



– MARCH 2013 –

ONGOING INITIATIVES

1. Renewable Energy Media Campaign with Generator Design

This group has successfully secured St. Clair College, Essex Power, EnWin, the Windsor Essex Economic Development Corporation and EcoSpex as partners in our Energy Conservation Campaign. This campaign will launch mid April with print, radio and online advertising. WECEC will have a booth at the Windsor Home Show (April 5th-7th) to promote the committee and this campaign. AM800 Experts on Call sessions have been scheduled for April 7th at 10am and April 27th at 1pm. We are in the process of scheduling a press conference with our partners to kick off the campaign.

2. Water Quality Subcommittee

The subcommittee continues to work on educating residents about the harm phosphorous is causing to our lakes and rivers and plans to begin a community phosphorous campaign. This would build on the blue green algae video by educating residents about how to read product labels such as fertilizer and laundry soap and compare the phosphorous content for various products. The group has talked of getting permission to use phosphorous free lawn signs on city parks as well as handing them out to homeowners to encourage and educate others. Another short video about how to read labels and make informed decisions would be of great benefit to this upcoming campaign.

3. Surplus Parks Strategy

A Council report recommending the development of Long Park was approved at the Environment, Transportation and Public Safety Standing Committee on March 20th. This report will likely go before City Council in April. The recommendation suggests the construction of the new St. Bernard School as well as the development of 38 residential building lots. Loss of playground equipment will be compensated for by an expansion of playground equipment at Ford Test Track.

A comprehensive map depicting the locations of the City of Windsor surplus parks was given to WECEC by the Parks Department. This group will work towards having a meeting with the Parks Development department as well as the Planning department to look at an overall strategy.

4. Trip to the Detroit Wildlife Reserve

The tentative date of Friday June 14th has been proposed for a tour of the Detroit Wildlife Reserve. Environmental groups as well as the media will be invited to join. A bus will likely have to be rented from Transit Windsor for the trip.

5. Earth Hour

Electricity consumption in Windsor dropped 2.0 % during Earth Hour on Saturday March 23rd. This represents approximately 5.6 MW or enough power to serve approximately 1,300 homes. Unfortunately, Windsor did not beat it's 2012 reduction of 8.3 MW, or enough power to serve approximately 2,000 average homes. It's important to remember that many factors other than participation could have played a part in the reduced number this year. For example, March 2012 was unseasonably warm and well above the 8-degree highs that are expected at this time of year in Windsor. This year, temperatures were well below seasonal norms in

Windsor, and well below 0 degrees on Saturday night at the time of the Earth Hour event.

From EnWin and the City of Windsor’s perspective, any time we have an opportunity to remind people to think about their energy consumption and encourage conservation -- that is a successful event. We went to Eastwood public school and taught the grades five and six classes about conservation, and certainly those children took that information home to share with their parents, and they all turned off the lights for the hour. For us, that constitutes a successful event.

6. Rose City Clean Sweep Kick Off

This year, WECEC has helped the City of Windsor and the Downtown Windsor Business Improvement Association organize a kick-off event for the City’s Rose City Clean Sweep campaign. The event is on Friday, April 5th from 10am until noon. Participants will meet on Maiden Lane West and help pick up litter around the downtown. All supplies will be provided by the City of Windsor. Community groups are encouraged to organize clean up events in their neighbourhoods by calling 311, emailing cleancity@city.windsor.on.ca, or visiting www.citywindsor.ca and clicking on E-Services, 311 Online, Clean Sweep Registration.

7. WECEC Budget – Summary

2013 Budget		
Expense	Credit	Expenditure
2012 Budget	\$8,300.00	
Website domain renewal		\$100.00
Website hosting fee		\$500.00
Pat on the Back		\$2,500.00
Earth Day		\$40.00
Green Speaker 2		\$1,000.00
Green Speaker 2		\$1,000.00
Green Speaker 3		\$1,000.00
WQ video		\$500.00
Wildlife tour		\$500.00
Promotional Items		\$500.00
Conservation Campaign		\$600.00
Totals	\$8,300.00	\$8,240.00
TOTAL REMAINING		\$60.00