



2015 Sustainability Report

Unity Plan: Huntsville's Guide to a Sustainable Future

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Forward

The 2015 Sustainability Report marks the fifth year that the Town of Huntsville has reported on our sustainability efforts. As in the past, these efforts include both corporate projects and community-led initiatives.

Corporate projects are ones that as an organization, the Town of Huntsville strives to do business in a way that is in line with the three pillars of sustainability: environment, economy, and society. In late 2015, Council approved that corporate sustainability efforts be focused on energy initiatives as a priority. Active transportation, waste, and continual improvement and education about sustainability were designated as secondary priorities.

This year, our report includes the efforts of the Huntsville Public Library. Staff at the library have been leaders in our corporation in demonstrating their engagement in sustainability. So much so, that 2015 ended with their nomination for the Angus Mowat Award for Excellence for their “Sustainability @ HPL” program.

On the community side, this report details the efforts of the passionate champions for sustainability who help make Huntsville a better place to live. We are establishing signature Sustainable Huntsville programs with the help of our community champions. In this report, you will read about Earth Week, the Mayor’s Bike Ride, Apple Picking and Honey Bees; all projects where partnerships and common vision for a sustainable community come together.

It is our hope that in publishing this report, more awareness will be brought to the positive projects that are taking place in our vibrant community and will encourage people in Huntsville to come forward to champion their own projects, get involved, and help carry forward the Unity Plan and sustainability.

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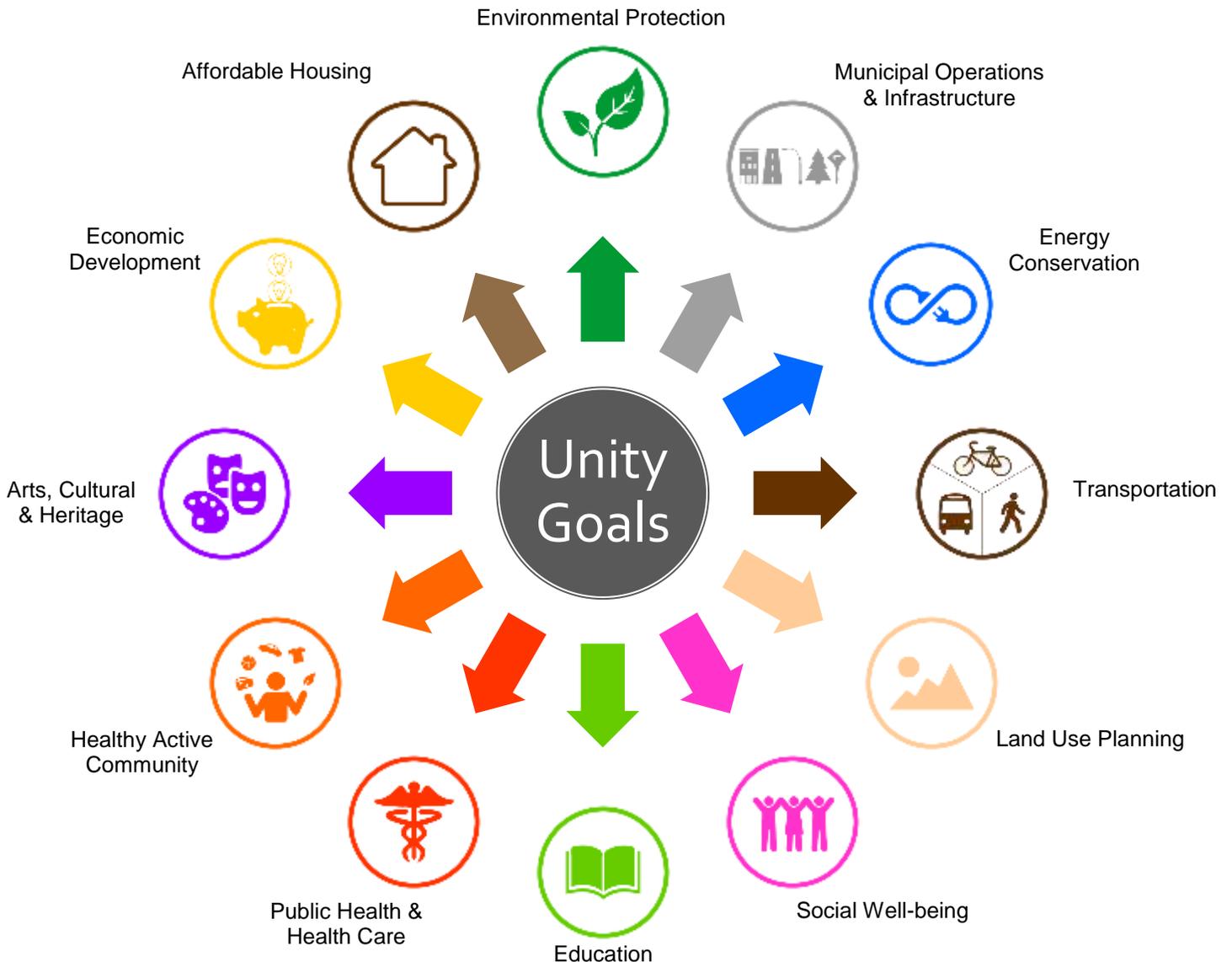
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History of the Unity Plan

- 2009: The Town of Huntsville made application and was awarded a grant through the Federation of Canadian Municipalities to develop an Integrated Community Sustainability Plan (Unity Plan).
- 2010: The community, a working group, stakeholders, partners and the Town worked together through a series of public consultations to prepare the Unity Plan that identifies goals for the community and strategies and actions on how to reach these goals and our vision (February – July 2010).
- 2010: The Unity Plan is published and passed by the Town of Huntsville Council (September 2010)
- 2010: Six Working Groups are formed and begin to meet to achieve early success in implementing the Unity Plan.
- 2011: The Unity Plan comes to life! Working Groups propose recommendations through the Unity Plan Implementation Committee (UPIC). Once approved, the working groups work to achieve their goals. The 2011 Annual Report showcases their efforts.
- 2012: Unity Plan implementation continues through the six working groups. The 2012 report shares the many success stories.
- 2012: UPIC made changes to the way the Unity Plan is implemented. The working groups are replaced with project-based groups who are focused intensively on singular projects and measurable results. UPIC is replaced by the Sustainability Committee, a committee of Council.
- 2012: The first meeting of the Sustainability Committee is held (November 2012).
- 2013: Community and corporate sustainability projects continue to be implemented using the new structure format. The 2013 report tells the stories of these projects and incorporates the Global Reporting Initiative (GRI) reporting framework.
- 2014: Corporate and community-led projects continue under the Sustainability Committee structure. A new Council is elected in November 2014.
- 2015: The new Council structure has sustainability reporting through General Committee. Corporate projects are focused on **energy** as a priority with **active transportation** and **waste** as secondary priorities. Community-led projects continue. This report shares many of our stories, successes, and challenges for the future.
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Unity Plan Goals

The community of Huntsville identified the following sustainability themes as the focus of the Unity Plan. Each of these themes represents a goal and strategies and actions were developed for each, as an overarching guide for the long-term decision making process for the Town and the community.



The Unity Plan provides a full explanation of each of the Unity Plan Goals. View it on our website:

http://www.huntsville.ca/en/townHall/UnityPlan.asp?_mid_=24396

Energy

In 2015, Council determined that the corporate focus for sustainability would be energy initiatives. Certainly, energy has been an emerging theme in the work of Sustainable Huntsville over the past few years and this direction from Council creates even more of an emphasis. This section details our efforts in energy generation, reporting, and decreasing consumption.

Energy Generation: Solar

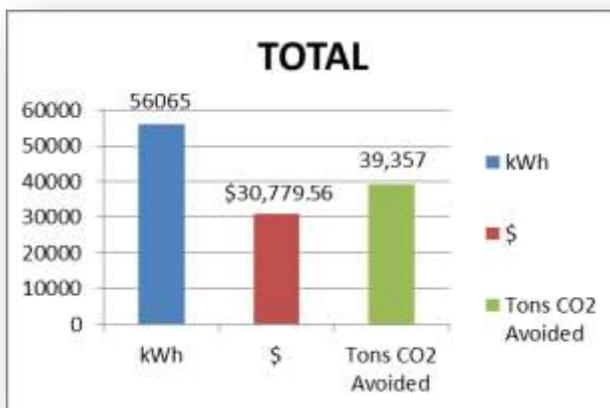


Six Town-owned buildings have solar photovoltaic systems of 10kW each. Construction of the systems took place from December 2013 to February 2014, during a very snowy winter. The systems began generating electricity in late February and early March 2014. The Town of Huntsville generates renewable energy through solar photovoltaic power

at the following buildings:

- ▶ Huntsville Civic Centre
- ▶ Huntsville Public Library
- ▶ Huntsville Fire Hall
- ▶ Madill Yard
- ▶ Port Sydney Fire Hall
- ▶ Port Sydney Community Hall

The graph below shows production of 56,065 kWh, \$30,779 in revenue, and 39,357 tons of avoided emissions (CO2) in 2015.



OUR PROGRESS

▲ GENERATION

Energy generation increased from 2014 due to more sun and monitoring over a full calendar year.

▲ MONITORING

The “Solar-Log” application installed at 4 of the 6 sites allows us to monitor energy production in real-time. The 2 sites that are not connected this way are monitored via monthly generation reports.

