

GREEN PLAN

A STRATEGIC PLAN
FOR THE SUSTAINABLE DEVELOPMENT
OF THE VILLAGE DE MEMRAMCOOK

A Five Year Plan 2008-2013



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LETTER FROM THE MAYOR

Dear fellow citizens:

On behalf of the Municipal Council, I am pleased to present to you the Village de Memramcook's first Green Plan. This Green Plan is our way of acknowledging our shared responsibility towards the environment. But it is also much more than just that. It is an action plan for the Municipality that will allow us to face many challenges and become leaders in sustainable development in New Brunswick.

That being said, one may ask: what is sustainable development? Simply put, sustainable development is a concept and a roadmap for new social projects. Developed in 1987 during the Brundtland Commission by a group of United Nations experts, scientists and political leaders, sustainable development seeks to link economic development with environmental protection. It is rooted in the belief that human societies must become protectors of the environment, to the benefit of both existing and future communities.

According to the principles of sustainable development, environmental protection must be an integral part of economic development. Governments must enact effective environmental measures. Polluters must bear the cost of reducing or eliminating their pollution levels. Precaution must be front and center. Public participation and access to information is essential.

Another fundamental principle behind sustainable development: to take responsibility at the local level for environmental problems as well as economic and social issues. Work in these areas mainly involves efforts by municipalities. In fact, municipalities must play an essential role in educating, mobilising and taking into account the views of the public regarding sustainable development. Many North American municipalities have adopted policies and regulations in connection with this principle. More and more cities and villages are implementing environmental plans, or green plans. So, by implementing a Green Plan, the Village de Memramcook will also be contributing in making this vision a reality.

We fully recognize that this will be quite a challenge. The carrying out of the Village de Memramcook's Green Plan will not happen overnight. Nonetheless, we are firmly committed to the Plan. I truly believe that by implementing our Green Plan, we will ensure a better future for both our community and our children. This is a most worthy goal.

Donald O. LeBlanc
Mayor

ACKNOWLEDGEMENTS

The Municipal Council of the Village de Memramcook would like to thank the following individuals and organisations for their contributions in developing the Green Plan: Michel DesNeiges and the Cité Rêve group, whose research and consultancy work led to a report on sustainable cities from across the world on which the Green Plan was based; former councillor Conrad LeBlanc; the Village's Director General Pierre LaForest; Community Coordinator Guy Gautreau; and Municipal Clerk Monique Bourque for the many hours they spent working and reworking on the initiatives found in this document. We would also like to acknowledge the financial assistance received from the New Brunswick Environmental Trust Fund. Finally, we would like to thank you, the citizens of Memramcook, for sharing with us your comments, opinions and dreams of a better community.

INTRODUCTION

Understanding Memramcook's Green Plan

Memramcook's Green Plan is the product of months of work performed by Green Plan Committee members. The Committee was created by the Municipality in October 2007, after Municipal Council expressed a willingness to pursue the lofty goal of sustainable development.

Directed by Michel DesNeiges and with the help of environmental consultants from Cité Rêve, the Committee initiated research to find the best municipal practices in environmental protection. The Committee also proposed a series of activities geared at obtaining feedback from Memramcook citizens on the state of the environment in the Village and on measures needed to improve the environment. Two general public consultations were held as well as several consultations with community organisations. The Committee also consulted students from École Abbey-Landry. In all, more than 100 people participated and more than 120 ideas were collected. In response to the public consultations, the Committee created the Green Plan herein.

The Memramcook Green Plan is a detailed, practical, strategic document. It presents a vision for a sustainable environmentally friendly future; establishes ecological principles and criteria that will help guide decision-making for all Village functions; and makes 78 recommendations on achieving desired results.

As developed, Memramcook's Green Plan will: 1) help reduce the Municipality's environmental footprint; 2) help protect the area's environmental assets and 3) allow the Municipality to save money, by reducing energy consumption and lowering impacts on municipal infrastructures.

How to Read the Green Plan

The Plan was developed as a companion piece to the Municipality's Rural Plan. In the same manner with which we recognize the importance of respecting the Rural Plan, the Municipality of Memramcook is committed to respecting the environmental objectives listed in the Green Plan.

The Green Plan was drafted in such a fashion as to allow municipal representatives, the local government and citizens to act on environmental issues and monitor progress in implementing the plan. The Green Plan contains policy statements, commitments and meaningful objectives ("initiatives") related to the following key sectors.

