

November 1, 2023

Dear Mayor Meed Ward and Members of Council

BurlingtonGreen respectfully requests your consideration of a multi-year funding contribution of \$50,000 annually for services provided to the City, and the Burlington community, for the 2024-27 period.

Our long-established collaboration with the City, with proven results successfully executing a variety of projects, events and initiatives, positions us both well to formalize an extended partnership, providing for increased efficiencies, value-added opportunities and cost savings. With escalating pressures on the environment alongside a growing community, uniting to advance a mutually-beneficial longer-term Agreement could not be more important and timely.

Throughout BurlingtonGreen's 15-year journey, we have successfully managed to secure required funding from a diversity of funding sources, not relying on City contributions. However, the funding landscape has shifted, with traditional core funding from other levels of government insufficient to support our ability to provide essential services, keep pace with the steadily growing demands placed on our organization, and to meet established community expectations. We have reduced our complement of staff and cannot sustain doing more with less.

Like all of you, BurlingtonGreen cares deeply about respecting community tax dollars and we firmly believe that the scope and scale of the impactful services our organization provides is more cost efficient than if the City was to comparably deliver. Additionally, unlike the City's support for Regional or Hamilton based agencies, by investing in BurlingtonGreen, the City will have confidence that 100% of the work carried out **will directly support the local Burlington environment and community.**

The proposed annual contribution from the City is not considered to be a *grant* to fund BurlingtonGreen's general operations, instead, all of the funds will be directed to the required human resources, promotions and supply costs to **facilitate the clearly defined deliverables with associated KPIs outlined in the following document.** The funding will not be applied to BurlingtonGreen's advocacy work, as we believe it important to respect this arms-length aspect of our partnership.

Providing the largest presence of environment-related programming, services and impact in the City of Burlington, we hope you will recognize our proven track record and the far-reaching value of our vital work by choosing to invest in the following mutually-beneficial service-delivery opportunity.



# Strategic Alignment

Our community engagement and action participation services directly support the City's Vision 2040 strategic directions:

- A City that Grows
- A City that Moves
- A Healthy and Greener City
- An Engaging City

BurlingtonGreen will advance **climate mitigation, adaptation and environmental health priorities** through educational programming, outreach engagement, events, partnerships, consultation, and direct environmental services. We will support and 'bring to life' some of the plans and priorities of various City departments, across the following areas:

<p><b>Transportation</b></p> <ul style="list-style-type: none"> <li>• E-Mobility</li> <li>• Active</li> <li>• Transit</li> </ul>	<p><b>Urban Nature</b></p> <ul style="list-style-type: none"> <li>• Protection</li> <li>• Biodiversity</li> <li>• Tree Canopy</li> <li>• Green space</li> </ul>	<p><b>Complete Communities</b></p> <ul style="list-style-type: none"> <li>• Low Carbon Living</li> <li>• Green Infrastructure</li> </ul>	<p><b>Zero Waste</b></p> <ul style="list-style-type: none"> <li>• Clean Ups</li> <li>• Circular Economy</li> <li>• Live Green</li> </ul>
 <p>MAKE THE Switch</p> <p>Make A Difference</p>	 <p>Nature-Friendly Burlington</p>	 <p>Burlington</p> <p>Complete Communities</p>	 <p>Community Clean Up</p>
 <p>E-Mobility</p>	 <p>Green Up Burlington</p>	 <p>Live Green</p>	 <p>Zero Waste Events</p>
 <p>Active Transportation</p>	 <p>Burlington Green Space</p>	 <p>Home Energy</p>	 <p>Shop Local Buy Green</p>
 <p>Transit</p>	 <p>Protecting Lake Ontario</p>	 <p>Low Impact Developments</p>	 <p>Event Greening</p>

# Proposed Services

## ECO-Hub

The BurlingtonGreen Eco-Hub at the beach serves as the year-round headquarters for our team of staff and volunteers and home to a variety of seasonal programming opportunities promoting environmental education and sustainability.