▼ MONITORING

We could monitor more closely if all systems were tied to the “Solar Log” application. This would enable us to identify problems more quickly thus maximizing our energy production.

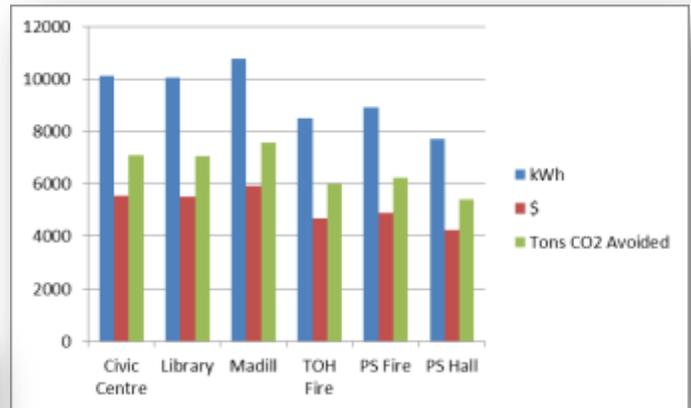
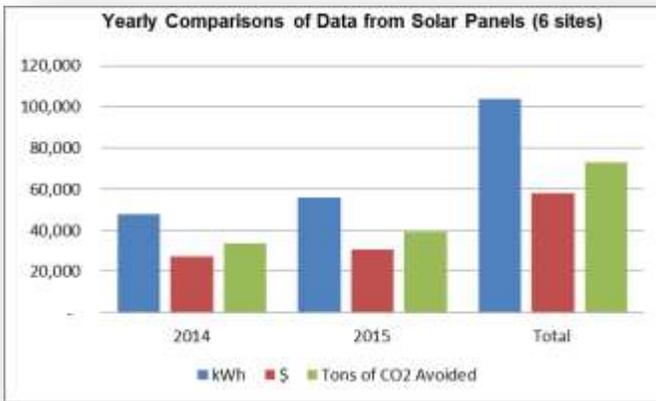
▼ SOLAR LOG

Updates to the Solar Log software have meant the real-time energy production to huntsville.ca is not always available to the public.

▼ SYSTEM DAMAGE

The solar panels and racking suffered damage at the Port Sydney Community Hall over the winter of 2014-2015. This resulted in repair costs of \$11,453.68. The amount was covered by insurance, less a \$5000 deductible. This will impact the payback for the 6 systems.

The graph at right breaks out production per site in 2015. While we evaluate the system production as a group, it is interesting to see which sites perform the best. This is based on their orientation and shadowing from surrounding structures (usually buildings or trees).



2015 yielded higher values for energy, revenue generation and tons of CO2 avoided when compared with 2014. The chart at left demonstrates this comparison and shows totals over the life of the system so far.

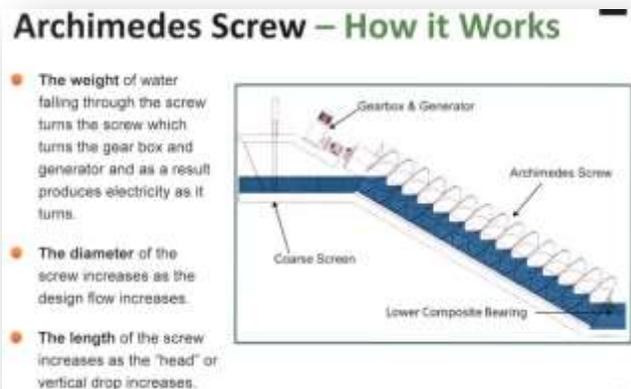
Energy Generation: Hydro-Electric



In August 2015 Council endorsed an application by Green Bug Energy to the Independent Electrical System Operators' (IESO) Feed in Tariff (FIT) program that, if approved, will see the installation of an Archimedes screw hydro-electric plant at the Brunel locks in late 2017. Council entered into a Limited Partnership, shared equity agreement with Green Bug Energy Ltd for 15% net revenue of the energy production

at the site. In exchange for an investment of nearly \$198,000 in 2017, the Town will receive 15% of net revenues (estimated to be approximately \$54,000 per year) from the sale of electricity.

The application from Green Bug Ltd must still be approved by the IESO and results are expected in the first half of 2016. At that point, the Town will have the opportunity to review detailed plans for the site. There are plans for an educational/tourism component to be included in the project. This is an exciting opportunity for renewable energy development at an existing dam.



Streetlight Conversion to LED



In 2015 the Town of Huntsville initiated procurement installation of L.E.D. streetlights. Lakeland Energy was retained to convert all 450 Town owned existing “cobra head” style streetlights to L.E.D. from the original high pressure sodium lights.



The total cost for the project was \$284,926 which includes the incentive amount of \$41,576 the Town received from the saveONenergy program.

The cost of the conversion will be repaid in approximately 4 years. L.E.D. lights use less energy thus the Town will see a 50% reduction in hydro costs associated with our cobra head style streetlights from now on (approx. \$45,000 annually).

The project has the added benefit of reducing streetlight maintenance costs by 50% (\$14,000) because L.E.D. lights require less maintenance and have a

longer life-span (up to 20 years).

Aside from the financial sustainability implications of the LED streetlight replacement, there are substantial environmental sustainability benefits realized when compared with the old streetlights, as follows;

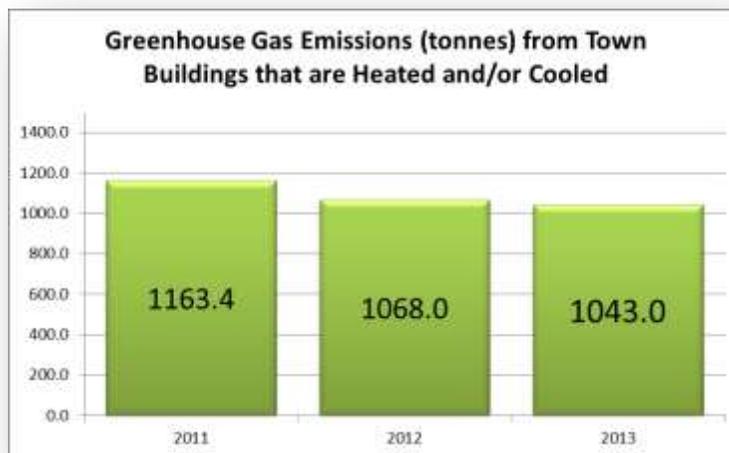
- ▶ 213.5 MWh of energy saved per year (totaling 4271.0 MWh savings over 20 years)
- ▶ 42.9 tonnes of CO2 reductions per year (totaling 858.3 tonnes over 20 years)
- ▶ Equivalent of not consuming 100 barrels of oil per year!



Energy Reporting



In 2013 the Town of Huntsville began reporting our energy consumption from our buildings to meet the new Ontario Regulation 397/11. This regulation requires public agencies, including municipalities, to report their energy consumption in buildings that use electricity and are also heated and/or cooled. The regulation requires that consumption be reported annually. In compliance with the regulation, in 2015, the Town reported 2013 data. Our past energy consumption from our buildings that use electricity and are heated and/or cooled is demonstrated in the graph below. The next section details how some of these reductions were made.



Energy Tactical Team



In late 2014, a staff team, charged with reducing energy in Town-owned buildings was formed. This Tactical Team used the Energy Conservation and Demand Management Team (CDM) as a guiding document. The CDM demonstrates how we will work to reduce our consumption over a 5-year period (2014-2019) based on our 2011 levels.

The team met once in 2015 and identified a pilot project for each of the five Town-owned, staff occupied buildings that consume the most energy. The idea behind the pilot projects was to implement a different energy savings project at each building in order to identify which worked best and which should be applied to the other buildings. The full energy consumption data and CDM Plan are available on our website at: <http://www.huntsville.ca/en/living/Energy.asp>.

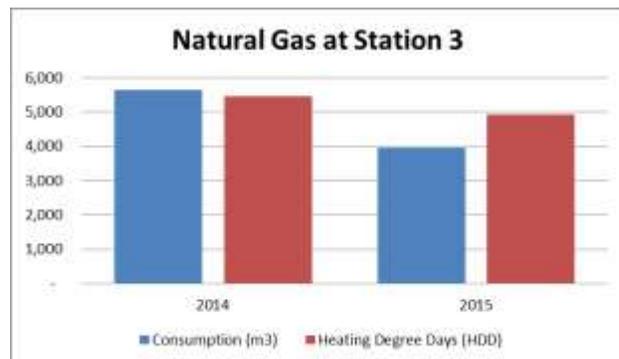
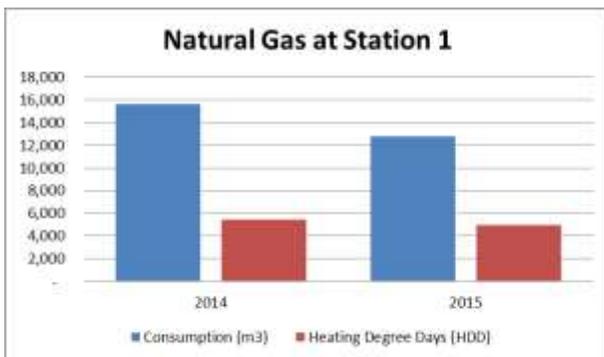
The buildings and projects were identified as follows:

BUILDING	PILOT PROJECT	PROGRESS
CIVIC CENTRE	User habits (lights off, phantom power, space heaters)	Not implemented; scheduled for 2016
CANADA SUMMIT CENTRE	Changing lighting in Jack Bionda arena	Not Implemented. Dependent on funding that was not granted
HUNTSVILLE FIRE HALL	Heating controls	Implemented in January 2015
PORT SYDNEY FIRE HALL	Heating controls	Implemented in January 2015
HUNTSVILLE PUBLIC LIBRARY	Changing interior lights to LED	Lights changed in December 2015
MADILL YARD	Lighting control (motion detector, automation, separate switches)	Not implemented

The only project implemented that had sufficient time for monitoring during 2015 was the heating controls at the Huntsville (Station 1) and Port Sydney (Station 3) Fire Halls. Heating controls were locked so that no adjustments from the standard temperatures were possible. Standard temperature was set to no more than 21C (70F) in office spaces, no more than 22C (71.6F) in vestibule and public spaces, and 18C (64.4F) in garage spaces. The following chart demonstrates heating consumption at both fire halls in 2015 when the heating controls were in place, compared with 2014 where they were not. Heating Degree Days (HDD) were also taken into account with the following results:

- ▶ At Station 1: The heating energy was 10% better in 2015 than in 2014
- ▶ At Station 3: The heating energy was 23% better in 2015 than in 2014

Given these results, there is a case to be made for set heating controls at all Town-owned buildings.



In order to help meet the targets of the Conservation Demand Management Plan, it was determined that Huntsville Public Library would be most effective by migrating lighting to LED. An RFP was issued in 2015 and all Library lights (interior and exterior) will be switched to LED by January 31, 2016. As well, motion sensor lights have been installed in certain areas to ensure that the lights are only used when the space is being used. Lights are expected to last for 3 to 4 years. As well as reducing the energy used, the lights will last longer and will dramatically reduce the amount of waste disposal. The LED migration is one more step in the right direction. Because this project was implemented late in 2015, results will be reported in 2016.

Earth Hour



Earth Hour is an annual global event whereby people everywhere are invited to 'switch off' as a symbolic demonstration of commitment for action against climate change.

Earth Hour began in 2007 in Australia and over the past few years has spread across the globe. In recent years, millions of people in more than 150 countries and over

7000 cities and towns switched off their lights for an hour.

Earth Hour is scheduled to closely coincide with the equinox to ensure most cities are in darkness as it rolled out around the Earth. In 2015, it took place on Saturday, March 28 from 8:30 – 9:30 p.m. local time.

In 2015, the Town of Huntsville used various marketing avenues (Facebook, website, Canada Summit Centre LCD screens, newspaper advertising) to promote public participation in Earth Hour. The Town of Huntsville website hosts a webpage dedicated to the event and gives suggestions for how to celebrate Earth Hour plus additional resources about energy conservation and climate change.

The webpage can be viewed here: <http://www.huntsville.ca/en/living/EarthHour.asp>



Active Transportation

Active Transportation Reports



In late 2014, the Town of Huntsville again received funding through the Healthy Communities Partnership Program of the Simcoe Muskoka District Health Unit. The project goal was to draft Official Plan statements that will provide policy

support for planning decisions that result in active transportation (human powered modes of transportation). To this end, the project included the following:

- ▶ Review of the current Official Plan to examine current direction to active transportation
- ▶ Public discussion workshop to gather ideas from the community through engaging activities (held January 15, 2015 as "Idea Bombing" event).



- ▶ Policy workshop with municipal staff regarding decision-making; complete streets; year-round use of trails; connectivity; and, safe cycling routes and walkability to support tourism and the challenges with implementing related policies
- ▶ Review of the Official Plan policies from comparable communities that could be adapted for Huntsville
- ▶ Development of Official Plan policies suggested for Huntsville

In mid-2015, the Town of Huntsville engaged a consultant to undertake a review of the Official Plan. The policies drafted in the project described above will be incorporated to this document. The Official Plan review is scheduled to continue into 2016.

Other Active Transportation reports which can be found on the website

<http://www.huntsville.ca/en/living/Transportation.asp>:

- ▶ 2012: Active Transportation Strategy, in collaboration with Ryerson University Planning students
- ▶ 2014: Active Transportation Near-Term Actions, Robert Voigt, Cambium Inc.

Active Transportation Facilities



As a result of the Active Transportation work in 2013 and 2014, crosswalks and sharrows were painted on a selection of roads in Huntsville. Once the snow melts, the crosswalks and sharrows must be re-painted

because of wear and tear, mostly due to snow removal. Starting in 2015, the financial sustainability of this project is ensured by including the repainting of this crosswalk and sharrows in the line-painting budget as part of annual maintenance of our assets.



Painted Crosswalks

The crosswalks at the intersection of Centre Street North and Caroline Streets (near Huntsville Public School) were re-painted using a “zebra stripe” pattern. This is a different application of paint from what

was previously in that location. This style of paint is the recommended best practice for crosswalks, especially near schools. It provides increased visibility for vehicles approaching the intersection and sends the message to be aware of pedestrians in the area.

Sharrows

Huntsville’s first bicycle route was also created using paint on the roads, and some signage. “Sharrows” are bicycle symbols with two arrows over top (as in the inset photo) that are used to denote a shared roadway for cyclists and automobiles. They indicate to drivers that cyclists may be sharing the space and re-affirm to cyclists that there is space for them. The sharrows are accompanied by “share the road” signage. The bicycle route connects downtown with the Hunters Bay Trail from Rivermill Park on King Street and Dara Howell Drive, to Caroline Street and Centre Street North.



Trans Canada Trail / Hunters Bay Trail Extension



Huntsville has a long history of initiating trails projects. Ever since the construction of the Hunter’s Bay Trail along the shores of Lake Vernon, the vision has included an extension to that trail west of Orchard Park and into the

Lakewood Park subdivision before becoming a roadway trail connected to Aspdin Road (Muskoka Road 3) and joining with the existing Trans Canada Trail at Old Ferguson Road. The extension of the Hunters Bay Trail will construct a national, provincial, regional, and local trail connection that will serve both recreational and active transportation purposes.

Another opportunity to achieve this trail extension arose in October 2013 when Premier Kathleen Wynne announced that Ontario is expanding its world-class trails system as a key legacy initiative of the 2015 Pan Am and Para Pan Am Games. Funding was announced as part of the commitment to help complete 250 kilometers in gaps in Ontario's Trans Canada



Trail and connect communities from Ottawa to Windsor and Fort Erie to Huntsville.

In late 2014 and early 2015, The Town of Huntsville applied for and was granted \$252,000 (100%, non-matching funds) from the Pan Am Legacy Fund and up to \$167,250 (50% matching funds) from Trans Canada Trail to complete the project.

Also in 2015, the Town of Huntsville retained Tulloch Engineering to design the trail extension. Work on the design continued throughout the year, along with Council approvals, budget commitment and seeking the required permits from the Ministry of Transportation Ontario (MTO) and the Ministry of Natural Resources and Forestry (MNRF).

The Hunters Bay Trail Working Group was established by Council to provide community input and recommendations to guide the process and implementation of the Hunters Bay Trail extension, including fundraising, community liaison, and project oversight. The committee met 5 times in 2015 and in addition helped the Town to host a public meeting (July 9, 2015) to seek input on the trail construction, including accessibility implications. A new mapping tool was used to present the trail at this public meeting, using the StoryMap web application. It can be viewed online:

<http://muskoka.maps.arcgis.com/apps/MapTour/index.html?appid=d2822954f71e4e2cb0ccf571cb098cf0#>

Work on this project continues in 2016.

Waste Reduction

In 2015, Council endorsed the staff recommendation that waste reduction become a secondary priority for Sustainable Huntsville. There are a number of ways that the Town of Huntsville is making efforts to reduce the amount of waste we send to landfill. This section details those efforts; some are internal for staff and others the public participate in too.

Waste Diversion



Staff at Town Hall and the Canada Summit Centre have a recycling bin at their desks, but no garbage can. It is up to each individual to empty

their bin at central diversion depots. Depots have 3 different waste streams: garbage, paper recycling, and plastic recycling. There is also the opportunity to compost (see the next section for details).

At the Civic Centre and the Huntsville Public Library, the bins in the public areas are slightly different than those



pictured at right, but nevertheless provide a spot for visitors to dispose of waste in one of the three streams.

LOCATION	NUMBER OF DEPOTS	IN STAFF AREAS	IN PUBLIC AREAS	NUMBER OF STAFF
CIVIC CENTRE	5	2	3	37
CANADA SUMMIT CENTRE	6	0	6	40+

Composting



Another way we work to reduce waste as a corporation is through composting. Because the District green bin program

only collects from residential sources, we have to get creative. Enter vermi-composting!

Vermicomposting is the use of red wiggler worms to compost organic materials in a contained space, usually a small bin. It is an easy, clean, and efficient way to dispose of the amount of food waste that comes from staff in their workspaces. Staff have been vermi-composting at 3 locations; Town Hall, Canada Summit Centre, and McCulley-Robertson Quonset Hut since 2013.



