

The background is a close-up photograph of a brown, fuzzy cattail seed pod hanging from a green stem. Several other green stems are visible in the background. A small yellow and black butterfly is perched on a green leaf to the right of the seed pod. There are also small decorative elements like a brown seed pod and a green leaf with a white dot.

Sustainable Sackville

Sustainable Sackville Acknowledgements

Sustainable Sackville was developed as a way to get the community involved in determining how we can create a better place to live for the future. With contributions from more than 750 community members, the Sustainable Sackville plan is truly community-based.

The first thank you goes to Erik Fraser who worked with the Planning Commission staff to create the final document, compiling the many comments and contributions from the community.

A special thank you goes to the Sustainable Sackville Steering Committee which was asked to guide the year-long process.

The members include:

- Bob Berry, Deputy Mayor, Town Council representative
- Michael Beal/Eric Maurant, CAO, Municipal staff representative
- Beth McMahon, ACORN, Non-profit group representative
- Kate Bredin, Greater Sackville Chamber of Commerce, Business representative
- Michelle Strain, Mount Allison University representative
- Adelia Rodger, Erin Lapp, and Sharoni Mitra, Youth representatives

Another thanks must be given to community members who came together at various times as the Sustainable Sackville Working Group. Participants included:

- Sandy Burnett
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Finally, we would like to extend a very big THANK YOU to all the people of Sackville who participated in the process from filling out the survey, and joining in discussions, to listening to presentations, and giving us your feedback throughout the process.

This is YOUR community plan.

Tracey Wade
Sustainable Sackville Coordinator

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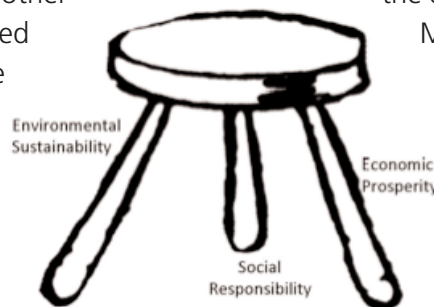
Sustainable Sackville Introduction

The Town of Sackville is located in Southeastern New Brunswick adjacent to the Tantramar Marshes and the border of Nova Scotia. With a stable population of 5400, and an influx of 2500 Mount Allison University students for eight months a year, this small community has a long history of addressing change. In 2009, Town 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 October 2009, Council asked the Tantramar Planning District Commission to lead a sustainability planning process. An Integrated Community Sustainability Plan (ICSP) is 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 town can plan for a sustainable future for all residents. Sackville's ICSP is known as Sustainable Sackville.

The Town of Sackville has undergone several planning exercises, most recently, the Recreation Master Plan and the Strategic Plan

both of which focused on making Sackville's quality of life better on a number of levels. The Strategic Plan recommended the Town pursue development of a Sustainability plan which would suggest ways to modify and improve the way we live, work, and play, in response to global issues. Sustainable Sackville 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. Sustainable Sackville 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 affects 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 Sustainable Sackville process, we have focused on the concept of balancing economic, environmental and social

priorities. The concept of the 3-legged stool has been created to show the need for all three components. If one of those systems fail, then the stool will tip over, leaving the entire community at risk.

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 Chief Administrative Officer, the Greater Sackville Chamber of Commerce, a non-profit representative, a Mount Allison University representative, and a youth representative. As a way to open up involvement to the wider community in the planning phase, an informal working group was also struck which met throughout the process to create opportunities for getting the Sustainable Sackville initiative into the community. Council and the general public were kept informed of progress on Sustainable Sackville initiatives at regular monthly Council meetings and on the Town's website.

2.0 VISION AND PRINCIPLES OF SUSTAINABILITY

Sustainable Sackville focused a significant extent on getting the word out and engaging as many people as possible throughout the year-long process. A community survey, the "Seven Wonders

of Sackville" initiative, and informal focus groups focusing on concerns about the future, garnered input from several hundred Sackville residents. From this input, a draft vision was created.

2.1 SACKVILLE'S VISION STATEMENT

Building on the feedback from community members to this point, the working group and Steering Committee created a vision statement 2040, imagining what our sustainable community will look like in 2040. The following statement was endorsed by the Sackville Town Council in May 2010.

Sackville embraces sustainability as the foundation for our environmental, social and economic well-being.

Our quality of life is rooted in Sackville's healthy natural environment and resilient local economy and is enhanced by significant cultural opportunities. As a vibrant University town, Sackville celebrates diversity, compassion, and a sense of local pride in our safe, walkable streets, our well-used parks and green spaces, and our wide range of social, educational, and recreational opportunities for individuals and families.

As citizens, we work actively to achieve community improvements that are measured against sustainability principles. We are recognized, young and old, for our commitment to social justice, as well as charitable, volunteer and stewardship efforts.

Our diversified, creative, local economy provides employment for a range of skills, education levels, and ages. Community members shop locally in Sackville's vibrant downtown and get much of their food from the region's growing agricultural sector. Hospitality, culture and recreation sectors collaborate actively to attract visitors who will contribute to the community.

Our legacy to future generations is a community that is cleaner, greener, healthier, and more prosperous than ever before. To that end, we work tirelessly to reduce waste, diminish pollution, conserve energy and encourage healthy, active living.

2.2 PRINCIPLES OF SUSTAINABILITY

In addition to the Vision Statement, Sustainability Principles were developed to describe how the Town of Sackville can operate as a sustainable community. Sackville'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 Town Council adopted the following set of principles, which will be used to guide decision-making on the Sustainable Sackville initiative.

- 1) **We Will Use a Balanced Approach** – In striving to achieve a balanced long-term vision for Sackville based on the three pillars of sustainability - economic, social and environmental - and their interrelationships, decisions will be made using the "triple bottom line" approach. Further, just as the community must balance economic and social development with environmental protection, the Town must also balance new development and new technologies with the existing settlements and lifestyles that residents enjoy and value.
- 2) **We Will Build on Our Strengths** – Throughout this process and in decisions made, the Town will recognize and build on the distinctive characteristics of Sackville, including human and cultural values, history, and natural ecosystems. The Town's 240-year history, its location at the heart of the Maritimes and the head of the Bay of Fundy, our rural landscape, our non-profit and social supports, and Mount Allison University (the country's top small university) all provide unique opportunities for Sackville

and its residents. By working together on common goals, based on our assets, we potentially have the resources we need to become a sustainable community.

3) **We Will Focus on Our Quality of Life** – The quality of life enjoyed in Sackville is a celebrated asset of our community. However, maintaining or enhancing our quality of life does not mean preserving the status quo. While life may not be as convenient as we adopt more sustainable ways of living, our personal health and the health of the environment and in turn the economy, can dramatically improve.

4) **We Will Respect Nature** – In decision making and actions, the Town will strive to minimize its negative impact on the environment. Through our connections to the area's natural beauty and resource sectors, we learn to understand the value of nature and gain a better appreciation of the importance of healthy habitats and ecosystems. This connection provides us with an appreciation of the need to manage our interactions with nature respectfully. Just as humans have the capacity to alter habitat and even extinguish other species, we can also protect and restore biodiversity. We have a responsibility to act as custodians of nature, to protect both the health of our communities and the health of natural ecosystems.

