

**ENVIRONMENTAL SCAN
AND
STRATEGIC PLAN
FOR
AN ENVIRONMENTAL PROGRAM**

Prepared for

CAMPBELLFORD/ SEYMOUR COMMUNITY FOUNDATION

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The creation of this Environmental Scan and Strategic Plan was the result of significant collaboration by a large number of people and organizations. The result is a testament to their interest, generosity and care for the environment of Campbellford/ Seymour.

The Campbellford Seymour Community Foundation initiated this foresighted project, and their Environment Committee developed the terms of reference, guided the consulting study, participated in the public consultations and supported the team members in their work. Their contributions were an essential element of the plan.

Campbellford/ Seymour Community Foundation Environment Committee:

- Russ Christianson, Chair
- Heidi Schaeffer
- Jim Kelleher
- Lynda Langford
- Dave McDougall
- Nellie Smith
- Martha Murphy

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Approximately one hundred members of the public and 35 groups participated in the consultation and development of priorities. The interest, concern and ideas of these citizens and groups are the core of this document. We hope their input and ideas are faithfully represented and that the plan will help to secure the environment and community they care for so deeply.

Executive Summary

The Campbellford/ Seymour Community Foundation (CSCF) was formed in 2001 by the citizens of the community to create a lasting legacy from the proceeds of the sale of the municipal hydro-electric utility. Together with over 150 other community foundations in Canada, CSCF provides leadership by helping to identify needs in the community and providing grants to eligible non-profit charitable organizations for worthwhile projects.

In response to community interest, the foundation has created an environmental endowment fund. This environmental scan and strategic plan have been undertaken to grow and employ this fund. The environmental scan includes two main elements: gathering data on the environment of Campbellford/ Seymour, and consulting the public on their environmental values and priority issues. The strategic plan takes this input and develops a path for the foundation to grow the environmental fund and to begin giving grants that focus on environmental priorities.

The major recommendations for the new environmental strategy include:

Theme: “*Building on Our Natural Legacy*”

This short statement reiterates the CSCF tag line “A Living Legacy Rooted in the Community” and focuses attention on the environment: our natural legacy.

Goal: *CSCF will become a facilitator of increased environmental awareness, education and information in the community and will enable projects that create education, action and change towards a sustainable environmental future.*

Priorities:

Three strategic priorities are recommended that reflect the input of public consultation and the long term interest of the natural assets of the Campbellford Seymour area.

1. Building environmental capacity and co-operation in the community

2. Protecting and enhancing our major environmental assets: Natural landscapes, water quality and sustainable community lifestyles.

3. Growing the environmental endowment fund

Funding Framework:

A threefold funding framework is recommended that highlights the three strategic priorities:

The Green Community Fund: for projects oriented to community development that reflect the values of environmental sustainability, especially reduced energy and chemical use, environmentally sustainable economic activities, with a focus on agriculture and alternative energy, economic activities that link local production with local consumption and activities that foster a green community ethic.

The Watershed Protection Fund: for projects that support efforts to protect waters bodies from pollution and other forms of ecological damage, support for environmentally-sustainable uses of the area’s water resources and surrounding landscapes, and information and educational materials on water quality issues and solutions,

The Landscape Protection Fund: for projects that support efforts to increase and enhance the amount of land in Campbellford/ Seymour that is protected for environmental purposes and public access to such areas, support for the protection of wildlife and habitats especially those with species at risk, and public information on sustainable land management choices.

Granting Criteria:

The planning outlines a number of recommended criteria to guide granting. These include:

Funding applications must be consistent with the CSCF mandate and its vision, mission and eligibility guidelines as well as any specific themes or activities as decided on a year to year basis.

Grants should reinforce a sequence of activities leading to enhanced capacity in the community beginning with public input and dialogue that encourages groups to apply for funding and resulting in increased capacity and environmental sustainability in the community

Funded projects should highlight public education, project based funding except in exceptional circumstances, reflect one or more of the three priority funding areas of the Foundation, and involve multiple partners and community organizations wherever possible.

Endowment Opportunities:

On the basis of a review of community demographics and charitable giving by similar communities, the following strategies are recommended for seeking endowments and donations:

A themed multi-year program is recommended, based in the priorities for action expressed by the public: a sustainable community, water quality and watershed protection and landscape protection, all built on the “natural legacy” of a sustainable community. The endowment efforts should focus on four sources: potential “top donors”, individual donor approaches, business and organizational gifting and an annual charity event.

The Campbellford/ Seymour Community Foundation now has a strong basis on which to further develop its environmental program. Growth will take time as funding is acquired, but the strategic plan will provide guidance in all aspects of this development.

On behalf of the CSCF we wish to acknowledge the Ontario Trillium Fund for their support and assistance in the completion of this report.

1. Introduction

a. Campbellford/ Seymour Community Foundation: History, Mission, Priorities

The Campbellford/ Seymour Community Foundation (CSCF) was formed on January 23, 2001 by the citizens of the municipality of Campbellford/ Seymour. The Town of Campbellford and the Township of Seymour amalgamated in 1997. They invested a major portion of the proceeds of the sale of their one hundred year old public hydro-electric utility to the CSCF to create a legacy to benefit the community and make lives better for generations to come. In 2001 Campbellford/ Seymour became the Campbellford/ Seymour Ward of the new Municipality of Trent Hills, and the Charter of CSCF pertains only to the area of this Ward as shown in Map 1.

The Vision of CSCF is: “A vibrant community where all aspects of life are encouraged, supported and accepted.” This vision has led directly to the present environmental scan and strategic plan.

The logo of CSCF is an acorn sprouting its first leaves as it begins to grow into an oak tree. The logo tag line “A living legacy rooted in the community” combines these concepts of growth, stability and community. The colours chosen for this symbol reflect the green of agriculture and the blue of the Trent-Severn Waterway, two of the dominant features of the Campbellford/ Seymour area.

The Mission of CSCF as community leaders is to develop community leadership, actively preserve and enhance our historic and natural heritage, foster innovative community investment and encourage social collaboration.

The Campbellford/ Seymour Community Foundation works to create a unified, healthy and more culturally significant society through the funding of projects that benefit the community as a whole. To date the CSCF has granted over \$1.2 million to local charities and organizations for community projects in five years. Grants have benefited arts and culture, education, recreation, health, social services, youth and community development.

Community foundations are one of the fastest growing networks dedicated to building and strengthening Canadian communities. Their numbers have increased quickly - from 32 foundations in 1990 to 152 in 2006. Winnipeg established Canada's first community foundation in 1921. Today, community foundations exist in every province and one territory and are linked and supported at the national level through Community Foundations of Canada (CFC). The CSCF is a member of Community Foundations of Canada. CFC was founded in 1992 to provide a forum for community foundations to support one another, learn from each other, work together to promote the movement, and demonstrate philanthropic leadership.

Environment has been a special area of leadership for CFC. In 2004, Community Foundations of Canada and the J. W. McConnell Family Foundation started working together to enhance capacity for local environmental action. They focussed their efforts on helping community foundations attract environmental endowment funds, increase the amount and effectiveness of

their grants to organizations working on environmental issues, and convene organizations and individuals concerned about local environmental issues. To date, 21 community foundations have raised more than \$5 million in permanent environmental endowment funds and are providing at least \$2.6 million in grants to environmental organizations in their communities.

CSCF has recognized the large role environmental objectives have played in recent grant applications and successful projects. As a result CSCF has undertaken to form an Environmental Committee, and to initiate the development of an environmental strategic plan for the Foundation. This report presents the results of that planning process.

b. Environmental Scan Project

The Campbellford/ Seymour Community Foundation initiated this environmental scan project as part of its role in providing community leadership by identifying areas that need improvement, stimulating new ideas and assessing priorities.

CSCF grants have benefited the community in a wide variety of ways including environmental projects. Approximately one quarter of all CSCF grants have had a major environmental component. As a result of this interest in environmental issues by the citizens of Campbellford/ Seymour, the CSCF believes it would more fully meet its goals through the allocation of more specific environmental project support.

