



**CITY OF HAMILTON**  
**COMMUNITY AND EMERGENCY SERVICES DEPARTMENT**  
**Neighbourhood and Community Initiatives**

<b>TO:</b>	Chair and Members Emergency & Community Services Committee
<b>COMMITTEE DATE:</b>	September 22, 2014
<b>SUBJECT/REPORT NO:</b>	2014 Green Venture Base Funding (CES14055)(City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Heather Donison 905-546-2424 ext.1276
<b>SUBMITTED BY:</b>	Joe-Anne Priel General Manager Community & Emergency Services Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the City of Hamilton enter into a funding agreement with Hamilton-Wentworth Green Venture ("Green Venture") which incorporates the following terms and conditions:
- (i) That the funding of \$40,000 to be provided to Green Venture, as already approved in the 2014 budget;
  - (ii) That the agreement include an option for the City to renew for four additional one-year periods to provide \$40,000 annually to Green Venture for 2015-2018 inclusive, subject to annual budget approval and the annual receipt of Green Venture's annual report and audited financial statements; and,
- (b) That the General Manager of Community and Emergency Services be authorized and directed to execute, on behalf of the City of Hamilton, all necessary documentation to implement (a) above and in a form satisfactory to the City Solicitor.

**EXECUTIVE SUMMARY**

Through a funding partnership which started in 1995 between the City of Hamilton and Hamilton-Wentworth Green Venture, the City has provided annual funding of \$40,000 to Green Venture to support the delivery of various environmental projects that have community-wide impacts and benefits to Hamilton residents. This funding is approved through the annual business planning and budget process, and normally, a new funding agreement is considered by Committee and Council each year.

The purpose of this report is to authorize the General Manager of Emergency and Community Services to execute a funding agreement with Green Venture for 2014, with the agreement to include an option for the City to renew for four additional one-year periods beginning in 2015. Funding for 2014 in the amount of \$40,000 has already been approved through the City's 2014 budget process. Funding of \$40,000 annually for 2015-2018 will be subject to annual budget approval by the City and the receipt of Green Venture's annual report and audited financial statements. Building flexibility into the 2014 agreement for the City to renew annually will help to streamline the process for providing this funding.

Over the past 18 years, Green Venture has been successful at utilizing the funding provided by the City and what it leverages from other sources to deliver various impactful environmental projects across Hamilton. Some of these projects include energy conservation, wise water use, greenhouse gas emission reduction, air quality improvements, waste reduction, toxics elimination and alternative transportation. The projects have increased awareness of environmental issues across Hamilton and strongly support the vision of the City for environmental sustainability and healthy living. Providing stable funding to Green Venture in 2014 and beyond demonstrates the City's commitment to environmental sustainability and support to community partners that deliver effective services on behalf of the City.

***Alternatives for Consideration – Not Applicable***

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

**Financial:**

The amount of funding will total \$40,000 in 2014 and will be funded from the approved 2014 budget for the Neighbourhood and Community Initiatives Division. The funding for 2015-2018 will result in a commitment of \$40,000/year, for a total of \$160,000 over four years, and will be subject to annual budget approval.

**Staffing:**

There are no staffing implications associated with Report CES14055.

**Legal:**

An agreement for 2014, with the option for the City to renew for four additional one-year periods, will be vetted through Legal Services.

**HISTORICAL BACKGROUND**

Green Venture has submitted a request (attached as Appendix A to Report CES14055) 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, and 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, Horizon Utilities, Union Gas, private sector environmental companies, and community organizations. The organization formed through this partnership is Green Venture. This organization has become a successful, community-based service delivery option for the furthering of the City's sustainability and environmental policy objectives.

Collaboration has been key to the operations of Green Venture. The organization has representation on the following community committees and stakeholder groups:

- Bay Area Restoration Council
- Hamilton Coalition on Pesticide Issues
- Hamilton Children's Water Festival
- Hamilton Bike Share Committee
- People for Active Transportation Hamilton
- Healthy Hamilton Watershed Implementation Team
- Davis Creek Community Planning Team
- Riverdale Community Planning Team
- 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

Since 1995, the City has contributed a grant of \$40,000 per year to Green Venture to partially cover the cost of overhead and fundraising for environmental projects. This contribution has been used by Green Venture 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 last five

years, Green Venture has used the City's contribution in grant funding to leverage an average of \$779,736 in additional funding per year. Although the City has been providing Green Venture with \$40,000 annual base funding since 1995, contribution has been on an annual basis with no commitment beyond the current year.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

There are no policy implications related to Report CES14055.

## **RELEVANT CONSULTATION**

City of Hamilton Finance and Legal staff, as well as Green Venture, have been consulted. Their feedback informs this report and they do not have any unaddressed concerns with the recommendations.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

This report recommends that the successful partnership to fund Green Venture be continued through an agreement to provide \$40,000 for 2014, with the option for the City to renew this agreement on an annual basis for 2015-2018. Providing flexibility for renewal of this agreement annually will ensure that the quality programming that Green Venture provides will continue and that the process for providing this funding becomes more efficient.

Green Venture has demonstrated the ability to consistently deliver quality programming that meets the goals of Vision 2020 and Council's Strategic Plan. Green Venture's staff are experts in sustainable living and affecting behaviour change (using Community-Based Social Marketing). Green Venture directly engages between 12,000-20,000 residents annually and has developed long-term, ongoing relationships with many residents. 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.

As a community-based, non-profit organization, Green Venture qualifies for external funding and in-kind donations that support community environmental programs that the City would not be eligible to receive. Over the past five years, Green Venture has leveraged the City's base funding contribution by 18:1 from agencies, other levels of government, foundations, businesses, and individuals and projects similar results through the next five years.

Providing for a multi-year funding agreement will:

- Reduce staff and council time required to develop and consider a new agreement annually.
- Improve Green Venture's effectiveness while not increasing the City's costs of support. Green Venture has established itself as a reliable and beneficial community partner over the long term.

- Increase Green Venture's ability to leverage longer term funding from other partners and make it easier to plan effectively.

## **ALTERNATIVES FOR CONSIDERATION**

Not applicable

## **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 AND SCHEDULES ATTACHED**

Appendix "A" to Report CES14055: Letter from Green Venture dated March 3, 2014