



The Environmental Ad Hoc Committee Meeting of the Corporation of the Town of Saugeen Shores was held on **June 27, 2024** at 5:30 PM at Rotary Hall.

Present: Chair: Councillor Cheryl Grace
Members: Councillor Bud Halpin, Odette Bartnicki, Dan Dychuck, Cathe McIntosh (arrived at 5:59 pm), and Victoria Sandre.
Staff: Mark Paoli and Sarah Bonderud

Absent: Brent Proud

1. Call to Order

Chair C. Grace called the meeting to order at 5:30 pm.

2. Land Acknowledgement

Chair C. Grace read the land acknowledgement.

3. Disclosure of Pecuniary Interest and Nature

None.

4. Additions, Deletions, or Amendments

None.

5. Adoption of Minutes

5.1. May 29, 2024

Moved By: O. Bartnicki

Seconded By: V. Sandre

That the Environmental Ad Hoc Committee meeting minutes from May 29, 2024, be approved as presented.

CARRIED

6. Report of Municipal Officers / Committees

6.1. Town Communication Methods and Supports

The Committee heard a presentation from the Strategic Initiatives Division regarding the services that the Communications Team can provide to Committees.

These services include, but are not limited to the following:

- create awareness of the Committee's report to Council;
- provide feedback on the recommended tools to use for creating the final report;
- create awareness about environmental events and initiatives; and
- assist with the promotion of municipal environmental initiatives.

The importance of creating awareness around environmental initiatives was noted. A question was raised on the best method to get information out to the public. Many variables are involved when considering communication methods, such as the end goal and target audience.

6.2. Tree By-law Discussion

The Committee heard a presentation from the Planning and Development Division outlining key components of the proposed Tree Conservation By-law. An information report from Staff is anticipated at an upcoming Council meeting.

The Urban Tree Conservation By-law report and presentation is scheduled for the July 15, 2024 Council meeting. Chair Grace will bring an update to the next Committee meeting to provide the Committee with a summary of Council's initial feedback.

6.3. Partners for Climate Protection (PCP) Sub-Committee Report

The Committee received a report from the Partners for Climate Protection (PCP) Sub-Committee regarding the next steps and proposed action items.

Joining the PCP Program will give the Town access to helpful resources, including other municipalities' climate plans. It was suggested to collect information on the requirements of joining the Program, before recommending that the Town become a member. The Environmental Ad Hoc Committee's final report will include a PCP section, to provide Council with the action items required for the PCP Program.

It was noted that the Town would be eligible for Infrastructure Canada (INFC) funding if it had a Climate Action Plan established. Member V. Sandre located additional funding options for municipal buildings offered through the Green Municipal Fund and will circulate these resources to the Director of Development Services.

Moved By: C. McIntosh

Seconded By: V. Sandre

That the Environmental Ad Hoc Committee receive the Partners for Climate Protection Sub-Committee report for information.

CARRIED

7. Unfinished Business

8. New Business

9. Communications for the Committee

9.1. City of Toronto

A Tree Equity Tool for Greener Neighbourhoods News Release

9.2. CBCListen

What On Earth with Laura Lynch

www.cbc.ca/listen/live-radio/1-429-what-on-earth

9.3. Cities For Everyone - Gil Penalosa
www.gpenalosa.ca

10. Next Meeting

10.1. August 29, 2024, at 5:30 p.m.

11. Adjournment

11.1. Adjournment

Moved By: O. Bartnicki

Seconded By: V. Sandre

That the Environmental Ad Hoc Committee Meeting of June 27, 2024, hereby adjourn
at 7:38 pm.

CARRIED



TOWN OF SAUGEEN SHORES

Communications



The Communications Team

Saugeen Shores' Communications Team is comprised of the following team members. Each team member has a set of specific roles and responsibilities, as outlined below.



Jill Roote
Manager of Strategic Initiatives

Roles and Responsibilities

- Oversees the Town's communication activities.
- Provides leadership and oversight for reactive and operational communications, and directives from the CAO and Council.
- Provides the Communications Team with strategic directions updates and guidance.



**Laura Moscone/
Alex Thompson**
Communications Specialist



Roles and Responsibilities

- Triages communications requests and questions
- Leads the day-to-day communications activities for the Town.
- Plans strategic communications
- Supports public engagement



Shayla Rouse
Customer Service Coordinator

Roles and Responsibilities

- Triages communications requests from the public or customer service team.
- Social media execution

“Communications” in Saugeen Shores

What is “Communications”?

Communications is the process through which the Town relays information between departments, other levels of government, the public, and other key stakeholders.

The communications team is primarily responsible for corporate communications such as news releases, statements, major initiatives, website and social media management, etc.

The communications team also supports departmental communications as appropriate. This may include reviewing sign designs, sharing construction updates, advising on branding usage, etc.

