

REPORT NO. 247 of the
ENVIRONMENT, TRANSPORTATION & PUBLIC SAFETY
STANDING COMMITTEE
of its meeting held January 21, 2015

Present: **Councillor P. Borrelli**
 Councillor F. Francis
 Councillor C. Holt
 Councillor H. Payne

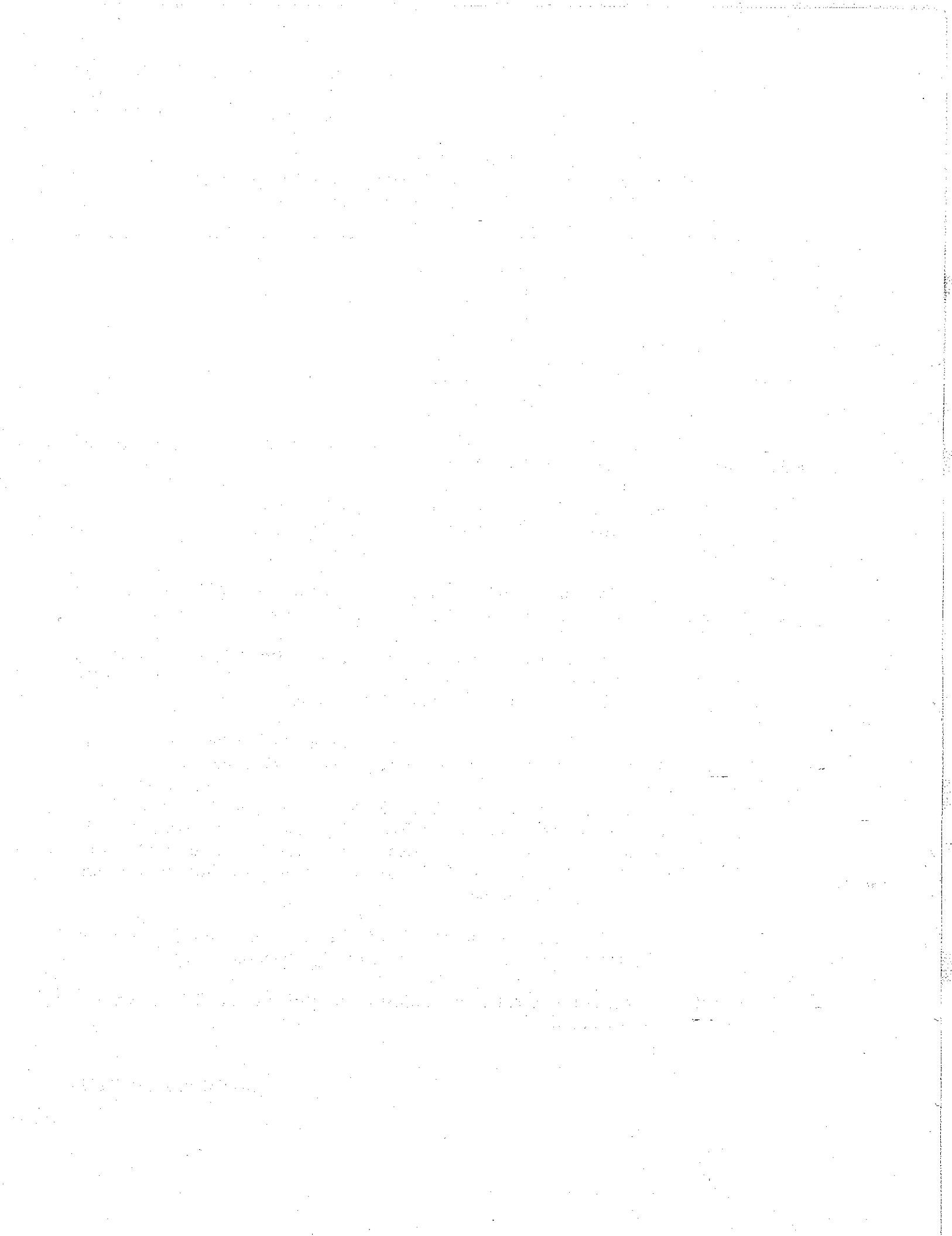
Regrets: **Councillor B. Marra**

That the following recommendations of the Environment, Transportation and Public Safety Standing Committee **BE APPROVED:**

