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Picture **Port Elgin**

Integrated Community Sustainability Plan Final Report
Endorsed by Port Elgin Village Council April 11, 2011

Photo by Sterling Marsh



Photo by Sterling Marsh

Table of Contents

1.0 INTRODUCTION	2
2.0 COMMUNITY ENGAGEMENT	3
2.1 Survey.....	3
2.2 The Four Questions.....	3
2.3 Sustainabili-Teas.....	3
2.4 S.P.Y. Camp.....	4
2.5 Community Presentations	4
2.6 Port Elgin Regional School	4
2.7 Communication Plan	4
3.0 VISION AND PRINCIPLES OF SUSTAINABILITY	5
3.1 Port Elgin’s Vision Statement.....	5
3.2 Principles of Sustainability	5
4.0 SUSTAINABLE PLANNING THEMES	8
5.0 SUSTAINABLE DEVELOPMENT GOALS & ACTIONS.....	9
5.1 Energy Strategy.....	10
5.2 Transportation Initiatives	12
5.3 Natural Environment.....	14
5.4 The Built Environment.....	16
5.5 Solid Waste Opportunities.....	18
5.6 Recreation Opportunities	20
6.0 IMPLEMENTATION & MONITORING PLAN	22
6.1 Implementation Strategy.....	22
6.2 Update and Review.....	22
6.3 Monitoring and Reporting	22
6.4 Assessing Options Framework.....	24

- Appendix A: Community Profile (separate report)
- Appendix B: PPE Resident Survey Report (separate report)
- Appendix C: SPY Camp Report (separate report)
- Appendix D: PPE Sustainabili-TEA Report (separate report)
- Appendix E: PE Coastal Workshop Report (separate report)

Picture Port Elgin

1.0 INTRODUCTION

The Village of Port Elgin is located in Southeastern New Brunswick at the mouth of the Gaspereau River which feeds into Baie Verte. With a small and aging population of 450, this rural community has a long history of dealing with change. In 2009, Village Councilors participated in an Adaptations and Actions conference at Mount Allison University along with seven other local municipalities. Participants and speakers shared ideas and understanding for creating a sustainable future despite the many challenges (global, regional, and local) we face in society today.

In March 2010, with assistance from EOS Eco-Energy and the Tantramar Planning District Commission, Village Council was successful in obtaining a grant from the Federation of Canadian Municipalities' Green Municipal Fund. The matching grant allowed the community to begin development of an Integrated Community Sustainability Plan (ICSP) - a long term strategic plan designed to balance the social, economic and environmental aspects of community life. ICSPs are created in consultation with community members to determine how best the village can plan for a sustainable future for all residents. Port Elgin's ICSP is known as Picture Port Elgin.

Picture Port Elgin is not a "Green Plan" but instead points to the balance that needs to exist in all the decisions that are made by individuals, businesses and municipal leaders in our community. We need to be ready to tackle the challenges currently affecting the community,

the region, and beyond. Picture Port Elgin will help us address local issues and be proactive in dealing with future economic crises, ongoing poverty issues, our reliance on depleting oil resources, and impending effects of climate change.

Sustainability can be a difficult concept to explain. Developed by the Brundtland Commission, the common definition of sustainable development is "human activities that meet the needs of the present without compromising the ability of future generations to meet their own needs."

Throughout the Picture Port Elgin process, we have focused on the concept of balancing economic, environmental and social-cultural priorities. With a healthy environment, a healthy society can thrive. With a healthy society a strong economy can exist. The focus cannot be only on the economy, if the environment and the community are not considered. This is the systems approach to sustainability.

Systems Approach to Sustainability



A Steering Committee was established and met on a regular basis to determine the best way to proceed with the initiative and to ensure timelines and goals were met. Steering Committee members included a member of Council, the Village Clerk, a member of the business community, a representative from the Port Elgin District Voluntary Action Group, a senior, a youth representative, and a community member at large.

2.0 COMMUNITY ENGAGEMENT

A number of strategies were developed to inform the community of the process and to get people involved.

2.1 Survey

The first strategy used to inform and gather feedback was a community-wide survey which was sent to Port Elgin residents. The purpose of the survey was twofold: 1) to gather certain baseline information from the community, and 2) to engage the community and provide a first opportunity for participation in the process. It should be noted, that the intent of the survey was not to achieve a statistically significant response rate, but to encourage dialogue and discussion from the outset of this project on the issues of sustainability.

The survey included 23 questions and was one page in length (double-sided). It was printed on white paper and copies were delivered to all mailboxes within Village limits in early April 2010. Drop boxes for the survey were placed at the Village Office, the Post Office, and Cole's Grocery Store. The survey closed on April 30th, 2010, at which time the drop boxes were collected. Following the inaugural meeting of the Picture Port Elgin Steering Committee, it was decided to keep a few copies at the Village

office until May 31st, to allow for other responses. During the month of May, an article was published in the Sackville Tribune introducing the Picture Port Elgin initiative and advertising the survey. There were a total of 22 surveys completed. While this is only a 5% response rate, the survey responses give the Steering Committee direct input from 22 people who might not have otherwise participated in the process.

2.2 The Four Questions

The Steering Committee developed a set of four questions that have been used throughout the community engagement process to gather input from a range of participants. The questions are:

- 1) Why do you live in Port Elgin? What keeps you here?
- 2) When you think about the future, what concerns you?
- 3) Imagine you are 30 years in the future and you are telling your grandchildren why Port Elgin is a great place to live. What do you tell them to prove it? What do you see in your vision?
- 4) As a member of this community, what do you think is your responsibility in achieving this vision?

