



**City of Kingston
Report to Council
Report Number 21-074**

To: Mayor and Members of Council
From: Peter Huigenbos, Commissioner, Business, Environment & Projects
Resource Staff: Julie Salter-Keane, Manager, Climate Leadership Division
Date of Meeting: March 2, 2021
Subject: Renewal of the Service Level Agreement between the City of Kingston and Sustainable Kingston Corporation

Council Strategic Plan Alignment:

Theme: 1. Demonstrate leadership on climate action

Goal: See above

Executive Summary:

The purpose of this report is to request Council to approve the renewal of the existing Service Level Agreement between the City of Kingston and Sustainable Kingston.

Since 2012, the City of Kingston has entered into a Service Level Agreement with Sustainable Kingston on an annual basis. These agreements also include financial support transferred to Sustainable Kingston from the City's operating budget to fund initiatives that align with the strategic priorities identified in the Sustainable Kingston Plan and various City-approved strategies and plans as well as Council's Strategic Priorities. This relationship has been renewed and expanded each year in exchange for an increased level of service.

In 2020, Sustainable Kingston received \$105,000 in funding through their Service Level Agreement with the City of Kingston that was funded from the Commissioner of Community Services 2020 operating budget. As a component of their 2020 agreement, Sustainable Kingston partnered with the Limestone District School Board and the Algonquin & Lakeshore Catholic District School Board to deliver a program, the 3R's and Food Waste, which was one of several deliverables. The Sustainable Kingston Year End Report to the City of Kingston - 2020

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(Exhibit A) provides an overview of all Sustainable Kingston's activities over the past year. The Year End Report has also been reviewed by staff who are satisfied Sustainable Kingston has met its obligations as required by the 2020 Service Level Agreement.

In [Report Number 19-033](#), staff had projected a funding amount of \$60,000 for the 2021 Service Level Agreement with Sustainable Kingston, a \$60,000 reduction from the \$120,000 in 2019. This projected reduction was in line with Sustainable Kingston's success in increasing their revenue streams and moving closer to self-sufficiency. However, with the appointment in mid-2019 of Sustainable Kingston on the Working Group on Climate Action for the Industrial, Commercial and Institutional sectors, and Sustainable Kingston's subsequent leadership role in 2020 and 2021 for the implementation of the recommendations from the working group, the amount was adjusted to \$90,000 and incorporated into the 2021 operating budget.

The renewal of a Service Level Agreement between the City of Kingston and Sustainable Kingston in 2021 will include a number of deliverables, such as the aforementioned implementation of the City of Kingston's Working Group on Climate Action Implementation Plan, the Elementary School 3R's Program and Food Waste Program, the [sustainably.eco](#) web platform, promotion of plastic-free alternatives and participation on the Climate Leadership Plan technical advisory teams.

Recommendation:

That Council approve a one-year Service Level Agreement with Sustainable Kingston for an amount of \$90,000, for the services identified as part of a Service Level Agreement (Exhibit A to Report Number 21-074) between the City of Kingston and Sustainable Kingston to December 31, 2021; and

That the Mayor and Clerk be authorized to execute a Service Level Agreement between the City of Kingston and Sustainable Kingston that identifies the services to be provided by Sustainable Kingston and the associated funding issued by the City of Kingston for those services, in a form acceptable to the Director of Legal Services.

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Authorizing Signatures:

ORIGINAL SIGNED BY COMMISSIONER

**Peter Huigenbos, Commissioner,
Business, Environment &
Projects**

ORIGINAL SIGNED BY CHIEF
ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Community Services	Not required
Brad Joyce, Commissioner, Corporate Services	Not required
Jim Keech, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required
Sheila Kidd, Commissioner, Transportation & Public Works	Not required

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Options/Discussion:

Sustainable Kingston was created in 2012 as an arm's length community organization that would implement the City's Sustainable Kingston Plan. Between 2012 and 2015, the organization worked on the implementation of the extensive plan by running various community activities and events.

