




Hamilton

CITY OF HAMILTON

CITY MANAGERS OFFICE

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: July 8, 2013	
SUBJECT/REPORT NO: 2013 Green Venture Base Funding (CM13011) (City Wide)	
SUBMITTED BY: Chris Murray City Manager	PREPARED BY: Heather Donison 905 546-2424 1276
SIGNATURE: 	

RECOMMENDATION

- (a) That the City of Hamilton enter into an agreement to provide base funding for Hamilton-Wentworth Green Venture Incorporated (Green Venture) in the amount of \$40,000 per year, as approved in the 2013 budget.
- (b) That the Mayor and City Clerk be authorized to execute the said agreement, in a form satisfactory to the City Solicitor, on behalf of the City.

EXECUTIVE SUMMARY

Since 1995, the former Region and the City have enabled delivery of many environmental projects that benefit Hamilton residents by providing funding to Hamilton-Wentworth Green Venture (Green Venture), a registered non-profit organization. This funding is approved through the annual budget process. Green Venture in turn, leverages this funding (\$814,044 in 2012) from other agencies and levels of government to efficiently deliver projects in areas of energy conservation, wise water use, greenhouse gas emission reduction, air quality improvements, waste reduction, toxics elimination and alternative transportation.

Alternatives for Consideration – See Page 4

FINANCIAL / STAFFING / LEGAL IMPLICATIONS (for Recommendation(s) only)

Financial: Continuing the base funding agreement with Green Venture will total \$40,000. The entire approved budget for the funding of Green Venture is found in account 55916 (Contractual Services) 310010 (Dept ID).

There are no financial implications arising from Council's authorization to enter into the agreements with Green Venture as the funding involved is already included in the annual budget.

Staffing: Approval of the recommendation will save staff time to concentrate on other program functions.

Legal: All agreements made with Green Venture are vetted through Corporate Counsel.

HISTORICAL BACKGROUND (Chronology of events)

Green Venture has submitted a request (attached as Appendix A to Report CM13011) to the City of Hamilton to renew its base funding of \$40,000 per year.

In 1993, the Region of Hamilton-Wentworth initiated work to develop a non-profit organization to bring together public and private partners to advance environmental protection and improvement in the community. The Region recognized that there was a benefit to having an action-oriented, customer focused, community-based, non-profit organization to implement environmental programs in the community.

A partnership was formed in 1994 between the Region, the Province of Ontario, utilities, private sector environmental companies, and community organizations. This organization has become a successful, community-based service delivery option for the furthering of the City's sustainability and environmental policy objectives.

The City has contributed \$40,000 per year to Green Venture as base funding to partially cover the cost of community services, overhead, and fundraising for environmental projects since 1995. This contribution has been used to secure additional funds from other organizations such as Environment Canada, Natural Resources Canada, Enbridge Gas, the Hamilton Community Foundation, and the Ontario Trillium Foundation. In the fiscal year between June 1, 2011 and May 31, 2012, Green Venture used its base funding to leverage a total of \$987,044 from these agencies (\$256,294) and from individuals (\$557,750).

Green Venture also plays an active role in a number of local initiatives, as follows:

Organizational Memberships

Collaboration is vital to Green Venture's success. Green Venture is an active member of the following organizations:

- Green Communities Canada (founding member)
- Hamilton and Area EcoNet (founding member)
- Hamilton Chamber of Commerce
- Stoney Creek Chamber of Commerce
- Sustainable Hamilton
- Climate Change Champions
- Environment Hamilton
- Conserver Society of Hamilton and District
- Ontario Environmental Network
- Hamilton Administrators of Volunteers • Volunteer Hamilton
- Coalition on the Niagara Escarpment
- Clean Air Hamilton

Committees & Initiatives

Green Venture staff are active in the community and are helping to make positive change on the following committees and initiatives:

- City of Hamilton Initiatives:
 - Community Energy Collaborative
 - Healthy Living Hamilton Steering Committee
 - Active and Safe Routes to School (ASRTS) Committee
 - Partners for Healthy Weights – Policy Sub-Committee
 - Clean Air Hamilton
 - Children's Water Festival Organizing Committee
- Hamilton Chamber of Commerce:
 - Transportation Committee
 - Energy and Environment Committee
- Hamilton Cycling Committee
- Hamilton Air Pollutant and GHG Inventory Advisory Committee
- Creating a Great Durand Community
- Hamilton and District Conserver Society
- Hamilton Administrators of Volunteers
- North Central Community Centre
- Conservation Authority Committees / Working Groups
- Stoney Creek Historical Society
- Doors Open Hamilton
- Hamilton-Wentworth Heritage Association
- Head of the Lake Historical Society
- Hamilton Chapter of the Canadian Organic Growers (COG)

- Hamilton Community Garden Network (HCGN)
- Local Planning Team for the Community Access to Child Health (CATCH)
- MACgreen, McMaster University Students' Union
- Revolution Wear/RevWear Fashion Show
- Earth Day Hamilton-Burlington
- Community Food Security Stakeholder Committee (CFSSC) -Education Subcommittee

POLICY IMPLICATIONS/LEGISLATED REQUIREMENTS

The proposed programs are consistent with the Corporate Strategic Priority #1 to enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn. The programs facilitate investment by businesses and home owners in green techniques and technologies. This investment supports jobs in the building sector in energy efficiency and green technologies and in the growth of businesses providing green products and services. The proposed programs improve Hamilton's image by improving sustainability and the environment.