A couple of times each year, the worms generate enough compost that they must be separated from each other. Staff get together and pick the worms out and put them back in an empty bin with a little bit of compost and the process begins again. The compost harvested is used to nourish plants around the Town offices and in the gardens of staff members.



The Huntsville Public Library has garbage and recycling picked up, however we are not included in the District of Muskoka green bin program. The Library Green Team identified waste reduction as an important issue, and to help combat the amount of waste put into the garbage, we have installed a compost bin in the lunch room. This is an easy and efficient way to divert the amount of waste in the garbage. At the end of the week, one of the Green Team members removes the compost bag from the lunch room and brings it home with them. On average, we divert one small bag of compost per week. A similar situation occurs at Town Hall with the food that is not suitable for the vermi-compost bins.

Battery Recycling



The Town of Huntsville continues to participate in the partnership started in November 2013 with Raw Materials Company (RMC) to provide battery disposal bins in several public locations.

RMC is an approved collector and processor for batteries under Stewardship Ontario's Municipal Hazardous and Special Waste Program (MHSW). Residents can now drop off their used batteries at select Town buildings. The batteries are picked up and taken to a facility in Ontario where a mechanical process separates all of the components of a primary battery so they can be properly recycled. The recovered materials are used to make new products saving our earth's finite resources and the energy needed to mine them from ore.



There are 5 battery drop-off locations:

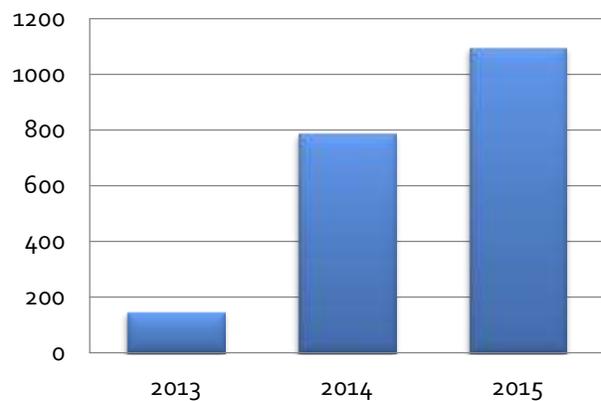
- ▶ Canada Summit Centre: front desk, pool office
- ▶ Active Living Centre: 2nd floor lobby
- ▶ Huntsville Public Library: lobby, front desk
- ▶ Algonquin Theatre: lobby
- ▶ Civic Centre: 2nd floor customer service area

Each drop-off location also includes masking tape so people can tape the ends of the batteries to prevent short circuits.

In May 2015, a Geography class from Huntsville High School came to Town Hall to hear from Sustainability Coordinator, Rebecca Francis about Sustainable Huntsville efforts. As a follow-up from the presentation, their teacher, Jamie Honderich, challenged them to collect dead batteries for the rest of the semester. In June, the class returned to dispose of the batteries in the RMC bins.

In 2015, the 5 locations yielded 1099 lbs of batteries. The chart in this section shows collection data since the Town began participating in the RMC program in November 2013.

Batteries Collected (lbs)



Paper



In late April and early May 2015, Rebecca Francis (Sustainability Coordinator) did

audits of different Town buildings and departments. We welcomed Rebecca to the Library on May 1st to help us to look at our internal processes and make recommendations on ways we could reduce our paper trail. Rebecca introduced us to a program for our iPad called “Notability” that we are able to upload .pdf documents to and make notes directly in the program.

On May 1st, we implemented the new system and began to upload all of our Library Interlibrary Loan Pick Lists, eliminating the need to print out lengthy paper reports each day.

OUR PROGRESS

▲ PAPER SAVED

From May 1 – December 31, 2015 the Huntsville Public Library saved 371 double-sided pieces of paper

▼ ...MORE TO SAVE!

Next year, we are projecting to be able to save double the amount of paper since we will be able to implement the new procedures for the whole year. In addition, we are looking at other daily tasks where this system would help reduce the paper trail and estimate we will be able to save another 300 sheets of paper.

Corporate Culture of Sustainability

Sustainability falls into everyone’s job at the Town of Huntsville. That means developing a corporate culture that encourages staff to think about sustainability implications as part of business as usual. It also includes more general education efforts so that staff develop a better understanding of sustainability.

National Sweater Day



Every February, the World Wildlife Fund (WWF) Canada calls on Canadians across the country to put on a sweater and turn down the thermostats by two degrees Celsius. Since 2010, over

one million Canadians have participated in National Sweater Day to support energy conservation and action on climate change. The Town of Huntsville has participated since 2012.

Activities on National Sweater Day present a chance for staff to think differently about how we use energy, where our energy comes from and how we can play an important role in tackling climate change in Canada. At the Town of Huntsville in 2015 we hosted a coffee break by donation and there were prizes for best sweaters. The day is also complemented



with emails and information posted to the intranet about energy conservation in the workplace and at home. Primarily, this initiative is used to engage staff in sustainability in general in a fun way and have conversations about ways we can reduce our footprint at work and in our home lives. It contributes to building a culture of sustainability in the workplace.

YEAR	NUMBER OF STAFF WEARING SWEATERS	NUMBER OF LOCATIONS PARTICIPATING	NUMBER OF DEGRESS THE HEAT WAS TURNED DOWN	AMOUNT OF MONEY RAISED FOR WWF
2012	17	1	2	\$ 0
2013	23	1	2	\$ 110.22
2014	29	4	2	\$ 142.75* *donation doubled by WWF
2015	25	4	2	\$ 64.46



Staff Reports



Staff reports are another way the Town works to develop a corporate culture of sustainability. When staff write a report to a committee of Council or to Council, there is a section called “Sustainability Implications” that they must consider. Staff are encouraged to seek help from the Sustainability Coordinator in writing this section. In 2015, the Sustainability Coordinator provided comment on at least 38 reports from other staff (in addition to the 9 she authored).

Communication for this section accomplishes 2 main objectives:

- ▶ Provides Committee or Council with more pertinent information on which to base their decision
- ▶ By collaborating with the Sustainability Coordinator staff have an opportunity to better understand sustainability and the specific implications for the projects on which they are working

A complete list of the recommendations made to General Committee and Council in 2015 from the Sustainability Coordinator can be found in Appendix A.

Unity Plan Implementation



The processes by which the Unity Plan is implemented changed in 2015 due to a new Council being elected in

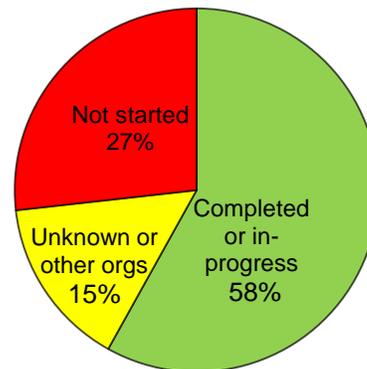
late 2014. With the new Council, the entire committee structure changed and the term for the Sustainability Committee was not renewed. Instead, all staff report to General Committee, which reports to Council.

Community Projects are still championed by motivated members of the community who carry out specific actions of the Unity Plan. The community champions present their projects to General Committee and if ratified by Council, Staff assist in the implementation. There were 6 community projects approved? in 2015. They are detailed later in this report.

Corporate projects are reported through General Committee and the Executive Management Team.

In total, there are 12 goals, 88 strategic directions and 396 actions in the Unity Plan. The chart above shows how they are progressing.

Progress of Unity Plan Actions



Annual Reporting



Annual sustainability reports for the Town of Huntsville have been completed since 2011. 2015 marks the 5th report! They give an overview of sustainability efforts for the year preceding and document our successes and challenges. All reports are available on the website: http://www.huntsville.ca/en/living/UP_AnnualReport.asp



This year, the Sustainability Report includes reporting on the sustainability initiatives of the Huntsville Public Library. In October, the Huntsville Public Library was short listed for the Angus Mowat Award of Excellence. This award recognizes a commitment to excellence in the delivery of public library service. It is one of two awards given out by Ontario Ministry of Tourism, Culture and Sport to Libraries that identify and promote creative public library service ideas. On January 27, 2016 the Library was presented the award by Sophie Kiwala

(Parliamentary Assistant to the Minister of Tourism, Culture and Sport) and Kevin Finnerty (Assistant Deputy Minister of Tourism, Culture and Sport).

The nomination was for the Library’s “Sustainability @ HPL” project which is built into the sustainability framework for the Town of Huntsville. This project shows continued support of sustainability (the quality of not being harmful to the environment and thereby supporting long-term ecological balance) through collections, services, and innovative programs held at the library and throughout the Town of Huntsville.

The goals of the project were to create a sustainability collection, reduce our waste, increase adult program attendance, increase awareness of sustainability initiatives, and build new community partners. The success and highlights of each of these goals are outlined throughout this sustainability report.



Outreach

Sustainable Huntsville Brand



The Sustainable Huntsville brand was launched in 2013. Staff continue to promote and develop the brand in 2015, including the development of the

#sustainableville hashtag, used primarily on social media

(Twitter and Facebook).



OUR PROGRESS

▲ SUSTAINABILITY CIRCULATION

In 2015, Huntsville Public Library began adding new titles to the Sustainable Huntsville Collection and tracking how many times the items circulated. In total, 402 items form this collection. There were 602 circulation records for these titles in 2015.