- Green infrastructure management by the Municipality
- Municipality management
- Promotion of sustainable development initiatives
- Public participation

OPENING WORDS

During the public consultations leading to the creation of the Green Plan, Memramcook citizens were invited to share their impressions of the state of the environment in Memramcook as well as their vision of what the Village could look like in the year 2028. Here is a summary of their views and wishes.

The State of the Environment in Memramcook

Known for its great natural beauty, Memramcook is recognized as a great place to live. Few industries dot the landscape and green spaces are plentiful. But as with any other New Brunswick village, there are environmental problems and challenges in Memramcook that need to be addressed.

While air quality is relatively good, certain areas in the municipality are troubled by smoke produced by outdoor solid fuel heating units. Some mornings, thick layers of smoke stagnate in the valley, creating foul odours and causing respiratory problems for certain residents.

Usually exceeding the minimum provincial requirements, Memramcook drinking water is considered relatively clean and healthy. However, in certain areas, citizens do complain of the high sulphur concentration found in the water. Other worries include the state of private wells. Are wells gradually deteriorating through time or are they too close to sources of agricultural pollution? While the Village manages and seeks to continually improve its wastewater and sewer treatment processes, some neighbourhoods still do not have access to these services. As for the wastewater created from road runoff and melting snow, it is currently not being treated adequately and eventually finds its way into various waterways such as the Memramcook and Petitcodiac Rivers. Incidentally, these two rivers are in poor condition due to the various pollutants that are being dumped into them, but mainly because of the causeways that pass over them located in Moncton and College Bridge.

When it comes to forestland, Memramcook enjoys a considerable amount of tree coverage; however, overcutting is still present in the area. Therefore, the fauna and flora located within the Village are often adversely affected. Fortunately, there is continued vigilance on the part of citizens, including naturalists and conservation groups. In fact, new habitats have been recently created to accommodate various species of birds, insects and mammals.

Memramcook includes many natural treasures, including parks, trails and marshlands. These sites are ideal for ecotourism activities; however, not all citizens are unanimous on this point. Many citizens would prefer to keep these areas in their current state. As for other sites, some are downright ugly, including “car graveyards” on many private properties. If Memramcook wants to maintain its character and natural beauty, these problems need to be addressed.

A Vision for the Future

The year 2028 will see Memramcook recognized both for its high quality of life and its nature and Acadian heritage based tourist attractions. Memramcook will become the perfect example of a sustainable town within the Atlantic Provinces.

A network of trails connects the many natural assets of the Village such as the marshes, the levees, the Memramcook and Petitcodiac Rivers and the woodland areas. Not only acting as lungs for the community and as filters for pollutants, these green areas are home to a large quantity and a wide variety of plants, trees, fish, birds and mammals. Throughout the Village, tree cover is prominent and adds to the distinctive charm of the community.

Each year, Memramcook hosts various cultural and environmental activities, including environmentally friendly festivals and seminars. Memramcook residents are not the only ones who flock to these events, with people coming from all over the Atlantic Provinces, Quebec and the Francophonie. The summer season is particularly vibrant with the Village welcoming thousands of tourists and ecotourists, including groups making their way to the Acadian coast with Memramcook as their final destination.

Ecotourism is economically successful and the local economy is quite diversified. For example, over the last few years, organic farming has developed to the point of making Memramcook the Atlantic capital of this form of environmentally friendly agriculture. The Village also has its own renewable energy sources : solar energy and a community wind farm.

Finally, Memramcook has a small and beautiful downtown that is vibrant with activities not only during the summer months, but also well into the fall. In fact, a carefully executed development strategy led to the creation of a diversified downtown in which several shops, cafes, restaurants, cultural and recreational centers, housing units and small businesses are found.

In 2028, community leaders will recognize that the Village de Memramcook's vitality is largely attributable to the preservation of its environment, the active lifestyle of its citizens and how citizens relate to the cultural and natural riches of the Village. For its part, the Municipal government is largely responsible for the Village's prosperity since at the beginning of the 21st century, it pledged itself to becoming a leader in protecting the environment through the implementation of groundbreaking environmental policies, notably its Green Plan. Today, the Municipal Council continues to work in partnership with businesses, institutions, community groups and Village citizens. The future is bright!