5) **Our Process Will Be Community-Based** – Strive to engage as many community members as possible establishing the vision and goals to meet collective needs. The journey towards sustainability requires strong support from community members. Active participation is critical in all stages of the process, from long-term planning to implementation of solutions. People have a right to be involved in the decisions that affect them. We need to empower those whose voices are not always heard. All members of the community should have the ability to participate in local government processes.

6) **We Will Build Relationships and Ensure Open Communications** – The citizens of Sackville are the key to our community's quest for sustainability. By fostering communication and building relationships among community groups, organizations, and institutions we can work together for the common goal of long-term sustainability. It is critical that residents are well-informed and can easily access and share knowledge. The energy and talents of people are maximized by working together through strong networks. Developing and strengthening new and existing networks will facilitate knowledge transfer, build capacity and support continual environmental, economic and social improvement. There is also value in the Town pooling resources with neighbouring municipalities to develop sustainability tools, collaborating in regional networks, taking part in collective efforts and sharing its experiences with its neighbours.

3.0 SUSTAINABLE PLANNING ISSUES & TOPICS

3.1 Using a Systems Approach

There are a number of ways to understand community and in terms of sustainable community planning, it is helpful to think of the community as a network of interdependent systems. Taking a systems approach means considering all aspects of the system beyond what the municipality has direct responsibility. It also allows people to see the whole system and the interrelationships among the parts of that system, rather than focusing on its individual parts. This means addressing issues in an integrated way rather than on a one-by-one basis. By viewing things from a systems perspective, we can consider social, economic and environmental dimensions as an integrated whole and identify opportunities to create new partnerships and collaborations among various community stakeholders.

3.2 SUSTAINABLE SACKVILLE'S 12 SYSTEMS

A significant amount of feedback was provided by community members in the initial phases of the Sustainable Sackville initiative. From these many contributions, 12 systems were identified as topics for community discussions: Infrastructure, Energy, Built Environment, Food, Health and Social, Learning, Economic Development, Recreation and Leisure, Natural Systems, Solid Waste,

Transportation, and Municipal Operations. Key stakeholders were invited to participate in each discussion topic with open invitations to participate issued to Council, municipal staff and the general public. The meetings were advertised on the Town's website, Tribune Post? and were posted at various public locations throughout the Town. Meetings were held in May and June, at various times of the day to accommodate the greatest amount of participation.

Each of the 12 system discussions followed the same process which included a brief introduction on the newly adopted Sustainable Sackville vision statement and guiding principles . The discussion then focused on three concepts:

- 1) **Descriptions of Success** – Based on the overall Town 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 infrastructure?
- 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 Food System discussions, participants were asked, how do we currently feed our families?

- 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).

This method allowed facilitators to determine which general themes were of common interest for action, and which remained prominent throughout each system discussion.

4.0 SUSTAINABLE DEVELOPMENT GOALS & ACTIONS

The systems discussions resulted in more than 200 recommended actions for Sackville to become a more sustainable community. As expected, the various discussions resulted in significant overlap between many of the recommended ways to fill the “sustainability gap” between our vision and our descriptions of success and our current reality. A detailed analysis of the feedback resulted in the identification of 12 major action areas for creating a sustainable community.

Please note that reference throughout this section of the report is made to the Strategic Plan endorsed in principle by Town Council in December 2009, effectively illustrating where the Strategic Plan gives direction to the recommendations in the Sustainable Sackville report.

For each of the recommended actions, symbols illustrate if this is a short, medium or long-term priority for action. These priorities were based on ease of implementation, cost of implementation, and urgency in terms of required action to move forward on the sustainability agenda. Senior staff, key stakeholders and Council were consulted in identifying priority actions.

A detailed outline of the process and working notes are provided in Appendix C. Sackville’s Strategic Plan Dec. 2009 is found in Appendix D.



Energy Strategy

Objective 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 climate change. 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. As we enter an age where fossil fuel costs will 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.

Reference Strategic Plan Priority C, goal 2.

I	Immediate action (within 2 years)
M	Mid-term action (2-4 years)
L	Long-term action (4+ years)

Activities and Strategies

Conserve energy.

- I 1) Undertake Milestone 1 – Calculation of Greenhouse Gas Emissions (corporate and community) as per the Partnership for Climate Change Protection with the Federation of Canadian Municipalities.
- L 2) Create an energy descent plan to prepare for potential fossil fuel shortages and increasing fuel costs
- M 3) Implement an energy conservation education program to encourage residents to reduce monthly energy bills.

Reduce fossil fuel needs by becoming more energy efficient.

- M 1) Undertake a Municipal Fleet review to identify high efficiency fleet options
- I 2) Assess existing municipal lighting (recreation fields, parking lots, streets) and replace bulbs with energy efficient alternatives.
- I 3) Amend the Building By-law to increase energy efficiency of new buildings to include standards using the Model National Energy Code for Buildings.

- I 4) Undertake peak load energy consumption analysis on municipal buildings to reduce peak usage rates.
- M 5) Implement energy audit findings for municipal buildings
- M 6) Develop policies to encourage renewable energy options in new buildings and retrofits.

Encourage the development of renewable energy opportunities.

- M 10) Create new by-laws around renewable energy (solar, wind, geothermal)
- M 11) Develop policies to encourage renewable energy options to power new buildings.
- M 12) Work with other municipalities to lobby provincial government to increase embedded power generation rates.

Who are the Key Players?

- Municipality
- EOS Eco-Energy
- Schools,
- MTA,
- MTA SAC
- Businesses
- Residents,
- TPDC
- NB Power
- Efficiency New Brunswick

Indicators of Success

- Number of kW used by residents
- Number of kW used by institutions, business, and industry
- Number of tonnes of carbon emitted (municipal buildings, community)
- Number of homes using renewable energy
- Percentage of power derived from renewable sources

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
- Reduce vehicle idling



Green and Efficient Municipal Operations

Objective Statement

To ensure that municipal operations meet the needs of community members in a way that reflects the triple bottom line (social, economic and environmental) approach.

Why is this important?

Business as usual is not sustainable – service and delivery costs continue to increase, as do expectations of community members, yet development pressures are limited to housing and residents demand that tax bills do not increase. As the face of the community, it is up to the Municipality to initiate changes in the Town and to help guide Sackville into a sustainable community which balances environmental, social and economic factors in the decisions it makes. The municipality needs to lead by example by making an

effort to increase energy efficiency, create less waste, and actively engage the community. It is important that the Town provides opportunities for residents of Sackville to engage in a socially, environmentally and economically responsible lifestyle.

Reference Strategic Plan Priority A, goals 2, 3, 4 and 7, Priority C, goal 2 and 3.



Activities and Strategies

Benchmarking

- 1) Undertake infrastructure assessment as required through the Public Sector Accounting Board (PSAB) for Asset Management to determine value of municipal assets, including water and sewer lines, buildings and fleet.
- 2) Purchase new data systems for administration that allow high quality analysis of municipal service information.
- 3) Monitor Energy Consumption of municipal buildings to determine if energy savings opportunities may exist (e.g., program energy consumption for reduced peak usage).
- 4) Track waste created by municipal operations. Use this benchmark to reduce waste in all departments by 50% by 2015.