Huntsville Public Library is committed to providing quality services, relevant programs, up-to-date collections, and secure library facilities for individuals and groups in the community. One of the ways we are committed to providing up-to-date collections is with the creation of the Sustainability Collection. This collection was created in 2014 from books that we already owned. The Town

Sustainability Logo was placed on the spines of books that promote sustainability across a broad array of topics. Some of the topics include building, business, citizen participation, climate, energy, food preparation and gardening, green movement and activism, living, natural resources, politics, stewardship, technology, transportation and waste diversion.

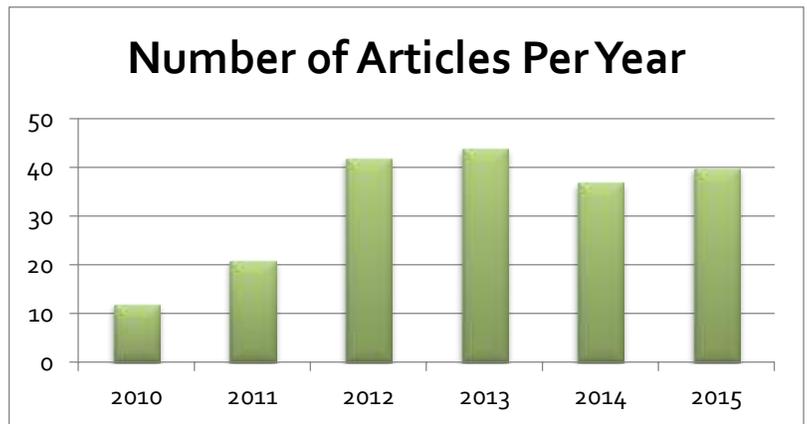
Media Hits



Sustainable Huntsville projects are regularly featured in local print and online media sources. Some are planned ads or radio interviews and others are picked up by the media themselves at our events. Sustainable Huntsville received press coverage throughout 2015 in local sources in a total 40 separate articles, reports, and announcements in

the following 8 sources:

- ▶ CTV Barrie
- ▶ Doppler Online
- ▶ Hunters Bay Radio / Muskoka Online
- ▶ Huntsville Forester / Muskoka Region
- ▶ Lakeside Magazine
- ▶ Moose FM
- ▶ TV COGECO
- ▶ What's Up Muskoka



A complete bibliography can be found in Appendix B. The Sustainability Coordinator also keeps a binder of all printed articles. An updated list with links is available at:

http://www.huntsville.ca/en/living/UP_News.asp

A comparison of past total media coverage in past years is shown in the chart in this section.

Website



The Town of Huntsville website includes a Sustainability section with several sub-pages. These are maintained by the Sustainability Coordinator as necessary; quarterly at minimum. Updates include maintaining the accessibility standards of the pages in this section.

The goals of this section of the website are to educate residents, visitors, and staff about the plans that support sustainability and inform of current events, resources, and news items pertaining to sustainability. As much as possible, the pages serve as the links from the Town's social media posts (see next section). This links social media to our website and drives visitors. At various times throughout the year Sustainable Huntsville projects are also featured on the home page of the website in the five rotating pictures which link to a page within the Sustainability section of the website.

Total Hits in 2015 on each Sustainability page at huntsville.ca

WEB URL	PAGEVIEWS
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/SUSTAINABILITY.ASP	566
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/SUSTAINABLEHUNTSVILLE.ASP	101
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/COMMUNITYSUSTAINABILITY.ASP	83
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/CARBONCALCULATOR.ASP	87
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/EARTHDAY.ASP	509
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/EARTH HOUR.ASP	116
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/ENERGY.ASP	52
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/HEALTHY-LIVING.ASP	254
HTTP://WWW.HUNTSVILLE.CA/EN/TOWNHALL/UNITYPLAN.ASP?_MID_=24396	266
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/UP_ANNUALREPORT.ASP	86
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/SOLARPANELS.ASP	432
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/UP_NEWS.ASP	114
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/TRANSPORTATION.ASP	293
HTTP://WWW.HUNTSVILLE.CA/EN/LIVING/WILDLIFE.ASP	604
TOTAL	3563

In 2013, total webpage hits on sustainability pages totaled 2811. The online statistics application was not available in 2014.

Social Media



The Town of Huntsville is increasingly active on social media via our Facebook account and new for 2015, our Twitter account. Sustainable Huntsville uses the main Town of Huntsville accounts on both these social media platforms. Most of our content is posted through an online social media management platform called “Hootsuite”. The Sustainability Coordinator is working with the Marketing Coordinator (and other staff who use social media) to expand the use of this platform.

In 2015, Sustainable Huntsville developed the hashtag #sustainableville that is used on almost all of our posts. This allows us to track others who begin using the hashtag as a way to build our following and socialize online with these users. Hootsuite provides the platform for this to occur.

The following chart reports on the number of posts, views, likes, shares, and comments from sustainability related posts on the Town of Huntsville Facebook and Twitter accounts. Other departments also posted, however those numbers are not reported here. The Sustainability Coordinator develops a monthly posting plan for social media and schedules the posts into Hootsuite for automatic posting. The goal is to post at least once per week, however it is often much more frequent, especially in the weeks and days leading up to Sustainable Huntsville events.

#sustainableville on Facebook

YEAR	POSTS	VIEWS	LIKES	SHARES	COMMENTS	POST CLICKS
2011	2	127	0	0	0	n/a
2012	9	1,345	4	0	1	n/a
2013	17	5,079	68	24	8	n/a
2014	89	32,081	421	126	38	n/a
2015	152	50,627	646	92	47	733
TOTAL	269	89,259	1,139	242	94	733

#sustainableville on Twitter

YEAR	POSTS	IMPRESSIONS	REPLIES	RETWEETS	LIKES	CLICKS
2015	152	31,227	11	156	69	712
TOTAL	152	31,227	11	156	69	712

Presentations



As part of continual learning, professional development, and co-operation among Town departments, the Sustainability Coordinator gives internal presentations on various corporate sustainability initiatives.

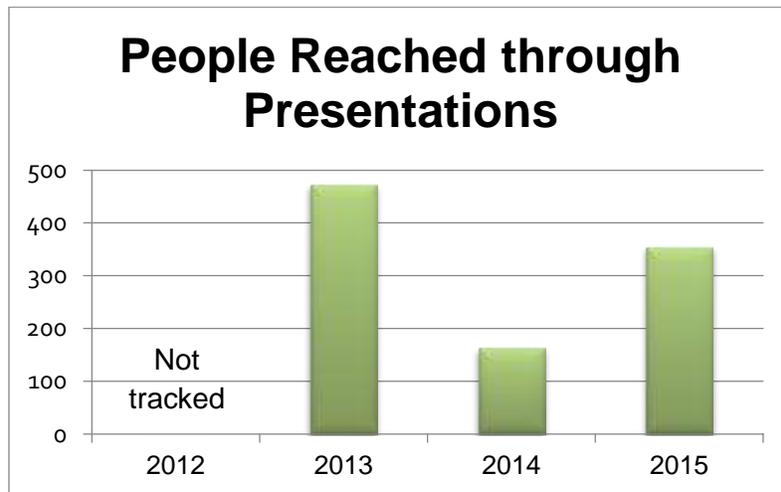
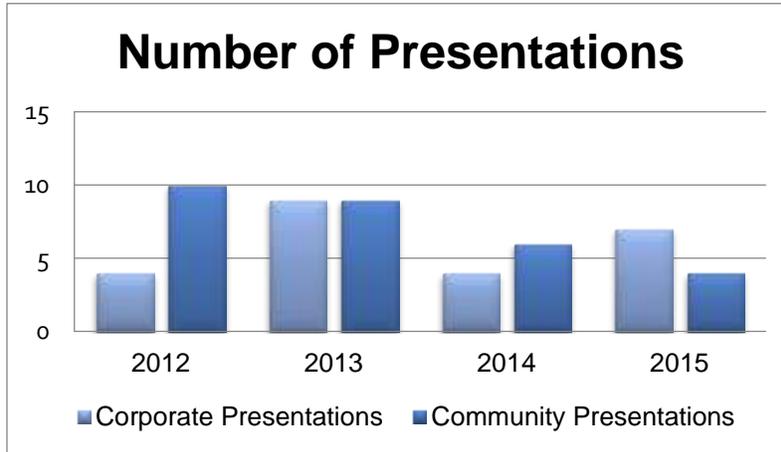
The Sustainability Coordinator, other staff and champions of community sustainability projects are also often asked to speak at community events, and conferences. This is a valuable professional development experience and brings awareness to Sustainable Huntsville efforts. The presentations often result in increased community engagement from residents and building the reputation of Huntsville as a town that is making valuable efforts in the field of sustainability.

