

STAFF REPORT: ENGINEERING AND PUBLIC WORKS DEPARTMENT

REPORT TO: Infrastructure and Recreation
 Committee

MEETING DATE: April 9, 2013

REPORT NO.: EPW.13.039

SUBJECT: Support of External Event Days
 by the Engineering and Public
 Works Department

PREPARED BY: Adam McMullin, Environmental
 Initiatives Coordinator

A. Recommendations

THAT Council receives Report EPW.13.039 entitled "Support of External Event Days by the Engineering and Public Works Department" and

THAT Council support and endorse Engineering and Public Works participation in the Pitch-In-Week and Waste Reduction Week for 2013 and 2014; and

THAT Council authorizes the Pitch-In-Week flag to be flown at The Blue Mountains Town Hall from April 21 to 27, 2013.

B. Background

The Engineering and Public Works (EPW) Department currently supports and participates in a number of externally initiated civic, community, environmental, social, special events and awareness campaigns. This support is provided in various forms; in-kind services, direct funding, volunteer services, Council endorsement and so forth. There are benefits of supporting these events, including enhancing public engagement, supporting local organizations and citizens and demonstrating strong local leadership. Although there are obvious civic benefits to supporting national/international events and campaigns, there are too many to do justice to all. Staff recommend that the following be the focus of attention for 2013 and 2014.

Pitch-In Canada Week (April 21 – 27, 2013 & April 20 – 26, 2014)

Pitch-In Week is an event where volunteers clean up litter and garbage within their communities across the country. The Town has formally participated in Pitch-In Week since 2006. In previous years, to support the initiative, the following activities have been undertaken:

- Distribute waste collection bags (supplied by Pitch-In Canada) to the public;
- Organized a Staff clean-up along the Georgian Trail and Beaver River;
- Advertise the event in the local paper and on the Town's website;
- Raise the Pitch-In flag at Town Hall.

Staff plan to conduct these activities in support of Pitch-In Week 2013.

Waste Reduction Week (October 21 – 27, 2013 & October 20 – 26, 2014)

Waste Reduction Week aims to inform citizens about the environmental and social ramifications of wasteful practices. The objective of the campaign is to educate, empower individuals to reduce, reuse and recycle waste. The event is held in the fall. The Town has promoted this initiative through the Town's webpage and advertisement in the local newspapers.

In addition to externally initiated events, EPW participates, supports and/or hosts a number of internally driven community events including:

- Canada Day Parade (July)
- Beaver Valley Fall Fair (September)
- Municipal Works Day (Not scheduled for 2013)
- The Green Fair (in partnership with The Blue Mountains Library - September)

Having an annual calendar of events will allow coordination of budgets and Staff time to assure effective delivery of planned campaigns.

C. The Blue Mountains' Strategic Plan

Supporting, facilitating and participating in events or campaigns helps to fulfill strategic action 3.5 'Continue to support cultural groups and community events'.

D. Environmental Impacts

Supporting and promoting events enhances awareness and can influence positive behavioural change among residents with respect to environmental action. Specific impacts vary depending upon the particular event.

E. Financial Impact

All these events require Staff time and resources that are budgeted for and included in the annual operating budgets for each Division. However, often Staff and Council are approached to support or participate in additional initiatives, events or campaigns. This is occurring more frequently. Participating in these, typically, ad hoc campaigns present logistical, planning and budgetary challenges for Staff.

Costs, expenses and resources for the identified events are allocated within the annual operational budgets. However, support of an average event requires \$350 - \$750 of resources and Staff time.

F. In Consultation With

Jeffery Fletcher, Manager of Solid Waste and Environmental Initiatives
Corrina Giles, Clerk (re: flag raising)

G. Attached

None.

Respectfully submitted,

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