
DATE: October 12, 2011

REPORT TITLE: **PUBLIC WORKS OPERATIONS SUPPORT
COMMUNITY PROGRAMS FUNDING**

FROM: Dan Labrecque, Commissioner of Public Works

RECOMMENDATION

That the 2010 Public Works Community Programs Funding annual update, attached as Appendix I to the report of the Commissioner of Public Works, dated October 12, 2011, titled "Public Works Operations Support – Community Programs Funding", be endorsed;

And further, that a multi-year funding agreement be entered into by the Region of Peel with Brampton Clean City Committee under the Public Works Community Programs Funding Policy for a maximum of \$202,804 for 2012; \$206,860 for 2013; and \$210,997 in 2014;

And further, that a multi-year funding agreement be entered into by the Region of Peel with ecoCaledon under the Public Works Community Programs Funding Policy for a maximum of \$18,301 for 2012; \$18,667 for 2013; and \$19,040 in 2014;

And further, that a multi-year funding agreement be entered into by the Region of Peel with EcoSource under the Public Works Community Programs Funding Policy for a maximum of \$337,295 for 2012; \$344,040 for 2013; and \$350,920 in 2014.

REPORT HIGHLIGHTS

- The Region provides grant funding to groups to support and complement key programs and services that improve public awareness of waste management programs offered by the Region of Peel.
- The three organizations being considered for 2012-2014 Community Program Funding all run successful programs and therefore continued support is recommended.
- The funding requests made by all three community groups are recommended without change.
- Funding for 2012 in the amount of \$558,400 is available to be financed through Cost Centre WA00007 pending budget approval, with funding for subsequent years contingent on budget approval.

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DISCUSSION

1. Background

The primary objectives of the Public Works Community Programs Funding (CPF) initiative are to increase community knowledge and understanding of waste management, and to promote the Region's role in waste management.

Three organizations have long standing relationships with the Region of Peel and receive funding through the CPF initiative. These organizations include:

- Brampton Clean City Committee
- ecoCaledon (formerly Citizens for a Clean Caledon)
- EcoSource

All three organizations recruit, train and involve volunteers to undertake their programs, making these programs very cost efficient for the Region.

Responsibilities and obligations for receiving funding for each of the three funded organizations are laid out within the funding agreements. The progress of the organizations funded through the Public Works CPF initiative is evaluated on an ongoing basis by meeting quarterly with the organizations and by reviewing progress reports, year-end reports, and audited financial statements. Regional staff members also foster collaboration and communication among the organizations, and remain in contact with the organizations throughout the funding cycle.

2. Findings

In accordance with the Community Program Funding Corporate Policy F30-05-02 and the internal CPF Procedure Manual, Public Works staff reviewed multi-year funding applications for 2012 to 2014 from Brampton Clean City, ecoCaledon, and EcoSource. Applications from additional organizations were not solicited given the current fiscal constraints. A summary of each funded community group, including its programs and funding request is included below. Appendix II provides a summary of requested 2012 to 2014 funding for each of the three community groups.

a) Brampton Clean City Committee

Brampton Clean City (BCC) meets all of the Public Works Community Programs Funding criteria. BCC is currently funded by the Region of Peel to provide the following:

- Reduce, Reuse, Recycle (3Rs) education in schools, including:
 - Recycling
 - Composting
 - Product lifecycles & pre-cycling
 - Hazardous waste disposal
 - Litterless lunches
- Support programs for schools interested in waste management initiatives including:
 - Waste audits
 - High school Green Club

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- Helping schools implement their own stewardship projects
 - Adopt a park program
 - Clean up programs
 - Green School Program
 - Summer camp workshops
 - Schools recognition program to empower youth in their efforts to affect a better future in protecting the environment
 - Education & Outreach events including the Peel Children's Water Festival

BCC has requested a two per cent funding increase in each of the next three years to support the continued operation of its programs.

Based on a review of the programs by staff, the request as submitted is recommended. The request translates to funding as follows:

- \$202,804 in 2012
- \$206,860 in 2013
- \$210,997 in 2014

b) ecoCaledon (formerly Citizens for a Clean Caledon)

ecoCaledon, formerly Citizens for a Clean Caledon, meets all of the Public Works Community Program Funding criteria. ecoCaledon is currently funded by the Region of Peel to provide:

- ecoEducation Program: encourages students (Kindergarten - Grade 8) to think about the environment and to be more environmentally concerned/active.
- Battery Recycling (to be funded through Stewardship Ontario as of 2012)
- Public education at the Peel Children's Water Festival, and spring/fall fairs

The ecoEducation program supports Regional goals and works to provide consistency in the availability of school waste education programs across the Region (EcoSource and Brampton Clean City both have school-based waste education programming).

