

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



**REPORT TO:**           **Infrastructure and Recreation Committee**  
**MEETING DATE:**   **March 24, 2009**  
**REPORT NO.:**       **EPW.09.029**  
**SUBJECT:**           **Greenhouse Gas Reduction Guide and  
Accompanying Material Review**  
**PREPARED BY:**     **Adam McMullin, Environmental Initiatives  
Coordinator**

**A. Recommendation**

THAT Council receives Report EPW.09.029 entitled “Greenhouse Gas Reduction Guide and Accompanying Material Review” for their information,

AND THAT Council endorse the distribution and marketing of the Greenhouse Gas Reduction Guide and accompanying material to the community.

**B. Background**

In March 2008, the Town entered into a grant funding agreement with the Ontario Ministry of the Environment (MOE) under the provincial Community Go Green Fund (CGGF) initiative.

The primary objective of the CGGF project is the promotion of greenhouse gas emission reductions. Part of the funding is directed at the development of a community specific action guide. The guide promotes lifestyle and behavioural changes that result in reducing or offsetting greenhouse gas emissions.

Additionally, the Town is a member of the Partners for Climate Protection (PCP), a network of Canadian Municipal Governments that are committed to reducing greenhouse gas (GHG) emissions and acting on climate change.

In an effort to ensure environmental stewardship, and fulfill its commitments under the CGGF agreement and PCP participation, the Town has created a GHG Reduction Guide and accompanying marketing campaign to inform and mobilize the community regarding GHG reduction initiatives.

This initiative has two major components, which include:

1. A guide in the form of a pamphlet that includes:
  - o A summation of the topics of climate change (including adaptation measures), greenhouse gases, conservation, carbon reduction initiatives with Canadian and global examples, etc.
  - o Identification of the current practices (of residents and industry within the Town) that contribute to the release of GHG.
  - o Highlighting the potential adverse impacts specific to the region and the Town.

- Specific, local examples of GHG reduction initiatives customized for the residences of the Town.
  - Resources available to assist residents to undertake these initiatives, including references to a On-Line GHG Calculator
2. The creation of a social marketing plan that is focused on the content and initiatives outlined in the guide. The marketing plan will maintain continuity with respect to the design, format and layout among the various components of the marketing initiative. The marketing plan will have the following components:
- Print medium advertisement
  - Radio advertisements
  - Multiple prompt sticker designs for placement on the following:
    - Light switches, outdoor water tap, washer/dryer, recycling box, etc.
  - Graphic work for a display banner
  - Commitment card prompt

The primary objective of the project is to reduce the emissions of greenhouse gases released by the community. Quantifiable results will be tracked through resident's use of the Earth Day Canada's EcoAction On-line GHG Calculator as well as tracking the number of commitment cards returned.

### **Project Launch**

The guide and marketing campaign are planned for release to the community in June 2009. The guides are to be delivered as part of a greenhouse gas reduction kit, in a reusable bag, containing:

- sticker prompts,
- clothespins (to hold the prompts and materials together)
- two additional reusable bags

The kits are going to be delivered door-to-door by a volunteer youth group. The youth group will be trained to distribute the kits, and disseminate information regarding the initiative to community residents. Concurrent to the kit distribution, a marketing campaign promoting the initiative will be launched through the use of print, radio and web advertisements. To engage local youth, the Town is offering the winner of the youth film festival a contract, in the amount of \$1,000, to develop a webpage advertisement for the project. The contract will be funded from the Town's contribution, where \$1,500 has been allocated for webpage advertising.

The Town will track the program success from June to December 2009 and provide public feedback throughout the initiative. In January 2010, a program review will be undertaken, and consideration to further programs and projects will be evaluated.

### **Participation Prize**

To promote participation in this initiative, the Town will offer a prize for those residents that mail in the commitment cards. Six months after the delivery of the kits, a winner will be drawn from all of the returned commitment cards. The prize winner will receive spaded tree(s) to be planted within the municipal boundaries, at the discretion of the winner. The cost of the

winning prize will not exceed \$600, which will be funded from the Town’s contribution to the project.

**C. The Blue Mountains’ Strategic Plan**

Informing and mobilizing the community to promote the reduction of GHG will assist with Strategic Goal #3 “Preserving and enhancing natural and environmental features... of the community” and will also be part of Strategic Action 3.1, the “Green” strategy to “Proactively protect air, water and land features and sites”.

**D. Budget Impact**

The Provincial Community Go Green Fund (CGGF) financial commitment related to this initiative is \$99,675, as identified in Schedule B of the agreement. The Town’s contribution to the project is \$7,660.

Community Go Green Fund Contribution

<b>Equipment, Supplies &amp; Materials</b>	<b>Budget</b>
Green container to hold guide and other materials in GHG reduction kit	\$21,000
Sticker Prompts	\$6,000
Web Development	\$1,500
Other Materials (reduction kit)	\$19,950
<b>Services &amp; Other Expenses</b>	
Graphic Design and Social Marketing concept development	\$8,000
Technical Writing	\$17,000
GHG Reduction Guide Printing	\$23,725
Radio & Print Advertising	\$2,500
Total: \$99,675	

<b>Town's Contribution</b>	<b>Budget</b>
Webpage Advertisement/Development	\$1,500
Prepaid Return Mail Commitment Cards	\$2,060
Radio & Print Advertisement	\$3,500
Participant Prize	\$600
Total: \$7,760	

To date, the Town has:

- Procured services of LURA Consulting, at a cost of \$24,500, to undertake technical writing, graphics design and develop a social awareness and behaviour marketing campaign.
- Purchased ‘Green Containers’ in the form of reusable bags. In total, 21,000 bags were purchased for a price of \$16,590.
- Obtained quotes for the procurement of 28,000 clothespins for a price of \$857.50

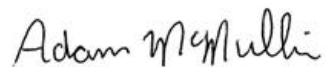
## E. Environmental Impacts

The reduction of greenhouse gases can improve local air quality and help mitigate the impacts of climate change. Additionally, measures typically employed to reduce GHG emissions - conservation, product substitution, recycling, etc - have other environmental benefits such as waste reduction and ecological preservation.

## F. Attached

1. Draft Greenhouse Gas Reduction Guide.
2. Project Communications and Marketing Strategy Summary.
3. Sticker Prompt and Bag Design Graphics.

Respectfully submitted,



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Adam McMullin  
Environmental Initiatives Coordinator

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Reg Russwurm  
Director, Engineering & Public Works

For more information, please contact:

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519-599-3131 x.264

A stylized landscape illustration in shades of green and yellow. It features rolling hills, a winding path or stream, and a large, detailed evergreen tree on the right side. The background is a gradient of light green to yellow.

# The Blue Mountains

## Your Community, Your Planet

A Guide to Reducing Greenhouse Gas Emissions

Spring 2009





# A Message From Mayor Anderson

On behalf of Council and Town staff, I am pleased to introduce The Blue Mountains Greenhouse Gas (GHG) Reduction Guide. We have created this guide to help us take action on climate change, help the environment and save a little money too!

The guide was developed with input from members of our community and Town staff. It builds on the goals the Town has set to reduce our GHG emissions. These goals are just the beginning - soon, we hope to set more aggressive targets that will assist us in adapting to and mitigating the impacts of climate change.

The Town is taking steps to reduce impacts from our operations, which you can learn about on page 7. As well, I am personally taking action and challenge you all to help me. Updates on my progress will be posted on the Town's website regularly. Some of the things I plan to do are biking to work X days a week, begin composting in my backyard and eat more local food or walk regularly when possible.

We can all make many of the changes outlined in this guide every day. Let's take the steps together to learn about what climate change means, and how each of us can make a difference by reducing the emissions we create.

Join me and together we will make the changes that build a sustainable, healthy environment and community. Let us know what you are doing, by filling in the commitment card at the back of this guide!

Yours very truly,

Ellen Anderson, Mayor  
The Blue Mountains

## Acknowledgements

Jeffery Fletcher and Adam McMullin, Engineering and Public Works Department, The Blue Mountains  
Robert Burcher, Photography  
Beverley Smith, Illustrations  
Jeff Domm & Andrea Wray, Graphic Design  
Project coordination provided by Lura Consulting

This Guide has been endorsed by the Earth Day Canada's EcoAction Teams program ([www.ecoactionteams.ca](http://www.ecoactionteams.ca)) and the Clean Air Partnership ([www.cleanairpartnership.org](http://www.cleanairpartnership.org)). Both of these organizations are on the front lines of promoting GHG reduction activities for communities like ours.