SECTION ONE: MANAGEMENT OF THE ENVIRONMENT BY THE MUNICIPALITY

During the carrying out of its administrative and maintenance operations, the Municipality of Memramcook engages in activities that involve various elements of the natural environment. Sustainable development principles require that all local government activities be performed while respecting the integrity of the environment. This part of the Green Plan addresses the maintenance of a green infrastructure by the Municipality as well as the Municipality's internal activities.

1.1 MAINTAINING A GREEN INFRASTRUCTURE

Green infrastructure is the natural capital of the Municipality, or simply its nature. Green infrastructure includes water, air and soil, including wilderness areas, parks and farmland. Green infrastructure provides many services to the population, including the purification of all sorts of pollutants. It is for this reason that it must be protected.

WATER MANAGEMENT

STATEMENT – Water is vital to human health and ecosystems. Unfortunately it remains a big problem for many municipalities. For example, both air and land-based pollutants linked to human activity often threaten to infiltrate our drinking water. To protect our water, we must, among other things, make sure to treat the Municipality's waste water throughout our territory and to reduce the agriculture and urban based pollution in our waterways.

COMMITMENT – The Village de Memramcook is committed to ensuring the availability of quality drinking water and maintaining high water treatment standards. The Village also pledges to protect wells located near farmland and support the looping of the water distribution system. The Village agrees to maintain and improve the aquatic and shore ecosystems by amalgamating watershed management activities of the Memramcook and Petitcodiac rivers.

INITIATIVES

- 1) Establish a formal process to address the controversy surrounding the Memramcook causeway.
- 2) Identify sensitive aquatic areas within the Village.
- 3) Develop and implement a drinking water conservation program in order to reduce water waste.

- 4) Develop a strategy for the use of untreated water for all uses not requiring drinking water, such as street cleaning and operating the arena.
 - 5) Establish controls and equipment needed to limit as much as possible overflows at pumping stations.
 - 6) Initiate a water exploration project to find a sufficient amount of quality drinking water to meet the needs of the entire Village.
-

AIR QUALITY MANAGEMENT

STATEMENT – Air quality is everyone’s business. Even in a village without heavy industry, air pollution can become a threat to citizens’ quality of life. For example, pollution produced by wood heating systems and by industrial incinerators can irritate lung tissue. Even very low levels of air pollution associated with adverse health effects, while imperceptible in the short term, may be devastating in the long term.

COMMITMENT - The Village de Memramcook is committed to reducing greenhouse gas emissions and addressing other sources of air pollution within its territory.

INITIATIVES

- 7) Develop and implement an air quality monitoring system within the municipality in cooperation with the NB Department of Environment.
-

AGRICULTURAL MANAGEMENT

STATEMENT – Arable land is land used for agricultural purposes. These lands are the cornerstones on which both the rural economy and many of the green infrastructure elements are based. Given the growing concern shown for how and where our food is grown, it is essential that we review how we manage our agricultural lands and soils.

COMMITMENT - The Village de Memramcook is committed to protecting its soils and enhancing agricultural lands by eliminating activities likely to cause soil contamination and erosion.

INITIATIVES

- 8) Inventory land areas and agricultural uses in order to further develop agricultural activities.
- 9) Keep a list of sites declared contaminated within the Village, identify potentially contaminated lots and soils and identify the degradation, erosion or contamination sources.

10) Encourage the use of existing on site soil during landscaping and other work.

FOREST AND GREEN SPACE MANAGEMENT

STATEMENT – Trees play an important economic, ecological and aesthetic role in our Municipality. Not only do they create a distinctive and enjoyable atmosphere, but, when placed along roadsides, sidewalks and trails, trees also filter car noise and pollution. Acting as a canopy that blocks the sun’s piercing rays, trees also slow down the flow of rainwater which in turn protects wetlands and eases the work of wastewater treatment facilities. Furthermore, we know parks, trails and ecological reserves contribute greatly to the quality of life of citizens.

COMMITMENT - The Village de Memramcook is committed to maintaining green spaces and city parks within its boundaries and will seek to allocate at least 12% of its landmass to protected green spaces, ensuring a balanced distribution throughout the Village. The Village is also committed to ensuring selective tree cutting as well as tree planting on municipal land, along roadways and within commercial, residential and industrial areas. The Village is also committed to supporting the establishment of conservation easements on private lands to protect important nature areas.