Since December 2016, Council has renewed annually the Service Level Agreement for the continued implementation of the Sustainable Kingston Plan. Sustainable Kingston has focused its work around the following six priority areas:

1. Climate Action
2. Sense of Community
3. Growth and Prosperity
4. Environmental Stewardship
5. Sustainable Transportation
6. Food Security

At this time, it is being recommended that the Service Level Agreement be renewed again in 2021. It is anticipated that the services to be identified as part of the 2021 agreement will include the following:

- **Elementary School 3R's Program and Food Waste Program** - In partnership with the City of Kingston Solid Waste Department, Sustainable Kingston staff facilitated presentations to school-age children on the importance of the 3R's and the City of Kingston recycling program. 2020 was a year of adaptation, with the schools closed Sustainable Kingston developed a video series that is accessible and available to everyone in the community. Since the release of the video series (sustainablekingston.com/3r-videos) in June 2020, there have been over 680 views (one view is equal to one classroom). In addition to the videos, Sustainable Kingston has also developed resources to assist the teachers in their conversations with the students. The resources include worksheets, home waste audit kits, word searches, colouring pages and crossword puzzles.
- **Sustainably.eco** - The sustainably.eco program is about connecting people who care with those businesses that are making a measurable difference in sustainability. The program supports businesses in making a commitment to sustainability, measures and awards their successes, and shares their sustainable practices with the greater community. In 2020, the sustainably.eco program grew to include 48 business members who have reduced a collective 19,164 tonnes of carbon. The Green Economy Leaders program is an earnable badge in Sustainably.eco. The program supports and recognizes organizations that are measuring, setting targets and reducing their carbon footprints.
- **Implementation of the Working Group on Climate Action Report** - The Implementation of the Working Group on Climate Action Report was a new addition to the

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City's Service Level Agreement with Sustainable Kingston in 2020. As part of the City of Kingston Climate Action Working Group recommendations, Sustainable Kingston was tasked with hosting a series of education webinars for the Industrial, Commercial and Institutional sectors and the community. Sustainable Kingston developed an Implementation Plan based on the recommendations of the Working Group which included in-person workshops. Due to the pandemic, on-line workshops and webinars were developed as part of the Service Level Agreement in 2020. Each month a workshop was offered to discuss one of the recommendations of the Working Group on Climate Action Report. Details on each of the workshops can be found on Sustainable Kingston's website at sustainablekingston.com/wgca. In addition to the workshops, each month featured contests posted on Facebook and social media posts promoting both the workshops and contests with over 5,400 individuals being engaged.

- **Community Indicators Update** - In 2019, Sustainable Kingston in collaboration with a Community Steering Committee which included representation from: Kingston Police, City of Kingston, Cataraqui Region Conservation Authority, Public Health, Kingston Economic Development Corporation, Kingston Community Health Centres, Community Foundation, United Way and Tourism Kingston selected a list of community indicators that is a quality of life assessment tool that reports on population indicators in five categories. The five categories are: Community Context; Prosperous City; Healthy and Green; Safe and Vibrant Communities; and Vulnerable Population. An infographic snapshot was created to report out to the public on the indicators selected. As reported out to Council, the snapshot will be reviewed annually and updated with available data from the previous year, where it is available. Comparables with other communities that track similar indicators will be included in the annual update. Sustainable Kingston, in partnership with the Steering Committee, completed the update in 2020.
- **Sustainable Kingston Communications** - In 2020, Sustainable Kingston has used a variety of communication channels to engage the community, including having a presence at local events in the form of booths, maintaining a current and relevant website, maintaining and updating social media (Facebook, twitter, Instagram, LinkedIn), writing monthly blogs and newsletters, as well as creating media releases and providing media interviews on both radio and television. Social media grew tremendously in 2020. The Sustainable Kingston Facebook page gained over 630 new followers, bringing the total to 3,003. The twitter follower base increased to 3,881 individuals. In January 2019, Sustainable Kingston launched an Instagram page and in 2020 gained over 400 new followers, bringing the total to 1,688 followers.
- In 2020, Sustainable Kingston continued with their monthly blogs and newsletters which have 734 subscribers.
- In July 2020, Sustainable Kingston continued with the "Plastic-Free Summer Challenge" over two months, asking the community to pledge to use alternatives to single-use plastics for an entire month, sparking a large following on social media pages. The challenge was very successful, with the number of businesses/organizations registered

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continuing to increase each year from 7 in 2018, 21 in 2019 and 40 people in 2020, and over 20,000 individuals were reached on social media. The total number of participants increased from 278 to 638 in 2019. In January of 2020, Sustainable Kingston staff created a “sustainable eating challenge”. This challenge asked residents to be conscious of food waste, use the green bin, eat less processed foods and participate in “Meatless Monday”. A contest was posted on Facebook which resulted in 1,182 engagements and a total reach of 19,456 individuals.

