



**Sustainable  
Orillia**

**2022 ANNUAL REPORT**

**BIG MOVE 3:  
BUILDINGS**

**BIG MOVE 2:  
TRANSPORTATION**

**BIG MOVE 1:  
LOCAL RENEWABLE  
ENERGY**



**On the Path to Net-Zero**



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## A MESSAGE FROM THE President And Chair Of Sustainable Orillia

2022 was a year of progress toward sustainability in our Community, progress that began in 2019. After two years of COVID restrictions, this year we developed projects and produced events which resulted in many in our community taking opportunities to learn about reducing their carbon footprint and how to contribute to a more sustainable community and lifestyle.

Particularly popular were The Path to Net Zero Community Conference, the All Vehicles Electric Show—our signature events of Sustainable Orillia Month—and the urban-planning walks where participants learned about the good, and not so good, of the urban fabric of the City. They also learned about what a sustainable city could look like in the new Official Plan.

We were pleased to see the approval of Orillia's Climate Future, the City's climate action plan, with its focus on themes that we fully support and have been advocating for since 2019. Support of climate action will continue to be our focus.

Writing this message is somewhat bittersweet. After 4 1/2 years as President and Chair, I will not seek re-election as President, but will remain as a Director and continue as Chair of the Infrastructure and Energy Sector. It has been a privilege and an honour to lead Sustainable Orillia from its infancy and to be able to offer my services to our community in support of sustainability. There are so many to thank for our success:

- My many colleagues on the Board and in our Sectors for their remarkable commitment, passion, ideas, energy and support;
- Orillia Mayors Steve Clarke and Don McIsaac, and Councils under both, for their moral and financial support, for Councilor Campbell's appointment to our Board, and for the participation and support of staff, particularly Renee Recoskie.
- Our community leaders, supporters and citizens who, through their support and actions, are demonstrating that sustainability is more top of mind than ever before.

Respectfully Submitted,

*Stan Mathewson*

# Highlights from Sustainable Orillia's Activities in 2022

2022  
ACHIEVEMENTS

## SUPPORT FOR ORILLIA'S CLIMATE FUTURE

- active contributors to the Community-Based Steering Committee and Adaption Working Group
- ongoing feature communications on SO website, social media and media releases/stories
- draft renewable energy strategy (Hydrogen focus) developed, submitted to Mayor's office for initial meeting with Atura (Big Move #1)
- supported electrification of transportation through ongoing EV demos and most notably our 4<sup>th</sup> annual EV show (now the largest such event in the region. (Big Move #2)
- ongoing public communications and education supporting home energy efficiencies, retrofits (Big Move #3)
- facilitated a "Path to Net Zero" community conference – generating over 40 feasible actions.
- currently finalizing a presentation on the above for area councils (Q2/23).

*"I volunteer because I want a better future for the youth of our world."*

— WEIQI XU, age 18

## ORILLIA'S MUNICIPAL COMPREHENSIVE REVIEW (MCR)

- developed a set of principles for reference as Council/City Staff reviews Orillia's Official Plan

## URBAN WALKS

- conducted a series of well-subscribed 'urban walks' led by a professional urban planner.
- engaged citizens in real-time learning and analysis of urban planning principles and decisions.

## SUPPORT FOR SUSTAINABLE DEVELOPMENT

- building on a previously tabled report (2021), engaged in ongoing discussions with FRAM-SLOKKER (waterfront developer).

*"I volunteer because making the world better for all living things is important work."*

— BLYTHE WIECLAWK, age 18

- Our goal is to influence the highest level of project sustainability attainable, while setting a benchmark for future development in Orillia.

## YOUTH ACTIVITIES

- the S.O. Youth Council worked with Lakehead to stage a successful Environmental Youth Conference (May, 2022) attended by 200 Simcoe County students

## MARIPOSA FOLK FESTIVAL (MFF)

- participated at 2022 festival
- discussions underway with respect to contributing to the MFF five-year Climate Advocacy Strategy.