RELEVANT CONSULTATION

Green Venture and City staff from the Corporate Services Department, Finance and Administration section have been consulted. They have not expressed any concerns with the recommendation and their comments have been incorporated into the body of the report.

ANALYSIS / RATIONALE FOR RECOMMENDATION

(include Performance Measurement/Benchmarking Data, if applicable)

The City has been partnering with Green Venture for many years and Green Venture has demonstrated the ability to consistently deliver quality programming that meets the goals of Vision 2020 and Council's Strategic Plan.

ALTERNATIVES FOR CONSIDERATION

(include Financial, Staffing, Legal and Policy Implications and pros and cons for each alternative)

The City of Hamilton can choose to discontinue the Base Funding to Green Venture.

PROS

- Reduced costs: Discontinuing Base Funding of \$40,000 to Green Venture would reduce this line expenditure from the City's budget. However, this does not

consider the total community value leveraged through the Base Funding, which includes in-kind donations, cash donations, earned-revenue, and grants.

CONS

- Could affect the long-term health of Green Venture: Would have detrimental effects on Green Venture's operating budget, and on their long-term sustainability. Green Venture relies on Base Funding to remain revenue-positive on an average annual basis.
- Loss of leveraged funding: Green Venture is able to leverage City funding and secure external funding. Estimated at over \$814,044 within the 2012 fiscal year, this represents leveraging the City's Core Funding contribution by over 2,000% from agencies, other levels of government, foundations, businesses, and individuals.
- Loss of expertise: Green Venture's staff are experts in sustainable living and affecting behaviour change (using Community-Based Social Marketing).
- Decreased Funding Opportunities: As a community-based, non-profit organization, Green Venture qualifies for external funding and in-kind donations that the city would not be eligible to receive.
- Loss of supporting, trusted voice: The absence of Green Venture support from some city initiatives could have impact on the success of those activities.
- Loss of earned trust with residents: Green Venture directly engages between 12,000-20,000 residents annually and have developed long-term, ongoing relationships with many residents; Green Venture is trusted by a segment of Hamilton residents.
- Changing behaviour takes time: The long-term relationship Green Venture has formed with many residents is integral to addressing behaviour change, a process that is achieved over the long-term.

ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN:

Strategic Priority #1

A Prosperous & Healthy Community

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

- 1.5 Support the development and implementation of neighbourhood and City wide strategies that will improve the health and well-being of residents.
- 1.6 Enhance Overall Sustainability (financial, economic, social and environmental).

Strategic Priority #2

Valued & Sustainable Services

WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.

Strategic Objective

2.2 Improve the City's approach to engaging and informing citizens and stakeholders.

Strategic Priority #3

Leadership & Governance

WE work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.

Strategic Objective

3.1 Engage in a range of inter-governmental relations (IGR) work that will advance partnerships and projects that benefit the City of Hamilton.

3.4 Enhance opportunities for administrative and operational efficiencies.

APPENDICES / SCHEDULES

Appendix A to report 2013 Green Venture Base Funding (City Wide) CM13011

June 17, 2013

Heather Donison
Senior Project Manager -- Sustainability
City Managers Office
City Of Hamilton

Re: 2013 Partnership between the City of Hamilton and Green Venture

Dear Ms Donison:

I write to you on behalf of the Board of Directors of Hamilton-Wentworth Green Venture. In 1993 the Region of Hamilton-Wentworth initiated work to develop a non-profit organization to bring together public and private partners in order to advance environmental protection and improvement in the community. The Region recognized that there was a benefit to having an action-oriented, customer focussed, community-based, non-profit organization to implement environmental programs in the community.

A partnership was formed in 1994 between the Region of Hamilton-Wentworth, the Province of Ontario, utilities, private sector environmental companies and community organizations. This organization has become a successful community-based service delivery option for the furthering of the City of Hamilton-Wentworth environmental policy objectives.

The City has contributed \$40,000/year to partially cover the cost of community services, overhead and the cost of developing and securing funds for environmental projects. Continuing investment in maintaining the Green Venture infrastructure means that we can continue to develop partnerships and programs that benefit the Hamilton community. Most importantly, continued investment will enable Green Venture to maintain leveraging city funding. For example, during Green Venture's 2011-2012 fiscal year, we were able to leverage the city's \$40,000 investment by over 2,000%. These leveraged funds are used to improve the social, economic, and environmental health of Hamilton.

This letter is a formal request for continued support. We would welcome an opportunity to speak to you and to answer any of your questions. Should you wish further clarification regarding the work of Green Venture please contact me at 540-8787 ext.117.

Yours very sincerely,



Pete Wobschall
Executive Director
Green Venture

GREEN VENTURE: TURNING VISION 2020 INTO REALITY**Background**

Since inception Green Venture has worked with City staff to meet government objectives and deliver programs, knowledge, and tools that support action by citizens to improve the local environment and economy.

Green Venture grew out of a partnership formed in 1994 between the Region of Hamilton-Wentworth, the province of Ontario, utilities, private sector environmental companies and community organizations. Green Venture was incorporated as a non-profit organization in March 1995 and has continually worked with the Region/City to improve the local environment and economy by affecting changes in citizen behaviour and encouraging sustainable development.

Mission Statement

Connecting ideas and people to facilitate sustainable living and realize a cleaner, healthier community.

Green Venture is results oriented. We help people to save energy and water, reduce waste, avoid toxic chemical use, etc. through changing behaviour and using green products and services.

