



The Regional Municipality of Durham

Community Growth and Economic Development Committee Agenda

Tuesday, January 7, 2025, 9:30 a.m.

Regional Council Chambers

Regional Headquarters Building

605 Rossland Road East, Whitby

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2097.

Note: This meeting will be held in a hybrid meeting format with electronic and in-person participation. Committee meetings may be [viewed via live streaming](#).

Pages

1. Roll Call
2. Declarations of Pecuniary Interest
3. Election of Community Growth and Economic Development Committee Vice-Chair
4. Adoption of Minutes
 - 4.1 Planning and Economic Development Committee meeting - November 5, 2024
5. Statutory Public Meetings

There are no statutory public meetings
6. Presentations
7. Delegations
 - 7.1 Zac Cohoon, Chair, Durham Agricultural Advisory Committee (In-Person Attendance)
re: Durham Agricultural Advisory Committee 2024 Annual Report and 2025 Workplan
 - 7.2 Jay Cuthbertson, Chair, Durham Environment and Climate Advisory Committee (Virtual Attendance)
re: Durham Environment and Climate Advisory Committee 2024 Annual Report and 2025 Workplan
 - 7.3 Ron Lalonde, Chair, Durham Active Transportation Committee (In-Person Attendance)

re: Durham Active Transportation Advisory Committee 2024 Annual
Report and 2025 Workplan

8. Community Growth

8.1 Correspondence

8.2 Reports

- | | | |
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| a. | Report #2025-CG-1
Durham Agricultural Advisory Committee 2024 Annual Report
and 2025 Workplan | 9 |
| b. | Report #2025-CG-2
Durham Environment and Climate Advisory Committee 2024
Annual Report and 2025 Workplan | 25 |
| c. | Report #2025-CG-3
Durham Active Transportation Committee 2024 Annual
Report and 2025 Workplan | 43 |

9. Economic Development

9.1 Correspondence

9.2 Reports

- | | | |
|----|--|----|
| a. | Report #2025-EDT-1
2024 North Durham Building Business Forum | 50 |
| b. | Report #2025-EDT-2
Gather at the Farm 2024 Agri-Food Marketing Campaign | 54 |

10. Advisory Committee Resolutions

There are no advisory committee resolutions to be considered

11. Confidential Matters

There are no confidential matters to be considered

12. Other Business

13. Date of Next Meeting

Tuesday, February 4, 2025 at 9:30 AM

14. Adjournment

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The Regional Municipality of Durham

MINUTES

PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, November 5, 2024

A regular meeting of the Planning & Economic Development Committee was held on Tuesday, November 5, 2024 in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby, Ontario at 9:30 AM. Electronic participation was offered for this meeting.

1. Roll Call

Present: Councillor Chapman, Chair
Councillor Pickles*, Vice-Chair
Councillor Collier*
Councillor Kerr
Councillor Neal*, attended the meeting at 9:36 AM
Councillor Shahid
Councillor Wotten*
Regional Chair Henry
*** denotes Councillors participating electronically**

Also
Present: Councillor Carter*
Councillor Crawford attended the meeting at 9:38 AM
*** denotes visiting Councillors participating electronically**

Staff
Present: M. Broderick, Manager, Economic Development, Business Development & Investment
A. Caruso*, Senior Planner, Transportation Planning
A. de Vos, Economic Development Specialist
T. Fraser, Committee Clerk, Corporate Services – Legislative Services
S. Gill, Director, Economic Development & Tourism
C. Goodchild, Director of Planning
A. Harras*, Director of Legislative Services & Regional Clerk
B. Holmes*, General Manager, Transit
R. Inacio, Systems Support Specialist, Corporate Services – IT
J. Kelly, Manager, Policy & Special Studies
L. Lavery, Director, Rapid Transit & Transit-Oriented Development (TOD)
C. Leitch, Manager, Transportation Planning
J. Severs, Manager, Economic Development, Marketing & Tourism
T. Shaver, Manager, Small Business Enterprise Centre, Economic Development & Tourism
K. Smith, Committee Clerk, Corporate Services – Legislative Services

L. Talling, Acting Manager, Economic Development, Agriculture & Rural Affairs
N. Taylor*, Commissioner of Finance
L. Trombino, Manager, Plan Implementation
V. Walker, Committee Clerk, Corporate Services – Legislative Services
R. Woon, Senior Solicitor, Chief Administrative Office – Legal Services
***denotes Staff participating electronically**

2. Declarations of Pecuniary Interest

There were no declarations of pecuniary interest made.