2.3 Sustainability-Teas

Port Elgin is a small community with a total population of less than 500 people. It is the case where just about everybody knows everybody else. As such, the steering committee decided to use a personal approach to engaging the community and gathering information. Steering Committee members were tasked with inviting their neighbours, friends, family and acquaintances to "Sustainability-teas." A Sustainability-tea involved a steering committee member having tea (coffee, etc) with one or more community

members and to talk about the four questions (identified above). Steering committee members hosted 11 Sustainability-teas in total. Sustainability-teas are an effective way to gather input from community members. The information gathered through this process was used to help develop a sustainable vision statement for the community. While the intent of these “chats” was meant to be informal and relaxed, our hopes were to see these discussions continue throughout the Picture Port Elgin initiative in order to widen the circle of those who provided input and take part in creating a sustainable picture of Port Elgin. The results of the Sustainability-teas were used to develop the vision and action items included in this plan.

2.4 S.P.Y. Camp

On August 17th and 18th, Picture Port Elgin hosted a S.P.Y. (Sustainability Planning for Youth) camp in the village. This event was held in collaboration with the Rural and Small Town Programme at Mount Allison University. Information about the Picture Port Elgin sustainability initiative and the S.P.Y. camp was disseminated to residents with their water bill. The S.P.Y. Camp was offered to a variety of youth in the area with a target age group set from 8 to 14 years old. In Port Elgin, nine children registered for the camp. The objective was for S.P.Y. campers to develop an increased awareness about rural community issues including community planning, local environmental issues, sustainable land use planning, culture and heritage. The camp members also learned their responsibilities towards their local environment and the benefits of living and growing up in a rural community. At the end of the camp, SPY campers created a wish list for youth in their community and they wrote a formal letter to the Village Council that demonstrates their findings.

2.5 Community Presentations

Picture Port Elgin coordinators met with community groups to discuss the four key questions including the Port Elgin Rotary Club (11 participants) and the Baie Verte Senior Citizen’s Club (15 participants). These 60-90 minute discussions focused on the 4 questions, but also included discussion around historical realities of the communities as well as goals for the future.

2.6 Port Elgin Regional School

Working with the Community School Liaison at Port Elgin Regional School, coordinators met with 64 students, grades K-3 in November and February to talk about sustainability and their community. Students were eager to give their perspective on the four key questions. Children were also given a Sustainability Checklist to promote easy ideas related to sustainability of the community. Students prepared pictures of a future in Port Elgin and these pictures were distributed around the community for display (e.g. At the Village Office, Library, PEDVAC and Post Office).

2.7 Communication Plan

A detailed communication plan was created to help guide engagement and ensure that we maximize exposure to the community on this initiative. The Steering Committee made recommendations to the communication plan in terms of approaches and ideas that would best work in Port Elgin. There are several strategies that were developed specifically from a communications perspective:

- The Picture Port Elgin website (www.pictureportelgin.ca) was designed as a communication tool in developing the Integrated Community Sustainability Plan. The website

contained information about the project, the final report and all related reports, resources, a photo gallery and contact information.

- Other methods of communication include: an independent email address (Picture-PortElgin@gmail.com), a Facebook group (Picture Port Elgin), and regular articles in the local newspaper.
- To engage the larger population, the Picture Port Elgin steering committee decided to order pencils made of recycled newsprint printed with the website address. These pencils were distributed to all students in Port Elgin Regional School as well as made available for free at local retail outlets.

3.0 VISION AND PRINCIPLES OF SUSTAINABILITY

The results of community engagement processes were compiled by the PPE Coordinators. Several themes emerged which helped to guide development of a Vision for the Picture Port Elgin Steering Committee. Using this information as background, the following vision was adopted by Village Council on January 10th, 2011.

3.1 Port Elgin's Vision Statement

Understanding where we have come from, and what we value today, we picture a future in which Port Elgin:

- Is a safe, accessible, friendly and close-knit community that boasts an exceptional quality of life for all;
- Supports a diverse, local business sector based on sustainable development principles;
- Celebrates our maritime heritage; and
- Engages residents in creating a clean, healthy community and environment.

Port Elgin - a place to call home.

3.2 Principles of Sustainability

In addition to the Vision Statement, Sustainability Principles were developed to describe how the Village of Port Elgin can operate as a sustainable community. Port Elgin's Sustainability Principles were adapted from the Melbourne Principles which are a simple set of statements that describe how sustainable communities should function; these Principles provide guidance to ensure that as the community strives to meet its vision, it does so in a sustainable manner. The Village Council adopted the following set of principles in November 2010, which will be used to guide decision-making on the Picture Port Elgin initiative.

1. Provide a long-term vision for communities based on: sustainability; intergenerational, social, economic and political equity; and their individuality.
2. Achieve long-term economic and social security.
3. Recognize the intrinsic value of biodiversity and natural ecosystems, and protect and restore them.
4. Enable communities to minimize their ecological footprint.
5. Build on the characteristics of ecosystems in the development and nurturing of healthy and sustainable communities.
6. Recognize and build on the distinctive characteristics of communities, including their human and cultural values, history and natural systems.
7. Empower people and foster participation.
8. Expand and enable cooperative networks to work towards a common, sustainable future.
9. Promote sustainable production and consumption, through appropriate use of environmentally sound technologies and effective demand management.
10. Enable continual improvement, based on accountability, transparency and good governance.

Each principle has a few paragraphs of elaboration that provides additional information on its meaning and application. The Principles are designed to be read by decision-makers, and provide a starting point on the journey towards sustainability. Additional tools will be needed to put the Melbourne Principles into action.

1) **Provide a long-term vision for communities based on: sustainability; inter-generational, social, economic and political equity; and their individuality.** A long-term vision is the starting point for catalyzing positive change, leading to sustainability. The vision needs to reflect the distinctive nature and characteristics of each community. The vision should also express the shared aspirations of the people for their communities to become more sustainable. It needs to address equity, which means equal access to both natural and human resources, as well as shared responsibility for preserving the value of these resources for future generations. A vision based on sustainability will help align and motivate communities, governments, businesses and others around a common purpose, and will provide a basis for developing a strategy, an action program and processes to achieve that vision.