By creating an environmental granting program the CSCF would join 21 other community foundations in Canada (eleven in Ontario) that have created permanent environmental endowment funds and are providing grants to environmental organizations and projects in their communities.

This project has three distinct elements:

- 1. *A scan of the current environmental situation*** in the community and the various sources of knowledge, data and information available;
- 2. *Community consultations to assess priorities for environmental action*** as perceived by interest groups and the public; and
- 3. *Creation of a strategic plan*** for granting and endowment to address the community's environmental priorities.

By creating an environmental strategic plan and granting program the CSCF will be able to launch and support activities and actions that will benefit the community and its natural environment. Organizations with projects that have environmental benefits will have an avenue to seek funding that will assist in creating a more sustainable and energy efficient community and in keeping our natural environment healthy for future generations.

The Campbellford/ Seymour Community Foundation gratefully acknowledges the Ontario Trillium Foundation's support for this project.

2. Background

a. CSCF History of Environmental Grants

The Campbellford /Seymour Community Foundation has granted over \$1.2 million to local charities and organizations for community projects to date. These grants have benefited arts and culture, education, the environment, recreation, health, social services, youth and community development.

In making grant decisions, CSCF has provided community leadership by identifying areas that need improvement, stimulating new ideas and assessing priorities. Grant invitations have always been open to all areas of interest in the community, but over the years about one quarter of grants have been for environmentally significant projects. With the environment now a top issue of concern for the public CSCF formed an Environment Committee and initiated this Environmental Scan project.

CSCF has given grants to many projects with environmental connections, including: Friends of Ferris Provincial Park information kiosks, Lower Trent Conservation Authority interpretive signs for wetland habitat, Ranney Gorge suspension Bridge landscaping, Horticultural Society landscaping at Picnic Island and Rotary Trail upgrades. Over all, CSCF grants for environmentally significant projects have included 11 organizations and 17 projects with a total funding of \$268,000. The complete list of environmentally significant projects can be found in Appendix B.

The environmental plan in this report will be used to expand the giving of environmental grants and to build an endowment fund that can be used specifically to address community priorities in protecting, enhancing and managing their local environment.

b. Comparable Environmental Grant Programs

i. Other Community Foundations

There are over 150 Community Foundations in Canada. Environmental programs are a fairly new addition to overall activities. By creating an environmental granting program the CSCF would join 36 other community foundations in Canada (19 in Ontario). Fifteen of these community foundations are just starting their programs in 2007/ 2008.

The 21 foundations with developed environmental programs have raised more than \$5 million in permanent environmental endowment funds and are providing at least \$2.6 million in grants to environmental organizations and projects in their communities.

Many of these Foundations have undertaken environmental scans and planning in the development of their programs. There is no cookie cutter approach, and each Foundation seems to adapt to the processes they have in place and in meeting the expectations of the community. One common chord is the responsibility shown to the host community in terms of meeting its

needs and priorities for a sustainable environmental future.

ii. Other philanthropic organizations

Most other philanthropic organizations are very different in origin and operation from Community Foundations. The majority of large environmental grant giving organizations are a part of larger funds derived from family and/ or corporate wealth that is being redirected back to the community. Talking to representatives of these organizations it is clear that they undertake planning processes and strategic planning. But the guidance for program development comes from the interests of the principals of the funds or their boards, or from consultants hired to undertake such work to their specifications. In the end, their decision making processes are not subject to public scrutiny or questioning as they are with Community Foundations.

Environmental Scan:

Existing data and reports documenting the current and historical environment of the Campbellford/ Seymour area were accessed and summarized. This background material was used to prepare a Background Report “An Environmental Scan of Campbellford/ Seymour” in support of this Plan. The following two sections summarize the content of the background report to present a picture of our environment, how it has changed, and the changes it faces.

a. Natural/ Environmental Assets of Seymour Township

The Campbellford/ Seymour area has a rich natural heritage. Its setting just below the southern edge of the Canadian Shield and along the Trent-Severn Waterway, the undulating topography and diverse natural habitat all create an environment attractive to both great diversity of plants and animals, and people seeking a rural and small town lifestyle. The setting has high potential for a variety of social and economic activities.

The varied and rolling topography Campbellford/ Seymour was formed by glaciers which left behind mounds of rocks, gravel and sand, including drumlins and eskers found throughout the area. The granite rock of the Boreal Shield shows up in the northern parts of Campbellford/ Seymour and the limestone bedrock typical of southern Ontario underlies most the land base, outcropping in many areas especially along the Trent River. The surface geology of the area is mostly a mixture of unconsolidated glacial materials, including rocks, gravel, sand and clay.

Wetlands and rivers represent a significant portion of the natural assets of Campbellford/ Seymour. The area contains parts of six watersheds, the largest of which is the Trent River and its minor tributaries. The Trent River now forms the path of the Trent Severn Waterway, which winds its way through Campbellford/ Seymour. The other major watersheds are Crowe River, Trout Creek, Salt Creek, Percy/ Burnley Creek, and Squires Creek. The area contains numerous other smaller cold and warm water streams. All water courses in the area ultimately drain through the Trent River into the Bay of Quinte.

The location of Campbellford/ Seymour on the boundary of the Boreal Shield and the limestone-

based St. Lawrence Lowland forests creates an abundant and rich diversity of plant and animal species. Known to biologists as ‘ecotones’, transition areas such as this include species from two ecological systems. This is the so-called “land between” because of its position between the farm lands of the south and the lake and cottage country of the north, between the limestone and granite bedrock regions, and between the deciduous forest and boreal coniferous forest.

Forest cover in Campbellford/ Seymour remains extensive, although much of the original forest has been cut down, and forest cover continues to disappear slowly. About 33% of Seymour Township is still forested, down from about 37% in the 1980's. Our forests are part of the Great Lakes-St. Lawrence forest which extends along the St. Lawrence River and across central Ontario to Lake Huron. This area is a transitional zone between the southern deciduous forest and the largely coniferous boreal forest of the north.

The topography of Campbellford/ Seymour limits large scale agriculture and its distance from large urban centres limits the size of local industry. Yet its physical features and ecology attract both a variety of people and economic activities.

Only a small percentage (551 ha or ca. 1%) of Campbellford/ Seymour is entirely protected from development and industrial activity. However in total the provincial natural history information centre lists over 1063 ha of provincially significant lands. Protected areas include Ferris Provincial Park (200 ha), Seymour Conservation Area (82 ha) and Keating-Hoard’s Natural Habitat Area (260 ha) owned by the Lower Trent Region Conservation Authority, and the Crowe Bridge Conservation Area (10.5 ha) on the Crowe River owned by the Crowe River Conservation Authority.

b. Environmental History of Campbellford/ Seymour Township

The environment of Campbellford/ Seymour is a constantly changing living thing. What we see today differs greatly from what would have been seen thousands or even hundreds of years ago, and likely also from what will be seen in the future. Many of these changes have been driven by natural processes but large scale changes have been the result of settlement and subsequent development. A fuller overview of the natural and environmental assets of Seymour Township are presented in the background report “An Environmental Scan of Campbellford/ Seymour”. A summary follows.

Archaeological evidence indicates human presence in this area over more than 10,000 years. The original human inhabitants would have been nomadic tribes hunting big game and fishing and harvesting native plants. At the time of contact with European explorers in the late 1500's and early 1600's there was a relatively sophisticated indigenous society in the Seymour Township area, with villages, trade and travel routes and resource use spread across the landscape, but concentrated on the major lakes and rivers. Early exploration led to the expansion of the fur trade into the Trent River area, with consequent impacts on both aboriginal people and the animals of the area.

