



# The City of Charlottetown

Moving Toward a More Sustainable City **2011**

# Greetings

On behalf of the Council, staff and residents of the City of Charlottetown, it is my pleasure to report on our progress made toward our goals and actions in the Integrated Community Sustainability Plan.

The City of Charlottetown adopted our Integrated Community Sustainability Plan (ICSP) in February 2010. The ICSP provides the City with a long term, forward thinking strategic plan. This plan was developed in consultation with the community to support the realization of our community's sustainability objectives for its environmental, economic, social and cultural dimensions. The goal of many of the activities highlighted in this portfolio is to contribute to a healthier, more vibrant and sustainable city with a resilient economy for future generations.

Sincerely,

**Mayor Clifford Lee**  
City of Charlottetown



## Integrated Community Sustainability Plan Committee Members

**Rob Lantz** - COUNCILLOR CHAIR  
**Terry Bernard** - COUNCILLOR CO-CHAIR  
**Danny Redmond** - COUNCILLOR MEMBER AT LARGE  
**Roy Main** - CHIEF ADMINISTRATIVE OFFICER  
**Sue Fraser** - MANAGER PARKS AND RECREATION  
**Laura MacPherson** - SUSTAINABILITY COORDINATOR

On behalf of the ICSP Committee, I present The City's first annual sustainability report. We have taken this plan to heart, aligning the goals of the ICSP with our actions here at City Hall. We're building new relationships that enhance not only internal sustainability, but our Community's. Developing community partnerships and capacity building is the key to making our plan a reality.

We extend a sincere thank you to all those community members, organizations and businesses that supported us in realizing many goals during the past year and look forward to continuing the momentum. Partnerships play a huge role in maintaining the vibrancy of our community and in realizing many of our goals and actions. This report outlines a few examples of projects that have been undertaken in 2011.

Our capital city is one of the premier cultural destinations in the Maritimes. We have an important leadership role to play in protecting its natural heritage, managing our resources responsibly and ensuring we leave a vibrant and resilient community legacy to those that follow us.

Sincerely,

**Councillor Rob Lantz**  
Chair, Integrated Community Sustainability Plan

# Table of Contents

|                           | Page       |
|---------------------------|------------|
| Greetings                 | 2          |
| Community Profile         | 4          |
| Timeline                  | 5          |
| Municipal Leadership 2011 | 2          |
| Sustainability in Action  | 7, 8, 9    |
| Community Connections     | 10         |
| Projects                  | 11         |
| Idea City                 | 12         |
| Going Green               | 13         |
| Green Mobility            | 14         |
| Continuous Learning       | 15         |
| Celebrating Our City      | 16, 17     |
| Water Conservation        | 18, 19, 20 |
| In the News               | 21, 22     |
| Closing                   | 23         |



# Community Profile

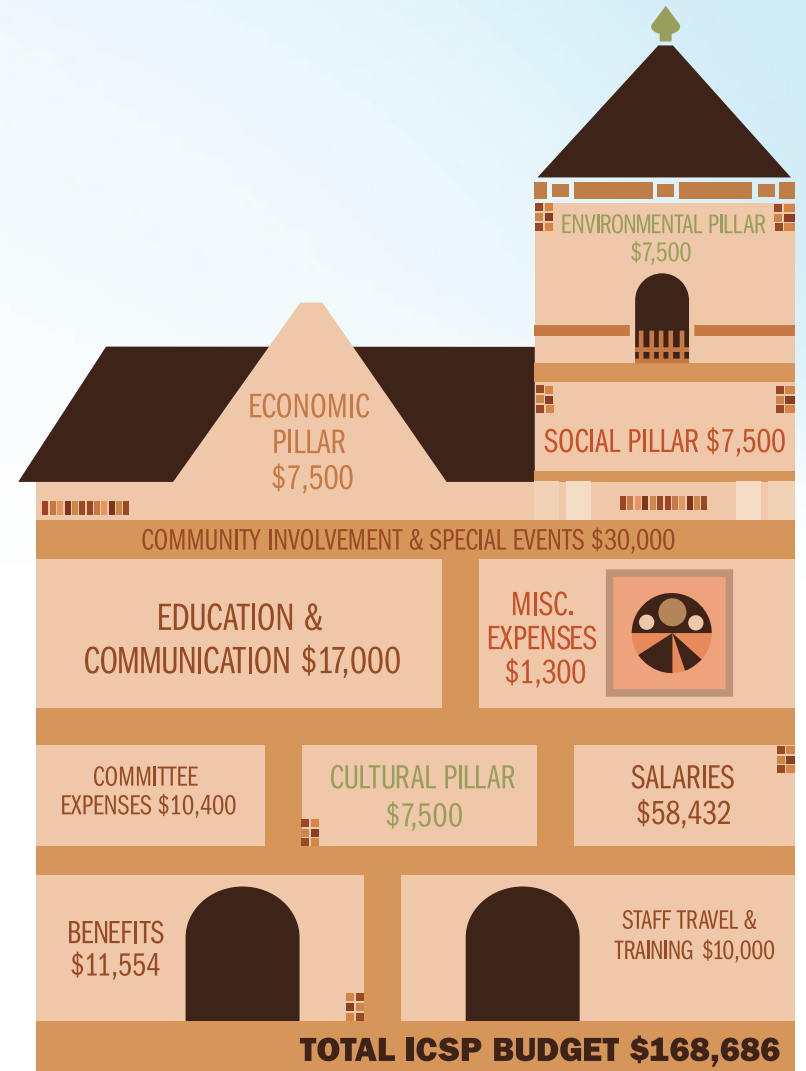
The City of Charlottetown is a flourishing community of over 32,500 located on the south shore of Prince Edward Island. Charlottetown is the capital City of Prince Edward Island, and is called the “Birthplace of Confederation” after the historic 1864 Charlottetown Conference which led to Confederation.