### **Programming & Events**

- City-wide Community Clean Up (March thru October) including April Earth Day Kick Off Celebration, supply depot services and provision of clean up supply bundles to vulnerable community members via the Burlington Food Bank
- Climate Action Events (1 Transportation & 1 Home Energy) plus web resources and social media campaigns
- Take Action Burlington year-round social media promotions
- Green Up Tree Planting & Care Events (1 Spring & 1 Fall)
- Urban Forest Education & Appreciation Events (Ask An Arborist Webinar and/or Guided Hike + BG's Annual Tree Photo Contest)
- Zero and Eco-Waste Community Collection events (1 Spring & 1 Fall) plus Terracycle Community Collection Hub services
- Healthy Habitat Invasive Removal Stewardship workshops (2-4 workshops Spring & Fall)
- Green Up at Home tips, resources and registration of home stewardship tree planting/care, invasive removals, pollinator projects, plus native plant see giveaways
- Community volunteer hub and youth drop in centre for eco-action activities (Year-round) community events
- Nature Friendly Burlington – across ages – programming and resources for vulnerable/isolated aging adults in Burlington





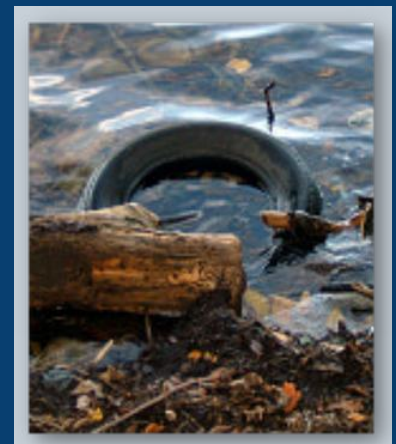
## Outreach & Resources

- Visitor services, educational programming at the beach for all ages & community sectors including nature-based experiential learning such as guided waterfront walks, trash art contests, teaching garden and theme presentations
- Provision of informative displays about the Burlington Beach Regional Waterfront Park Master Plan and Lake Ontario protection
- Extensive year-round web and social media tips, resources and promotions pertaining to a variety of locally-focused environmental issues including Get Involved Burlington engagement opportunities



## Environmental Services

- Regular waterfront litter retrieval including sorting to optimize waste diversion
- Collaboration with stewardship partner organizations to execute habitat restoration activities
- Lakefront monitoring for pollutants/hazards



## Climate Action Demonstration Features

Community programming highlighting city climate action initiatives at the BG Eco Hub

- EV Charging Infrastructure
- Air Source Heat Pump
- Cycling/Repair Station
- Multi-use active transportation



# Measuring & Reporting Success

Our community engagement and action services directly support the advancement of the City's Vision 2040 strategic directions, Burlington's Climate Action Plan, Climate Resilient Burlington, the Urban Forest Master Plan, and the Integrated Mobility Plan.

Our community empowering work exemplifies many of the key *Asset Based Community Development (ABCD)* recommendations by the Tamarack Institute such as the adoption of a strength-based lens vs deficit-based lens to create municipal programming that is done WITH and BY the community.

A comprehensive impact report capturing service agreement outcomes will be produced annually, with proposed quarterly touch points with City staff to discuss the ongoing progress of key measurables.

Progress will be measured across all Service Agreement deliverables including various qualitative and quantitative evaluation methods such as:



- # and location of Burlington locations cleaned of litter
- # participants per sector ( residents, schools, businesses, and organizations)
- # of community volunteer hours / \$value
- # of clean up supply kits distributed to Burlington participants + via Food Bank
- # of beach clean ups and volume of litter collected
- # of event newsletter promos/reach
- # event page web traffic
- # social media via each of 5 platforms
- # promo video views
- summarized participant feedback



**Participation**



**Volunteer \$**



**Eco-Benefits**



**Feedback**



- # educational climate action event(s) participants
- # climate action pledges made / est. GHG reduction (2025/26)
- # event participants per sector ( Residents, Schools, Businesses, Organizations)
- # of community volunteer hours / \$value
- # of event newsletter promos/reach
- # event page web traffic
- # social media via each of 5 platforms
- # promo video views
- summarized participant feedback



**GHG Impact**



**Posts**



**Engagements**

# Measuring & Reporting Success



- # trees planted and projected carbon absorption values
- # tree species planted (to support canopy diversity)
- # Green Up event participants
- # TLC (Tree Loving Care) stewardship project actions
- # Green Up event participants
- # of community volunteer hours / \$value
- # of event newsletter promos/reach
- # event(s) page web traffic
- # social media via each of 5 platforms
- # promo video views
- summarized participant feedback