3. Adoption of Minutes

Moved by Councillor Kerr, Seconded by Councillor Shahid,
(61) That the minutes of the regular Planning & Economic Development Committee meeting held on Tuesday, October 1, 2024, be adopted.
CARRIED

4. Statutory Public Meetings

There were no statutory public meetings.

Moved by Councillor Shahid, Seconded by Councillor Kerr,
(62) That the agenda be altered to consider Item 6.1 Delegation of Chris Rickett, Executive Director, Stakeholder Relations and Social Impact, GTAA (In-Person Attendance), and Johan van't Hof, Member of the Board of Directors, GTAA (In-Person Attendance), re: Greater Toronto Airport Authority (GTAA) 2024 Annual Update and Pearson LIFT (#2024-EDT-14) [Item 8.2 a)], next.
CARRIED

6. Delegations

6.1 Chris Rickett, Executive Director, Stakeholder Relations and Social Impact, GTAA (In-Person Attendance), and Johan van't Hof, Member of the Board of Directors, GTAA (In-Person Attendance), re: Greater Toronto Airport Authority (GTAA) 2024 Annual Update and Pearson LIFT (#2024-EDT-14) [Item 8.2 a)]

Doug Allingham, Board Chair, GTAA, Johan van't Hof, Member of the Board of Directors, GTAA, Karen Mazurkewich, Vice-President, Stakeholder Relations & Communications, GTAA, and Steven Thomas, Associate Director, Government Relations, GTAA, all appearing in-person, provided a PowerPoint presentation with regards to the Greater Toronto Airport Authority (GTAA) 2024 Annual Update and Pearson LIFT.

Highlights of the presentation included:

- 2023 Finished Strong
- Growth in Total Revenues, Capital Investment Moving Upward
- Airport Performance is Better than Ever
- Putting the Joy Back in Airport Travel – Making Toronto Pearson the Chosen Place to Fly and Work
- Importance of a Major Airport
- Toronto Pearson: Canada's Economic Runway
- Toronto Pearson: A National Economic Engine that also Delivers Value to its Neighbours
- An Urgent Need to Invest
- Pearson LIFT: Advancing Programs Toward Construction Start
- Investment that Supports Our Community and Future Generations
- 2025 Board Key Strategic Risks

Moved by Councillor Shahid, Seconded by Councillor Kerr,
(63) That the rules of procedure be suspended to allow the Greater Toronto Airport Authority (GTAA) 2024 Annual Update and Pearson LIFT delegation to be extended by five minutes.

CARRIED ON A 2/3rds VOTE

D. Allingham, J. van't Hof, and K. Mazurkewich responded to questions from the Committee with regards to the security and cyber security measures being taken at Pearson Airport; what technical advancements are being considered and/or implemented to prevent cyber security attacks; whether consideration has been given to implementing methods of digital security found at other international airports, and whether that would impact the time it takes to move travellers through security and customs; whether further expansion of the Airport is possible once capacity levels are reached, or whether other solutions are being considered; and what adjustments/improvements are being made at Pearson to offset the deterioration of facilities caused from high traffic volumes experienced daily.

5. Presentations

5.1 Allison de Vos, Economic Development Specialist, re: Apple Value Chain Video Series and Educational Campaign (#2024-EDT-15) [Item 8.2 b)]

Allison de Vos, Economic Development Specialist, presented before the Committee with regards to the Apple Value Chain Video Series and Educational Campaign.

A. de Vos stated that the Apple Value Chain Video Series and Educational Campaign follows the journey of an apple from farm to plate and was developed to raise awareness of the success of apple businesses in Durham Region.

