



C.V.R.D

ENVIRONMENT COMMISSION

JULY 15, 2010

6:00 PM – CVRD Board Room
175 Ingram Street

AGENDA

- | | PAGES |
|---|--------|
| 1. <u>APPROVAL OF AGENDA:</u> | 1-2 |
| 2. <u>ADOPTION OF MINUTES:</u> | |
| M1 Adoption of minutes of Environment Commission from June 7, 2010 | 3-6 |
| 3. <u>BUSINESS ARISING FROM THE MINUTES:</u> | |
| Action items carried forward | |
| B1 GHG Emissions report – Chair will report on discussion with Corporate Secretary re: if gas tax funds can go into regional transportation | Verbal |
| B2 State of the Environment Report - update | Verbal |
| B3 Budget- Environment Commission | Verbal |
| B4 Environment Commission Work Plan - Sub-Committees Reports | 7-11 |
| i. Land based – Roger Wiles | |
| ii. Water – Rodger Hunter | |
| iii. Air Quality – Lori Iannidinardo | |
| iv. Agriculture – Judy Stafford | |
| v. Climate Change – Pete Keber | |
| B5 Communication Plan and Strategy – Chris Wood | 12-14 |
| B6 Web pages are live | Verbal |
| 4. <u>NEW BUSINESS:</u> | |
| NB1 Presentation Speakers for the fall commission meetings. Ideas of possible presenters or guests are : | |
| i. Nature Conservancy of Canada | |
| a. Salish Sea | |
| b. Cowichan Conservation Strategy | |
| ii. Forestry – Bruce Fraser | |
| iii. Flood Plan – Northwest Hydraulics | |
| iv. Invasive Species | |
| v. Species at Risk | |
| 5. <u>NEXT MEETING:</u> August 19, 2010 | |
| 6. <u>ADJOURNMENT:</u> | |

Distribution:

CVRD Director Gerry Giles (Chair)
Roger Wiles
Peter Keber
Chris Wood
Dave Polster
CVRD Director Phil Kent
CVRD Director Rob Hutchins
CVRD Director Lori Iannidinardo

Rodger Hunter (Co-Chair)
Kevin Visscher
Bruce Sampson
Bruce Fraser
Justin Straker
Judy Stafford
Larry George, Cowichan Tribes

As Well As Full Agenda:

Director T. Walker
Warren Jones, CAO, CVRD
Brian Dennison, General Manager, Engineering and Environment Services
Kate Miller, Manager, Regional Environmental Policy Division

Full Agenda as Hard Copy

Director M. Marcotte
Director I. Morrison
Director L. Duncan

Agenda Cover Only:

Director G. Seymour
Director K. Kuhn
Director M. Dorey
Director B. Harrison
Tom Anderson, Manager, Planning and Development Services

Director T. McGonigle
Director D. Haywood
Director K. Cossey

ENVIRONMENT COMMISSION MINUTES – JUNE 7, 2010

Minutes of the regular meeting of the ENVIRONMENT COMMISSION held in the CVRD Boardroom, 175 Ingram Street, Duncan, on June 7, 2010 at 6:00 pm.

PRESENT: Gerry Giles, Chair Rodger Hunter
 Brian Dennison Bruce Fraser
 Roger Wiles Justin Straker
 Pete Keber Kevin Visscher
 Director Iannidinardo Judy Stafford
 Chris Wood

ALSO PRESENT: Kate Miller, Manager, Regional Environmental Policy
 Brian Dennison, Manager, Engineering/Environment
 Dyan Freer, Recording Secretary
 Klaus Kuhn, Electoral I Area Director
 Tom Anderson, General Manager, Planning
 Ian Morrison, Electoral Area F Director

ABSENT: Director Hutchins, Bruce Sampson, Director Kent,
 Larry George, John Morris, Dave Polster

**APPROVAL
OF AGENDA**

It was moved and seconded that the agenda be approved as presented with the deletion of IN3, CVRD Environmental Lens Implementation update.