Around 1800 the economic focus and its environmental impact on Seymour township changed

from fur to timber. This started with the “square timber” trade, white and red pine harvesting for masts and spars for the Royal Navy, and continued on to supply the timber needed for bridges, buildings and implements during settlement. The environment underwent a profound change during settlement. Trees were cut down both to open farm fields as well as for commercial use. As late as 1900, 100,000 logs came down the river to the Rathburn sawmill in Campbellford each year. The Rathburn mill turned out almost 100,000 board feet of lumber, planks, studs, railway ties and lath each day.

Settlement precipitated more than a century of large scale changes in the environment, from forest to farmlands and communities. Dams were built to enable settlement, and most towns in the Trent Hills had a mill and mill pond, with their impacts on the flow and quality of water in all major streams. By the beginning of the last century the major rapids and waterfalls on the Trent river were already tamed for local mills and log movement and were being developed further to harness hydro-electric power, with six dams and power houses from Healey Falls to Meyersburg.

The Trent-Severn Waterway was completed in 1920 and even more so than previous mill dams, log slides, weirs and power dams, changed the nature of the river and led to significant but largely undocumented changes in the aquatic environment along the river and its shore lands.

During the process of settlement, occupation and use, the landscape of Seymour Township changed in less than one hundred years from a thick forest with a wide variety of hardwood and softwood trees and their understory plants into an agricultural mosaic of farm fields, wood lots, fence lines and remnant natural areas around swamps, along creeks and rivers and on the steepest hills. The Trent River was dammed, diverted and regulated for commerce and recreation, and used for water supply and the disposal of wastes.

Now with the advent of new environmental issues, including climate change, continuing habitat loss, invasive species, renewable energy options, ongoing pressures for development and the need for sustainable lifestyles and communities, citizens of Campbellford/ Seymour have new challenges and new opportunities to take a leadership role in ensuring that we pass on a healthy and complete environment to future generations.

3. Public Consultation on Current Environmental Issues

Public consultation was a key aspect of this project and was focussed on gaining a wide spectrum of input from members of the public, interest groups and local government. Four main modes of contact were used:

1. Direct discussion with representatives of 35 groups and organizations (see Appendix C)
2. Mailing and emailing of information to a list of about 100 local groups and individuals on the process and opportunities to participate
3. Internet based information on the CSCF web site, including a survey that was completed by 12 respondents
4. Two public meetings in June and October that attracted approximately 50 participants.

Considering all modes of public consultation it is felt that input was received from about 100

sources directly, many of them representing organizations with significant local memberships. A full report on public consultation is contained in Appendix D. What follows is a summary of the major environmental issues as indicated by public feedback.

a. Stage One Public Consultation

The first public meeting was held in Campbellford on June 27, 2007 to seek public input on residents' values and priorities in regards to the area's natural qualities. Attendees represented a broad spectrum of the community and interest groups.

After a presentation on the project and some background information on the CSCF and natural assets of the area, participants were divided into breakout groups to respond to three questions about the natural qualities in this area they really care about, the ways they personally enjoy or use the natural assets of this area, and their ideas on how to protect, manage or enhance the environment in Campbellford/ Seymour.

Participants identified three main areas of value in relation to the area's natural qualities:

- ▶ Natural landscapes and wildlife habitat
- ▶ The diversity of land uses in the area
- ▶ Water quality and natural watersheds

Local residents expressed a very direct connection and sense of care for the health and beauty of their environment.

Participants identified three major ways in which they personally enjoy the area's natural environment:

- ▶ Recreational pursuits
- ▶ Cultural and economic activities
- ▶ Intrinsic cultural values

It is clear from this list that the area's natural qualities are a major source of direct personal enjoyment for area residents.

Participants identified three significant priority approaches to protecting and managing the environment:

- ▶ The need for an overall strategy or plan
- ▶ Opportunities for building cooperation and consensus
- ▶ A wish to ensure protection for our local environment

Participants expressed a very high level of desire for effective planning and management of Campbellford Seymour's natural environment and for movement towards more environmentally sustainable lifestyles.

b. Stage Two Public Consultation

A second public meeting was held on the evening of October 23, 2007 at Campbellford and District High School to update the community on the project's status, present the results of consultations to date and seek further input on environmental priorities and strategic directions. Attendees were asked to gather in working groups and consider two questions: Is the Environmental Scan complete? And is the draft Strategic Plan complete?

Participants generally supported the previous feedback but they did raise some new issues and emphasize others they felt were important:

- ▶ Health issues: both environmental health and the impacts on human health
- ▶ The opportunity to bring the CSCF Environmental Plan priorities and strategies into the Trent Hills Official Plan review process
- ▶ The need for an ongoing multi-stakeholder roundtable for consultation and planning
- ▶ The need for environmentally planned limits to growth and development and broader standards of environmental protection

Participants suggested several new strategic needs, including: environmental guidelines for municipal spending (a “green budget”), an environmental watchdog or ombudsperson, encouragement and support for advocacy groups, an Environmental Charter for the CSCF, and the risk assessment and management of long term threats to the environment such as loss of habitat, and threats to community sustainability like climate change.

As in the first public meeting, the attendees were ardently concerned for the future health and safety of their environment and their community. The citizens of Campbellford/ Seymour see a clear linkage between their lives and lifestyles and their environment. Overall the public consultation achieved its goals and tapped into the environmental consciousness of the community. Public feedback was clear on the attributes of the environment that people most value, the priorities for action to protect these values, and the key ways in which CSCF could move forward to assist directly in seeing the environment better managed and protected.

4. Strategic Plan

a. Introduction:

The development of a Environmental Strategic Plan for CSCF was a two-part exercise. The first task was to determine what types of goals, priorities and actions will facilitate development of organizations and projects in the community that can make a difference in our local environment.

The second task was to determine what changes might be required within CSCF to enable this new environmental strategy. What does the Foundation need to do to as an organization to succeed with this project? These two faces of the strategy, the public priorities and the organizational priorities must work together if the endeavour is to succeed.

Making the priority issues of the public into a set of project guidelines involves decisions on

what public priorities will also become priorities for the Foundation. Not all the priorities identified in the public consultations can be addressed in the short term. Some of these priorities may lie beyond the scope of the Foundation either legally or fiscally.

The Foundation requires be a granting program that meets the following criteria:

1. Honouring the CSCF charter regarding what is possible and allowable for a charity,
2. Meeting as fully as possible the priorities expressed by the public,
3. Remaining consistent with the amount and constraints on available funding, and
4. Aware of the capacity of the CSCF to deliver new programs.

b. Strategic Elements :

This report recommends a comprehensive strategy that provides a philosophic base and a practical process to achieve an environmental program that will have long term benefits for the community, its citizens and their environment.

i. Theme: “Building on Our Natural Legacy”

This short statement reiterates the CSCF tag line “A Living Legacy Rooted in the Community” and focuses attention on the environment: our natural legacy.

ii. Goal: *CSCF will become a facilitator of increased environmental awareness, education and information in the community and will enable projects that create education, action and change towards a sustainable environmental future.*

iii. Priorities:

Environmental granting must be based on a set of overall priorities for action. The following three priorities are recommended as a foundational for a CSCF environmental granting program:

1. *Building Capacity and Co-operation in the community:* education, information, partnerships, co-operation, and planning among groups and organizations will all be necessary for this strategy to be successful. Grants must help to build and enable groups that want to take action.

2. *Protecting and Enhancing our environmental assets:*

Natural landscapes: habitat, natural areas, and wildlife, plus the outdoor activities people enjoy in these green spaces

Water quality: wetlands, shorelines, fish habitat, plus the activities that people enjoy: fishing, boating, swimming

Sustainable Community Lifestyles: Healthy and sustainable lifestyles based on Environmental Diversity: agriculture, recreation, cultural activities

3. Building the Environmental Endowment Fund: ensuring there are adequate grant funds available to address environmental needs without a loss of support to other important areas of public interest: health, education, arts and culture, recreation, social services, youth and community development.

d. Funding Framework

The CSCF Environmental Grants Program should have three funding components: The Green Community Fund, the Watershed Protection Fund, and the Landscape Protection Fund. Identifying the three components as funds does not imply the existence of separate funding sources or accounts. They are only a way to focus the applications and granting criteria.