Green Venture benefits the economy and the environment by:

- creating jobs and business opportunities
- boosting Ontario's green industry
- saving money for homes and businesses
- deferring and reducing costly infrastructure investments by governments and utilities
- conserving natural resources
- protecting and enhancing the environment

Green Venture is built on community partnerships, involvement, and support. We are locally planned and managed to address local needs and opportunities. Green Venture has its own local board of directors and professional staff. A volunteer community Board of Directors manages Green Venture, which brings expertise from various sectors of our community. Green Venture relies on a flexible workforce and many volunteers. Volunteers provide time and expertise in diverse areas including marketing, natural gardening, database management and computer systems. Many of these volunteers are new Canadians or students benefiting from the opportunity for meaningful experience in a workplace setting.

ENVIRONMENTAL PROGRAMS

Green Venture's primary partner is the City of Hamilton. Green Venture provides a "one-stop shop" for local environmental and conservation information for the public through EcoHouse, home visits, phone inquiries, web page, public speaking, special events and seasonal newsletter.

Green Venture community services include:

- distribution of information, by knowledgeable staff and volunteers, to citizens who visit Green Venture's EcoHouse
- detailed, customized, advice for homeowners about energy conservation, wise water use, greenhouse gas emission reduction, waste reduction, toxics elimination and alternative transportation
- publication/distribution of Green Venture's phone number as the one-stop source for information relating to environmental information (e.g. household hazardous waste, blue box, etc.)
- an information booth at community events where knowledgeable Green Venture staff and volunteers distribute information
- co-ordination of community wide alternative transportation campaigns including the Commuter Challenge, Active and Safe Routes to Schools and the anti-idling campaign
- special public workshops or talks on such topics as: composting, waste reduction, toxic chemical reduction, climate change, energy savings and reduction of CO₂ emissions, alternatives to pesticides and alternative transportation

Green Venture has partnered with the City in a number of specific projects and programs to further municipal policy objectives.

A selection of past, current, and ongoing projects/programs are described in the following pages.

CURRENT PROJECTS

Community Education

Green Venture's knowledgeable staff and volunteers support the local and global community through:

- EcoHouse tours
- Information and brochures to EcoHouse visitors
- Green Venture's website
- Engaging residents at community events
- Conducting community presentations
- Hosting workshops
- Providing energy evaluations

Air Quality

Totally Transit (2007-)

What modes of travel will the next generation of Hamiltonians embrace? Totally Transit's goals are to reach elementary students and educate them about the importance of public transit. Public transit is sustainable because it is inclusive, economical, mitigates climate change and improves air quality.

Green Venture leads students in a curriculum linked lesson which includes how to ride the city bus. Working with the Hamilton Street Railway (HSR), Green Venture and the bus visit the participating schools where students have the chance to put their bus riding knowledge to the test on a real bus ride. With the facts in mind, students will be equipped to make thoughtful transportation choices in the future.

Partners: HSR, Clean Air Hamilton, Public Works, Economic Development and Planning.

Totally Transit for Older Adults (2011-)

Program to build the confidence of older adults in the public transit system and increase their use of the HSR.

Partners: HSR, Hamilton Council on Aging.

EcoDriver (2008-)

Driving is an important and often inescapable part of the everyday lives of a majority of Canadians. On average, Canadians eat 20% of their meals in the car, own 1.7 cars per

household and can attribute 50% of their carbon footprint to their personal transportation. Driving produces tailpipe emissions that reduce air quality and contribute to climate change. Reducing the amount of fossil fuels burned directly reduces the amount of climate changing greenhouse gases emitted.

EcoDriver presentations, public outreach, tire pressure clinics and materials provide entertaining tips from drivers to help drivers increase the distance they can travel on a tank of gas. The program also encourages people to leave the car at home and opt for active and sustainable transportation on a regular basis. By driving for fuel efficiency every driver can save fuel, money and the planet.

Partners: Ontario Ministry of Environment, Green Communities Canada, Clean Air Hamilton, Economic Development and Planning, Natural Resources Canada, Canadian Tire Centre Mall

Small Engine Powered Lawn Care (2010-)

Small gasoline engine powered equipment, such as lawn mowers, string trimmers and leaf blowers are widely used in Hamilton to maintain landscaped areas. Emissions from older gasoline engines contribute to poor air quality and produce greenhouse gases. In one hour, the average gas powered lawn mower produces harmful air emissions equivalent to those emitted by a new personal vehicle traveling 320 km.

The Small Engine Powered Equipment program raises public awareness on the harmful pollutants released by older gas-powered equipment and highlights lower emission equipment choices and best lawn care practices to reduce air emissions. Green Venture's 'Clean Air is a Yard Away' lawnmower recycling events offer incentives for the public to properly decommission their old polluting gas lawnmowers and replace them with new low emission equipment.

Partners: Clean Air Hamilton, Economic Development and Planning, RONA Waterdown, RONA Parkdale, Green Circle Recycling, FastBin.ca

Hamilton High School Heroes (2010-)

Motivated high school aged students are leaders in their communities and represent key stewards for our environment. This program provides educational opportunities and works jointly with high school classes, eco-teams and individuals on air emissions issues. As part of the engagement strategy, Green Venture's 'Fighting Climate Change' art contest calls on Hamilton high school students to submit art works that are then publicly exhibited to inspire peers and the public to take positive environmental actions.

