



## Staff Report CAO2023-11

Committee 2023-07-24

Council 2023-07-31

Amendments

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**Submitted To:** Committee of the Whole | Council

**Submitted By:** Sonya Skinner, CAO

**Prepared By:** Sara Almas, Director, Legislative Services/Clerk  
Shelby Verkindt, Executive Assistant

**Subject:** Sustainable Development Goals: Foundation to CBSP & DMP  
Steering Committee

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### Recommendation

**THAT** Staff Report CAO2023-11, Sustainable Development Goals (SDG): Foundation to Community Based Strategy Plan (CBSP) and Downtown Master Plan Steering Committee, be received;

**THAT** Council ask the members of the former Collingwood: SDG Pioneer Town Task Force to be members of the 2024-2027 CBSP and Downtown Master Plan Steering Group, including to support the selection of SDG and or other performance indices for Collingwood's programs and Strategic Plan;

**AND THAT** the Steering Committee be authorized to select other Community Members with the needed skillset to guide the successful and collaborative outcome of the Community Based Strategic Plan and Downtown Master Plan projects.

### Amendments

None.

## 1. Executive Summary

On June 5, 2023, Council requested Staff investigate opportunities to realign the positive research and work that the former Collingwood: UN Sustainable Development Goals (SDG) Task Force had set into motion, and how that expertise could continue to

support the SDGs and other indicators in linking to the new Community Based Strategic Plan.

On June 19, 2023, Council authorized proceeding with the development of a Community Based Strategic Plan (CBSP) and a Downtown Master Plan (DMP) with the expertise of a Consultant that is supported by Council through a Steering Committee.

Within the RFP to seek the appropriate Consultant to lead the development of the Plans, Staff have identified the outcome of the Plans must have consideration for the Sustainable Development Goals.

Staff recommend the expertise and knowledge of the former SDG Task Force would be an ideal evolution to form the Steering Committee membership for this important project together with the Council representatives (TBD) (and the BIA Representative(s) (for the DMP). The Steering Committee would also have the ability to select other community members to participate on the steering with the needed skillsets to support this important project in setting Collingwood's vision, values and goals for the next 4 years and beyond.

It is further recommended that Mayor Hamlin and Councillor Jeffery (as former SDG Task Force members) be members of the Steering committee for consistency, which would provide up to 2 additional opportunities for members of Council. Staff will reach out to seek interest from Council Members.

In addition to steering group input, the Strategic Plan is community-based, and thus includes opportunities for broad community and Council input at key milestones.

## 2. Analysis

### **Background**

#### Previous Council Direction

On June 5, 2023, Council passed Resolution #203-2023, as follows:

WHEREAS the Town of Collingwood is striving to become a sustainable community;

AND WHEREAS the Town of Collingwood has invested significantly in developing pilots and information specific to Sustainable Development Goal (SDG) 11;

AND WHEREAS SDGs balance the economic, social and ecological dimensions of sustainable development, and place the fight against poverty and sustainable development on the same agenda for the first time;

AND WHEREAS linking SDGs with goals within the Community Based Strategic Plan (CBSP) can enhance potential for funding within Federal agencies;  
THEREFORE BE IT RESOLVED THAT Council direct staff to prepare for its consideration a report with suggested amendments to the terms of reference for the SDG Task Force to perform research support for SDGs and other indicators to be linked to the CBSP.

On June 19, 2023, Council passed Resolution #222-2023, as follows:

THAT Staff Report CAO2023-07, Strategic Planning and Downtown Plan Next Steps, be received;

AND THAT Council authorize proceeding with a Request for Proposal for the development of an effective high-level Community Based Strategic Plan in a phased approach with the Downtown Visioning and Plan development;

AND THAT Council support establishing a Steering Committee that will include up to 4 members of Council, key staff members and stakeholders/community members as deemed appropriate to assist in leading the market research survey, and the development of the Strategic Plan and Downtown Plan;

#### Habitat in Towns: Collingwood World Summit / UEF Initiatives

The Town of Collingwood and Urban Economy Forum (UEF) signed a letter of intent during UEF 2019 to enter a partnership to develop Collingwood as SDG Frontrunner Town. Collingwood was chosen as a pilot to showcase worldwide successful approaches to implement United Nation's (UN) Sustainable Development Goal 11, which intends to make cities and human settlements inclusive, safe, resilient and sustainable.

The Town of Collingwood in collaboration with the Urban Economy Forum and UN-Habitat hosted the Habitat in Towns – Collingwood World Summit for 3 consecutive years. The Summits lead the discussion on the role of towns and small cities in

achieving Sustainable Development Goals (SDGs), in particular, SDG 11: sustainable, resilient, safe, and inclusive communities and cities. The [first Collingwood World Summit](#) was held in September 2020, in conjunction with the 75<sup>th</sup> anniversary of the United Nations the [second Collingwood World Summit](#) was held in October 2021. in conjunction with World Habitat Day and the [third Collingwood World Summit](#) was held in October/November 2022 with a focus on understanding how "sustainable housing and finance" can be a catalyst for achieving the SDGs at the scale of towns and small cities.

While Collingwood remains committed to the SDGs and sustainability, Collingwood is no longer the international lead for this work, given the funding and resources required for international leadership on the longer term.

#### The Former SDG Pioneer Town Task Force

The SDG Task Force previously known as the "Collingwood: SDG Pioneer Town Task Force" has been informally disbanded. They have indicated an interest in continuing to contribute, and in the SDG indicators and pilot projects that had been identified.