MOTION CARRIED

**ADOPTION
OF MINUTES**

It was moved and seconded that the minutes of the April 15, 2010 Environment Commission meeting be adopted.

MOTION CARRIED

**B BUSINESS ARISING
OUT OF MINUTES**

- B1 Environment Commission State of the Environment presentation to the CVRD Board** - final draft distributed and overview was given by Kate Miller. Themes are land base, biodiversity, water, air quality, population, agriculture, climate change, and waste management. Final statement 'we need to pay more attention'! The commission was generally in favour of this presentation. Discussion ensued.

Action: Brian Dennison will ask if this can be included on the Agenda of the Regional Services Committee for Wednesday, June 23rd. Partners are waiting for the release of this document but it won't be a public document until that meeting. Decision will be made tomorrow to change our presentation date from the Board meeting to the Regional Services meeting and the commission will be informed.

6:45 pm Kevin Visscher left meeting.

B2 Environment Commission Proposed 2010/11 Work Plan – Bruce Fraser distributed a hand out.

The plan is to form teams from members of the commission to work on themes within the CVRD mandate and having members of community groups and the public who are already doing things in the community to join in. We need to have concrete goals, budgets, and time limits. Also need to identify how we will monitor progress and at what interval we would report back to the community. Each team would report on their themes.

It was moved and seconded to adopt the work plan document for the Environment Commission.

MOTION CARRIED

Decisions to be made on upcoming dates and plans:

Informing the board – June 23rd meeting;

Informing the public – date unknown

Present sub-committees initial reports to Environment Commission July 15th at regular meeting.

Sub-Committees will work on the following five themes:

1. Land base ecosystems, forests, species at risk, invasive species
Justin, Chris, Roger
2. Water, drinking water, fish - **Rodger, Gerry, Bruce Fraser, Lori,**
3. Air quality – **Rodger, Lori, Ian**
4. Agriculture and farm land – **Pete Keber, Judy Stafford, Klaus**
5. Climate change, smart growth and mitigation – **Pete, Ian, Chris**

5 people were absent and will also take part, perhaps as chairs.

B3 Ecostravaganza Fair on June 5th in Mill Bay and first report card

Thank you to participants Rob Hutchins, Chris Wood, Gerry Giles, Kevin Visscher, Pete Keber, and Phil Kent. Fairly steady, lots of interest, tried to collect feedback, valuable piece of outreach but basically to already informed people – the converted. Gerry mentioned that there was not a need for lots of paper information as people didn't want it. Perhaps info cards directing to a web site would be more suitable. A laptop would be a good idea with a slide show or video. There was enthusiasm for our presence and worthwhile to participate in. Hats off to the PAC of Ecole Mill Bay

Ideas: If we are to do this often we should have our own tent. Good idea to purchase an awning with CVRD logo. This is something that all aspects of the CVRD should be doing all the time – sharing with the community and communicating.

NEW BUSINESS

- NB1** Policy on Grant funding and sponsorships – A draft document was prepared by Bruce Fraser. Discussion ensued.

It was moved and seconded to adopt the policy on grant funding and sponsorships with the exclusion of the portion labelled NB.

MOTION CARRIED

We are the last resort for funding opportunities and other CVRD resources should be used first. This policy will end after Item 4.

- NB2 Cowichan-Koksilah Integrated Flood Management Plan** – discussed for information purposes for commission. Board has approved to continue spending on the next phase. Major communities on flood plain are at risk. How do we work with other governments and prepare community for flooding? Bit of a tricky issue. Water is rising – has impact on infrastructure – the executive summary is enclosed in Agenda. Gives a model to play with what-if scenarios.

When will entire report be available? Discussion. Trying to put some information for the public on our web site. JUB is upgrading and has the funds and resources for this work. Somenos Lake is a very complex system. We have built on wetlands and then when they flood people complain or damage occurs.

7:50 pm Judy Stafford left meeting

CORRESPONDENCE

- C1** Email from Dave Polster re Floodplain Management was received.