A. de Vos provided an overview of the following promotional videos that were created to highlight each of the different steps in the journey of an apple from farm to plate:

- Farming and Apple Picking video, filmed at Wilmot Orchards and Algoma Orchards
- Apple Aggregation, Packing and Sorting video, filmed at Algoma Orchards
- Apple Warehousing, Distribution and Logistics video, filmed at Gordon Food Service
- Apple Retail video, filmed at Fisher's Independent Grocer
- Apple Bakery and Value-Added Apple Products video, was filmed at Tyrone Mills

A. de Vos stated that the videos were produced in partnership with Durham Farm Connections and the marketing campaign was delivered by the Region's Communications and Engagement team. She advised that the campaign was shared through the Region's social media channels and e-newsletters and was also circulated to school boards and teachers to be used as an educational resource.

A summary video of the apple value chain and the first video in the apple value chain video series was played for the Committee.

A. de Vos responded to questions from the Committee regarding the methods used by farmers in picking and handling apples to prevent damage and bruising; whether planting the rows of apple trees closer together allows them to grow taller and yield more fruit; and whether the promotional videos are available online.

6. Delegations

- 6.1 Chris Rickett, Executive Director, Stakeholder Relations and Social Impact, GTAA (In-Person Attendance), and Johan van't Hof, Member of the Board of Directors, GTAA (In-Person Attendance), re: Greater Toronto Airport Authority (GTAA) 2024 Annual Update and Pearson LIFT (#2024-EDT-14) [Item 8.2 a)]
-

This item was considered earlier in the meeting. [See Item 6.1 on pages 2 and 3 of these minutes]

7. Planning

7.1 Correspondence

There were no communication items to be considered.

7.2 Reports

A) Bill 23 Proclamation Update: Upper-Tier Planning Responsibilities (2024-P-16)

Report #2024-P-16 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

C. Goodchild responded to questions from the Committee regarding clarification of the Region's authority to approve subdivisions, condominiums, and part-lot control exemption by-laws for the area municipalities, and how that will change following proclamation of Bill 23; whether there is an expected date for proclamation to occur; and whether the Region maintained planning responsibilities and approvals for the northern area municipalities due to the availability of planning resources and staff at the Region.

Moved by Councillor Shahid, Seconded by Councillor Kerr,
(64) That Report #2024-P-16 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

8. Economic Development

8.1 Correspondence

There were no communication items to be considered.

8.2 Reports

A) GTAA 2024 Annual Update and Pearson LIFT (2024-EDT-14)

Report #2024-EDT-14 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Shahid, Seconded by Regional Chair Henry,
(65) That Report #2024-EDT-14 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

B) Apple Value Chain Video Series and Educational Campaign (2024-EDT-15)

Report #2024-EDT-15 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Shahid, Seconded by Regional Chair Henry,
(66) That Report #2024-EDT-15 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

9. Advisory Committee Resolutions

There were no advisory committee resolutions to be considered.

10. Confidential Matters

There were no confidential matters to be considered.

11. Other Business

There was no other business to be considered.

12. Date of Next Meeting

The next regularly scheduled Planning & Economic Development Committee meeting will be held on Tuesday, December 3, 2024 at 9:30 AM in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby.

13. Adjournment

Moved by Regional Chair Henry, Seconded by Councillor Pickles,
(67) That the meeting be adjourned.

CARRIED

The meeting adjourned at 10:07 AM

Respectfully submitted,

B. Chapman, Chair

V. Walker, Committee Clerk

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2564.



The Regional Municipality of Durham Report

To: Community Growth and Economic Development Committee
From: Commissioner of Community Growth and Economic Development
Report: #2025-CG-1
Date: January 7, 2025

Subject:

Durham Agricultural Advisory Committee 2024 Annual Report and 2025 Workplan,
File:C07-02

Recommendations:

That the Community Growth and Economic Development Committee recommends to Regional Council:

- A) That Commissioner's Report #2025-CG-1 be received as the Durham Agricultural Advisory Committee's 2024 Annual Report;
 - B) That the Durham Agricultural Advisory Committee's 2025 Workplan and Terms of Reference be approved, as outlined in Attachment 1 and 2, to Commissioner's Report #2025-CG-1;
 - C) That a copy of Commissioner's Report #2025-CG-1 be forwarded to the Durham Agricultural Advisory Committee, the Durham Federation of Agriculture, the Durham Farm Fresh Marketing Association, the Golden Horseshoe Food and Farming Alliance and Durham's area municipalities.
-

Report:

1. Purpose

- 1.1 The Durham Agricultural Advisory Committee (DAAC) Terms of Reference (ToR) requires the submission of an annual report to the Planning and Economic Development Committee summarizing the activities of the previous year. DAAC is

also required to prepare a proposed Workplan for the coming year and when necessary, recommend revisions to the ToR, for consideration and approval of the Planning and Economic Development Committee and Council.