INITIATIVES

11) Inventory fragile natural habitats, indigenous species and exceptional natural resources and implement a municipal bylaw guaranteeing their protection.

12) Implement a management and protection program for trees on public property that includes the planting of new trees and the reforestation of public spaces.

13) During the preparation of a private development project (residential, commercial, industrial or institutional), require the promoter to submit a management plan regarding the trees on the land to be developed.

14) Ask developers to set aside eight (8) per cent of their development’s surface area as some form of green space.

15) Plant a tree every June 5th (World Environment Day) to commemorate the work being done to keep communities green.

NUISANCE MANAGEMENT

STATEMENT – Municipalities have some authority when it comes to protecting the health and the safety of residents and legislating pollution through the implementation of regulations. This authority allows municipalities to address a wide range of environmental issues affecting the community’s quality of life, such as odours, dust and outside illumination.

COMMITMENT - The Village de Memramcook is committed to reducing an even greater number of nuisance issues within its jurisdiction, including improving municipal bylaws on all forms of pollution as well as managing unsightly properties.

INITIATIVES

16) Revise the rules on nuisances and unsightly properties by listing them in a registry.

17) Reduce the number of unsightly properties throughout its jurisdiction, including “automobile graveyards”.

18) Regulate unsightly properties.

19) Adopt an administrative directive prohibiting the use of cosmetic pesticides on municipal lands, including parks and green spaces.

20) Adopt a municipal bylaw prohibiting the use of cosmetic pesticides on residential properties.

RESIDUAL MATERIALS MANAGEMENT

STATEMENT – Residential waste recycling programs have become the norm in industrialised countries. Given that it is theoretically possible to recycle virtually all residential waste, municipalities have an obligation to implement the best systems possible.

COMMITMENT - The Village de Memramcook is committed to further developing waste recycling within its jurisdiction by focusing on the waste managed by the Municipality and by targeting a residual materials recycling and reclamation rate of 80%.

INITIATIVES

21) Make the wet / dry waste recovery program mandatory for all residents.

22) Work with the existing recycling center and create a community composting center.

23) Place bins with separate wet / dry compartments throughout the municipality.

24) Inventory septic tanks within the municipality and implement a septic tank pumping follow up program.

SNOW MANAGEMENT

STATEMENT – Like other places in Canada, winters are long and snow is usually plentiful in Memramcook. All sorts of waste materials and contaminants make their way into the snow, such as atmospheric pollutants, solid waste, traffic residue, abrasives and de-icing chemicals. Snow removal activities must therefore be managed.

COMMITMENT - The Village de Memramcook is committed to better managing its snow removal activities and minimising the environmental impact of dirty snow and de-icing activities.

INITIATIVES

25) Find and catalogue alternative methods to using de-icing salt.

26) Use salt sheds to store de-icing salts.

1.2 MANAGING THE MUNICIPALITY

It is in the Village de Memramcook's best interest to protect and enhance the physical and ecological assets on its territory. The Village is also responsible for managing its own internal operations. Many savings are possible, both economically and environmentally speaking, by ensuring that the Municipality does not waste its natural resources.

MUNICIPAL PURCHASING

STATEMENT – Municipalities may give preference to products and services that are less harmful to the environment. It may take a bit more time to find environmentally friendly suppliers; however, in the long run, this extra effort will bear fruit environmentally and economically speaking. Preferred criteria would include a product's durability, recyclable properties, energy efficiency and composition.

COMMITMENT - The Village de Memramcook is committed to implementing a municipal purchasing policy in which there will be a clause requiring that product and service purchases be done in such a manner as to ensure the least amount of environmental impact possible.

INITIATIVES

27) Implement an administrative directive to reduce the amount of paper used for municipal activities and buy recycled paper for all administrative usage.

28) Implement an administrative directive to purchase vehicles according to municipal services needs based on their environmental performance.

29) Use green cleaning products during the maintenance of all municipal buildings.

ENERGY CONSERVATION

STATEMENT – There are many reasons why a municipality should implement internal energy conservation measures. Here are a few: to produce financial savings, to actively and visibly take part in the fight to combat climate change, to encourage citizens to behave in an environmentally-friendly fashion by setting a good example, and to put forth a positive and dynamic image of the Municipality.

