

To: Mayor Eglinski and Fort St. John City Council Members

The Board of Directors of Northern Environmental Action Team (NEAT) would like to strengthen the lines of communication with the City of Fort St. John in regards to improving conservation and sustainability actions, benefiting the City of Fort St. John and the citizens of the community.

**NEAT would like to propose a formal partnership with the City of Fort St. John**, where the City and NEAT would work together in on-going discussions and plans regarding sustainability projects, conservation initiatives and issues of environmental concern. From the planning stages through to the production, completion, and evaluation of programs, NEAT is prepared to work with the City of Fort St. John using all its resources for the maximum benefit of the community and residents.

NEAT can offer

- Expertise in conservation and sustainability programs
- Advice when planning the development of new initiatives
- Time and resources in researching new breakthroughs
- Knowledge of on-going projects throughout the province and beyond

NEAT has worked with the City of Fort St. John on a number of initiatives in the past 17 years.

- The Share Shed Construction in 1990
- Recycling Program Development 1992 to present
- Waste Reduction Program (*Reduce for the Future*) creation in 1992
- Liquid Waste Management Plan Review 2002 – 2003
- Water Conservation Program 1999 to present
- Arbour Day Tree Planting 1998 to present

### MISSED OPPORTUNITIES

NEAT believes that a formal partnership could benefit City conservation and sustainability programs. Three recent examples illustrate where NEAT's expertise could have, and still can, offer assistance to the City of Fort St. John. A formal partnership could help establish a forum for regular communication.

### Water Conservation Awareness Program

**Background:** NEAT was involved in the initial design and implementation of a water conservation program in 1999. Every year, NEAT has continued to inform the public about water conservation.

**Potential:** Water meters are being installed. NEAT has ground level networking capabilities within the community and schools to motivate the general public to become engaged in the process of water conservation beyond the water meter installation.

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### **Sustainable Community Conference**

**Background:** It is NEAT's understanding that the City has made an application for funds to hold a conference on Sustainability in Northern Canada in Fort St. John.

**Potential:** By being involved, NEAT could use its network contacts and expertise to compile information on possible sessions, dynamic speakers, and other pertinent information required to make conference planning efficient and effective. Information is readily available on 1) other "green" conferences scheduled near the proposed date, 2) relevant topics to include in the conference planning, to make this conference unique, and 3) speaker availability and more.

### **Ground Heat Possibilities**

**Background:** The Enerplex design and construction plan is a city project which provides an innovative opportunity to implement conservation and sustainability construction techniques. The increasing cost of fuel is prompting research in alternative methods of keeping operating costs down. Ground source heat and direct heat recovery have been mentioned as credible and affordable alternative sources of energy.

**Potential:** NEAT has extensive research, expertise, and connections with respect to geothermal (ground source) energy. In fact, the Environmental Education Centre (EEC) will use geothermal energy for heating. Refrigeration buildings, like the Enerplex, are a perfect match for geo-thermal techniques.

### **FUTURE POSSIBILITIES FOR COLLABORATION:**

1. A comprehensive plan for a curbside recycling collection program
2. An extensive program for Plastic Bag Abolition
3. A promotional campaign for vehicle right-sizing and no idling policy

### **IN CONCLUSION:**

NEAT has grown from a volunteer organization to a recognized conservation and sustainability consultant in the community of Fort St. John and throughout the region. NEAT has extensive resources and networking capabilities. It has a pulse on the community, and through the school educational programs and resource conservation programs, NEAT can motivate and mobilize the community to action.

The City of Fort St. John is invited to take full advantage of the knowledge, expertise, resources and connections which NEAT has to offer by collaborating with NEAT in an on-going partnership to make Fort St. John a "greener" community. We look forward to future discussions with you.



March 25, 2012

**The Northern Environmental Action Team (NEAT) needs your support** to continue to inform residents in Northern BC about energy conservation, waste reduction, and other daily practices for a more sustainable future. Making personal adjustments in our daily lives will greatly impact the future environment we leave for our children.

Your contribution toward NEAT's awareness programs will be acknowledged with your name on a paving tile made of recycled rubber tires. The engraved tiles will be part of a public walkway and be monitored for durability through seasonal changes. Rubber tire tiles are more environmentally friendly than other paving materials and could be used more extensively by northern communities.

**Your support of**

- \$250                    puts your name on a 2 X 2 foot square tile or
- \$150                    puts your name on a 1 X 2 foot square tile

All contributions are tax-deductible.

**ABOUT NEAT**

NEAT provides community programs for young and not-so-young residents focusing on sustainable living practices. NEAT encourages voluntary reduction in energy consumption, teaches waste management techniques and provides awareness of new and practical applications for a more sustainable future.