1.2 The purpose of this report is to:

- a. Summarize the activities of DAAC from 2024; and
- b. Present the proposed DAAC 2025 Workplan – see Attachment 1; and
- c. Proposed refinements to the DAAC ToR – see Attachment 2.

2. Previous Reports and Decisions

2.1 In April 2023, Council considered DAAC Membership Appointments through Commissioner's Report [#2023-P-11](#).

2.2 In June 2023, Council considered DAAC's 2023 Workplan and Terms of Reference through Commissioner's Report [#2023-P-16](#).

2.3 In January 2024, Council considered the 2023 Annual Report and 2024 Workplan of the Durham Agricultural Advisory Committee through Commissioner's Report [#2024-P-1](#).

2.4 In October 2024, Council considered the summary of the 2024 Farm Tour through Information Report [#2024-INFO-62](#).

3. 2024 Annual Report

3.1 DAAC is composed of seventeen members, including one member of the Planning and Economic Development Committee.

3.2 At the January 16, 2024, meeting, Zac Cohoon was elected Chair, Bryan Smith was elected 1st Vice-Chair and Dave Risebrough was elected 2nd Vice-Chair.

3.3 Membership at the end of 2024 was:

- Zac Cohoon (Chair) (Member at Large – Farmer)
- Bryan Smith (1st Vice-Chair) (Member at Large – Farmer);
- Dave Risebrough (2nd Vice-Chair) (Member At Large – Non-farmer);
- Neil Guthrie (Ajax);
- Tom Watpool (Brock);
- Tom Barrie (Clarington);
- Derrik Stevenson (Oshawa);

- Fuzz (Gord) Taylor (Pickering);
- Nicole Swain (Scugog);
- Bryant Hulshof (Uxbridge);
- Ronald Death (Whitby);
- Hubert Schillings (Member At Large – Farmer);
- Gerri Lynn O'Connor (Member At Large – Non-farmer);
- Matthew Sommerville (Member At Large – Non-farmer);
- Mark Shiers (Durham Region Federation of Agriculture);
- Jordan McKay (Durham Farm Fresh);
- Mayor Wilma Wotten (Planning and Economic Development Committee); and
- Councillor John Neal (Planning and Economic Development Committee - Alternate).

Major Activities

3.4 The role of DAAC is to provide advice to the Region on agricultural and rural related planning matters. The Committee also has a role in implementing programs which enhance public awareness and knowledge of agriculture and rural related issues in the Region.

3.5 During 2024, DAAC fulfilled this role by:

- a. Expanding its knowledge of agricultural related issues by receiving presentations and engaging in discussions on the following:
 - Windfields Farm Project, Ontario Tech University was seeking a farmer for land owned by the University in Oshawa;
 - Skilled Trades Programs in the Region;
 - Duffins Rouge Agricultural Preserve Easements;
 - North Durham On-Farm Diversified Uses Project undertaken between Scugog, Brock, Uxbridge and Regional Planning and Economic Development;
 - Independent Electricity Systems Operator Battery Storage Site Selection;
 - City of Pickering Urban Agriculture Project;
 - Farm Worker accommodation related by-law issues at farms in the Region;
 - Durham Strategic Plan consultation;
 - Natural Gas System Expansion proposed by Enbridge in Uxbridge and the importance of including agricultural properties in an expansion areas;

