

ADOPTED by Council at its meeting held March 19, 2012 [M160-2012]

/AA

Windsor, Ontario March 19, 2012

**REPORT NO. 54** of the  
**ENVIRONMENT & TRANSPORTATION STANDING COMMITTEE**  
of its meeting held February 22, 2012

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**Present:** Councillor Hatfield, Chair  
Councillor Payne  
Councillor Sleiman  
Councillor Valentinis

**Regrets:** Councillor Halberstadt

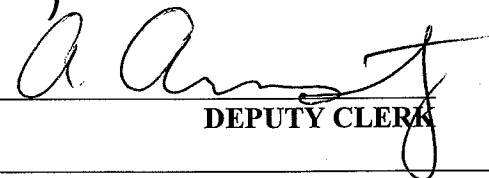
That the following recommendations of the Environment and Transportation Standing Committee **BE APPROVED:**

Moved by Councillor Sleiman, seconded by Councillor Valentinis,  
**THAT** City Council **ENDORSE** the participation of the City of Windsor in Earth Hour and continue to encourage all City of Windsor facilities to practice energy conservation and to turn off all non-essential lighting during Earth Hour.  
Carried.

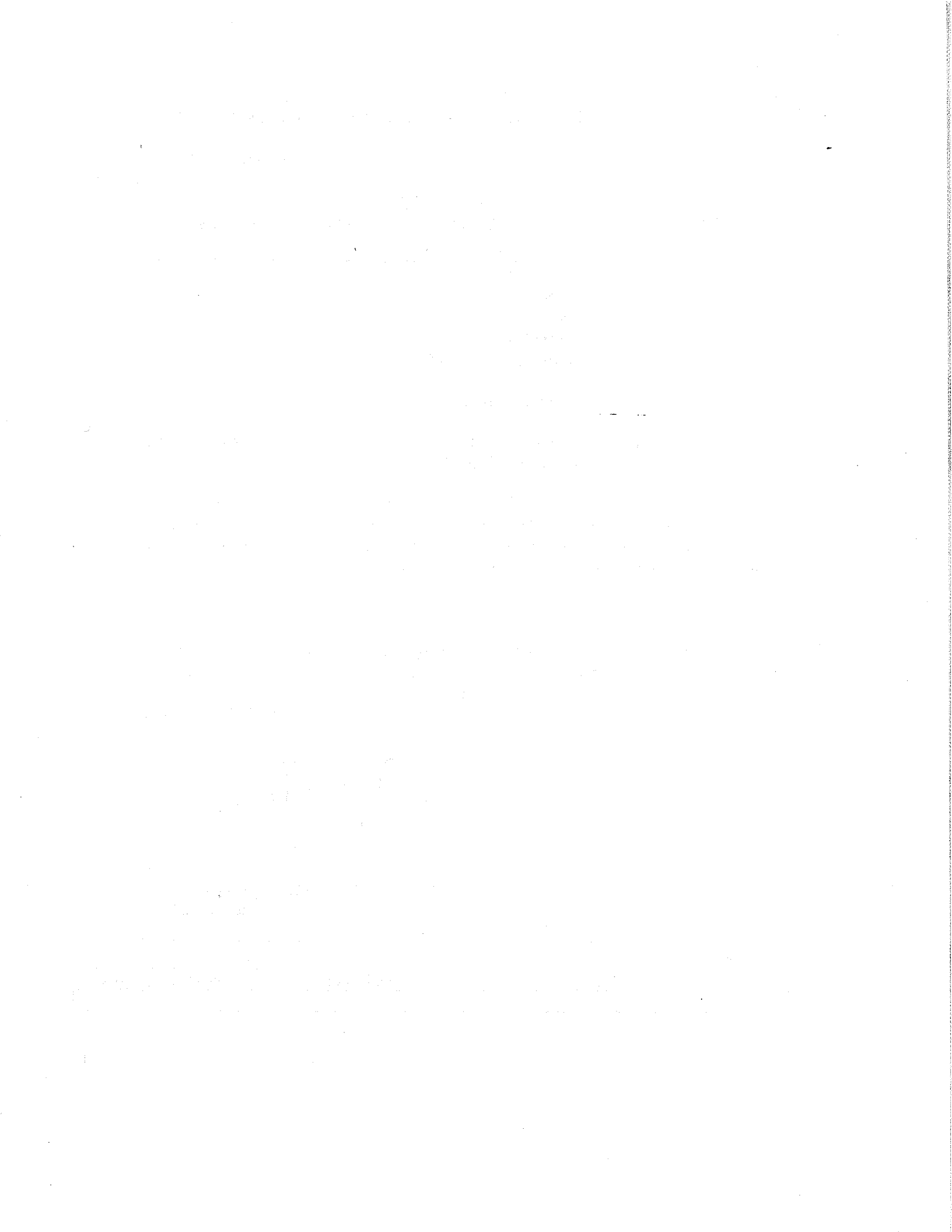
Clerk's Note: The administrative report authored by the Environment & Sustainability Coordinator dated January 30, 2012 entitled "Earth Hour 2012" is attached as background information.

