



**REPORT TO ENVIRONMENTAL SERVICES COMMITTEE  
MEETING OF WEDNESDAY, JUNE 26, 2013**

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**SUBJECT    GENERAL MANAGER'S REPORT**

**ISSUE**

To update the Environmental Services Committee on Environmental Services Department initiatives.

**BACKGROUND**

**"Green 365" Campaign**

The Parks & Environmental Services Department will be launching "Green 365," a multi-part themed campaign that promotes year-round sustainable living. Combining and integrating messaging from various environmental programs, Green 365 will explore all aspects of environmental sustainability around the home. The campaign will begin on June 19, with the first part of the campaign, "Outdoor Living," to promote green behaviours that apply to home improvements, including water conservation, septic system maintenance, energy saving techniques and proper disposal of waste.

Using multiple communication techniques, the campaign will utilize social media, print ads, the CRD website, and community outreach events. Green 365 will also include a photo contest, a challenge and a year-long pledge to encourage residents to undertake sustainable behaviours.

**RBC Bluewater Leadership Grant**

The CRD Integrated Watershed Management Program has been awarded a \$75,000 grant from RBC Blue Water Fund for a Watershed Education Initiative. The CRD is one of only three recipients in BC.

Improving knowledge and protection of watershed health is part of the corporate strategic goal to promote environmental stewardship and, specifically, integrated watershed management. These funds will be used for educational initiatives that will inform on urban watershed issues, watershed health and climate adaptation, and will provide tools and solutions to inspire action throughout the region. The project includes programming for residents, youth and businesses. Deliverables include creation of a school learning resource for students, a rainwater harvesting manual, workshops and rain barrel sales for residents, development of best management practices for businesses and a series of educational videos to support and promote messaging.

**Solar Without Borders**

The CRD Climate Action Service was successful in working with the City of Colwood to devise a plan to extend the Solar Colwood Initiative to residents and businesses in the rest of the capital region, including Salt Spring Island, the Southern Gulf Islands and Juan De Fuca electoral area.

Pending final approval from Natural Resources Canada this summer, the CRD will be working with the existing Solar Colwood program to roll out a region-wide solar hot water incentive program in fall 2013. Dubbed “Solar Without Borders,” grants of up to \$3,000 will be available to single-family and multi-unit residential buildings, businesses and some public sector institutions until March 2015. The program will be administered directly through approved installers and promoted through a number of existing local and regional networks. Education and training opportunities will be offered to municipal building inspection and planning staff to ensure that interested participants can take advantage of this opportunity. The CRD will provide \$2,500 to support marketing efforts by local governments and will also provide in-kind, staff time to assist the program development and delivery.

An official launch will be scheduled later this fall with updates in the quarterly Climate Action Service Information Report.

### **Multi-Material BC – Financial Incentives**

On May 31, 2013, Multi-Material BC (MMBC), the not-for-profit stewardship agency formed to manage and fund the collection and processing of residential printed paper and packaging, released their financial incentives. There are separate financial incentives for curbside, multi-family and depot collection as well as education and administration top up allowances. MMBC has yet to publish their sample service agreements.

Staff are reviewing the financial incentives and will conduct a business case analysis for each service. A staff report with short- and long-term options will be presented to the Environmental Services Committee in July and to the CRD Board in September. The deadline for responding to MMBC’s offer is September 16, 2013.

### **RECOMMENDATION**

That the Environmental Services Committee receive the General Manager’s Report for information.

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Parks & Environmental Services

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