meeting  
Minutes of the meeting held February 5, 2013.

RECOMMEND APPROVAL

- 2. Let Your Green Show Awareness Campaign – Phase 2  
Memorandum dated February 21, 2013 from Andrea J. McLeod, Environmental Specialist, with respect to the Let Your Green Show awareness campaign – phase 2.

RECOMMEND RECEIPT

- 3. Earth Hour 2013  
Memorandum dated February 22, 2013 from Julius Lindsay, Community Energy Specialist, with respect to Earth Hour 2013.

RECOMMEND RECEIPT

- 4. Living Green Earth Days 2013  
Ella Basic, Public Affairs Consultant, will provide a verbal update with respect to the Living Green Earth Days 2013.

5. Our Municipality Can Help Stop Climate Change

Email message dated February 1, 2013 from Danish Sarwar, Ward 5 resident, with respect to how our municipality can help stop climate change.

DIRECTION REQUIRED6. Resignation Email Message from Hassaan Basit, Environmental Advisory Committee Citizen Member

Resignation email message dated January 17, 2013 from Hassaan Basit, Environmental Advisory Committee Citizen Member, advising Councillor George Carlson, Environmental Advisory Committee Chair, of his resignation from the Environmental Advisory Committee.

RECOMMEND RECEIPT7. Upcoming Agenda Items and Environmental Advisory Committee (EAC) Role

Chart from Environment staff with respect to upcoming agenda items and Environmental Advisory Committee (EAC) role.

RECOMMEND RECEIPT8. Status of Outstanding Issues from the Environmental Advisory Committee (EAC)

Chart dated March 5, 2013 from Julie Lavertu, Legislative Coordinator, Environmental Advisory Committee, with respect to the status of outstanding issues from the Environmental Advisory Committee.

RECOMMEND RECEIPTINFORMATION ITEMS

DATE OF NEXT MEETING – Tuesday, April 2, 2013 at 9 a.m., Council Chamber

OTHER BUSINESSADJOURNMENT

MAR 05 2013

**MINUTES****ENVIRONMENTAL ADVISORY COMMITTEE**

THE CORPORATION OF THE CITY OF MISSISSAUGA

**TUESDAY, FEBRUARY 5, 2013 – 9 A.M.****COUNCIL CHAMBER****SECOND FLOOR, CIVIC CENTRE**

300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO, L5B 3C1

[www.mississauga.ca](http://www.mississauga.ca)MEMBERS/AGENCY LIAISONSPRESENT:

Councillor George Carlson, Ward 11 (CHAIR)  
 Councillor Frank Dale, Ward 4  
 Dr. Brad Bass, Citizen Member  
 Stephanie Crocker, EcoSource  
 Elaine Hanson, Sheridan College, Office for Sustainability  
 Lea Ann Mallett, EcoSource  
 Rahul Mehta, EcoSource  
 Val Ohori, Citizen Member (arrived at 9:16 a.m. and departed at 10:32 a.m.)  
 Maureen Ricker, Citizen Member  
 Lucia Salvati, University of Toronto at Mississauga (arrived at 9:33 a.m.)

MEMBERS/AGENCY LIAISONSABSENT:

Michael DeWit, Citizen Member (VICE-CHAIR)  
 Councillor Jim Tovey, Ward 1  
 Hassaan Basit, Citizen Member  
 Lucas Krist, Peel Environmental Youth Alliance  
 Diana Yoon, Peel Environmental Youth Alliance

STAFF PRESENT:

Muneeb Ahmad, Water Resources Engineer  
 Lincoln Kan, Manager, Environmental Services  
 Andrea J. McLeod, Environmental Specialist  
 Brenda Osborne, Director, Environment  
 Lisa Urbani, Environmental Research Assistant

CONTACT PERSON: Julie Lavertu, Legislative Coordinator

Office of the City Clerk, Telephone: 905-615-3200, ext. 5471; Fax 905-615-4181

[Julie.Lavertu@mississauga.ca](mailto:Julie.Lavertu@mississauga.ca)

**NOTE: The Committee changed the order of the Agenda during the meeting. These Minutes reflect the order of the meeting.**

CALL TO ORDER – 9:07 a.m.

APPROVAL OF AGENDA

Approved (F. Dale)

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST – Nil

PRESENTATIONS/DEPUTATIONS

The Chair said that Lydia Pawlenko Lobos, a Ward 1 resident, had requested to make a deputation regarding Item 2. He indicated that Ms. Pawlenko Lobos's deputation would be Deputation C and presented first, followed by the two deputations from staff.