Moved by Councillor Holt, seconded by Councillor Francis,

- I. THAT Earth Day Windsor Essex **BE DECLARED** a City of Windsor event; and
- II. THAT the remaining balance in the Earth Day Windsor Essex TD financial bank account **BE RECEIVED** into a City of Windsor bank account; and
- III. THAT a new deferred revenue account **BE ESTABLISHED**, for accounting purposes, to track the initial transfer of funds from the Earth Day Windsor Essex TD financial bank account and subsequent drawdowns, as necessary;
- IV. THAT up to \$5,000 from the Environmental Master Plan budget continue to **BE DEDICATED** to funding Earth Day Windsor Essex celebrations; and
- V. THAT Administration **BE DIRECTED** to apply for funding to provide additional activities at Earth Day Windsor Essex with authority to allow the CAO and City Clerk to sign any applications or agreements in technical form satisfactory to the City Engineer, financial content satisfactory to the CFO and City Treasurer and form satisfactory to the City Solicitor; and
- VI. THAT Administration **BE DIRECTED** to continue to collect a fee for vendors, and that this fee **BE ADDED** to the User Fee Schedule; and
- VII. THAT the rental fee for the Malden Park Visitor Centre **BE WAIVED** for this City of Windsor event.

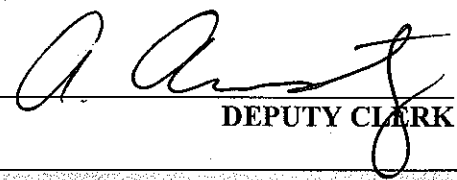
Carried.



Clerk's Note: The administrative report authored by the Environment & Sustainability Coordinator dated December 1, 2014 entitled "*Earth Day Windsor Essex Annual Celebration*" is **attached** as background information.