- **Sustainable Kingston Events** - Sustainable Kingston events will be used to promote the Sustainable Kingston brand and maintain a “top of mind” awareness of community sustainability in Kingston. Celebration and promotion of community successes will be a central focus of communications as this rewards leadership and innovation and inspires others to act and contribute to a more sustainable lifestyle. Due to the pandemic throughout 2020, with the exception of the Climate Change Symposium held in January, all workshops and webinars were held on-line.
 - Kingston Climate Change Symposium - An annual full-day event held each January to bring climate champions together, inspire action and showcase the latest developments on community-based climate initiatives. In 2020, over 700 people attended the event which focused on taking action, and featured Jennifer Keesmat, Robert Keen (Forests Ontario) and a panel of local specialists including Queen’s University, St. Lawrence College, Cataraqui Region Conservation Authority, SWITCH and health care professionals. The event attracted attention from the media with 9 major news stories and 7 radio features. Details of the event reached over 87,000 social media users.
 - Sustainable Kingston Awards - The traditional Evening of Recognition, Sustainable Kingston Awards, could not happen in the same format this year. The event was replaced with a series of videos that were released weekly and highlighted the winners efforts in sustainability and community building. All the award winner videos can be viewed on the Sustainable Kingston YouTube Channel or social media pages.
 - Contests and Challenges - Throughout the year, Kingston area residents participated in Sustainable Recipe Contests, 5 minute shower challenges, turn down the heat challenges, gardening challenges, cycling challenges and more to reduce their impact and win great prizes. The 2020 Plastic-Free Challenge had a reach of over 21,000 views and a community of participants all working together to reduce their reliance on single-use plastics.
 - Podcasts and Blogs - To add another educational layer to the City of Kingston Climate Action Working Group recommendations, in 2020 Sustainable Kingston sourced experts on each monthly theme to write blogs that would coincide with the webinars and contests. All of the 2020 blogs can be viewed at sustainablekingston.com/blogs. New in 2020 was the Sustainable Kingston

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Podcast hosted by Sustainable Kingston, Business Development Coordinator Geoff Hendry. The podcasts have been listened to by an international audience and have had 229 downloads (this does not include listeners who do not download). Links to all of the Sustainable Kingston podcasts can be found at sustainablekingston.com/podcast.

As in previous years, the agreement will include language specifically related to the management and expenditure of the funding Sustainable Kingston receives. It will also outline what is required related to reporting that includes providing quarterly reports as well as a year-end report. The agreement will also include general terms and conditions typical of all such agreements the City of Kingston uses when entering into partnerships with external organizations like Sustainable Kingston.

Sustainable Kingston “End of Year Annual Report 2020”

In December 2020, Sustainable Kingston submitted an ‘End of Year Annual Report’ (Exhibit A). This report provides an overview of its activities, including the services identified as part of their 2020 Service Level Agreement, and activities that are in keeping with the principles and intent of the Sustainable Kingston Plan and the Kingston Climate Action Plan. Highlights included as part of this Year End Report are as follows:

- Continued working with Kingston Area Recycling Centre to deliver the 3R’s elementary school education program to students by creating a video series and supporting resources.
- Developed a new Food Waste on-line education program.
- In 2020, Sustainable Kingston provided monthly on-line networking events for the community which included contests, webinars, blogs and podcasts.
- Implemented a Media and Public Relations strategy which significantly increased Sustainable Kingston’s profile on social media platforms, including twitter, Facebook, Instagram, LinkedIn and Sustainable Kingston’s updated website.