To improve program efficiencies, ecoCaledon is working with Raw Materials Corporation, a Ministry of Environment licensed recycling facility, to have all batteries collected under ecoCaledon's battery recycling program picked up and recycled for free under Stewardship Ontario. Future funds from this program will be reallocated to the further development of the ecoEducation program, outreach initiatives, and administration and staffing.

ecoCaledon has requested a two per cent funding increase in each of the next three years to support the continued operation of its programs, and the expansion of the ecoEducation program. Based on a review by staff, this request is recommended as submitted. Recommended funding for the next three years is as follows:

- \$18,301 in 2012
- \$18,667 in 2013
- \$19,040 in 2014

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c) EcoSource

EcoSource meets all of the Public Works Community Programs Funding criteria. EcoSource is currently funded by the Region of Peel to provide:

- Waste reduction workshops for students in grades Kindergarten – Grade 8
- Elementary Green School Program: waste audits, waste reduction events with a whole schools approach, classroom support, on-going support and monitoring to improve waste reduction practices, teacher workshops.
- Wastewatchers Program for elementary, middle and secondary schools including: whole school beginning and end of year waste audits, ongoing support and monitoring to improve waste reduction practices, end of year presentation.
- Summer Waste Reduction Program: provide fun, hands-on waste reduction activities to students, parents and community centre and program staff. Encourages waste diversion and environmentally friendly lifestyles in Peel.

EcoSource has requested a 2 per cent increase in funding for each of the next three years to support the continued operation of its programs.

Based on a review of the program by staff, the request as submitted is recommended. This translates to funding as follows:

- \$337,295 in 2012
- \$344,040 in 2013
- \$350,920 in 2014

2. Future Direction

Funding of the three community partners helps the Region deliver cost effective waste messaging to residents throughout the Cities of Mississauga and Brampton and the Town of Caledon.

Over the next three years, it is the intent of Public Works to refine and enhance the Community Program Funding application process. The application process will be enhanced using findings of the 2011 Community Program Funding internal audit process. Required waste management messaging and program delivery methods will be informed by the Region's 2011 Waste Education Strategy and outlined with input from Education Programs and Services, Waste Program Planning, and the three community partners.

The findings and recommendations of the Waste Education Strategy will be specifically valuable in evaluating the Community Program Funding application process and ensuring that programs offered by the three funded community partners remain of high quality, focus on Regional waste management priorities, and provide clear and accurate messaging.

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FINANCIAL IMPLICATIONS

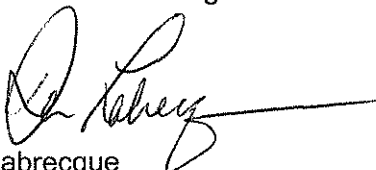
The total Regional funding recommended by Public Works staff is:

- o \$558,400 in 2012
- o \$569,567 in 2013
- o \$580,957 in 2014

Funding for 2012 is available to be financed through Cost Centre WA00007 pending approval of the 2012 budget. Funding for subsequent years is to be financed through Cost Centre WA00007 with the respective annual operating budgets, subject to council approval. Funding is contingent on each of the groups continued service delivery and meeting all requirements outlined in the 2012-2014 funding agreements.

CONCLUSION

The waste management education and outreach initiatives undertaken by the Region are effectively and efficiently augmented by the support of community organizations. In 2012, 2013 and 2014, leveraging the resources of these organizations will take on *greater importance given the difficult economic times*. Therefore, the continued support for all three of the organizations is recommended.


Dan Labrecque
Commissioner of Public Works

Approved for Submission:



D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Shaun Hewitt, Director Operations Support at extension 3243 or via email at shaun.hewitt@peelregion.ca

Authored By: Megan McCombe, Specialist Education Programs and Services

c. Legislative Services
Manager, Financial Support Unit (FSU)



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APPENDIX I

**2011 PUBLIC WORKS OPERATIONS SUPPORT
COMMUNITY PROGRAMS FUNDING ANNUAL UPDATE**

The Region of Peel has long standing partnerships with the following three not-for-profit organizations. These organizations receive funding through the Public Works Community Programs Funding (CPF) initiative:

- o Brampton Clean City
- o ecoCaledon (formerly Citizens for a Clean Caledon)
- o EcoSource

The primary objectives of the Public Works Community Programs Funding (CPF) initiative are to increase community knowledge and understanding of waste management, and to promote the Region's role in waste management.