Partners: Clean Air Hamilton, Economic Development and Planning

Clean Air Events and Speakers (2010-)

Given that each adult draws about 20,000 breaths of air per day, it is vitally important that the public understands how air pollution impacts their health, quality of life and community. This program engages the public at events, meetings and symposiums through a series of air quality presentations aimed at outlining the air quality challenges facing Hamilton, what is being done and what still needs to be done by all constituents.

Partners: Clean Air Hamilton, Economic Development and Planning

Neighbourhood Mobile Monitoring (2010-)

Green Venture works with neighbourhood groups to have air monitoring data from their own neighbourhoods presented in various community publications and websites. Green Venture, with the assistance of Clean Air Hamilton, collaborates with Rotek Environmental Inc. to develop a community report based on air monitoring data conducted by Rotek and in locations selected by neighbourhood associations/groups.

Green Venture, with the support of the Hamilton Conservers Society, works with Rotek Environmental Inc. to co-ordinate pre and follow up meetings, including site choices, discussion/explanation of data and presentations to the neighbourhood groups in which monitoring is undertaken as needed.

Clean Air Hamilton works with Green Venture to present the data and project through the Clean Air Hamilton website –www.cleanairhamilton.ca. Clean Air Hamilton recognizes the partners in the neighbourhood mobile monitoring program and the result of the program in its annual report to Hamilton City Council.

Partners: Green Communities Canada, Rotek Environmental Inc., Clean Air Hamilton, various neighbourhood associations. Funding: ArcelorMittal Dofasco, Clean Air Hamilton.

EcoHouse

EcoHouse (2004-)

EcoHouse is Green Venture's demonstration building combining environmental awareness with community-building and heritage. The former Glen Manor, a 150-year old farm house has been retrofitted with green technology and sustainable living products like composters, energy-efficient appliances, rain barrels, etc. The grounds feature native species gardens, natural landscaping, and renewable energy generation.

EcoHouse provides a backdrop for the presentation of all other programs being run by Green Venture where there are presentations and displays in every room of EcoHouse, combining educational information with practical demonstrations of all of the programs. In support of the various programs offered through Green Venture, EcoHouse also offers a wide range of products for sale, including light bulbs, composters, and water conservation solutions.

A community garden is run by volunteers, producing pesticide-free vegetables in support of the local Food Bank.

Partners: Ministry of the Environment, City of Hamilton.
Participation: Over 4,000 people a year visit EcoHouse.

EcoHouse Group Tours (2004-)

We offer: curriculum-based school group tours and activities, Girl Guides and Boy Scouts badge-related tours and activities, church groups and other special interest group tours and activities. Select from a variety of topics including Wise Water Use, Waste Watch, Renewable Energy, Energy Conservation, and more.

My Green Adventures (2011-)

Focusing on empowering residents and celebrating positive change, My Green Adventures! are collaboratively delivered events involving a number of high profile partners, targeting the inclusion of marginalized community members.

My Green Adventures! combines partner outreach efforts and aggregate audiences into weekends of celebration and action. They are offered to families at no cost; this is important in Hamilton as our child poverty rate is higher per capita than the Canadian average. Funding is being sought to cover public transit to and from events.

The combination of no-cost family activities and transportation to and from the event is expected to draw visitors, particularly from lower income and other marginalized families, to a weekend of "free fun for their family".

Partners & Funding: Various - TBD

Energy

Solar PV microFIT Installation Services (2010-)

With its 35 year expected lifespan and 20 year guaranteed buyback rate, solar is a stable, long term investment. A solar installation generates on average about \$750-1000 per KW installed per year in income, meaning most systems pay for themselves in about 7-10 years. That represents a rate of return many times higher than GICs or Canada Savings Bonds.

Solar Photo-Voltaics (or solar PV) refers to the installation of solar panels for the purposes of generating clean energy. This energy can be used by the homeowner or sold back to the power grid in order to turn a profit. It benefits not only the homeowner but also the environment, as it reduces greenhouse gas emissions and air pollution. Partners: This is an earned revenue environmental service.

Energy Home Evaluations (EnerGuide 1997-2007, ecoENERGY 2007-2012)

Operating under the name of EnerGuide Program from 1997-2007, Green Venture's energy program is now known as ecoEnergy, which is based on a home retrofit incentive program of the federal government.

Homeowners are given grants for energy efficient upgrades done to their homes guided by a professional energy audit. Upgrades that lead to grants include furnace, A/C, water heater, insulation, air sealing, windows, doors and toilets.

The ecoENERGY government grants to homeowners ended in March 31, 2012, but the energy auditing service continues.

Partners: NRCan, Ontario Ministry of Energy.

Participation: Approx 8,000 evaluations since 1997.

Commercial & Sacred Spaces Resource Assessments (including Energy Audits) (2009-)

Green Venture conducts resource assessments on a variety of building types: analyzing energy and water consumption, waste and transportation practices. A report is generated providing historical energy use and associated greenhouse gas emissions. Solutions are provided within the report to reduce your carbon footprint and utility bills. A resource assessment often serves the institutional or commercial client as a prerequisite for a government rebate or grant application.

Enbridge Home Weatherization Retrofit Program (2009-)

This program assists income eligible residents in the Niagara area in lowering their gas bills. Green Venture provides a professional home audit, and if the home is accepted into the program, arranges for insulation and/or draft proofing to be completed in the home. All renovations are performed at no cost to the resident.

Since 2009, 350+ homes have been retrofitted.