Communications does not include marketing and advertising.

What is "Engagement"

Engagement is the practice of initiating two-way communication with select stakeholders for the purpose of sharing information and getting feedback.

While the engagement process often involves aspects of communications, engagement is led by departments and supported by the communications team.

Communications Drivers

Proactive Communications

- Projects identified and prioritized through our annual business plan and strategic plan make up the majority of our work
- Annual events/campaigns
- Requests for future support as appropriate
- Upcoming sensitive/highly visible topics (ex. Reports going to Council)

Reactive Communications

- Crisis communications
- Unexpected events/incidents
- Last minute requests/unplanned projects

The goal is
**90% Proactive
Communications**

Tools for Communication

Tools used for Communications

- Website
 - Page content
 - News and Notices - subscriptions
- Social media
 - Facebook, Instagram, LinkedIn, X, YouTube
- News releases
- Public Notices
- Engage Saugeen Shores (Engagement/Communications)
 - Includes subscription and follow options
- FlashVote
- Other tools as appropriate

Support Tools

- Hootsuite
- Bitly (QR Codes)
- LinkTree
- Canva
- Google Analytics

Supporting committees

Communications support for committees is largely based of the committee's **Terms of Reference** and the **Business Plan**

1. Business Plan

- Sometimes the Business Plan will identify a committee initiative as a Major Initiative or Division highlight
- This allows communications to include the item in our workplans and identify support needs

2. Terms of Reference

- Communications can plan support for a committee based of the deliverables as outlined in the ToR
- Depending on the nature of the committee this could mean on-going support or more focused support at specific milestones

To keep channels of communication open between the communications team and the committee, the two best practices we follow are either:

1. The staff person on the committee acts as the formal point of contact
2. A member of the communications team participates in the committee

Supporting the Environmental Ad-Hoc Committee

How can Communications support you?

The Business Plan and ToR both provide guidance for communications.

Communications can support by:

- Bringing attention to recommendation reports to Council as appropriate
- Providing promotion opportunity suggestions to include in reports
- Promoting Council approved recommendations

How can we work together for the environment?

There is an opportunity for staff and the committee to work together to raise awareness about existing and new environmental initiatives by:

- Ensuring all parties know about opportunities, events, etc.
 - We can't always share non-municipal content, but it helps to know about it
 - The committee may be in a better position to share non-municipal content
- Actively sharing and engaging with environmentally-focused municipal projects
 - The committee can help raise the profile of municipal initiatives by sharing online and through word of mouth

Environmental Ad Hoc Committee	Funding to support the Environmental Ad Hoc Committee. Funded from 2023 surplus.
FCM-ICLEI Partners for Climate Program	Environment Ad Hoc Committee to investigate the FCM-ICLEI Partners for Climate Program reporting to Council on the merits of and requirements for participating in the Program.

b) The Committee will:

- Investigate the FCM-ICLEI Partners for Climate Program and report to Council on the merits of and requirements for participating in the Program;
- Identify criteria, nomination/application processes and funding opportunities for the organization to use in a new annual Town Environmental Stewardship Award. A report will be brought forward to Council to consider the establishment of the Award;
- Comment on the development of, and support implementation of, the Urban Tree Canopy Plan through the 2024 Business Plan.
- Comment on the Town Official Plan Natural Heritage Update (if approved in 2024 Budget);
- Provide point of contact and information sharing with Bruce County should environmental initiatives of mutual interest arise in 2024 (waste management could be one example);
- Provide recommendations on the creation of a community led annual event to promote citizen action on the environment; and,
- Provide recommendations on ways to promote and create awareness of the above in the community.

Urban Tree Canopy Plan (UTCP)

Proposed Tree By-law and Key Components
Environmental Ad Hoc Committee
Thursday, June 24th



Urban Tree Canopy Plan – Proposed Tree By-law and Key Components

1. Existing Town Tree Policies
2. Recommended Town Tree Policies
3. Title and Application
4. Exemptions
5. Conditions
6. Offence



Proposed Tree By-law and Key Components- Existing Town Tree Policies



Existing Town Tree Policies

- 2:1 ratio of trees planted to trees removed required in significant woodlands and identified Special Policy Areas
- Environmental Impact Studies (EIS) for development
- Planting of trees for new subdivisions
- Parks By-law- prohibits the cutting of trees on park lands

Consultants Town Policy Review

Trees and Tree Canopy considered in most policy documents, however, stronger policies and replacement requirements should be considered.

