



# Environmental Stewardship Strategy

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2011

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## **Town of Stony Plain Vision Statement**

*Stony Plain endeavors to be a strong and vibrant community,  
where we respect our heritage, embrace the present and are excited about the future.*

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### **Background**

The Town of Stony Plain is dedicated to developing a sustainable community and strives to be a leader in environmental initiatives. The Town developed a Community Sustainability Plan (CSP) in 2006 that provided a renewed focus on growth and development by focusing on the Four Cogs of Sustainability – Social Equity, Cultural Vitality, Economic Viability and Environmental Responsibility. As an outcome of the CSP, the Town developed an Environmental Stewardship Strategy in 2007.

This updated Environmental Stewardship Strategy will continue to provide a framework to steer the environmental priorities and leadership of the Town in a unified and lasting direction. It is intended to be primarily used by the Town administration and Council, although its direction and tools can be helpful to others in the business and community sectors. The Strategy builds on the actions already taken by Stony Plain, as well as propelling the community forward as a leader in environmental responsibility. To categorize the numerous actions and initiatives, the Town identified 8 key themes of environmental stewardship.

### **Environmental Stewardship Themes**

1. Planning and Regulation
2. Energy
3. Air Quality
4. Waste
5. Transportation
6. Water
7. Procurement
8. Communication, Education and Promotion

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### **Environmental Stewardship Working Group**

The Environmental Stewardship Working Group was formed to provide guidance and support with the implementation of the Strategy. The Working Group is led by the Sustainable Development Department and comprised of representatives from the various Town departments and levels within the organization. The Working Group meets every other month and continues to be active and instrumental in identifying, monitoring and communicating projects within the Strategy. With the update of this Strategy an annual status report will be provided to Council on the anniversary of the approval of the Strategy. This will provide an opportunity for broader input regarding evolving priorities and ensure this is a living document.

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*Municipal governments have an important contribution to make to climate protection. Up to half of Canada's greenhouse gas (GHG) emissions are under the direct or indirect control or influence of municipal governments.*

*Federation of Canadian Municipalities*

### **Success Stories**

Environmental stewardship has long been a priority for the Town of Stony Plain. Here is a summary of some of the

more recent substantial initiatives.

### LED Lighting

The Town of Stony Plain has been selected to participate in the 2011-2012 Fortis Alberta's LED Streetlight Community Assessment. LED technology for lighting is not new; however, while LED technology for traffic signals is 80 to 90 per cent more efficient and typically lasts ten times longer than traditional light fixtures, its application to street lighting and yard lighting is characterized as an emerging technology and warrants a test approach.

In 2010, the Town converted two sets of traffic control lights and overhead lights at five pedestrian crossings from conventional incandescent lighting to LED lighting. As well, four solar-powered LED lights were installed at two new pedestrian crossings. In addition, six new solar-powered LED lights were installed along the Town's public trail system, complementing four that were installed along the trail and two in a community playground in 2009.



### Recycling Program

In 2006 the Town of Stony Plain launched a curbside organics collection and blue bag recycling program to help divert 50% of the waste stream from the landfill. To supplement this service, the Town also operates The Rotary Recycling Centre. The Centre is open 7 days a week and accepts the following materials for recycling: blue bag recycling, organics, corrugated cardboard, newspaper, electronics, and paint. To further encourage reuse of household items, the Town hosts an annual "Treasure Hunt" event where residents place items out at the curbside and other residents drive around to pick up any items that they can reuse or recycle.

In the fall, the Town hosts a hazardous waste round up to ensure the safe and environmentally friendly disposal of these items and paper shred event to provide safe recycling for confidential documents.

As a result of these programs and the enthusiastic participation of residents, the Town has diverted 45% of its waste from the landfill in 2010.



### Trails & Green Spaces

The development of trails and parks throughout the community has been an ongoing priority for the Town. The trails and green spaces not only protect environmentally sensitive areas and support balanced development, but also provide important locations for recreation, alternative routes for pedestrian transportation, and venues for community gatherings that are critical to quality of life.