Corporate Presentations

DATE	GROUP	TOPICS	ATTENDANCE
APRIL 1, 2015	Leadership Team	Life Cycle Analysis	14
APRIL 28, 2015	Youth Council	Sustainable Huntsville	16
APRIL 30, 2015	Parks & Cemeteries	Sustainable Huntsville	12
MAY 28, 2015	Sport & Rec Advisory Committee	Sustainable Huntsville – Active Transportation	10
SEPTEMBER 30, 2015	General Committee	Mayor's Bike Ride (report back)	22
SEPTEMBER 30, 2015	General Committee	Orchard Park Project (report back)	22
NOVEMBER 24, 2015	Youth Council	Earth Week	15
TOTAL			111

Community Presentations

DATE	GROUP	TOPICS	ATTENDANCE
MAY 14, 2015	HHS Geography Class x3	Livable Communities	65
JUNE 23, 2015	World Wildlife Fund webinar	Sustainability Reporting	20
SEPTEMBER 22, 2015	HHS Geography Class x3	Livable Communities	60
SEPTEMBER 29, 2015	Muskoka Seniors	Orchard Park Project	100
TOTAL			245



Education

Green Series



The Green Series is an education program

series that is run once a month at the Huntsville Public Library. The workshops are in partnership with many local businesses, not-for-profits and interested community members. The Green Series began in April 2014, and has run continually since then.



In 2014, the library offered 11 workshops with a total of 210 participants. Topics included seed saving, making beeswax candles, gardening with native plants, green cleaning and more.

Seed Library



In October 2014, Huntsville Public Library launched a brand new seed library called “Seeds @ HPL”. We solicited donations of seeds from community members and businesses so we could start out 2015 with enough seeds for the community to borrow. The goal of Seeds @ HPL is to build a collection of locally grown, harvested and therefore resilient seeds for the community to borrow. Once the seed is borrowed, it is planted and grown out in the user’s garden. The idea is that they would harvest some seeds to bring back to the Library each year



and be able to keep the rest for themselves. In the first year of this program, 23 members borrowed 101 seed packages and returned 66 seed packages.

- 23** Members
- 101** Seed Packages Borrowed
- 66** Seed Packages Returned

Community-Led Sustainability Projects

The Unity Plan: Huntsville's Guide to a Sustainable Community is indeed a community plan based on the input of hundreds of Town residents. Community-led sustainability projects provide an opportunity for residents to help achieve the goals, strategic directions, and actions of the Unity Plan by becoming a champion of a project they are passionate about. The following are the details of such projects initiated in 2015 by people with a desire to make Huntsville a better place.

Earth Week



Earth Day is celebrated every year on April 22nd. It is one of the most celebrated

environmental events worldwide. In the past, Sustainable Huntsville has marked the day with a community celebration. In 2015, The Town of Huntsville in partnership with the Huntsville Public Library, Transition Huntsville, and EcoMuskoka Conservation partnered to expand the celebrations for an entire week: April 16-22, 2015.



While the community celebration remained the cornerstone event of the week, at least one event was held each day. There was something for all ages; from stories and crafts for children, to a film night sponsored by Reel Alternatives Huntsville and a bicycle workshop.

Earth Week has become a signature event for Sustainable Huntsville and is an example of a successful partnership between several community organizations and volunteers.



THURSDAY, APRIL 16	SATURDAY, APRIL 18	SUNDAY, APRIL 19	TUESDAY, APRIL 21
<p>Earth Week Garden Fairy Craft</p> <p>To celebrate Earth Week, come to the library to make a garden fairy based on the book <i>Forest Fairy Crafts</i> by Lerika Vodicka-Farodes. Use materials to make furniture and doors for the fairies living in your garden! 4:00pm at the Huntsville Public Library. Registration required. Ages 5-12. Cost: \$2.00.</p>	<p>Waterloo Summit Centre for the Environment Community Celebration</p> <p>Join us for fun hands-on workshops and exhibits to help celebrate the environment and sustainability in Huntsville. The celebration includes:</p> <ul style="list-style-type: none"> • Hands-on workshops about water, conservation and natural systems. • Exhibits from local environmental organizations offer interactive activities about local food, environmental programs, recycling, composting and more! • Winners of the Huntsville High School Creative Sustainability Contest and community projects at our local elementary schools will be announced. • Remarks from elected officials. <p>10:00am – 3:00pm at the Waterloo Summit Centre for the Environment. Lunch at noon sponsored by the Rotary Club of Huntsville.</p>	<p>Clean Up Huntsville!</p> <p>As winter disappears, litter starts to appear. Join us for a community-wide spring clean-up. We have all the tools to help you organize a roadside clean-up in your neighbourhood. Contact rebecca.francis@huntsville.ca and she will work with you to organize route, supplies and waste pick up.</p>	<p>Earth Week Storytime</p> <p>Celebrate Earth Week with young children by visiting the library for stories, songs, rhymes, shakers and fun with an Earth Day theme. Drop-in from 10:30 - 11:15am at the Huntsville Public Library. Ages 2-5. Free.</p>
FRIDAY, APRIL 17	MONDAY, APRIL 20		WEDNESDAY, APRIL 22
<p>Earth Week Film: Water on the Table</p> <p>This documentary follows Maude Barlow in her crusade to protect the resource we rely on for survival. Drop-in at 2:00pm to this free film at the Huntsville Public Library.</p>	<p>Green Series</p> <p>Green Cleaning without chemicals. Learn how you can cut the harmful cleaning chemicals out of your life. 2:00pm at the Huntsville Public Library. Cost \$2.00. Register in advance.</p>		<p>Spring Bike Workshop</p> <p>Get all the tips you need to make sure your bicycle is ready to ride this spring! Rotate through interactive demonstrations and workshops on bike mechanics, how to change a tire, bike fit, and helmet fit. Plus, a talk on cycling safety and rules of the road. Local cycling shops, the OPR, and a CanBike instructor will be on hand to give expert advice. 6:30 - 8:30pm at the Canada Summit Centre. Don Lough Arena Upper Viewing Area. Free. Registration required to: rebecca.francis@huntsville.ca</p>
<p>For more details visit huntsville.ca</p>			

Orchard Project



The Orchard project is a tremendous success as it continues to grow

and involve the community in local food, urban parks, and environmental stewardship themes. A group of passionate people initially proposed the project to the Sustainability Committee in 2013 to plant apple trees and berry bushes for long-term use by the community.



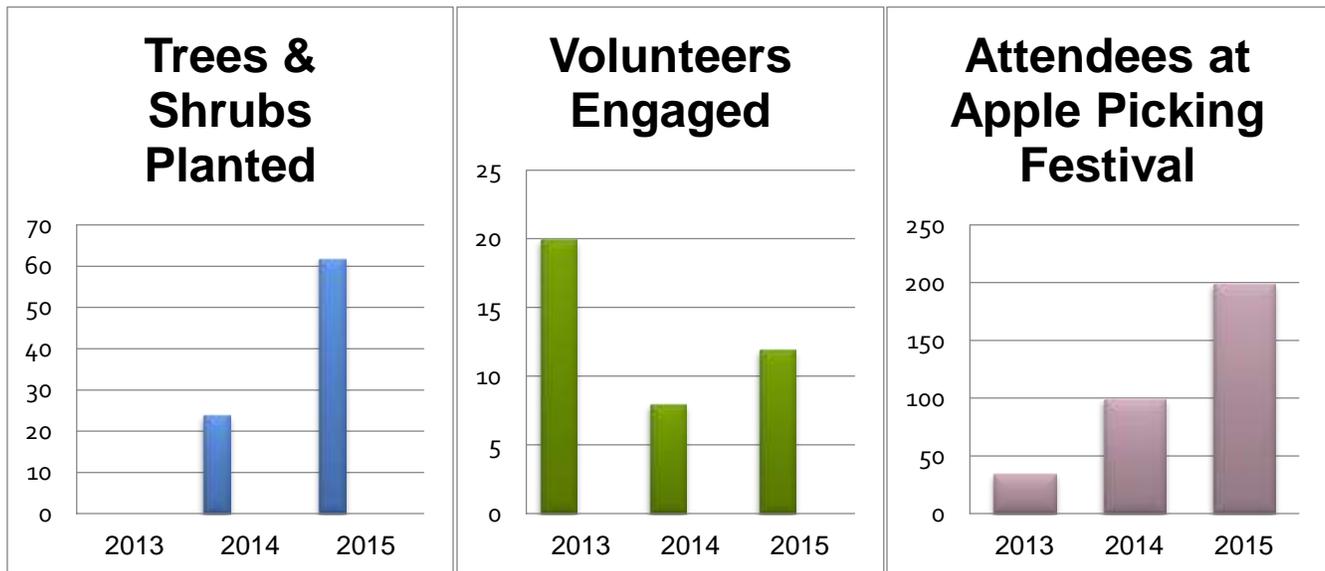
Volunteers worked with the Manager of Parks and Cemeteries to plan and plant more than 60 new, zone hardy fruit trees and shrubs of various sorts.

For the third consecutive year, on August 27, 2015 the group hosted an apple picking event and invited the public to participate and take home apples. More people than ever before attended the event, nearly 200 people who represented a wide spectrum of ages. Volunteers provided a juice press for those interested in pressing some of their apples.



The volunteer group also continued work with the Town of Huntsville to identify opportunities for pruning of the existing apple trees at Orchard Park. The Town proceeded with some tree pruning in 2015 to aid in tree health. The volunteers also gathered in the fall of 2015 to shovel mulch around the base of all the trees in the park. Mulch was provided by the Town.

Because so many new trees and shrubs have been planted in Orchard Park over the last 3 years, the group will take a break for next year. However, the group does plan to continue to host the apple picking festival in 2016. After all the new trees and shrubs were planted, the group also took an inventory and intends to work on creating a map layer of the park that will be available on the Town mapping system.