- C. Lydia Pawlenko Lobos, a Ward 1 resident, with respect to options to address smoke from indoor residential wood burning.

Ms. Pawlenko Lobos presented a PowerPoint presentation dated February 4, 2013 and entitled "Wood Smoke in Mississauga: Towards banning the greatest source of home air pollution" and discussed the Corporate Report dated January 15, 2013 from the Commissioner of Community Services entitled "Options to Address Smoke from Indoor Residential Wood Burning," environmental and health hazards from wood smoke, the Canadian Clean Air Alliance document entitled "Residential Wood Smoke: The Truth Some Facts," wood smoke pollution in the City, wood burning legislation in other jurisdictions, how the City could regulate and ban wood smoke, the use of wood stoves for heat in households across the City, and Ontario's *Environmental Protection Act*.

Ms. Ohori arrived at 9:16 a.m.

The Committee dealt with Item 2 at this time.

2. Options to Address Smoke from Indoor Residential Wood Burning

Corporate Report dated January 15, 2013 from the Commissioner of Community Services with respect to options to address smoke from indoor residential wood burning.

In response to Ms. Ricker's question, Ms. McLeod said that the Corporate Report focused exclusively on indoor wood burning sources and briefly discussed the legality of chimineas and other types of outdoor burning containers in the City.

Ms. Pawlenko Lobos discussed the legality of the use of wood stoves for heat in

households across the City, associated smog and other hazards for residents, and the need for the City to ban all wood stoves similar to what was done in Montréal.

The Chair discussed Ms. Pawlenko Lobos's concerns, noting that it is legal to use wood stoves for heating and cooking. He spoke about the *Ontario Building Code Act* (BCA) vis-à-vis wood stoves, the City's lack of authority to ban wood stoves and fireplaces, the use of wood stoves in the City, the possibility of the provincial government regulating wood stoves in the future, the burning of garbage by residents to deal with the two-bag garbage limit, and the need to educate residents about the proper use of wood stoves.

Ms. McLeod discussed a proposed amendment from the Ministry of the Environment (MOE) to the BCA regarding the regulation of wood stoves to a higher efficiency standard. She also said that Legal staff advised that even if the City regulated or limited wood stoves, the BCA would take precedence in the event of a conflict. Ms. McLeod added that Montréal's wood stove and fireplace ban is currently being challenged by the industry. In response to a question from Ms. Pawlenko Lobos, Ms. Osborne suggested that residents concerned about the indoor burning of inappropriate materials (e.g., garbage) in wood stoves or fireplaces should contact the MOE's Spills Action Centre.

The Chair suggested that Ms. Pawlenko Lobos approach her neighbours to discuss her concerns about their use of wood stoves for heat and share her PowerPoint presentation with Charles Sousa, Member of Provincial Parliament for Mississauga South.

#### Recommendations

EAC-0001-2013

1. That the PowerPoint presentation by Lydia Pawlenko Lobos, Ward 1 resident, entitled "Wood Smoke in Mississauga: Towards banning the greatest source of home air pollution," to the Environmental Advisory Committee on February 5, 2013 be received; and
2. That the document entitled "Residential Wood Smoke: The Truth Some Facts," by the Canadian Clean Air Alliance be received.

EAC-0002-2013

That the Environmental Advisory Committee supports increasing education and awareness regarding the air quality and health impacts of indoor residential wood burning by incorporating messaging into the existing Fire and Emergency Services Division, Community Services Department, "Home Safe Home" fire safety program, promoting the information available on the Region of Peel's Public Health website, increasing messaging to curtail wood burning during poor air quality events, and creating a new web page under the City of Mississauga's Living Green website.

Received/Approved (F. Dale)

- A. Lincoln Kan, Manager, Environmental Services, with respect to the Stormwater Financing Study (Phase 1).

Mr. Kan presented a PowerPoint presentation dated February 5, 2013 and entitled

“Stormwater Financing Study (Phase 1)” and discussed background information regarding the Study, stormwater pressures and infrastructure assets, three Program service levels, the stormwater funding mechanism, impervious area based stormwater user fees, the Program’s rate structure, credits, and fees and charges, and next steps.

Ms. Salvati arrived at 9:33 a.m.