Funding by the Region is provided with the understanding that program outcomes and milestones identified in each Public Works CPF agreement will be achieved. It is projected that all three of the funded organizations will meet their funding requirements before the end of 2011.

The following is an overview of expected 2011 program outcomes and achievements for each of the three organizations funded under the CPF initiative.

Brampton Clean City

With funding from the Region of Peel and the City of Brampton, Brampton Clean City provides Green Education programs, workshops, and outreach services to foster environmental awareness and responsibility. Experienced and projected program outcomes for 2011 Regionally funded programs include:

- Brampton Clean City's Green Education Program was recognized as the *2011 Parks and Recreation Ontario* award winner for *Program Innovation*.
- Revisions to the Green Education Program, including a new curriculum-based format, new relevant information, and new processes, activities and data. Developed in-depth training for BCCC instructors delivering workshops and programs.
- The Green Education Program reached a total of *54,000* Brampton students in grades Junior Kindergarten through Grade 8 through its various in-class 3Rs (Reduce, Reuse, Recycle) programs, workshops and stewardship initiatives. An additional 23,564 youth attended the Summer Camp Program.
- The Litter-less Lunch program had *14,500* participants for 2011.
- Increased participation in the Waste Audit Program and in-class presentations.
- Increased participation in registered programs, with *671* youth registering for 3Rs programming at recreation and community centres across Brampton. Program themes focused on the basics of the 3Rs, *better waste management practices and taking steps to reduce curb side waste.*
- A total of *500* youth were engaged through the Youth Park and Trail Stewardship Programs during the course of 2011. Programs were run during the spring, summer and fall registration sessions and the Spring and Harvest Clean Up Campaigns. Students were also provided the opportunity to earn community service hours for volunteering during both Park and Trail Stewardship Programs.

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- Increased participation in spring (80,060 registered) and fall (50,000 registered) cleanups. Electronic Waste Recycling was added to the campaign in 2011 and collected a total net weight of 21,518 LBS was collected over a two day period.

ecoCaledon (formerly Citizens for a Clean Caledon)

ecoCaledon is mainly funded by the Region of Peel, receiving the remainder of its funding from other sources. ecoCaledon continues to offer quality environmental programming to the town of Caledon. Experienced and projected outcomes for Regional funded 2011 programs include:

- Diversion of over 24,000 kg of batteries from landfill through the battery recycling program
- Eco education workshops were presented to more than 494 elementary students. Workshops at two schools are confirmed for the fall program. An additional eight schools have expressed interest.

EcoSource

EcoSource is a charitable environmental organization delivering programs throughout Peel. EcoSource is partially funded by the Region of Peel, receiving the balance of its funds from other sources. EcoSource offers a diverse range of environmental programming to schools and the community in Mississauga, as well as delivering community and youth programs throughout Peel. Experienced and projected outcomes for 2011 include:

- Hands-on waste reduction workshops to over 11,000 elementary students in Mississauga to reduce waste at home and at school.
- Delivery of Green Schools Program to over 3,000 students and 300 staff to create a culture of environmental sustainability, provide program support and engaging activities.
- Wastewatchers Program was launched in the fall of 2011 and provides beginning and end of year waste audits to 10 schools in Mississauga. Over 7,000 students and 650 staff are expected to participate.
- Teacher Sustainability Education: deliver a week-long teacher education course on sustainability education to support teachers to make long-lasting environmental changes at their schools, and provide professional development workshops to teachers throughout the school year.
- Summer program delivered to 480 students and 143 adults to promote waste reduction.
- Participated as an activity operator at the Peel Children's Water Festival.

APPENDIX II
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APPENDIX II

Organization		Previous Funding Cycle			Current Funding Cycle		
		2009 Regional Funding	2010 Regional Funding	2011 Regional Funding	2012 Requested Funding	2013 Requested Funding	2014 Requested Funding
Brampton Clean City	Funding (\$)	187,413	193,035	198,827	202,804	206,860	210,997
	% increase over previous year	3%	3%	3%	2%	2%	2%
ecoCaledon	Funding (\$)	12,418	12,798	17,942	18,301	18,667	19,040
	% increase over previous year	8%	3%	3%	2%	2%	2%
EcoSource	Funding (\$)	265,750	298,215	330,680	337,295	344,040	350,920
	% increase over previous year	11%	11%	9%	2%	2%	2%
Total	Funding (\$)	465,581	504,048	547,449	558,400	569,567	580,957
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