Livelihood #15741, EI2012

  
CHAIRPERSON

  
DEPUTY CLERK

NOTIFICATION:				
Name	Address	Email Address	Telephone	FAX



**THE CORPORATION OF THE CITY OF WINDSOR**  
**Environment & Transportation Standing Committee - Administrative Report**

**MISSION STATEMENT:**

*"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"*

<b>LiveLink REPORT #: 15741 EI2012</b>	<b>Report Date: January 30<sup>th</sup>, 2012</b> (#3255 - jc - 02/07/12:ebr)
<b>Author's Name: Averil Parent</b>	<b>Date to Council: February 22, 2012</b>
<b>Author's Phone: 519 253 7111 ext. 290</b>	<b>Classification #:</b>
<b>Author's E-mail: <a href="mailto:aparent@city.windsor.on.ca">aparent@city.windsor.on.ca</a></b>	

**To: Environment & Transportation Standing Committee**

**Subject: Earth Hour 2012**

**1. RECOMMENDATION: City Wide:  Ward(s): \_\_\_\_\_**

That City Council **ENDORSE** the participation of the City of Windsor in Earth Hour and continue to encourage all City of Windsor facilities to practice energy conservation and to turn off all non-essential lighting during Earth Hour.

**EXECUTIVE SUMMARY: N/A**

**2. BACKGROUND:**

Earth Hour is an international "lights out" event that will take place on Saturday March 31, 2012 at 8:30 pm. The goal is to have as many world-wide individuals and businesses as possible to turn off their lights for one hour at 8:30 pm to raise awareness about climate change and to reduce greenhouse gas emissions. Last year, Earth Hour was thought to reach 1.8 billion people in over 5,000 cities and towns in more than 135 countries.

Earth Hour is a global initiative begun by the World Wildlife Fund (WWF), which initially started in Sydney Australia on March 31, 2007, where reportedly over 2.3 million businesses and households turned off their lights for one hour. The underlining purpose of "Earth Hour" is to send a powerful national and global message that it's possible to take action on global warming and that individual actions do make a difference.

Earth Hour has made great contributions to the reduction of energy use in Ontario. In 2009, Ontario saw a 6% decrease in electricity consumption, and a 4% decrease in 2010. An impressive 15.1% decrease in electricity occurred in Toronto during Earth Hour 2009.

During Earth Hour 2011, the City of London reduced consumption by 1.7%, Toronto by 5%, and Mississauga by 8%. These figures are lower than the results achieved in previous Earth Hour events. Last year, Windsor residents broke the City of Windsor's 2010 record and decreased consumption by 3%, or 8.5 MW during Earth Hour 2011.

### **3. DISCUSSION:**

As a corporation, administration is encouraging continual participation in Earth Hour. All City of Windsor facilities should turn off all non-essential lighting in support of this event - a practice that should continue year-round.

In past years, various businesses have participated in Earth Hour including Caesars Windsor and many restaurants throughout the city. This year, the City is offering an event during Earth Hour where families can gather and celebrate the hour together doing something fun and environmentally focused. The event will be an "Owl Prowl" held at the Ojibway Nature Centre on March 31<sup>st</sup> from 8:00-9:00pm. The fee is \$4 per adult and \$3.50 per child. Participants are asked to call the Ojibway Nature Centre at 519-966-5852 to register.

The World Wildlife Fund will measure the success of the event by the number of online participants and by darkness during Earth Hour. Hydro companies around the world will also be participating by measuring the reduction in electricity usage.

Initiatives such as Earth Hour and every day energy conservation actions support Goal D: Use Resources Efficiently of the Environmental Master Plan (EMP).

### **4. RISK ANALYSIS:**

The event calls for the turning off of non-essential lighting only. Security lighting and essential lighting should remain on during Earth Hour for safety of patrons and staff.

### **5. FINANCIAL MATTERS:**

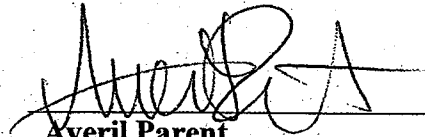
Advertising and promotion for Earth Hour 2012 will be funded through the Environmental Master Plan budget.

### **6. CONSULTATIONS:**

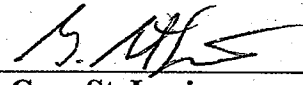
Karen Cedar, Ojibway Nature Centre  
Barbara Peirce Marshall, Communications and Customer Relations, Enwin

**7. CONCLUSION:**

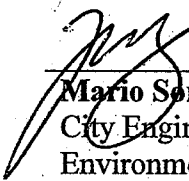
Support and participation in such energy related initiatives like Earth Hour not only serve to focus attention on climate change but also the need to reinforce the importance of developing a culture of conservation in our community.



**Averil Parent**  
Environment and Sustainability Coordinator



**Greg St. Louis**  
Senior Manager, Pollution Control



**Mario Sonogo**  
City Engineer and Corporate Leader  
Environmental Protection and Transportation

AP/jc

**APPENDICES:**

**DEPARTMENTS/OTHERS CONSULTED:**  
Name:  
Phone #: 519                      ext.

**NOTIFICATION :**

Name	Address	Email Address	Telephone	FAX