## OTHER 2022 ACTIVITIES INCLUDED...

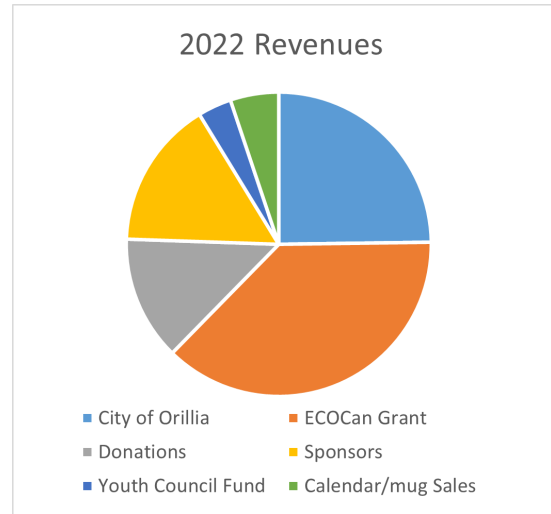
- digital food map for local farmers' markets, food stalls, community gardens and ranchers
- sustainable art contests and subsequent 2023 calendar
- a series of article promoting Orillia's becoming a "Bird-friendly City"

## IN MEMORIAM

*Director John Knapp was the inspiration for the founding of the Sustainable Orillia Youth Council (SOYC). In 2019-20 he mentored the young people who developed an inspiring SOYC organization in our local high schools. John is remembered for his sense of humour, creative thinking, and his deep passion for leaving this world a better place. John passed away in June of 2022. Thank you, John, for all that you have done to create that better world. Rest in Peace.*

## REVENUES (TOTAL: \$42,668):

We started 2022 with a bank balance of \$2,150. The City of Orillia once again provided Sustainable Orillia with foundational funding of \$10,000 plus a \$1,000 grant to the Sustainable Orillia Youth Council. Corporate support, including both sponsors and vendors at the EV Demo weekend in September of 2022 and the 2023 Calendar sponsors, totaled \$6,350, a significant—and welcome— increase in support from the local business community. Sales of the 2023 Calendar—designed as a fundraiser for S.O.—netted well over \$2,000. In addition, Sustainable Orillia once again was able to procure a subsidy of over \$16,000 (an 80% subsidy) from ECO Canada (see below) to hire an student intern to work with our organization, a tremendous help to us as a volunteer group. Finally—and definitely appreciated—over \$5,300 came from donors who support what Sustainable Orillia is doing in and for Orillia.



## EXPENDITURES (TOTAL: \$42,697)

Expenses for 2022 essentially went into six areas: insurance costs (\$1,992); communications (\$1,624); a small amount for operations and miscellaneous materials (\$401); events (EV Weekend and Path to Net Zero Conference) and promotions (\$10,881); some minor expenses (\$473); and our intern salary (and CRA remittances) (\$27,300).



We are grateful to the City of Orillia, our corporate sponsors, and the many individual donors for their support. We are particularly grateful for the assistance provided to Sustainable Orillia through *The Environmental Careers Organization of Canada* (ECO Canada), a not-for-profit organization based in Alberta dedicated to creating programs and services that benefit the Canadian environmental sector. Their support allowed us to hire our intern administrator, Claire Buchanan, through much of 2022.

Treasurer, Sustainable Orillia

*"I volunteer because I feel I owe generations to come. In spite of our progress, we have messed up this planet—our home."*

— FRED LARSEN, age 80

# Key Plans & Initiatives For 2023

2023  
INITIATIVES

## SUPPORT FOR CITY INITIATIVES

### ACTION PLANS INCLUDE:

- continue to directly assist the City in achieving short and long-term plans in support of their "Three Big Moves" (Orillia's Climate Future).
- provide the *Regional Hydrogen Hub Report* (2022) to the Mayor for second meeting with Atura (Big Move #1).
- develop a *Renewable Energy Strategy* for Orillia for presentation to Council (Big Move #1).
- develop a series of seminars to promote renewable energy within our community (Big Move #1).
- promote electric vehicles throughout the year--in particular, plan and host our 5th Annual EV Weekend scheduled for August 5-6 at ODAS Park (Big Move #2).
- articles on energy-efficient retrofits and adoption of air to air heat pumps (Big Move #3).
- available to contribute to refinements of the Storm Water Management Master Plan (Adaptation).