INFORMATION

- IN1** CEEI community GHG Emissions Report – baseline for a sub-committee. Province has refined it for Regional District. 70-80 % of emissions are from transportation. Board approved revenue from gas tax to go into regional transportation.
Action: Chair will check with Corporate Secretary if that can be done.
- IN2** Engineering Department New Smart Car – Gerry showed picture of newest small car in the CVRD. Very economical price and to run.
- IN3** CVRD Environmental Lens Implementation update – added to the agenda but now Warren will present it himself at a later date. It is very positive that the CAO will take this on himself. He will come to this committee to report out after he makes his presentation.
- IN4** 2010 Budget Decision report – for information purposes only. Board approved expenditure of one more staff member in the Environment Department. Want a Corporate Green House inventory and plan as well for the corporation.

**RESOLVE INTO
IN CAMERA
8:05 p.m.**

IN5

It was moved and seconded that the meeting be closed to the public in accordance with the Community Charter, Part 4, Division 3, Sections 90 {(1) (j)}.

MOTION CARRIED

**RISE FROM
IN CAMERA
8:12 p.m.**

Brian Dennison made an announcement.

It was moved and seconded that the Committee rise without report.

MOTION CARRIED

IN6 Brian Dennison explained that the **Ipsos Reid** survey to the community is to be done again this year. We can add some questions at a modest cost. Therefore, if the Environment Commission has some questions we could try to add them. Commission should see existing questions. Bruce Fraser answers that the groups will work on what they would like communicated as well.

IN7 Presentation of **State of Environment Report** – Press will be at the meeting and it will likely therefore be in the next issue of the newspapers. Chris Wood will be available with Roger Wiles for the presentation on the 23rd. This Wednesday Roger and Bruce are available if we are to be on the Board agenda.

IN8 Communication dollars – Chris thinks we need more communication and would volunteer to outline a **communication strategy**. This was accepted by the chair.

NEXT MEETING

July 15th. The June 17th meeting is cancelled.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 8:22 pm.

Chair

Recording Secretary

Dated: _____

Elements of a Work Plan for the Environment Commission

Goal:

Improve the State of the CVRD Environment from its currently declining condition to one that is sustainable across each of the major themes and indicators of the SOE report.

Objectives:

- Inform the CVRD Board about the conclusions of the SOE Report
- Inform the public about the conclusions of the SOE Report
- Use the structure of the SOE report to identify priority areas of focus that are most likely to receive Board and public support
- Develop an annual work plan for the commission that addresses the implications of the SOE Report
- Build on the areas of Board jurisdiction and the insights and programs of Federal and Provincial governments along with relevant community groups that are working on the priority areas of focus
- Identify the content, scope and information needed to improve the SOE report for future editions

Strategy:

Marshal efforts to influence the “State of Environment” by focusing on the scientifically derived indicators, at first aiming to arrest the negative trends and eventually to turn them in a positive direction.

Engage the CVRD Board in considering how they might best use their areas of jurisdiction to influence each of the SOE themes and the status of each relevant indicator

Partner with Federal and Provincial agencies that are working on issues relevant to the SOE themes and indicators

Engage community groups whose interests relate to the SOE themes in working collaboratively with the Commission and the Board to address the issues that lie at the base of the negative environmental trends

Work with the Board and the community groups to educate the wider public of the region about the state of the environment and the initiatives that are necessary to turn negative trends into positive ones

Work with all parties to establish the SOE reporting process as a measure of progress and work toward continuous improvement of the documentation

Actions:

Present the SOE report to the Board along with the work plan of the Commission

Bundle the themes and indicators to enable working teams to be set up within the commission to pursue the strategies

Identify the participants from agencies and the community that should be engaged by each team

Identify the actions, events, communications needed to undertake the feasible work for the fiscal year and budget accordingly

Present each of the team work plans and budgets to the Commission to enable overall coordination of efforts and reporting on progress

At year end identify near term improvements to the SOE reporting process that need to be introduced for the next edition

State of the Environment Report

Work Plan and Communications Strategy Framework

We know that the east coast of Vancouver Island, and the Cowichan region in particular, will continue to attract population growth because of the quality of life that the region makes possible. That very success is also its greatest weakness as continued growth will inevitably affect the qualities that make the region attractive in the first place. With the growth will come development pressures on every category of environmental value.