COMMITMENT - The Village de Memramcook is committed to reducing the energy consumption of its infrastructure and to minimize the greenhouse gas emissions of all of its installations and equipment.

INITIATIVES

30) Hire an accredited engineering firm to evaluate the energy performance of all municipal buildings.

31) Implement an energy efficiency program for all municipal buildings.

32) Implement an administrative directive reducing engine idling within the municipal fleet.

33) Evaluate the potential of using renewable energy to meet the Municipality's energy needs.

34) Incorporate renewable energy and green technologies in all of the Municipality's new construction projects.

WASTE REDUCTION AND RECYCLING

STATEMENT – Like other institutions or companies that manage administrative offices, municipalities have the means to implement waste recycling programs for their employees. Sorting paper, newspaper, plastics and beverage containers can be accomplished by installing designated bins in appropriate locations. It is also possible to supply bins in which wet and dry garbage is divided.

COMMITMENT – The Village de Memramcook is committed to reducing the amount of waste that is produced within its buildings, including the library and the arena.

INITIATIVES

35) Equip municipal buildings with recycling bins for paper, cardboard, plastics and beverage containers.

36) Recycle batteries, printing cartridges, electric and electronic devices and florescent light bulbs.

37) Implement an administrative directive to further diminish the need for paper by choosing electronic files and email communication over paper formats.

38) Limit the sale of bottled water in municipal buildings.

CO-DEVELOPMENT OF INITIATIVES

STATEMENT - When a municipality is able to better coordinate its activities, it often turns its attention to improving its services. It is for this reason that environmental committees and even environmental departments are being created within the administrative structures of many Canadian municipalities.

COMMITMENT - The Village de Memramcook is committed to making a concerted and integrated effort when creating and implementing its environmental policies, programs and services. Individuals and organisations will be able to take part in the development of the Green Plan. The Village de Memramcook is committed to making sure that municipal employees have a good understanding of the sustainable development concept. The Village is also committed to advocating good environmental ethics in decisions made by elected officials or any other member or employee of the organisation.

INITIATIVES

39) Add a provision in the Rural Plan recognizing the Green Plan as a mandatory reference tool in municipal planning and decision making processes.

40) Create, within the Municipality, a standing committee (the Environmental Initiatives Group) to implement the Green Plan and other environmental initiatives. Residents will be included as members of the committee. Its mandate is to investigate complaints brought forth by individuals.

41) Perform regular environmental compliance audits on all municipal activities.

42) Create partnerships with the Université de Moncton and non-governmental organisations to further advance environmental issues.

43) Appoint a municipal employee to the position of Coordinator for the Environment.

SECTION TWO: THE MUNICIPALITY'S ROLE AS A LEADER IN THE COMMUNITY

The Village de Memramcook has many land-use planning and municipal infrastructure management responsibilities. That said, the Municipality is also an actor within the community as it serves as a place for residents to exchange ideas and communicate information. When it comes to sustainable development, the Municipality is required to assume a leadership role. This part of the Green Plan addresses the ways the Village de Memramcook can stimulate greener economic sectors and encourage greater citizen participation in protecting the environment and adopting a healthy lifestyle.

2.1 ENCOURAGING SUSTAINABLE DEVELOPMENT

Memramcook citizens want to live in a community where they can work and grow in a safe and healthy environment and be in harmony with nature. Furthermore, they want the Municipality to demonstrate leadership regarding different types of development initiatives within their community. This will no doubt force municipal authorities to become much more innovative. In fact, the Municipality could take action by proposing and supporting new projects in key sectors of the green economy.

DEVELOPING ECOTOURISM

STATEMENT – Municipalities looking to develop themselves in a sustainable manner should look at promoting ecotourism. Incidentally, more and more tourists are looking to experience the great outdoors and are ready to spend considerable amounts of money in the process. The first principle of ecotourism is to ensure that respect for the environment takes precedence over all other considerations.

COMMITMENT - The Village de Memramcook is committed to supporting initiatives seeking to develop more tourism activities within the municipality that are in line with biodiversity conservation principles and celebrate the region's natural heritage. The Village is also committed to enhancing the Municipality's parks and marshes and to developing Memramcook's agricultural potential.