With support provided by the Community Go Green Fund

# Your Guide to helping our Planet Stay Cool



## Remember when burning rubber was cool? How times have changed...

Remember when burning rubber was cool? How times have changed...

In the last century, the world has changed in many ways for the better. Women earned the right to vote, the Berlin Wall came down, and rotary dial phones eventually became obsolete! Change is good, we say. But when it comes to our climate, change needs to cool it!

It might seem like there is nothing you could do about climate change. The problem is too big and you are just one person or one household. But we all create "greenhouse gases" (GHGs) that contribute to climate change - when we make food and purchasing choices, use electricity and water, and drive or fly. The good news is that simple lifestyle choices can reduce your GHG emissions.

By reducing electricity use, conserving water, producing less garbage, buying local food and driving less, each of us can reduce our environmental impact and help to keep our planet healthy.

## Simple Steps - Big Results

In March 2006, the Town joined the Partners for Climate Change Protection program, which is designed to help municipalities reduce GHG emissions. The Town was also one of the first municipalities to sign on with Earth Day Canada to use EcoAction Teams to engage our residents in simple lifestyle changes. These changes will add up to big results towards reducing our impact on the environment.

This Guide is part of the Town's efforts to help residents like you find easy ways to reduce your GHGs and avoid spending money at the same time. The actions in the Guide link directly with the EcoAction Teams online calculator ([www.ecoactionteams.ca](http://www.ecoactionteams.ca)), which allows you to track your household's progress.



## What Does This Guide Include?



### The guide features the following:

- ✓ **Get With It!** Learn how to join Earth Day Canada's EcoAction Teams today!
- ✓ **Climate Change 101:** Going to school has never been this easy! Get an A+ by learning what climate change is, what causes climate change, where GHGs come from, and how we can reduce them.
- ✓ **What the Town is Doing.** Read about The Blue Mountains' target for GHG reductions. Find out what your Town is doing to reduce its carbon footprint in Town facilities and operations.
- ✓ **What You Can Do:** Find out what simple actions you can take to help our Town reach its GHG reduction goals. Each of the actions corresponds with the EcoAction Teams online calculator, which you can use to track your household's progress.
- ✓ **Ambassadors:** Meet local ambassadors from your community who are already doing amazing things to reduce their environmental impact.
- ✓ **"In Orbit" Fun Zone:** Challenge yourself! Discover interesting facts. Impress your friends with your knowledge. Have fun!
- ✓ **Where to Get Help:** Find resources to help you reduce GHGs.
- ✓ **Commitment Card:** Your Actions Count! Show your commitment to reducing GHG – send back your card and enter the draw to win a prize package!

## Get With It!

### Join the EcoAction Teams!

The actions in this guide are the same actions that Earth Day Canada uses in its EcoAction Teams online calculator. This online tool allows users to register, track their actions, and calculate their GHG emissions. Registration is FREE and EASY!

Like the online calculator, actions in this guide to reduce GHGs are based on 5 themes: energy, water, waste, food & garden, and transportation that fall into 3 levels of effort:

#### Easiest - Low Impact

#### Easier - Moderate Impact

#### Easy - High Impact

This guide will help you choose actions to reduce GHGs. When you register online for the EcoAction Teams, for every action you choose, the online calculator will calculate your GHG emissions and dollar savings. You can also join The Blue Mountains EcoAction Team. Your individual actions will be pooled with the actions of others in our community, allowing us to calculate a "team savings report" that shows our collective progress toward reducing GHGs.

Choosing to register for the EcoAction Teams is up to you. You can still take actions in the guide and register your commitment to the actions by mailing in the commitment card at the end of this guide. If you don't have a computer, you can register using the Town's public access computer at the library.

Start with the easiest actions and move on to other actions when you can. As you add more actions, the online calculator will track your progress for you!

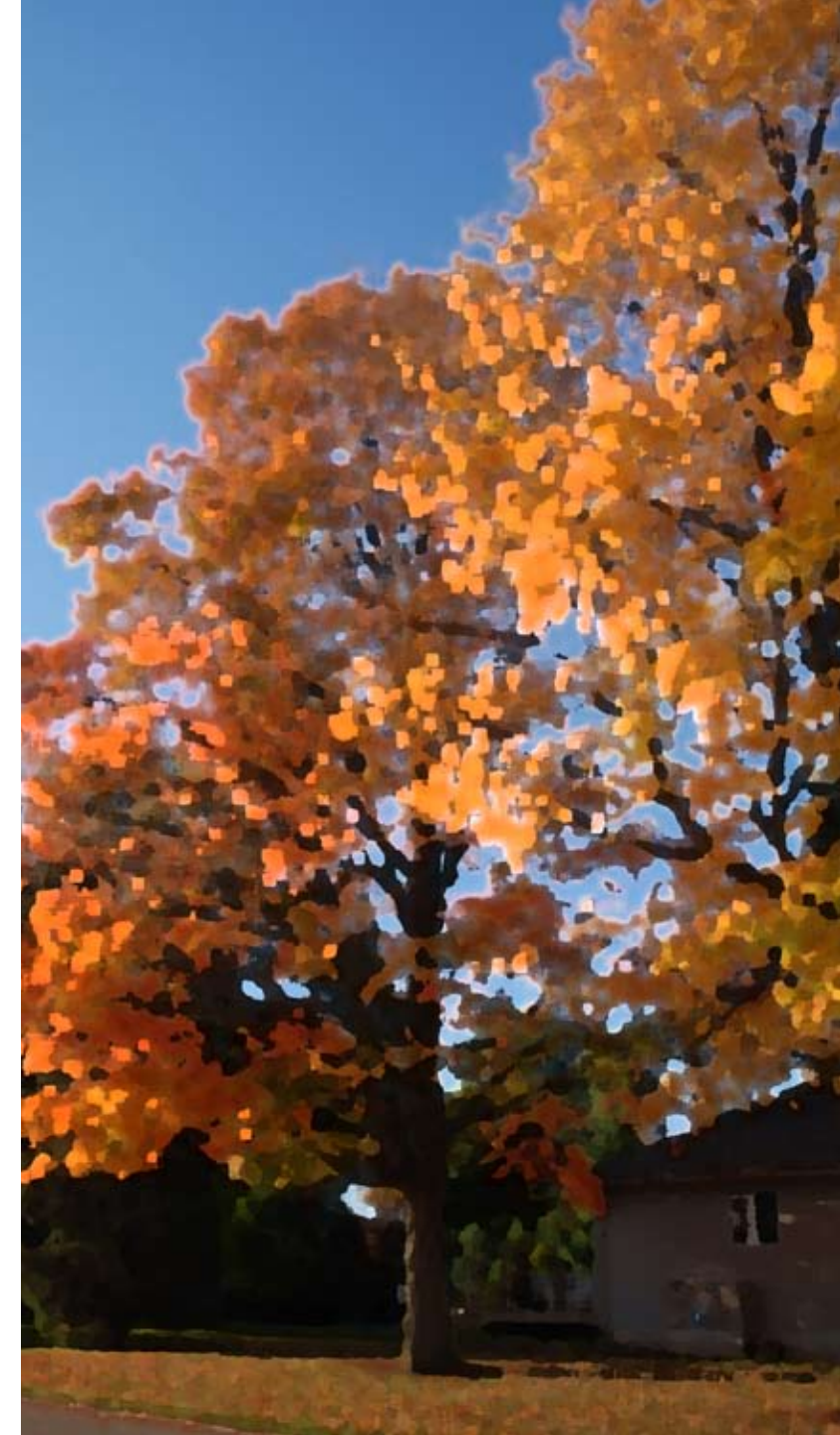
**Join The Blue Mountains  
EcoAction Teams Today!**  
[www.ecoactionteams.ca](http://www.ecoactionteams.ca)

For support, contact:

The Blue Mountains Environmental Initiatives Coordinator at 1-888-BLUMTNS ext. 264 or email [ghguide@thebluemountains.ca](mailto:ghguide@thebluemountains.ca)

EcoAction Team Program Coordinator at 1-888-283-2784 or email [ecoactionteams@earthday.ca](mailto:ecoactionteams@earthday.ca)

*The EcoAction Teams online calculator is subject to change.*





# Climate Change 101

Not sure what all the fuss is about? Take a crash course in Climate Change 101 to find out!

## What is Climate Change?

Climate change is a long-term shift or alteration in the climate of a specific location, region or the entire planet. Some climate change is the result of natural processes, but evidence shows that the changes in the last 100 years are the result of human activities, especially the burning of fossil fuels. Early signs of global climate change have been observed around the world.

