

Education & Outreach Sub-Committee Report for December 2, 2015 ACE Meeting

Item 1

Meeting with Jay Stanford, October 28th, 2015

Attending – Susan Ratz, Mary Ann Hodge, Jay Stanford

Purpose – To better understand existing education and outreach efforts by the city regarding environmental issues. Identify opportunities for the Education & Outreach Sub-Committee and/or ACE to support existing education and outreach efforts.

Items Discussed

Key reports and programs to review/be aware of include:

- How Green Is London?
- Active & Green Communities
- London Clean & Green – held annually, early April to end of June
- Waste Reduction Week – held annually, October
- Environment, Fleet & Solid Waste department reports to the Civic Works Committee so watch for presentations and reports via that committee.

After a specific program or project, debriefing sessions are held to review results.

Planning is typically done in December for the following year.

The goal of Environment, Fleet & Solid Waste department is to go beyond awareness and inspire action.

Hosting events is not a priority. The internal policy is to go to others events for outreach.

The Environment, Fleet & Solid Waste department are already working with the school boards to develop appropriate curriculum that can be integrated into the schools broadly rather than doing one off presentations.

Programs/topics to watch in 2016...

- Active & Green Communities.
- Project Neutral Software
- Climate change
- Cycling

Also from the discussion a number of items that the Education and Outreach Sub-Committee could support were discussed and these are noted within the General Report.

Item 2

General Report (encompassing email correspondence & phone meeting November 11th)

Attending/Involved – Susan Ratz, Mary Ann Hodge

Purpose – To identify and prioritize items the Education & Outreach Sub-Committee could support.

Items Discussed

Following is a list of initiatives considered grouped by priority.

Item	Decided Next Steps
Work Plan Item as part of Sub-Committee Communications Support	
Encourage attendance by ACE members to other city meetings including the Civic Works Committee, and Council meetings.	As discussed at the November ACE meeting, an informal calendar document will be tried in dropbox so that individuals can indicate which meetings they plan on attending or reviewing online.
Coordinate and encourage participation of ACE members in London Clean & Green in the Spring.	Will encourage via general communication support.
Initiate an Online Member Drive to be spearheaded by ACE members for specific purposes such as increasing subscriptions to the city's enewsletter, Twitter followers, Facebook likes, engagement etc.	Added to work plan. Further planning to be conducted.
Encourage and facilitate internal committee communication including setting up Dropbox for sub-committees, establishing a standard reporting format for sub-committee & individual reports, establishing a discussion or document on Meeting Best Practices etc.	Added to work plan.
Support the roll out / focus of Active & Green Communities and Project Neutral Software in 2016 or other key programs such as cycling/climate change programs.	The timing and activities of the Online Engagement Drives will support this.
As Time Allows	
Coordinate/encourage education of ACE members regarding existing environmental programs in the City of London. Might include coordinating speakers - city staff, from local environmental groups etc.	Recommending that ACE set a guideline of having at least one field trip every year and a minimum of one outside speaker per year. Coordinating tours, speakers to be done within ACE members. Re-evaluate the Education & Outreach sub-committees role in this if it has more members in the future.

Hold a meeting with Greg Barret - Planning	As time allows, Mary Ann and I will request a meeting with Greg similar to the one we had with Jay. Will aim to touch base with Jay and Greg each January starting in 2017.
For Future Consideration	
Look at how other cities are communicating about their environmental programs and provide ideas/specific examples to Jay's department.	Not at this time.
Assess the current communications initiatives overall or for a specific project of the City of London related to the environment. (Possibly including qualitative feedback/observations, as well as analyzing Google Analytics data, Facebook insights data, etc.)	Not at this time.
Investigate whether it would be appropriate for ACE to support LEN.	Not at this time.
Host an event and/or participate within another event.	The resources needed for such an initiative are quite significant and would include handouts, display materials, planning meetings and event coverage by ACE members. The purpose of such outreach is also unclear. Topic specific initiatives are already covered by the City. Event involvement could be reviewed if a specific topic needs awareness and/or the Education & Outreach sub-committee grows.