INITIATIVES

- 44) Turn the levees and dikes into a tourist attraction.
- 45) Conclude an agreement with the Memramcook Institute to better maintain the Parc LeBlanc and make it safer.
- 46) Help develop cultural productions (theatre) on natural heritage themes in Memramcook.
- 47) Invest in developing municipal lagoons for bird watching activities.

48) Develop a program to showcase marshes and other wetlands.

49) Elaborate a five year plan to develop trails and expand the overall network.

DEVELOPING RENEWABLE ENERGY SOURCES

STATEMENT – In New Brunswick, the provincial government encourages municipalities to take an active part in developing and implementing renewable energy sources. The main renewable sources of energy are solar energy, wind energy and bioenergy.

COMMITMENT - The Village de Memramcook is committed to developing and promoting renewable energy within the municipality, particularly wind and solar power.

INITIATIVES

50) Create a multidisciplinary team (reporting to the Municipal Council) that would address the development of wind power on municipal land.

DEVELOPING A GREENER TRANSPORTATION NETWORK

STATEMENT – The transport sector is responsible for 25% of worldwide greenhouse gas emissions. We must therefore find ways to reduce its impact on the environment. Improving the public transportation network is an important part of the solution. Whether it is through developing trails or creating a public transit system, the objective of such a network is to meet citizens' needs.

COMMITMENT - The Village de Memramcook is committed to creating new and greener transit options for its citizens, including those that focus on reducing car travel and increasing active transportation. Specifically, the Village is committed to developing carpooling networks and to interconnecting the various sectors of the Village and nearby cities with paths.

INITIATIVES

51) Evaluate new means of public transit that meet citizens' needs.

52) Establish public transit between Memramcook and Dieppe-Moncton.

53) Install bicycle racks in public areas as well as at the entrances and exits of trails and other Village attractions.

54) Develop rest areas along trails and bike paths.

55) Develop a traffic plan on main thoroughfares that would allow cyclists to travel safely from one end of the Village to the other.

AGRICULTURAL DEVELOPMENT

STATEMENT - Respecting the lands, the plants, the animals, the air and the water translates to respect for the planet. Traditionally, farmers were those who had the greatest respect for nature given that they relied heavily on it for their survival. However, over the past few decades, traditional farming has become increasingly industrialised. We wonder what the future has in store for farming, especially farming which is more respectful to the environment.

COMMITMENT - The Village de Memramcook is committed to initiating talks on the future of agriculture within the municipality and on the gradual transitioning to organic farming, a much more relevant alternative to the current intensive farming model. The Village is also committed to continuing its community organic garden, to buying local farm products and to improving access to assistance programs aimed at improving farming.

INITIATIVES

56) Hold a first public meeting on the future of farming in Memramcook.

57) Identify unused agricultural lands and their development options.

58) Find summer jobs for students in the agricultural sector.

59) Create a garden of traditional medicinal plants.

60) Create a community greenhouse project – unique in N.B. – in collaboration with École Abbey-Landry.

URBAN DEVELOPMENT

STATEMENT - Modern urban development includes the construction of environmentally friendly residential neighbourhoods and vibrant downtowns. When parks, cafés, libraries, housing and cultural centres are grouped together downtown, the need for car travel is significantly decreased. As for greener residential neighbourhoods, the emphasis is on land-use planning and building houses in such a manner as to preserve the characteristics of the natural environment.

COMMITMENT - The Village de Memramcook is committed to the “green village” concept by building an advanced and dynamic vision of the Municipality and developing meaningful projects with stakeholders to that effect.

INITIATIVES

61) Develop a plan for the development of a vibrant downtown by bringing business and leisure activities together in one location.

62) Adopt a resolution that the Municipality will promote residential developments that incorporate the principles of Sustainable Community Design (SCD).

FINANCING ENVIRONMENTAL ACTIVITIES

STATEMENT - A municipality seeking to distinguish itself in terms of environmental friendliness, must go beyond the simple implementation of policies and regulations. It must also organize and fund activities that bring people together in support of these themes. This will advance efforts and make citizens realize that protecting the environment also has the potential of improving community life.

COMMITMENT – The Village de Memramcook is committed to raising public awareness and supporting activities that promote sustainable development.

INITIATIVES

63) Each year, put aside a minimum of five thousand dollars (5000) from the municipal budget for the Environmental Initiatives Group (EIG).