## What are greenhouse gases?

GHGs trap heat from the sun and warm the planet's surface. GHGs include naturally occurring gases as well as new emissions created by industrial and individual activities. The principal GHGs emitted from human activities are carbon dioxide, methane, nitrous oxide, and fluorinated gases.

## Where do greenhouse gases come from?

Although most GHGs occur naturally, human activities have increased their concentrations. The burning of fossil fuels, deforestation, industrial processes, and other human activities are increasing the concentration of GHGs in the atmosphere at an alarming rate.

## What can be done to reduce GHGs?

Many communities recognize that local action is required to reduce their contribution of GHG emissions to the global issue. The Blue Mountains is no exception! This guide and other Town initiatives will help reduce our community's GHGs emissions. Using the EcoAction Teams online calculator will help us track our progress.



# Great Balls of Fire!

## How Changing Temperatures Will Affect Us

A changing climate may have consequences for The Blue Mountains in a number of areas:

- **Agriculture** - Climate change can affect agriculture in various ways including length of growing season, amount and timing of rainfall, extreme weather events, drought, snow cover and frost periods. Climate change also indirectly impacts agricultural productivity through changes in the types of pests, invasive species, weeds and disease.
- **Forests** - Warmer conditions combined with increasing levels of carbon dioxide could increase forest distribution and growth, but at the same time make forests more vulnerable to insects and diseases, forest fires, and competition from unwanted species.
- **Water Resources** - Water levels in the Great Lakes are expected to decline. Water shortages have already been documented in southern regions of Ontario and will likely become more frequent as summer temperatures and evaporation rates increase. Sections of the shoreline of southern Georgian Bay will become more vulnerable to shortages within the next 20 years. Drinking water intake and wastewater outfalls would need to be moved into deeper water at great expense.
- **Fish & Wildlife Habitat** - Warming temperatures could affect how fish and wildlife populations are distributed. Already there have been changes in the relative abundance of fish species in southern Ontario showing a shift from cold- water species to more warm-water species. Warmer temperatures have likely contributed to extensive algae blooms and invasions of non-native species in the Great Lakes.
- **Human Health** - Higher temperatures and increases in air pollution episodes are expected to increase heat-related and air pollution mortality in southern and central Ontario by the 2050s. Extreme heavy rain events, such as the one in May 2000 that contributed to the E. coli outbreak in Walkerton, are projected to increase.
- **Tourism and Outdoor Recreation** - Changed weather patterns could alter how Canadians enjoy the outdoors. Recreational fishing, game hunting and winter recreation may be particularly impacted.

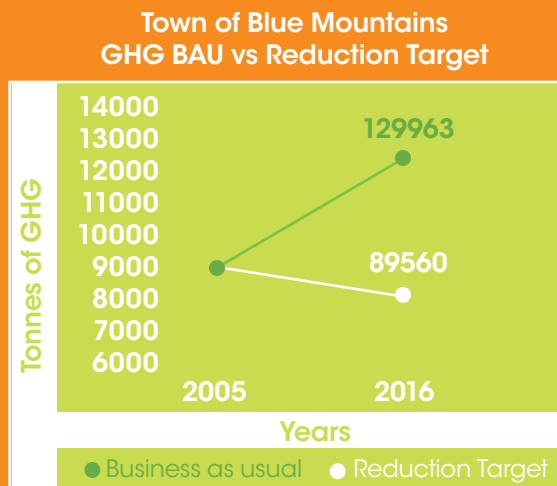
Source: Natural Resources Canada, 2008, From Impacts to Adaptation: Canada in a Changing Climate 2007.

# Beginning the Journey

## What the Town is Doing to Reduce GHGs

The Blue Mountains has set a target to reduce GHG emissions from both Town operations and community activities. Some of the actions already taken to meet this target include:

- A water conservation initiative to install water meters in all homes
- Buying Green products and services
- Town Council's priority to increase the urban tree canopy
- Development of a GHG reduction and offset plan for Town operations
- Solar lighting for outdoor signage
- New waste reduction programs (e.g., electronic waste recycling and additional blue box items)
- Vehicle "idle-free" zones [see page 15 for a list of locations]



In the future, the Town will take more aggressive action on climate change. The Town plans to continue to develop new and innovative ways to reduce GHGs. If you have ideas, please let us know! Contact us at:

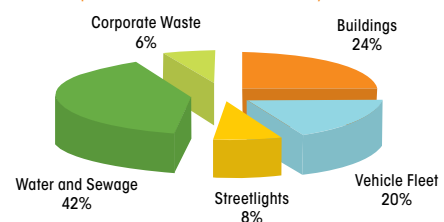
[ghguide@thebluemountains.ca](mailto:ghguide@thebluemountains.ca)

Note: Business As Usual (BAU) based on household growth of 6,062 to 9,097 and a reduction target of 6% below 2005 levels – GAP = 40,403 tonnes

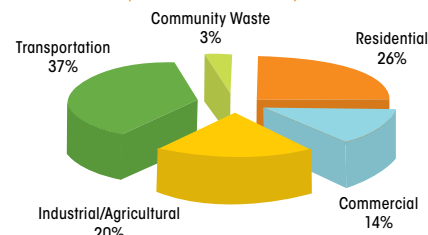
In 2007, The Blue Mountains completed an inventory of GHG emissions related to Town operations and community activities. GHG emissions are measured in units known as equivalent carbon dioxide (eCO<sub>2</sub>). Amounts of eCO<sub>2</sub> are determined by converting emissions from the combustion of various fuels and the burying or burning of solid waste using "conversion coefficients" for each "fuel."

- Our work shows that without taking action, and with continued growth in population, our annual emissions will increase by 3.3%.

Town Operations eCO<sub>2</sub> Emissions by Sector 2005



Community eCO<sub>2</sub> Emissions by Sector 2005



## GHG Reduction Target 2016

To reduce GHG emissions from Town operations to 20% below 1994 levels by 2016 and community emissions by 6% below 1994 levels by 2016.

*TBM Resolution passed in March 2006*

To reach our current reduction target, each household in The Blue Mountains needs to reduce their GHG emissions by 850 kg per year!

# Cool it! Actions to reduce your ENERGY use

Every household in The Blue Mountains relies on energy for heating, cooking, cleaning, bathing and other activities. Every day we burn large amounts of gasoline, oil, coal and natural gas for our energy needs. Burning these fossil fuels produces harmful GHG emissions. GHG emissions from energy consumed in each of our homes ranges from 10% to 60%. With a few small changes, you can make a huge difference in the energy your household uses. Use the actions below to get you started.



**EASIEST 1) Refrigeration moderation** - Adjust the refrigerator thermostat between 2°C and 3°C and the freezer between -18°C and -15°C.

**EASIEST 2) Temperate temperature** - When it's cold outside and you're at home, set the temperature between 19° and 20° Celsius.

**EASIEST 3) Cool control** - Turn up the A/C by 2 degrees. The recommended temperature setting is 24 to 25 degrees Celsius. If you have central air you might want to install a programmable thermostat.

**EASIEST 4) Water heater:** How low can you go? - Turn down the thermostat on your water heater to reduce energy consumption and prevent scalding. Most hot water heaters are set by default to 60° Celsius, which can be safely lowered to 54°.

**EASIEST 5) Leave them high and dry outside** - Set up a clothesline outside to dry your laundry using the power of sun and wind. A clothes rack is a good option for indoor use.

**EASIEST 6) Wash on cold** - Conserve energy and make your clothes last longer by switching to cold water washing and rinsing. Set your dial to cold/cold.

**EASIER 1) CFL's are a bright idea** - Replace incandescent light bulbs with CFLs.

**EASIER 2) A little TLC for the A/C** - Inspect and replace your air conditioner filter once a month when the A/C is in regular use.

**EASIER 3) Standby your power bar** - Eliminate phantom loads in your home by unplugging electrical appliances when not in use and by switching off power bars.

**EASIER 4) Air Dry the Dishes** - On an Energy Star dishwasher, select the no-heat drying cycle (air drying). If you don't have a 'no-heat' dry setting, open the door and let the dishes air-dry.

## Quick Facts:

If every person in The Blue Mountains replaced one 60W light bulb with a Compact Fluorescent Light Bulb, we'd save the same amount of greenhouse gases as pulling 16 cars off the road for a year.

If every Blue Mountains household turned up their fridge by 2 degrees, we'd save enough electricity to power nearly 70 homes

**EASY 1) Weather-stripping** - Find out what type of weather-stripping is best for the windows of your home and purchase the proper equipment.