**Municipality: City of Charlottetown**  
**Parks & Green Space: Aprox. 500 acres**

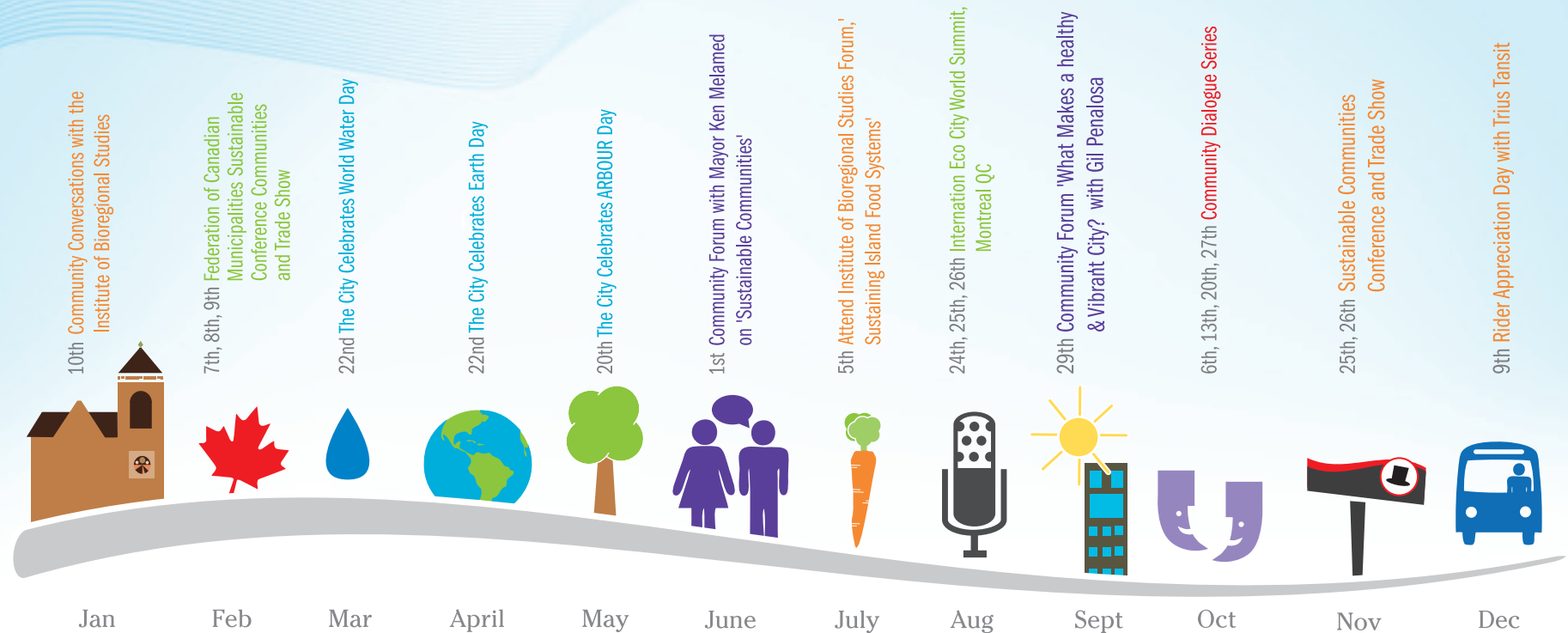
**Total Area: 42 square kilometres**  
**Population: Aprox. 32,500**

## Investing in Our Future

The City of Charlottetown’s Integrated Community Sustainability Plan, ‘Investing in Our Future’ is providing direction for the City to prioritize our community’s sustainability goals economically, socially, culturally and environmentally. This plan was developed in consultation with our community. The City has begun a series of new initiatives in 2011 under the guiding principles of sustainable development. This report outlines the events, new projects activities undertaken in order to realize and make progress toward the goals and objectives of the plan.



# Timeline



**Community Connections - January 10th**  
Community Conversations with the Institute of Bioregional Studies

**Education & Professional Development - February 7th, 8th, 9th**  
Federation of Canadian Municipalities Sustainable Communities Conference and Trade Show

**Our City Celebrates Sustainability - March 22nd**  
The City Celebrates World Water Day

**Our City Celebrates Sustainability - Match 26th**  
The City Celebrates Earth Hour

**New Initiative - April 1st**  
Launch Idea City Project

**Community Connections - April 8th, 9th, 10th**  
PEI Home Show

**Our City Celebrates Sustainability - April 22nd**  
City Celebrates Earth Day

**Our City Celebrates Sustainability - May 20th**  
The City Celebrates Arbour Day

**Speaker Series - June 1st**  
Community Forum with Mayor Ken Melamed on 'Sustainable Communities'

**Our City Celebrates Sustainability - June 15th**  
City Celebrates Bike to Work Day

**Community Connections - July 5th**  
Attend Institute of Bioregional Studies Forum, 'Sustaining Island Food Systems'

**Education & Professional Development - August 24th, 25th, 26th**  
International Eco City World Summit, Montreal QC

**Speaker Series - September 29th**  
Community Forum 'What Makes a healthy & Vibrant City?' with Gil Penalosa

**Speaker Series - September 30th**  
Community Workshop with Gil Penalosa & 8-80 Cities Team on Eco Mobility

**New Initiative - October 3rd**  
City Launches Micro Grant Pilot Project

**New Initiative - October 6th, 13th, 20th, 27th**  
Community Dialogue Series

**Community Connections - November 16th**  
Launch Poetry in Transit Project

**Speaker Series - November 25th, 2011**  
Designing Complete Streets Workshop with Randal Arendt

**Community Connections - November 25th, 26th**  
Urban Planning Conference, 'Celebrating Sense of Place'

**Speaker Series - November 25th, 26th**  
Speaker Clive Doucett, 'Searching for the City'.

**Speaker Series - November 25th, 26th**  
Speaker Nik Luka, 'Building Better Neighbourhoods: Harnessing local knowledge'