## 'NET ZERO' DEVELOPMENT

### ACTION PLANS INCLUDE:

- continue consultations with FRAM-SLOKKER, seeking to influence a net-zero outcome for the waterfront redevelopment.
- work with City planning staff and the community to encourage planning decisions and community support for new developments being at least "net zero ready".
- share ideas generated at 2022 Path to Net Zero conference with local municipalities.

## A FOCUS ON YOUTH ENGAGEMENT

### ACTION PLANS INCLUDE:

- assist Sustainable Orillia Youth Council in developing an in-class sustainability presentation (Grades 5/6).
- provide students with insights into local initiatives and why they are important.
- encourage youth recruitment to the Sustainable Orillia Youth Council.
- provide funding and direct support to increase the role and influence of the Youth Council among their peers and teachers.

## ENGAGEMENT AND SUPPORT FOR COUNCIL DECISION-MAKING

### ACTION PLANS INCLUDE:

- continue to meet regularly with Mayor, Council members and senior staff on relevant issues.
- provide ongoing communications support for city initiatives that support long-term sustainability--in particular, *Orillia's Climate Future*.
- develop reports/submissions for Council, both upon request and independently, providing an informed view on issues and opportunities that Sustainable Orillia sees as relevant and requiring consideration and potential action by Council.

## OTHER 2023 KEY ACTIVITIES

- schedule another series of Urban Walks.
- administer the 2023 Student Art Contest and produce S.O. 2024 Diversity Calendar.
- focus on Regenerative Agriculture. Build upon digital food map.
- develop an Information and education program promoting "the circular economy".
- collaborate and strengthen partnerships and strategies with like-minded local organizations.
- produce and present a three-part series on carbon in the environment, the carbon market, our carbon footprint, and offsets.
- complete internal revitalization review to enhance succession planning, volunteer recruitment and retention, update our bylaws and improve organizational efficiencies.
- plan a bike challenge to promote active transportation for National Bike to Work Day in May



## DONOR / SPONSOR APPRECIATION

### DONOR/SPONSOR APPRECIATION

One of our goals for 2022 was to build our donor list by engaging more people in the community. This goal was met and the result was a 70% increase in donations over 2021. Thank you, everyone who supported us in this way.

### SPONSORS: (A SINCERE "THANK YOU" TO SPONSORS SUPPORTING S.O. IN 2022!)

This past year saw a major effort by Sustainable Orillia to seek sponsors for its projects – most notably the production of the 2023 Calendar and the All-Vehicles Electric Weekend.

The efforts to seek sponsorship for the Calendar resulted in our raising a total of \$1,700. We are grateful to Hydro One, Jackie Ramler of Raymond James, Pioneer Handcraft, Brewery Bay Food Co, Speedy Glass Orillia, Rustica Pizza Vino, Apple Annie's Cafe, CIBC, CitytoShores (RE/MAX Hallmark Realty), and Sunrise Yoga Studio. Three hundred copies of the Calendar were sold—and

thanks, Home Hardware, for selling so many at your checkout counters.

Sponsor support also contributed to the success of our All-Vehicles Electric Weekend. Sponsorship from the following amounted to \$3,000: Kia Orillia, Jackie Ramler of Raymond James, and CIBC. Three organizations provided sponsorship through in-kind contributions: Green Storage Orillia, the Electric Vehicle (EV) Society, and the Fairfield by Marriott Orillia.

We look forward to attracting these sponsors and more to implement our 2023 projects—projects and events that help us deliver on our mandate: *To mobilize participation in the creation of a sustainable future for all residents in our community, present and future*—and continue our drive along **the path to net-zero**.

Sustainable Orillia is grateful to the sponsors that helped us deliver the above-noted projects. We ask you to support them in 2023. See their logos below.