- # annual Eco-Hub Visitors & summarized feedback
- # educational /City Climate Action print resources distributed
- # of Eco Activities facilitated and # of participants
- multi-use activity seasonal survey results
- # of community volunteer hours / \$value
- # Youth Network participants
- # Hub page web traffic
- # social media via each of 5 platforms
- # promo video views
- # new eco-newsletter subscribers



- # native plant species seed packets distributed
- # habitat restoration workshop participants
- volume (full bags) of invasive plants removed from natural areas
- # of Ask an Arborist /guided hike(s) participants
- # metres and frequency of beach shoreline monitoring
- # of print and online resources distributed/shared
- # of community volunteer hours / \$value
- # of Burlington Tree Photo Contest Participants & Voters
- # of event newsletter promos/reach
- # event page web traffic
- # social media via each of 5 platforms
- # video views
- summarized participant feedback



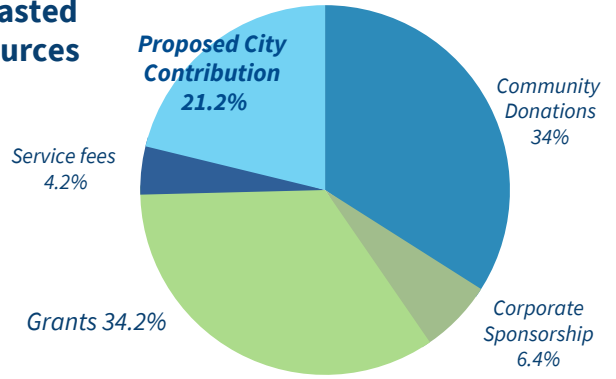
- volume (kg) of e-waste diverted from the landfill
- quantity and variety of Terracycle items collected
- # Zero waste & Repair Cafe event participants
- # of community volunteer hours / \$value
- # of event newsletter promos/reach
- # event page web traffic
- # social media via each of 5 platforms
- # promo video views



# Financial Snapshot

Grant funding traditionally comprised 65-85% of BurlingtonGreen's operating budget. Reduced Provincial grant funding opportunities that are increasingly competitive, have heightened the need for municipal funding.

## 2024 Forecasted Funding Sources



## 2024 BurlingtonGreen Preliminary Budget Forecast



<b>Annual Carrying Costs:</b>	(rent, insurance, telecommunications, annual audit, bookkeeping, bank charges, HST, website, HR services, post box, Assoc. fees, fundraising)	\$39,000 <b>BG pays annual rent to the City of \$11,664</b>
<b>Environmental Programming/Events/ Services:</b>	(staff, supplies, equipment, marketing) for BG's 3 strategic priority focus areas: 1/low carbon living/complete communities, 2/nature based programming, 3/zero waste/circular economy)	\$250,000
	<b>Projected 2024 Budget Expenses:</b>	<b>\$289,000</b>
	Total Actual/Committed Income:	\$100,000
	Total Projected Income:	\$85,500
	Proposed <b>City Funding Contribution (per year):</b>	<b>\$50,000</b>
	<b>2024 Revenue Forecast:</b>	<b>\$235,500</b>
	Shortfall:	<b>-53,500 *</b>

\* BG diligently pursues additional funding opportunities to close the projected funding gap, and extend impact.