**Community Connections - December 9th**  
Rider Appreciation Day with Trius Transit

# Municipal Leadership 2011



## Investing in Our Future

For the City of Charlottetown's ICSP to be effective in achieving the community's sustainability goals and vision, implementation with focus on 3 main phases, including:

1. Internal Sustainability: operations and municipal decision-making and alignment with the ICSP Framework and Sustainability Principles.
2. Developing Community Partnerships and Capacity: focusing on developing relationships with community stakeholders, organizations and developing further opportunities for citizens to be involved in the implementation of the ICSP Framework and Sustainability Principles.
3. Plan Maintenance and Monitoring: focus on technical tools that assist with maintaining and developing the plan over time.

## Internal Sustainability

Our Sustainability Plan is supported by the ICSP Standing Committee, an internal working group and a Sustainability Coordinator, (hired in the fall of 2010). The City recognizes the importance of education and awareness in creating momentum in our move toward sustainability. In the past year, the City has:

- become a proud member of the Natural Step Exchange (see page 17, a national network of municipal sustainable champions)
- 6 Workshops for senior staff
- 3 Lunch and Learn sessions for all staff
- 5 eLearning sessions for Sustainability 101
- City Hall and Fire Hall Energy Challenge

Outcomes of the above include:

- Creating a corporate education and training program for city staff;
- Aligning the goals and actions of the sustainability plan with policy and new initiatives to enhance internal sustainability;
- Creating an internal 'Sustainability Road Map' through information collected through surveys and the 'Municipal Government Sustainability Self-Assessment Tool'.
- Up to 50 staff have been trained and received a certificate from the Natural Step for Sustainability 101. This course is designed to help understand sustainability concepts and apply them to day-to-day business, community and personal decision-making. It includes a structured overview of key sustainability concepts, real-life case studies and interactive activities.

# Sustainability in Action

## Speaker Series 2011

Guided by the outcomes of Community Consultations, the City invited experts to speak to the public in Charlottetown on relevant sustainability issues.

The City has hosted five visiting guest speakers this year in addition to 16 local speakers as part of our October 2011 Dialogue Series. Overall these events were attended by over 800 community members and we look forward to more in 2012.



### DESIGNING COMPLETE STREETS

*Speaker: Randall Arendt Landscape Planner, Greener Prospects Narraganset, Rhode Island*

The City of Charlottetown and The Town of Stratford co-hosted a lecture and dialogue luncheon with Landscape Planner, Randall Arendt in November 2011. A Site Designer, Author, Lecturer, and an advocate of “conservation planning”, Randall shared insights on our community streetscapes and street design issues as they pertain to the engineering of new subdivision road infrastructure.

### CREATING A MORE SUSTAINABLE COMMUNITY: FORUM AND DIALOGUE SESSION

*Speaker: Mayor Ken Melamed, Whistler BC*

The City of Charlottetown and the Town of Stratford welcomed a crowd of almost 200 to a presentation by Mayor Ken Melamed on June 1st, 2011. This was followed by Q & A and community dialogue. This was a great opportunity for municipal leaders and stakeholders to explore local issues and opportunities for regional collaboration. Topics covered include:

- Roles of communities and municipalities in leading sustainability
- Importance of regional coalition building
- Case studies and examples

### WHAT MAKES A HEALTHY AND VIBRANT CITY?

*Speaker: Gil Penalosa, Executive Director, 8-80 CITIES*

The City of Charlottetown, in partnership with Innovation PEI and the Town of Stratford were pleased to host two events with Executive Director of 8-80 Cities, Gil Penalosa. Gil is an internationally renowned liveable city advisor. Gil is passionate about vibrant and healthy communities. He recognizes that citizens hold the greatest expertise when it comes to building the communities where they live, work, and play. The 8-80 Cities workshop took a hands on approach to design aspects of a Regional Active Transportation Plan for the Greater Charlottetown Area.

# Sustainability in Action

## URBAN PLANNING CONFERENCE

Under its 2011 Cultural Capital of Canada Designation, the City of Charlottetown was proud to present “Celebrating Sense of Place” (Spirit of Community) – a Conference on Urban Planning. This public event took place November 25 - 26 at the landmark Confederation Centre of the Arts. Topics included:

- Best Practices in Sustainable Development
- Green Space Linkages & Architectural Design
- Neighbourhoods
- Arts, Culture & Heritage



The ICSP Committee was happy to be a part of such a great event and sponsored the following speakers:

## SEARCHING FOR THE CITY

*Speaker: Clive Doucet, Author and Urban Philosopher; Visiting Scholar, College of Humanities, Carleton University (Ottawa, ON)*

Clive Doucet is a passionate urbanist. Clive’s presentation, “Searching for the City” focused on, ‘Where do cities come from? Why do they exist? What makes them work and not work?’

## BUILDING BETTER NEIGHBORHOODS; HARNESSING LOCAL KNOWLEDGE

*Speaker: Nik Luka, PhD MArch BA, Assistant Professor and Urban Design Program Coordinator, School of Architecture and School of Urban Planning, McGill University (Montreal, QC)*

Nik’s presentation introduced the Montréal Urban Ecology Centre and focused on the successful Green Active Healthy Neighbourhood project. This project aims to develop collaborative community-based strategies and methods for transforming existing neighbourhoods to encourage walking, cycling, and other active transportation modes.