Showing Leadership

- 5) Where food is provided, ensure that healthy (and local) foods are offered at municipal events
- 6) Use only biodegradable cleansers for municipal buildings.
- 7) Work with local restaurants and businesses to reduce waste for municipal functions
- 8) Develop a formal inter-departmental policy prohibiting unnecessary idling for longer than thirty seconds, unless required for machine operation or vehicle maintenance.
- 9) Create policy to include triple bottom line specifications on purchasing (e.g, cost of transportation of goods cannot make up more than 5% of the total cost, minimum energy efficiency ratings, etc.)

- 10) Create and enforce an effective residential storm water management policy and matching regulations.

Building Capacity

- 11) Identify a dedicated staff person , reporting to the CAO, to work with all municipal departments on integrating sustainability principles in daily operations and long-term plans (see Building Local Capacity section).
- 12) Clarify roles and responsibilities of senior staff, and encourage cooperation between departments to manage projects with joint outcomes.
- 13) Identify grant opportunities for municipal and community action on sustainability initiatives.

Investing in our Community

- 14) Provide non-monetary support to MTA's Green Investment Fund's sponsored projects (e.g., 2010 LEAP which provides free preliminary environmental audits to Sackville landlords).
- 15) Conduct research into establishing a charitable community foundation from which local non-profits that contribute to a "sustainable community" could apply for funding (See Coordinated Voluntary Services)
- 16) Allocate a portion of the Town's budgets for green projects within the community. Savings created by efficiency would be calculated and reinvested into new green projects.

Who are the Key Players?

- Municipal departments.
- Fire Department,
- RCMP,
- Town Council,
- TPDC

Indicators of Success

- PSAB requirements met.
- Solid waste benchmark established
- Number of municipal events with healthy food choices
- Adoption of "green" policies
- Amount of dedicated funding set aside for "sustainable" projects or programs

What can I do?

- ✓ Attend monthly Council meetings to become informed
- ✓ Attend public open houses and discussions on issues.
- ✓ Participate in community events and celebrations taking place throughout the year.
- ✓ If you see a job well done by municipal staff, let the CAO and Council know.
- ✓ Know that creating a sustainable community requires changes in behaviour from residents AND Council.



The Local Food System

Objective Statement

To ensure a healthy, nutritious and sustainable food supply that maximizes opportunities to build the social, ecological, cultural and economic capital of the community.

Why is this important?

Food defines us – where we get it, how it is prepared, how much we eat, and how much we throw out. Food is social - it defines how we develop as families, it contributes to (or detracts from) our lifestyle, and what we learn about it also impacts our health – how to read labels, how to cook, how to preserve fresh food, etc.). Food is economic - from supplying seed and growing the food, to the processing, packaging, and sale of food. Where we purchase

our food, where we go out to eat and what our choices are. And, food has environmental consequences – relating to how our food is produced, what the inputs and energy requirements are to grow food, as well as shipping, processing, packaging, and keeping it fresh and edible. The fewer ingredients, the less the inputs required, the more locally it is grown, the less of an impact the product has on the environment, and the greater the impact on the local economy. Reference Strategic Plan Priority C, goal 2.



- I Immediate action (within 2 years)
- M Mid-term action (2-4 years)
- L Long-term action (4+ years)

Activities and Strategies

Gather Baseline Data on Local Food Production

- M 1) Profile local food producers in local publications
- I 2) Create a directory of local food outlets so the community can know where to buy local food products.
- I 3) Conduct a survey of arable, productive land in region to identify high potential cropping areas
- M 4) Work with the community garden to track participants over time

Celebrate Food

- I 5) Plan a celebration of local food (e.g., “Taste of Tantramar”)
- I 6) Establish a permanent space for farmer’s market (becomes a meeting space, based on local food, easy delivery)
- M 7) Establish an awards system to recognize people who are growing local foods
- L 8) Establish a certified community kitchen (institutional and collectively owned) which could include permanent staff including a chef who teaches people how to eat whole fresh food (see Coordinated Volunteer Services)
- I 9) Initiate a “buy local food” campaign

Develop an Agricultural Agenda

- M 10) Create a culture of food in school system – from primary to high school (e.g., primary homework is to eat a family meal; high school is cooking with whole foods in culinary class)
- M 11) Lobby for school curriculum to teach food preservation (drying, canning)
- L 12) Establish school gardens at all schools.
- L 13) Advocate for vocational training in agriculture
- M 14) Encourage local farmers to allow others to pick left over produce once crop has been harvested.
- L 15) Work with agricultural groups and departments to establish organic farms in Tantramar region
- L 16) Advocate for more transparent laws around market food production
- L 17) Advocate for changes to laws and standards for health and safety (need to be more transparent)
- I 18) Support the community garden and related initiatives that focus on safe, local food production

Who are the Key Players?

- TPDC
- Local producers
- Municipal staff (Economic development and Community Programs)
- Local schools
- Dept. of Agriculture and Aquaculture
- Soil and Crop Association
- Tantramar Regional High School
- Post-secondary institutions (MTA/NBCC/NS Agricultural College)
- School District 2
- Tantramar Family Resource Centre and other non-profits
- Schools

Indicators of Success

- Baseline data on agricultural land base
- Directory of producers
- % of local products found in local stores
- Food-related homework for Sackville students
- # of classes participating

What can I do?

- ✓ Select whole fresh foods that have been produced in Atlantic Canada
- ✓ Eat a family meal together at least 3 times a week.
- ✓ Learn how to preserve foods.
- ✓ Buy direct from farmers where possible
- ✓ Read the label to see where your food comes from.
- ✓ Read the label to see what is in your food. And choose foods that have no more than five ingredients
- ✓ Buy fresh produce from local markets
- ✓ Buy locally-produced food if it's not available, make a request to the store manager.
- ✓ When buying food, look for products with minimal packaging.
- ✓ Visit local farms and farmer's markets to learn more about where food comes from.
- ✓ - Choose foods without a package and a label more often.
- ✓ Plant a vegetable garden.
- ✓ Buy food in large size containers and separate into smaller, re-usable containers.