# Our Strategic Plan



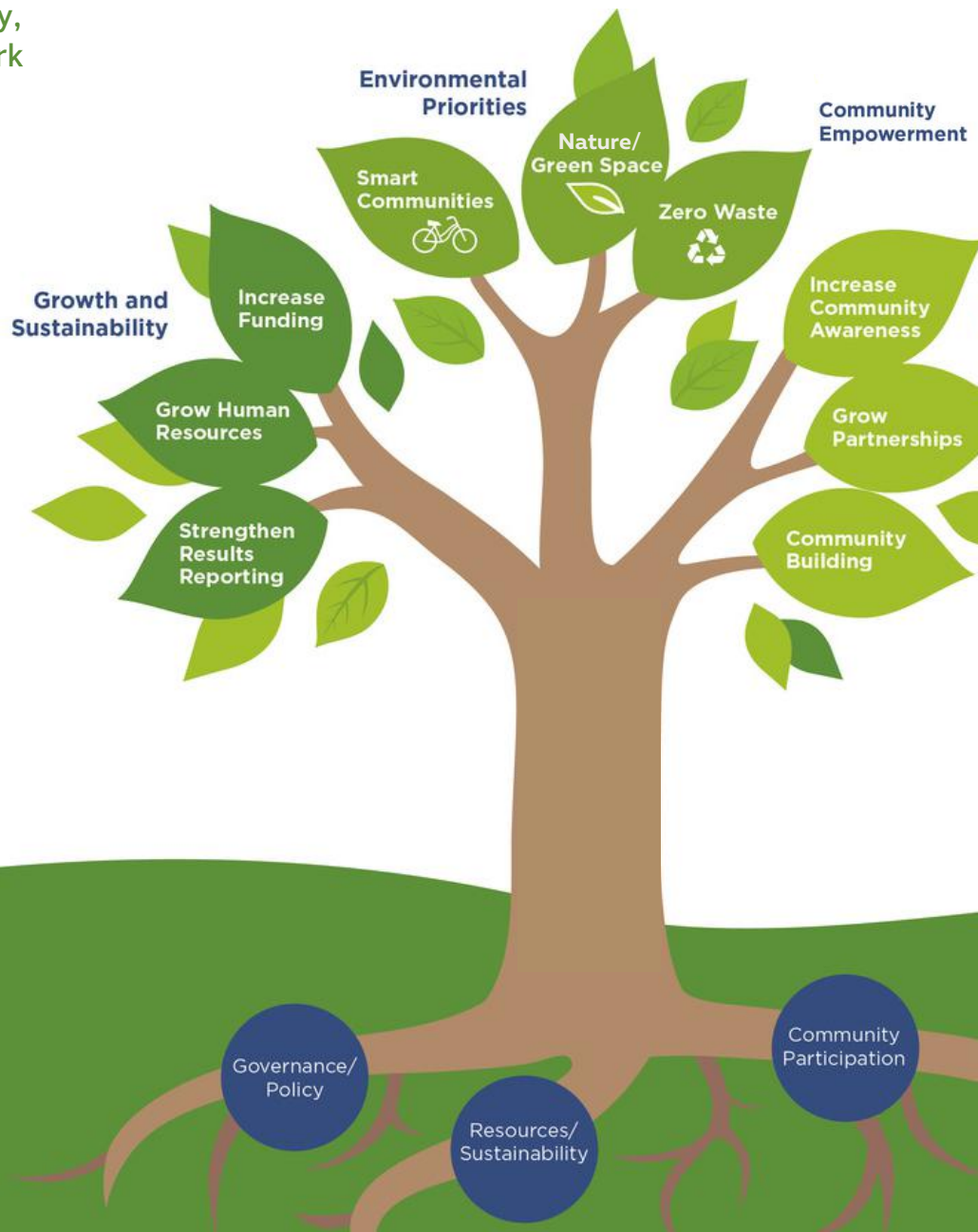
Together we make a difference

While our next 5-year Strategic Plan is currently being developed with a target completion of January, 2024, we've identified that our work to address the escalating climate and ecological crises locally, will continue to focus on three environmental priorities:

- The acceleration of complete communities and low-carbon living with a focus on transportation
- The protection of nature, addressing Burlington Beach/Lake pollution, and strengthening local biodiversity
- The reduction of waste production through circular economy and zero waste strategies and actions

Through awareness, advocacy, and action, we advance our mission and goals with a Strategic Plan to direct our impactful work.

The "Branching Out" living document emphasizes community participation and empowerment to support our overarching aim to create a much stronger culture of environmental stewardship among residents and all sectors in Burlington.