The overwhelming evidence from our first "State of the Environment Report" is that the Cowichan Region is on a downward trend for virtually all indicators. Informing the public is both critical and difficult. It is important because, for our own good, we must act collectively to reverse the negative trends and it will be difficult because negative messages are frequently ignored and limits to growth are decidedly unpopular.

The structure of the SOE report provides us with a framework for approaching our task as an Environment Commission. We should approach this task by stressing the livability and attractiveness of our region and promoting actions that increase its amenity. In effect we would be advocating policies, programs and actions that are designed to reverse the downward trend of each indicator without harping only on the negative trends that are now apparent. This means taking each theme and its suite of indicators as a project. The project challenge would be to articulate the positive action program that we believe would arrest and eventually reverse the trend lines and the benefits we would enjoy as a result. We could point out the positive initiatives that are already being undertaken by federal and provincial governments, CVRD, municipal governments and NGO's. We could endorse those efforts that we believe are appropriate and effective and suggest others that might fill gaps that we perceive. We could celebrate the existing initiatives and make friendly recommendations on each theme to each of the engaged parties, consistent with their range of interests.

We could organize ourselves in teams around groups of themes and begin to develop our work plan for the year accordingly.

Theme Groups: Example

- Landbase/Sensitive Ecosystems/Species at Risk/Invasive Species
- Fish/Water/Drinking Water Supply
- Air Quality/Waste Management
- Farm Land and Food Security
- Smart Growth/Climate Change Mitigation and Adaptation

Team Members assigned:

Indicator Status by Theme:

Policies, programs and actions that could address the theme trends

- Current Actions being taken by existing groups
- Gaps in actions
- New policies, programs or actions that we believe could fill gaps
- Targeted recommendations to engaged parties
- Monitoring key indicator trends to assess progress

Public Communications about the report

- livability of our region and its attractiveness that has and will continue to lead to development growth
- long term implications of the reported trends and the need to address them for our common welfare
- the existing positive efforts to address maintenance and enhancement of the environmentally based living amenities of our region
- gaps that appear to need attention
- the suggested overall program of positive efforts and the recommendations of the Commission for continued efforts and newly advocated ones
- Monitoring and future editions of state of the environment reporting

The framework provided by our analysis of trends in the thematic indicators could be used to focus our website, to structure our communications to the public and to provide periodic update reporting on progress made or gaps remaining that need more attention.

It is hard to envision a single priority or "lynch pin" that would integrate all of this analytical effort because it seems that all of the themes interact with one another. Perhaps it is land base modeling and planning that could be the tool that provides us with the capacity to hang all the parts on a structure that would make common sense.

Environment Commission Financial Support Policy

The Environment Commission does not have the budget or mandate to act as a granting agency that would flow CVRD funds to other organizations for their individual purposes or ongoing programs.

The CVRD has a Grant in Aid program for that purpose. There are, however, occasions where the Commission may wish to provide financial support for public events that are consistent with the environmental communications being pursued as part of the commission's annual work plan.

The criteria to be applied in providing funding to support public events include:

- i. The event is sponsored by public agencies and/or non-profit NGO's focusing on environmental or sustainability issues relevant to the region and consistent with the aims of the Commission
- ii. The Environment Commission is a participant or sponsoring partner in the event
- iii. Funding is earmarked for specific purposes related to the public communication or engagement purposes of the event and transparently budgeted
- iv. The Commission's budget is sufficient and the expenditure is endorsed by resolution of the Commission as relevant and appropriate in both character and scale

Elements of a CVRD EC Communications Strategy

June 10, 2010:

Chris Wood

In response to a request from the Chair, the following suggests elements that would be useful to include in a communication strategy for the Environment Commission. It assumes the budget as communicated at the June 7 meeting of \$20,000. Direct costs for the suggested media buys would be ~\$5,000. Other costs are not estimated but I believe would be well within the available budget.

