

Advisory Committee on the Environment

Report

3rd Meeting of the Advisory Committee on the Environment
March 6, 2019
Committee Room #4

Attendance PRESENT: S. Ratz (Chair), K. Birchall, M. Bloxam, S. Brooks, S. Hall, M. Hodge, L. Langdon, C. Lyons, D. Szoller and A. Tipping and J. Bunn (Secretary)

ABSENT: J. Howell

ALSO PRESENT: V. Kinsley, T. MacBeth, L. McDougall, J. Stanford, G. Tucker and T. Van Rossum

The meeting was called to order at 12:15 PM.

1. Call to Order

1.1 Disclosures of Pecuniary Interest

That it BE NOTED that S. Ratz disclosed a pecuniary interest in clauses 3.3 and 5.2 of this Report, having to do with a Voluntary Recycling Program Staff Response and a Green in the City 2019 discussion, respectively, by indicating that her employer is involved in both of these items.

2. Scheduled Items

2.1 Communication of Environmental Topics and City Programs to the Public

That it BE NOTED that the attached presentation from G. Tucker, Communications Specialist, with respect to the communication of environmental topics and city programs to the public, was received; it being noted that verbal delegations from L. McDougall, Ecologist Planner, T. Van Rossum, Environmental Services Engineer, V. Kinsley, Supervisor, Neighbourhood Development & Support and J. Stanford, Director - Environment, Fleet and Solid Waste, were received with respect to this matter.

3. Consent

3.1 2nd Report of the Advisory Committee on the Environment

That it BE NOTED that the 2nd Report of the Advisory Committee on the Environment, from its meeting held on February 6, 2019, was received.

3.2 1st Report of the Trees and Forests Advisory Committee

That it BE NOTED that the 1st Report of the Trees and Forests Advisory Committee, from its meeting held on January 23, 2019, was received.

3.3 Voluntary Commercial Recycling Program - Staff Response

That the Memo, dated February 7, 2019, from J. Stanford, Director, Environment, Fleet & Solid Waste, with respect to the staff response to a voluntary commercial recycling program BE REFERRED to the Waste Sub-Committee for review.

3.4 Green in the City - 2018 Speaker Series - Final Report

That it BE NOTED that the Green in the City Speaker Series Final Report, dated February 24, 2019, from S. Ratz, was received.

4. Sub-Committees and Working Groups

None.

5. Items for Discussion

5.1 Precautionary Principle - Discussion

That the submission with respect to the Precautionary Principle in London, submitted by K. Birchall, BE DEFERRED to the next meeting of the Advisory Committee on the Environment for discussion.

5.2 Green in the City 2019 - Discussion

That the subject of a 2019 Green in the City Speaker Series BE DEFERRED to the next meeting of the Advisory Committee on the Environment (ACE) to be considered in conjunction with the 2019 ACE Work Plan.

6. Deferred Matters/Additional Business

None.

7. Adjournment

The meeting adjourned at 1:23 PM.



Communications Overview

Environmental Topics

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Urban Agriculture Strategy

- Communication efforts were led by Planning Services
- Started in September of 2016 and continues
- Hosted a public meeting on September 29 at City Hall
- Attended "London's Food Future" on November 19 at the Library (Central Branch)
- Hosted a community visioning workshop at Goodwill Industries on February 4, 2017, and work has continued beyond this time.

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Urban Agriculture Strategy on the City website:



<https://www.london.ca/business/Planning-Development/current-topics/Pages/Urban-Ag-Strategy.aspx>

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Also on the City website:

<https://www.london.ca/residents/Parks/Community-Projects/Pages/London-Community-Gardens.aspx>

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Toilets are Not Garbage Cans

- Communication efforts were led by Wastewater
- Assisted by Communications
- Started in 2012 and continues