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## APPENDIX 1

### BOARD OF DIRECTORS (2022-2023)

President:	Stan Mathewson	<a href="mailto:mathewsonstan@sustainableorillia.ca">mathewsonstan@sustainableorillia.ca</a>
Vice-President:	Danny Epstein	<a href="mailto:danny.epstein@rogers.com">danny.epstein@rogers.com</a>
Secretary:	Gordon Ball	<a href="mailto:gordon.ball@sympatico.ca">gordon.ball@sympatico.ca</a>
Treasurer:	Fred Larsen	<a href="mailto:fredlarsen@bell.net">fredlarsen@bell.net</a>
Director:	Susanne Laperle	<a href="mailto:susannelaperle@sustainableorillia.ca">susannelaperle@sustainableorillia.ca</a>
Director:	Kirk McLean	<a href="mailto:kirk.mclean@hhbcorillia.ca">kirk.mclean@hhbcorillia.ca</a>
Director:	Rosanna Shillolo	<a href="mailto:rosanna@sustainableorillia.ca">rosanna@sustainableorillia.ca</a>
Director:	Jessica Bentley-Jacobs	<a href="mailto:Jessica.bentley-jacobs@hydroone.com">Jessica.bentley-jacobs@hydroone.com</a>
Director:	Dave VanAlstyne	<a href="mailto:davidvanalstyne@sustainableorillia.ca">davidvanalstyne@sustainableorillia.ca</a>
Director:	Bruce Waite	<a href="mailto:bruce.waite.orillia@gmail.com">bruce.waite.orillia@gmail.com</a>
Youth Council Chair:	Blythe Wieclawek	<a href="mailto:blythe@sustainableorillia.ca">blythe@sustainableorillia.ca</a>
Youth Council Advisor and Liaison:	Allison Andrews	<a href="mailto:carlandallison5@gmail.com">carlandallison5@gmail.com</a>
Webmaster:	WeiQi Xu	<a href="mailto:weiqixu2005@sustainableorillia.ca">weiqixu2005@sustainableorillia.ca</a>
Facebook Editor:	Vacant	
City of Orillia Liaison:	Renee Recoskie	<a href="mailto:RRecoskie@orillia.ca">RRecoskie@orillia.ca</a>
Orillia Councilor:	David Campbell	<a href="mailto:dcampbell@orillia.ca">dcampbell@orillia.ca</a>
Intern:	Claire Buchanan	<a href="mailto:claire@sustainableorillia.ca">claire@sustainableorillia.ca</a>

Communications Team: Gord Ball, Susanne Laperle, Fred Larsen. Social Media: Jacobi Clarke.  
Newsletter and Design: Sophie Mathewson.

Financial Accounting Support: Lois Larsen.

## APPENDIX 2

### SECTOR LEADERS (2022-23)

#### *Sustainable Agriculture and Natural Environment*

Co-Chairs: Allison Andrews and  
Jacob Kearey-Moreland

#### *Arts and Culture*

Chair: Fred Larsen  
Arts Team: Molly Farquharson, Gillian  
Lowry, Valerie Powell, and Anna Proctor

#### *Circular Economy (4Rs Focus)*

Chair: Sophie Mathewson

#### *Sustainable Orillia Youth Council*

President: Blythe Wieclawek  
Vice President: WeiQi Xu

#### *Health and Wellness*

Chair: Vacant

#### *Infrastructure and Energy*

Chair: Stan Mathewson  
Vice Chair (Transportation): David VanAlstyne  
Vice Chair (Energy): Tim Adamson  
Vice Chair (Housing): Mike Jones  
Vice Chair (Investment): Jackie Ramler

## A CALL FOR VOLUNTEERS

All of us at Sustainable Orillia are volunteers. If the Climate crisis concerns you, Sustainable Orillia would welcome you as a Sector member or a volunteer at one of our 2023 events.

Contact us at [info@sustainableorillia.ca](mailto:info@sustainableorillia.ca) to travel with us on the path to net-zero.



# Sustainable Orillia