City staff have reviewed the Annual Year End Report and are satisfied that Sustainable Kingston has met its obligations as required. As a result, staff are recommending that the City of Kingston renew its Service Level Agreement with Sustainable Kingston in 2021 so that the organization can continue to build upon what has been achieved to date and so that it can continue to develop and promote sustainably.eco.

Such an agreement is also necessary to support the work of the Working Group on Climate Action Report and the implementation of the recommendations and as well as Council’s Strategic Priorities.

In early 2020, funding for the 2021 Service Level Agreement with Sustainable Kingston was projected at \$60,000. This amount was adjusted to \$90,000 when preparing the 2021 operating budget to recognize the work Sustainable Kingston will do to continue to lead the

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implementation of the recommendations from the Working Group on Climate Action Report. Sustainable Kingston is also participating on the technical advisory teams for the development of the Climate Leadership Plan.

Next Steps

With Council's approval to renew the City of Kingston's Service Level Agreement with Sustainable Kingston, staff will meet with representatives of the Sustainable Kingston Board and administrative staff to review the outcomes of the 2020 agreement and to discuss any alterations, changes and/or additions that need to be made to finalize the 2021 agreement.

Existing Policy/By-Law:

None

Notice Provisions:

None

Accessibility Considerations:

None

Financial Considerations:

Funding for Sustainable Kingston in 2021, in the amount of \$90,000, was included in the City's 2021 operating budget and approved by Council. An initial 25% of this funding will be released pending Council's approval to renew the Service Level Agreement between the City of Kingston and Sustainable Kingston, and the balance of the funding will be released on a quarterly payment schedule when a new agreement has been finalized and signed by both parties.

Contacts:

Julie Salter-Keane, Manger, Climate Leadership 613-546-4291 extension 1163

Other City of Kingston Staff Consulted:

None

Exhibits Attached:

Exhibit A Sustainable Kingston Year End Report to the City of Kingston - 2020



sustainable
kingston

SLA REPORT 2020



OUR MISSION

Sustainable Kingston's mission is to enhance the livability and resiliency of Kingston.

We do this by sharing knowledge and providing programs that drive community action.

OUR VISION

To be an organization that facilitates the effective transition towards environmental, social, cultural, and economic sustainability. To raise awareness and establish strategic partnerships, to inspire community engagement and foster more livable and resilient communities.

OUR VALUES

We are **INCLUSIVE** - Sustainability is for everybody. It's a mind-set, not a demographic. We value diversity of background, perspective and thought. We empower others to help fulfill our mission. We believe in the power of collaboration.

We are **RESOURCEFUL** - We hate waste of any variety. We spend our money very carefully; and time is our most precious asset so we guard it well.

We **CARE** - We're caring in our actions and words within our community, towards each other, ourselves, and the planet.

We are **AMBITIOUS** - We're mission obsessed, We get stuff done; and we're constantly learning and improving.



OUR TEAM

The Sustainable Kingston Board of Directors consists of a group of voluntary members of the Kingston community working together to provide strategic leadership, direction and long-term planning for Sustainable Kingston. Along with these volunteers, the City of Kingston may appoint one voting City Council representative and one staff representative.

The 2020 Board of Directors includes:

Matt Benson - Chair

Brian Dodo - Treasurer

Matt Knowles - Secretary

Jim Neill - City Council Member

Julie Salter-Keane - City Staff Representative

Camille Malcolm

Burgandy Dunn

Lisa Munday

Our Staff Team:

Kristin Mullin - Executive Director

Simone Santos - Program Manager

Tess Wittmann - Community Engagement Specialist

Geoff Hendry - Business Development Coordinator



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.eco

2020 COMMITTEES

Legal/ Finance Committee

Matt Benson
Burgandy Dunn
Matt Knowles
Brian Dodo

Marketing Committee

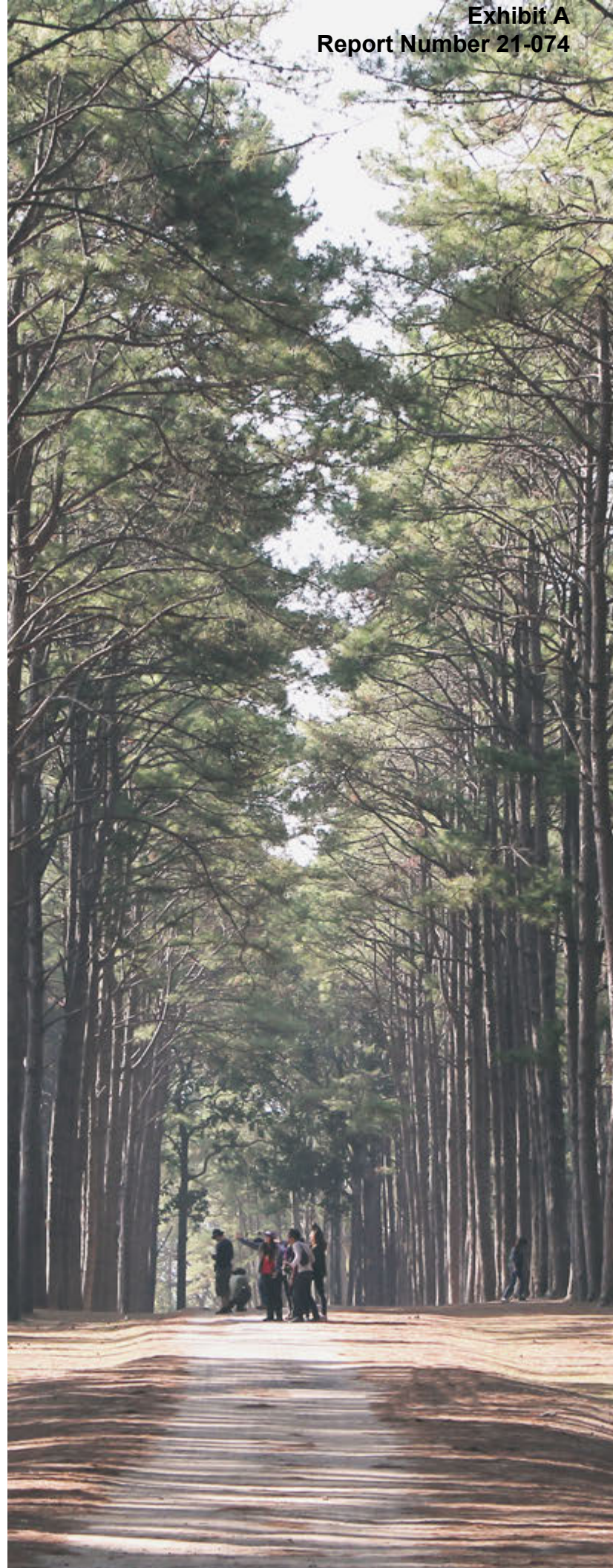
Matt Benson
Brian Dodo
Julie Salter-Keane
Matt Knowles

Strategic Committee

Matt Benson
Camille Malcolm
Brian Dodo
Julie Salter-Keane

HR Committee

Matt Benson
Lisa Munday
Burgandy Dunn
Julie Salter-Keane



ABOUT SUSTAINABLE KINGSTON

In 2012, Sustainable Kingston was created as a non-profit organization by the City of Kingston. The organization was designed to support the Kingston community in achieving its vision of becoming Canada's most sustainable city and to provide leadership and supports.

Sustainable Kingston shares information and offers an invitation to community members and businesses alike to engage in programs that increase the resiliency of Kingston, address the challenges that lay ahead of us, and embrace the opportunities of a more sustainable future.