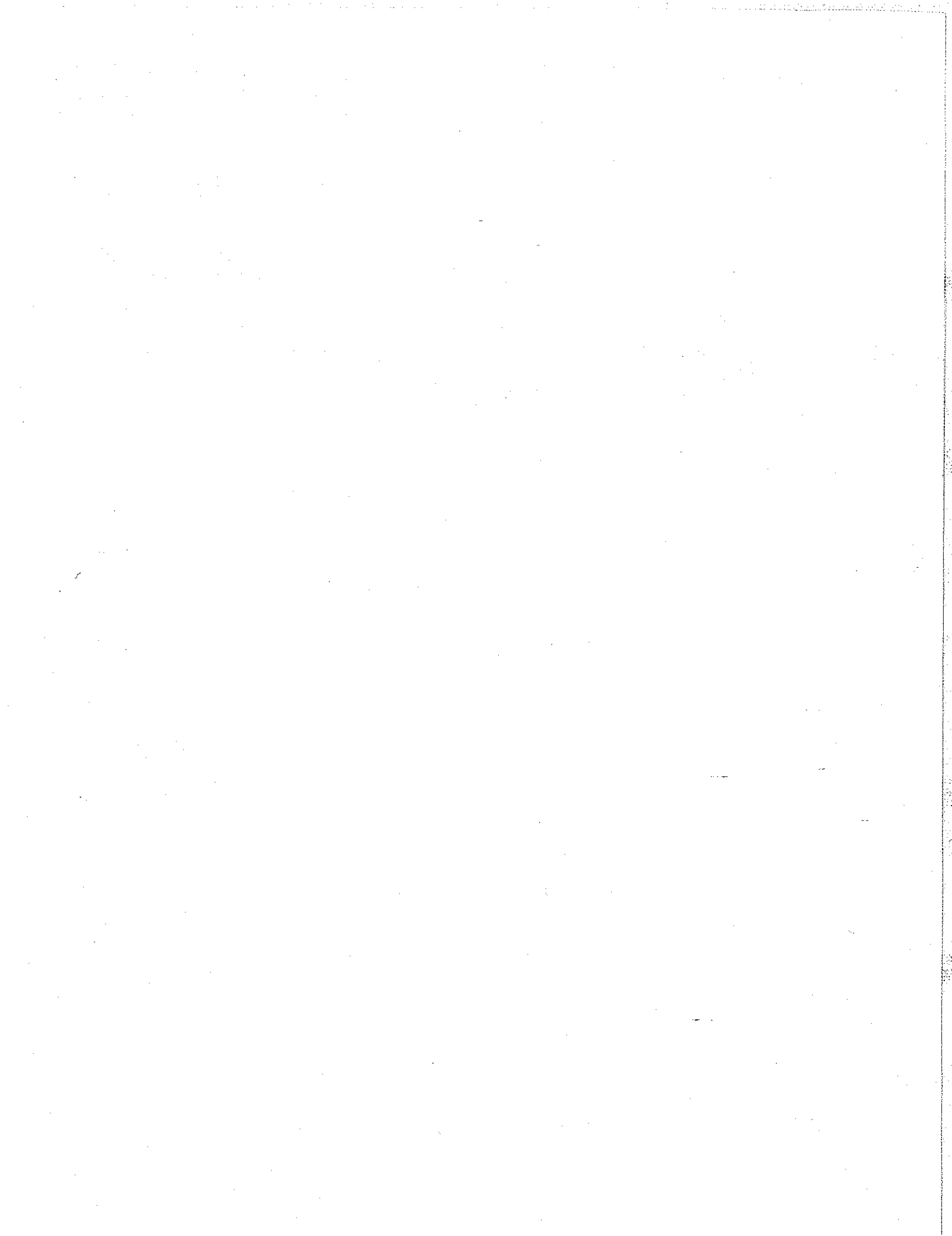


CHAIRPERSON



DEPUTY CLERK

NOTIFICATION:	
NAME	CONTACT INFORMATION
Cathy Griffin	cgriffin@ewswa.org
Karen Cedar	kcedar@city.windsor.on.ca



THE CORPORATION OF THE CITY OF WINDSOR
Environment, Transportation & Public Safety Standing Committee –
Operations

**MISSION STATEMENT:**

"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together."

LiveLink REPORT #: 17247 EI2015	Report Date: December 1, 2014
Author's Name: Averil Parent	Date to Standing Committee: January 21, 2015 #3864 jc-12/11/14:eb
Author's Phone: 519 253-7111 ext. 3290	Classification #:
Author's E-mail: aparent@city.windsor.on.ca	

To: Environment, Transportation & Public Safety Standing Committee

Subject: Earth Day Windsor Essex Annual Celebration

1. RECOMMENDATION:

City Wide: Ward(s): _____

- I. THAT Earth Day Windsor Essex **BE DECLARED** a City of Windsor event; and
- II. THAT the remaining balance in the Earth Day Windsor Essex TD financial bank account **BE RECEIVED** into a City of Windsor bank account; and
- III. THAT a new deferred revenue account **BE ESTABLISHED**, for accounting purposes, to track the initial transfer of funds from the Earth Day Windsor Essex TD financial bank account and subsequent drawdowns, as necessary;
- IV. THAT up to \$5,000 from the Environmental Master Plan budget continue to **BE DEDICATED** to funding Earth Day Windsor Essex celebrations; and
- V. THAT Administration **BE DIRECTED** to apply for funding to provide additional activities at Earth Day Windsor Essex with authority to allow the CAO and City Clerk to sign any applications or agreements in technical form satisfactory to the City Engineer, financial content satisfactory to the CFO and City Treasurer and form satisfactory to the City Solicitor; and
- VI. THAT Administration **BE DIRECTED** to continue to collect a fee for vendors, and that this fee **BE ADDED** to the User Fee Schedule; and
- VII. THAT the rental fee for the Malden Park Visitor Centre **BE WAIVED** for this City of Windsor event.

EXECUTIVE SUMMARY: N/A

2. BACKGROUND:

Celebrated every year on April 22nd, Earth Day is the largest environmental event in the world. More than six million Canadians, including nearly every school-aged child, participate in an Earth Day activity in their communities. Earth Day Windsor Essex celebrations have been held in Windsor since 1992 and annual attendance is now in the thousands.

The location of the Earth Day Windsor Essex celebration has changed from Ojibway Park to Mic Mac Park, and finally to Malden Park in 2012. The event is free for the public and generally takes place on the Sunday after Earth Day.