Coordinated Volunteer Services

Objective Statement

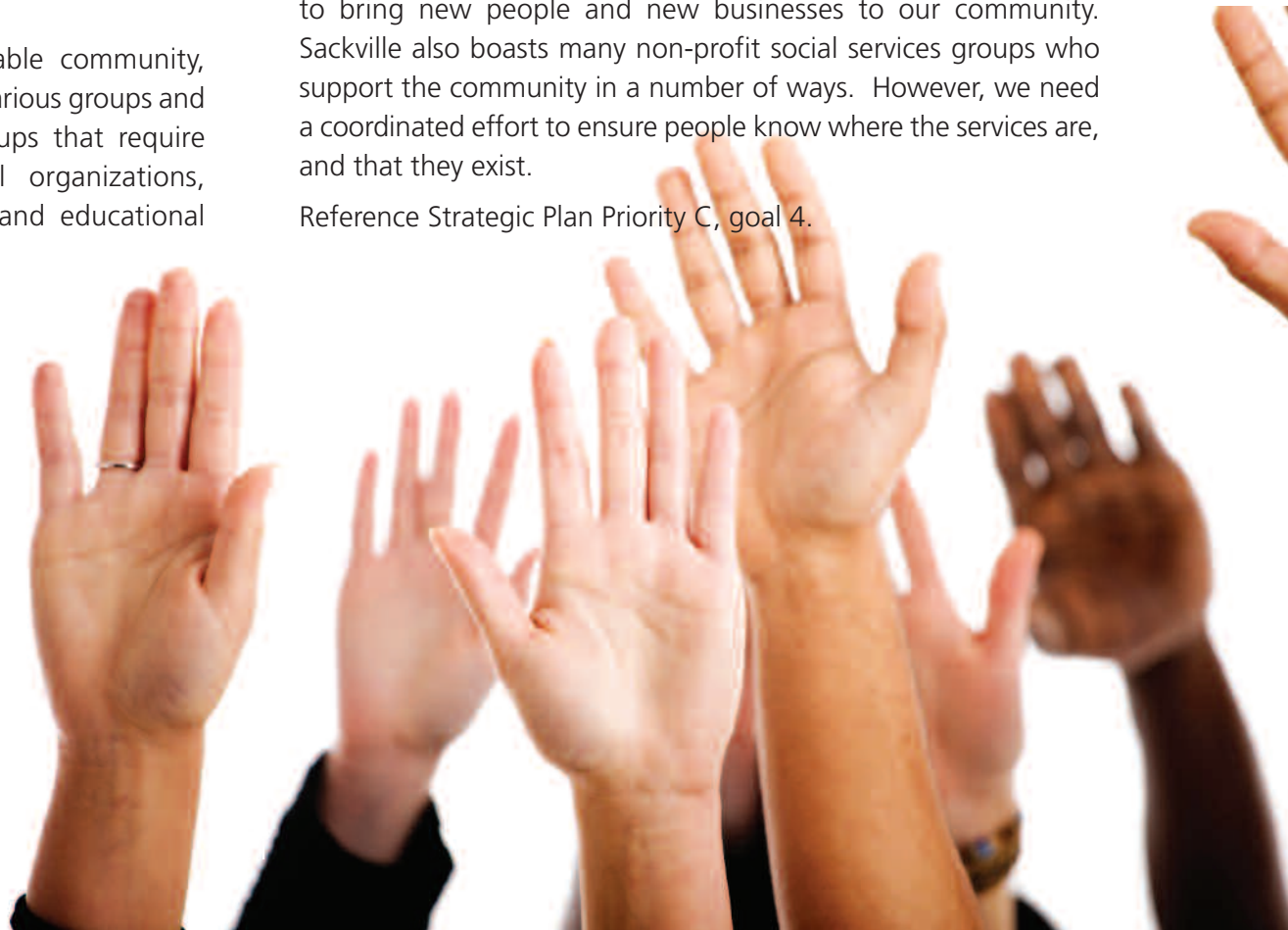
To coordinate volunteer and non-profit service entities in a way that makes it easier for Sackville families to access services in a timely fashion.

Why is this important?

Volunteers are an integral part of a sustainable community, contributing their time, skills and experience to various groups and organizations within the community. The groups that require volunteers include sporting groups, cultural organizations, legislated bodies, health and social services, and educational

organizations. Creating a more coordinated services effort, broadening the volunteer base and making known the opportunities in making the community stronger will help create balance in the social sector, and provides the quality of life requirements needed to bring new people and new businesses to our community. Sackville also boasts many non-profit social services groups who support the community in a number of ways. However, we need a coordinated effort to ensure people know where the services are, and that they exist.

Reference Strategic Plan Priority C, goal 4.



- I** Immediate action (within 2 years)
- M** Mid-term action (2-4 years)
- L** Long-term action (4+ years)

Activities and Strategies

Community Foundation

- I** 1) Develop a business case to establish a community foundation with charitable status, a central donation agency which can receive contributions from businesses and residents from the community, with a mandate to support local non-profits and charities.

Volunteer Database

- I** 2) Facilitate the development of a community volunteer database (including MTA staff, students and community members at large) that includes skills and areas of interest (sports, cultural, social, environmental)
- I** 3) Encourage volunteers to help facilitate municipal events and activities

Coordinated Non-profit Services

- I** 4) In partnership with local groups, create a comprehensive, regularly updated listing of health and social services available to the community.
- L** 5) Facilitate an initiative to bring together existing non-profit social service groups into a community non-profit centre.

- L** 6) Facilitate the establishment of a non-profit space where various organizations can share administrative resources and space.
- L** 7) Facilitate the coordination of medical transportation services through a single hub (see Transportation section)
- M** 8) Target efforts to families and children to break down community barriers through education programs and children's' events which involve the entire community.

Volunteer Recognition

- M** 9) Building on existing programs, create an innovative initiative to recognize the efforts of many residents, young and old, in the areas of philanthropy, service, and environmental stewardship.

Who are the Key Players?

Community Development and Programming Dept.

- Tantramar Family Resource Centre
- Sackville Memorial Hospital
- Community Development and Programming Dept.
- MTA's SAC
- UTown

Indicators of Success

- Amount of money donated by community members
- Amount of money donated by local businesses
- Existence of a volunteer database
- Number of volunteers registered
- Number of hours of volunteer time logged
- Number of groups
- Number of groups coming together
- Space secured
- Number of volunteer nominees for recognition
- Number of volunteer achievement awards made

What can I do?

- ✓ Volunteer in an area that interests you.
- ✓ Recognize volunteers who are doing a good job
- ✓ Support local charities that you believe in.
- ✓ If you need a service, ask at the Town office if it is available.



Building Local Capacity

Objective Statement

To create a common understanding of sustainability principles and move forward on becoming a sustainable community.

Why is this important?

Throughout the Sustainable Sackville process, much emphasis was put on talking about sustainability in the media and during meetings, community discussions, and events. Despite such efforts, for many of us, gaps remain between what we have learned, what we believe, and how we choose to act on a daily basis. Building local capacity will help municipal staff and community members understand where they can make a difference and help move the community forward in an uncertain world. We might not be willing to change our ways until we truly understand how our small contributions to the community can make a huge difference in helping Sackville achieve its vision of sustainability.

Reference Strategic Plan Priorities A, goal 7; C, goal 2; E, goal 1



- I** Immediate action (within 2 years)
- M** Mid-term action (2-4 years)
- L** Long-term action (4+ years)

Activities and Strategies

Hire a Sustainability Coordinator

- I** 1) Reporting to the CAO, this individual would work with each municipal department to build a corporate culture around sustainability principles.
- I** 2) Create a committee of Council who oversees implementation of sustainability principles in all decisions of Council.

Build Corporate Capacity

- I** 3) Incorporate sustainability principles and practices into municipal department operational and long-term plans.
- M** 4) Undertake formal and informal training for learning on sustainability for staff utilizing expertise at MTA and within the community.