# Sustainability in Action

## Community Dialogue Series

The City of Charlottetown and the Confederation Centre Public Library partnered to invite our Community to learn about and celebrate our community members, local businesses and organizations who are contributing to a more vibrant, healthy and sustainable Charlottetown. This series was designed in order to allow for our community members, business, industry and organizations to cross pollinate ideas and examine the interconnectedness of the stories and topics brought to light by the speakers. The speakers presented in 'Pecha-Kucha' style. Drawing its name from the Japanese term for the sound of "chit chat", it rests on a format that is based on a simple idea: 20 images x 20 seconds. It's a format that makes presentations concise, and keeps things moving at a rapid pace.



## THANK YOU TO OUR SPEAKERS:

- Norman Dewar: *Using Trees to Reduce Storm Water Run Off*
- Tracey Allen: *Creating a Thriving Environment*
- Andrew Trivett: *The Bumps and Curves of Cycling to Work*
- Phil Ferraro: *Permaculture Design for a Sustainable Charlottetown*
- Carol O'Hanley: *Islanders by Choice Alliance*
- Phil Ferraro: *A Bioregional Approach to a Local Economy*
- Connor Leggot: *What about Youth?*
- David Sims: *Bicycling in our Community*
- Cathy Corrigan: *Putting a Face on City's Water Supply*
- Devon Ross: *The Value and Viability of Car Sharing Cooperative*
- Melisa Leard: *Children in Nature*
- Phil Ferraro: *Green Roofs and Living Walls*
- Shannon Courtney: *Local Food Systems and Resiliency*
- Ellen's Creek Watershed: *Our Disappearing Streams in Charlottetown*
- Joshua Biggley: *Manufacturing Innovation*
- Phil Ferraro: *Corporate Social Responsibility*

# Community Connections



## World Water Day

As part of the Water Conservation Program, Charlottetown marked World Water Day, (March 22, 2011) by having Confederation Centre's March Break Art Camp create water-inspired art and parade from the Confederation Centre to City Hall. The City hosted a free movie screening of *Blue Gold: World Water Wars* in partnership with City Cinema. This event was open to the public and was well attended. It was an opportunity to discuss the significance of freshwater resources on a local and global scale.



## Earth Hour

The City of Charlottetown joined hundreds of millions of people across the planet and switched off our lights for Earth Hour. On Saturday, March 26th 2011, the City showed its support for this global event by turning out the lights at Victoria Park, Confederation Landing Park as well as City Hall. It was a great chance to raise awareness of how we use and produce energy.



## Earth Day

Everyone was invited to come and celebrate in a city-wide "ART ACTION" for Earth Day on April 12th. Students, children and parents decorated old clothing or scrap fabric cut out in the shape of clothing, with their messages for Earth Day. These messages were then displayed on an indoor 'clothesline' at our event. Representation of the youth voice made for an extremely powerful and meaningful contribution to this event. There was music and book readings and a live, bustling art station set up. As well we highlighted pledges for "greener action" from local businesses while serving local apple cider and snacks.

# Projects

The City of Charlottetown invited citizens to be architects of our City's future and *Integrated Community Sustainability Plan* through a Community Micro - Grants Pilot Project. The City offered financial support as a catalyst for the development of community initiatives that demonstrate a commitment to helping create a more healthy, vibrant and Sustainable City. 3 Projects received Community Micro Grants through this City Pilot Project in October 2011, including:



## Cycling PEI

Street Transformation Project in Downtown Charlottetown. Creating a streetscape with community vision, creativity & ideas that welcome all people. The entire process will be filmed, documented & shared.



## Art Shop

A full-time after school art program to further develop the children theatre group called Rag Tag Players in Partnership with the Murphy's Community Centre.



## Street Tulips & Stories

(Upper Prince Street Neighbourhood Association)  
Tulip planting to bring residents together to tell stories and to generate dialogue about their community while beautifying a heritage street; social media will support participation to share thoughts and opinions and plan a neighborhood festival. Check this project out on Facebook.

# Idea City



Idea City was a project launched in the spring of 2011 to collect insight wisdom and ideas from the public about their suggestions for how Charlottetown can become a more sustainable City. Over 1,000 ideas have been shared so far!

## The 2011 PEI HOME SHOW

The City of Charlottetown had a strong presence at the 2011 PEI Home Show. The PEI Home Show offers up a great opportunity to market our City to almost 10,000 visitors. The show featured a special 'Green Exhibit Category' and it was a great opportunity to showcase the City's commitment to Sustainable Development. During the home show over 20 volunteers shared highlights and features of our Integrated Community Sustainability Plan while launching the 'Idea City Campaign'. In addition, we showcased our Water Conservation Projects while celebrating our Cultural Capitals Designation for 2011.



**our Sustainable City**

 Environment    Economy    Culture    Society

**Hey, Islanders! Help us create a more sustainable future for our Capital City.**

Share your ideas or email [sustainable@city.charlottetown.pe.ca](mailto:sustainable@city.charlottetown.pe.ca)

My idea for Our Sustainable City:

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Select your topic of choice:

**CHARLOTTETOWN**



# Going Green

## Bullfrog Power

In March 2011 City Hall chose green electricity. By doing so City Hall is:

- reducing its CO2 emissions by approximately 127 tonnes annually
- supporting the development of new, renewable generation in Canada
- helping to increase awareness about the importance of clean energy in our province and Canada

Through this agreement, Bullfrog Power's® generators inject renewable electricity onto the regional grid to match the amount of power Charlottetown's City Hall uses. In the Maritime provinces, Bullfrog sources from wind farms and low-impact hydro facilities in Prince Edward Island and New Brunswick. The City of Charlottetown in partnership with Bullfrog Power® powered East Coast Music Week with 100 per cent clean, renewable power. For the first year ever, all music week events were greened with renewable power, including the East Coast Music Awards (ECMAs). By choosing Bullfrog's green electricity, the organizations not only help in the fight against climate change and air pollution - but they also help create awareness about green energy choices in the Maritimes.