**EASY 2) Caulking** - Air seal any cracks and penetrations on the inside surface of exterior walls, ceilings or floors.

**EASY 3) Weather-stripping doors** - Apply weather-stripping around exterior doors.

**EASY 4) Insulate older hot water tanks** - Wrap the heater in an insulating blanket. Be sure to check your user's manual and labels on the tank first.

**EASY 5) Insulate piping** - Insulate the entire length of your hot water pipes - running to and from tanks.

**EASY 6) Insulate the roof** - Insulate the attic. Ask someone with experience to help you.

**EASY 7) Insulate the walls of your home.**

**EASY 8) Buy energy efficient appliances** - Replace your old appliances with new energy star models.

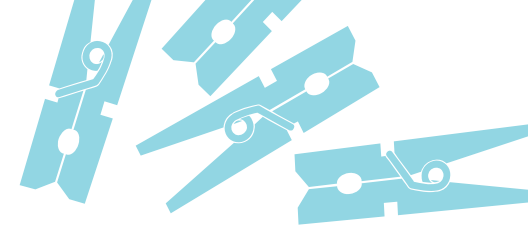
**EASY 9) Green Power** - Buy a portion (or all) of your household energy from renewable sources [see "Where to get help" for Green Power resources ]

## Get An Energy Audit Rebate!

The Elora Centre for Environmental Excellence performs home energy audits in The Blue Mountains in association with Natural Resources Canada's ecoEnergy Grant Program. The audits have resulted in over 8,000 tonnes of GHG reductions each year over the past 10 years. Call 1-866-865-7337 (REEP) to book a visit from a contracted delivery agent. ecoEnergy Retrofit for Houses will help homeowners:

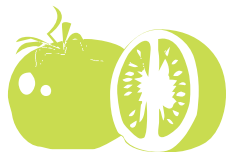
- Reduce home heating costs.
- Improve home comfort.
- Earn a grant back from Natural Resources Canada.

Depending on the retrofits you complete, you could be eligible for a rebate of up to \$5000.



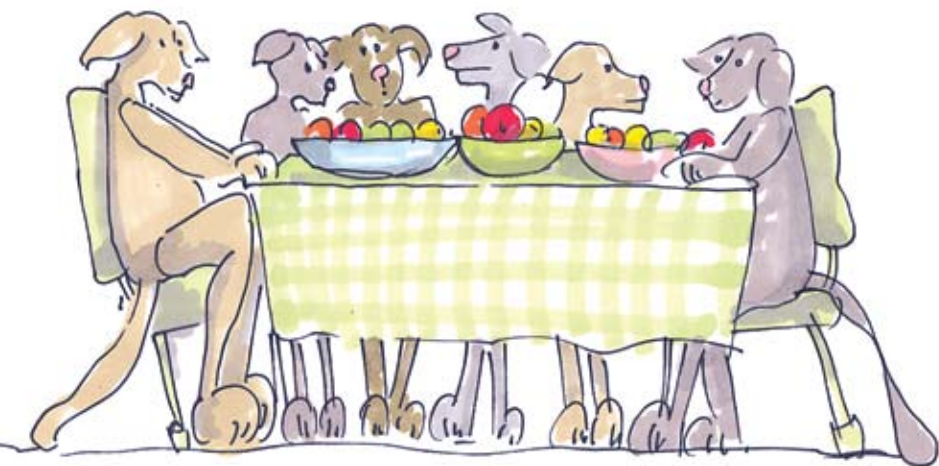
**Did you know?**  
Proper weather stripping and caulking of doors and windows can reduce heating bills by 25%.





# Can You Dig It? FOOD & GARDEN actions to reduce GHGs

You may be wondering how food and gardens relate to GHGs. The food we eat typically travels hundreds to thousands of kilometres before it reaches our plates. That uses a lot of fuel! Food production is also a major cause of climate change because of the land and water resources required. Your food and garden choices do matter. The actions below will help guide you to the best choices for reducing GHGs.



**EASIER 1) Eat more vegetarian meals** - Choose one day each week to eat only vegetarian meals. If you are already doing that, add more days where your household goes meat-free.

**EASIER 2) Limit perishable purchases** - Buy only what you can consume in perishable foods. This will reduce the risk of your household having to waste food.

**EASIER 3) Reduce your food miles: Buy local** - identify sources where you can buy produce that is locally grown or produced such as farmers' markets and produce stands. Buy local food over imported whenever possible and adjust your diet to buy more of what's available in season.

**EASIER 4) Water your lawn in the morning** - Cultivate a water-smart yard by watering early in the morning, and, only when necessary.

**EASY 5) Grow it in the garden** - Plant your garden after the last frost considering what and how much you will plant, your climate and location, how to keep your garden naturally pest-free, and which plants grow well together.

## Watch your savings grow!

Visit [www.ecoactionteams.ca](http://www.ecoactionteams.ca) today to register for the online calculator and watch your GHG savings grow.

### Did you know?

It takes 5 to 7 kilograms of grain to produce 1 kilogram of beef. Each kilogram of grain takes considerable energy to produce, process and transport. As meat consumption has grown around the world, so has its climate impact.

**Quick Fact:** If every Blue Mountains household composted our organic food waste, we'd reduce waste output by as much as 470 households-worth.



This will razz your berries!

### Town Compost

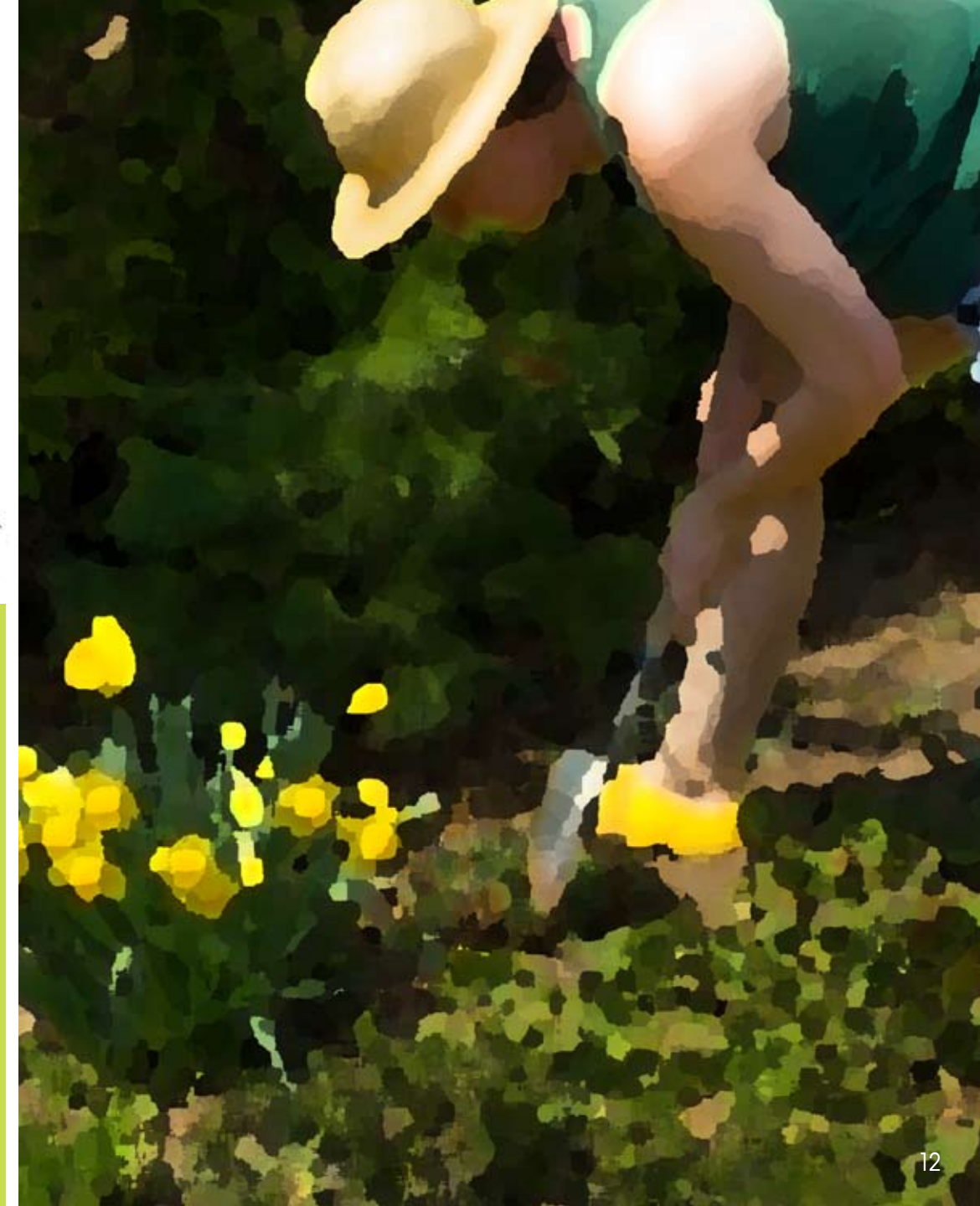
Compost is made at The Blue Mountains landfill site from your yard waste and holiday trees. You can pick up compost from the landfill for only \$0.05/kg (that's \$4.50/200 lbs for you Big Daddy's!).