In previous years, an Earth Day Windsor Essex Committee consisting of public and private partners came together to plan, finance and operate the Earth Day Windsor Essex celebration. The committee raised money to fund the event by charging vendors for booth space as well as contributing in-kind donations. The group was also able to apply for TD Friends of the Environment funds through the partnership with the City of Windsor. The Earth Day Windsor Essex Committee has a bank account at TD financial bank.

The current Earth Day Windsor Essex celebrations consist of environmental organizations setting up environmental information booths and activities to educate residents on environmental practices, programs and products. Since 2012, Earth Day Windsor Essex celebrations have included local food production and processing.

3. DISCUSSION:

In recent years for various reasons, the private partners in the Earth Day Windsor Essex Committee have stopped participating. Recently, the Earth Day Windsor Essex Committee has consisted of City of Windsor and Essex Windsor Solid Waste Authority staff. The Committee maintains partnerships with various organizations such as Unifor Local 200, Food Matters Windsor Essex and the Windsor Essex Community Garden Collective. The Environmental Master Plan operating budget currently contributes up to \$5,000 per year towards the Earth Day celebration.

As the City of Windsor has taken over much of the planning and operations of the Earth Day Windsor Essex celebration, it would be beneficial if the event was declared a City of Windsor event, managed in partnership with the Essex Windsor Solid Waste Authority and other community partners. This would allow the City of Windsor Communications department to formally support the event. This would also ensure sustainability of the event in the future.

Each year the City of Windsor sets up a tent staffed by the Environmental Coordinator. This tent focuses on creating awareness of the City of Windsor's environmental initiatives. This year the focus was on wastewater treatment and sewer use. An interactive display highlighting the difference between storm and sanitary sewers as well as how wastewater is treated in the City of Windsor was demonstrated. This event also provides an opportunity to highlight new initiatives such as the new hard-sided container by-law.

Ojibway Nature Centre staff also assists with interactive activities such as a nature scavenger hunt, which encourages kids to explore Malden Park. This year, Friends of Ojibway volunteers also encouraged hands on participation by planting native plant species at a location within Malden Park.

4. RISK ANALYSIS:

Declaring the Windsor Essex Earth Day celebration a City of Windsor event does not require additional funding from the City. The departments involved have adequate resources to implement the program. This resource risk is considered unlikely to occur and of low impact.

It would be beneficial if the City of Windsor adopted the Earth Day celebration in time to allow for this year's event on Sunday April 26th 2015. This risk related to the timing of this approval is considered unlikely to occur and of low impact.

Minor cross-corporate impacts include continued support from the Communications & Customer Service department to support the event through promotion. The risk is minimal for cross-corporate impacts. In addition, this event provides an opportunity for various departments to reach out to the community to promote changes in policies or procedures that benefit the environment (i.e. the hard sided containers bylaw). Risk Management resources will continue to obtain a Special Events permit and insurance for the event which reduces the corporate risk of holding this event.

This is an important environmental event for the community. Adopting Earth Day as a City event would strengthen the future sustainability of this event. This risk of this event not occurring is considered unlikely to occur and of low impact.

Currently, all Earth Day Windsor Essex vendors sign a waiver provided by Risk Management. The waiver outlines the vendors assumption of risks, waives the City from any and all claims of liability, and agrees to hold harmless and indemnify the City from all liability.

5. FINANCIAL MATTERS:

No additional funding for the Earth Day Windsor Essex celebration is being requested at this time. Currently, the Environmental Master Plan operating budget contributes up to \$5,000 per year towards the event. A breakdown of the costs associated is provided in Table 1:

TABLE 1 - City of Windsor Environmental Master Plan Earth Day Budget

REQUIRED ITEMS	BUDGET
Tent rental	\$1,600
Malden Park Visitor Centre Staffing	200
Hydration Station Rental	150
Environmental Activities	1,700
Special Event Permit and Insurance	1,350
TOTAL	\$5,000

As mentioned above, the Earth Day Windsor Essex Committee was previously a joint collaboration of public and private partners. It was during this time that a TD bank account was opened to manage the funds received by the Earth Day Committee. At the time of writing, this account had a balance of \$6,172.55. It is recommended that these remaining funds be received into a City of Windsor bank account. These funds would be used to offset funding requirements

for Earth Day events and to pay for items outside of funds contributed by the Environmental Master Plan budget, such as entertainment.

