

Date: March 16, 2021  To: Chair and Members of General Committee  From: Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works	Originator's files:    Meeting date: March 31, 2021
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## Subject

**Funding Agreement for Credit Valley Conservation Authority's Greening Corporate Grounds Program in Mississauga (All Wards)**

## Recommendations

1. That the Commissioner of Transportation and Works be authorized to execute a funding agreement between The Corporation of the City of Mississauga and Credit Valley Conservation Authority, including amendments, extensions or renewals and any ancillary documents for the City to provide funding in support of Credit Valley Conservation's Greening Corporate Grounds Program in Mississauga, in a form satisfactory to Legal Services; and
2. That all necessary by-laws be enacted.

## Background

Credit Valley Conservation Authority's (CVC) Greening Corporate Grounds (GCG) Program was launched in 2009 and has assisted businesses, institutions, and places of worship throughout its watershed to adopt sustainable landscaping practices enhancing the natural beauty and health of their grounds and build resiliency to climate change.

The GCG Program complements the City's Stormwater Program through efforts to mitigate flood risk, manage stormwater on-site and improve water quality, as well as support other City goals such as increasing biodiversity and tree canopy cover, enhancing urban habitat and reducing heat island effect. The program also plays an important role in contributing to outreach and education to Mississauga businesses.

In recognition of the GCG Program's benefits, Council approved a three-year funding agreement with CVC, with an annual budget of \$130,000, as part of the Stormwater Service Area 2018-2021 Business Plan & 2018 Budget. In April 2018, Council approved a report titled

“Agreement with Credit Valley Conservation (CVC) to Support CVC’s Greening Corporate Grounds Program in Mississauga”, dated March 20, 2018 to execute an agreement between the City and CVC to provide funding in support of the GCG Program. Subsequently, a funding agreement was executed between the two parties, effective May 1, 2018 to December 31, 2020.

## Comments

The funding support from the City over the past three years has allowed the GCG Program to tailor a more comprehensive outreach program for businesses in Mississauga and further collaboration with the Mississauga Board of Trade (MBOT). These focused efforts have resulted in a number of activities including:

- Partnership with City staff to provide education on stormwater management and the Stormwater Credit Program;
- Implementation of joint marketing campaigns including regular sustainable landscaping articles in MBOT’s *Connect* magazine;
- Participation on the MBOT Environment, Sustainability & Infrastructure Committee;
- Launch of the GCG *Green Brief*, a bi-monthly electronic newsletter educating businesses about environmental sustainability;
- Launch of the GCG educational seminar series with topics like ‘*Pollution Prevention: It’s Just Good Business*’ and ‘*Winter Maintenance and Your Bottom Line*’; and
- Collaboration with the City’s Environmental Coordinator to provide greater focus on pollution prevention through GCG site assessments, reports and education.

With GCG building its portfolio of satisfied participants and promoting its benefits through marketing efforts, the Program is able to build trust and a positive reputation within the business community. It is the Program’s goal to increase knowledge and change attitudes of landowners in the mid-term and increase the adoption of sustainable landscaping practices over the long-term. However, it must be understood that behavioural change is a long term commitment given that it takes time to build awareness and motivate action.

As the original funding agreement expired at the end of 2020, \$90,000 annually was approved by Council as part of the Stormwater Service Area’s 2021-2024 Business Plan & 2021 Budget to continue with the Program. As such, staff requests the authority to enter into a two-year (2021-2022) funding agreement with CVC, on similar terms as the 2018-2020 agreement, with the option to renew or extend.

## Strategic Plan

Supporting CVC’s GCG Program aligns with the *Connect: Completing our Neighbourhoods*, *Prosper: Cultivating Creative and Innovative Businesses* and *Green: Living Green* pillars.

## Financial Impact

Funding for \$90,000 annually has been approved by Council as part of the 2021-2024 Business Plan & 2021 Budget. The GCG Program will continue to be funded from the Stormwater Service Area operating budget under cost centre 23733 and account 715601.

## Conclusion

Since May 2018, CVC's GCG Program has complemented the City's Stormwater Program through related initiatives including preparation of an outreach strategy, development of educational activities and marketing campaigns for businesses, institutions and places of worship in Mississauga. It benefits the City to continue to support the GCG Program in order to improve on and achieve parallel goals and objectives.

As such, in order to maintain and enhance the current services of the GCG Program, staff recommends that an agreement be entered into with CVC for two years (2021-2022), on similar terms as the 2018-2020 agreement (with the option to renew or extend) at an annual cost of \$90,000.



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Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works

Prepared by: Shaunna Xiao Zhang, MSc., Stormwater Charge Program Coordinator