### Backyard Composting

You can buy a backyard composter from the Town Landfill Site for \$30.

### Contact:

Landfill – (519) 599-6760  
Town Office – 1-888-BLUMTNS



# Take a Load Off!

## Actions to reduce WASTE

Household garbage accounts for 40% of the solid waste generated in Canada and community waste contributes to 14% of municipal GHG emissions. Landfills are a major source of GHGs. As well, the trucks required to transport waste to landfills and recycling markets release harmful GHGs. Reduce waste in your household and take a load off your GHG contributions.

**EASIEST 1) Composting: an easy combination** - Separate your food waste from your regular garbage and recycling. Designate a small household container for your scraps then dump the contents into your backyard composter or green bin daily.

**EASIEST 2) Bring a bag** - Reduce the number of disposable plastic bags brought into your home by taking your own bag when you go shopping.

**EASIER 3) Litterless lunch** - Pack meals in reusable containers and bottles rather than using plastic wrap or aluminium foil.

**EASIER 4) Paper is nice, use it twice** - Put a basket beside the phone and wherever else you need paper. Keep it filled with scrap paper for notes, and make sure both sides are used before recycling.

**EASIER 5) Clothing Swap** - Go through closets and storage spaces to gather items like clothing, bedding, curtains and other fabrics that you no longer use.

**EASIER 6) No junk mail thanks** - Write to the Canadian Marketing Association to have your name removed from mailing and telephone lists; Make a "No Junk Mail, Thanks" sign for your mailbox; Send junk mail back to the sender (write 'Return to Sender' on the envelope). Contact Canada Post to get the red dot that signals to the postman that the Canadian Marketing Association has removed you from mailing and telephone lists.

**EASY 7) Reusable containers to go** - Bring reusable containers with you instead of accepting disposable containers for take-out and leftovers at restaurants.



Need a guide on the Town's Waste & Recycling programs?

Call 1-888-BLUMTNS and we'll mail one to you!



**Did you know?**  
Burning garbage releases harmful chemicals into the air including nitrogen oxides, which can damage your lungs and are a major greenhouse gas.

### Use your Blue Box!

- glass bottles and jars
- aluminum and tin containers
- rigid plastic containers (numbered: 1-7)
- empty paint and aerosol cans

### Use your Grey Box!

- Paper bags, office paper, newspaper, magazines, flyers
- Paper egg cartons, cereal boxes, paper tubes
- Juice boxes and milk cartons

**At the Landfill:** Take used home electronics (computers, tvs, stereos, vcrs, monitors, etc.) household hazardous wastes (on specific days), organic wastes to our landfill site for free recycling.

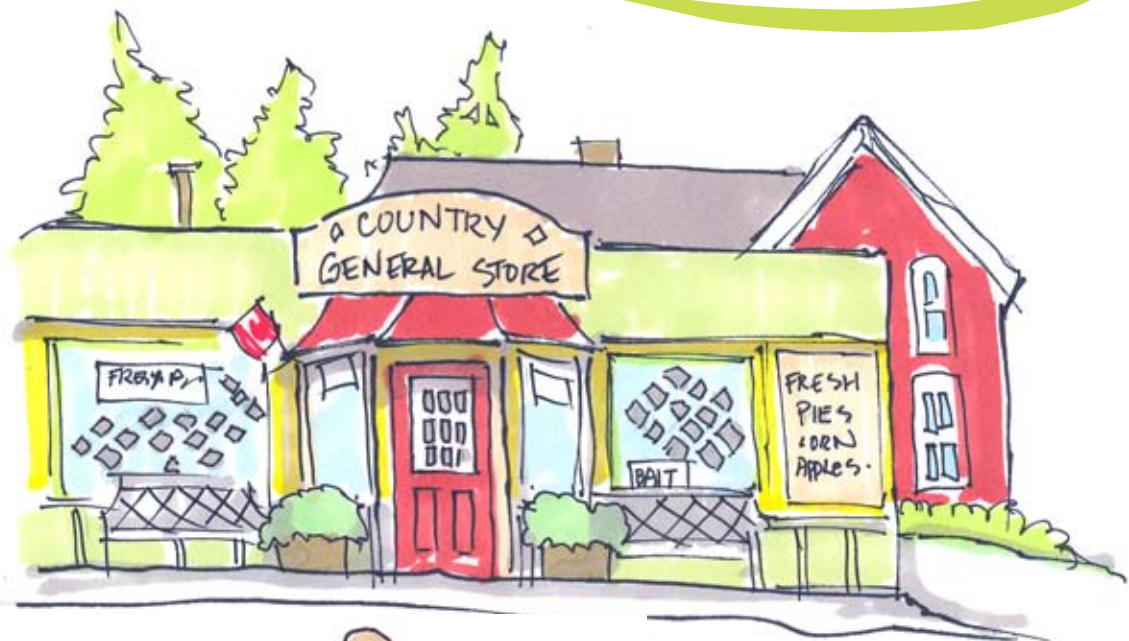
**Solid Waste Disposal and Compost Site:**  
7888090 Grey County Road 13, The Blue Mountains.

## Where are the Idle-Free Zones?

The Town is continuing to create a network of Idle-Free locations. Here are a few of the committed locations:

- Beaver Valley Outreach
- The Blue Mountains Library
- LCBO
- Home Hardware
- Georgian Peaks Ski Club
- Canada Post, Thornbury
- Craileith Ski Club
- Thornbury Laundromat
- Blue Mountains Resort
- The IronWorks
- Beaver Valley Community School
- Toronto Ski Club

**Did you know?**  
The average car produces its own weight in carbon dioxide emissions each year.



## Get Your Groove On!

### TRANSPORTATION actions to get you moving

In Canada, the largest contributor to GHG emissions is transportation, which includes both passenger and freight vehicles. With the high cost of gas these days, it makes both economic and environmental sense to take the actions below.

**EASIEST 1) Idling gets you nowhere** - Reduce your daily idling time to zero. Turn off the car if you are parked for more than ten seconds. After ten seconds, idling can burn more fuel than turning off the engine and restarting it.

**EASIER 2) Check tire pressure** - Check the tire pressure on your vehicle regularly. If just one tire is underinflated by 20%, you will use an additional 74 litres of fuel annually, which translates into 177 kilograms of GHGs. You can improve your gas mileage by more than 3% by keeping your tires inflated to the proper pressure.

**EASIER 3) The Cost of Speeding** - Drive the speed limit. Driving above the speed limit burns more gas than driving within posted limits. By altering your driving behaviour for the better, you can reduce both fuel consumption and GHG emissions by up to 20%.

**EASY 4) Conduct an emissions test** - Perform regular maintenance checks and emissions tests on your vehicle to ensure that it is running smoothly. A poorly maintained vehicle increases fuel consumption by up to 50% and pollution emissions by 20%. By properly maintaining your vehicle, you can reduce your annual fuel consumption by up to 10% and prolong the life of your vehicle.

**EASY 5) Take the train, not a plane** - Make it a practice, when possible, to take the train instead of a plane when traveling less than 500 kilometres.

**EASY 6) Carpooling commutes** - Start a carpool to commute to work. Ask if your workplace provides incentives for employees who carpool.

**EASY 7) Clean Air commutes** - Walk, bike or carpool to get to school or work instead of driving.

**EASY 8) Block heaters help** - Use a block heater to warm your vehicle's engine in the winter. Set the timer for two hours before you need to drive.

### Get Moving Now!

Visit [www.ecoactionteams.ca](http://www.ecoactionteams.ca)

to register for the free online calculator and start tracking your GHG reductions today!



**Did you know?**  
Canada's per capita water use is the second highest in the world.



**Did you know?**  
If every person in town switched to a low-flow showerhead, we'd save enough water to fill 6 Olympic sized swimming pools.