Climate Change Champions (2007-)

Partnership Program with **Environment Hamilton**, the objectives of this program are to:

1. Raise awareness about climate change among businesses, community organizations, schools and institutions in Hamilton-Wentworth.
2. Engage businesses, community organizations, schools and institutions in Hamilton-Wentworth in activities to reduce their GHG emissions and adapt to the impacts of climate change.

The Climate Change Plan for Ontario includes a wide range of initiatives to meet its greenhouse gas ("GHG") reduction targets of six percent below 1990 levels by 2014, and to 15 per cent below 1990 levels by 2020.

The plan is to help Ontario achieve its GHG reduction targets, through three objectives:

1. Providing outreach and education on climate change;
2. Promoting long-term behaviour change leading to carbon-reduced lifestyles; and
3. Taking direct action that results in reductions of greenhouse gas emissions.

The Program will benefit organizations in assessing the costs and benefits of action options to achieve GHG emission reductions.

Lawn and Garden

Community Garden (2004-)

Green Venture's Community Garden program offers volunteers hands-on experience planning, maintaining and harvesting an edible organic garden. The 4500 square foot communal space produces over 200 pounds of fresh fruits, vegetables, and herbs annually.

This produce is shared among participants and local emergency food services such as Neighbour to Neighbour (Hamilton) Food Bank and Resource Center. Through workshops, special events and other outdoor programming approximately 80 individuals participate each year.

Hamilton Community Garden Network (2007-)

In 2007, Hamilton Public Health Services approached North Hamilton Community Health Centre about resurrecting a previously existing group called Hamilton-Wentworth Community Garden Network.

Interested parties came together and the Hamilton Community Garden Network was formed:

1. To work collaboratively to support and promote individuals and communities in developing and maintaining community gardens in Hamilton from the perspective of improving food security and increasing community involvement.
2. To maintain a Network of potential and current community gardens.
3. To advocate for the development, and long term security of community gardens.
4. To evaluate the process of the Network.
5. To assist in ongoing research in the area of community gardens.

Contributing member groups include but are not limited to: City of Hamilton Departments of Culture, Public Health, and Public Works, North Hamilton Community Health Center, Green Venture, Heifer International, ManoRun Organic Farm, Campaign for Adequate Welfare & Disability Benefits, and Jamesville Community Gardeners.

Hamilton Community Garden Network, Network Coordinator (2010-)

In April of 2010, the City of Hamilton's Public Works committee approved a Community Garden Policy, which guides how community groups and citizens can organize and use city land for community gardening projects.

To support this policy, community stakeholders including The Community Food Security Stakeholders Committee (CFSSC), HCGN, Green Venture, Lansdale Neighbourhood Association, Public Health, Public Works and the Hamilton Chapter of the Canadian Organic Growers came together in 2010 to secure funding to support the Hamilton Community Garden Network. Their efforts were successful and an Ontario Trillium Foundation grant, managed through Green Venture, is supporting a one-year staff coordinator as well as materials and administration costs for the HCGN.

In 2011, the HCGN coordinator Clare Wagner strengthen communications by creating a Network-wide brand and website (hcgncan.ca), improve networking by facilitating at least 10 garden coordinator mentorships, and connect existing and emerging Hamilton community gardens to essential resources by developing and hosting at least 4 garden coordinator workshops. These are just some examples of the efforts that will support existing community gardens as well as the establishment of at least 4 new Hamilton garden in 2011.

Wise Water Use

RAIN! (2010-)

RAIN: An ecological approach to stormwater management is a joint program of Green Communities Canada and its members. RAIN motivates action to reduce non-point source pollution entering Ontario's lakes and rivers via storm sewers.

Local Green Community organizations build demonstration projects, organize events, and host workshops on solutions like rain barrels, porous paving, dog waste composters, and rain gardens. They also organize tours of model stormwater projects, staff booths at community events and mobilize individuals and neighbourhoods to take immediate action to divert thousands of litres of polluted stormwater from entering the system. Diverted rain is then filtered naturally by the soil and recharges our precious groundwater aquifers. These actions will protect our beaches, wildlife and drinking water for years to come.

Partners: Green Communities Canada. Funding: Ontario Trillium Foundation.

Water Community Presentations

A variety of water-related topics to select from. Green Venture will come to your location and we provide community presentations for all ages and all group types.

Waste

Waste Race Community Presentations

In partnership with the City of Hamilton Waste Management Department, Green Venture provides a community presentation for all groups and ages where participants learn what goes into the Blue Boxes, Green Cart, and garbage. Also learn tips on how to reduce and reuse!

Green Venture provides outreach programs and presentations through tours of EcoHouse in addition to community presentations at events such as the Gage Park Festival.

Community Stakeholder Initiatives

Green Venture staff are active in the community beyond their work at Green Venture. Green Venture is represented on the following community committees and stakeholder groups.