Mayor's Bike Ride



An exciting new project in 2015 was initiated by Lowell Greib of The SportLab and features a bike ride with the Mayor. The main goal of the Mayor's Bike Ride was to

create to bring awareness of utilizing cycling as a means of Active Transportation in Huntsville. The main message: "Ride



your bike!” for recreation, tourism, transportation, replace car trips, and exercise. There was a 2km kids ride which had OPP officers on bikes at the front and bike of the ride, plus 2 OPP support cruisers. There was also a 12km ride for adults with advanced cyclists placed throughout to help guide the route and ensure safety.

While the Mayor’s Bike Ride is the showpiece of the project, the project also featured a series of articles in the local media that highlighted the experiences of an array of Huntsvillians who currently use cycling as a means of active transportation and physical activity. Each article answered common questions: why they cycle, the benefits they receive from cycling, and how cycling fits into their lifestyle. The objective of these articles is to resonate with different populations within the community and engage residents in more frequent use of their bicycles.

Key measurables of this project include:

- ▶ 10 articles in local media sources
- ▶ 37 posts to social media with over 6000 impressions on each Facebook and Twitter
- ▶ 7 community partners participated at the event (food, bike support, organization, etc)
- ▶ 67 cyclists participated (47 adults, 20 youth)
- ▶ 11 non-cyclist volunteers



At the event, the Mayor announced that Town of Huntsville fleet vehicles would have “watch for bikes” stickers on the driver’s side mirrors. This is a province-wide safety campaign by CAA to encourage drivers to be on the lookout for cyclists on the roads. CAA provided the decals free of charge to the Town.

It is the intention of the organizers and the Mayor to continue this event annually. It will become a signature Sustainable Huntsville event.



Rooftop Honey Bee Hives



In November 2015, community champion Craig Nakamoto, proposed the installation and maintenance of two beehives on the roof of the Civic Centre. The goals of the projects are to:

- ▶ Increase awareness of honey bees and pollinators in general
- ▶ Create goodwill and publicity for the town
- ▶ Pioneer urban beekeeping in Muskoka

General Committee and Council approved the project and Mr. Nakamoto plans to install two beehives once the snow has melted in spring 2016 (April). Mr. Nakamoto will inspect the hives every 2-4 weeks through the spring and summer months, harvest the honey and wax in September, feed and prepare the hives for winter in the fall before wrapping them for winter in December.



The plan is to harvest the honey in conjunction with local schools who would process (extract and bottle) the honey and sell it to raise funds. Each year a different school / organization could be approached. The capped frames of honey would be removed from the roof and taken to the school for processing. This activity would be held in conjunction with an educational program (in class teaching, etc.).

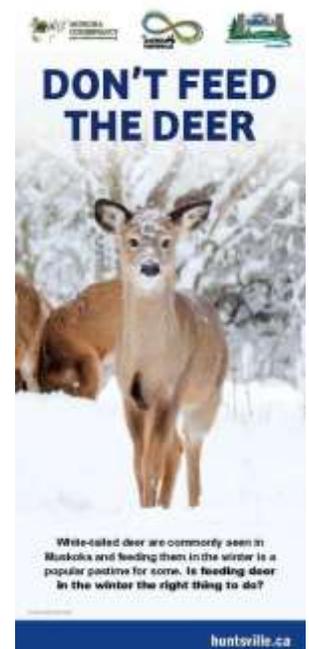
This is an exciting new project with potential for social media engagement and interaction. The Sustainability Coordinator will assist with these efforts. Details to follow in the 2016 report.

Deer Brochure



Continuing from a 2014 project, the “Don’t Feed the Deer” brochure was promoted during the winter months via social media, newspaper, and LCD screen advertising. It is an educational flyer designed to inform citizens of the dangers to

wildlife from inappropriate feeding, including discouraging the use of feed (grains, corn, and bird seed) to attract deer into urban settings and to give relevant information about how deer and people can co-exist. The Muskoka Conservancy acted as a community partner in this project by providing some funding for printing and connection to wildlife experts. The brochure is available at Town facilities and on the website: <http://huntsville.ca/en/living/Wildlife.asp>



Unity Plan Goal Matrix

Unity Plan Goal	Corporate-Led Sustainability Projects															Community-Led Sustainability Projects															
	Energy						Active Transportation			Waste			Corporate Culture of Sustainability			Outreach			Education												
	Solar	Hydro-Electric	LED Streetlight	Reporting	Tactical Team	Earth Hour	AT Reports	AT Facilities	Trail Ext'n.	Diversion	Composting	Battery Recycle	Paper	Sweater Day	Staff Reports	Unity Plan	Implement'n	Reporting	Brand	Media Hits	Website	Social Media	Presentations	Green Series	Seed Library	Earth Week	Orchard Park	Mayor's Bike Ride	Honey Bees	Deer Brochure	
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Contact Information



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Sustainability Coordinator

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Municipality Information

Town of Huntsville

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Huntsville, ON P1H 1A1

705-789-1751

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www.huntsville.ca



Figure 1 From Left: Huntsville Mayor Scott Aitchison, Sustainability Coordinator Rebecca Francis, MP Tony Clement, MPP Norm Miller at the 2015 Earth Week Celebration.



Appendix A: 2015 Sustainability Recommendations to General Committee and Council

Meeting Date	Recommendation Number	Topic	Recommendation	Ratified by Council?
March 23 General Committee	GC48-15	Hunters Bay Trail	IT IS RECOMMENDED THAT: Committee defers Report, Reference No. CS-2015-24 - Hunters Bay Trail Extension-Design and EA until the April 27th Council Meeting.	Defeated at the table
March 23 General Committee	GC52-15	Hunters Bay Trail	<p>IT IS RECOMMENDED THAT: Report, Reference No. CS-2015-24 dated March 23, 2015 prepared by Colleen MacDonald Manager of Parks and Cemeteries regarding "Hunters Bay Trail Extension-Design and EA" be received;</p> <p>AND FURTHER THAT: Council approves the hiring of Tulloch Engineering in order to have both the design and Environmental Assessment completed for the amount of \$26,000.00 be taken from parkland reserves:</p> <p>AND FURTHER THAT: Council approve the timelines listed in this report related to the RFP for Environmental Assessment and Design of the trail and the 2015 phase of construction;</p> <p>AND FURTHER THAT: Staff report back to committee with results of each RFP process and confirmation of project funding before awarding any contracts;</p> <p>AND FURTHER THAT: A Hunters Bay Trail Extension Working Group be established at the next Council meeting that will have a mandate of but not limited to, the raising of funds for the proposed trail;</p> <p>AND FURTHER THAT: The Town of Huntsville pursue funding through the District of Muskoka Active Transportation Fund.</p>	Yes
April 27	114-15	Hunters Bay	Above motion pulled and voted on separately with a	Yes

Meeting Date	Recommendation Number	Topic	Recommendation	Ratified by Council?
Council		Trail	<p>recorded vote.</p> <p>Yea: Alcock, Armour, Schumacher, Stone, Weibe, Aitchison</p> <p>Nay: FitzGerald, Terxiano, Thompson</p>	
April 29 General Committee	GC83-15	LED Streetlight Conversion	<p>IT IS RECOMMENDED THAT: Report, Reference No. TI-2015-01 dated April 29, 2015 prepared by Julia Finch, Manager of Finance, Treasurer, Rebecca Francis, Sustainability Coordinator and Brandon Hall, Engineering Technician regarding "Streetlight Network Conversion to LED (Light Emitting Diode)" be received;</p> <p>AND FURTHER THAT: The Executive Director of Transportation be directed to proceed with awarding the contract for the replacement of non-decorative streetlights to LED to Lakeland Energy at a total cost of \$373,410 plus applicable taxes!</p> <p>AND FURTHER THAT: The net cost of the project is approximately \$327,010 (plus applicable taxes) and is to be funded from the Public Works Reserve;</p> <p>AND FURTHER THAT: The anticipated savings as outlined in "Schedule A" attached to the report, be included in future budgets to repay the amount funded initially by the Public Works Reserve until such time that the funds are paid back;</p> <p>AND FURTHER THAT: any savings as outlined in "Schedule A" attached to the Report, be included for consideration in future budgets as transfers to the Public Works Reserve after such time that the funds are paid back.</p>	Yes
May 25 Council	141-15	Hunters Bay Trail	<p>BE IT RESOLVED THAT: Report, Reference No. DEV-2015-69 dated April 29, 2015 prepared by Michael J. Gooch, Executive Director of Development Services regarding "Trans Canada Trail Ontario Funding Agreement-PAN AM Legacy Funds" be received;</p> <p>AND FURTHER THAT: The Mayor and Clerk be authorized to sign the PAN AM Legacy Funds Agreement and the Capital Funding Agreement Sub Partner Mirroring Agreement.</p>	Yes
May 25	146-15	Hunters Bay Trail	<p>BE IT RESOLVED THAT: The Hunters Bay Trail Working Group be named a Working Group of</p>	Yes

