



ENVIRONMENTAL TASK GROUP

THURSDAY, DECEMBER 9, 2021 AT 7:00 p.m.

Via Electronic Video Conference

This meeting will be conducted by electronic means. For information on how to attend this meeting please visit the Committees & Task Group's webpage of the City's website Langleycity.ca

A G E N D A

1) **AGENDA**

Adoption of the December 9, 2021 agenda.

2) **MINUTES**

Adoption of the minutes of the Environmental Task Group meeting held November 18, 2021.

3) **DISCUSSION**

Earth Day, April 22, 2022
Nichole will share the information she gathered from the Earth Day website.

5) **ROUND TABLE**

ADJOURNMENT

2022 MEETING DATES

Feb 10, Mar 10, Apr 14, May 12, June 9, July 14, Sept 8, Oct 13, Nov 10, Dec 8

Please notify Janine Clough at jclough@langleycity.ca of your **confirmed attendance** to be able to meet the quorum requirements to hold this meeting.



MINUTES OF THE ENVIRONMENTAL TASK GROUP

REMOTE VIDEO CONFERENCE

THURSDAY, NOVEMBER 18, 2021 AT 7:00 P.M.

- Present: Councillor Rosemary Wallace, Chair
Nichole Marples, Langley Environmental Partners Society
Ellen Hall, Member at Large
Lisa Stephens, Member at Large
Councillor Paul Albrecht, Vice Chair, joined the meeting at 7:30pm
- Staff: Rick Bomhof, Director of Engineering, Parks & Environment
Janine Clough, Recording Secretary
- Absent: Lisa Dreves, Langley Field Naturalists, with regrets
-

The Chair acknowledged that the land on which we gather is the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

1) **ADOPTION OF THE AGENDA**

It was MOVED and SECONDED

THAT the November 18, 2021 agenda for the Environmental Task Group be adopted.

CARRIED

2) **MINUTES**

It was MOVED and SECONDED

THAT OCTOBER 21, 2021 minutes of the Environmental Task Group meeting be adopted.

CARRIED

3) **DISCUSSION**

- a) Presentation from Samantha Paulson, City of Langley Communications Officer

Ms. Paulson reviewed and compared ineffective and effective ways to communicate information.

'Ineffective' advertisements:

- Try to convey too much information at once, lack of focus
- Have a lack of negative space, which allows the readers eyes to take a break from the message
- Lack consistency in the design and/or messaging

'Effective' advertisements:

- Messaging is to the point, easy to remember
- Design is simple and easy to recognize and aesthetically pleasing to your target audience
- Make main message pop by highlighting, use a larger font, different colour, etc.

The process for creating a flyer:

- Decide target audience – who do you want to reach?
- What message do you want to convey? (Emphasis on choosing one topic at a time?)
- How to deliver message to the target audience?
- Samantha will design a flyer, once it is approved by ETG it will be placed in the city newsletter and posted on social media (facebook and twitter).

b) Brochure Ideas

Discussion ensued about the following:

- what would we like to achieve/what is the messaging we want to get out to the public?
- Brochures could lead people to website for more information on a topic. This would also provide a way of tracking to see if people are being drawn to the topic on the website. Use City website to provide educational information on a variety of waste and recycling topics.
- What mechanisms need to be put in place to educate people in addition to sending out information?
- Outline the impacts of bad waste habits, which can encourage correct behaviours, or
- Outline benefits of good behaviour and sustainability which can encourage behaviour changes.
- Metro Vancouver advertisement available on their website –'No Plastic bags in Organic Bins'.

Tera Edell, Special Event Coordinator is working on waste management at City special events. As the ETG previously discussed, we could have volunteers at city events to assist in sorting items. Volunteers could hand out education material and run a contest such as spinning a prize wheel. Is this something the group would want to commit to in 2022?

It was noted that the City does not have a waste management department to focus and tackle education on various waste issues. We do not have someone specifically in the role of a sustainable coordinator! It

was further noted that both the City of Saanich and District of Squamish websites have good recycling education resources.

c) Earth Day Activities - April 22, 2022

- The group discussed Municipality Programs sent by earthday.ca but would like more information and clarity to what is being offered. Nicole offered to further research the website and follow up with the group in the December 9, 2021 meeting. ETG could pair up with LEPS for this purpose.

ACTION: Rick to send Nicole Earth Day email for her information and follow up.

4) UPDATES

- a) The Director of Engineering, Parks & Environment spoke with Nichole Marples of LEPS regarding their School Education program. As it is focussed on topics of common interest for the City such as environment, waste reduction, and water conservation the City has agreed to sponsor the program so city schools do not have to pay for this. This program presents waste and water workshops to school kids.
- b) There was further discussion regarding the Fraser Hwy greening idea raised at the last meeting. It has since been confirmed that the city has budgeted in 2023 to complete the Fraser Hwy One-way rehabilitation project which will include new trees. So, it is not recommended to add trees at this time.
- c) Review goals in terms of reference to narrow down what to focus on in 2022.