Committee members raised various issues including:

- Slide 8 of the PowerPoint presentation entitled “Stormwater Program Service Levels” and the sustainable Program service level costs of \$39 million and associated subprojects, the percentage of funds for pipe replacement and infrastructure funding, costs from removing and replacing pipes, the possibility of using new, cost-effective, and sustainable technologies to reduce Program costs, and the need to review these costs alongside certain principles and methodologies;
- A recent water/stormwater innovation workshop by the provincial government;
- The possibility of incorporating daylighting or stream restoration in the Program to reduce costs and obtaining relevant research from the provincial government;
- The Program’s credit policy vis-à-vis the removal of hard versus soft surfaces;
- The Program’s connection with the Resilient Cities Initiative;
- The Program’s incorporation of the City’s Living Green Master Plan and other Master Plans, policies, initiatives, and long-term goals regarding sustainability;
- The Program’s driving principles, financial sustainability, three service levels, approach, and overall integration, including proposed credits and technologies;
- The need to consider sustainability for any infrastructure and stormwater projects;
- Slide 13 of the PowerPoint presentation entitled “Stormwater Services Fees and Charges” and the entities exempted from, and subject to, fees and charges;
- The importance of properly communicating the Program’s implementation to the broader community, particularly large-scale commercial property owners;
- Toronto’s infrastructure challenges due to increased global warming;
- The Don Valley flood water control project in Toronto and its aesthetics;
- The need for the Committee to receive more information about the Program; and
- The importance of water-related issues like stormwater systems for municipalities.

The Chair discussed the importance of educating residents and businesses regarding the Program, the possibility of developing various incentives for residents, the credit policy vis-à-vis commercial property owners like Square One Shopping Centre, and the potential of new technologies and engineering solutions for the Program’s overall success.

Mr. Kan responded to the Committee’s above-noted comments and questions.

#### Recommendation

EAC-0003-2013

1. That the PowerPoint presentation by Lincoln Kan, Manager, Environmental Services, entitled “Stormwater Financing Study (Phase 1),” to the Environmental Advisory Committee on February 5, 2013 be received; and

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2. That staff be directed to prepare an update regarding the Stormwater Financing Study (Phase 1) for consideration at a future Environmental Committee meeting.

Received/Direction (E. Hanson)

- B. Muneef Ahmad, Water Resources Engineer, with respect to Low Impact Development (LID) in the City of Mississauga.

Mr. Ahmad presented a PowerPoint presentation entitled "Low Impact Development" and discussed LID vis-à-vis City buildings, private development, rehabilitation scenarios, the public realm, and other jurisdictions, VALE INCO's eco-friendly landscaping, greening Elm Drive, the recently developed O'Connor and Lakeside Parks, and the advantages and disadvantages of LID. He emphasized the importance of creating an overall environment in the City that facilitates the uptake of LID, including the possibility of implementing incentives. Mr. Ahmad noted that a deputation on LID would be made to General Committee in the near future and asked the Committee for their feedback.

Committee members raised various issues including:

- The links between LID and the Stormwater Financing Study (Phase 1);
- LID vis-à-vis its overall use, costs, and short- and long-term business cases;
- The increasing use of LID by municipalities and the importance of incorporating LID in the earliest design stages of projects and other developments;
- Portland, Oregon's stormwater and LID-related practices, policies, and research;
- LID and green roofs-related resources, including [www.greenroofs.org](http://www.greenroofs.org), stormwater lifecycle research by the United States General Services Administration, Washington, D.C., the City of Toronto, and Green Roofs for Healthy Cities;
- A deputation by Dr. Bass during the Committee's December 12, 2012 meeting regarding expanding natural heritage through greening hard infrastructure; and
- The importance of linking LID to biodiversity, soft benefits, and bioswales.

Ms. Ohori departed at 10:32 a.m.

The Chair discussed the importance of adopting LID in the City, associated cost savings, advantages, and users, and the status of the permeable concrete test site in Streetsville.

Mr. Ahmad answered the Committee's above-noted comments and questions.

Recommendation

EAC-0004-2013

That the PowerPoint presentation by Muneef Ahmad, Water Resources Engineer, entitled "Low Impact Development," to the Environmental Advisory Committee on February 5, 2013 be received.

Received (Dr. B. Bass)



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MATTERS CONSIDERED1. Approval of Minutes of Previous Meeting

Minutes of the meeting held December 11, 2012.

Ms. Lavertu advised that she had been alerted to a minor spelling error on the second page of the minutes and requested that the word "en" in the first sentence of the first paragraph be amended to "an."

Approved as Amended (Dr. B. Bass)

3. Let Your Green Show

Ms. McLeod provided a verbal update regarding Let Your Green Show and noted that she would provide the Committee with more information during their March 2013 meeting. She discussed the campaign's second phase (which will run from March to August 2013 and focus on using less water), existing and new partners, and overall logistics, including actions and greenbacks for participants. Ms. McLeod added that the second phase will be launched on March 22, 2013, the same day that Ward 1 residents will have a skating party at the Port Credit Memorial Arena to celebrate their Greenest Ward Award for the campaign's first phase. She encouraged the Committee to attend the skating party and added that Committee members would receive a formal invitation shortly.