2) **Achieve long-term economic and social security.** Long-term economic and social security are prerequisites for beneficial change and are dependent upon environmentally sound, sustainable development. To achieve triple bottom line sustainability, economic strategies need to increase the value and vitality of human and natural systems, and conserve and renew human, financial and natural resources. Through fair allocation of resources, economic strategies should seek to meet basic human needs in a just and equitable manner. In particular, economic strategies should guarantee the right to potable water, clean air, food security,

shelter and safe sanitation. Communities are the locus of human diversity; their policies, structures and institutions can significantly contribute to fostering cohesive, stimulating, safe and fulfilled communities.

3) **Recognize the intrinsic value of biodiversity and natural ecosystems, and protect and restore them.** Nature is more than a commodity for the benefit of humans. We share the Earth with many other life-forms that have their own intrinsic value. They warrant our respect, whether or not they are of immediate benefit to us. It is through people's direct experience with nature that they understand its value and gain a better appreciation of the importance of healthy habitats and ecosystems. This connection provides them with an appreciation of the need to manage our interactions with nature empathetically. Just as humans have the ability to alter the habitat and even to extinguish other species, we can also protect and restore biodiversity. Therefore, we have a responsibility to act as custodians for nature.

4) **Enable communities to minimize their ecological footprint.** Communities consume significant quantities of resources and have a major impact on the environment, well beyond what they can handle within their borders. These unsustainable trends need to be substantially curbed and eventually reversed. One way of describing the impact of a community is to measure its ecological footprint. The ecological footprint of a community is a measure of the 'load' on nature imposed by meeting the needs of its population. It represents the land area necessary to sustain current levels of resource consumption and waste discharged by that population. Reducing the ecological footprint of a community is a positive contribution towards sustainability. Like any living system, a community consumes material, water and energy

inputs, processes them into usable forms and generates wastes. This is the 'metabolism' of the community and making this metabolism more efficient is essential to reducing the community's ecological footprint. In reducing the footprint, problems should be solved locally where possible, rather than shifting them to other geographic locations or future generations.

5) **Build on the characteristics of ecosystems in the development and nurturing of healthy and sustainable communities.**

Communities can become more sustainable by modeling urban processes on ecological principles of form and function, by which natural ecosystems operate. The characteristics of ecosystems include diversity, adaptiveness, interconnectedness, resilience, regenerative capacity and symbiosis. These characteristics can be incorporated by communities in the development of strategies to make them more productive and regenerative, resulting in ecological, social and economic benefits.

6) **Recognize and build on the distinctive characteristics of communities, including their human and cultural values, history and natural systems.**

Each community has a distinctive profile of human, cultural, historic and natural characteristics. This profile provides insights on pathways to sustainability that are both acceptable to their people and compatible with their values, traditions, institutions and ecological realities. Building on existing characteristics helps motivate and mobilize the human and physical resources of communities to achieve sustainable development and regeneration.



Photo by Sterling Marsh

7) **Empower people and foster participation.** The journey towards sustainability requires broadly based support. Empowering people mobilizes local knowledge and resources and enlists the support and active participation of all who need to be involved in all stages, from long-term planning to implementation of sustainable solutions. People have a right to be involved in the decisions that affect them. Attention needs to be given to empowering those whose voices are not always heard, such as the poor.

8) **Expand and enable cooperative networks to work towards a common, sustainable future.**

Strengthening existing networks and establishing new cooperative networks within communities facilitate the transfer of knowledge and support continual environmental improvement. The people of communities are the key drivers for transforming communities towards sustainability. This can be achieved effectively if the people living in communities are well informed, can easily access knowledge and share learning. Furthermore, the energy and talent of people can be enhanced by people working with one another through such networks. There is also value in communities sharing their learning with other communities, pooling resources to develop sustainability tools, and supporting and mentoring one another through inter-community and regional networks. These networks can serve as vehicles for information exchange and encouraging collective effort.

9) **Promote sustainable production and consumption, through appropriate use of environmentally sound technologies and effective demand management.**

A range of approaches and tools can be used to promote sustainable practices. Demand management, which includes accurate valuations of natural resources and increasing public awareness,

is a valuable strategy to support sustainable consumption. This approach can also provide significant savings in infrastructure investment. Sustainable production can be supported by the adoption and use of environmentally sound technologies which can improve environmental performance significantly. These technologies protect the environment, are less polluting, use resources in a sustainable manner, recycle more of their wastes and products and handle all residual wastes in a more environmentally acceptable way than the technologies for which they are substitutes. Environmentally sound technologies can also be used to drive reduced impacts and enhance value along a supply chain and support businesses embracing product stewardship.

10) **Enable continual improvement, based on accountability, transparency and good governance.** Good urban governance requires robust processes directed towards achieving the transformation of communities to sustainability through continual improvement. While in some areas gains will be incremental, there are also opportunities to make substantial improvements through innovative strategies, programs and technologies. To manage the continual improvement cycle, it is necessary to use relevant indicators, set targets based on benchmarks and monitor progress against milestones to achieving these targets. This facilitates progress and accountability and ensures effective implementation. Transparency and openness to scrutiny are part of good governance.

4.0 SUSTAINABLE PLANNING THEMES

A significant amount of feedback was provided in the community engagement phases of the Picture Port Elgin initiative. A whole range of issues and themes were identified by community members. Following an intensive review of

all findings, six themes were identified as being significant for the village itself. The Picture Port Elgin Steering Committee hosted an open public meeting to address these themes which included: Energy, Natural Environment, Solid Waste, Built Environment, Transportation, and Recreation Opportunities. For each topic, community members were asked to consider three questions:

1) **Descriptions of Success** – Based on the overall vision for sustainability, participants were asked how they would know in the future if we had been successful in achieving a sustainable community for the topic being discussed. What evidence would there be that we were a sustainable community in terms of, for example, our energy goals?

