



**MINUTES OF PARTNERS IN PROJECT GREEN
EXECUTIVE MANAGEMENT COMMITTEE MEETING #3/16**
July 5, 2016.

The Partners in Project Green Executive Management Committee met via teleconference.

Hillary Marshall called the meeting to order at 2:35 p.m.

PRESENT

Brian Denney (TRCA) *	Voting Member
Michelle Brown (Bentall Kennedy) *	Voting Member
Brad Chittick (Hydrogen Business Council of Canada)*	Advisory Member
Carrie Aloussis (IESO)*	Voting Member
Chin Lee (City of Toronto)	Voting Member
Hillary Marshall (Toronto Pearson) *	Co-Chair
John Coyne (Unilever Canada)*	Co-Chair
Mike Puddister (CVC)	Voting Member
Paul Pinheiro (Canadian Tire) *	Voting Member
Shannon Denny (Coca Cola)*	Voting Member
Scott Tudor (Sobeys) *	Advisory Member
<hr/>	
Alex Dumesle (TRCA) *	Staff
Chandra Sharma (TRCA) *	Staff
Jennifer Taves (TRCA) *	Staff

REGRETS

Chris Fonseca (Region of Peel)	Voting Member
Doug Whillans (City of Brampton)	Voting Member
Jon Davies (GE Canada)	Voting Member
Learie Miller (Region of Peel)	Advisory Member
Mike Brandt (MONTECO)	Voting Member
Matt Mahoney (City of Mississauga)	Voting Member

**Participants attended via teleconference*

ACTION SUMMARY

ACTION NUMBER	TOPIC	DESCRIPTION	OWNER	ECD	STATUS
#PPG A10 /15	Strategy	Revisit Partners in Project Green's advocacy mandate.	All	30-Apr-16	ONGOING
#PPG A1 /16	Budget	Provide breakdown of what is captured in 2016 budget.	Alex Dumesle	04-Oct-16	ONGOING
#PPG A3 /16	Budget	Develop project efficiency indicators to allow for better determination of where funds should be allocated.	Alex Dumesle	04-Oct-16	ONGOING
#PPG A5 /16	Budget	Revise 2016 financial reporting format to include 2016 conservative budget, 2016 stretch budget, and 2015 actuals side by side.	Alex Dumesle	04-Oct-16	ONGOING
#PPG A9 /16	Waste Management	Provide summary of the tree and wood recovery centre to municipal partners for promotion.	Alex Dumesle	05-Jul-16	COMPLETE
#PPG A10 /16	Budget	Provide detailed update of current and anticipated revenues.	Alex Dumesle	04-Oct-16	ONGOING

RESOLUTION SUMMARY

RES. NUMBER	TOPIC	MOTION	MOVED	SECONDED	STATUS
#PPG 4 /16	MINUTES OF MEETING	THAT the Minutes of Meeting #2/16, held on April 4, 2016 be approved.	Brad Chittick	Scott Tudor	CARRIED by Consensus
#PPG 5 /16	PARTNERS IN PROJECT GREEN: THE FORKS ECO-BUSINESS PLAN NEXT STEPS	THAT Staff proceed with next steps and: 1. Organize stakeholder business case consultation(s); 2. Develop strategic partnerships across sectors; 3. Gather project support letters; and, 4. Secure commitment for funding from the private and public sectors, and apply for relevant grants.	Brad Chittick	Michelle Brown	CARRIED by Consensus

**See Supporting Materials below for more information.*

NEXT MEETING**Oct. 4th, 2016****Downtown Toronto (location TBD)**

SUPPORTING MATERIALS**Introduction****NEW COMMITTEE MEMBERS**

The group welcomed the following new Executive Management Committee members:

Shannon Denny, Director, Brand Communications, Coca-Cola Refreshments Canada

Carrie Aloussis, Manager, Alliances Conservation & Corporate Relations, IESO

Councillor Chin Lee, Ward 41, City of Toronto (replacing Councillor M. Layton)

Councillor Matt Mahoney, Ward 8, City of Mississauga (replacing Mayor B. Crombie)

RES. #PPG4/16**MINUTES OF MEETING**

To approve the previous meeting minutes.

THAT the Minutes of Meeting #2/16, held on Apr. 4, 2016 be approved.

CARRIED

RES. #PPG5/16**THE FORKS ECO-BUSINESS PLAN NEXT STEPS**

To review “The Forks” business case and approve next steps

THAT Staff proceed with next steps and:

- 1. Organize stakeholder business case consultation(s);**
- 2. Develop strategic partnerships across sectors;**
- 3. Gather project support letters; and,**
- 4. Secure commitment for funding from the private and public sectors, and apply for relevant grants.**

CARRIED

Context

In 2015, the Leaside Business Park Association approached Partners in Project Green with the idea to expand the Pearson Eco-Business Zone model to communities in the Don Watershed - namely Leaside, Thorncliffe, Flemingdon Park and Victoria Village.

Increasing pressures are generating change that have competing directions, and are impacting the livability and workability of the community. To play an active role in its transformation and positively impact the environment and economy, the business community needs a unifying catalyst that can bring people together and drive action.

