

**STAFF REPORT: ENGINEERING AND PUBLIC WORKS DEPARTMENT**

**REPORT TO:** Infrastructure and Recreation Committee  
**MEETING DATE:** May 10, 2011  
**REPORT NO.:** EPW.11.034  
**SUBJECT:** Support of External Event Days by Engineering and Public Works  
**PREPARED BY:** Adam McMullin, Environmental Initiatives Coordinator

**A. Recommendation**

THAT Council receives Report EPW.11.034 entitled “Support of External Event Days by Engineering and Public Works” and

THAT Council support and endorse Engineering and Public Works participation in the following external events, for the remainder of 2011 and 2012:

- Canada Water Week / World Water Day
- Drinking Water Week
- Earth Day
- Pitch-in-Week
- Waste Reduction Week

**B. Background**

The Engineering and Public Works (EPW) department currently support and participate 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, Committee and 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 2011 and 2012.

**Canada Water Week 2011/ World Water Day (March 14 – 22, 2011 & March 19 – 26, 2012)**

Canada Water Week is a celebration of water coast-to-coast in Canada. Organizations and governments across the country are encouraged to get involved by organizing or participating in fun and educational events to raise the profile and understanding of water and its importance to Canada’s prosperity. The week culminates with World Water day held annually - a tradition that started when the United Nations General Assembly designated the first Water Day on March 22, 1993. On March 14, 2011, Council endorsed Canada Water Week 2011 in Report EPW.11.027.

**Drinking Water Week (May 1 – 7, 2011 & May 6 – 12, 2012)**

Drinking Water Week is a celebration of water professionals and the communities they serve to recognize the vital role a safe source of drinking water plays in our daily lives. The event has been celebrated for over 30 years and is held annually during the first week of May.

This year the Town is the co-host of the annual Ontario Water Works Association and Ontario Municipal Water Association Joint Convention which is held during Drinking Water Week.

**Earth Day (April 22, 2011 & April 22, 2012)**

Earth Day is held annually on April 22 and celebrated throughout the world. Earth Day was founded on April 22, 1977 in the United States and it is intended to inspire awareness and appreciation for the Earth's natural resources. The event has grown since its inception and now integrates almost all environmental action and initiatives. This year the Town partnered with the Beaver Valley Community School to conduct student tours of the Town's waste disposal site, to educate and promote awareness regarding waste diversion, recycling, composting and landfilling practices.

**Pitch-In Canada Week (April 18 – 24, 2011 & April 23 – 29, 2012)**

Pitch-In Week is an event where volunteers clean up litter and garbage within their communities across the country. The event falls during the week of April 18 – 24 in conjunction with Earth Day and Earth Week celebrations. The Town has formally participated in Pitch-In Week since 2006.

**Waste Reduction Week (October 17 – 23, 2011 & October 15 – 21, 2012)**

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)
- Public Works Day (June)
- 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. 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 in the 2011 budget. However, support of an average event requires \$350 - \$750 of resources and Staff time.

#### **E. 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.

#### **F. Attached**

None.

Respectfully submitted,

***Adam McMullin***

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***Reg Russwurm***

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