1. The Green Community Fund: for projects oriented to the values of environmental sustainability, especially reduced energy and chemical use, and environmentally sustainable economic activities, with a focus on agriculture and alternative energy, economic activities that link local production with local consumption, including farmers markets, information and educational materials that provide public information on sustainable choices, and lifestyle options and activities that foster the growth of a green community ethic.

2. The Watershed Protection Fund: for projects that support efforts to protect water bodies from pollution and other forms of ecological damage, support for environmentally-sustainable uses of the area's water resources and surrounding landscapes, the promotion of agricultural activities that protect area water bodies, information and educational materials that provide public information on water quality issues and solutions, and personal lifestyle choices that maintain and enhance local water quality and quantity.

3. The Landscape Protection Fund: for projects that support efforts to maintain, increase and enhance the amount of land in Campbellford/ Seymour that is protected for environmental purposes (e.g. parks, conservation areas, natural habitat areas, etc) and public access to such areas, support for the protection of wildlife populations and habitats especially those with species at risk, support for efforts to maintain and enhance appropriate access to natural areas for low-impact recreation and nature study/ observation activities, and related information and educational materials.

e. Granting Criteria

Funding applications must be consistent with the CSCF mandate and its vision, mission and eligibility guidelines as well as any specific themes or activities as decided on a year to year basis. The intent of funding is both short term and long term, to generate concrete results and on-going capacity to manage the Campbellford/ Seymour environment.

Grants should create a sequence of activities leading to enhanced capacity in the community. This sequence would start with public information and education that leads to interest by groups which would initiate activity and capacity building, the creation of new projects and programs for which grants and endowments could be sought, and increased capacity and scope for both the

groups and the Foundation which would invigorate this cycle with new information and insights.

Funded projects should exhibit the following characteristics:

- Highlight public education, dialogue and understanding, lead to practical changes, and encourage relevant infrastructure and social options.
- Focus on one-time funding of eligible activities. Ongoing support and core funding will not be provided except in special circumstances.
- Ensure that funding supports, as equally as reasonable, the Green Community, Watershed Protection and Landscape components of its funding activities over time.
- Fund activities outside of the Green Community and Watershed Protection programs if such activities are deemed significant to the promotion and development of environmental sustainability in Campbellford/ Seymour.
- Give special consideration to applications that involve multiple partners and community organizations and embrace collaborative actions.

f. Priority Projects for Grants

Funding projects in a small geographic and local community context requires a careful balance of a variety of elements. These will need to be carefully articulated and implemented in order for the CSCF to remain responsive to but yet provide a leadership role in Campbellford/ Seymour. Projects, given restricted funding, will need to show the community that CSCF is responding to public input. That means that initial projects will need to capture the following key attributes:

- A balance of direct responsiveness and pro-activity. The overall distribution of funds should reflect both responsiveness and leadership. However, in both cases, granting should reflect a careful assessment of the needs of Campbellford/ Seymour.
- In keeping with the above, CSCF needs to ensure that projects funded include a mixture of some with broad support ‘curb appeal’ along with those that lead the community to move forward in its approach to environmental sustainability.
- While most potential project funding will reflect larger issues of environmental protection and sustainability, CSCF needs to ensure that it retains a local focus and responds to needs which are specific to Campbellford/ Seymour. CSCF must make every effort to work collaboratively with all facets of the community while maintaining its strategic focus.
- CSCF needs to fund with an eye to building ongoing local capacity and partnerships that bring in key community groups and individuals. Currently Campbellford/ Seymour does not have many permanent groups working on environmental matters. CSCF should play a role in fostering the capacity of local groups without providing ongoing core funding.

- The Foundation needs to maintain an active communications and feedback program to ensure the public know how funds are being spent, to highlight the gains being made for the environment, and to regularly assess changing priorities.

5. Endowment Strategies

An important function of this strategic plan is to tie the environmental priorities of the public and the financial resources of the Foundation together with appropriate endowment, donation and funding strategies.

An Environmental Endowment Fund has already been created; however, it does not currently provide enough income to respond to the broad list of priorities expressed by the community. In order to develop adequate capacity for environmental projects additional donations will be required to grow the Fund. During these initial years CSCF will need to consider accessing the Community Fund as the Environmental Fund grows and develops partnerships with other funders, groups, businesses, government and individuals to ensure that the environmental program grows and retains public support and confidence.

In the initial years of the Environmental Fund, the Community Foundation will also need to stimulate and nurture the relationships that link people to the environment by creating and fostering a broader understanding of community environmental priorities and a sense of what it means to provide adequate funding to ensure that the environmental program continues to meet these priorities and retain community support.

As part of linking granting strategy to endowment strategies it is important to understand who the potential donors may be in the community and what specific issues and causes they donate to. Information from Statistics Canada that characterizes charitable donations in Canada has been used to outline the major potential sources of environmental donations.

a. Seeking New Endowments

A successful strategy for CSCF will require a combination of approaches tailored to the community, its demographics and the mission and capabilities of the Foundation.

A quick look at local demographics shows us a community that has a higher than average age, and in general a lower than average income. However, closer inspection would reveal that we have the potential for a significant number of “top donors” as defined by Statistics Canada. These wealthier, generally better educated and more financially sophisticated donors will be residents who have achieved economic success locally, are retirees returning to the Campbellford Seymour area for their “golden years” or who have more recently discovered the wonders of living here. In addition, given the small local population base and the restricted geographical mandate of CSCF, it may be necessary to look at the potential in the broader Trent Hills community and region as well as the “ex-pat” community of successful people who have left but not forgotten their roots. There is also a diverse business community that may be amenable to

both regular donations and the concept of “1% for the planet” using CSCF as the vehicle.

b. Recommended Endowment Opportunities:

On the basis of this brief overview, the following strategies are recommended for seeking donations:

1. ***A themed multi-year program***
 - a. based in the priorities for action expressed by the public:
 - i. A sustainable community
 - ii. Water and watershed protection
 - iii. Landscape protection
 - b. Built on the “natural legacy” of a sustainable community
2. ***Focus on potential “top donors” :***
 - a. in and originally from the community including seasonal residents
 - b. Retirees and “boomers”
 - c. Individuals with higher income/ education
3. ***Individual donor approaches:***
 - a. mail requests targeted to specific audiences
 - b. in memoriam giving as both donations and larger endowments
 - c. Donation opportunities tied to investment strategies
4. ***Business and organizational gifting:***
 - a. 1% for the planet opportunities
 - b. Tax saving strategies
 - c. A recognition program for participants and leaders
5. ***An annual charity event:***
 - a. attract donors interested in Foundation work
 - b. Provide feedback and thanks to the community
 - c. Increase recognition of the value of the Foundation

6. Organizing for Success

CSCF needs to review the structure it needs to guide the environmental program. While the Board and staff continue to provide excellent overall management and direction for the organization, the environment is now identified as a specialty area where more specific attention will be given to the selection and approval of grants. In addition, under the terms of its charter, the Foundation needs to be aware of constraints on advocacy activities which are often a focal element of environmental groups.

a. The Board:

The role of the Board is to animate the community to become more interested in and more directly involved in environmental activities, while not becoming an advocate outside the bounds of its charter and the norms for a charitable organization. CSCF has to be cautious about the manner in which it promotes and establishes increased environmental activities in the community to ensure it does not take on the role of an environmental organization in the implementation of its strategic plan. This will often be a difficult line to draw. A fundamental instrument of the Board in this activity is the Environment Committee, outlined below.

The priorities of the public are an excellent base from which to start granting in a new environmental program. The CSCF needs to be responsive to public concerns because they are entrusted with public money. And demonstrably meeting public needs will ensure that the CSCF becomes better known, and more highly regarded in the community, as it has done very successfully with grants in other areas of public interest.

