

Present: Beatrice Adesemowo, Chair
Poonam Dewan
Robynne Dunn
Gayle Giesbrecht
Mahroz Hussain
Laurie Kuchirka, Vice-Chair
Patti Mavins, Whitby in Bloom Committee Representative
Michelle Thornley

Also Present: Councillor Yamada, Mayor's Designate
Jade Schofield, Project Manager, Sustainability and Climate Change
Suprajha Vaithianathan, Staff Liaison, Energy & Sustainability
Programs Coordinator
Heather Ellis, Council and Committee Coordinator (Recording Secretary)

Regrets: David Budd
Timothy Eric
Melanie Maloney
Miranda Pautler
Judy Rivers

Call to Order

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - November 3, 2021

Recommendation:

Moved By Michelle Thornley

That the Whitby Sustainability Advisory Committee minutes of November 3, 2021 be approved.

Carried

3. Presentations

3.1 Lisamaria Akeson, Waste Management Analyst, Town of Whitby
Re: Rethink Your Waste

Lisamaria Akeson provided a presentation regarding Rethink Your Waste and the Waste Sorting Game. Ms. Akeson stated that gamification was a marketing strategy used to change peoples' behaviours. Highlights of the presentation included:

- using promotional and educational tools to ensure waste was properly sorted in residential homes;
- the promotional and educational tools used by the Town such as the waste collection calendar, newspaper advertisements, social media campaigns, online websites, apps, and the waste sorting game; and,
- using the data collected by the waste sorting game to create targeted waste management campaigns.

A brief question and answer period ensued regarding:

- whether the Town would continue using the app;
- how to engage more students; and,
- whether the waste sorting game could be used by schools to earn points and redeem them for tangible items such as sporting equipment.

3.2 Jade Schofield, Project Manager, Sustainability and Climate Change, Town of Whitby
Re: Climate Change Adaptation Plan

Jade Schofield provided a presentation regarding the Climate Change Adaptation Plan. Highlights of the presentation included:

- a timeline of Whitby's climate actions;
- defining corporate actions and community based actions;
- the Race to Resilience and Race to Zero campaigns;
- Phase 1 of the Climate Change Adaptation Plan, Climate Adaptation which includes a strategy to mitigate and avoid risks caused by climate change;
- modelling methods to identify the risks of increased temperature, precipitation, and wilder weather, and assessing vulnerability to assets such as flood damage to property;

- community engagement approaches including individual story telling through the ISeeChange App and traditional methods including surveys, and webinars; and,
- incentives to encourage the public to use the ISeeChange App.

A question and answer period ensued regarding:

- the capacity for electric fleets and electrification of corporate buildings;
- whether the Town had considered using district heating;
- details of the geo-thermal model for the Whitby Sports Complex; and,
- strategies used to engage developers in the Net Zero Homes/Carbon Standards.

4. Delegations

- 4.1** There were no delegations.

5. General Business and Reports

5.1 Electric Vehicle Charging Stations User Policy and Traffic By-law Amendment

Jade Schofield advised that the Electric Vehicle Charging Stations User Policy and Traffic By-law Amendment Report would be presented to the Committee of the Whole on December 6, 2021. Ms. Schofield stated that the fees associated with the electric vehicle charging stations were approved by Council on November 29, 2021. She further stated that a service charge would be charged and placed into a fund for future sustainable initiatives.

A brief question and answer period ensued regarding whether electric vehicle charging stations could be pre-booked.

5.2 Zero Carbon Whitby Costing Study Pre-Budget Approval

Jade Schofield advised that the Zero Carbon Whitby Costing Study Pre-Budget Approval Report would be presented to the Committee of the Whole on December 6, 2021. Ms. Schofield stated that the Report included a recommendation that Council authorize staff to extend the existing Zero Carbon Whitby Contract and retain Sustainable Solutions Group to complete the Zero Carbon Whitby Costing Study.

5.3 Whitby Climate Change Master Plan

Jade Schofield advised that the Whitby Climate Change Master Plan Report would be presented to the Committee of the Whole on December 6, 2021. Ms. Schofield stated that the Report included the key deliverables of Phase 2 of the Climate Change Mitigation Plan and the importance of addressing greenhouse gas emissions.

5.4 Inclusion, Diversity, Equity, and Anti-Racism (IDEA) Project Update

Suprajha Vaithianathan stated that the Inclusion, Diversity, Equity, and Anti-Racism (IDEA) Project was seeking community feedback. Ms. Vaithianathan advised that there would be a Virtual Community Open House on December 2, 2021 from 6:00 p.m. to 7:30 p.m. for further information regarding the Project.

5.5 First Quarter Whitby Sustainability Advisory Committee Activities

Suprajha Vaithianathan requested feedback from the Committee regarding additional events or topics the Committee would like to add to the Committee's 2022 activities.

Discussion ensued regarding:

- hosting a community event to remove invasive species; and,
- an educational session or campaign regarding the ban on single use plastics.

5.6 Second Quarter Whitby Sustainability Advisory Committee Activities

Suprajha Vaithianathan requested feedback and suggestions from the Committee regarding activities for Pollinator Week.

Discussion ensued regarding:

- promoting native bee species;
- hosting an activity for making solitary bee homes;
- offering a native plant sale; and,
- reaching out to Indigenous knowledge keepers.

5.7 Whitby in Bloom Committee Update

Patti Mavins provided an update regarding the Whitby in Bloom Committee which included:

- continuing to search for additional locations for the 2022 Whitby in Bloom Garden Tour;
- the results from the Preparing Your Garden for Winter Webinar;

- planning the 2022 Whitby in Bloom Committee Webinar Series; and,
- the King Street Cooperative Community Garden.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 Councillor Yamada provided an update regarding:

- a desire to increase density around major transit stations to encourage use of public transit;
- Council's endorsement of the 2022 Dates of Significance for Proclamations submitted by the Whitby Diversity and Inclusion Advisory Committee;
- naming the unnamed West Whitby Park the Des Newman Whit-Bee District Park;
- hiring a Temporary Capital Projects Supervisor for the Whitby Sports Complex;
- the signalization of regional intersections and the Hydro Electric Power Corridor Trail Crossings; and,
- the 2022 to 2026 Economic Development Strategy.

8. Other Business

8.1 There was no other business.

9. Next Meeting

9.1 Wednesday, January 5, 2022 - 7:00 p.m.
Virtual Meeting

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Laurie Kuchirka

That the meeting adjourn.

Carried

The meeting adjourned at 8:58 p.m.

Note: These minutes were approved by the Whitby Sustainability Advisory Committee on February 2, 2022.