## Partners In Climate Protection Program

The City is a member of the Federation of Canadian Municipalities Partners in Climate Protection program. The city has taken the first step, the completion of a baseline greenhouse gas emissions inventory.

The City is continuing with the Partners for Climate Change Protection program. This year, council voted to conduct energy audits of municipal buildings and infrastructure to identify ways to improve energy efficiency. This will also support GHG emission reductions.

# Green Mobility



## Regional Active Transportation Plan

One of our goals in the ICSP is to reduce commuter traffic. A Regional Active Transportation Plan has been developed and will be launched in early 2012. This plan considers the relationship between different modes of transportation (trails, bike paths, public transit etc.). This was a partnership with the City of Charlottetown, the Town of Stratford, the Town of Cornwall and the Provincial Government of PEI.

## Public Transit

Reducing the cars on our streets and creating a healthier environment and quality of life are a few reasons why the City supports the local transit System. Our transit system has experienced an increase in ridership steadily since buses began running in the City of Charlottetown in October 2005. To celebrate our transit riders two pilot projects were launched in partnership with Trius Transit in 2011 and there's more planned for 2012.

2011 Projects include:

### 1. Poetry in Transit

A project to bring Poetry to City Buses and empty store fronts in Charlottetown.

### 2. Rider Appreciation Day

December 9th, transit riders were handed a healthy snack as they got on the bus.

## Bike to Work Day

The City of Charlottetown staff and council members left their cars in their driveways and pedaled to work in June in an effort to show leadership and encourage residents to consider active transportation. This was an opportunity to raise public awareness of the important role cycling plays in improving our municipal infrastructure. Charlottetown is looking to grow this event annually and involve more and more residents.

Some of the benefits of active transportation include:

- **Health:** the opportunity to be physically active on a regular basis
- **Social:** active transportation increases your social interactions
- **Transportation:** it reduces road congestion
- **Environmental:** active transportation reduces greenhouse gas emissions.



# Continuous Learning

City employees have attended a number of local and national events, conferences and webinars to stay up to date on best practices leading Municipal Sustainability initiatives.

## COMMUNITY CONVERSATIONS

The Institute of Bioregional Studies Social invited Laura MacPherson, Charlottetown's Sustainability Coordinator to host a forum in February. This provided an opportunity to host a dialogue about how the ICSP would be implemented. Over 35 people attended to discuss the priorities of the Sustainability plan and what is being done to integrate sustainability thinking into the City's operations, planning and development strategies and how the community can get involved.

## SUSTAINING ISLAND FOOD SYSTEMS

A public workshop was hosted by The Institute for Bioregional Studies July 15th at the Farm Centre in Charlottetown. Professor Stuart B. Hill, Foundation Chair of Social Ecology at the University of Western Sydney, discussed what can be done over the short- and long-term to make some meaningful progress in our food systems.

## FOOD SECURITY FOR CITY PLANNERS

To kick off 2011, the Food Security Network hosted a January workshop to review sustainable initiatives and case studies to inform city planners in order to support community food security. Topics included community gardening, community supported agriculture, community approaches to food security, and food and livable income were discussed.

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As a proud member of Natural Step Exchange City Staff have had the opportunity to participate in the following webinars:

- "Building Engagement from Within" - February 18th, 2011
- "Sustainable Supply Chains" - March 25th, 2011
- "Championing Sustainability in Your Organization" - April 14th, 2011
- "Vancouver's Greenest City 2020 Action Plan" - April 28th, 2011
- "Collaborative Community Sustainability Strategies" - May 28th, 2011
- "Renewable Energy in Canada" - July 18th, 2011
- "Reaping the Benefits of Sustainable Energy Practices" - Wednesday August 3rd, 2011
- "Approaching Sustainability: The Framework for Strategic Sustainable Development" - August 18th, 2011
- "How to Use Stakeholder Engagement Panels to Build Corporate Social Responsibility" - September 29th, 2011
- "Catalyzing Change: Leading Practices in Municipal Sustainability Planning" - Thursday December 1st, 2011



## National

### SUSTAINABLE COMMUNITIES CONFERENCE AND TRADE SHOW, FEBRUARY 2011

*Federation of Canadian Municipalities: Victoria BC*  
The City of Charlottetown was proud to represent our Capital City at 'Embracing Change for Sustainability: Innovative governance, partnerships and financing' conference. The conference joins hundreds of cities and communities across Canada who are leading the charge towards local sustainability and the shift to a green economy. This forum is an exciting opportunity for municipal sustainability champions to come together to share their experiences, learn from experts and discuss the latest strategies for sustainable community development and was a great opportunity for Charlottetown.

## International

### INTERNATIONAL ECO CITY WORLD SUMMIT, AUGUST 2011

*People. Ecology. Urbanity. Moving Towards Ecocities, Montreal, QC*

The City of Charlottetown was delighted to join over 1,500 delegates at the 9th Eco City World Summit. We were proud to have our Sustainability Coordinator participate as a panelist during Natural Step's 'Embedding Sustainability into Municipal Government' panel. As one of three speakers, Laura MacPherson, the City's Sustainability Coordinator, presented on how our municipality is embedding sustainability into our corporate culture.

# Celebrating Our City



CULTURAL CAPITALE  
CAPITAL CULTURELLE  
of CANADA *du* CANADA

## Cultural Capital Designation 2011

Following on the City's Official Plan, the City's commitment to arts and culture was recognized as an integral part of community life. As a Provincial Capital and the Birthplace of Confederation, and as a centre for commerce, research, and technology for the province, we understand that arts and culture is one of the building blocks of a healthy and sustainable community.