The suggested strategy includes brief ideas for:

- managing the strategy
- outreach
- listening/polling

Management:

A committee of at least three people to: approve the text of communications pieces, oversee media purchases of space or time, work with staff to engage with outside groups or service providers (eg: Transition Cowichan or Ipsos Reid; see below). Committee should include at least one outside (non-elected) Commission member, one member of CVRD staff and one elected member.

Outreach:

Should include a mix of communications. Press releases invite free coverage, but are dependent on response and do not control the message. Likewise making EC members available to media for interviews. For that reason I suggest a program of: press releases; interview/briefing availabilities to media; print advertorial (price cited below was current in May for the Cowichan Valley Citizen); paid radio spots (price was current in June for SUN-FM 8:00-10:00 am slot); postings to existing EC web-site; and cooperation/co-sponsoring with Transition Cowichan on a common web-site for community sustainability resources. Direct communication to stakeholder groups (service clubs etc) has high value but requires time commitments from Commission members that, bluntly, appear not to be forthcoming. (Speaking for myself, while I am prepared to make the additional commitments outlined below, with my existing commitments of time to the EC they would exhaust what I am able to offer.)

The content I suggest for each outreach element is, very generally, as follows (brackets indicate cost or time requirement):

Press release: (in-house/cw)

SoE findings, highlight:

- "Cowichan growth destroying environmental qualities that attracts it." ie: population/land-base/biodiversity
- "Cowichan environment in decline." ie: trends negative
- "EC takes aim at roadblocks to food security, environmental security" ie: working groups

Briefing avails to papers, SUN-FM, Island TV: (time)

Justin Straker: SoE

Gerry Giles/chairs: working groups in response to SoE

Advertorial series: (eight half pages, at ~\$400 per, fortnightly, total hard cost ~\$3,500)

1. EC: Taking 12 Big Ideas forward [lens, SoE, working groups]. Chris prepared to write this.
2. SoE: main findings, response: working groups. Roger, Bruce or Justin? Chris willing to edit.
- 3-8. Individual Themes: lay out challenge, focus going forward: Group chairs to draft? Chris willing to edit.
 - Biodiversity, forests, 'land base'
 - Water (drinking, fish, flooding)
 - Air, waste
 - Farmland, food security
 - 'Smart' growth, climate

Radio: SUN-FM: 30-sec spots in rotation, 3/wk, mornings, 12 weeks (~\$1,200)

Suggest three themes: (Chris willing to adapt from print, except climate change needs draft. Bruce Sampson?)

- 1) climate change, GHG constraints are real; CVRD EC is responding; check website, papers
- 2) SoE: growth destroying what attracts people to Cowichan; CVRD EC responding; check website, papers
- 3) Rotating around SoE themes; make your views known: check website, comment

Web:

- post advertorial copy to existing EC/CVRD websites (in-house)
- Work with Transition Cowichan's Networking Committee to co-sponsor website on local sustainability groups/CVRD initiatives (contribution/cost to be negotiated)
- Ensure our existing website has a 'comment' opportunity and direct incoming comments to relevant working groups (staff time)

Listening:

Online comments solicited in advertorial, radio and websites.

IPSOS Poll questions (\$?, communications committee time): eg

(following are pure suggestions, though I think the second set would be especially helpful to the Board politically)

1) Scale of 1-10, how serious a problem is:

Climate change
Carbon/GHG emissions
Threats to Water
Land use/sprawl

2) SoE revealed that sprawl/growth contributes to (all of the above). Should the CVRD initiate:

Stricter 'hard' limits on development such as stricter zoning and density rules.

Market incentives to encourage greater density, more green spaces

Greater investment in transit

3) Questions suggested from working groups.

Autumn: consider hosting a series of info/listening sessions around SoE themes in a central location, eg. Duncan. (advertising, venue rental if no CVRD venue available, staff and working group members' time).