2) **Current Reality** – Participants were then asked to think about where we are today in terms of the system being discussed. For example, in the Solid Waste discussions, participants were asked, how are we dealing with solid waste and garbage at the individual level and the community level?

3) **Sustainability Gap** – Then participants were asked what they considered to be the best options for getting from where we are today (our current reality) to our desired future (the descriptions of success).

The results of this meeting were compiled and analyzed to create the goals and actions in the following section.



Photo by Sterling Marsh

5.0 SUSTAINABLE DEVELOPMENT GOALS & ACTIONS

The following section outlines the Picture Port Elgin Sustainable Development Plan which includes an action plan for the six main themes:

1. Energy
2. Transportation
3. Natural Environment (including water, air and land strategies)
4. Built Environment (including brown-fields, storm water management, infrastructure, coastal)
5. Solid Waste
6. Recreation

Each topic includes a Goal Statement, followed by a brief discussion of why the goal is important to Port Elgin. Within each table there is a list of activities identified that work toward achieving the goal. The key players for implementing each activity or group of activities are also listed as well as the suggested timing for implementation.

Timing may be short-term (meaning within 2 years), medium-term (2-4 years), or long-term (more than 4 years). Finally, we have included a way to measure if the community has been successful in achieving its goals by listing indicators. These indicators represent one way to calculate if the goals were achieved and how well they were met (how big of an impact did they actually make?). In many situations baseline data will need to be collected to use as a point of comparison between now and after implementation. The Port Elgin Community Profile developed for the Picture Port Elgin initiative includes many sources of baseline data. It can be found in Appendix A.

The activities listed in the tables below are directed at municipal government, community groups and governmental organizations. Following the tables, we have also included ways that the community members can be involved to start making a difference at home and at work.





What can I do?

- Turn off lights and electronic equipment when finished.
- Get rid of phantom loads by using a power bar and shutting it off when equipment is not in use.
- Get a home energy audit to identify the best way to reduce your energy use.
- Wash your clothes in cold water.
- Use your clothesline.
- Join a carpool or ride your bike to work or school.
- Don't idle your vehicle for longer than 10 seconds – it's more economical to restart your car.



Energy Strategy

Goals Statement – To meet our community's energy needs in an efficient, affordable, sustainable and reliable way, while managing greenhouse gas emissions and air quality.

Why is this important?

We know that human created Green House Gases (GHG) have been scientifically proven to be responsible for the rapid change in global climate. GHG emissions are created when fossil fuels (such as gasoline, oil, coal, and other substances derived from the earth's crust) are burned to make energy. We are in a time where fossil fuel costs continue to rise, and the effects

of burning fossil fuels create uncertainty in the global climate and unintended health impacts. Our community, along with many others, needs to figure out ways to reduce and eventually eliminate their use. Energy use is the key to creating a sustainable community and it impacts every aspect of our lives. Energy is used to create and transport our food, to get us to work and school, to heat our homes, and power our computers and televisions. We will continue to need energy, but we need to find ways of conserving energy, using it more efficiently, or finding alternative, renewable sources.

Activities	Lead Group	Timing SML*	Indicators of Success
1) Undertake Milestone 1 – Calculation of Greenhouse Gas Emissions (corporate and community) as per the Partners for Climate Protection program through the Federation of Canadian Municipalities.	Village, EOS	S	- # kW used by residents
2) Adopt an education program that: - encourages residents to conserve energy and reduce monthly energy bills - addresses concerns over renewable energy production (wind turbine issues)	Village, EOS, PERS	M	- # kW used by institutions, business, and industry
3) Assess existing municipal lighting (recreation fields, parking lots, streets) and replace bulbs with LED lights.	Village, NB Power, Efficiency NB	M	- # tonnes carbon emitted (municipal buildings, community)
4) Amend the Building By-law to increase energy efficiency of new buildings to require higher insulation values (R20 minimum).	Village, TPDC	L	- # homes using renewable energy
5) Create new by-laws around renewable energy (solar, wind, geothermal).	Village, TPDC	L	- % of power derived from renewable sources
6) Develop policies to encourage renewable energy options to power new buildings.	Village, TPDC	L	
7) Invest in renewable energy for municipal buildings (wind, solar).	Village, FCM	L	
8) Work with local businesses to encourage investment in renewable energy sources.	Village, businesses	L	

*Timing: S = Short Term action (within 2 years); M = Mid-term action (2-4 years); L = Long-term action (4+ years)



Transportation Initiatives

Goals Statement – To safely move people, goods, and materials to, from and within the community in a more sustainable manner.

Why is this important?

Our society is one of convenience and the automobile is a symbol of that lifestyle. Further,

everything we consume generally requires transportation from somewhere else – be it the food we eat, the clothes we wear, or the substances we work with. However, with looming issues such as climate change and the end of cheap oil, we need to rethink our fundamental dependence on the automobile.

Activities	Lead Group	Timing SML*	Indicators of Success
1) Establish carpooling system for commuters to larger centres.	Village	M	# users of active transportation
2) Create usable biking lanes within the community.	Village	L	Ave. # of kilometers commuting
3) Ensure ongoing maintenance of the TransCanada trail within village limits.	Village	S	# of registrants to carpool system
4) Work with TransCanada Trail groups to ensure non-motorized use of trail system in rural areas (including logging trucks).	Village, LSDs, and TransCanada Trail authorities	S	# of carpooling groups formed
5) Establish a community bulletin board at Post office for those who are looking for transportation to and from major centres (keeping safety issues in mind).	Village	M	Types of transportation-related partnerships formed
6) Continue working with communities in the Tantramar region, prepare a business plan for a shuttle service to Moncton/Sackville/Amherst.	Village, EOS	M	

*Timing: S = Short Term action (within 2 years); M = Mid-term action (2-4 years); L = Long-term action (4+ years)



What can I do?