In response to Dr. Bass's question about the effectiveness of the campaign's first phase and launch event on Canada Day vis-à-vis the number of registrations, Ms. McLeod said that the launch event was a success, but did not translate into residents going home and registering to participate. She noted that volunteers for the campaign's second phase will be provided with tablets to register participants on the spot. The Chair suggested that volunteers be present at the Streetsville Bread & Honey Festival and offered to co-sponsor the campaign event and supply the volunteers with refreshments.

Ms. Hanson requested that Ms. McLeod provide her with information about the campaign's second phase for distribution to Sheridan College students, faculty, and staff.

4. Upcoming Agenda Items and Environmental Advisory Committee (EAC) Role

Chart from Environment staff with respect to upcoming agenda items and Environmental Advisory Committee (EAC) role.

Ms. Osborne said that Earth Hour 2013 would be considered at the Committee's March 2013 meeting and go beyond the one-hour timeslot and, among other things, be linked to environmental actions by residents throughout the year and via Let Your Green Show. In response to Dr. Bass's question, Ms. Osborne discussed the proposed environmental community grant program and recognition awards and said that staff is working on these matters and would be brought back for the Committee's consideration in the near future.

Recommendation

EAC-0005-2013

That the chart from Environment staff with respect to upcoming agenda items and Environmental Advisory Committee (EAC) role be received.

Received (Dr. B. Bass)

5. Status of Outstanding Issues from the Environmental Advisory Committee (EAC)

Chart dated February 5, 2013 from Julie Lavertu, Legislative Coordinator, Environmental Advisory Committee, with respect to the status of outstanding issues from the Environmental Advisory Committee.

Ms. Osborne said that she had obtained the support of Planning and Building Department staff to establish a separate green building and development award complementary to and linked to the broader Mississauga Urban Design Awards process. She added that this matter would return for the Committee's consideration and input in the near future.

Recommendation

EAC-0006-2013

That the chart dated February 5, 2013 from Julie Lavertu, Legislative Coordinator, Environmental Advisory Committee, with respect to the status of outstanding issues from the Environmental Advisory Committee be received.

Received (E. Hanson)

INFORMATION ITEMS – Nil

DATE OF NEXT MEETING – Tuesday, March 5, 2013 at 9 a.m., Council Chamber

OTHER BUSINESS

Citizen Member Vacancies on Environmental Advisory Committee

The Chair noted that there are two vacancies on the Committee due to the passing of Peter Orphanos and the recent resignation of Hassaan Basit which will be considered at the Committee's next meeting. In response to the Chair's comment, Ms. Lavertu discussed the process for filling Citizen Member vacancies and said that all vacancies on the City's Advisory Committees will be filled in late March/early April 2013 which also coincides with the mid-term point in the citizen appointment terms of Citizen Members at which time they will be asked whether or not they wish to complete their terms.

ADJOURNMENT – 11:04 a.m. (F. Dale)

# Memorandum



MAR 05 2013

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**TO:** Environmental Advisory Committee  
Meeting Date: March 5, 2013

**FROM:** Andrea J. McLeod, Environmental Specialist,  
Environment Division, Community Services Department

**DATE:** February 21, 2013

**SUBJECT:** **Let Your Green Show Awareness Campaign – Phase 2**

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At the June 5, 2012 Environmental Advisory Committee (EAC) meeting, a Corporate Report outlining the details of the Let Your Green Show campaign was received by EAC. At that meeting, EAC endorsed the campaign and agreed to help champion implementation of the awareness campaign by encouraging residents to help turn Mississauga green and their neighbourhood win the Greenest Ward Award.

EAC members helped launch Phase 1 of the campaign on July 1, 2012 at the Canada Day event in Celebration Square.

At the November 6, 2012 EAC meeting, EAC received an update regarding the results of Phase 1 of the campaign and Ward 1 residents were congratulated on being the recipients of the Greenest Ward Award.

## **Campaign Phases**

The campaign was developed by the City of Mississauga and Region of Peel to motivate residents to adopt environmental behaviours found in the Living Green Master Plan and Peel Climate Change Strategy. Designed to engage residents in existing programs, the campaign was developed with three themes using a phased approach to implementation to take advantage of seasonal programs, activities and the availability of support tools and resources. The three phases/themes and implementation dates are listed below.