In 2011, the City of Charlottetown received the designation of Cultural Capital of Canada, a program of the Department of Canadian Heritage. Up to three communities can receive this designation annually, which includes a financial contribution to support special activities that celebrate the arts and culture and build a cultural legacy for the community by integrating arts and culture into overall community planning.



## Perspectives 2011: Celebrating Sense Of Place

The City of Charlottetown received the prestigious designation in 2011 in recognition of its ongoing commitment to arts, heritage and culture, and thriving cultural scene and community. In its application for the award, the City presented a series of initiatives and events that would unfold in 2011 under the theme "Perspectives 2011: Celebrating Sense of Place". These events and initiatives are meant to feature and develop the wide scope and diversity of artistic and cultural experiences available in Charlottetown, and to celebrate and learn more about the artists, events and venues that make Charlottetown what it is today: a vibrant, talented and creative community, proud of its heritage -- and of the leading place it occupies in the Canadian cultural landscape.

## 2011 Programs & Projects

15 major programs, projects, events and initiatives fall under the designation, and further information on each of them can be obtained by visiting [www.ourculturalcapital.ca](http://www.ourculturalcapital.ca). These projects reach out to a wide range of artistic disciplines and cultural backgrounds, painting an accurate portrait of the diversity and richness of Charlottetown's cultural and artistic contemporary fabric. Several of these initiatives have a close connection with parks & green spaces, and are developed with a solid and extensive group of community partners.



# Celebrating Our City

## COMMUNITIES IN BLOOM INTERNATIONAL AWARD

The City of Charlottetown won the Communities in Bloom International Challenge award and received special mention for 'Sustainably in Action'.



## Open Air Open House: PEI Association for Newcomers to Canada

The City of Charlottetown Parks and Recreation Department and the Community Sustainability Committee were delighted to support the PEI Association for Newcomers to Canada in hosting their annual Open Air Open House. This event was a great chance to embrace and celebrate our City in all seasons! It was hosted on December 9th, 2011 at the Confederation Centre of the Arts Pavilion. The event brought out hundreds to hear - the 'Belmont Centre Chorus' (English language training teachers and students) and Korean drum band 'Raonzena' while enjoying hot cider, hot chocolate, cookies, and a special visit from Santa!

## PARTNERSHIPS

The City of Charlottetown is a proud member of the Natural Step Exchange. Valued for its capacity to forge new connections, encourage collaborations, and provide indispensable support to its members, The Exchange has proven to be an essential resource for those looking to raise their level of awareness of other sustainability activities in Canada. Member benefits include access to other practicing sustainability leaders in Canada, bi-monthly webinars, as well as significant discounts on Sustainability Learning courses offered by The Natural Step Canada.

The Natural Step Canada is a national non-profit organization that provides training, coaching and advice to communities and businesses on how to integrate economic, environmental and social priorities in their decision-making and planning. We provide education and training programs, coaching and advice to businesses and organizations across Canada.



# Water Conservation

The Charlottetown Water & Sewer Utility developed the Water Conservation Program in 2010 as a response to the increasing demand for water in the City of Charlottetown. 2011 has been a very productive and exciting year in the Water Conservation Program with the introduction of new programs, events and a marketing campaign.

## Be Water Friendly

In October, 2011, the Charlottetown Water & Sewer Utility launched the Be Water Friendly campaign. This campaign provides information to the public on the City's water supply concerns and demonstrates some of the ways water use can be reduced. So far, the campaign has used print advertisements, social media and direct mail to spread messages about conservation to Utility customers. In addition, a new website was developed and can be found at [www.bewaterfriendly.com](http://www.bewaterfriendly.com). The website is a great resource for anyone wanting to get involved in conserving water. The campaign has been well-received by the public and in 2012 plans are in the works to bring even greater visibility to this important program.



# Water Conservation

## Water Conservation

Reducing the collective water use in Charlottetown requires strong partnerships and connections with the community. Throughout the development of the program there has been continuous consultation with the public in order to create a program that is best suited for the City. Charlottetown residents, business organizations, watershed associations, other levels of government, industry stakeholders and public institutions have all been consulted along the way. In order to be successful this program must encourage everyone to work together to reduce per capita water consumption and to bring water use in-line with available water resources.



## Our Water Awareness Videos



## Water And Utility Community Outreach

Many people in Charlottetown are still learning about the fragile state of water resources and are just beginning to understand why conservation is important and necessary. In order to get this message out to as many people as possible, the Utility has partnered with community groups to promote water conservation at the following events:

- Public presentations, including - “Water Conservation Workshop for Residents” at the Confederation Centre Library and “Town Hall for Water” at The Guild
- World Water Day, including a free movie screening of Blue Gold: World Water Wars at City Cinema and children’s art parade with Confederation Centre mARTch Break Camp
- Earth Day Event at the Confederation Court Mall
- City of Charlottetown booth at the PEI Provincial Home Show
- Tree Planting and Trail Walk in the Winter River Watershed
- City of Charlottetown booth at the Biz 2 Biz Business Expo
- Release of two educational videos
  1. Our Water Runs Deep Video
  2. Watersheds & Rain Barrels

## Long Term Goals

A 10-year Water Conservation Plan is currently being developed that will put the City on a path toward sustainable water use. The City recognizes partnerships with community and an ongoing commitment from the City and the Utility will be essential in meeting long-term water conservation goals.