The Town continues to expand the trail network by 1-2 kilometers per year, as well as enhancing and maintaining existing trails in such ways as lighting and signage. Recently the Town is undertaking the redevelopment of Heritage Park, including the planting of over 350 trees as part of the project. In 2010, Willow Park Natural Area was approved for maintenance and improvement in such a manner as to preserve and protect the biodiversity and habitat of the area.

In 2011 Council approved an annual Arbor Day event to profile the importance of urban forests in our community. This encourages further engagement of our residents in the improvement and preservation of the parks and trail network.



# Strategies & Targets

## Core Strategies

In 2007 the Town of Stony Plain adopted the Community Sustainability Plan to proactively address challenges and move towards a sustainable future, one where a strong economy and a participative governance model protects ecological integrity, contributes to a vibrant cultural scene and preserves a strong social cohesion. The Four Cogs of Sustainability are as follows:

### Social Equity

To develop and maintain a community focused on creatively meeting the needs of residents through the promotion of equality, wellbeing, safety, citizen participation and involvement.

### Economic Viability

To promote economic security and equity through the efficient and innovative use of resources that considers the needs of current and future generations.

### Cultural Vitality

To preserve our culture and heritage while strengthening our sense of connectedness by fostering community support, hospitality and harmony.

### Environmental Responsibility

To protect our natural resources and promote responsible consumption patterns that encourages living within our ecological limits.

## Environmental Stewardship Targets

The foundation of the Environmental Stewardship Strategy is derived from the Core Strategy of Environmental Responsibility. From this the Town has prioritized 8 Key Themes with Target Areas that provide for the greatest opportunity for impact.

### Planning & Regulation

1. Building retrofits that improve energy efficiency.
2. New development that meets environmentally sustainable design standards.
3. Enhance natural features of open spaces and parks.

### Energy

1. Realize efficiency and cost savings through energy assessment.
2. Implement alternative energy uses where feasible.
3. Reduce energy consumption.

### Air Quality

1. Air quality that supports the health and well being of residents.

### Waste

1. Waste management practices which result in reduced and responsible use of resources and materials.

### Transportation

1. Manage municipal fleet services to reduce greenhouse gas emissions.
2. Access to and encourage use of alternative forms of transportation to reduce vehicle greenhouse gas emissions.

### Water

1. Manage water supply and provide quality water for residents.
2. Ensure a healthy ecosystem through appropriate watershed management.
3. Water conservation policies and programs that reduce waste.

### Procurement

1. Purchase from firms that demonstrate a commitment to environmental stewardship in their products, services and corporate practices.

### Communication, Education & Promotion

1. Ongoing communication and information regarding the Environmental Stewardship Strategy, and communications concerning all key themes, between the Town and its key internal and external stakeholders (Council, Administration, residents, community groups, etc.)

## New Initiatives

A number of new initiatives have been identified by the Environmental Stewardship Working Group and Town Administration to be considered and proposed that would support the goals and objectives of this Strategy. These include:

- Urban Forest Management Plan
- Pesticide use alternatives
- Community recycling containers
- Program to limit curbside garbage pick up
- Environmentally sustainable vehicle purchasing and maintenance standards
- Public transportation alternatives
- Programs to increase recycling in the Town, commercial, institutional, and residential settings
- Salt management alternatives
- Improvement of Town tendering and purchasing policies to further increase the importance of purchasing of environmentally friendly product and service providers.

Other initiatives may also be considered and proposed as the Strategy is implemented. For each new initiative the normal process of research, budgeting, and approval will be applied.

## Action Plan

### 1. Planning and Regulation

Actions and decisions made through land use planning, building standards, and the use of parks and open spaces that can impact how the Town will look and function for the benefit of future generations.