- Healthy Living Hamilton Steering Committee
- Active and Safe Routes to School (ASRTS) Committee
- Partners for Healthy Weights - Policy Sub-Committee
- Hamilton Chamber of Commerce Transportation Committee
- Clean Air Hamilton
- Hamilton Cycling Committee
- Hamilton and District Conserver Society
- Hamilton Administrators of Volunteers
- North Central Community Centre
- Conservation Authority Committees / Working Groups
- Children's Water Festival Organizing Committee
- Doors Open Hamilton
- Hamilton-Wentworth Heritage Association
- Head of the Lake Historical Society
- Hamilton Chapter of the Canadian Organic Growers (COG)
- Hamilton Community Garden Network (HCGN)
- Local Planning Team for the Community Access to Child Health (CATCH)
- MACgreen, McMaster University Students' Union
- Revolution Wear/RevWear Fashion Show
- Slow Food Hamilton

Organizational Memberships

Green Venture is an official member of the following organizations:

- Green Communities Canada (founding member)
- Hamilton and Area EcoNet (funding member)
- Hamilton Chamber of Commerce
- Stoney Creek Chamber of Commerce
- Environment Hamilton
- Conserver Society of Hamilton and District
- Ontario Environmental Network
- Hamilton Administrators of Volunteers
- Volunteer Hamilton

Partners & Funders

Green Venture is partners and works closely with, and / or is funded by the following organizations and governments to research, develop and / or deliver programming:

- City of Hamilton:
 - Planning and Economic Development
 - Clean Air Hamilton
 - Public Health
 - Public Works
 - Culture and Recreation
 - Hamilton Museum of Steam and Technology
 - Hamilton Children's Museum
- Natural Resources Canada
- Ministry of the Environment – Ontario
- Environment Hamilton
- Children's International Learning Centre
- Hamilton-Wentworth District Catholic School Board
- First Unitarian Church
- Hamilton Industrial Environmental Association (HIEA)
- Ontario Trillium Foundation
- Ontario Sustainable Energy Association (OSEA)
- Conserver Society of Hamilton and District

FORMER PROJECTS

Community Education

Green Venture's knowledgeable staff and volunteers support the local and global community through:

- EcoHouse tours
- Information and brochures to EcoHouse visitors
- Green Venture's website
- Engaging residents at community events
- Conducting community presentations
- Hosting workshops

Community Stakeholder Initiatives

Green Venture also plays a role in many local initiatives aimed at improving or protecting the local environment:

- Vision 2020, a Region-sponsored public consultation, visioning, and planning process, describes the community as it should be in the year 2020 if well-defined, sustainable objectives are met by all community stakeholders.
- Clean Air Hamilton, an alliance of government (municipal, provincial, and federal) industry, community agencies, and citizens who facilitate efforts to improve air quality in the Hamilton area and document the impact of these efforts.
- Bay Area Restoration Council, which monitors the Remedial Action Plan for the Hamilton Harbour Watershed
- Hamilton Coalition on Pesticide Issues
- Hamilton Children's Water Festival
- Watershed Management activities with the Hamilton Conservation Authority
- ...and many others...

Air Quality

Green Zone Business (2009-2011)

Small business is plentiful and important to Hamilton's economic success. Working in concert with small business, Green Venture is developing a program to help organizations become more environmentally sustainable. At the core of the program is a framework of actions which once implemented will enable an organization to become a certified Green Zone business. The framework specifies mandatory and optional steps that any business can undertake at their own pace.

Participating small businesses benefit from energy efficiency cost savings, value added services for clients and promotional opportunities. In 2009 the Stoney Creek BIA and the Ottawa Street

BIA successfully implemented Idle Free Zones as a first step in accessing Green Zone certification. Recognizing their successes serves to engage other businesses and demonstrates to the public that positive initiatives are being undertaken by businesses in their community.

Partners: Clean Air Hamilton, Economic Development and Planning, Stoney Creek BIA, Ottawa Street BIA

Wood Burning 101 (2010)

Wood smoke is made up of a complex mixture of unhealthy chemicals. Outdated indoor wood burning appliances are inefficient and can be a significant source of local air contaminants. This program provides online resources on best practices aimed to increase fuel efficiency and reduce harmful emissions, for those people who burn wood indoors for heat. It also links the public to Hamilton's laws with respect to outdoor burning.

Partners: Clean Air Hamilton, Economic Development and Planning

Car Share (2007-2009)

Access to a car or light duty vehicle is often a necessity for people that live in Hamilton. However, not every trip that Hamiltonians take requires a personal vehicle. The decision to drive or take sustainable and active transportation often comes down to one of convenience. That is, if the car is in the driveway then the car becomes the choice. Furthermore, owning a car is also very expensive.

On average, a personal vehicle costs in excess of \$9000/year to own and operate. Various car share models are in use in a growing number of jurisdictions. Car sharing programs provide their members access to a vehicle when necessary, without the expense of ownership or the allure of just going for a drive. Green Venture will convene a public presentation to gauge interest for a Hamilton Car Share program. Car share champions from the community will then take the leadership role for a made in Hamilton program. Two workshops with visiting experts will provide these champions with tools to help develop a framework for a Hamilton Car Share.

Partners: Clean Air Hamilton, Economic Development and Planning, First Unitarian Church

Liveable Cities (2007-2009)

Like the rest of the Golden Horseshoe, the population of Hamilton will continue to grow at an astounding rate over the next twenty five years. Development that encourages urban sprawl and its inherent inadequacies with respect to sustainable transportation, infrastructure drain, tax burden and natural spaces degradation needs to be re-thought. City planning and development that embraces infill and intensification is the smart way to grow our communities.

The public often perceives intensification to be negative development. Through our Liveable Cities presentation series the public is exposed to the great things that intensification must include. Streets that are built or re-built with features that provide safe and equal access for all

users are key. Audiences are engaged to recognize these 'Complete Streets' and provide input to the city urban planning process to make Hamilton more vibrant and liveable.

Partners: Clean Air Hamilton, Economic Development and Planning.