Council should also be aware of the potential for future grant money that would be used to offset the expenses involved in administering this event. In prior years, the Earth Day Committee has applied for and taken advantage of these funding opportunities. A recommendation is being made to continue this practice, now that administration of this event has moved to the City of Windsor's control.

A request is also being made to establish a new deferred revenue account, for accounting purposes only. This account will be used to track the initial transfer of funds from the Earth Windsor Essex TD Financial Account and subsequent withdrawals of funds required to operate the event, on an as needed basis. Activities associated with the day-to-day administration of the Earth Day program will be recorded through entries to the Environmental Master Plan department id (0175101), using a new class code. Any surpluses or deficits for a given year will be dealt with according to the City's general year-end process. Council will receive, on an annual basis, updates on the prior year's activity.

The Essex Windsor Solid Waste Authority also contributes to Earth Day Windsor Essex through advertising and promotion of the event, arranging for security, as well as renting their own tent.

Administration would continue to charge vendors a nominal fee (i.e. \$35 for a booth inside, \$25 if they provide their own tent) to secure their space and to help with event planning. The User Fee Schedule will require updating to include this new fee.

In prior years, rental fees were paid by the Earth Day Windsor Essex Committee to the Malden Park Visitor Centre for space and staff at the facility. A recommendation is being made that any fees above and beyond staffing requirements or other direct costs be waived until further notice.

6. CONSULTATIONS:

Parks & Facilities

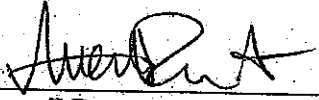
Communications & Customer Service

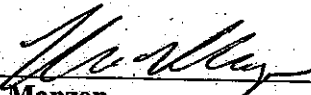
Essex Windsor Solid Waste Authority

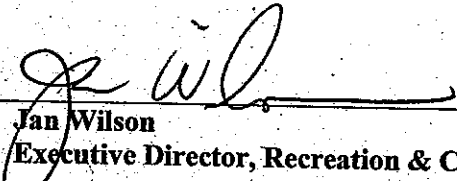
Recreation & Culture (Coordinator of Community Special Events)

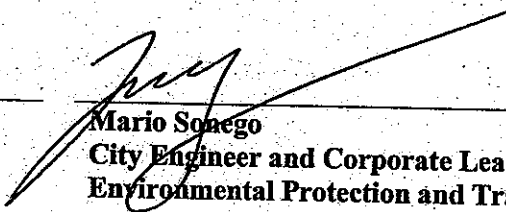
7. CONCLUSION:

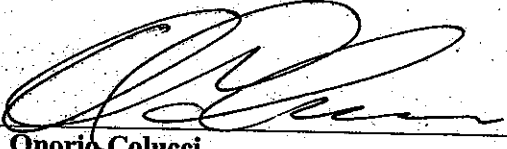
The Earth Day Windsor Essex celebration is a significant annual event attracting thousands of people every year. To improve efficiency and create sustainability for the event in the long term it is recommended that the City of Windsor officially adopt the event.

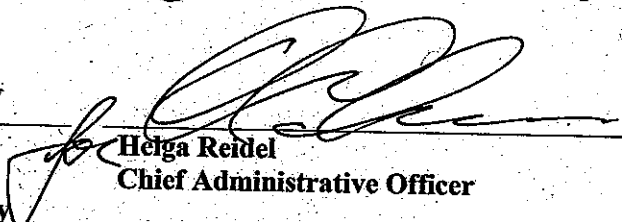

Averil Parent
Environment and Sustainability Coordinator


Chris Manzon
Senior Manager, Pollution Control


Jan Wilson
Executive Director, Recreation & Culture


Mario Sonego
City Engineer and Corporate Leader
Environmental Protection and Transportation


Onorio Colucci
Chief Financial Officer & City Treasurer
Corporate Leader Finance and Technology


Helga Reidel
Chief Administrative Officer

AP/jc

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:
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Phone #: 519 ext.

NOTIFICATION :

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