OUR STRATEGIC PRIORITIES

2019-2020

1. Develop and roll-out the sustainably.eco program to add value to business membership and be more inclusive of all businesses that are taking action against climate change.
2. Collect and compile data about our community and the efforts that are being made in sustainability. Promote partnerships and members events as well as provide programming where there are gaps.
3. Develop relationships with business networks and organizations within the Belleville to Brockville territory that align with our mission and our messaging including municipalities, institutions, non-profits, and SME's.
4. Partner with the City and Public Health to promote national/international programs such as Pitch-in, and Commuter Challenge,



OUR STRATEGIC PRIORITIES

2019-2020 Cont'd

5. Promote and support more sustainable living by providing presentations to youth throughout both local school boards.

6. Develop a comprehensive plan that includes legal contracts for expanding sustainably.eco to other geographic areas.

2021-2024

1. Expand sustainably.eco to other geographic areas.

2. Facilitate a Youth Climate Ambassadors working group that discusses imminent issues and reports on their findings.

3. Organize an annual tree planting project for sustainably.eco members

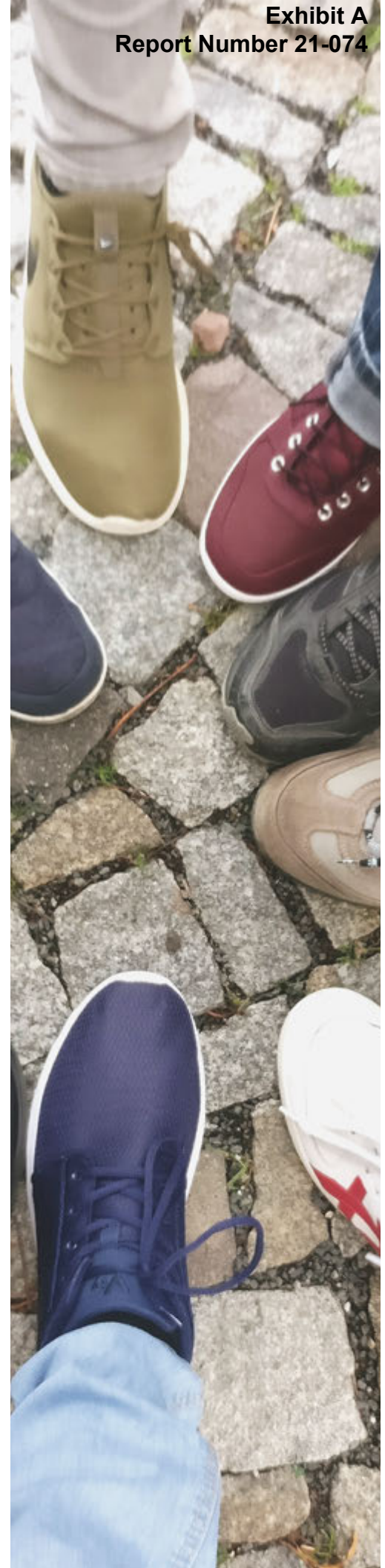
4. Promote local de-paving projects

5. Work with the City of Kingston to increase "pedestrian zones" in the downtown core during the summer months.

6. Host community forums and moderate discussion on key issues facing the community.

7. Create a Sustainable Kingston Knowledge Centre filled with data compiled from sustainably.eco users that depict the values shared by our collective community.

8. Support Kingston City Council in showing leadership on Climate Action by actively participating in both the adaptation and mitigation technical teams for the City Climate Leadership Plan.



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THE 2020 KINGSTON CLIMATE CHANGE SYMPOSIUM

Over 700 participants registered to attend the 2020 Kingston Climate Change Symposium to gain meaningful insights from sustainability champions such as Jennifer Keesmat (The Keesmat Group) and Robert Keen (Forests Ontario) as well as local speakers.



The event attracted attention from the media with 9 major news stories and 7 radio features. Details of our event reached over 87,000 social media users.

'Sustainable Kingston's 'Inspiring Action' Climate Symposium 2020 was a well organized event. The information, education and passion for change for a sustainable future brought forward by each speaker was remarkable in content and delivery. The presentations facilitated meaningful conversations between speakers and attendees at the Grand Theatre and especially inspired our younger generation.

My daughter missed class so she could take notes all day to submit to her teacher and found clarity and purpose for a possible future career path. Thanks to Sustainable Kingston for raising our awareness about climate change with this engaging event.'

Elizabeth Hesp, Community Member

"This was my first Climate Change Symposium. I was blown away by the caliber of speakers and variety of topics. I walked away feeling positive and empowered. We can save the planet if we work together and act now!"