But the priorities of the public for environmental action are not the only priorities for CSCF in building an environmental program. In order to have grant making money, CSCF needs to attract new sources of money, by some combination of endowments and other grants. Attracting these new monies will take a separate effort involving the Board and staff and a separate strategic course of funding, decision-making and action.

One issue that will become clear once the Board had made decisions based on this report and other inputs is that staffing issues must be addressed. The current staff, one full-time and one part-time, will be stretched or unable to accommodate the growth in the environmental program and still maintain their normal services to the Foundation, the Board and the community.

b. The Environment Committee:

The Environment Committee has taken responsibility for this project and the overall environmental program. The findings of this study offer some ideas and questions on what the future role of the Committee should be in terms of its structure and function. Ultimately the Board will have to consider how best to structure and empower the Committee to do its work in building the environmental program. Some suggestions follow:

I. Structure of the Environment Committee

There are several different forms that an Environment Committee might take, and these forms range from a normal board sub-committee to an independent organization in the community. The major formats include the following:

- a. Board committee (made up of Board Members)
- b. Board authorized committee (board chooses members, supplies one to chair)
- c. Board supported committee (committee chooses members within guidelines of Board)
- d. Board funded community committee (Committee must meet funding/ expense criteria)

- e. An independent organization (beyond control of the Board at some point in time)

We recommend that the CSCF Environment Committee be structured as a Board authorized committee (Number 2 above). We believe this would provide the best balance of accountability and flexibility required for a new venture.

The Board may decide to initially select one of the suggested modes above and later, based on experience, to move the committee to another structures as the program develops and opportunities arise.

ii. Role of the Environment Committee

- a. **Ongoing public consultation** and scanning of community issues. We recommend that CSCF conduct a public survey and hold a public meeting every three years to review and alter as necessary its priorities and funding focus.
- b. **Organizational infrastructure**: Inside CSCF: a system of board/ committees/ staff/ volunteers to meet needs, and Outside: organizations/ groups/ individuals/ businesses
- c. **Funding the Program**: new sources and modes of funding will be required, including
 - i. Accessing existing funding from Community Fund in initial years
 - ii. Finding new funding sources: grants, donations and endowments
 - iii. Transition from general fund to Environmental Fund as it grows
 - iv. Develop partnerships with other funders, groups. businesses, government and individuals
- d. **Granting Methodology and guidelines** will need to be clear and yet flexible to community needs and opportunities, and will need to:
 - i. fit with the overall strategy priorities
 - ii. focus on one or more of the natural qualities of interest
 - iii. provide information or enhancement for listed activities.
- e. **Communications and messaging** is an essential element in the success of this strategy and will require a clear message to the community on the following aspects:
 - i. Environmental focus of the strategic plan
 - ii. CSCF role and priorities (overall and in the environment)
 - iii. opportunities for the community to participate as grantees
 - iv. opportunities for the community to support as grantors and donors.
- f. **Potential Issues** will arise which will need immediate attention. Some serious potential issues include:
 - i. Conflicts of interest with other granting programs
 - ii. Politicization of issues with various levels of government or individuals
 - iii. Risk management in ensuring projects do not create liabilities
 - iv. Competition or opposition from other groups

7. Communications and Messaging

An essential part of this strategy is ongoing communications and feedback with the community. This is important to maintain public confidence in the activities of the Foundation and to assure that the priorities being pursued in granting are meeting public expectations. It is also important to ensure the public understand the Foundation's role and activities in communications of ongoing activities and project successes will also be necessary in endowment building, showcasing the competence of the Foundation in handling bequests and in employing the funds in a meaningful manner.

Communications will have three major strategic purposes:

1. ***Demonstrating Effectiveness*** in terms of: strategic plan outcomes, foundation role and priorities and environmental priorities in the community
2. ***Education and Information*** programs that will: identify and form relationships with key community organizations, maintain profile in the community, profile projects that bring different elements of the community together and provide feedback to and from partners.
3. ***Endowment and fund sourcing*** that will continually: make contact with eligible donors, build the case for investments and endowments and demonstrate the efficacy of fiscal and project management

In order to emphasize the Foundation's commitment to environmental issues in the community it would be good to undertake specific communications activities and events beyond normal events marking ongoing activities and granting.

It is recommended that the Foundation assess the possibilities of undertaking some combination of the following, or similar ideas:

- a. **Plan a specific annual conference or event unique to Campbellford.** In the past CSCF has supported the energy fair organized by the Chamber of Commerce that concentrated on renewables and energy efficiency. This could become an annual event aimed at both the business community and homeowners to showcase and encourage energy efficiency and renewable energy solutions in Campbellford/ Seymour. Another opportunity would be to tie into events in other nearby communities such as the "Sustainable Living Symposium" at Loyalist College each year (March 28, 2008).
- b. **Continue to sponsor Earth Day events.** Earth Day has been celebrated on April 22 each year since 1970. There is an active organization in Canada that supports the celebration of Earth Day and provides platforms and support for Earth Day activities. CSCF has supported Earth Day activities through the Youth Advisory Council (YAC) in partnership with Community Living for the past three years. Continuing this support would provide an annual opportunity for the community to be involved in environmental activities and events.

- c. **Become the local sponsor for One Percent for The Planet.** This program enrolls businesses that undertake to donate 1% of their profits to environmental groups. The campaign to sign up local groups would be an ongoing activity, and acknowledgment in businesses would highlight CSCF involvement.
- d. **Sponsor a “Seedy Saturday” each spring.** Seedy Saturday has been held in communities across Canada on the last Saturday in March as a time for people to gather and share (or buy and sell) seeds with a focus on heritage and local varieties of food and garden plants. This would be an opportunity to work with the Horticultural Society, organic farmers and the farmer’s market to kick off the gardening season. Peterborough and Lindsay have held Seedy Saturday events.
- e. **Promote Local Eating for Global Change.** The concept of the “100 Mile Diet” and food purchases from local producers and sources is a key concept in supporting connections to our local environment and the businesses in our community who have a direct impact on the health of the land and through healthy food, our citizens.
- f. **Develop an Environmental Film Festival.** There are an abundance of environmentally themed films and documentaries in circulation. For the first time environmentally relevant material is in main line theatres, like Al Gore’s “An Inconvenient Truth” which recently won an Oscar. Working with the Aron Theatre, interested people in the community and perhaps the CDHS environment club, this would be an excellent mid-winter event. It might be partnered with the ongoing Warkworth Film Festival. There are many models to build on.
- g. **Make environment a part of other local events.** An environmental presence could be developed for use at a variety of already ongoing events. In Campbellford/ Seymour there are a number of annual events to build on:
 - i. Polar Bear Winter Festival – late January
 - ii. Canada Day Event – July long weekend
 - iii. Waterfront Festival – August long weekend
 - iv. Campbellford/ Seymour Fair – mid-August
 - v. Hillcrest Public School Festival of Trees – December

8. Conclusions

This environmental scan has combined information from public sources on the social and natural history of Campbellford Seymour. This information has been augmented through extensive consultations in the community to produce a comprehensive scan of our natural assets, our interests and concerns about those assets and the priorities we as a community would like to see in place to ensure a healthy environmental future.