On July 9th, 2016 [EMC #3/15] the Executive Management Committee approved the following motion:

“THAT the pursuit of the Leaside Eco-Business Zone opportunity be approved for further study.”

Following the Committee’s direction, Staff commenced exploration into the viability of creating a new Eco-Business Community, tentatively named the Forks. Staff notably completed three major milestones: 1) an initial visioning exercise held with over 30 stakeholders to identify key priorities; 2) a comprehensive area survey; and, 3) the business plan development.

If implemented, the Forks Eco-Business Community would aim to help businesses in the Leaside, Thorncliffe, Flemingdon Park and Victoria Village communities realize individual and collective environmental benefits. This would be accomplished through acting as a catalyst for collaborative action; connecting businesses to relevant information, tools and resources; and, leveraging the wealth of experience and existing services in the Pearson Eco-Business Zone.

See attachment, [“EMC3-16_Item2_Forks Eco-Business_20160627.pdf”](#) for more information.

Discussion

The Forks Eco-Business plan was well received by Committee Members with some reservations.

While most Committee Members saw clear value in replicating the Pearson Eco-Business Zone model to achieve greater results across the region, some concerns were expressed with respect to resource challenges.

Recognizing how much work is required in developing and running a new eco-business zone, Committee Members expressed the need for adequate funding and dedicated human resources to prevent potential impact on existing Pearson Eco-Business Zone activities. Similarly, it was recommended that Staff identify synergies between the two zones to further reduce resource requirements. The group was also encouraged to think about how a business exodus (a phenomenon affecting this zone) might impact the funding structure that is put in place. To this effect, a diverse source of funds and funders would be desirable.

Staff concurred that gathering sufficient and diverse funding commitments was an essential step before seeking formal approval to launch.

At last, Committee Members agreed with the approach of embedding the Forks into the existing Partners in Project Green governance structure. However, it was also expressed that further thought was required with respect to how the new eco-business zone should be positioned and branded in order not to dilute the value of the existing Partners in project Green: A Pearson Eco-Business Zone brand.

For Input**FUNDING STRATEGY**

Receive funding strategy update for input.

Context

On April 4, 2015 [EMC #2/16], the Committee explored a wide spectrum of potential funding strategies, and discussed their implications. Two primary strategies were suggested based on the following considerations : a) limited resources available to raise funds; b) existing government funds are largely spoken for; c) difficult to fit in and to gain from existing grant programs; and, d) largest opportunity to come from future government funding around conservation and climate change.

1. Short-term: Focus on partnerships to deliver results. An approach that should aim at generating the fastest returns at scale.
2. Long-term: Leverage results to obtain larger endowment through unsolicited government and corporate funding proposals.

Ontario Climate Action Plan

On June 8th, 2016 the government of Ontario released the details of its 5-year, \$5.9-\$8.3 billion Climate Action Plan yesterday. www.ontario.ca/page/climate-change-action-plan

Out of the planned funds, an estimated \$2.9 billion dollars will be made available in areas where Partners in Project Green is well positioned to create value for the Province in a number of different priority areas (Figure 1 and 2).

Supported by Toronto Pearson, Unilever, General Electric, Canadian Tire and the Hydrogen Business Council, Partners in Project Green Staff met with the Minister of the Environment and Climate Change, the Honorable Glenn Murray. While the original intention was to focus the conversation on the potential development of a Centre for Innovation Adoption, the Minister clearly expressed his desire to work with Partners in Project Green on the execution of plans that will enable the Pearson community to aspire to significant GHG reduction ambitions. He also expressed interest in Toronto Pearson's multi-modal hub vision. Staff will send the Multi-modal hub plan to the Minister and work with his Ministry to refine the original proposal. A second meeting will be set up at the end of the summer.