Build Community Capacity

- M** 5) Create a Community Based Social Marketing campaign around key issues relating to sustainability (climate change, peak oil, food security, etc.).
- I** 6) Provide training and information using a variety of media on issues

- I** 7) In partnership with local experts, develop workshops, seminars and events on the following topics:
 - Active living - walking and bicycling to work/into Town
 - Wet/Dry garbage separation
 - Road safety of pedestrians, cyclists and automobile drivers.
 - Environmental practices, including energy efficiency and solid waste for businesses and land lords
 - Eating a healthy whole food diet
 - Protection and enhancement of the biodiversity and ecology of the urban forest, waterways and corridors.
 - Site planning for new construction to take advantage of passive solar.
 - Low Impact Development (LID) standards (eg., permeable pavement in parking lots, swales and grassed ditches, curb cuts)
 - Littering

Building capacity outside the community

- I** 8) Work with neighbouring communities on developing regional sustainability goals (e.g., transportation, food, energy, etc.)
- M** 9) Lobby provincial and federal governments on key sustainability issues (e.g., embedded generation rates for renewable energy).
- M** 10) Challenge neighbouring municipalities to sustainability competitions (energy usage, walking to work, solid waste production/unit, etc.)

Who are the Key Players?

- Municipal Staff
- Sackville Town Council
- Mount Allison University
- MTA Dept. of geography
- WASWC
- Efficiency New Brunswick
- Ducks Unlimited
- EOS Eco-energy
- Dietitians
- Health providers
- Neighbouring municipalities
- Departments of Environment and Natural Resources
- Local Government

Indicators of Success

- Staff person hired
- Number of workshops, seminars, and events held
- Number of participants in workshops, seminars and events

What can I do?

- ✓ Use reliable sources when researching issues from the internet.
- ✓ Attend public information sessions advertised in the Sackville Tribune, in posters or that you hear of word of mouth.
- ✓ Tell others when you hear of something happening in the community.
- ✓ Ask questions



Transportation Initiatives

Objective 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. However, with looming issues such as climate change and the end of cheap oil, we need to rethink our fundamental dependence on the automobile.

Reference Strategic Plan Priorities B, C goals 3 and 5.






	Immediate action (within 2 years)
	Mid-term action (2-4 years)
	Long-term action (4+ years)

Activities and Strategies

Community-based Transportation Initiatives

-  1) Enforce traffic rules at intersection at Main & Bridge Streets
-  2) Ensure highly visible crosswalk demarcation on all high pedestrian-high traffic streets.
-  3) Undertake a feasibility study on establishing carpooling system for commuters to Moncton/Amherst.
-  4) Designate parking spaces at Visitors Information Centre for carpoolers.
-  5) Establish partnerships with non-profits to share a shuttle service.
-  6) Continue to implement Recreation Master Plan recommendations on active transportation.
-  7) Identify bicycling opportunities in municipality (eg., “share the road” signage, bicycling infrastructure).
-  8) Establish a Bike-Share program within the Town using other municipalities’ experiences as models for addressing liability issues.
-  9) Undertake a municipal fleet review to identify energy efficient options (see Green Municipal Operations section)
-  10) Change Zoning By-law to reduce parking requirements for commercial buildings (long-term)
-  11) Encourage cooperation between businesses for parking space where there is no overlapping of services (e.g. United Church and Town Hall)

Regional Transportation Opportunities

-  12) Working with communities in Tantramar region, prepare a business plan for a shuttle service using other rural municipalities as examples.
-  13) Develop proposals and establish partnerships with School Districts 1 and 2 to use school busses to commute into Sackville or to Moncton.
-  14) Create partnership with Via Rail for improved rail service between Moncton and Halifax.

Who are the Key Players?

- RCMP
- Public Works Department
- Parks and Recreation Department
- Town Economic Development Department
- Villages of Port Elgin and Dorchester
- Non-profit groups
- Town of Amherst
- Codiac Transit

Indicators of Success

- Number of km of bicycle lane demarcation
- Number of users of active transportation
- Average number of kilometers commuting
- Number of registrants to carpool system
- Number of carpooling groups formed
- Types of transportation-related partnerships formed

What can I do?

- ✓ Opt for active transportation over your car whenever possible.
- ✓ Familiarize yourself with the rules for biking or other active transportation pursuits.
- ✓ 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 out of town
- ✓ Turn your car off if it will be parked and idling longer than ten seconds.



Photo Credit: Shane McDonald

Local Business Resiliency

Objective Statement

To create a strong local economy and develop and maintain successful, resilient businesses that help move the community toward sustainability.the community in a more sustainable manner.

Why is this important?

Our local economy is a key pillar in creating a sustainable community. Local businesses provide employment, allowing people to buy homes, raise families, and use services and consume local goods. It is recognized that local businesses have an impact on the environment by using land, water and other resources to create their products. A resilient local economy is one that has a diverse base, employing people with a range of skills and education levels.

Reference Strategic Plan Priority B, goals 1-4



- I Immediate action (within 2 years)
- M Mid-term action (2-4 years)
- L Long-term action (4+ years)

Activities and Strategies

Coordination of Efforts

- I 1) Create an economic strategy to develop existing businesses and bring new businesses to the Municipality.
- I 2) Encourage cross marketing (purchase at one business gives incentive to purchase at another) between local businesses
- I 3) Centralize efforts through the Greater Sackville Chamber of Commerce
- I 4) Work to improve cooperation and communication between business groups
- M 5) Create linkages with MTA Commerce department for businesses and entrepreneurial development opportunities.
- M 6) Complete the Sackvillelovesyou.com to use as a human marketing tool for economic development and tourism

Buy Local Campaign

- M 7) Provide incentives for commuters to shop in town
- M 8) Build on cultural activities and focus on families
- M 9) Host a Food Show Case – to celebrate local businesses, food producers, food products, and community.
- I 10) Working with local business owners encourage fair price purchasing for the municipality.
- I 11) Create a Town policy to use local businesses for supply of materials and products when possible, taking into consideration triple bottom line approach.
- M 12) Utilize opportunities through social media for marketing and networking.

Sustainable Businesses

- M 13) Develop an incentive strategy to encourage sustainable businesses to establish here.
- I 14) Identify grant opportunities for sustainable business development.
- M 15) Target and encourage businesses that advocate the sustainability dimensions which use unique skill sets created here
- I 16) Encourage and support businesses to adopt sustainable policies (balancing social, environmental and economic priorities) in their company and showcase success stories
- M 17) Create a recognition or certification program for “Sackville’s Sustainable Businesses”

Tourism development

Continue developing tourism opportunities, including “staycations” (for people from the region who do things locally instead of travelling away)

- I 19) Continue to develop and expand cultural events and festivals in partnership with local businesses and organizations.
- I 20) Build on the “Seven Wonders of Sackville” to create unique marketing messages.
- I 21) Market eco-tourism opportunities where no negative environmental impact is created.

Who are the Key Players?