- Choose to walk or ride your bicycle instead of driving your car whenever possible.
- Familiarize yourself with the rules for biking, skateboarding, walking, running on public roadways.
- Always remember to give pedestrians the right of way.
- Always wear a helmet or appropriate personal protective equipment when participating in active transportation.
- Carpool with someone if you work away from home.
- Turn your car off if it will be parked and idling longer than ten seconds.





What can I do?

- Plant perennials in your flower beds and use species that are native to New Brunswick.
- Naturalize your yard (don't mow so much lawn if you don't have to).
- Plant more trees - preferably diverse species native to New Brunswick throughout the village.
- Instead of sitting at the drive-thru; park and go inside.
- Use environmentally friendly alternatives to eliminate pests on your property.
- Decrease your lawn size by landscaping with stone, wood, perennials or shrubs.
- Use native plants, ornamental grasses, and ground covers to replace lawn.
- Where you do have lawn, choose drought resistant grass seed. Top dress with organic fertilizer, aerate, and over-seed with fine fescues in the spring to crowd out weeds.



Goals Statement – To protect, improve and maintain the biodiversity and well-being of the local environment, and ensure a safe drinking water supply and healthy air quality.

Why is this important?

Human health is directly related to ecosystem well-being – a healthy environment provides us with clean air and safe water, a sense of connectivity to nature, and ensures the biodiversity of the landscape. The natural environ-

ment also provides habitat for a wide variety of plants and animals. Trees and other plants are natural carbon sinks and provide shading and resources important to our community. Wetlands are nature’s filters and waterways provide a significant value in aquatic habitat for both economic and recreational benefits. The natural environment also includes the air we breathe – working towards reducing and eliminating air pollution will have long term health benefits for all living creatures.

Activities	Lead Group	Timing SML*	Indicators of Success
1) Undertake community-wide campaign for anti-idling.	Village, NB Lung Association	M	Increased air quality (Parts per million (PPM) of air borne contaminants)
2) Educate bus drivers on significance of anti-idling policies.	Village, District 2, PERS	M	
3) Encourage companies/ businesses to be aware of proper disposal techniques of PVCs.	NGO?	M	
4) Create a burning by-law to prevent the burning of waste material.	Village	M	
5) Research air quality issues associated with outdoor furnaces (i.e., Wood Doctors) . . . also energy efficiency issues because furnace if located outdoors, burning more wood.	NB Lung Association	S	
6) Establish a policy about use of EPA certified wood stoves (standards).	Village	M	
7) Encourage well testing, septic maintenance.	Village	M	
8) Maintain watershed health through monitoring and education.	Village, regional body	M	Increased water quality of river and local watershed (creeks, tributaries)
9) Implement water metering.	Village	L	
10) Encourage homeowners in unserviced areas to assess and upgrade septic systems as needed.	Community	S	
11) Work with agricultural operators, agricultural organizations and environmental non-profit groups (e.g., Ducks Unlimited) to increase biodiversity on agricultural land (with hedges, ponds, etc.).	Community, Ducks Unlimited	L	
12) Encourage homeowners to capture run-off in a rain barrel and use it for all outdoor watering needs.	Community	M	Completed inventory
13) Undertake a biodiversity inventory.	Village, Fundy Biosphere Reserve, CPAWS	M	
14) Integrate perennials into municipal flowerbeds, including species native to New Brunswick.	Village	S	
15) Assess tree health within municipality and remove any dead, dying or diseased trees.	Village, NB Power	M	

*Timing: S = Short Term action (within 2 years); M = Mid-term action (2-4 years); L = Long-term action (4+ years)

The Built Environment

Goals Statement – To develop and renew buildings, infrastructure, and facilities that will contribute to making our community unique, livable, affordable and adaptable to climate change projections.

Why is this important?

Land use planning plays a significant role in both defining built landscapes, and shaping our natural landscape. It can be used as a tool to limit the impact of human activities on the

environment as well as to enhance significant cultural aspects of human history. From a municipal perspective, the long-term health and safety of our community members is dependent upon a clean and ample supply of drinking water and the safe disposal of waste water. We know that the Village’s infrastructure is aging and climate change impacts (such as storm surge) and sea level rise are happening. We need to prepare for these impacts before they happen as much as possible.

Activities	Lead Group	Timing SML*	Indicators of Success
1) Install tide gauge to establish baseline tide levels.	Village, TPDC	S	New floodplain mapping developed
2) Utilize the digital elevation models prepared through LiDAR study (RAC) to develop new hydrographic map and establish a new flood plain level within village limits.	Village, TPDC	S	# sites identified as vulnerable to sea level rise New floodplain and coastal policies approved by Council
3) Conduct a thorough vulnerability assessment of properties falling within floodplain / coastal zone.	Village, TPDC	S	
4) Conduct a thorough vulnerability assessment of municipal infrastructure to sea level rise threats.	Village, TPDC	S	
5) Develop policies and regulations related to development within floodplain/coastal areas.	Village, TPDC	S	
6) Identify all vacant buildable parcels within Village limits.	TPDC	M	Listing of vacant building lots
7) Assess municipal lagoon for stability and develop adaptations to protect it and village from storm and flooding events.	Village, Engineering consultant	M	Completed report with recommendations for adaptation measures
8) Revise Municipal Plan to allow for increased density of developments in serviced areas to improve service efficiency.	TPDC, Village	S	New municipal plan approved
9) Increase the required proportion of porous surface (gravel and vegetation) to hard surface (roof and pavement) in new developments.	TPDC, Village	S	
10) Encourage and advocate for sustainable energy building design for new buildings and retrofits.	TPDC, Village	M	
11) Encourage and advocate for low impact development practices on municipal and private land (including swales, ditches, rain gardens, etc).	Village	L	Low Impact development standards approved by Council
12) Assess culverts in terms of capacity and flow given climate change predictions on increases in storm intensity. Replace or dredge as necessary.	Village Staff	L	
13) Encourage land owners to remove any cross-connections between storm and sanitary systems.	Village	M	