**ABOUT THE RUBBER TILE WALKWAY**

**The demonstration walkway matches NEAT's mandate of introducing environmentally friendly products for Northern BC.** A demonstration of the 1200 sq ft will be installed in a public location to be monitored by residents for 8 months through the various seasons. The tiles react differently than ordinary cement to seasonal changes such as heat, cold and ice melting. Snow clearing methods have been a common question and the pilot project will demonstrate the ease of snow removal among other convenient and safety features of recycled rubber tire tiles.

**ENVIRONMENTALLY FRIENDLY FEATURES OF RECYCLED RUBBER TIRE TILES**

- Provides cushioning support reducing the risk of injury if a fall occurs.
- Are easily installed and maintained and can be reinstalled with little or no damage.
- Reduces stress on the legs when running or walking on trails or sidewalks.
- Are slip resistant due to the rubber surface.
- Are water permeable reducing the risk of flooding with torrents of rain.
- Are friendly to plant root systems growing deep in the ground.

**NORTHERN ENVIRONMENTAL ACTION TEAM (NEAT)**

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## Paving The Way Fundraising Program

Paving the Way will focus on demonstrating the durability of a rubber surface made of recycled rubber tires for future use in Fort St. John. Partnering with the City of Fort St. John, NEAT will arrange for the demonstration patches to be installed and monitored. The community will be engaged through the sponsorship of each rubber tile and will be able to observe the entire demonstration process.

### Purpose:

- to demonstrate the durability of recycled rubber tile paving in our northern climate as an alternative surfacing product
- to raise the profile of NEAT as a progressive action-oriented organization working toward sustainable products for community use

### The Program

- three demonstration patches (light vehicle traffic, pedestrian walkway, enhancement only) will be identified and installed by the City of Fort St. John
- NEAT will purchase the recycled rubber tiles and locate sponsors for each tile.
- each site will be visible to the public and identified with signage.
- each site will be monitored throughout the program and the end results documented and made public.

### Promotional Opportunities

- demonstrating an alternative surfacing product in extreme temperatures will attract attention from businesses and residents.
- Paving the Way is compatible with the City of Fort St. John's extensive "green and sustainable" program.

- 5th company in town  
- Urban Systems  
- Dave Toews

- NEAT's profile in the community will be enhanced through introducing a potentially viable product to the community and engaging individuals, businesses, and companies through sponsorship of the tiles.

### The Paving Tiles

- Two sizes will be available for sponsorship: 1 sq ft and 4 sq ft.
- the tiles are made of recycled rubber tires made by Dinoflex Group LP, a Canadian company.
- tiles are measured in square feet and the size and thickness will be determined by the location of the demonstration area.
- each tile will be engraved locally with the name of the sponsor.

### PROGRAM BUDGET

The cost of the tile per sq ft	approx \$11	
Engraving	\$15	\$26 for one sq ft tile
For a 4 sq ft (2ft X 2ft)	\$ 44	
Engraving	\$ 15	\$60 for a 4 sq ft tile

### PROPOSED FUNDRAISING PROGRAM

Donation of 1 sq ft = \$112    4 sq ft = \$280    taxes included in the totals

All donors receive a tax-deductible receipt and their name engraved on the tile

Sales of 400 X 1 sq ft = \$40,000    Sale of 200 X 4 sq ft = \$50,000    Total: \$90,000

Cost to NEAT: 1sq ft = 400 X \$26 = \$10400    4 sq ft = 200 X \$60 = \$12 000    Total: \$22,400

HST to be paid: 400 X 1 sq ft = \$4800    4 sq ft = \$6000 = \$10800 total

Benefit for NEAT = \$67,600

### Expenses

Purchase of tiles and engraving	\$22,400
Installation of test sites	unknown to date
Monitoring	unknown to date
Signage	unknown to date

### Sources of Funds

On major sponsor of \$10,000 will be sought to seed the beginning of the tile purchases. The funds donated will pay for the remainder of the program.

### **Timeline**

Major sponsor search	Aug 2011
Campaign materials/display	Sept 2011
Launch of campaign:	Oct 1, 2011 at That NEAT Thing
Selling of sponsorships:	Oct 1-Dec
Installation of tiles:	Apr, 2012
Monitoring	to be determined with City of FSJ— (possibly 6 months but this does not include winter weather).
Evaluation	includes the public reception and perception of the product.

### **The Fundraising Campaign:**

- Create message and campaign materials: Aug/Sept
- Launch campaign with a special event: October 1
- Presentations at service clubs/face to face: Oct-Nov
- Ongoing radio and newspaper coverage and posters, flyers in the mail, Shaw Cable TV, social media, display in public place
- Donations acknowledged through letters and tax-receipts as received

### **Completion:**

- Celebrate success when last paver purchased and again when all is in place for demonstration
- Maintain relationship with sponsor and donors through on-going communications about the monitoring and NEAT's activities.

Sue Popesku 250-785-6214

August 8, 2011