# Water Conservation

## Toilet Rebate Program

The Utility launched The Toilet Replacement Rebate Program in May 2011. This program offers rebates to homeowners and business owners who replace a high flush volume toilet with a low-flow model. Rebates for 6L toilets are \$60 and for 4.8L or dual-flush toilets the rebate is \$75. This program is intended to provide support to the community to make the necessary changes to reduce overall water use. The program was very successful in 2011 and 163 toilets were replaced as a result. This represents an annual savings of 4.6 million litres to the City. Due to the success of the program, it will be renewed beginning Jan 1st, 2012.



## Rain Barrels

An important part of the Water Conservation Program has been to work with the City's many departments to find opportunities to save water in City buildings, parks and day-to-day operations. Collecting rain water and using it to water plants has been identified as a great opportunity for lowering demand for water from Winter River. In 2011, standard rain barrels were installed at City Hall and in Victoria Park and commercial-size rain barrel was installed at the Public Works garage as a pilot-project. In 2012, the Utility would like to promote the use of rain barrels by Charlottetown residents and businesses and identify additional water sources that can supply the City with water for plants. Rain barrels were also promoted at the City's 10th Annual Perennial Plant Swap and at Natal Day.

## Voluntary Metering Program

The Charlottetown Water & Sewer Utility recognizes the importance of universal water metering in reducing water waste. When a homeowner can see exactly the amount of water they use and has control over the amount of their bill, they are more likely to take actions to conserve. The Voluntary Metering Program is an essential step towards a fully metered community. Residents who are not currently metered can sign up to switch from a flat to metered-rate. Residents that live in small households (1-3 people) or who are careful in their water use can save a significant amount on their water bill - compared to the flat-rate charge - by making this change.

## Water Wizards

In partnership with the Atlantic Chapter of the Sierra Club, the Charlottetown Water & Sewer Utility assisted in the funding and delivery of the Water Wizards educational program. This program gives Grade 5 students a more in-depth understanding of the water cycle, watersheds and water conservation. Several Charlottetown classrooms have already been involved in this presentation. Sherwood Elementary School expanded on the material and held a Water Walk for Peace, where students walked 2 kilometers carrying water jugs to learn about the challenges developing countries face in access to water.

## Sustainable Designs: Xeriscaping

As part of the water conservation program, the flower bed in front of City Hall was designed using xeriscaping principles. This bed features a rock and perennials as well as drought-tolerant annuals. Signage is used to demonstrate these low-water gardening principles and provide examples of the types of plants that are suitable to the City's climate. Charlottetown's horticulture displays are shifting to the use of perennial plants, which require fewer inputs to maintain their aesthetic appeal. In addition to the xeriscape garden, a rain barrel was installed at City Hall. Combined, the garden and rain barrel serve as a demonstration site for how simple outdoor residential water conservation can be.

# In the News

Charlottetown - MONDAY, November 14, 2011



**Eric Silva, Jay Rander/Wire and Renee Lips plant some tulip bulbs on the lawn of Lips' home on Upper Prince Street in Charlottetown Saturday. COURTESY OF ASSOCIATES.**

## New lift makes ski park safer

**By Eric McIlwain**  
10 minutes

Work is nearing completion on a new ski lift at the Brookvale Provincial Ski Park, and its addition should increase the safety of full seats and help those who may have previously struggled to reach the top.

The new carpet ski lift will take skiers to the top of two different runs at the park, replacing the rope tow and handle lifts that were previously in place. Rather than having to hold on to a device that drags users up the hill, the 440-foot-long, truck-loadable lift functions

## Street Tulips and Stories blooming

*Thousands of bulbs will be planted along Charlottetown street in project bringing the neighbourhoods residents together*

**By Maria Deegan**  
10 minutes

An Upper Prince Street resident is bringing her community together and preserving some of its unique stories through tulip planting.

Karen Lips has used a sustainability micro-grant from the city to create Street Tulips and Stories, which will see thousands of bulbs planted throughout Upper Prince Street for a spring bloom.

Lips said while communities often rally together during a crisis, Street Tulips and Stories is a positive way of bringing the street's residents together.

"It seemed to me this would be a perfect neighbourhood building exercise," said Lips. "It's intended to be something fun and collaborative to celebrate the distinctive character of the street."

Community interest in the project has been blossoming, with many resi-

dents stopping by Lips' apartment throughout Saturday morning to pick up some free bulbs for their front yard. The bulbs will also be available to residents next Saturday Nov. 19.

"We're hoping that everyone will participate," she said.

The interest has also been apparent with some students at Prince Street School, as several Grade 5 classes were out last week.

**See front, B2**

# Green Living

B5 | THE GUARDIAN | Monday, April 18, 2011

www.theguardian.pe.ca



**Earth Day organizers hang out the laundry in preparation for Earth Day celebrations Thursday. From left, Megan Bernick, Rebecca McQuaid, Ramona Doyle and Laura MacPherson. COURTESY**

# Come out and celebrate Earth Day

*Public event set for the food court of the Confederation Court Mall in downtown Charlottetown on April 21*

**By GREGG McQUAID**  
10 minutes

The City of Charlottetown, Sterns Club Atlantic and The Confederation Centre art gallery and public library will be holding a public Earth Day event in the food court of the Confederation Court Mall on April 21 from 11:30 a.m. to 1:30 p.m.

People will be able to enjoy food and artistic fun while celebrating the earth with local apple cider, snacks and live music. "Musicians" Michael Penberg will be performing at the event from 1 p.m. to 1:30 p.m., according to an ad on counter tops.

Voxy's Seeds will be sponsoring the event and providing sunflower seeds for potting.

There will also be a children's reading corner with environmentally themed books, said organizers.

A local watershed group will be at the event, giving the community a chance to learn how to conserve water, as well as the differences between using a top or front-loading washing machine, which Ramona Doyle, water con-

servation program co-ordinator, said will stay with the "laundry theme."