Strategic Target	Action	Outcomes	Completion Status
Building retrofits that improve energy efficiency.	Knowledgeable and proactive promotion of green building.	Green Building Permit Rebate  Ambassadors of Action Awards	Short Term (1-2 years)  Measurement: Green construction projects profiled locally and beyond.
New development that meets environmentally sustainable design standards.	Propose environmentally sustainable neighbourhood standards, policies, programs, and incentives for new development.	Area Structural Plan Criteria  Municipal Development Plan 2005-2020	Medium Term (3-5 years)  Measurement: New development that meets environmentally sustainable design standards.
Enhance natural features of open spaces and parks.	Propose landscaping and maintenance standards.	Urban Forest Management Plan  Arbour Day  Trail Master Plan 2005  Community Garden Project	Short Term (1-2 years)  Measurement: Implementation of standards on public spaces and new development.

### 2. Energy

Although the Town is not an energy provider, it can improve the efficient use of energy through internal initiatives, education and incentives for the residents.

Strategic Target	Action	Outcomes	Completion Status
Realize efficiency and cost savings through energy assessment.	Investigate, propose and continue to implement energy efficiency improvements to all Town facilities.	Energy Audits	Long Term (6-10 years) Measurement: Track reduction in facility energy consumption.
Implement alternative energy uses where feasible.	Investigate, propose, and continue to implement alternative energy uses.	LED Light Program Solar Trail Lights	Short Term (1-2 years) Measurement: Track impact of alternative energy uses that are implemented.
Reduce energy consumption.	Investigate, propose and continue to implement energy efficiency improvements, programs, and incentives.	Motion Sensor Lighting Energy efficient fixtures, appliances, heating and cooling systems	Medium Term (3-5 years) Measurement: Track impact of energy efficiency projects that are implemented.

### 3. Air Quality

Air cleanliness is impacted by the pollutants that are released into the atmosphere. The Town has the opportunity to improve the air quality through a reduction in greenhouse gas emissions.

Strategic Target	Action	Outcomes	Completion Status
Air quality that supports the health and well being of residents.	Investigate, propose and continue to implement policies and programs that can improve air quality.	Municipal Vehicle Anti-Idling Policy Open Burning Bylaw Pesticide use alternatives	Medium Term (3-5 years) Measurement: Track implementation of policies and programs to improve air quality.

### 4. Waste

The Town manages waste and recycling services. Through delivery of innovative programs and services the Town can continue to see diversion from the landfill to recycling facilities or reuse.

Strategic Target	Action	Outcomes	Completion Status
<p>Waste management practices which result in reduced and responsible use of resources and materials.</p>	<p>Investigate, propose and continue to implement waste management practices that support the achievement of a 50% landfill diversion rate.</p>	<p>Rotary Recycling Centre                      Pitch In Week                      Community Treasure Hunt                      Zero Waste Event Guide                      Event Recycling Trailer                      Recycling of concrete and asphalt in Town construction                      Electronic management of Town records and meetings                      Household Hazardous Waste Roundup &amp; Community Shred Day                      Blue Bag &amp; Organic curbside pick up                      Increase recycling containers throughout the Town                      Programs to increase recycling in Town, commercial, institutional, and residential settings                      Program to limit curbside garbage pick up</p>	<p>Medium Term (3-5years)                      Measurement: Track statistics for each project or event implemented.</p>

## 5. Transportation

The Town of Stony Plain maintains the roads, trails, parking, and utilizes vehicles to conduct their business. By implementing actions to improve infrastructure and reducing the time, fuel and amount of vehicles operating, the Town can positively impact the health of the community.

Strategic Target	Action	Outcomes	Completion Status
Manage municipal fleet services to reduce greenhouse gas emissions.	Investigate and propose environmentally sustainable vehicle purchasing and maintenance standards.	Purchase and maintenance of vehicles to meet standards	Medium Term (3-5 years) Measurement: Track vehicle fuel efficiency.
Access to and encourage use of alternative forms of transportation to reduce vehicle greenhouse gas emissions.	Investigate and propose pedestrian friendly infrastructure and programs.	Trail Master Plan 2005 Transportation Study 2011 Public transportation alternatives	Medium Term (3-5 years) Measurement: Implementation of pedestrian-friendly infrastructure and programs.

## 6. Water

The Town provides water and wastewater services to residents and utilizes a significant level of water for its operations. Actions and decisions regarding both water conservation and protection can have an impact on the quantity and quality of this valuable resource.