The Task Force was established to provide technical advice and capacity building on:

- Collaboration with Urban Economy Forum International Steering Committee for Habitat in Towns.
- Collaborate with the UEF and others including the Pavilion (Regent Park World Urban Pavilion) to manage the Collingwood: SDG Pioneer Town Initiative and its pilot projects.
- The conference format, themes and goals.
- Debrief following annual conferences to provide feedback and insight into future conference building.
- Work to identify and seek external funding and supports.

Membership includes representation from each of the following positions / areas of expertise:

- Business / Community Members (2 to 3 members)
- Development Community Member (1 to 2 members)
- Environmental Sustainability and Climate Change Group
- Public Interest Group for SDGs

Representatives would also be required to be residents or taxpayers of Collingwood. If the Steering Committee had the flexibility to select additional members with the skillsets or experience lacking from the group, it would create additional efficiency. Staff believe this may also be a great opportunity to include a youth and accessibility representative to participate.

#### Why develop Indices or Performance Measures for the Town?

As the Town grows and matures, it is important to set a clear Vision for the Town and to work through the Strategic Planning process to identify key transformations to drive us toward that desired Vision, supported by ongoing continuous improvements in our Services.

It is proposed in the upcoming Strategic Plan renewal that the Town look across all the Programs and Services it offers and not only identify in words the future Vision for each, but also to start to express how we can measure how we are doing – considering both qualitative and quantitative measures.

A number of organizations have published sets of indices that they recommend for municipalities

#### United Nations (UN) Sustainable Development Goals and Cities Prosperity Initiative (CPI)

The UN's 2030 Agenda for Sustainable Development provides one blueprint for achieving a more sustainable future. They address the primary global challenges we collectively face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. The 17 Goals are interconnected with an ethos of "leaving no one behind", and are intended to rally communities, organizations, and companies towards achieving milestone targets by 2030.



The [Government of Canada](#) is helping to advance the SDGs through dialogue, participation and collaboration.

UN Habitat has created a set of indicators related to the SDGs and there is information in the deck at this [Cities Prosperity Initiatives](#) link. These are also called the Urban indicators Database.

Aligning the Town's Community Based Strategic Plan with the SDGs can help create value for our organization as well as contribute to the global agenda. The alignment can

enable the Town to identify and address the risks and opportunities related to social, environmental, and economic issues. Furthermore, it has the potential to assist with securing funding opportunities within Federal agencies by demonstrating the Town's commitment and impact.

### Other Potential Indices

The Cities Prosperity Initiatives is not the only set of indicators available to municipalities, and staff recommend that the Town consider all or some of other potential indices such as the following in determine the best indicators for Collingwood, such as but not limited to:

- [Youthful Cities Index](#),
- [Canadian Index for Wellbeing](#), University of Waterloo ( as mentioned in Collingwood's PRC Master Plan), and the
- Canadian Infrastructure Benchmarking Initiative

### **Conclusion**

It is recommended that the Council approved Steering Committee established to support the CBSP and DMP Consultant incorporate the former SDG Task Force members to leverage their expertise and continue to perform research support for SDGs and other indicators to be linked to the CBSP. The Steering Committee would have the flexibility to select additional members as needed. It is further recommended that Mayor Hamlin and Councillor Jeffery (as former SDG Task Force members) be members of the Steering committee for consistency, which would provide up to 2 additional opportunities for members of Council. Staff will reach out to seek interest from Council.

### **Financial Impacts**

Aligning SDGs with the CBSP is not anticipated to have any increase to the scope of work for the consultants for the CBSP / Downtown Visioning. Any financial implications to execute the work identified within the CBSP will be budgeted for in future years. The SDG Task Force is made up of staff, members of Council as well as volunteer community members who receive no or no additional remuneration for participating.

### 3. Input from Other Sources

This report was reviewed by Department Heads on July 18, 2023.

A copy of this report has been provided to the SDG Task Force. Any feedback received will be presented to Committee of the Whole or Council.

### 4. Applicable Policy or Legislation

Strategic Plan Link: Enhance Community Well-Being and Sustainability

### 5. Considerations

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|---|--|
| <input checked="" type="checkbox"/> Community Based Strategic Plan:               | Consistent with CBSP   |
| <input type="checkbox"/> Services adjusted if any                                 |  |
| <input checked="" type="checkbox"/> Climate Change / Sustainability:              | Positive impact on climate change/sustainability (decreases GHG emissions) |
| <input checked="" type="checkbox"/> Communication / Engagement:                   | Public Engagement required   |
| <input checked="" type="checkbox"/> Accessibility / Equity, Diversity, Inclusion: | Not Applicable   |
| <input type="checkbox"/> Registered Lobbyist(s) relating to content:              | Not Applicable   |

Next steps and future action required following endorsement:

- Pending Council's support, Staff will reach out to Council and the SDG Task Force to confirm interest and membership requirements and arrange a kick-off meeting as the Steering Committee to determine any additional member needs and begin discussions on how best the Steering Committee can support the Consultant through this important community project. Once the Consultant is selected, meetings will be scheduled with the Steering Committee.

### 6. Appendices and Other Resources

**Resource 1:** [SDG Task Force – Town website](#)

**Resource 2:** [Canada and the Sustainable Development Goals](#)

**Resource 3:** [Staff Report CAO2021-08](#) Collingwood: SDG Pioneer Town – 2021  
Habitat in Towns: Collingwood World Summit

## 7. Approval

**Prepared By:**

Shelby Verkindt, Executive Assistant

Sara Almas, Director, Legislative Services/Clerk

**Reviewed By:**

**CAO Comments:** Endorsed June 21, 2023