Meeting Date	Recommendation Number	Topic	Recommendation	Ratified by Council?
Council			<p>Council;</p> <p>AND FURTHER THAT: Council appoints the following individuals to serve as members: 1 Steve Alcock (Chair), 2. Rebecca Francis (Town Staff), 3. Anne Lindsay 4. Colleen MacDonald (Town Staff), 5. Don McCormick (Vice-Chair), 6.Duncan Ross, 7. Jennifer Wahl, 8. Cameron White, 9. Jonathan Wiebe (Town Councillor)</p> <p>AND FURTHER THAT: a) The mandate shall be to provide staff with recommendations to guide to process and implementation of the Hunters Bay Trail extension, including fundraising, community liaison, and project oversight; b) Meetings shall be at the call of the Chair; c) A final Report shall be taken to Council by October 2017 at which time the Working Group shall then cease to exist.</p>	
July 27 Council	219-15	Hunters Bay Trail	<p>BE IT RESOLVED THAT: Report, Reference No. CS-2015-72 dated July 27, 2015 prepared by Colleen MacDonald, Manager of Parks and Cemeteries and Rebecca Francis, Sustainability Coordinator, regarding "Trans Canada Trail Update - Hunters Bay Extension" be received;</p> <p>AND FURTHER THAT: Council support the extension of the TransCanada Trail as defined in the Report;</p> <p>AND FURTHER THAT: Council commit funds, as identified in the funding model, necessary to build the trail extension as follows:</p> <ul style="list-style-type: none"> • 2016 budget year - \$37,550.00 • 2017 budget year - \$37,550.00 	Yes
September 30 General Committee	GC155-15	Private Solar Developments	<p>IT IS RECOMMENDED THAT: Report, Reference No. DEV-2015-128 dated September 30, 2015 prepared by Rebecca Francis, Sustainability Coordinator regarding "Criteria for Private Solar Developments" be received;</p> <p>AND FURTHER THAT: Staff be directed to:</p> <ul style="list-style-type: none"> • Develop an application and checklist to help review IESO applications in order to give applicants a clear understanding of what will be recommended to committee for approval; 	Yes

Meeting Date	Recommendation Number	Topic	Recommendation	Ratified by Council?
			<ul style="list-style-type: none"> • Report back to General Committee with the proposed checklist; • Prepare an amendment to the Fee & Charges By-law as reflected in the report; • Prepare an amendment to the Provision of Notice Policy By-law as reflected in the report. 	
October 26 Council	346-15	Hunters Bay Trail	<p>WHEREAS: Council passed Resolution No.219-15 (Report CS-2015-72) – Trans Canada Trail Update – Hunters Bay Extension) on July 27, 2015 supporting the commitment to the extension of the Trail as well as the funding model;</p> <p>AND WHEREAS: The Trans Canada Trail Agreement has now been received by the municipality;</p> <p>THEREFORE, BE IT RESOLVED THAT: The Mayor and Clerk be authorized to sign the Agreement.</p>	Yes
October 28 General Committee	GC179-15	Renewable Energy Development	<p>IT IS RECOMMENDED THAT: Report, Reference No. DEV-2015-129 dated October 28, 2015 prepared by Rebecca Francis, Sustainability Coordinator, regarding "Procurement for Renewable Energy Development" be received;</p> <p>AND FURTHER THAT: Committee direct staff to prepare a Request for Proposal to gauge interest from industry on the following:</p> <ol style="list-style-type: none"> 1. The development of renewable energy on select Town-owned lands and buildings to generate revenue through power production; 2. Attracting renewable energy innovators to Huntsville by providing incentives for them to develop and trial new alternative energies. 	Yes
November 25 General Committee	GC200-15	Sustainability Outreach	<p>IT IS RECOMMENDED THAT: Report, Reference No. DEV-2015-167 dated November 25, 2015 prepared by Rebecca Francis, Sustainability Coordinator regarding "Sustainability Outreach: Update" be received;</p> <p>THAT the corporate focus for sustainability be directed to energy initiatives as a priority;</p> <p>THAT active transportation, waste, and continual improvement and education about sustainability be</p>	Yes

Meeting Date	Recommendation Number	Topic	Recommendation	Ratified by Council?
			secondary priorities.	
November 25 General Committee	GC208-15	Rooftop Honeybees	<p>IT IS RECOMMENDED THAT: Committee endorses the “Town Hall Rooftop Beehives” as a Community Sustainability Project;</p> <p>AND FURTHER THAT: Staff be directed to work with Craig Nakamoto to finalize details for the project and report back to Committee.</p>	Yes
November 25 General Committee	GC209-15	Bike Muskoka	<p>IT IS RECOMMENDED THAT: Committee endorses the “Bike Muskoka Forum” as a Community Sustainability Project;</p> <p>AND FURTHER THAT: Committee contributes space to a maximum about of \$200.00 to be taken from the sustainability budget line item for the forum to take place at an appropriate municipal space.</p>	Yes

Appendix B: 2015 Media Coverage

Local Press

- Sustainable initiatives land Huntsville library on award shortlist (The Forester) December 10, 2015: 27.
- Beekeeper set to bring the buzz to Town Hall (What's Up Muskoka) December 2, 2015: 20.
- Town hall to buzz with rooftop beehives (The Forester) December 3, 2015: 5.
- There's a sweet project afoot in Huntsville – pending council's approval (Doppler Online) November 27, 2015.
- Sustainability choices are a balancing act for Town of Huntsville (Doppler Online) October 28, 2015.
- Mayor's Bike Ride a big success (What's Up Muskoka) October 7, 2015: 22.
- Huntsville apple pickers take to the trees in Orchard Park (The Forester) September 3, 2015: 16.
- Sustainability in Action (Fall 2015 & Winter 2016 Leisure Guide) August 2015: 10-11.
- Volunteers help run public apple orchard in Huntsville (CTV News Barrie) August 26, 2015.
- Spotlight on Sustainability (TV COGECO) August 27, 2015.
- Huntsville's very own giving trees (Doppler Online) August 27, 2015.
- Mayor cycles for health, happiness and the pursuit of safety (The Forester) August 27, 2015: 1.
- Mayor's Bike Ride promotes active transportation (Doppler Online) August 21, 2015.
- Mayor extends invite for an evening bike ride (The Forester) August 20, 2015: 18.
- Hunter's Bay Trail expanding after years of local effort (The Forester) August 20, 2015: 1.
- Huntsville and District fund Hunters Bay Trail expansion (What's Up Muskoka) August 19, 2015: 4.
- Mayor's Bike Ride encourages active living (What's Up Muskoka) August 19, 2015: 7.
- Active adults use bike for fun with friends (The Forester) August 13, 2015: 13.
- Conroy Park lights to cost more than originally expected (The Forester) August 13, 2015: 21.

- \$85,000 from Muskoka district for Hunter's Bay Trail extension (Muskoka Region) August 13, 2015.
- \$85,000 Announced for Trail Extension, Could be Finished by Next Summer (Hunters Bay Radio, Muskoka Online) August 13, 2015.
- Hunters Bay Trail to cross under narrows bridge (The Forester) August 13, 2015: 8.
- Huntsville man swaps car for bike in work commute (The Forester) August 6, 2015: 14.
- Fruit of Their Labour: Historic Apple Orchard Gets New Life (Lakeside Magazine) 2015: 27-30.
- Lack of recycle options at major events questioned (The Forester) July 2, 2015: 13.
- Mayor's Bike Ride met with approval (What's Up Muskoka) July 1, 2015: 4.
- Town studies Hunters Bay Trail costs (What's Up Muskoka) June 3, 2015: 40.
- GreenBug gets council blessing for Brunel project (The Forester) June 4, 2015: 4.
- Town of Huntsville says yes to GreenBug Energy (What's Up Muskoka) June 3, 2015: 14.
- Thompson calls trail 'vital; to recreation in Huntsville (The Forester) April 23, 2015: 13.
- Happy Earth Week ad (What's Up Muskoka) April 15, 2015: 13.
- Council seeks partners for Hunters Bay Trail extension (The Forester) April 9, 2015: 10.
- Huntsville Council poised to spend \$583,000 to extend Hunter's Bay trail (Doppler Online) March 24, 2015.
- Trans Canada Trail project consideration continues (The Forester) March 12, 2015: 12.
- Summit centre solar project back on the table (The Forester) March 12, 2015: 23.
- Trans Canada link could extend Hunters Bay Trail (The Forester) February 5, 2015: 20.
- Summit centre solar project could need investment co-operative (The Forester) February 19, 2015: 3.
- Don't feed the deer (The Forester) February 19, 2015: 4.
- Town hosts pop-up talk series to tackle transportation policies (The Forester) January 22, 2015: 8.
- Don't feed the deer (What's Up Muskoka) January 14, 2015: 7.

Radio

- April 14, 2015: The Moose FM re: Earth Week
- April 16, 2015: Hunters Bay Radio “Green Tapestry” show re: Earth Week
- August 17, 2015: The Moose FM re: Mayor’s Bike Ride

Town of Huntsville Announcements in the Forester

- March 19, 26, 2015: Earth Hour
- April 16, 2015: Compost Giveaway
- August 6, 13, 20, 2015: Mayor’s Bike Ride
- August 13, 20, 27, 2015: Apple Picking Festival
- October 1, 8, 15, 2015: Brochure: Co-exist with Deer

Town of Huntsville Town Entrance & Exit Signs

- April 13-19, 2015: Earth Week

Canada Summit Centre LCD Screens

- September 2015: Deer Brochure

Town of Huntsville Website: Homepage 1-5

- March 2015: Earth Hour
 - April 2015: Earth Week
 - August 2015: Apple Picking Festival
 - August 2015: Mayor’s Bike Ride
 - September 2015: Deer Brochure
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