Andrea Payne, Sustainably.eco Member (J.E. Agnew Foods)

To see a full list of Sustainable Kingston events, visit SustainableKingston.com/Events

EDUCATIONAL PROGRAMS

2020 was a year of adaptation. As schools closed, SK staff realized changes needed to be made to ensure that students could still receive our 3R's and Food Waste programming. Sustainable Kingston developed a video series to fill this gap that is accessible and available to anyone in the community, especially teachers.



Since its release in June 2020, the video series has had 675 total views (note: 1 entire class viewing only counts as 1 view)

SK also developed resource to assist teachers in their conversations with students. Resources include; worksheets, home waste-audit kits, word searches, coloring pages and crossword puzzles.



The Food Waste video series will be released in early 2021



To view our 3R's video series, visit <https://www.sustainablekingston.com/3r-videos>

WORKSHOPS AND WEBINARS

As part of the City of Kingston Climate Action Working Group recommendations, Sustainable Kingston was tasked with hosting a series of education webinars for the ICI sector and the community. All of the recommendation topics were covered with additional webinars added by Sustainable Kingston. In-person workshops were originally planned, but were quickly turned into webinars as staff navigated the pandemic.



January - Sustainable Diets with partner KFL&A Public Health.



February - KFPL Live with partner KFPL



February - BAS Systems with partner Calderwood Automation



March - Drought Resistant Gardening with partner Utilities Kingston



May - Green Marketing in the Age of COVID



June - Cycling in the City with partner Cycle Kingston



August - Waste Diversion with partner Waste-Less Junk Removal



September - Small Business Lighting with partner Save On Energy



October - Worm Bin Composting with partner Box of Life

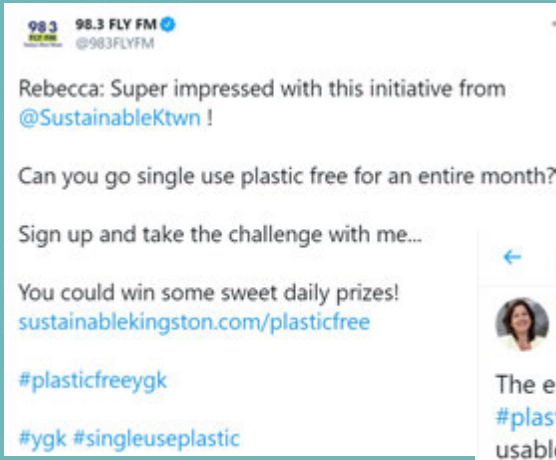
CONTESTS AND CHALLENGES

Along with each workshop/webinar, Sustainable Kingston created an actionable contest/challenge for each of the applicable City of Kingston Climate Action Working Group recommendations. Sustainable Kingston also hosted our annual Plastic-free Summer Challenge.



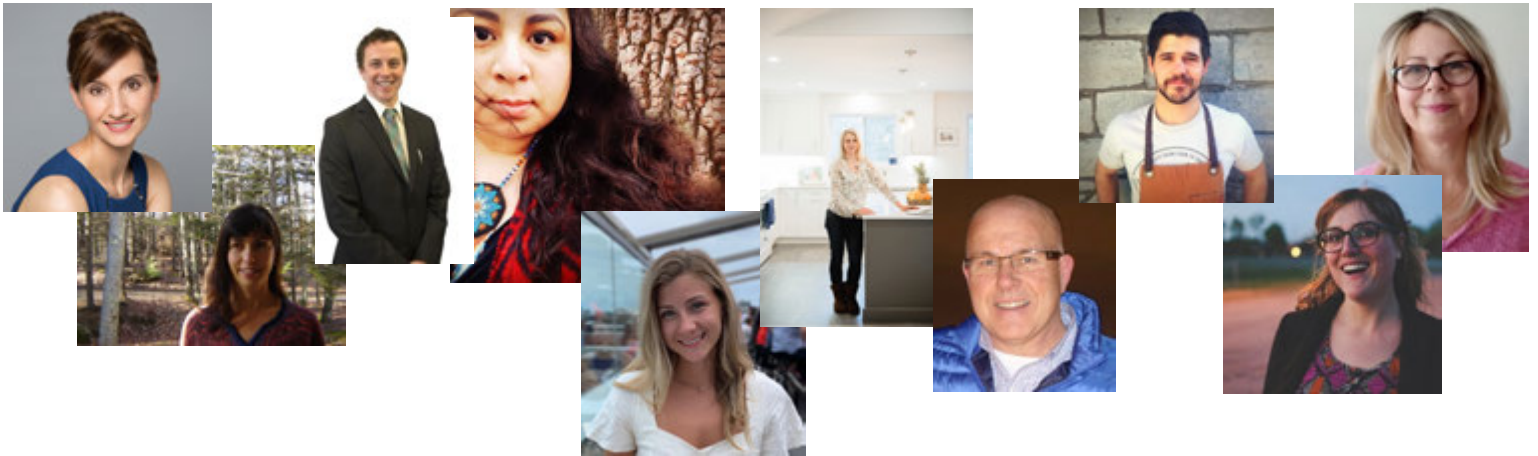
Throughout the year, Kingston area residents participated in Sustainable Recipe Contests, 5 minute shower challenges, Turn down the heat challenges, gardening challenges, cycling challenges and more to reduce their impact and win great prizes!