- Municipal Staff
- Enterprise Southeast
- CBDC
- Greater Sackville Chamber of Commerce
- Town's Tourism Department
- Sackville Visitor information Centre
- Festival and Event producers/promoters

Indicators of Success

- Launch of website
- Number of cross marketing arrangements between local businesses
- Number of formal opportunities for partnership between businesses and MTA
- Number of green business start-ups
- Establishment of a "green" business certification program
- Number of festivals and cultural events taking place throughout year
- Number of participants from within Sackville/outside town that participate
- Percentage of revenue generated during events for local businesses

What can I do?

- ✓ Shop locally as much as possible
- ✓ Frequent local restaurants
- ✓ If you are business owner, join the Chamber of Commerce as a central agency to represent local business interests
- ✓ Take part in local festivals or events
- ✓ Go visit a local museum



Photo Credit: Neil Bonner

Infrastructure and Adaptation

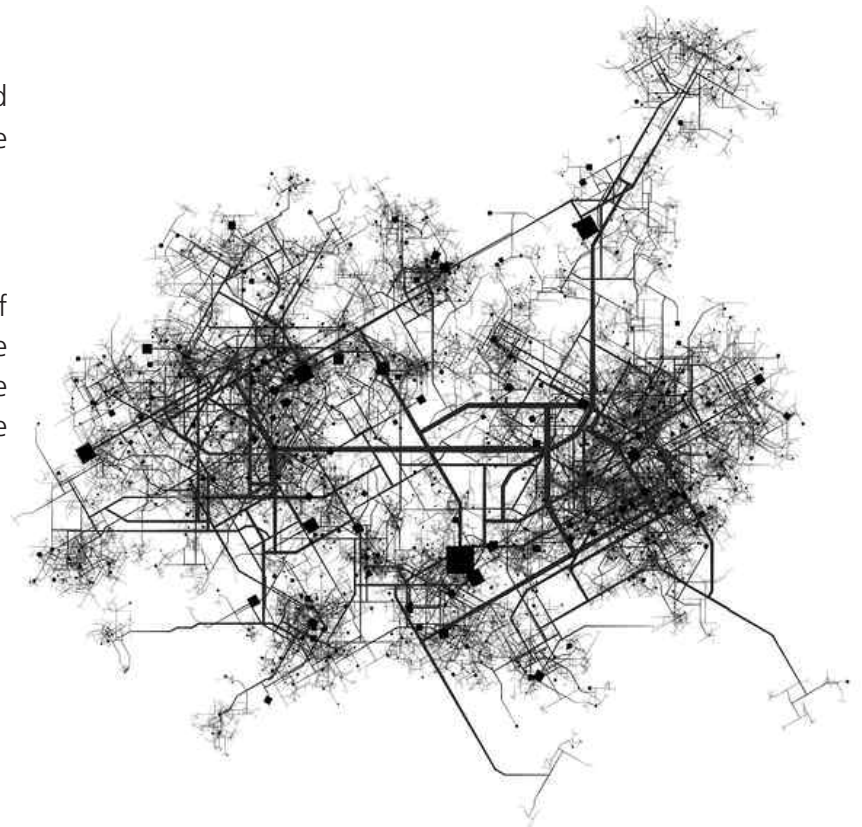
Objective Statement

To ensure community infrastructure upgrades can meet health and safety needs of town residents and are able to adapt to climate change projections.

Why is this important?

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. The Town's infrastructure is aging. Climate change (including more intensive storm events) and sea level rise are happening.

Reference Strategic Plan Priorities A, goals 2, 3 and C, goals 3, 5.



- I** Immediate action (within 2 years)
- M** Mid-term action (2-4 years)
- L** Long-term action (4+ years)

Activities and Strategies

Establish accurate baseline data

- I** 1) Utilize the digital elevation models prepared through Tantram Dykelands Study (RAC) to develop new hydrographic map and establish a new flood plain level within town limits.
- I** 2) Refine policies and regulations related to development within floodplain areas.
- M** 3) In partnership with provincial and federal governments, create a plan to address dyke system within context of RAC findings.
- M** 4) Develop a sustainable streetscape plan that can direct future development and street upgrades in a consistent manner.

Ensure safe and ample supply of drinking water

- I** 5) Bring water tower on-line
- I** 6) Establish baseline per household usage of metered water.
- I** 7) Gather baseline data comparing meter reads and plant production of water
- I** 8) Undertake leak detection assessment if discrepancy exists (>20%)
- I** 9) Establish third production well to create an effective back-up system for Town supply.

Sustainable storm water management practices

- M** 10) Encourage and advocate for low impact development practices on private land (including swales, natural vegetation, rain gardens, etc)

- M** 11) Increase the required proportion of porous surface (gravel and vegetation) to hard surface (roof and pavement) in new developments.
- L** 12) Maintaining the width of the right of way, reduce the paved surface width of town streets to accommodate bike paths on gravel surfaces.
- I** 13) Assess level of contaminants and sediments in storm water entering waterfowl park
- I** 14) Assess culverts in terms of capacity and flow given climate change predictions on increases in storm intensity. Replace or dredge as necessary.

Improve Wastewater treatment

- M** 15) Upgrade Crescent Street lagoon to allow for secondary and/or tertiary treatment of waste water
- L** 16) Upgrade the Middle Sackville Lagoon (long-term) as required to meet standards by 2025

Conduct Infrastructure Upgrades strategically

- I** 17) Prioritize capital replacement processes based on PSAB review.
- I** 18) Optimize existing infrastructure use by increasing density where appropriate.

Who are the Key Players?

- Public Works Dept.
- Finance Dept.
- CAO
- Tantramar Planning
- NB Dept. of Environment

Indicators of Success

- Revised floodplain map created
- Baseline for residential water use
- Third well established
- Number of low impact development initiatives in town
- Number of acres of new wetland created
- Upgrades complete to lagoon

What can I do?

- ✓ Disconnect your sump pump and foundation drains from the sanitary sewerage systems.
- ✓ Remove any cross-connections between storm and sanitary systems.
- ✓ Notify the Town 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



Recreation Opportunities

Objective 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.

Reference Strategic Plan Priority D goal 1 and E goal 1..



- I Immediate action (within 2 years)
- M Mid-term action (2-4 years)
- L Long-term action (4+ years)

Activities and Strategies

Develop Strong Partnerships

- I 1) Develop stronger partnerships with the university for shared use of facilities
- I 2) Contacts for recreation groups need to be updated and made available
- I 3) Invite MTA students to volunteer with recreational programs (see Coordinated Voluntary Services section)
- I 4) Establish a volunteer database with skills or interest inventory (see Coordinated Voluntary Services section)

M Make Capital Investment in Recreation and Parks

- M 5) Secure new green spaces for creation of natural recreation space (e.g., Quarry)
- I 6) Consider “green” alternatives in capital investment (e.g., composting or low flow toilets at Lillas Fawcett Park, push mowers instead of gas/electric powered mowers)
- M 7) Develop concepts for multiple use facilities in Municipal parks (e.g., Farmer’s Market/community theatre/recreation space) (see Built Environment)

- M 8) Convert or reconfigure existing green spaces to maximize usage respecting the natural boundaries.
- M 9) Consider establishment Municipal/non-municipal (public-private or public-non-profit) Partnerships for facility improvements/construction

Implement Recreation Master Plan Elements

- M 10) Identify “sustainable” aspects of the Recreation Master Plan that are measured against the triple bottom line (cost, energy inputs, social benefits)
- M 11) Maintain green spaces and natural areas to ecological standards while meeting recreational needs of the public.

