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Date March 6, 2025 **Report No.** 2025-57

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 Community Engagement and Events [Financial Impact: None]

3.0 Recommendation

- A. THAT Report 2025-57 "2025 Community Engagement and Events" BE RECEIVED; and
- B. THAT ESPAC members VOLUNTEER at _____ event.

4.0 Background

The mandate of the Environmental and Sustainability Policy Advisory Committee (ESPAC) includes promoting and undertaking educational, outreach, and other activities related to the environment and municipal sustainability, as approved by City Council. Over the years, ESPAC has completed several environmental and sustainability public engagement activities that has helped educate and raise the

community's awareness on climate action. In June 2023, ESPAC used a portion of their allocated budget to purchase promotional materials to be used at City events. In March 2023, ESPAC finalized environmental and sustainability educational videos that the City posted on its social media channels throughout the year. In June 2023, Staff provided [Report 2023-428](#), titled "Calendar of City Events" to ESPAC identifying potential events and opportunities in which the community could be engaged.

5.0 Analysis

During their meeting on December 12, 2024, ESPAC expressed interest in volunteering at community events to help raise awareness and education on climate action. There are many community events that take place throughout the year that ESPAC would be able to volunteer at to promote and provide education for climate and environmental initiatives. A list of community events can be found on the City of Brantford's website located at <https://calendar.brantford.ca/>.

The following is a list of annual events hosted by the City where ESPAC would be able to set up a booth:

- Wheels on the Pavement (end of May)
- Canada Day (July 1)
- Mayor's Welcome Week BBQ (early September)
- Scare in the Square (early October)
- New Years Eve (December 31)

The Committee is encouraged to set up a booth alongside City staff at the community events organized by the City to provide educational pamphlets, branded merchandise, environmental giveaways, interactive climate and environmental activities (trivia wheel, sorting challenge, environmental plinko), etc.

With the 2023 ESPAC budget, staff purchased "Brantford Climate Action" promotional materials and giveaways to be used during engagement at City events. This included tablecloths, retractable banners, lanyards, pencils, stickers, and t-shirts for ESPAC members.

To volunteer at City events and set up a booth, ESPAC is required to coordinate with the City's Communication and Community Engagement and the Parks and Recreation Community Recreation and Events team to align on objectives/messaging as well as to coordinate the application process for the booth appearing at each event. It is recommended to initially reach out to the ESPAC staff liaison who will coordinate with City departments on behalf of ESPAC. Staff and ESPAC will then work collaboratively to develop messaging to promote City climate and environmental initiatives at the events.

To ensure an ongoing process and continued engagement in the future, it is recommended that ESPAC and staff volunteer at recurring large-scale City led events such as Wheels on the Pavement and Canada Day. It is also recommended that ESPAC have two to three representatives for each event to avoid quorum since ESPAC is a Committee of Council.

6.0 Financial Implications

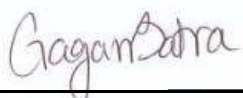
There are no financial implications related to this report. However, should ESPAC choose to participate in the Canada Day event, there would be a vendor fee of \$66.37 + HST.

7.0 Climate and Environmental Implications

There are no climate and environmental implications resulting from this report. However, ESPAC's participation at City community events will help to educate and raise awareness among community members about climate action and environmental initiatives.

8.0 Conclusion

This report provided ESPAC an update on the promotional materials that were purchased from the 2023 budget as well as suggestions where ESPAC could volunteer and set up a booth at City community events to provide support on climate action education and community engagement.



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 ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no