EAC13-12

June 27, 2013

To: Members,
Environment Advisory Committee

Re: Communication and Education

In carrying out its role as an advisory committee to City Council, the Terms of Reference for the Environment Advisory Committee state that it will:

- receive submissions and/or delegations regarding any environmental concerns;
- advise and make recommendations on ways to increase awareness of City environmental policies, programs and bylaws, and issues which have an environmental impact; and
- advise Council or the Administration regarding recruiting and utilizing volunteers to promote enhanced environmental practices.

In addition, the Committee's Work Plan includes "education and communication" as an important component.

Through various presentations and subject areas that the Committee has considered over the past few years, the significance of education and communication has consistently come up as being imperative to achieving public engagement in sound environmental management.

To be more fully informed with respect to the City's communication approaches and strategies, a representative from the City's Communications Department will be present to provide an overview of the department, as well as to answer questions of the Committee.

Respectfully submitted,

Elaine Gohlke

Elaine Gohlke, Secretary
Environment Advisory Committee