1. Phase 1 - Eat local/Grow local (July 1, 2012 – October 31, 2012)
2. Phase 2 - Use less water (March 22, 2013 – August 31, 2013)
3. Phase 3 - Give your car a break (Fall 2013)

Phase 1 was launched only in Mississauga. Over 500 residents participated resulting in over 600 actions. Phase 2 and Phase 3 will be launched Region-wide with support of the remaining Peel Climate Change Strategy partners, City of Brampton, Town of Caledon, Credit Valley Conservation and Toronto and Region Conservation.

## **The Greenest Ward Award**

Residents of each municipality are encouraged to register multiple actions throughout each phase of the campaign to benefit both the environment and help their neighbourhood win the Greenest Ward Award.

While individuals can only earn one greenback per campaign phase, additional actions registered per individual will contribute to turning a map of either Mississauga, Brampton or Caledon green and to help turn their respective ward the greenest (i.e., achieve the greatest participation rate). At the end of each phase, the greenest ward in Mississauga will be celebrated and recognized at Council.

## **Phase 2 – Use Less Water**

Environment Division staff, Community Services Department, will bring a Corporate Report to General Committee on March 20, 2013 outlining updates to the campaign for Phase 2. Region of Peel staff will present the details of Phase 2 to Regional Council on March 21, 2013. A public event to launch Phase 2 will be held on March 22, 2013 at Port Credit Memorial Arena. This event will also celebrate the success of Phase 1.

Phase 2 of the campaign will work exactly the same as Phase 1, with a brand new set of easy environmental actions for residents to undertake and a brand new list of incentives or “greenbacks” to reward residents for taking action.

In Phase 2 – Use Less Water, residents will pick from the following list of actions:

1. Install a high efficiency showerhead
2. Grow a plant that requires little water
3. Install a water-efficient toilet
4. Use a rain barrel
5. Check your home for leaks

Resources will be provided on the website to educate residents on how to complete each of the above actions and why completing the actions is important.

Once an action is selected, residents pick from the list of greenbacks. The list of available greenbacks is a combination of both discount coupons redeemable at a variety of venues that support core actions (purchased by the campaign) and items sponsored (provided in-kind) by community program partners. The number of sponsored greenbacks available at any given time will be directly related to the number of in-kind donations secured throughout the campaign.

With the support from the partners, the list of greenbacks for Phase 2 has grown in number from Phase 1. Greenback sponsors for Phase 2 include all of the partners, EcoSource, Grown in Peel, Glen Echo Nurseries and other community partners.

New for Phase 2 is that some greenbacks will be available to all Region of Peel residents, while others will only be available to residents of a specific municipality within the Region of Peel. For example, users registering with a Mississauga postal code will only be able to choose from greenbacks offered to residents of Mississauga.

The partners will continue to add to the list of available greenbacks in each phase. This will serve to encourage residents to return to the site and participate in future phases of the campaign as well as expand community partnerships.

Greenbacks for Phase 2 confirmed to date are:

1. \$5 off the purchase of produce and more at the Caledon Farmers' Market.
2. Complimentary pass to a City of Brampton Community Centre.
3. Free clean up kit including biodegradable garbage bags, recycling bags and gloves from the City of Brampton.
4. An assortment of four (4) free vegetable seed packets and an organic vegetable gardening fact sheet from EcoSource.
5. Free family swim pass to the Town of Caledon's Recreation Centres.
6. Free family day pass to a Conservation Area in the Region of Peel and at Terra Cotta and Island Lake Conservation Areas.
7. Free Single Day Pass for two (2) people to a Mississauga Community Centre.
8. Free rain barrel.
9. \$10 off the purchase of plants that require little water with a minimum purchase of \$15 from a designated nursery.

Greenbacks will be limited to one per individual for each phase of the campaign. However, residents will be encouraged to re-visit the website often to select additional actions for the chance to win in a monthly draw and track their neighbourhood's progress in the greenest ward challenge.

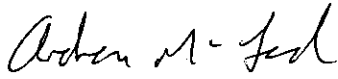
### **Budget**

Overall campaign development and implementation costs for 2013 are being cost shared between the Region of Peel and the City of Mississauga with the other campaign partners covering any additional costs associated with the expanded program. The combination of experience gained in Phase 1 and an increased number of community partners established for Phase 2, has enabled staff to build a stronger tactical plan, supported by a greater reach into the community and the offering of more incentives for residents to take action at no additional cost to Mississauga. Mississauga's contribution to implementation of Phase 2 and Phase 3 of the campaign in 2013 is budgeted at \$20,000 and will be funded from the approved 2013 Budget.