## Don't Be a Drip!

### Actions for using WATER wisely

The water heater is one of the biggest energy users in many Canadian homes. Energy is also required to transport and treat the water you use (for those on Town water). Improving the efficiency of your water heating system will reduce your hot water energy costs while reducing your GHG emissions. Conserving water will reduce the amount of energy needed to supply your household with water. Take the actions below, reduce your costs, and see your GHG contribution drop!

- EASIEST 1) Reduce shower time by 5 minutes** - Reduce your personal shower time by five minutes.
- EASIER 2) Run dishwasher when full** - Reduce your water use by only running your dishwasher with a full load.
- EASIER 3) Save every drop in the sink** - Conserve water in the bathroom and kitchen by not running the taps unnecessarily.
- EASIER 4) Dam toilet tanks** - Install a displacement dam in every toilet tank in your house. Only use toilet dams in non low-flow models.
- EASIER 5) Showering: Go low flow** - Replace all showerheads in your home with low-flow models.
- EASIER 6) Install faucet aerators** - Check to see if your faucets are threaded to accept aerators. Install aerators with a rated flow of 12.5 litres/minute or less.
- EASY 7) Tighten those taps** - Check pipes, taps, and toilets for leaks. Make sure the plumbing system is watertight by looking for signs of leakage.
- EASY 8) Try drip irrigation or a soaker hose** - Choose drip irrigation or a soaker hose and install the system on your lawn or in your garden.
- EASY 9) Rain barrel** - Place the barrel under your eavestrough downspout to catch rain water. Use the contents on your yard and indoor plants.
- EASY 10) Low flow flushing** - Replace all toilets with low-flow or dual-flush toilets (see offer on page 17)



### Town Watering Restrictions

Restrictions apply May 31 to September 30.

### Potty Discount

The Town has a toilet rebate program for residents on the Town's water system. You may be eligible if you are a resident of The Blue Mountains, have a house that was built before 1996, and have a high-flow toilet. When you replace your high-flow toilet with a low-flow model, you can receive a \$50 credit on your water bill. As well, Thornbury Home Hardware is offering discounts of up to 25% for two low-flush models.

Interested in going Low-Flow? Please contact the Town for eligibility details.

### Rain Barrels

Rain barrels can reduce your reliance on municipal water for outdoor watering and reduce the demand on municipally treated water.

Get your rain barrel for \$60 at the Town Landfill Site.

**Call 1-888-BLUMTNS ext. 224 for more information about Town water programs.**

## Going Green Down Under

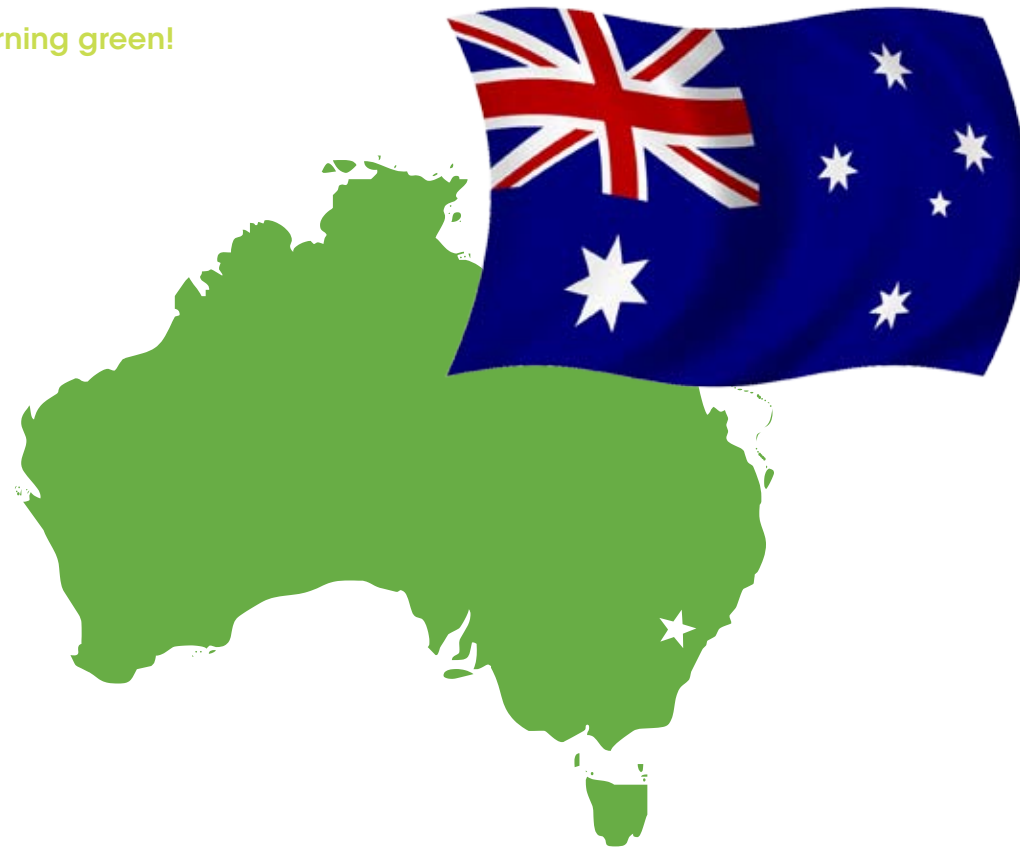
**We're not the only Blue Mountains turning green!**

Like The Blue Mountains, the City of Blue Mountains, Australia, has joined the Cities for Climate Protection Program. Though the City of Blue Mountains is home to 76,000 people, they share many of the values that we do in our smaller community. City of Blue Mountains citizens value the unique character and lifestyle of their community and place a high value on the natural environment and clean air. They understand that they can do something to reduce GHGs and are ready to take action!

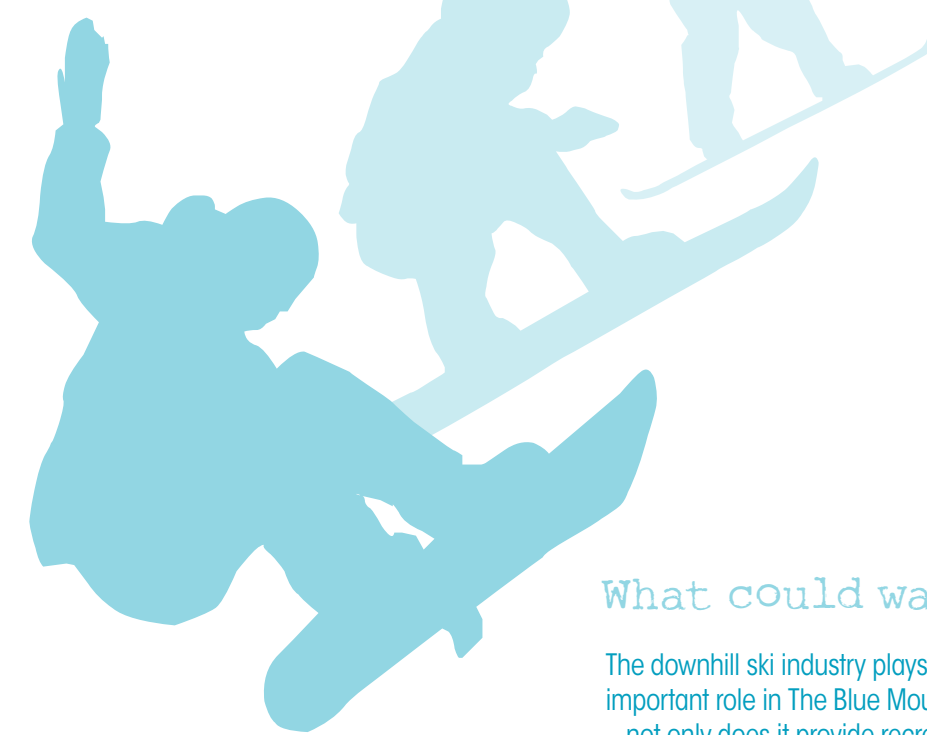
Through their 25-year sustainability vision, the City of Blue Mountains will be monitoring and addressing GHG emissions just as we are in The Blue Mountains. Like us, they have set a target for GHG emissions reductions and will move through a series of milestones towards meeting their target.

The question is...which Blue Mountains will reach their target first?

Want to check out the competition? Go to [www.sustainablebluemountains.net.au](http://www.sustainablebluemountains.net.au)



Village at Blue, The Blue Mountains, Ontario.



### What could warmer temperatures mean for the slopes?

The downhill ski industry plays a very important role in The Blue Mountains – not only does it provide recreational opportunities which attract hundreds of thousands of visitors to the area each year, it also supports our local economy through revenue generation and employment. The Blue Mountains is home to Blue Mountain Resort, Ontario’s largest public ski resort, as well private ski clubs such as Osler Bluff Ski Club, Craigleith Ski Club, Alpine Ski Club, and Georgian Peaks Club.