# Our Impact

Some of the accomplishments we have achieved that reflect our demonstrated and measurable impact include the following:

- We have successfully leveraged in excess of **\$1.7 million** in grant funding to directly benefit the City of Burlington, the health of the environment, green infrastructure, and all sectors of the community.
- We have provided rewarding career opportunities to a diversity of community members, and meaningful skill-building experiences to thousands of local volunteers.
- We have successfully managed more than 100 inclusive projects, events and programs throughout Burlington, consistently on time and on budget.
- We have worked extensively to become recognized as a respected household name in Burlington and as referenced by City Manager, Tim Commisso, our established brand and contributions to the community are *'impossible to duplicate.'*
- We've advocated for environmental justice for more than 155 important local issues, become recognized as the 'go to' organization for local election resources /candidate debates, and we actively serve on various stakeholder groups and organizations such as the City's Climate Action Plan stakeholder group, the Bay Area Climate Change Council, Bird Friendly Hamilton/Burlington, and more.
- We've strengthened Burlington's shrinking tree canopy and improved local biodiversity with the planting of over 72,000 trees and plants, the removal of thousands of invasive species from local habitats, and through [Nature Friendly Burlington](#) education programming, events and resources.
- We've tackled large-scale litter prevention, clean up and landfill diversion through the execution of 13 annual city-wide [Community Clean Up events](#), with 130,000+ participants to date; the provision of [event greening services](#) at 80+ local festivals and events; and through the introduction of extensive [live green](#) resources and the first [Shop Local Buy Green Directory](#).
- We established the first public community garden in the City and have grown and donated almost 9000 pounds of fresh produce to local community members.
- We established the award-winning BG Youth Network and changed lives engaging more than 14,000 children and youth, to help grow the next generation of eco-leaders right here in Burlington.

↳ We proudly brought world-renowned eco-heros such as Dr. Jane Goodall, David Suzuki and Robert Bateman to the Burlington stage for sold out events to inspire and empower thousands of attending youth and community members.

↳ We established the innovative Burlington Transit Youth Ambassador initiative in partnership with the City, and we researched and produced a community-focused E-Mobility Strategy for Burlington.

## BG At The Beach



↳ We secured \$76,000 of provincial funds to directly improve the health of the local environment through the leadership of six major habitat restoration projects at the Burlington beach from 2013 to 2016.

↳ Strengthened local biodiversity and the stabilization of the dune environment by planting 26,000 native plants, shrubs and trees at the beach.

↳ Researched, designed and produced permanent interpretive signs located at the area.

↳ Facilitated hands-on, educational and fun programming for children and youth including nature walks, litter art crafts and recycling relays.

↳ Coordinated extensive litter clean ups along the shoreline for 12 years, and facilitated corporate stewardship workshops.

↳ Produced community outreach displays and locally-focused resources about lake and shoreline protection and stewardship.

↳ Successfully launched a new home at the historic Pump House at Burlington Beach mobilizing more of the community to learn about, protect and care for the environment, while improving the interior and exterior of the building, where it now doubles as a climate action demonstration area.







# About Us

## OUR MISSION

Together with the community, we work to protect the environment, mitigate climate change and create a healthier, more environmentally responsible city.

## OUR VISION

Everyone in Burlington recognizes that we are all connected to, and dependent on the environment, and acts on this understanding to ensure a good quality of life and a sustainable future.

## OUR VALUES

**Equity, Diversity and Inclusivity** - We embrace an inclusive community where individuals are valued, respected and empowered to reach their potential and endorse the ten commitments as presented in the Halton Equity, Diversity and Inclusion (EDI) Charter.

**Respect for Nature** - We are a part of nature and must live in harmony with it.

**Leadership** - We provide positive, effective, and educational environmental leadership.

**Integrity** - We operate with transparency, accountability, professionalism and a solution focus.

**Steadfastness** - We stand by our convictions and persistently strive for our goals.

## Contact Us

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# Together we make a difference



*As stewards of the earth, we have the responsibility to honour and respect the four directions, land, waters, plants, animals, and all of the wonderful elements of creation that exist.*

*We honour all the First Nation, Métis and Inuit people who have been living on the land since time immemorial and we recognize their leadership in protecting and caring for Mother Earth.*

*We honour these rightful caretakers of this sacred land surrounding the Great Lakes, and we are grateful for their teachings.*

*We encourage everyone to continually learn from and about the Indigenous community where you live, and how we can each meaningfully honour the calls to action for Truth and Reconciliation.*