Idling Stinks (2006-2008)

The Idling Stinks campaign is a public education campaign aimed at reducing unnecessary vehicle idling in Hamilton. Idling lowers air quality, can trigger health conditions such as asthma, contributes to climate change and costs drivers in fuel and maintenance. Green Venture has organized four hands-on workshops for fleet operators in Hamilton and beyond. In addition, Green Venture has spoken one-on-one with hundreds of drivers, erected approximately 500 signs around Hamilton, delivered numerous presentations and attended popular community events. In May 2007, City Council approved a new idling control by-law meaning idling is now against the law...

Partners: Clean Air Hamilton, Natural Resources Canada, Public Works, Economic Development and Planning.

Idling Stinks Update: Green Venture continues to trumpet the message to "Turn it off" through the EcoDriver program and by providing resource materials to public efforts to eliminate idling. Complaints about idling vehicles are accepted by Hamilton's Parking and By-Law Services at 905-546-2782 and mle@hamilton.ca

Corporate Smog Commitment Program (2000-2001)

Businesses who participated in the project received a step-by-step support in the development of a customized smog response plan. Partners: Environment Canada, Clean Air Hamilton. Participation: 4 businesses.

Clear the Air (1997-98)

Green Venture ran a successful program to improve the environment through a reduction in harmful emissions from vehicles. This program had three components:

- **Vehicle Emission Testing:** In 1997, 1566 vehicles were tested in free and voluntary vehicle emission clinics. Of the cars tested, 29 per cent failed B.C. standards. Clinic's technicians offered recommendations to all drivers on options to reduce vehicle emissions. Cars that failed were provided with discounts at local garages to improve their emissions.
- **Carpool Registry:** Green Venture provided support for local businesses and organizations who wished to implement a Carpool program for their employees. A complete implementation package was available and Green Venture staff provided advice and support for implementation.
- **Safe Routes for Schools:** This program was designed to reduce traffic and vehicle emissions around schools. Green Venture offered support for schools wishing to implement this program. The program consisted of three parts:

- Creating a "no-idling zone" around schools,
- Mapping the neighbourhood surrounding the school to determine the safest routes to and from school,
- Introducing Walking School Buses with set "bus" routes identified. Volunteer parents are "bus drivers," who walk groups to school to ensure they arrive safely.

Partners: Action 21.

Hamilton Commuter Challenge (2000-2008)

The Hamilton Commuter Challenge gives Hamiltonians a chance to try something different for their daily commute and challenge other cities in Canada. Most commutes in Hamilton are by private vehicle and these are the least efficient and most polluting trips per passenger kilometre. Participants agree to take public transit, walk, bike, carpool or telework during national Environment Week in June. Green Venture administers and promotes the Commuter Challenge and active and sustainable transportation through numerous events such as Bike to Work Day.

Partners: Public Works, Smart Commute Hamilton, Economic Development and Planning, Go for Green, HSR. Participation: 1,505 individuals at 51 organizations in 2007.

Energy

Power Shift & Energy Roundtable (2006-2008)

Power Shift is an education and networking program that exposes citizens to innovative renewable energy and energy conservation products, services, and information to help lower green house gas emissions and reduce living expenses. A series of 25 presentations were delivered by the Power Shift coordination in collaboration with local experts and organization (Environment Hamilton, Hughson Street Baptist Church, Strathcona Neighbourhood Association, etc.) individuals from communities across the city.

The Power Shift Energy Roundtable, a broadly based network that provides support to the Hamilton Wentworth energy sector and related initiatives.

Partners include City of Hamilton, Horizon Utilities, Dofasco, greenTbiz, McMaster University, Mohawk College, contractors, concerned citizens, and others.

20 Per Cent Club (1999-2000)

Provided homeowners with practical advice on how to reduce their greenhouse gas emissions by 20%. Energy and water conservation, waste reduction and land use were addressed. Participants were encouraged to consider EnerGuide for Houses* as part of their action plan. Consumers were provided access to discounts on recommended products and installing water conservation kits. Following their home consultation, club members received a report card of accomplishments, and support in the form of Green Venture's seasonal newsletter.

Partners: Environment Canada, Region of Hamilton-Wentworth, Union Gas. Cost: Free.
Participation: 510 Households.

Draftproofing and Housewarming (1998-1999)

This is an energy conservation and draft-proofing service. During the first year of this program, 1998, Green Venture draftproofed low-income housing managed by Victoria Park Community Homes to improve energy efficiency, reduce costs, and increase home comfort. Cost: varies according to amount of work to be done.

Participation: 39 units, (January 1999). Target participation for 1999: 50 units.

Waste

hamilton.reuses.com (2007-2010)

hamilton.reuses.com is a new web-based program to encourage residents in Hamilton and surrounding area to offer usable items to others for free or for minimal-cost. By reusing these items Hamilton will reduce the amount of waste that goes to landfill.

Mercury Recovery (1999-2000)

Promoted public awareness of the dangers posed by mercury in the home and the need for its elimination. During home consultations, existing mercury thermostats were replaced with electronic programmable thermostats. Mercury thermostats were recycled or disposed of properly.

Partners: Association of Municipal Recycling Coordinators, Environment Canada, Honeywell.

Battery Round-Up (1998-2000)

Phase I of the school battery recycling program, supported by Environment Canada (Ontario Region), began in January and February 1999 in elementary schools in Hamilton-Wentworth Region. Included education on household hazardous waste, alternatives, batteries, and proper disposal, followed by a week-long student battery drive, with recycling of Ni-Cads. Phase II has been approved for 1999.

