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Date February 13, 2025 **Report No.** 2025-93
To Chair and Members
Environmental and Sustainability Policy Advisory Committee
From Gagan Batra
Manager, Business Support and Sustainability

1.0 Type of Report

Consent Item
Item For Consideration

2.0 Topic 2025 ESPAC Budget [Financial Impact: None]

3.0 Recommendation

- A. THAT Report 2025-93 “2025 ESPAC Budget” BE RECEIVED; and
- B. THAT \$_____ BE ALLOCATED to use for _____.

4.0 Background

At their meeting on February 25, 2020, in Report 2020-18 titled "Acceptance of Donations by Advisory Committee Members", Brantford City Council allocated \$5,000 to the Environmental and Sustainability Policy Advisory Committee (ESPAC) from the Council Priorities Reserve for 2020. Brantford City Council also approved a budget allocation for ESPAC in the amount of \$5,000 to be included in the 2021 operating budget as an unavoidable increase. Since then, ESPAC has received a budget of \$5,000 as part of the City's operating budget.

This budget was allocated because the Committee was looking for funds to carry out various Committee initiatives such as advertising and promoting environmental and climate initiatives, events, tree planting, etc.

In 2023 the Committee used \$3,000 to provide residents with a free tree giveaway and \$2,000 for promotional materials for events as directed in [Report 2023-426](#) titled “Uses for ESPAC Budget”. In 2024, the Committee used \$5,000 of funds as directed in [Report 2024-389](#) titled “2024 ESPAC Budget” to support a second free residential tree giveaway in Fall 2024 which was widely successful.

5.0 Analysis

The following is a list of projects for which ESPAC would be able to provide financial support:

- Purchasing trees to host a free residential tree giveaway. The average price for a tree is \$13 per tree in a two gallon pot. With a budget of \$5,000, approximately 380 trees could be purchased. This has been an initiative ESPAC has supported since 2023 and has been widely successful to promote environmental sustainability.
- Purchasing trees to plant a mini forest at a park in the City. The City’s first mini forest was planted at Holmedale Park in November 2023 and is a small, densely planted, diverse collection of 21 Ontario native tree and shrub species representing all layers of a usual forest that requires no maintenance. With a budget of \$5,000, ESPAC could plant a mini forest of 200 tree and shrub species and have a plaque indicating ESPAC’s contribution.
- Marketing for the Green ER Awards. Marketing could be done via social media, newspaper ads, YouTube ads, digital billboards, RootsTV, etc. with a budget between \$1,000 to \$5,000.
- Purchasing additional “Brantford Climate Action” giveaways and promotion supplies for public outreach and education at City and community events. The items purchased in 2023 are still available and it is recommended that those be used first before additional items are purchased.
- Assisting the City with community outreach and engagement on the Climate Action Plan update. Funds could be used for creating

storyboards, community room rentals, flyers, media campaign, etc. This budget could be anywhere between \$500 to \$2,000 depending on the level of engagement ESPAC wants to achieve through the paid materials.

6.0 Financial Implications

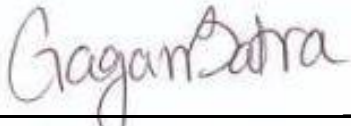
There are no financial implications as a result of this report as the \$5,000 ESPAC budget has already been approved.

7.0 Climate and Environmental Implications

There are no climate and environmental implications resulting from this report. However, ESPAC can use their budget to help with implementing the Corporate and Community Climate Change Action Plans such as expanding the City's tree canopy and providing education and outreach materials.

8.0 Conclusion

This report provided information for ESPAC's consideration for how they could use their annual budget.



Gagan Batra
Manager, Business Support and Sustainability

Prepared By:

Rebecca Szczepanowski, Climate Change Officer

Attachments (if applicable)

None.

Copy to:

N/A

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no
Agreement(s) or other documents to be signed by Mayor and/or City Clerk	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no
Is the necessary by-law or agreement being sent concurrently to Council?	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no