5) NEW BUSINESS

ACTION: Items for the December agenda to include:

- The Chair noted and the group agreed that we will focus solely on Earth Day 2022 at our last meeting of 2021 on December 9th.

5) ADJOURNMENT

It was MOVED and SECONDED

THAT the meeting adjourn at 8:55pm.

CARRIED

CHAIR

Certified Correct:
jc

RECORDING SECRETARY

Earth Day Canada offers municipalities (both small and large) a variety of environmental programs and resources. Read more about them here and check out our website for further details.



SWITCH TO RENEWABLE WEBSITE

A WEBSITE ABOUT RENEWABLE ENERGY

This new website provides an overview of how electricity is managed and sourced in each province and highlights municipal renewable energy success stories.

👉 Check it out [here!](#)

TREE PLANTING RELAY

A MONTHLY EARTH DAY EVENT

A great way for municipalities to highlight their dedication to addressing climate change and to reiterate their commitment to sustainability by planting trees in honor of Earth Day.

👉 Learn more [here!](#)



ECOHACK-A-CITY (ONLINE)

(DESIGN THINKING HACK-A-THON PROGRAM FOR MUNICIPAL ENVIRONMENTAL CHALLENGE)

This new program supports Canadian municipalities in tackling a pressing, local environmental challenge through engagement and training of local stakeholders, that work with municipal staff with a professional facilitator to “hack” this challenge.

👉 Find out more [here](#)





ACTION/REDUCTION **WASTE MANAGEMENT PROGRAM**

Earth Day Canada has a successful waste management program that can be delivered for a municipality to their local businesses. It provides support to neighbourhood bricks & mortar businesses that wish to adopt eco-responsible practices and reduce waste at the source.

- 👉 [Learn more about the Rosemont \(Montreal\) Zero Waste Business Challenge](#)

MUNICIPALITIES MOBILIZING **ANNUAL EARTH DAY CAMPAIGN** **(WITH MUNICIPAL COMMUNICATIONS TOOLBOX)**

Are you starting to prepare for next year's Earth Day? There are lots of helpful resources and tips on the Earth Day Canada website. [Register now](#) for the 2022 Municipalities Mobilizing campaign and you won't miss any updates regarding support and new resources for next year.

- 👉 [Register here](#)



CONTACT

DO NOT HESITATE TO CONTACT US SO THAT YOUR MUNICIPALITY CAN BENEFIT FROM EARTH DAY SERVICES



KATHERINE FORSTER
Canadian Outreach Officer

[**kforster@earthday.ca**](mailto:kforster@earthday.ca)

Janine Clough

Subject: FW: Are you starting to plan for Earth Day 2022 soon?
Attachments: EDC Programs for Municipalities 2021.pdf

From: Katherine Forster <kforster@earthday.ca>
Sent: November 11, 2021 12:15 PM
Subject: Are you starting to plan for Earth Day 2022 soon?

Hello!

We are reaching out to you and other municipalities today to offer support for your sustainability and environmental goals. Earth Day Canada is a charitable organization that helps municipalities, organizations and individuals reduce their impact on the environment by taking action on Earth Day and every day. We are proud to support **municipalities that are contributing to the ecological transition and who are mobilizing to take bold steps toward creating healthier environments.**

The Earth Day Canada team carries out a wide range of initiatives year-round executing major programs in the fields of **waste management, tree planting, electric mobility, educational workshops, and more.** We have many free resources available to municipalities and some fabulous programs:

- [Switch to Renewable](#) (information portal for individuals, organizations and municipalities)
- Earth Day April 22nd – [List of Suggestions for Earth Day Activities](#)
- [Tree Planting Relay](#) (monthly tree planting pledge for municipalities)
- [EcoHack-a-City](#) (hack-a-thon for municipal stakeholders to tackle local environmental challenge)
- [Action/Reduction](#) (waste diversion awareness and training to support local sustainability efforts)

Learn more about these municipal offerings on the [Earth Day Canada website](#) or take a look at our Municipal Offerings pdf (attached).

Are you starting to plan for Earth Day 2022 now? Please consider joining the **2022 Municipalities Mobilizing for Earth Day (April 22nd)** – 115 municipalities participated last year and we're hoping for many more for this upcoming year!

You can easily [register here](#) for the Earth Day Canada 2022 Municipalities Mobilizing Campaign and we will send you more details starting in January to plan your Earth Day activities and celebrations and promote Earth Day in April. And please don't hesitate to contact us if you need any help as you start planning for your municipal Earth Day activities and events for April 22nd 2022. We are here to help out!

Thank you so much for all you do for the environment and have a great day!

- Katherine

Katherine L. Forster – Canadian Outreach Officer (she/her)

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Mission : To help people and organizations reduce their environmental impact.