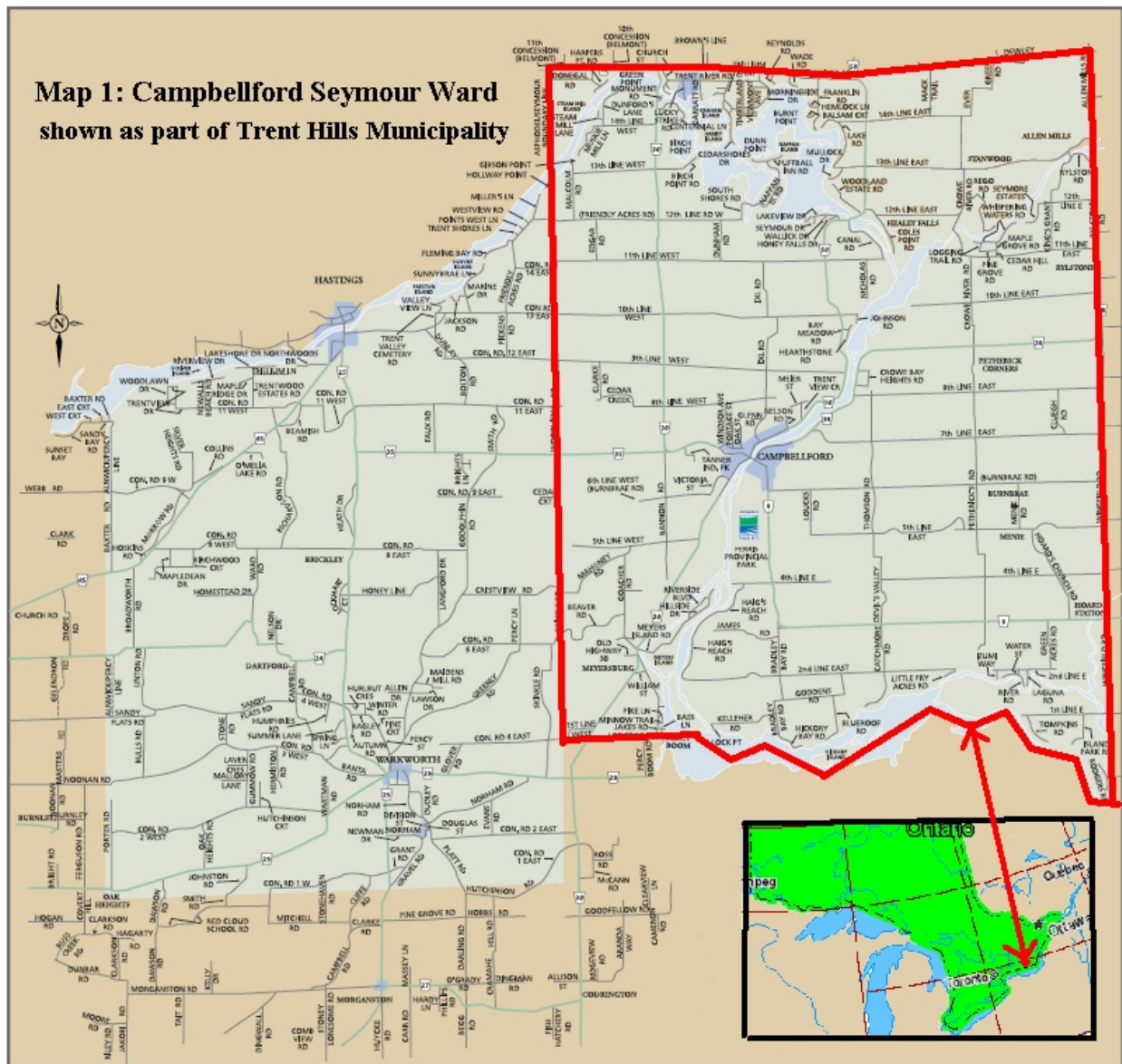
The scan show us that the environment of Campbellford Seymour is a highly varied landscape, one that has seen much change in recent history and one that will face continuing pressures for

change in the future. Through all this change, the environment has supported the growth and development of the community and has maintained many aspects of its diversity, its waterways, wetlands, forests, agricultural landscapes and culture. The challenge now is to determine how we in the community can best work to protect the assets we enjoy and depend on and build a sustainable environmental future for Campbellford Seymour.

Based on the scan, a set of environmental strategies have been developed to guide the activities of the Campbellford/ Seymour Community Foundation as it takes on a more proactive role in building a sustainable community. Using the legacy of past developments, the Foundation can now move forward to ensure the natural legacy passed on to us endures and prospers.

This environmental plan has many elements and will take considerable work and time to implement. And like any plan, it is a guide, a starting point for action and for further consultation and discussion. The experience in other parts of Ontario and Canada, and of other Community Foundations that have created environmental programs assures us that we are in the forefront, taking a leadership role in working with the community to accomplish goals they want to see met. Each grant and project will be a positive contribution to the protection and perpetuation of the environment and community we share.

**Map 1: Campbellford Seymour Ward
shown as part of Trent Hills Municipality**



APPENDIX A: Definition of Terms

A number of terms or concepts are used in this plan which require definition in order to provide focus to CSCF funding. The definitions used here may differ from standard dictionary definitions in that they are worded to apply to this strategy . These are:

Environment: the non-human, natural context and functions in which all social, economic, spiritual and political activities take place. These function irrespective of the presence or actions of humans. However, human activities never occur in an environmental vacuum, but occur interactively with the environment and depend on it. For the purposes of environmental granting, CSCF focuses on the maintenance, enhancement, appropriate use and enjoyment of the natural environment. Activities which do not have an explicit linkage to the natural context will not be funded.

Sustainability: the ability of a system or an activity to continue indefinitely. In the context of this plan the focus is on broadly “environmentally sustainable” activities, not just “economically sustainable” activities. In addition, CSCF will attempt to enhance the capacity of groups to work towards sustainability without coming to depend on CSCF grants to continue.

Environment-economy linkage: an understanding that the human economy inherently takes place within, is dependent on, and functions interactively with, the natural, larger, non-human context. From this perspective, the assumption that “environmental issues” are somehow a totally different order of concerns from “economic issues” is false. For this reason, while CSCF will not fund economic activities as such, it will promote and support charitable projects that support economic activities that restore, maintain or enhance the natural environment.

Advocacy: CSCF will not take specific positions nor advocate for specific solutions as espoused by groups seeking or receiving grants. The environmental advocacy role of CSCF is to work in support of a healthy environment and a sustainable community by enabling groups and individuals in the community to undertake projects that further these goals.

Health: A healthy environment is the basis for a healthy community and healthy individuals. In this context health is a comprehensive concept, but begins from and ultimately depends on environmental health first.

Consensus: A form of agreement or unity of opinion which presents a shared body of views cognizant of both majority and minority points of view. CSCF will as much as possible (i.e. within its charter and mandate) work with organizations and the community to achieve a unified position and to outline both that position and the process and variety of views that lead to it.

APPENDIX B: History of Environmental Grants by CSCF 2003 - 2007

Grants in 2003:

| Organization | Project | Amount | Outcomes of Project |
|---|--|------------|---|
| Campbellford & District Horticultural Society In partnership with the Rotary Club of Campbellford . | Pergola at Picnic Island | \$1,865.96 | The Pergola at Picnic Island park provides a resting area for those residents who use the Rotary Trail as this park now ties in with this very popular walking/jogging trail. |
| Lower Trent Region Conservation Authority | Benches for Trails at Seymour Conservation Authority | \$1,500.00 | Two park benches provides the residents who access Seymour Conservation Area a place to rest when walking and hiking on the trails. |