64) With the help of the EIG, organise activities such as an Earth Day celebration, a green festival, a series of conferences on respecting the environment or an annual tree planting ceremony.

65) Work with citizens, École Abbey-Landry and community groups who want to develop projects such as vegetable gardens, community gardens or flower gardens.

2.2 CITIZEN PARTICIPATION

Although sustainable development issues are often complex and multifaceted, they are central to people's concerns. That said, very often the public does not realize to what extent their daily activities impact the environment or how urban planning, when inspired by sustainable development principles, can improve their quality of life. It is for these reasons that it is essential for the Municipality to communicate its green policies to citizens. In exchange, the Municipality must be able to expect greater citizen participation regarding the environmental projects it is developing.

PUBLICATION AND DISSEMINATION OF INFORMATION

STATEMENT – The best way to manage environmental issues is to ensure the participation of all concerned citizens. Each individual must have access to the environment related information held by public authorities. This includes all the information relating to dangerous substances or activities in the community. Citizens must also have the opportunity to participate in the decision making processes.

COMMITMENT - The Village de Memramcook is committed to raising public awareness relating to sustainable practices and to communicate its environmental initiatives and policies, including the objectives and the progress status of the Green Plan.

INITIATIVES

66) Disseminate environmental information and innovative ideas related with good environmental practices in the municipal newspaper.

67) Mandate the EIG with the responsibility to develop and implement a communication plan on environmental issues, including a website, community newsletters and other media based promotional activities.

68) Prepare and disseminate an annual activities report on the Green Plan and conduct a public consultation based on the annual report.

WATER CONSERVATION

STATEMENT – A community’s future depends on its ability to ensure drinking water availability for future generations. Water conservation is one of the surest and least expensive ways of reaching this goal.

COMMITMENT - The Village de Memramcook is committed to encouraging its citizens to conserve drinking water.

INITIATIVES

69) Create a water conservation awareness program.

70) Make available to the public the water quality test results of the Municipality’s public water system.

AIR PURIFICATION

STATEMENT – Municipalities must face an increasing number of issues concerning air pollution. These challenges pose a growing risk to the health of residents. It is important to inform citizens on the strategies and the practices to be put into place to reduce green house gas emissions and other air pollutants.

COMMITMENT - The Village de Memramcook is committed to promoting healthy air quality practices, to informing citizens of their efforts and to encouraging citizens to take measures to improve air quality.

INITIATIVES

71) Periodically inform citizens and businesses on best practices to improve air quality.

72) Make the Municipality's air quality results available to the public.

ENERGY CONSERVATION

STATEMENT – More so than any other environmental problem, climate change is threatening the lifestyle of Canadians. We must therefore reduce green house gas emissions that cause global warming no matter the cost.

COMMITMENT – The Village de Memramcook is committed to raising awareness on the economic and environmental benefits of reducing electricity consumption.

INITIATIVES

73) Launch an awareness campaign to encourage all citizens and businesses to conserve energy.

REDUCING RESIDUAL MATERIALS AND ENVIRONMENTAL NUISANCES

STATEMENT – To reach objectives, citizen participation is essential in the development and the monitoring of resources put into place to ensure an environmentally sound management of residual waste. For this reason, citizens must have access to relevant information on the subject.

COMMITMENT - The Village de Memramcook is committed to further increasing public participation in the residential waste recovery program and encouraging them to reduce other forms of pollution.

INITIATIVES

74) Implement a public awareness campaign on the best ways to reduce household waste.

75) Implement a public awareness campaign on the effects of smoke produced from wood stoves and efficient burning practices.

76) Periodically inform citizens and businesses of municipal requirements regarding nuisances and noise and possible solutions.

ACTIVE LIVING

STATEMENT – Active living is the lifestyle that incorporates physical activity with daily life. More and more citizens are looking for ways to live healthier, so they are probably looking to take part in many outdoor activities. Municipalities can support their citizens' good intentions by developing walking trails, biking paths and numerous community and recreation activities compatible with this lifestyle.

COMMITMENT - The Village de Memramcook is committed to offering more outdoor sporting and recreation activities and creating conditions where people can live, work, study and move about in an active fashion by promoting walking and biking alternatives.

INITIATIVES

77) Publish a list of recreational activities to be distributed to residents.

78) Maintain an outreach coordinator position at the Municipality.