Strategic Target	Action	Outcomes	Completion Status
Manage water supply and provide quality water for residents.	Centralized monitoring and control of the Town water distribution system.	Continued monitoring	Short Term (1-2 years) Measurement: Monitor and track water supply.
Ensure a healthy ecosystem through appropriate watershed management.	Investigate and propose policies and programs to support a healthy watershed.	Participate in regional watershed management initiatives Salt management alternatives Municipal Development Plan 2005-2020 Groundwater irrigation for Golf Course	Medium Term (3-5 years) Measurement: Monitor implementation of programs and impact on the watershed.
Water conservation policies and programs that reduce waste.	Investigate, propose and continue to implement water conservation policies, program and incentives.	Water Conservation Measures Bylaw Toilet Rebate Program Rain Barrel Program Water Conservation Kits	Short Term (1-2 years) Measurement: Track implementation of water conservation policies and programs.

## 7. Procurement

The Town can have a direct impact on the environmentally friendly commitment of businesses and services providers through the adoption and implementation of purchasing policies, service delivery options and contracts.

Strategic Target	Action	Outcomes	Completion Status
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Purchase from firms that demonstrate a commitment to environmental stewardship in their products, services and corporate practices.	Investigate and propose purchasing/decision assessment tools that can be utilized by Council and administration to support the achievement of the Environmental Stewardship Strategy.	Tender and Purchasing Policy	Short Term (1-2 years)  Measurement: Monitor compliance and usage of the assessment tools.
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## 8. Communication, Education & Promotion

Ongoing communication and education are required in order to effectively reach the goals and actions outlined in this Strategy. Effective communication is critical to understanding what is needed to improve the environment. It fosters stronger commitment to environmental stewardship and helps influence positive change in behaviors. If internal and external stakeholders are kept informed of environmental work done locally, it will be easier for the Town to get help and obtain support to carry out the Town's environmental projects.

Strategic Target	Action	Communication Tools	Completion Status
Ongoing communication and education about overall Strategy to internal and external stakeholders.	Develop and implement strategic communications plan for overall Environmental Stewardship Strategy.	News articles Press Releases Social Media (Facebook, Twitter, YouTube, Flickr, RSS) Newsletter/Town magazine Multi-media (slides, videos) Lectures/seminars/workshops Small-group meetings (elected officials, school groups, Rotary, Kinsmen) Direct mail Messages on internet bulletin boards, newsgroups, etc. Special days (festivals, events, open houses) Education activities (school visits, field trips, messages for teachers to give to students to give to parents) Paid advertising Signage Exhibits & demonstrations	Short Term (1-2 years)  Measurement: Stakeholders are aware of, can recall and provide input about the Strategy.
Ongoing communication and education of key themes of the Strategy to internal and external stakeholders	Develop and implement strategic communications plans for various themes described in the Environmental Stewardship Strategy – according to priority, target audiences, messaging, budget and Council direction	Same as above	Short Term (1-2 years)  Measurement: Stakeholders are aware of, can recall and provide input about the various themes of the Strategy; positive environmental behavior(s) regarding each theme.

## Update & Assess

The Sustainable Development Department and Environmental Stewardship Working Group will continue to provide engagement and learning to increase staff and residents' acceptance and involvement in the Environmental Stewardship Strategy.

Each Town Department is challenged to put forth a continuous effort to support and implement the environmental initiatives of the Strategy. As well, they are encouraged to investigate and propose new actions to improve environmental sustainability.

Updates regarding the Strategy will be provided at the Environmental Stewardship Working Group regular meetings. Input and guidance will be provided by the Working Group for all action items and in preparing the annual report. A review and assessment of the implementation of the Environmental Stewardship Strategy must be conducted in order to identify the benefits, improve on the challenges, and continue the successes. The annual report will be prepared and presented to Council and administration outlining the progress of the Strategy.

Finally, it is recommended the Strategy document continue to be updated every 3-5 years to reflect the changing needs of the organization and the town.