

## Section I – Items for Board of Directors Action

**TO:** Chair and Members of the Board of Directors  
Meeting #6/20, Friday, September 25, 2020

**FROM:** Darryl Gray, Director, Education and Training

**RE: FEDERATION OF CANADIAN MUNICIPALITIES' VISIONARY AWARD  
RECOGNITION**

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### KEY ISSUE

Announcement of national recognition for the Sustainable Neighbourhood Action Plan (SNAP Program) by the Federation of Canadian Municipalities (FCM).

### RECOMMENDATION

**WHEREAS** the Federation of Canadian Municipalities (FCM) has advised that Toronto and Region Conservation Authority (TRCA) and the nine participating partner municipalities (City of Toronto, Regional Municipality of Peel, City of Brampton, City of Mississauga, Town of Caledon, Regional Municipality of York, City of Richmond Hill, City of Markham, and City of Vaughan) are the recipients of an Honourable Mention for the 2020 FCM Sustainable Communities Awards in the Visionary Award category for their submission entitled Sustainable Neighbourhood Action Program;

**AND WHEREAS** plans for communicating this national recognition have been identified by FCM and TRCA.

**THEREFORE, LET IT BE RESOLVED THAT** members of TRCA's Board of Directors assist in disseminating news of this national recognition and support their partner municipality's partnerships with TRCA in the continued delivery and growth of the SNAP Program.

### BACKGROUND

At Authority Meeting #3/20, held on April 24, 2020, Resolution #A34/20 was approved as follows:

*WHEREAS* Toronto and Region Conservation Authority (TRCA) has delivered the Sustainable Neighbourhood Action Program in partnership with nine local and regional municipalities since 2009;

*AND WHEREAS* the Federation of Canadian Municipalities has released a call for applications to the Green Municipal Fund 20<sup>th</sup> Anniversary Visionary Award, which requires Board of Directors acknowledgement and endorsement of the application;

*THEREFORE, LET IT BE RESOLVED THAT* TRCA Board of Directors acknowledge and endorse an application for the Sustainable Neighbourhood Action Program to be considered for Federation of Canadian Municipalities' Green Municipal Fund 20<sup>th</sup> Anniversary Visionary Award;

*AND FURTHER THAT* staff be directed to report back to the Board of Directors before year end on the next phase of the SNAP Program and proposed opportunities to expand the program to inform municipal budgeting discussions.

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On August 17, 2020, FCM sent a letter to TRCA Chair Innis and Directors of the Board advising that TRCA and the nine participating partner municipalities (City of Toronto, Regional Municipality of Peel, City of Brampton, City of Mississauga, Town of Caledon, Regional Municipality of York, City of Richmond Hill, City of Markham, and City of Vaughan) are the recipients of an Honourable Mention for the 2020 FCM Sustainable Communities Awards in the Visionary Award category for their submission entitled, “Sustainable Neighbourhood Action Program”.

The Visionary Award is a special award, in recognition of the Green Municipal Fund’s 20<sup>th</sup> anniversary, granted to an initiative that demonstrates how sustainability and innovation can generate long-term community change. The Visionary Award category was especially competitive, given that there were many great sustainability projects applying from across Canada for work done in the last 20 years. However, the Awards Panel felt that the work done through SNAP was highly commendable – particularly the focus on community-driven approaches to sustainability, and the broader uptake and replication of this model throughout Ontario and beyond.

FCM has outlined their communications plans will include:

- Media and communications – announce award winners and honourable mentions (on September 14, 2020 initially and again around the October 20-22, 2020 conference);
- Awards ceremony – acknowledge at FCM’s 2020 Sustainable Communities (virtual) Conference Oct 20-22, 2020;
- Showcase our project – write a case study about SNAP and post on FCM’s website (December 2020).

TRCA has outlined the following communications objectives and key messages:

1. Raise profile for the SNAP program and its impact
2. Recognize and thank our municipal and community partners
3. Build support for the growth of the program

Key communications messages include:

- TRCA is honoured by FCM’s recognition and looks forward to working with FCM in the coming months to share best practices with a variety of stakeholders and partners.
- SNAP is a neighbourhood model for sustainable urban renewal and climate action which is helping make neighbourhoods more resilient.
- SNAP offers great potential to contribute to a post-COVID green recovery through its effective approach at forging implementation partnerships for initiatives in the public and private realms and its attention to local involvement and capacity building.
- SNAP is a growing network, with 10 neighbourhoods in TRCA’s jurisdiction and a growing number in Ontario and beyond.
- TRCA acknowledges and thanks our municipal and community partners with whom we share this recognition. SNAP is truly a collaborative initiative and its achievements are the result of contributions from many partners.
- TRCA also acknowledges other groups leading SNAPs as part of this growing network: including SNAPs being led by Credit Valley Conservation in the City of Brampton and Town of Halton Hills, by Peterborough GreenUP Association, the City of Peterborough and the City of Hamilton.

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- There is great potential to expand the impact of the SNAP model to more neighbourhoods in TRCA's jurisdiction. This will require a concerted effort between partner municipalities, TRCA and other partners to grow this model.

TRCA will amplify FCM's communications by promoting FCM communications through its own networks and using the following additional means to disseminate communications:

- Social media
- TRCA website
- Short feature articles
- Coordination with municipal partner communication leads
- Communications to SNAP program partner network and through local SNAP neighbourhood networks.

### **Relationship to Building the Living City, the TRCA 2013-2022 Strategic Plan**

This report supports the following strategy set forth in the TRCA 2013-2022 Strategic Plan: **Strategy 4 – Create complete communities that integrate nature and the built environment**

### **FINANCIAL DETAILS**

There was no direct cost for this application and there is no direct cash remuneration for the recognition.

The SNAP Program's core funding is derived from municipal capital support from the regions of Peel and York, and the City of Toronto. TRCA is also in discussion with Durham Region municipalities in our jurisdiction and will provide a report back to the Board on future opportunities for SNAPs in Durham Region. By leveraging these municipal budgets, SNAP has attracted additional public and private funding of over \$3 million dollars over the past 10 years, and has helped establish cost sharing arrangements with other partners, supported neighbourhood-scale efforts toward achieving TRCA's watershed objectives and strategic goals shared with our municipal partners, such as community resiliency, ecosystem restoration and healthy communities. TRCA is exploring with its municipal partners, and others, funding models to support the growth and long-term financial sustainability of this program to ensure even greater impact.

### **DETAILS OF WORK TO BE DONE**

Staff will coordinate with FCM and participating partner municipalities in the communication of this national recognition, as outlined in this report, with particular focus around the FCM's October 20-22, 2020 Sustainable Communities Conference and the anticipated late December 2020 publication of FCM's case study profile article about the SNAP program.

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