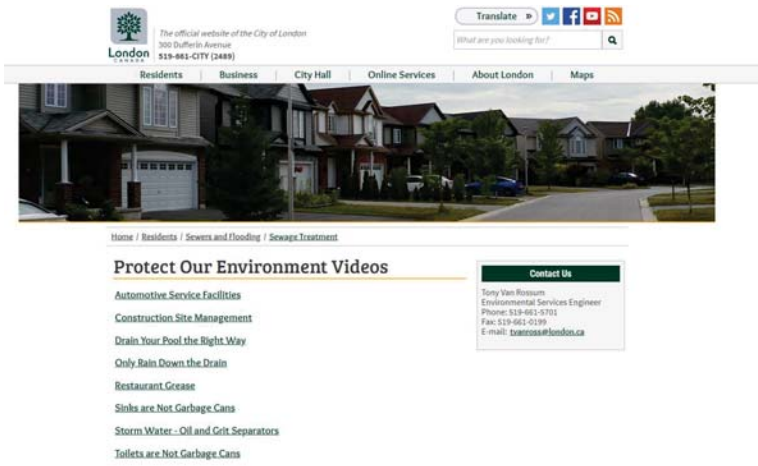
In 2018, education efforts focused around two main themes:

- Fats, Oils and Grease (FOG)
- What Not to Flush

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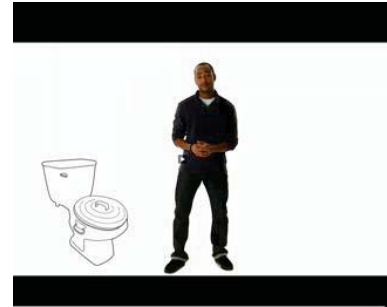
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Telly Award-Winning Video



Toilets are Not Garbage Cans (City of London website and YouTube)

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<https://www.london.ca/residents/Sewers-Flooding/Sewage-Treatment/Pages/Toilets.aspx>



Community Outreach

Displays at:

- Schools
Elementary
Western, Fanshawe
- Festivals
(Sunfest, Home County, etc.)

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- Lifestyle HomeShow
January 2019

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Fats, Oils and Grease (FOG)

- Cups
- Flyers
- Social Media



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2019 Under Development



www.london.ca



Pollinator Programs

- Communication efforts were led by Planning Services

Available on City website:

<https://www.london.ca/residents/Environment/Natural-Environments/Pages/Naturalization.aspx>



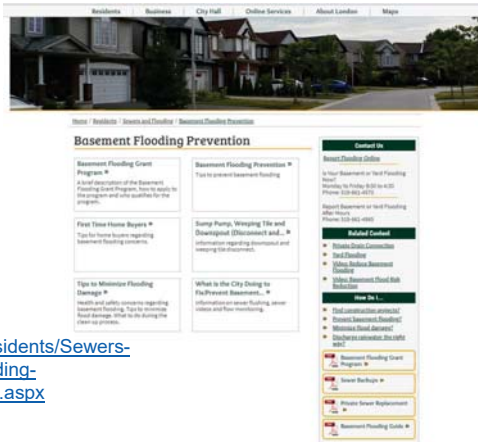
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Resilience/Climate Change Preparation

- Communication efforts are shared
- Environmental & Engineering Services, Planning Services, Emergency Management

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City website:

<https://www.london.ca/residents/Sewers-Flooding/Basement-Flooding-Prevention/Pages/default.aspx>

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City website:

<https://www.london.ca/residents/Emergency-Information/Emergency-Preparedness/Pages/Know-the-Risks.aspx>

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Overview of Role of Communications Division

- Four Communication Specialists each has portfolio of Service Areas
- Meet regularly with service area Directors/Managers to keep apprised of upcoming educational and promotional campaigns (projects)
- Develop Communications Plans, Social Media plans and, if required, Engagement Plans for these projects
- Develop Tactical plans to execute the Communications and Engagement strategies utilizing service area budgets
- Work directly with external graphic designers to create print materials and project art (used in social media postings and website)

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Communications Division – what we do

- Write content for projects, both for print and social media
- Buy advertising from media outlets related to projects and supply creative
- Buy digital advertising (Facebook, Google, etc.)
- Incorporate project messaging and imagery into City communication channels
 - e-newsletter,
 - Council PowerPoint/City facility televisions,
 - City website,
 - Get Involved engagement website,
 - Facebook, Twitter, Instagram

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Communications Division – what we do


- Writes news releases, media advisories, coordinate media briefings/events
- Plan and oversee execution of special events, such as grand openings, milestone announcements, funding announcements
- Arrange audio/video/livestream for above events
- Monitor social media channels throughout the day and respond to inquiries or comments related to their Service Areas
- Attend and assist at Public Information Centres and other public engagement events, as required by the service area
- Review use of corporate logo for compliance with brand standards

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How to Reach Us:

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