Partners: Environment Canada, area schools. Batteries diverted: 865. Participation: 2 schools.

Wasteless (1998).

Solid non-hazardous waste reduction programs for local small businesses and organizations.

The service included:

- solid non-hazardous environmental waste audits
- identification of methods of elimination, reduction, reuse, recycling, and composting
- cost-benefit and feasibility analysis
- design and implementation of waste reduction plans
- evaluation and follow-up

Partners: Human Resources and Development Canada. Participation: 30 audits performed.

Composting (1995-)

Green Venture and the City of Hamilton offered truck-load composter sales in the mid to late 1990s. This helped to facilitate backyard composting and reduce the costs of waste handling and disposal.

Composters remain available by contacting Green Venture or the City of Hamilton. Green Venture provides advice to residents to help them compost effectively and solve any barriers they may encounter. Green Venture offers Red Wiggler worms and vermicomposting systems.

Partners: City of Hamilton. Composters distributed to date: 2340.

Water**Catch the Rain (2007-2008)**

This project, initiated by Public Works and implemented through Green Venture, encourages Hamilton residents to disconnect their downspouts and install rain barrels in order to dually prevent stormwater run-off and conserve water. This pilot project will help the City to measure residents' water conservation and the advantages of continuing an on-going program, in addition to measuring the benefits and results of rain barrels towards watershed protection. Due to tremendous response to this pilot project, the limited supply of rain barrels sold out in a matter of days.

Partners Involved: City of Hamilton, Green Venture. Estimated Participation Rates: 620 residents.

Wise Water Use (2000-2007)

Green Venture and the City of Hamilton are partnered in an initiative called the Wise Water Use program. Established in October 2000, the goal of this program is to help residents use water wisely in order to preserve our most precious natural resource. This partnership is designed to educate Hamilton water users on the importance of our local water resources and various methods of using water wisely.

Partners: City of Hamilton Public Works Department.

Multi-Unit Water Retrofit Program (1996-97)

Service provided installation of Water Saver kits in small multi-residential buildings, beginning with a pilot phase in a public housing complex, expanding to other non-profit and co-operative housing developments. Cost: \$40. Participation: 140 units.

Lawn & Garden**Riverdale Community Garden Project (2009-2011)**

Green Venture in collaboration with CATCH, the Riverdale Hub, and residents of the Riverdale neighbourhood are establishing the area's first Community Garden, delivering children's garden programming and teaching adults about growing food. Partners: Federal Government, Hamilton Community Foundation, Healthy Communities Fund (Provincial funding).

Naturally Hamilton (2001-2009)***(Formally Pesticide Free Campaign, and Green Lawns, Healthy Kids)***

Naturally Hamilton is an education program created out of collaboration between the City of Hamilton and Green Venture that offers citizens practical information and resources to help them reduce or eliminate the cosmetic use of pesticides on lawns and gardens.

Through workshops, presentations, community events and the Yard Improvement Helpline, Naturally Hamilton directly engaged thousands of citizens.

Healthy Plants for Healthy People (1996-98)

This project was designed to reduce pesticide and chemical fertilizer use, increase composter use and increase plant diversity by providing homeowners with custom action plans and incentives to use a natural approach to gardening. Shade trees were supplied by the Regional Environment Department (continuing in 1999). The service was provided through Home Check-Ups.

Partners: Action 21, Region of Hamilton-Wentworth. Cost: free. Participation: 600 households, 140 shade trees.

Pesticide Free Naturally (2000-2004)

Participating in GCA joint project promoting healthy lawn and garden care practices.

Partners: GCC. Distribution: 2000 kits. Green Lawns, Healthy Kids (2002-2004). Member of the **Hamilton Coalition on Pesticide Issues** since 2001.

Native Tree Planting (1999-2005).

Residents of Hamilton-Wentworth were able to purchase up to two native trees at the subsidized price. Delivery and planting services were available.

Partners: City of Hamilton, Clean Air Hamilton, Connon Nurseries. Tree Distribution: 3,000.

Sustainability

Waterdown Pollution Prevention Project (1996).

Provided information on reducing waste and preventing pollution (dumping of hazardous waste into drains and sewers) in the Municipality of Flamborough.

Partners: Region of Hamilton-Wentworth.

Greening Your School (1995-96).

Practical, hands-on programs to reduce waste, conserve water, cut energy use, avoid harsh chemicals and bring natural habitats back into the schoolyard. The multi-faceted program offered a comprehensive approach to ensure that schools have the information, motivation and tools needed to begin and sustain a greening program. The goal of the program was to ensure that all members of the school community (students, teachers, administrators, custodians, secretarial staff, and parent volunteers) have the attitude and values to support the wise use of resources.

Partners: Ministry of the Environment.

Participation: 15 schools.

Educational Service (1995-96).

A series of hands-on workshops and seminars for the public. Spring-summer workshops focus on gardening, composting and water conservation. Fall-winter focus on energy efficiency, winterizing and environmentally-responsible shopping.

EcoHouse**Creating Environmental Champions (2008-2011)**

A partnership with the Hamilton-Wentworth Catholic District School Board, this program provides EcoHouse tours for all grade 2 and 3 students within the HWCDSB. This two-hour program includes an EcoHouse tour of sustainable living demonstrations and an associated, curriculum-based, environmental learning activity. Grade 2: Soils and Grade 3: Water.