

Finnerty, Chrisanne

From: John Birchall
Sent: August-30-16 12:12 PM
To: Michelle L Bourdeau; Nicole Hamley
Cc: Finnerty, Chrisanne
Subject: RE: NEAC Outreach Idea

Hi Michelle- I like your passion and ideas here. While some details need to be discussed further, let's add this to the agenda and start that discussion. Many thanks
john

John D. Birchall

From: Michelle L Bourdeau
Sent: August 29, 2016 9:45 PM
To: Nicole Hamley; John Birchall
Subject: NEAC Outreach Idea

I was thinking about an idea. Here is the overview. Let me know what you think. Should I present the idea at the next NEAC meeting? Would you guys prefer to discuss first? Do you think it's just too much work or out of our scope?

Purpose: To create awareness around select environmental issues and engage Newmarket residents to make behavioural changes in light of these issues.

I think the first big question is whether or not this is a goal of NEAC. If not, then this idea doesn't make sense.

If this purpose does suit NEAC, then I propose we start a Newmarket Environment Club!

Each year the committee would **select a theme** that is most relevant with NEAC's, the city's and the region's emphasis. Topics could be:

- water
- waste
- energy
- Food
- Green infrastructure
- Nature

Within those topics, there would be a handful of more **targeted messages** for that year (ie. 2-5 key messages within that topic that we drive home). Subtopics could include: avoiding disposable water bottles; proper recycling; installing rain gardens; cycling on the trail system; pollinator habitat; alternative energy, etc.

Through outreach, NEAC would get residents to "join" the environmental club. That basically means they would receive an email newsletter.

Each year the **campaign** to get those 2-5 key messages out (within the theme of the year) would include:

*monthly outreach at the farmers' market

*blog with information about each topic and what actions people can take to make a difference (the blog posts would be shared via the newsletter but it's a good stationary point of reference - they would be short, concise and always recommend what people can do. Might be up to 10 blog posts per year.)

*2-4 events (ie. workshops, presentations, walks, hikes, planting events, etc.)

*feedback surveys (via email) - try to gauge if people are actually making any changes/taking action

Note on events:

It sounds daunting BUT I imagine we could potentially tag along with other existing events if the opportunity came up; partner with other organizations (the library? LSRCA?); get in-kind space for presentations; have guest speakers from the city, region, CA, etc. - it's pretty easy to get free guest speakers.

Promoting events/NEC (Newmarket Environment Club)

*posters for events

*cross-promotion through other orgs

*our own newsletter/blog/social media

*in-kind ads in papers?

*through councillor newsletters; online event listings

*at farmers' market

***Need a promotional "bookmark" to advertise joining the club, upcoming events, how to sign up for newsletter**

Time commitment:

*Committee commits to making a decision on goals for the year - ideally in the fall of the prior year

*4 members commit to doing one farmer's market outreach day

*1-4 members commit to organizing 1-2 events each (dependant on level of interest of members)

*Michelle and Nicole could lead overall coordination, including organizing at least 2 events

*Michelle is happy to coordinate blog and newsletter (used to doing it, shouldn't take much time. Probably only send out 4-5 newsletter per year)

Potential costs:

-would be great to get a dedicated URL

-would be good to have refreshments at events

-promotional materials - bookmarks and posters - could likely get design done for free.

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Michelle Bourdeau
BSc Forest Conservation