The snow is great, and we want to keep it that way. However, climate change predictions indicate that the industry could be facing shorter seasons and less snowfall – rising temperatures mean potentially wetter seasons and decreased

snow pack, which could reduce the number of runs open. It may also result in increased snowmaking to enhance the early season experience and ensure reliable conditions. Warmer temperatures would make this already costly task more expensive and difficult.



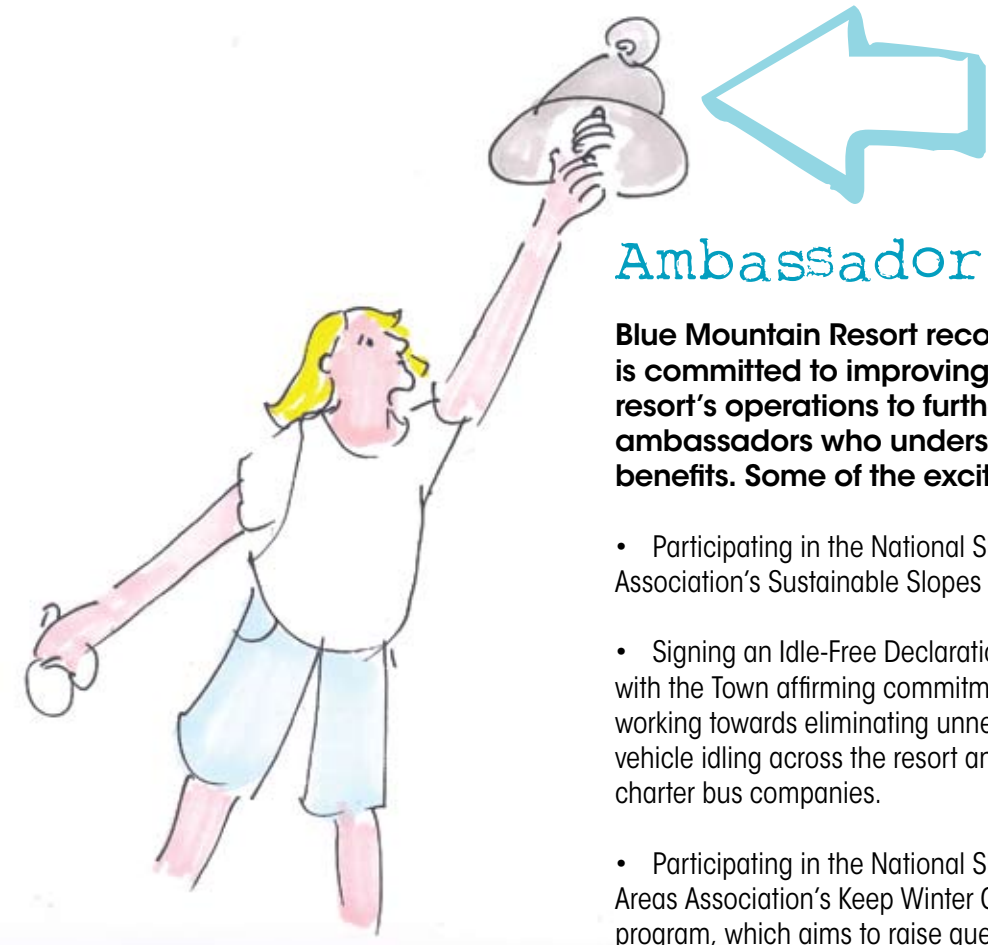
#### The good news is, there are things skiers and snowboarders can do to help:

**Don’t be a drag** – Take your ski rack off your car when not in use and replace your snow tires with your regular tires at the end of the season.

**Share a ride** – carpool, drive a fuel-efficient car or take shuttles to help reduce emissions.

**Be Idle Free** – turn your vehicle off when unloading passengers or equipment at drop-off areas.

Adapted from [www.keepwintercool.org](http://www.keepwintercool.org)



## Ambassadors for GHG Reduction

Blue Mountain Resort recognizes its impact on the natural environment and is committed to improving environmental performance in all aspects the resort’s operations to further minimize this impact. Many employees are local ambassadors who understand that small changes will ultimately lead to greater benefits. Some of the exciting ways the resort is reducing its GHGs include:

- Participating in the National Ski Areas Association’s Sustainable Slopes program.
- Replacing incandescent light bulbs with compact fluorescent and/or LED lights in their owned and operated facilities.
- Signing an Idle-Free Declaration with the Town affirming commitment to working towards eliminating unnecessary vehicle idling across the resort and with charter bus companies.
- Encouraging employees, through various company incentive programs, to play their part in reducing emissions.
- Participating in the National Ski Areas Association’s Keep Winter Cool program, which aims to raise guest awareness about the potential impacts of climate change on the ski industry and encourages individuals to do their part to help fight climate change.
- Installing a combined heat and power system that recovers thermal energy to heat water for all 90 hotel rooms and dishwashing facilities located at the Blue Mountain Inn.
- Switching all on-road diesel vehicles to a biodiesel blend in 2007, including 3 large complimentary guest shuttles, a staff transportation vehicle, and the winter sanding truck.

For more information on Blue Mountain Resort’s environmental initiatives, please visit:

[www.bluemountain.ca/environment](http://www.bluemountain.ca/environment)



"One too many?  
Not your taste?  
Old, but still too  
good to waste?  
Help it find a  
home elsewhere.  
Someone else may  
really care."

"One tonne of GHG is  
saved per year when  
67 Blue Mountain  
families purchase  
locally grown  
apples instead  
of apples from  
Washington State."





“As a local organic farmer with a long-term vision for sustainable agriculture, I feel good about growing food that will improve the health and prosperity of our community in a manner that is good for the environment and future generations.”



“In 2002, Blue Mountain Resort began implementing various lighting retrofit projects in order to improve the resort’s energy efficiency wherever possible.

To date, over 10,677 compact fluorescent light bulbs have been installed to replace the incandescent light bulbs previously used. These lighting retrofits have helped to reduce energy consumption in a variety of the resort’s accommodation units and conference facilities and minimize the associated greenhouse gas emissions.”

## DID YOU KNOW?

- 11 of the last 12 years (1995-2006) rank among the 12 warmest years since recording began in 1850?
- Global GHG emissions due to human activities have grown since pre-industrial times, with an increase of 70% between 1970 and 2004?
- Human activity is driving climate change and unless it is modified, it will cause temperatures to rise by as much as 6.4 degrees Celsius by the end of the century?
- Satellite data since 1978 reveal that the extent of Arctic sea ice has shrunk by 2.7% per decade on average?
- On the Great Lakes, the season of ice cover has been shortened by about 1 to 2 months during the last 100 to 150 years.
- Toronto is already experiencing an increase in the number of days with high or extreme UV readings.
- Rising seas claimed the first inhabited island off the coast of India, Lochahara Island, in 2006. Other islands, such as the Maldives and Vanuatu, are at risk of meeting the same fate.
- The Wilkins Ice Shelf in Antarctica, a platform 2.5 times the size of PEI, was, as of March 2008, held in place by a thin finger of ice - but satellite images from November 2008 show that about half of that finger has disappeared, putting the entire shelf in danger of crumbling.

"All vehicles leave a carbon footprint. However, by maintaining our vehicles and purchasing new vehicles, we are constantly updating our fleet, investing in newer technology and reducing our company's emissions."



# "In Orbit" Fun Zone

## Test Your Knowledge!

**1: How much methane (in litres) are cattle capable of producing every day?**

- a) 100 litres
- b) 500 litres
- c) 800 litres
- d) 75 litres

**2: If you combined all the leaks in your home how big of a hole would you have?**

- a) A hole the size of a basketball
- b) A hole the size of a baseball
- c) A hole the size of a volleyball
- d) A hole the size of a golf ball

**3: How much gas would you burn a year if you idle your car for 10 minutes per day?**

- a) 20 litres
- b) 50 litres
- c) 100 litres
- d) 250 litres

**4: One ton of recycled paper can save:**

- a) 9 trees, a cubic meter of landfill space and 10,000 litres of water
- b) 17 trees, a cubic meter of landfill space and 28,000 litres of water
- c) 19 trees, 2 cubic meters of landfill space and 20,000 litres of water
- d) 12 trees, a cubic meter of landfill space and 23,000 litres of water



## True or False

#1: More energy is needed to make paper from raw materials than to recycle it.