### **Marketing**

Many of the same marketing tactics will be used in Phase 2 by the City of Mississauga. Similar tactics will be used by each municipality in the Region of Peel as appropriate. One of the most

successful tactics from Phase 1 was the use of volunteer environmental ambassadors at the Farmers' Markets. For Phase 2, volunteers will continue to be out at community events, however, for Phase 2 they will have tablets enabling them to register residents on the spot.



Andrea J. McLeod  
Environmental Specialist  
Environment Division  
Community Services Department

MAR 05 2013

# Memorandum



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**TO:** Environmental Advisory Committee  
Meeting Date: March 5, 2013

**FROM:** Julius Lindsay, Community Energy Specialist, Environment Division,  
Community Services Department

**DATE:** February 22, 2013

**SUBJECT:** Earth Hour 2013

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Earth Hour 2013 will take place from **8:30 p.m. to 9:30 p.m. on Saturday, March 23**. The following outlines plans for the City's participation and what is new for 2013.

## Background

Earth Hour, an annual event to promote action against climate change, originated in Sydney, Australia in 2007. Created by the World Wildlife Fund (WWF), Earth Hour became a global movement in 2008. Involvement in Earth Hour can include both turning off (nonessential) lights for the hour as well as encouraging others to take part.

The City has participated in Earth Hour since 2008. In addition to promoting Earth Hour to staff and the public, the City's participation has involved lighting and energy consumption reductions in City facilities, along with a central event hosted at the Civic Centre in 2010. In 2011, with the Environmental Advisory Committee's (EAC) approval, the City implemented a community based event approach. This approach focussed on taking Earth Hour out to the neighbourhood level and engaged community partners such as community centres and libraries to integrate Earth Hour into existing programs. The City used a similar approach in 2012.

## Goals

The Earth Hour movement has shifted its focus from being all about the hour, to encouraging people to go beyond the hour and take actions to live more sustainably every day. The goals for the City's participation in Earth Hour 2013 support this direction and seek to achieve the following objectives:

- Encouraging employees, residents and businesses to participate in Earth Hour;
- Increasing overall awareness of climate change and lifestyle changes resulting in ongoing energy conservation at home and at work;
- Encouraging as many employees and residents as possible to go beyond the hour and participate in Earth Hour's "I Will If You Will" Campaign (Linked to Let Your Green Show); and
- Helping Mississauga residents take ongoing actions to help the environment.

## **Partners and Sponsors**

The Environment Division, Community Services Department, is working with community partners Enersource, Bullfrog Power, Toronto and Region Conservation - Partners in Project Green, as well as City libraries, community centres, and the Communications Division, Corporate Services Department, to promote Earth Hour 2013 to the citizens of Mississauga.

## **Lighting and Energy Reductions in City Facilities**

In 2013, City facilities will implement actions done in previous years to reduce lighting and energy use during Earth Hour.

## **Promotion**

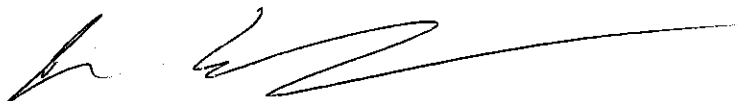
Building on the successes of last year's campaign, staff are planning a targeted campaign leading up to Earth Hour 2013. This year's promotional campaign involves a variety of communication tactics including:

- Using social media such as Facebook, Twitter and/or YouTube;
- Messaging on electronic sign boards;
- Running Earth Hour screen savers in all library locations;
- Posting content on the City's and partner websites;
- Displaying Earth Hour pledge boards at all City libraries;
- Issuing media releases before and after the event;
- Posting to the City's Living Green blog;
- Distributing kids Earth Hour colouring and activity pages at libraries;
- Involving local business by working with Partners in Project Green and the Mississauga Board of Trade;
- Having City fitness instructors deliver reminders during fitness classes the week leading up to Earth Hour;
- Including Earth Hour messaging in partner e-newsletters and events calendars; and
- Liaising with both local school boards.

## **I Will If You Will**

New for 2013 is the City's participation in the "I Will If You Will" campaign. This will help cross promote the Let Your Green Show campaign.

I Will If You Will (IWIYW) is a WWF International Earth Hour campaign that uses a dedicated YouTube platform to empower people to share a personal challenge with the world to help create a sustainable future. City staff are working with the Mayor to participate in this campaign. The Mayor will pledge to do something if 500 Mississauga residents sign up for the Let Your Green Show (LYGS) campaign. The IWIYW campaign would launch with Phase 2 of LYGS on March 22, 2013, and will extend beyond Earth Hour.