The 2020 Plastic-Free Challenge had a reach of over 21K views and a community of participants all working together to reduce their reliance on single-use plastics.



PODCASTS AND BLOGS

To add another educational layer to the City of Kingston Climate Action Working Group recommendations, Sustainable Kingston sourced experts on each monthly theme to write blogs that would coincide with our webinars and contests. All of the 2020 blogs can be viewed at <https://www.sustainablekingston.com/blogs>.



Newly released in June of 2020, was the Sustainable Kingston Podcast hosted by Sustainable Kingston, Business Development Coordinator Geoff Hendry. The podcasts have been listened to by an international audience and has 229 downloads so far (this does not include listeners who do not download). Links to all of the Sustainable Kingston podcasts can be found at <https://www.sustainablekingston.com/podcast>.

Episode 1: Discussing Carbon Footprint with Sustainable Kingston and SWITCH

Episode 2: Locally Sourced with the National Farmers Union and Tara Fine Foods

Episode 3: Indigenous Participation in the Green Economy / Climate Change and Health with JD Gladu and Dr. Sonya Knobe

Episode 4: Sustainable Transportation - Part 1 - with Cara Clairman (Plug n' Drive) and local champion Dan Hendry

Episode 5: Sustainable Transportation - Part 2 - with the City of Edmonton and Cycle Kingston

Episode 6: Community - with writer/producer Tom Stanley and Weller Pharmacy

sustainably.eco

The sustainably.eco program is about connecting people who care to businesses that are making a measurable difference in sustainability. Alternatively the program supports businesses in making a commitment to sustainability, measures and awards their successes and shares their sustainable practices with the greater community.

In 2020 the sustainably.eco program grew to include 48 business members who have reduced a collective 19,164 tonnes of carbon.

Our Members sustainably.eco



THE SUSTAINABLE KINGSTON AWARDS

The traditional Evening of Recognition, Sustainable Kingston Awards could not happen in the same format this year. The event was replaced with a series of videos that was released weekly and highlighted our winners efforts in sustainability and community building. All of the award winner videos can be viewed on the Sustainable Kingston YouTube Channel or social media pages.



2020 AWARD WINNERS:

Greatest GHG Reduction Emissions % - Weller Pharmacy

Greatest Overall GHG Reduction - Kingston & Frontenac Housing Corporation

Sustainability Champion - James Ostler

Youth Sustainability Champion - Aidan Tomkinson

Sustainable Leadership Award - St. Lawrence College

Sustainable Innovation Award - Miss Bao

THE KINGSTON COMMUNITY INDICATORS INFOGRAPHIC



Sustainable Kingston worked with numerous community partners to update the information that is listed on the 2018 Kingston Community Indicators Infographic and create a 2019 update.

The infographic is a snapshot of the health of our community and show the progress our community is making towards becoming a more vibrant and prosperous place to live.