Grants in 2004:

| Organization | Project | Amount | Outcomes of Project |
|---|-----------------------------------|-------------|---|
| Campbellford & District Horticultural Society In partnership with the Rotary Club of Campbellford | Landscaping at Picnic Island Park | \$2,713.00 | Two blue spruce trees were planted and 2 iron benches installed on cement pads. Shrubs were also salvaged from the down town core. The trees and shrubs were planted by members of Horticultural Society. This park provides residents a place to have family picnics, as well as, a place to stop and rest while walking around the Rotary Trail. The Horticultural expects that as more people come to the new Ranney Gorge Suspension Bridge that usage will continue to grow. |
| Campbellford Memorial Hospital | Energy Management Study | \$15,000.00 | The Campbellford/Memorial Hospital, Health Centre and Multi-Care Lodge have been advised that will be obtained in energy savings. The study allowed the Hospital and its campus partners to take advantage of rebates and incentive programs aimed at lowering energy consumption. A comprehensive energy management plan and a capital renewal of several key systems of the Hospital. |

| Organization | Project | Amount | Outcomes of Project |
|---|--|-------------|--|
| Friends of Ferris | Promotion of renewable Energy Conference and Trade Show | \$5,000.00 | 335 participants purchased passes to the Renewable Energy Conference. 42 volunteers participated, 16 exhibitors (25% were local) purchased booth space totaling more than 30 representatives of renewable energy products. 40,000 copies of an 8 page renewable energy insert were distributed. Ferris park increased revenues by \$2,345, and generated fundraising revenue through BBQ and ticket sales to be used for promotion of the park. 12 overnight campsites were booked for the weekend. A website continues to get hits after the event. The local economy was positively affected including: restaurants, gas stations, grocery stores, accommodations and local attractions. Two renewable energy systems sales were made as a result of the conference. |
| Kent Public School In partnership with the Kawartha Pine Ridge District School Board | Planting of 8 new trees on grounds. | \$2,000.00 | Ten Linden Trees were planted on the school grounds to provide shade for the students. |
| Lower Trent Region Conservation Authority | Interpretive Sign for the wetland habitat enhancement project | \$2,500.00 | This project enhanced the waterfowl nesting habitat locally and increase public opportunities for wildlife viewing, education and interpretation. This project was possible in partnership with Ducks Unlimited, Wetland Habitat Fund & Weaver Funeral Homes. |
| Rotary Club of Campbellford | Landscaping entrance of Ranney Gorge Suspension Bridge on the west side. | \$6,000.00 | The Rotary trail was linked to the new suspension bridge to permit more walking traffic to Ferris Provincial Park. The beautification of the west side of the bridge has provided an approachable entrance to the park. Rotary also had a stone engraved to celebrate the 100 th anniversary of Rotary International which is placed at the entrance This project involved partnerships with the members of the Rotary Club, Horticultural Society, and Municipality. |
| Trent Hills & District Chamber of Commerce In partnership with the Rotary Club of Campbellford. | Waterfront Development Phase I | \$20,000.00 | Over 100 boaters of the Trent Severn waterway have docked overnight along the Campbellford waterfront. Local residents access the walkway daily for recreational purposes. The completion of the project is a catalyst for other community improvement projects, as the whole community realizes the importance of downtown revitalization. Local contractors completed the work, ensuring that the funds remained in the community. |

Grants in 2005:

| Organization | Project | Amount | Outcomes of Project |
|--|---|--------------------|--|
| <p>Campbellford 4-H Senior Calf Club In partnership with the Rotary Club of Campbellford.</p> | <p>Purchase of uniforms for competitors, a new banner for the showmanship display and the creation of a strategic plan.</p> | <p>\$2,825.00</p> | <p>Jackets and overalls for all team members were purchased so the nine 4-H members representing Campbellford and Northumberland County looked uniform. A new banner, backing material for the signs and rosettes for between the signs were purchased to make the display look very professional. The 4-H Members attended the Scotia Bank Classic Weekend at the Royal Agricultural Winter Fair and placed third out of 51 counties across Canada. More than 40 thousand schoolchildren attended the event, and the Club was able to promote agricultural industries and 4-H. The 4-H Club is about teamwork and the grant money they received gave the members a common goal to work towards and materials that they can continue to use year to year. The strategic plan is in the process of being completed.</p> |
| <p>St. Mary's Separate School - in partnership with the Pine Ridge Victoria Northumberland and District School Board.</p> | <p>Construction of a Sun Shelter to protect the children from the sun's potentially harmful rays.</p> | <p>\$2,500.00</p> | <p>A Sun shelter was completed in the spring of 2005 which is regularly use by the students at recess breaks as protection from the sun. The sun shelter was constructed by the school custodians.</p> |
| <p>Trent Hills & District Chamber of Commerce In partnership with the Kawartha Pine Ridge District School Board.</p> | <p>A renewable energy showcase for kids.</p> | <p>\$2,500.00</p> | <p>An educational program was developed in the local schools and approximately 350 kids received in-class instruction, and a booklet to take home. Speakers, who were industry experts, were provided in the school system. A kid friendly website was developed with links to related sites. Kent Public School staff were very enthusiastic about the program, and arrangements were made for a full day of instruction for all age levels.</p> |
| <p>Municipality of Trent Hills Municipal Fund Grant</p> | <p>Promotion of Heath & Nature at Ferris Park</p> | <p>\$3,000.00</p> | <p>Letterhead, brochures and envelopes were developed as well as upgrades to the website. Terry Dickenson provided a presentation at the Aron Cinema to a full house. Friends of Ferris received an increase in memberships and more profile in the community. The number of visitors to Ferris Park increased.</p> |
| <p>Municipality of Trent Hills Municipal Fund Grant</p> | <p>Creation of a beach at Ferris Park</p> | <p>\$15,000.00</p> | <p>The municipality has just received approval from the Ontario Government to create a beach at Ferris Park..</p> |

Grants in 2006:

| Organization | Project | Amount | Outcomes of Project |
|---|--|---------------|---|
| Rotary Club of Campbellford | Upgrades to the Rotary Trail and Celebration of Rotary International Foundation Walk | \$10,000.00 | The Foundation Walk was part of the Rotary Club's celebration and therefore significant improvements were made to the Rotary Trail. A layer of stone chips was applied to the entire trail, the trail was graded and landscaping was undertaken in areas that had been neglected. Two new benches were also installed. 400 participants attended the event and Rotarians attended from Belleville to Toronto. The Municipal Public Works staff assisted with the project. |
| Municipality of Trent Hills Municipal Fund Grant | Waterfront Development Phase I | \$78,286.47 | The Waterfront Development on the south side of the bridge. |

Grants in 2007:

| Organization | Project | Amount | Outcomes of Project |
|---|--|---------------|--|
| Campbellford Memorial Hospital Foundation | Lighting Retrofit & Redesign | \$10,000.00 | Every light in hospital was replaced, project reduced CMH's Green House gases by 63 tons per year. |
| Friends of Ferris | Promotion of Nature, Education & Fitness | \$1,900.00 | Final Self Evaluation not rec'd |
| Lower Trent Region Conservation Authority | Accessible Privy | \$3,800.00 | Seymour Conservation Area provides the public use of its land and environmental learning opportunities through contact with the natural world. By providing an accessibility privy the barriers to participation are enhanced and our organization is able to respond to the needs in our community. |
| The Municipality of Trent Hills Municipal Fund Grant | Waterfront Phase II | \$94,792.58 | The Waterfront Development continues with the second phase on then north side of the bridge. |

APPENDIX C: Public Consultation: Sectors and Groups

The groups listed below were all contacted by phone, letter and email during the planning process. Not all the groups listed were directly involved and those that responded did so in a variety of ways, attending public meetings, providing written comments, completing the internet based survey, phone interviews, and meetings with the planning team. The participation and input received was essential to the success of this project.