Activities	Lead Group	Timing SML*	Indicators of Success
14) Encourage residents to disconnect sump pumps and foundation drains from the sanitary sewerage systems.	Village	L	
15) Create new wetlands to accommodate storm water run off.	Land owners, Ducks Unlimited	M	# new wetlands created
16) Begin research on expanding village boundaries to allow for a community retreat from coastal threats.	Village	L	# formal discussions held
17) Identify sites with Dept. of Environment's environmental contamination flag on parcels owned by Village.	Village	S	# brownfields identified
18) Create a database of all brownfield sites within Village limits.	Village, TPDC	M	# brownfields remediated
19) Provide direction to current and prospective land owners with regard to process for receiving reports on brownfield remediation activities on sites within the village limits.	TPDC	L	

*Timing: S = Short Term action (within 2 years); M = Mid-term action (2-4 years); L = Long-term action (4+ years)

What can I do?

- Consider green construction options when building new, or making an addition.
- Ensure proper weather stripping and caulking of doors and windows to reduce heating bills.
- Try out the new volatile organic compound-free (VOC) paint.
- Disconnect your sump pump and foundation drains from the sanitary sewerage systems.
- Remove any cross-connections between storm and sanitary systems.
- Notify the Village office if you see broken water or sewerage lines near your property.
- Don't flush chemicals or old medication down the toilet – return pharmaceuticals to your pharmacy for safe disposal.
- Use environmentally-safe biodegradable detergents and personal care products (shampoos, hair dyes, lotions) without added chemicals that persist in effluent.
- Change your toilet to a low-flow or dual flush model.
- Capture run-off in a rain barrel and use it for all your outdoor watering needs (lawn, garden, carwashing).
- Fix any leaks in your home plumbing system.
- Invest in water and energy efficient appliances such as dishwashers and washing machines.
- Install a low-flow showerhead.





What can I do?

- Seek products with little or no packaging.
- Bring your own reusable bags when you shop.
- Bring your own containers to restaurants if you plan on taking leftovers home.
- Avoid disposable containers, dishes and cutlery.
- If you are growing a garden, set up a backyard compost to create natural fertilizer.
- Practice the 6 "Rs" related to waste reduction; Rethink, Refuse, Reduce, Reuse, Repair and Recycle in that order. Recycling should be the last step in reducing the amount of waste sent to the landfills each year.





Solid Waste Opportunities

Goals Statement – To reduce community production of waste, and meet the need for material disposal through efficient use and reuse of the most sustainable materials.

Why is this important?

We live in a society that consumes, and that consumption results in a lot of garbage. The Westmorland-Albert Solid Waste Corporation

has helped put our community on the path to better waste management as it can recycle 23 different materials and composts household organic waste. Nonetheless, significant energy is needed to transport, sort and recycle our waste, and landfills are still being filled. We need to figure out ways to reduce our production of waste at the individual level (family or business).

Activities	Lead Group	Timing SML	Indicators of Success
1) Use transparent blue bags in public garbage bins.	Village Staff	S	- % residential units involved in wet/dry program - % commercial and institutional participating - # of participants in WASWC tour - number of Xmas trees dropped off from year to year
2) Build or purchase smaller public bins for green bags to be placed along with blue bins in public areas.	Village	S	
3) Encourage separation of garbage in all public places.	Village	S	
4) Work with Westmorland-Albert Solid Waste to deliver garbage separation information to community members.	Village,PERS WASWC	S	
5) Develop unique education opportunities to encourage wet/dry separation, including field trips to the Westmorland-Albert Solid Waste Commission.	Village, PERS WASWC	S	
6) Increase illegal dumping penalties and have them strictly enforced.	Village	M	
7) Encourage less packaging from restaurants or businesses.	Village	M	
8) Implement a policy on biodegradable containers and packaging for municipal meetings and events.	Village	M	
9) Promote the 6Rs: Rethink consumer behaviour, Refuse unnecessary products and packaging, Reduce consumption, Repair broken items, Reuse and Recycle materials.	Village, PERS	L	
10) Create a community compost system for leaves and Christmas trees.	Village	M	

*Timing: S = Short Term action (within 2 years); M = Mid-term action (2-4 years); L = Long-term action (4+ years)



Recreation Opportunities

Goals Statement – To provide recreation and leisure activities for both residents and visitors that meet expectations while maintaining the health of the natural environment.

Why is this important?

Active living is a key component to sustainable communities and plays a significant factor in

one’s quality of life. In order to attract new people and businesses, the quality of life opportunities must be plentiful and meaningful. Providing a range of formal and informal opportunities for individual and family-based recreation fosters healthy lifestyles.

Activities	Lead Group	Timing SML	Indicators of Success
1) Establish a volunteer database to identify people to organize sports or recreation opportunities or help maintain facilities.	Village Staff	M	Database developed
2) Secure new green spaces for use as natural recreation space.	Village	L	# acres of recreation or green space set aside
3) Ensure existing facilities are maintained and usable throughout the season (e.g., outdoor rink, sidewalks).	Village Staff	S	# weeks facility opened during season
4) Work with community partners to upgrade and maintain recreation space such as the tennis courts.	District 2, Village	S	Frequency of use of courts
5) Work with community school to identify ways to share outdoor recreation space with pre-schoolers.	PERS, District 2, Village	S	Agreement struck
6) Work with non-profits (e.g., PEDVAC) to establish a program to assist children in families in need to allow them to participate in sporting activities.	Village, PERS, PEDVAC	M	# of children assisted
7) Identify funding options with which to build a cover over the rink to extend the season.	Village Staff	L	amount of funding achieved (\$)
8) Consider establishing a municipal/non-municipal (public-private or public-non-profit) partnership for facility improvements/construction.	Village	L	
9) Develop regular programs (including transportation) to utilize recreation space in neighbouring areas (MTA pool or YMCA).	Village or community group	M	# of programs established # of participants
10) Work with LSDs and neighbouring communities to ensure proper use and maintenance of the TransCanada Trail.	Village	S	Frequency of trail use

*Timing: S = Short Term action (within 2 years); M = Mid-term action (2-4 years); L = Long-term action (4+ years)



What can I do?