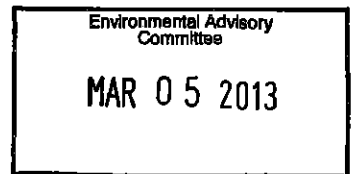
Julius Lindsay  
Community Energy Specialist  
Environment Division  
Community Services Department



**Julie Lavertu**

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**From:** Chris Fonseca  
**Sent:** 2013/02/05 9:59 AM  
**To:**  
**Cc:** Julie Lavertu  
**Subject:** RE: Our municipality can help stop climate change



Hello Mr. Sarwar,

Thank you for your e-mail. I have taken the liberty of forwarding it to the Environmental Committee and ask that it be brought forward at their next meeting.

Respectfully,

Chris Fonseca  
Councillor, Ward 3  
City of Mississauga  
905-896-5300

-----Original Message-----

**From:**  
**Sent:** 2013/02/01 9:52 PM  
**To:** Chris Fonseca  
**Subject:** Our municipality can help stop climate change

Councillor Chris Fonseca

My name is Danish Sarwar. I live in Mississauga. I am writing to you because I am deeply concerned about climate change and the future of our earth. We have changed the basic chemistry of our planet and we are running out of time to avoid catastrophe.

In 2011 we emitted 31.6 Gigatons of carbon dioxide - a 3% increase over the year before. Scientists say we can now emit only 565 more Gigatons until we reach the 2°C limit established in Copenhagen in 2009. This gives us only 16 years to dramatically alter our course. We desperately need something to shake us out of our sense of complacency.

This is where you can help change the course of human history.

Our municipality can use its licensing powers to pass a by-law that requires gasoline retailers to place warning labels on gas pump nozzles. These labels would advise consumers of the harms associated with the consumption of fossil fuels and would be similar to those found on tobacco packaging. Please visit [www.ourhorizon.org](http://www.ourhorizon.org) to learn more about the by-law and to get access to the legal opinion for our jurisdiction.

The warning labels link cause and effect right at the point of purchase. Their use on the nozzle takes a problem of diffuse origins and locates responsibility right in the palm of your hand. The image itself can bring far away consequences - like famine, extinction of species and extreme weather - into the here and now. The labels also internalize and communicate cost in a qualitative way to engage our sense of humanity in a way that a 10-cent price increase at the pump never could.

This idea is a game-changer. It's the simple sticker that has the potential to change the world.

The labels will cause some citizens to reduce their greenhouse gas emissions and, more importantly, they will shift our collective willingness to act on this issue and allow for meaningful change.

Passing this by-law will create a global precedent that will rapidly spread throughout the world. Years from now, historians may one day point to you, a handful of your brave colleagues, and our community as the spot that forever changed the course of human history.

Please stand on guard for our earth.

Sincerely,

Danish Sarwar  
Mississauga

**Julie Lavertu**

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**From:** George Carlson  
**Sent:** 2013/02/05 9:19 AM  
**To:** Julie Lavertu  
**Subject:** FW: Meeting no-show

Environmental Advisory  
Committee

MAR 05 2013

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**From:** Hassaan Basit  
**Sent:** January 17, 2013 1:34 PM  
**To:** George Carlson  
**Cc:** Crystal Greer  
**Subject:** RE: Meeting no-show

Hi George,

That's quite fair. Thanks for your advice. I would like to resign from EAC due to health/work reasons. I hope this is sufficient for you to start the administrative stuff. I will send a brief note, through you, to the rest of the committee and staff soon.

All the best.

Hassaan

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**Upcoming Agenda Items and Environmental Advisory Committee (EAC) Role**

<b>Legend: Potential Role for EAC</b>	
<b>Comments</b> (Provide feedback for consideration.)	<b>Leadership</b> (Participate in event or lead external group participation.)
<b>Community Engagement</b> (Champion LGMP awareness campaign, promote Living Green blog, etc.)	<b>Receive</b> (For information.)
<b>Direction</b> (Provide direction to staff.)	<b>Recommendation</b> (To General Committee.)
<b>Deputation</b> (Present to General Committee, Council, other.)	<b>Sub-committee</b> (To further develop or research initiative.)