#2: The average meal travels 2,400 km (1,500 miles) from field to table.

#3: Water heating accounts for 60% of the energy used by your washing machine.

#4: A computer that is left on uses the same amount of energy that it would if it were left on stand-by mode since in both are plugged into the wall.

#5: A lawnmower can emit the same amount of pollution in one hour as a car can travelling 32 to 320 kilometers.



**Fun Zone and Did You Know? Sources:**  
 David Suzuki Nature Challenge  
 Ontario Ministry of the Environment  
 Natural Resources Canada  
 Environment Canada

## Answers

1: Cattle are capable of producing up to 500 litres of methane, and caulking of doors and windows can reduce heating bills by 25%.  
 2: If you combined all the "heat leaks" in an average Canadian home, you would have a hole the size of a basketball. Proper weather stripping and caulking of doors and windows can reduce heating bills by 25%.  
 3: Idling a vehicle for 10 minutes a day uses an average of 100 litres of gas a year. If gas costs 70 cents a litre, you will save \$70 per year, just by turning your key.  
 4: Each ton of recycled paper can save 17 trees, one cubic meter of landfill space, and 28,000 litres of water. This means a 58% water savings and 28 kg less of air pollution!

#1: Answer: False! Water heating actually accounts for 90% of the energy used by your washing machine: a machine that uses less water is more efficient.

#2: Answer: True: Food usually travels a great distance to get to your plate and that travel generates greenhouse gases. The less distance travelled the better. Buy as much as you can locally which will reduce the GHGs emitted and the chemicals used to protect foods while they travel. That will help to conserve farmlands and wildlife.

#3: Answer: False! A computer that runs 24 hours a day uses between \$75 and \$120 worth of electricity each year - more power than an energy-efficient refrigerator. In standby mode, your PC's energy use can be reduced to \$15.  
 #4: Answer: False! Depending on the year, make and model, lawnmowers emit as much pollution in one hour as driving a car from 32 to 320 kilometres.

#5: True! 70% less energy is needed to recycle paper compared with making it from raw materials. Recycle paper at home and make sure your friends and family recycle the paper they use at work too!

# Where to Get Help ?!

Want to learn more about what you can do for the environment and save money?  
Check out the resources below for more tips, incentives and information about GHGs and climate change.

## The Blue Mountains

- Environmental Initiatives Coordinator, 1-888-BLUMTNS ext. 264
- [www.thebluemountains.ca](http://www.thebluemountains.ca)
- [ghguide@thebluemountains.ca](mailto:ghguide@thebluemountains.ca)

## EcoAction Teams (a program of Earth Day Canada)

- [www.ecoactionteams.ca](http://www.ecoactionteams.ca)
- 1-888-283-2784 ext. 106

## Partners for Climate Protection

- [www.sustainablecommunities.fcm.ca/Partners-for-Climate-Protection](http://www.sustainablecommunities.fcm.ca/Partners-for-Climate-Protection)
- Senior Project Officer (613) 907-6370

## Climate Change Connection

- [www.climatechangeconnection.org](http://www.climatechangeconnection.org)
- (204) 943-4836

## Government of Canada

- **GHG inventory**  
[www.ec.gc.ca/pdb/GHG/inventory\\_e.cfm](http://www.ec.gc.ca/pdb/GHG/inventory_e.cfm)
- **Climate Change Resource Center (Pembina)**  
[www.greenlearning.ca/climate/science/human-influence/2](http://www.greenlearning.ca/climate/science/human-influence/2)

## Government of Ontario

- [www.ene.gov.on.ca/en/air/climatechange/index.php](http://www.ene.gov.on.ca/en/air/climatechange/index.php)
- Public Information Centre (800) 565-4923

## David Suzuki Foundation

- [www.davidsuzuki.org](http://www.davidsuzuki.org)
- (800) 453-1533

## Pembina Institute

- [www.pembina.org](http://www.pembina.org)
- (416) 644-1016

## Elora Centre for Environmental Excellence

- [www.ecee.on.ca](http://www.ecee.on.ca)
- 1-866-865-7337 (REEP)

## Pollution Probe – Green Power Resources

- [www.pollutionprobe.org](http://www.pollutionprobe.org)
- 416-926-1907

## Commit to Change!

Sending us your commitment card will tell us that your household is dedicated to reducing GHGs – and we want to show others your pledge. In lieu of shouting out from the top of “The Blue Mountains,” the Town will post your household or family name (as signed on the card) on the Town’s website and add you to the list of “GHG Reducers” in the community.

### Greenhouse Gas Reduction Commitment Card

I  /We the  family/household

commit to undertaking activities to help reduce GHG emissions to help create a healthy community and a healthy planet:

Name:

Address:

Email:

(The Blue Mountains will not use, give, or sell your information for purposes not related to the Town's GHG reduction initiative).

May we list your name on the Town website? YES  NO





Greenhouse Gas Reduction  
Commitment Card

The Blue Mountains  
26 Bridge Street, P.O. Box 310  
Thornbury, Ontario N0H 2P0



## **Campaign Launch Strategy and Communications Plan Summary**

The following summarizes the marketing launch strategy and one-year plan that includes goals, objectives and brand concepts for the GHG emissions reduction program of the Town of The Blue Mountains. This includes a communications plan outlining the milestones and timetable to be considered over the course of 2009/10.

### **Goals**

- Achieve one element of the Town of The Blue Mountains' Sustainable Community initiative
- Reduce GHG emissions through individual behavioural change and adaptation
- Over the longer term, environmentally unfriendly behaviours will become as socially unacceptable as smoking
- Effective program delivery
- Increase use of EcoAction Teams website
- Achieve national recognition for the results
- Promote environmental stewardship/conservation ideals to the community

### **Objectives**

- Effective and wide-spread Information/Communication
- Educate residents about the impact of GHG on climate change, and engage them in taking action to reduce this impact
- Demonstrate leadership from respected peers
- Keep residents and visitors up to date on the project's progress and resultant savings
- Foster a commitment to GHG emission reduction in community

The goals and objectives can be used as a basis against which to measure progress. Mechanisms to measure success are discussed below in the mechanisms of monitoring progress section.

### **Key Themes and Messages**

The Campaign Launch Strategy will be centered around a number of proposed broad key messages, based on the EcoAction themes; Water Conservation, Energy Consumption, Transportation, Food and Garden and Waste Reduction.

### **Messages:**

- The program is being delivered by the Town of The Blue Mountains, and Earth Day Canada's EcoAction Teams Program.
- The program goal is to promote participation in the EcoAction Teams program and promote environmental stewardship
- All short-term actions will create long term, environmental benefits
- GHG emission reduction is everyone's responsibility
- GHG emission reduction creates savings and financial benefits

### **Information/Communication Strategies**

The following information and communication strategies will be employed as part of the marketing campaign; newsletters, webpage updates, poster board and flyer placement, commitment card mail-ins, E-Notices, Town email hotline and on-line social networking (via Facebook/MySpace).



Don't be a Drip.  
Conserve Water.  
Be Water Smart.

The Blue Mountains ...  
Your Community, Your Planet.




Town Watering  
Restrictions in effect  
May 31 - Sept. 30

Apply 2.5 cm of water to  
your lawn not more than  
once a week

Skip watering the week of  
a good rain

1-888-BLUMTNS  
ext. 224

The Blue Mountains ...  
Your Community, Your Planet.



Stay Cool.  
Turn it Off.

The Blue Mountains ...  
Your Community, Your Planet.

Switch to Cold.  
Avoid Spending  
Money on Energy.



The Blue Mountains ...  
Your Community, Your Planet.



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Your Community,  
Your Planet.



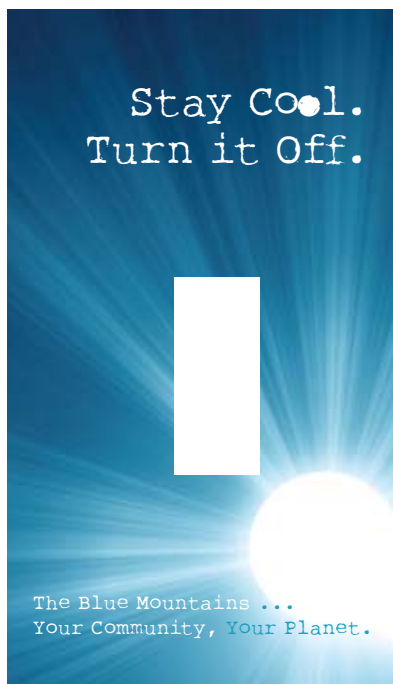
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