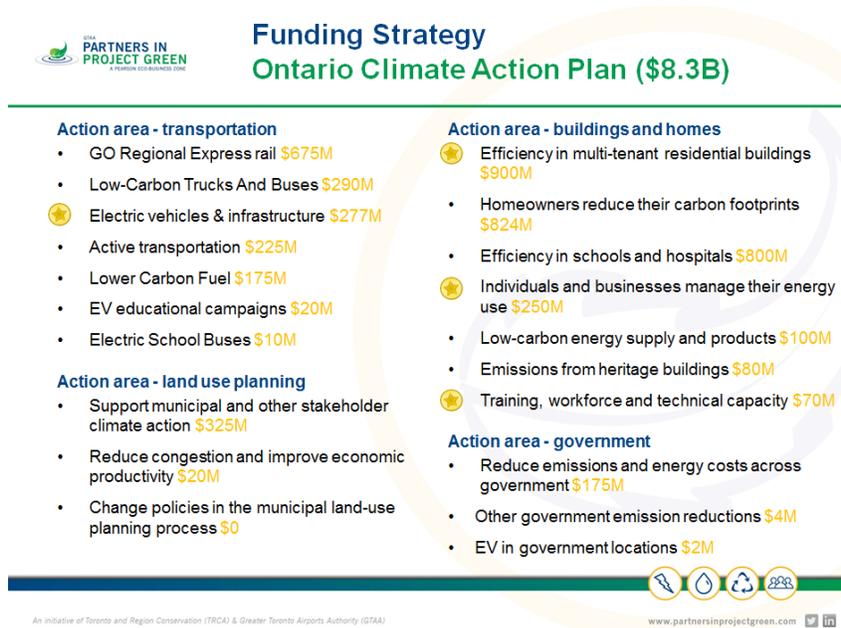


Figure 1 - Ontario Climate Action Plan Breakdown

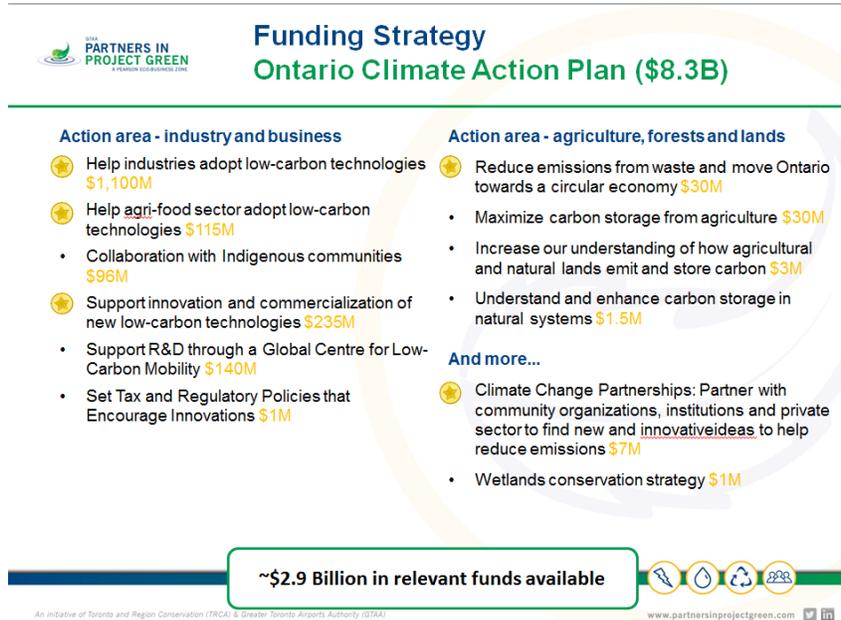


Figure 2 - - Ontario Climate Action Plan Breakdown

Funding Opportunities

Staff currently pursuing 35 short-to-medium term and 5 long-term funding opportunities. To date, \$227,863 have been secured beyond previously committed funds through grants and fees for service. Grants aside, \$200,500 are still required to reach the program’s breakeven point, which Staff expect to generate through membership fees, service work, and event sponsorship.

Staff requested to provide a detailed update of current and anticipated revenues. [PPG A10/16]

For Information**Performance Committee Updates**

Review Performance Committee progress and discuss challenges.

Progress presented by Performance Area Project Managers was well received. See attached "[EMC3-16_Item4_Performance_Committee_Report_2016_V03.pdf](#)" for more information.

Highlights

- 92 members recruited (76% of target)
- People Power Challenge mid-point results: 1,813 pledges; 562 great green ideas; and, 74 projects, 17 of which are joint initiatives.
- Ministry of Transportation's Electric Vehicle Chargers Ontario (EVCO) funding: Collaborating on installation of 56 charging stations (75 charge points) with GTAA, TRCA, and City of Vaughan.
- Partners in Project Green and Plug'n Drive hosted a successful round table at Toronto Pearson on the "[Life after EVCO: the future of electric vehicle incentive programming](#)". Sixty four (64) industry stakeholders were in attendance, including Deputy Minister Paul Evans and several representatives of the Ministry of Transportation Ontario.
- Partners in Project Green helped the Region of Peel divert [6.7 tonnes of furniture and household goods](#) from three closed Goodwill locations to Habitat for Humanity and Oasis Clothing Bank.
- Coca-Cola delivered [50 syrup barrels](#) through the Material Exchange to David Suzuki Foundation for further distribution to Friends of Roxton Road Parks and Harbord Village Residents Association. Barrels will be repurposed as planters by local community groups in Harrison Lane and Croft Lane.
- Partners in Project Green helped deliver the [7th annual Canadian Water Summit](#). The event was a success, with [256 participants](#), 3 TRCA-centric side events (1. Young professionals pub mixer, 2. Green infrastructure LID tour, 3. Two Kayak the Don River guided tour experiences), and panel discussions supported by E.Meliton, Molson Coors, and Toronto Pearson.
- Centre for Innovation Adoption developed and being circulated.

Challenges

- Events and People Power Challenge Coordinator, A.Papaiconomou, reassigned within TRCA. In the short term, E.Meliton and A.Cerbu have stepped in to fill the gaps. Long term options are currently being evaluated.
- Currently re-forming the Waste Management Committee. [Interest or leads are welcome.](#)

TERMINATION

ON MOTION, the meeting terminated at 4:15 p.m., on July 5th, 2016.

Hillary Marshall

Co-Chair

John Coyne

Co-Chair