Advocate for Sport and Recreation

- M 12) Lobby education districts on the value of incorporating mandatory physical activity into the entire schooling system (K-12).
- M 13) Work with non-profits (e.g., Sackville Community Association) to establish a program to assist children in families in need to allow them to participate in sporting activities.

Who are the Key Players?

- Recreation department
- MTA Athletics department
- Sackville Curling Club
- School Districts 1 and 2
- Non-profit organizations

Indicators of Success

- Percentage of overweight residents has decreased
- Increased use of recreational facilities
- Increased registration in town sports and recreation programs
- Number of volunteers in recreation programs
- Establishment of a volunteer database

What can I do?

- ✓ Volunteer with a sports group
- ✓ Join a recreation club
- ✓ Take walks through the municipal parks
(Waterfowl Park, Beech Hill)
- ✓ Try out the cross-country ski trails
around town.
- ✓ Can't find what you want? Start a new
recreation club!



Photo Credit: Shane McDonald

Our Built Environment

Objective Statement

To develop and renew buildings, neighbourhoods and facilities that will contribute to making our community unique, livable, affordable and sustainable.

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. The buildings in Sackville reflect our unique heritage through the last 250 years. As we move through an era of environmental challenges (climate change, pollution, water scarcity, natural resource exhaustion), so too must our built environment adapt to meet the changing reality of our times.

Reference Strategic Plan Priorities B goal 3, C goal 5, and D goal 2.



LEGEND

- I Immediate action (within 2 years)
- M Mid-term action (2-4 years)
- L Long-term action (4+ years)

Activities and Strategies

Built Strategies

- I 1) Review the Municipal Plan and Zoning By-law to regulate the requirement to work with natural systems in all developments (e.g., maintaining mature, healthy trees, maintaining green spaces and existing waterways, etc.)
- I 2) Encourage construction of a range of housing types and affordable housing opportunities to meet the needs of a diverse population.

Green development and construction

- I 3) Support a model “green home” construction project with TRHS
- I 4) Undertake a study of best practices on green development standards.
- M 5) From 3) above, create a policy and regulatory bundle to address sustainable development standards such as architectural guidelines for heritage areas, energy efficiency in new construction, green roofing, use of renewable energy options on all types of buildings, and water conservation standards.
- M 6) Work with developers to utilize conservation subdivision design standards

- L 7) Revise Municipal Plan to allow for increased density of developments in serviced areas to improve service efficiency.
- L 8) Ensure that increases in densities are balanced by natural areas improvements and open space preservation.
- L 9) Amend the Zoning By-law to reduce parking space requirements in downtown core.

Heritage Preservation

- I 10) Present heritage by-law to Council for enactment
- M 11) Develop architectural guidelines to guide heritage planning based on a study of key areas of town (see 4 above)
- M 12) Continue or restart the architectural building tour of Sackville.

Brownfield Redevelopment

- M 13) Develop an inventory of all brownfield sites (those identified as having potential toxic waste associated with them). Examples include the Irving property, Crescent St. property, and Fairfield Rd. property, all relating to form gasoline storage.
- M 14) Identify multi-use options where feasible on redeveloped sites where feasible.

Who are the Key Players?

- TPDC
- Council
- Municipal Staff
- Heritage Review Board

Indicators of Success

- Number of policies developed and/or revised
- Number of green roofs
- By-laws adopted
- Percentage of new developments created using this standard
- Number of applications before the Heritage Review Board
- Percentage of structures maintained and/or improved.

What can I do?

- ✓ Take time to check out the range of architecture in town.
- ✓ 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.
- ✓ Take leftovers from your renovation project to the Habitat for Humanity Re-Store where they will be recycled and used by someone else!
- ✓ Research your building materials, their origins and contents - what is their social and environmental footprint?



Solid Waste Opportunities

Objective 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.

Reference Strategic Plan Priority C, goals 2 and 3.



LEGEND

- I Immediate action (within 2 years)
- M Mid-term action (2-4 years)
- L Long-term action (4+ years)

Activities and Strategies

Wet/Dry Program Participation

- I 1) Integrate multi-unit apartments into wet/dry program
- M 2) Include commercial and institutional properties in the wet/dry program as much as possible.
- M 3) Establish an incentive system for residents to sort their waste properly.
- M 4) Research and develop efficiencies in cross-jurisdiction garbage hauling
- I 5) Increase illegal dumping penalties and have them strictly enforced.

Reducing Waste Production

- M 6) Work with contractors and builders to encourage separate building materials for proper disposal at WASWC
- L 7) Encourage less packaging from restaurants for takeout meals.

- I 8) Implement a policy on biodegradable containers and packaging for municipal meetings and events.
- I 9) Encourage use of re-used or recycled materials in operations where possible.
- M 10) Place wet/dry bins around town and on MTA campus to encourage separation of garbage in public domains.
- M 11) Incorporate recycling/litter prevention opportunities for people in town (parks, streets, etc).
- I 12) Promote the 6Rs: Rethink consumer behaviour, Refuse unnecessary products and packaging, Reduce consumption, Repair broken items, Reuse and Recycle materials.
- L 13) Investigate alternative technologies related to energy recovery.

Backyard Composting Campaign

- L 14) Bulk purchase backyard composters to be made available to community members at cost for use, but ensure adequate education on maintenance issues (see Food recommendations).

Who are the Key Players?

- Municipal departments, by-law enforcement
- Residents
- Business owners
- Land lords
- WASWC

Indicators of Success

- Percentage of residential units involved in wet/dry program
- Percentage of commercial and institutional participating
- Amount of money received due to illegal dumping operations
- Number of composters picked up by residents

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.



Photo Credit: Shane McDonald

Enhancing the Local Environment

Objective Statement

To protect, improve and maintain the biodiversity and well-being of the local environment.

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. Trees on public and private land have many benefits as they beautify our community, increase civic pride and enhance our sense of well-being. Trees raise property values, have monetary value, clean the air and store carbon, reduce soil erosion, provide shade, act as wind and sound barriers and are home to a wide variety of birds, insects and animals.

Reference Strategic Plan Priorities C, goals 2 & 3.



LEGEND

- I Immediate action (within 2 years)
- M Mid-term action (2-4 years)
- L Long-term action (4+ years)

Activities and Strategies

Municipal Greening

- I 1) Create an inventory of trees in the Municipal streetscape and municipal open space/parks.
- I 2) Undertake a professional health assessment of trees along the streetscape and on municipal land.
- I 3) Remove dead, dying or diseased trees on streetscape.
- M 4) Create a municipal forest plan that includes a replanting commitment for every tree removed.
- M 5) Conduct research on potential issues resulting from climate change (including new invasive species)
- M 6) Integrate perennials into municipal flowerbeds, including species native to New Brunswick
- M 7) Support biodiversity in Sackville by planting a variety of native plants, trees, etc. that support the natural ecosystem.