<b>Year   Quarter</b>	<b>Item</b>	<b>Description</b>	<b>Potential EAC Role</b>
<b>2013   Q2</b>	Living Green Master Plan (LGMP) Update	Annual progress report.	Receive
	Greening the Fleet Results	Results of the City's five-year "Greening the Fleet" program and direction for the next five years.	Receive
	Environmental Design Award / Green Building Award	A new design / green building / development award to complement the Mississauga Urban Design Awards.	Receive
	Recognition Awards	Program to recognize community environmental efforts/achievements.	Recommendation
	Corporate Environmental Principles Policy Update	An update is planned to better align the policy with environmental principles in the Strategic Plan and Living Green Master Plan.	Receive
	Environmental Community Grant Program	A community environmental grant program that would offer grants for community driven, innovative environmental initiatives.	Recommendation
	Idling Update	An update on idling in Mississauga.	Recommendation
	Oakville-Clarkson Air Zone Management Advisory Committee	Update on the Oakville-Clarkson Air Zone Management Advisory Committee (OCAZMAC)	Receive
	Corporate and Community Greenhouse Gas (GHG) and Criteria Air Contaminant (CAC) Inventories	Updated GHG and CAC inventories' results will be presented and used to benchmark and prioritize future efforts to reduce local sources of emissions.	Recommendation
<b>2013   Q4</b>	Feed-in Tariff Program	An update on the Feed-in Tariff (FIT) Program.	Receive

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<b>Other Anticipated Items</b>	
<b>Item</b>	<b>Description</b>
Nuisance Weed and Tall Grass Control By-law	The City's Nuisance Weed and Tall Grass Control By-law is scheduled to be revised as per the LGMP.
Green Development Strategy (GDS)	An update on GDS implementation.
Waste Management	An update on various waste-related initiatives.
Drive-Throughs	An update on drive-throughs.
Quest 2013	Ontario Caucus Conference.
Corporate Energy Conservation Plans	The new Provincial <i>Green Energy Act</i> (2009) requires municipalities to provide corporate energy conservation plans for all municipally owned and operated buildings and to report annually on actual performance against plans.
Stormwater Quality Control Strategy Update	Update of the City's strategy for managing and improving the quality of stormwater runoff.

**STATUS OF OUTSTANDING ISSUES FROM THE ENVIRONMENTAL ADVISORY COMMITTEE (EAC)**

Prepared by Julie Lavertu, Legislative Coordinator, for the March 5, 2013 EAC Agenda

EAC MEETING FIRST DISCUSSED	ISSUE	EAC RECOMMENDATION/DIRECTION	STATUS
Feb/12	Transportation Strategy Presentation	Michael DeWit, Vice-Chair, indicated that a presentation on the transportation strategy would be beneficial to the Committee.	<b>May 1/12 EAC Meeting Update:</b> Ms. Osborne added that she did not have a specific timeline for the transportation strategy at this time.
Sept/12	Potential Ban of Plastic Shopping Bags in Mississauga	EAC-0039-2012 1. That the Corporate Report dated July 26, 2012 from the Commissioner of Community Services, entitled "Potential Ban of Plastic Shopping Bags in Mississauga," be received; and 2. That the Environmental Advisory Committee recommends that the potential ban of plastic shopping bags in Mississauga be referred to the Region of Peel's Waste Management Committee for further research and recommendations to the Region of Peel's Regional Council and the City of Mississauga's Council.	
Dec/12	Urban Design Awards	Councillor Tovey noted that the Urban Design Awards should include green building and Ms. Bracken noted that the categories and criteria would have to be strengthened. It was suggested that a report could be written to make a recommendation with respect to creating a green award in Urban Design.	<b>February 5/13 EAC Meeting Update:</b> Ms. Osborne said that she had obtained the support of Planning and Building Department staff to establish a separate green building and development award complementary to and linked to the broader Mississauga Urban Design Awards process. She added that this matter would return for the Committee's consideration and input in the near future.
Dec/12	Environmental Advisory Committee November 2012 Off-Site Meeting Summary	EAC-0068-2012 1. That the Memorandum, dated November 26, 2012 from Brenda Osborne, Director, Environment Division with respect to the off-site meeting held on November 24, 2012; be received; and 2. That staff work with the Environmental Advisory Committee to develop a recognition program and a community environmental grants program.	<b>February 5/13 EAC Meeting Update:</b> In response to Dr. Bass's question, Ms. Osborne discussed the proposed environmental community grant program and recognition awards and said that staff is working on these matters and would be brought back for the Committee's consideration in the near future

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EAC MEETING FIRST DISCUSSED	ISSUE	EAC RECOMMENDATION/DIRECTION	STATUS
Feb/13	Stormwater Financing Study (Phase 1)	EAC-0003-2013 1. That the PowerPoint presentation by Lincoln Kan, Manager, Environmental Services, entitled "Stormwater Financing Study (Phase 1)," to the Environmental Advisory Committee on February 5, 2013 be received; and 2. That staff be directed to prepare an update regarding the Stormwater Financing Study (Phase 1) for consideration at a future Environmental Advisory Committee meeting.	