1. **Nature Appreciation**
 - a. Willow Beach Field Naturalists

2. **Fish and Game**
 - a. Ontario Federation of Anglers and Hunters
 - b. Ducks Unlimited Canada

3. **Forestry**
 - a. Ontario Woodlot Association (Quinte Chapter)
 - b. Upper Canada Woods Cooperative

4. **Conservation Authorities**
 - a. Lower Trent Conservation Authority
 - b. Crowe River Conservation Authority

5. **Heritage**
 - a. Campbellford/ Seymour Heritage Society
 - b. Forrest Dennis Senior Citizen Club
 - c. Campbellford/ Seymour Horticultural Society

6. **Business and Industry**
 - a. Trent Hills & District Chamber of Commerce
 - b. Municipality of Trent Hills Economic Development Committee
 - c. Campbellford Business Improvement Area
 - d. Northumberland Tourism

7. **Parks and Recreation**
 - a. Friends of Ferris Park
 - b. Friends of Crowe Bridge Park
 - c. Eastern Ontario Trails Alliance
 - d. Millcreek Riders Horse Club

8. **Service Clubs**
 - a. **Kinsmen and Kinettes**
 - i. Kinette Club of Campbellford
 - ii. Kinsmen Club of Campbellford

- b. **Lions and Lioness**
 - i. Lioness Club of Campbellford
 - ii. Lions Club of Campbellford
 - c. **Rotary Club of Campbellford**
 - d. **Women's Institute**
Seymour West and Seymour East Branches
9. **School/ Academic**
- a. Hillcrest Public School
 - b. Kent Public School
 - c. St. Mary's School
 - d. Campbellford District High School
10. **Agriculture**
- a. Northumberland Federation of Agriculture/ OFA
 - b. Christian Farmers Federation of Ontario
 - c. National Farmer's Union (NFU) Ontario Regional Office
 - d. Ecological Farmers of Ontario
 - e. Ontario Landowner's Association
12. **Energy Conservation and Climate Change**
- a. Peterborough Green up
 - b. Green Communities Canada
13. **Cottager/ Residential Communities**
- a. Federation of Ontario Cottager's Associations
 - b. North Seymour Ratepayer's Association Inc.

APPENDIX D: Report on Public Consultation

a. Stage One Public Consultation

A public meeting was held in Campbellford on June 27, 2007 to highlight the area's environmental assets and to seek public input on residents' values and priorities in regards to the area's natural qualities. Due to the late June time and end of school term, attendance was limited to 25 people. Nevertheless, those in attendance represented a broad spectrum of the community and interest groups and provided useful insights and contributions to the project's need for public input.

After a presentation on the project and some background information on the CSCF and natural assets of the area, participants were divided into breakout groups to respond to the following questions:

1. What natural qualities in this area do you really care about?
2. In what ways do you personally enjoy or use the natural assets of this area?
3. What do you think should be done to protect, manage or enhance the environment in Campbellford/ Seymour?

I. Valued Natural Qualities

Participants identified three areas of value in relation to the area's natural qualities:

Natural landscapes

The diversity of the area

Water quality

Participants expressed a high level of appreciation for Campbellford Seymour in its present state. They value the overall landscape and specifically mentioned the corridors for wildlife that remain within agricultural settings, the purity of the watersheds and water quality, and agriculture itself. Water merited frequent mention, including the value of pristine riverine areas, overall water quality, and the Trent Severn Waterway. Other locations were also specifically mentioned: the Crowe River/ Crowe Bridge Conservation Area, Ranney Falls, Ferris Provincial Park and the Seymour Conservation Area.

Overall, participants appear to value the current balance between the inherent natural qualities of the area and the human uses and additions to the landscape, especially those of agriculture and the Trent Severn Waterway. The valued diversity includes both human and non-human qualities of Campbellford Seymour. In fact, in response to the question on valued natural qualities, a number of responses referred to human constructs on the landscape, including access points to rivers and forests, trails and even country lanes and roads. Agricultural settings were also considered an integral part of the current natural environment.

ii. Personal Enjoyment of the Environment

Personal enjoyment of the area's natural environment broke down into three aspects:

Recreation

Cultural and economic activities
Intrinsic values

The area's natural qualities are a major source of direct personal enjoyment for the area residents at the workshop.

The most frequent mentions of personal enjoyment were, not surprisingly, related to recreation. This included hiking, biking, walking, golfing, skiing, horseback riding, hunting, swimming, boating, fishing, gardening.

The cultural and economic component of enjoying the environment also came to the fore. Outdoor music, knowing what the land will grow, the Campbellford Fair, photography and simply the direct use of the land for one's livelihood were specifically mentioned as enjoyable activities related to the environment. Implied in the identification of specific activities is an appreciation for the physical and economic infrastructure and services required to allow the enjoyment to occur.

The intrinsic value of the Campbellford/ Seymour environment also figured prominently as sources of enjoyment. Active enjoyment of the environment is often matched with a simple and direct appreciation of what can be experienced for its own sake. Participants mentioned observing wildlife, the landscape and the stars and feelings of tranquillity

iii. Priorities to Protect and Manage the Environment

Priorities for action focussed on three main needs:

Overall Strategy
Consensus Building
Protection

Participants expressed a very high level of desire for effective planning and management of Campbellford Seymour's natural environment.

A high priority was placed on good land use planning, with environmental protection and local sustainability as key elements. This includes managing residential and commercial growth, conservation land tax incentives, compensation for sustainable land use practices, marking access to natural sites, managing traffic, developing local public transportation and creating an inventory, vision and direction for managing the area's environment. Direct management of natural assets was also raised a number of times. Participants mentioned shoreline naturalization, habitat renewal, reforestation, and creating more wildlife sanctuaries.

Participants also want more control over activities that damage the environment including banning plastic bags, leaf blowers, residential pesticides, waste disposal, maintaining water quality, and reducing packaging, as well as increasing recycling, .

The workshop also felt that planning should be consensus and partnership oriented. Educating youth and the general public, developing collaboration among groups, especially farmers, developing best practices, working with politicians, and doing so in a coordinated fashion.

Promoting environmentally sustainable economic activities was also raised a number of times. This included ensuring the existence of a small cheese industry in the area, providing incentives for hybrid cars, developing a local biodiesel enterprise, other alternative energy sources such as producing methane from manure, and garbage incineration using modern technology.

b. Stage Two Public Consultation

A public meeting was held on the evening of October 23, 2007 at Campbellford and District High School to update the community on the status of this project, present the results of previous and ongoing consultations and seek further input on environmental priorities and preliminary strategic directions.

Following a presentation that outlined the role of CSCF, the goals of this project, the natural assets of Campbellford/ Seymour, and results of consultations to date, the attendees were asked to gather in working groups and consider the following questions:

1. **Is the Environmental Scan complete?**
 - a. Do you agree with the responses from the previous session?
 - b. Are there items you would add to the responses?

2. **Is the Strategic Plan complete?**
 - a. Do you agree with the plan's strategies and priorities?
 - b. What changes would you make to the plan?

In response to Question 1 participants generally supported the previous feedback and agreed with it. However, they did raise some new issues and emphasize others they felt were important:

- ▶ Health issues in terms of both environmental health and the impact of environment on human health
- ▶ The need for broader consultation on environmental issues and broader standards of protection
- ▶ The opportunity to bring the CSCF Environmental Plan priorities and strategies to the Trent Hills Official Plan review process
- ▶ The need for an ongoing multi-stakeholder roundtable for ongoing consultation and planning
- ▶ The need for limits to growth and development

In response to Question 2 participants pushed for less jargon and more detail. They expressed concerns that more specifics were needed in the strategic plan to give it a real focus. And they suggested several new areas of strategic importance, including:

- ▶ The need for environmental guidelines for municipal spending
- ▶ The need for an environmental watchdog or ombudsperson
- ▶ The need to encourage and support advocacy groups
- ▶ The need for an Environmental Charter for the CSCF
- ▶ The need for risk assessment and management in terms of threats to the local environment (loss of habitat) and threats to community sustainability (like climate change).

The second public meeting had much in common with the first. The attendees were ardently concerned for the future health and safety of their environment and their community. In fact it becomes plain over the course of this project that the citizens of Campbellford/ Seymour see a clear linkage between their lives and lifestyles and their environment. They want the activities of the CSCF to focus on helping to protect the environment in more directed ways.

Other public input, via the internet survey and by personal interview was entirely consistent with the major point outlined above and served to confirm the comprehensive nature of the consultation process.

Over all the public consultation achieved its goals. It tapped into the environmental consciousness of the community and very successfully gathered significant information on the attributes of the environment that people most value, the priorities for action to protect these values, and the key ways in which CSCF could move forward to assist directly in seeing the environment better managed and protected.