Air Quality

- I 8) Create an anti-idling by-law that restricts unnecessary vehicle idling in all areas of town
- I 9) Create a burning by-law to prevent the burning of waste material

- M 10) Create a “smoke-free” by-law preventing smoking from happening 6-7.5m of any entrance, within municipal parks, in playgrounds, at outdoor events near schools, or in outdoor patios/cafes

Water

- I 11) Encourage regular testing of private wells by land owners
- I 12) Establish a water collection program that includes water barrels/downspouts for every house
- M 13) Assess nutrient levels in waterways within the Tantramar watershed.
- I 14) Continue to enforce the pesticide ban
- M 15) Encourage homeowners in unserved areas to assess and upgrade septic systems as needed.
- M 16) Work with agricultural operators, agricultural organizations and environmental non-profit groups (e.g., Ducks Unlimited) to increase biodiversity of on agricultural land (with hedges, ponds, etc.)
- I 17) Ensure there is a net gain of wetlands (natural or engineered) within the Municipality.

Who are the Key Players?

- Municipality
- Land owners
- Department of Environment

Indicators of Success

- Tree inventory completed
- Municipal forest plan created
- Bylaws created and implemented
- Number of rain barrels distributed to residents.
- Number of new wetlands created with Ducks Unlimited

What can I do?

- ✓ Integrate perennials into your flower beds and use species that are native to New Brunswick
- ✓ Naturalize your yard.
- ✓ Encourage the use and diversity of native trees and shrubs for all projects undertaken or approved by the municipality.
- ✓ Plant more trees - preferably diverse species native to New Brunswick.
- ✓ 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.

5.0 PRIORITY PROJECTS

The following initiatives have been identified as priority items (with the intent to begin each within a 2 year time frame) through consultation with Council, municipal staff, the planning commission and other stakeholders:

Energy Strategy

- 1) Undertake Milestone 1 –Calculation of Greenhouse Gas Emissions (corporate and community) as per the Partnership for Climate Change Protection with the Federation of Canadian Municipalities.
- 5) Undertake peak load energy consumption analysis on municipal buildings to reduce peak usage rates.
- 7) Assess existing municipal lighting (recreation fields, parking lots, streets) and replace bulbs with energy efficient alternatives.

Green & Efficient Municipal Operations

- 1) Undertake infrastructure assessment as required through the Public Sector Accounting Board (PSAB) for Asset Management to determine value of municipal assets.
- 6) Use biodegradable cleansers for municipal buildings.

Coordinated Volunteer Services

- 2) Facilitate the development of a community volunteer database (including MTA staff, students and community members at large) that includes skills and areas of interest (sports, cultural, social, environmental)

Building Local Capacity

- 1) Identify a dedicated staff person to work with all municipal departments on integrating sustainability principles in daily operations and long-term plans.
- 7) Develop workshops and seminars on a range of sustainability topics for staff and public

Transportation

- 3) Undertake a feasibility study on establishing carpooling system for commuters to Moncton/Amherst.

Infrastructure and Adaptation

- 7) Gather baseline data comparing meter reads and plant production of water
- 8) Undertake leak detection assessment if discrepancy exists (>20%)
- 9) Establish third production well to create an effective back-up system for Town supply.
- 15) Upgrade Crescent Street lagoon to allow for secondary and/or tertiary treatment of waste water

Built Environment

- 3) Undertake a study of best practices on green development standards and develop by-laws and policies to reflect best practices.

Solid Waste Opportunities

- 1) Integrate multi-unit apartments into wet/dry program

6.0 Implementation & Monitoring



6.1 Implementation Strategy

Through its vision, sustainability principles, goals and actions, Sustainable Sackville 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 Sackville residents are responsible for achieving the community vision, leadership is recognized as a critical feature in Sackville becoming a sustainable community. As such, the Town of Sackville will help guide residents towards a balanced sustainable future by taking the lead on a number of sustainability initiatives.

For successful implementation of Sustainable Sackville, we recommend the following:

1. That Council commits to implementing Sustainable Sackville and provides support for the community Vision, sustainability principles, its goals and recommended actions;
2. That Council and senior Municipal staff communicate the Community Vision to residents;
3. That Council adopt a decision making framework to ensure that Municipal actions promote the Community Vision and respect sustainability principles;
4. That an annual report card be prepared to provide details about the implementation of Sustainable Sackville recommendations and progress towards targets.
5. 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 Sustainable Sackville.

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 Sustainable Sackville 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 Town to share with the community how well it has done in achieving the goals set out in Sustainable Sackville in 2010. Specifically, the 5 year review should include:

- A review of Indicators and the Town'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 to-

Sustainable Sackville Recreation Opportunities

wards 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 Sustainable Sackville 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
- Compassion – amount of charitable giving, social system supports (Sackville Community Living)
- Safety – RCMP stats, Fire Dept. calls
- 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
- Housing – % housing for low income, % seniors-targeted housing, % high density dwellings
- Social opportunities – # clubs and organizations, target participants, # participants
- Educational opportunities - # options, target participants, high school drop out rates, participation rates
- Families - # family-based activities, events, services available

Active Citizens:

- Decisions – policies or by-laws requiring “sustainability assessments” prior to decision-making (triple bottom line)
- Recreation – # people participating in organized/unorganized activities and sports
- Physical Education - # students participating in phys ed programs
- Social justice - # fair trade products for sale, and sold, awards given/received by locals
- Charitable - \$ in charitable giving, # charities supported in Town, Awards given/received
- Volunteer - # volunteers involve din non-profit groups, # volunteer hours, age range of volunteers, awards given/received
- Stewardship recognition – # acres of land preserved, # of environmental activities recognized within and outside of municipality

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
- 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

Cleaner Greener Community

- Waste reduction – # tones of wet/dry to WASWC, # tones 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 (Town), quality measurements (Town), # lake closures/year
- Greenhouse gas emissions – corporate (municipal operations) and community rates (tones of CO₂)

- Healthy active living – # people getting 1 hour of physical activity/day (# children, youth, adults); obesity rates; smoking rates; teen pregnancy rates

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 Sustainable Sackville 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 Partnership for Climate Change Protection with the Federation of Canadian Municipalities, the Town of Sackville 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

Sustainable Sackville 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 will assist staff in reviewing proposals and preparing reports for Council. It is also a tool which will help Council to review staff recommendations and assess their impacts according to a number of criteria linked to objectives for social, economic, and environmental sustainability. It will assist Council in making decisions in a holistic and integrated fashion. In deciding on each proposal, Councillors 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 Sustainable Sackville 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 proposal in the sustainability frame. The first question asks if the proposal moves the community closer to its shared vision. Out of the 12 priority areas in the Sustainable Sackville, respondents would pick those that were most relevant to the proposal, and then asks if the proposal is con

trary to any of the priority areas and therefore the vision statement. Then respondents are asked to think of ways to maximize benefit and minimize negative impacts related to the proposal. (this tool can be found in Appendix E in a separate document).

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 has 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, 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.



Sustainable Sackville



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