The Confederation Centre of the Arts Gallery and Public Library will also provide an art table.

There will be a handful of booths at the event, the Sterns Club will have a booth, and the City of Charlottetown will

provide some information on its sustainability initiatives and education around water conservation, said organizer Rebecca McQuaid.

People will be able to decorate shirts with an earth day message and then hang them up on a clothesline, which McQuaid said would create an "artistic visual piece."

## Sustainability expert takes run at Charlottetown streets



Gil Penalosa, a nationally-recognized expert, pushes for the transformation of cities into places where people can walk, bike, access public transit, and visit vibrant parks and public places.

**In This Day**  
THE STANDARD

At first blush, Gil Penalosa finds Charlottetown's roads rather dull.

For the most part, notes Penalosa, the routes taking motorists, cyclists and pedestrians through the capital city need more life.

They look, he observes, too much like any road anywhere.

"Sometimes we build cities a little bit spiceless," said Penalosa, an internationally renowned liveable city adviser and social marketing strategist.

Penalosa is the executive director of 8-80 Cities, a non-profit organization

based in Toronto dedicated to contributing to the transformation of cities into places where people can walk, bike, access public transit and visit vibrant parks and public places.

Charlottetown officials welcome the insight of Penalosa, who spoke in the capital city Thursday and is sharing his expertise in workshops today.

Charlottetown Councillor Rob Lantz, chair of the city's sustainability committee, says many of Penalosa's views are reflected in the municipality's Community Sustainability Plan.

Penalosa has presented at more than 150 workshops and seminars in North

America and has been keynote speaker and provided consultation throughout the Americas, Europe, Australia and New Zealand.

He strongly encourages the development of infrastructure that promotes healthy lifestyles by making walking or cycling a desirable and viable option to hopping in the car.

Designing or redesigning roads with pedestrians and cyclists in the forefront is key. Creating visible bike lanes and crosswalks that allow for safe mobility with motorized traffic is one part of the solution, he suggests.

Not allowing motorists to travel above 30 km/hr

**See Sustainability, A2**

Page A6 The BUZZ December 2011

In Her Own Write

by Ann Thurlow

## The art of sustainability

When we hear the word "sustainability" these days, we tend to think of things like water conservation or economic development. Certainly, these are important. But many things feed into the need for a city, for example, to be able to flourish

and support its citizens—without using everything up.

So can the arts sustain a city? Probably not—not completely anyway. But Charlottetown's first three sustainability grants, awarded in October, have such a strong artistic element that the question is hard to ignore.

The answer is most obvious in the grant to the Rag Tag Players, a children's theatre group based at the Murphy Community Centre. As much from necessity as design, the group has been using recycled materials to make costumes and sets and props for their productions—including the upcoming *When the Wild Things Are*. But more than that, the group's director, Erin Arseneault, makes the case that this small group of troupers can help to sustain the city of the future. "These are tomorrow's leaders," she says, "the adults who will live in the city and make decisions about it." Using drama, the group fosters self-confidence, innovation and a sense of belonging and working as a team—all certainly attributes that any community needs from its citizens.

The Transform a Street program comes at sustainability—and aesthetics—from another angle. It is Cycling PEI's plan to transform one block of one street into a "complete" street—something that serves the needs of everyone who uses it—including walkers, cyclists, residents and merchants. And, this, says organizer David Sims, is more than just a question of bricks and concrete. He says that de-

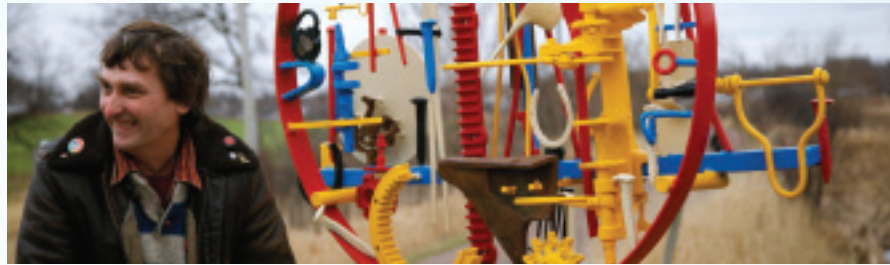


Winners of Charlottetown first sustainability grants pose for a picture

sign, especially landscape design, contributes to how a street feels and consequently, how it's used. He and his group will temporarily redesign a block of Richmond Street, between Pownall and Queen, using the suggestions of people who live on or use that block. And an essential component? "Beauty," he says. "It's important that a street is functional—but also that it's beautiful."

Beauty is also a driving—or maybe uniting—force for the Upper Prince Street Residents Association project. Residents of the 75 buildings on the street are being offered tulips to plant this fall. The hope is to beautify the street, of course. But, more than that, the idea is that, if residents are united around one project, they can then work together on others that will benefit the neighbourhood, too. Organizer Karen Lips, herself a landscape artist, hopes that the entire project will culminate in a neighbourhood festival when all the tulips are in bloom. As the neighbourhood includes Prince Street School, some of the students have planted in the school's front yard. The project's unifying objective is creating a neighbourhood—but it's unifying there is the neighbourhood's beauty.

And that, it seems, is the point. Because running through all these projects, like a fine silver thread, is the idea that we all belong to something. And that something should be attractive and worth every effort to nurture and sustain.



Sustainability is a team effort. Municipalities can lead change, and Charlottetown has initiated a diversity of efforts to shift our service delivery and operations to become more sustainable. While doing so, the city is creating space for our community to take part and get involved. We are developing partnerships to create positive environmental, economic, cultural and social change.

**We welcome your insight to this process and invite you to be part of the journey!**





Laura S. MacPherson

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