- Volunteer with a sports group.
- Join a recreation club.
- Use the sidewalks, parks and trails in and around the community.
- Can't find what you want? Start a new recreation club!



6.0 IMPLEMENTATION & MONITORING PLAN

6.1 Implementation Strategy

Through its vision, sustainability principles, goals and actions, Picture Port Elgin helps to direct decision making and policy development. It is crucial that an appropriate implementation strategy exists to ensure that strong, clear actions are taken to move towards the community vision.

Although all Port Elgin residents are responsible for achieving the community vision, leadership is recognized as a critical feature in Port Elgin becoming a sustainable community. As such, the Village of Port Elgin will help guide residents towards a balanced sustainable future by taking the lead on a number of sustainability initiatives.

For successful implementation of Picture Port Elgin, we recommend the following:

1. That Council commits to implementing Picture Port Elgin and provides support for the community Vision, sustainability principles, its goals and recommended actions;
2. That Council communicate the Community Vision to residents;
3. That Council adopt a decision making framework (see section 6.4) to ensure that Municipal actions promote the Community Vision and respect sustainability principles;
4. That Council take a leadership role in promoting partnerships between other levels of government, community groups, institutions, businesses, volunteer agencies, and individuals in order to implement Picture Port Elgin.

6.2 Update and Review

The long-term community vision is a tool that will help guide decision-making for years to come. However, as technology changes, new

information becomes available, and as new people join our community, it will be important to revisit the sustainability plan to ensure the long-term goals still reflect the needs and desires of the community.

It is recommended that community plans such as Picture Port Elgin be revisited every 5 years, from the principles and vision, to the actions and strategies. As well, the community needs to be continually engaged in setting a renewed direction. A regular review also provides a reporting mechanism for the Village to share with the community how well it has done in achieving the goals set out in Picture Port Elgin in 2010. Specifically, the 5 year review should include:

- A review of Indicators and the Village's progress towards targets;
- An update of Action Plans and development of new Action Plans;
- An update of goals and priorities; and
- An update of the Priority Projects list.

6.3 Monitoring and Reporting

Sustainability indicators can be used to provide an overall picture of community sustainability. They can illustrate where progress is being made towards achieving the community vision and where more work is required to achieve sustainability. Indicators let us know if we have achieved our goals or are at least making progress toward them, determine areas of weakness, and explain why trends are happening. The acronym SMART is often used as a tool to help choose effective indicators which are:

Specific
 Measureable/Motivational
 Aggressive yet Attainable
 Relevant
 Time-bound

For example, because most communities rely on fossil fuels for energy and transportation, and because combustion of fossil fuels produces greenhouse gases, the level of a community's greenhouse gas emissions over time is a common sustainability indicator.

Using the *Picture Port Elgin* Vision Statement, a list of possible indicators has been developed by which to measure success of the Sustainability initiatives:

Quality of Life:

- Diversity – immigration rates, mother tongue, mobility, nationality
- Safety – RCMP stats, Fire Dept. calls
- Friendly and close-knit – # clubs and organizations, target participants, # participants
- Families – # family-based activities, events, services available
- Housing – % housing for low income, % seniors-targeted housing, % high density dwellings
- Volunteer – # volunteers involved in non-profit groups, # volunteer hours, age range of volunteers
- Educational opportunities – # options, target participants, high school drop out rates, participation rates

Healthy Economy

- Diversified base – types of businesses, size of businesses, resources used
- Creativity-based – # service oriented businesses (non-retail)
- Employment – rates, participation, non-paid work
- Local shopping – # stores, range of merchandise, local products used
- Agricultural industry – # of producers, # acres, variety of produce, location of processors and packagers
- Hospitality – # places for accommodation, # restaurants

Culture and Recreation

- Recreation – # tourism operators, # km of trails, range of activities, organized or unorganized sports
- Culture – # festivals, events, # cultural destinations within municipality, # museums, # tours
- Tourism numbers – # tourists through Tourist Bureau, home province/state/country of tourist

Healthy Environment

- Waste reduction – # tonnes of wet/dry to WASWC, # tonnes on spring clean-up
- Recycling opportunities – # items that can be recycled locally, # items recycled through WASWC
- Energy reduction – annual power use (NB Power)
- Air pollution – ave. # km travelled in commuting; types of energy production (wood, fossil fuels, alternatives)
- Water quality – water usage rates (Village), quality measurements (Village), # lake closures/year
- Greenhouse gas emissions – corporate (municipal operations) and community rates (tonnes of CO₂)
- Clean air – air pollutants present (in PPM measurements)
- Clean, safe water – PPM contaminants, suspended solids, etc , wellfield testing, private well testing in non-serviced areas
- Open space - % land maintained as open space
- Parks – hectares of land set aside as park space

In addition to confirming indicators, it is also important to identify targets. Targets are measurable goals that the community must work toward for each indicator. A target states how much improvement is needed for a particular indicator and can be specific or general in nature. Targets are essential because they provide a quantifiable way of tracking indicator progress, and therefore increase accountability for the community.

Part of the challenge in identifying an appropriate target is a lack of baseline information; a certain amount of baseline information for an indicator is needed to be able to set an appropriate target. The community and stakeholders have provided some preliminary thoughts on potential targets for the indicators identified in Picture Port Elgin and are available in the Community Profile in Appendix A; however, additional research will be required in order to determine the appropriateness of these and other targets.