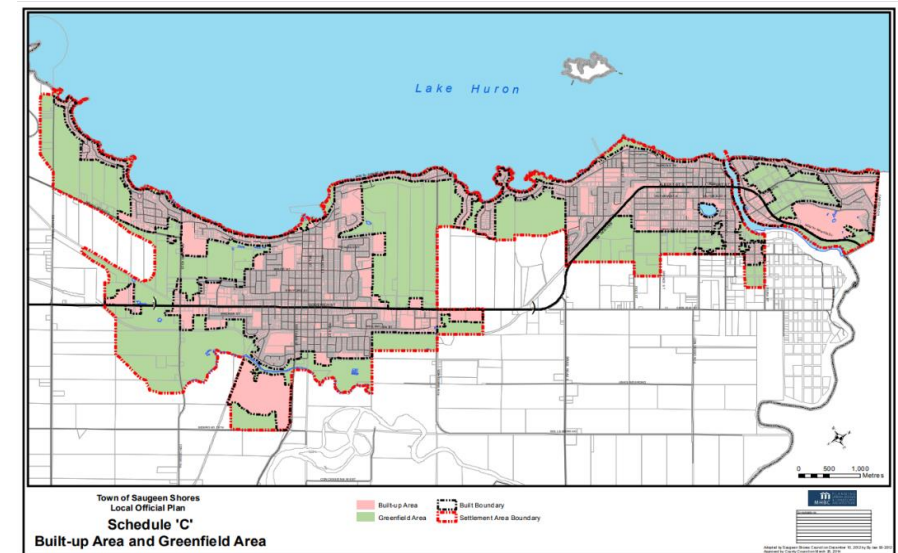
Recommendations include:

- Stronger ratio of replacement trees to trees removed as the benefits of trees increase with size
- Tree Protection By-law is strongly recommended



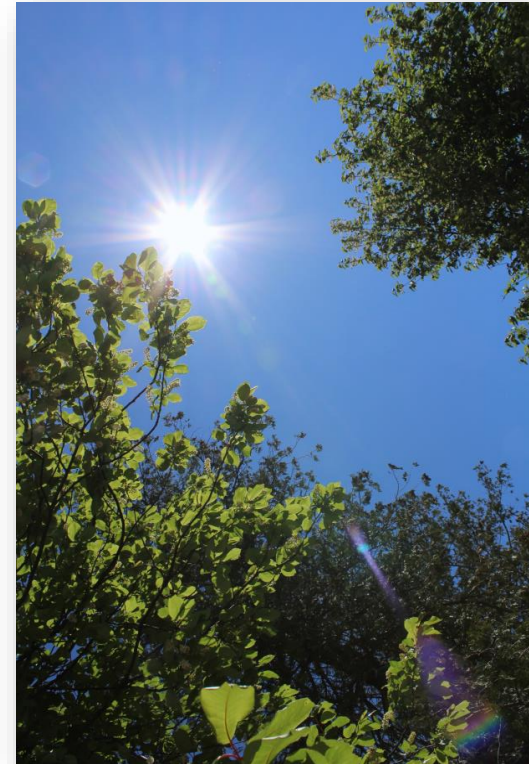
Urban Tree Conservation By-law

1. A Significant Tree means a tree with a diameter at breast height (DBH) of 40cm or greater;
2. More than ten trees with a diameter breast height of 10cm or greater;
3. Any trees listed under the Provincial Endangered Species Act or tree species provided protection by the Federal Species at Risk Act; and
4. Replacement Trees means Trees that have been planted to replace previously removed trees.



Permit Process

- ✓ Consistent Approach
- ✓ Proven effective tool to keep permit holders accountable and legally compliant
- ✓ Can be easily integrated into already existing permit-related software and processes.



Exemptions from the Tree By-law include:

- ✓ Dead, decaying, terminal or deemed high-risk trees
- ✓ A Planning Act development application
- ✓ Nurseries or Orchards



Ability to impose conditions on a tree permit:

- ✓ The planting of replacement trees and to scale as per the replacement ratio table
- ✓ Specify professionals authorized to approve Tree Protection Plans

Diameter at Breast Height (cm)	Compensation Ratio
<10	Not Applicable
10-20	1:1
21-35	2:1
36-50	3:1
51-65	4:1
>65	5:1

Also the ability to refuse, suspend, alter, or revoke a tree permit

A conviction or contravention made under this By-law, will be liable to a fine or penalty.



What's Next?

- Finalize Draft Tree By-law
- Staff Report to Council
- Continue preparation of Urban Tree Canopy Plan

Timeline

- ✓ **Project Start**
January 2024
- ✓ **Online Engagement Survey**
April-May 2024
- ✓ **Public Meeting**
May 2024
- ★ **Develop Draft Tree By-Law**
April-May 2024
- ★ **Tree By-Law presented to Council**
June 2024
- ★ **Urban Tree Canopy Plan Presented to Council**
September 2024

Questions



Urban Tree Canopy Plan – Proposed Tree By-law and Key Components



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Planning and Development Services

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