In joining the Partners for Climate Change Protection program through the Federation of Canadian Municipalities, the Village of Port Elgin committed to track its greenhouse gas emissions. The first commitment (known as Milestone 1) is to undertake a Greenhouse Gas Inventory to establish baselines. From this baseline, the community will be able to set targets for reductions and moving ahead on its sustainability agenda.

6.4 Assessing Options Framework

Picture Port Elgin is a long term document, meant to guide the community's journey towards sustainability. It is based on a vision which integrates the community's economic, social and environmental dimensions. As with any long term planning process, there is a risk that decision makers will make choices based primarily on short term needs or only one sustainability pillar, instead of the integrated approach required to build sustainable communities. A decision making framework has been adapted from Williams Lake, BC, developed for Council and staff to ensure that decisions support the community vision and are consistent with sustainability principles. The framework is a tool that will help Council to assess proposal impacts according to a number of criteria linked to objectives for social, economic, and environ-

mental sustainability. It will assist Council in making decisions in a holistic and integrated fashion. In deciding on each proposal, Councilors will be directed to think about the social, economic, and environmental implications of their decision, no matter what the issue.

"Assessing Actions and Projects through the Picture Port Elgin Lens" is a worksheet that outlines four strategic questions to help assess any type of project or proposal. This easy-to-use worksheet helps decision-makers put proposals in the sustainability frame. The first question asks if the proposal moves the community closer to its shared vision. Out of the priority topics in the Picture Port Elgin plan, respondents would pick those that were most relevant to the proposal, and then ask if the proposal is contrary to any of the priority areas and therefore the vision statement. Then, respondents are asked to think of ways to maximize benefits and minimize negative impacts related to the proposal.

The second question asks how quickly (if at all) the proposal meets the sustainability objectives or principles. If the proposal goes against the principles, then they are asked how to minimize the negative impact. The third question is related to whether or not the proposal is flexible (and adaptable) over the long-term. In short, if technical and economic situations change in the future, is the community tied to something over the long-term that creates more impacts, or can it be adapted to respond to changes in the environment or economy? The final question is the most pragmatic – does the proposal present a good financial investment? This considers capital and annual operating costs, and pay back period for the investment. It also considers the non-market costs, or those costs that are borne by the community (such as air pollution, water impacts, etc.). The final question asks the evaluator his/her level of comfort with recommending the proposal to go forward.

Assessing Actions and Projects through the *Picture Port Elgin* lens

Ultimately, the *Picture Port Elgin* framework is implemented through our daily decision-making. Below is a worksheet that outlines four strategic questions to help decision-makers assess any type of action, project, or initiative by using *Picture Port Elgin*.

1. DOES THE PROPOSAL MOVE PORT ELGIN TOWARD OUR SHARED VISION OF SUCCESS?

Indicate the top two Priority Areas in the *Picture Port Elgin* that the proposal supports:

- | | | |
|---|---|--|
| <input type="checkbox"/> Energy Strategy | <input type="checkbox"/> Natural Environment | <input type="checkbox"/> Our Built Environment |
| <input type="checkbox"/> Recreation Opportunities | <input type="checkbox"/> Transportation Initiatives | <input type="checkbox"/> Solid Waste Opportunities |

Which of the strategies does your proposal primarily move us **toward**?

1. _____
2. _____
3. _____

HOW could you **maximize** this positive impact?

1. _____
2. _____
3. _____

Which of the strategies does your proposal primarily move us **away from**?

1. _____
2. _____
3. _____

HOW could you **minimize** this negative impact?

1. _____
2. _____
3. _____

2. DOES THE PROPOSAL MOVE PORT ELGIN TOWARD OUR SHARED SUSTAINABILITY OBJECTIVES?

Does it:	Toward Quickly	Toward Slowly	Neutral	Away	If "away" how could you minimize this negative impact?
1. Work toward the long-term vision for our community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2. Achieve long-term economic and social security.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
3. Recognize the intrinsic value of biodiversity and natural ecosystems, and protect and restore them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
4. Enable Port Elgin to minimize its ecological footprint.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
5. Build on the characteristics of ecosystems in the development and nurturing of healthy and sustainable communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
6. Recognize and build on the distinctive characteristics of communities, including their human and cultural values, history and natural systems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
7. Empower people and foster participation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
8. Expand and enable cooperative networks to work towards a common, sustainable future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
9. Promote sustainable production and consumption, through appropriate use of environmentally sound technologies and effective demand management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
10. Enable continual improvement, based on accountability, transparency and good governance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3. DOES THE ACTION PRESENT A FLEXIBLE PLACE TO MOVE CLOSER TO A SUSTAINABLE FUTURE FOR PORT ELGIN?

In general, choosing actions that are as flexible as possible will help you avoid dead end situations. If technical or economic conditions change in the future, investments in flexible solutions will help ensure that these changes do not bring overly punitive costs, do not limit our ability to adapt and ensure that future steps further reduce our impacts on natural systems.

Use the space to the right to indicate how your action incorporates long-term flexibility.

The action incorporates long-term flexibility by:

4. DOES THE ACTION PRESENT A GOOD FINANCIAL INVESTMENT?

What is the approximate cost of the action?

Does this action reduce long term operating costs?

If so, what is the approximate associated pay-back period for the investment?

Have non-market costs* been considered in your decision making?

Capital: \$ _____ Operating: \$/year _____

Yes _____ No _____

Yes _____ No _____

5. Given your assessment of the benefits, challenges and long-term costs associated with this action, what is your level of comfort with moving forward?

- Strongly support this action
- Support in principle, but depends on how it is executed
- Unsure, need more information
- On the right track, but substantial changes are required. Currently, not comfortable supporting this action

*non-market costs is the economic term for the costs of an activity that are not part of the product price, but instead borne by the community (e.g., impacts like air pollution, traffic congestion, public safety, when purchasing new vehicles)

This form has been adapted from the Williams Lake Assessing Actions and Projects Framework.