- Four Farms Market Garden Training Program, a local company that is training new farmers on how to operate a farm;
 - Sustainability initiatives in Durham Region;
 - Precision Agriculture Field Day;
 - Width of Culverts during road upgrades;
 - Envision Durham progress updates;
 - Apple Value Chain Campaign by Invest Durham;
 - Updates to Regional Roads and Infrastructure projects;
 - Proposed Provincial Planning Statement update;
 - Bill 186, Growing Agritourism Act, 2024;
 - Hamilton-Oshawa Port Authority (HOPA) Grain Terminal update;
 - Water Testing Services for Private Drinking Water provided by the Province; and
 - Excess Soil challenges on agricultural sites.
- b. Providing advice on various Regional issues, including:
- Backyard chickens and Avian Influenza;
 - North Durham On-Farm Diversified Uses Project;
 - Stormwater Management fees on agricultural properties in Ajax;
 - The Durham Food Policy Council's Durham Food System Report Card;
 - Official Plan Amendment application to permit surplus farm dwelling severances (ROPA 2023-001); and
 - Official Plan Amendment application related to aggregate extraction (ROPA 2024-001).
- c. Organizing and/or participating in the following educational/outreach initiatives:
- Hosting the 2024 DAAC Farm Tour held on September 26 (see Commissioner's Report [#2024-INFO-62](#)). The farm tour was attended by over 130 participants.
 - Throughout 2024 DAAC members presented Agriculture 101 training to area municipal councils. The training covered a number of topics related to the agricultural industry and was well received.

4. 2025 Workplan

- 4.1 The proposed 2025 DAAC Workplan (Attachment 1), represents activities which are a priority, and achievable within the calendar year. The activities are divided into four categories:

- a. **Policy Development and Implementation** – Activities involve providing advice on the formulation and implementation of land use planning policies to the Planning and Economic Development Department, as well as Planning and Economic Development Committee;
- b. **Communication/Outreach/Educate** – Activities that support community knowledge and awareness such as farm tours or workshops (including the annual Farm Tour and Local Council Agriculture training);
- c. **Economic Development and Tourism** – Activities to encourage economic development research and implementation strategies to assist Durham's agricultural sector; and
- d. **Issues of Interest** – Activities related to the monitoring of issues that DAAC deems significant and may require further consideration.

5. Terms of Reference

- 5.1 As mentioned, DAAC is guided by Council approved [Terms of Reference \(ToR\)](#). The ToR outlines the goal, mandate and scope of activities for the Committee. Proposed changes include changes to the scope of activities related to providing advice on Regional planning applications and matters as well as minor technical housekeeping matters, including the removal of references to providing advice on Regional Planning matters and updates to reflect name changes to the Community Growth and Economic Development Committee and Community Growth and Economic Development Department, as per Council's decision on December 18, 2024, Report [#2024-P-17](#), as outlined in Attachment 2.

6. Relationship to the Strategic Plan

- 6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
 - a. Under Goal 3: Economic Prosperity, Objective 3.5 – Provide a supportive environment for agriculture and agri-food industries.

7. Conclusion

- 7.1 DAAC had many notable accomplishments in 2024, including hosting the Annual DAAC Farm Tour and completing Agriculture 101 training. Members should be commended for the time and commitment they have invested in the activities of the Committee. Michael Scott acted as the Planning and Economic Development Department staff liaison over the course of 2024.

7.2 It is recommended that:

- a. This report be received as DAAC's annual report on its 2024 activities;
- b. The proposed 2025 DAAC Workplan be approved (Attachment 1);
- c. The proposed Terms of Reference be approved (Attachment 2); and
- d. A copy of this report be forwarded to the Durham Agricultural Advisory Committee, the Durham Federation of Agriculture, Durham Farm Fresh Marketing Association, the Golden Horseshoe Food and Farming Alliance and Durham's Area Municipalities.

8. Attachments

Attachment #1: 2025 DAAC Workplan

Attachment #2: 2025 DAAC Terms of Reference

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Community Growth and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



Durham Agricultural Advisory Committee (DAAC) Proposed 2025 Workplan

1. Advice on Policy Development and Implementation

a. Provide advice on:

- Agricultural and rural related community growth and economic development matters, with a view to:
 - sustaining the viability of farming;
 - protecting and preserving agricultural land as a first priority; and
 - ensuring adequate separation between agricultural land uses and activities and urban residential areas.
- Agriculture related transportation issues
- Area Municipal Official Plan policy.
- Provincial land-use planning policies, plans and regulations.
- Implementation of the Regional Broadband Strategy.
- Growing Agri-Food Durham implementation.
- Growing North Durham Plan implementation.
- On Farm Diversified Use and Agriculture Related Use policy and process.

2. Communicate/Outreach/Educate

a. Host the 2025 Farm Tour that will:

- assist Local and Regional Councillors, Provincial and Federal government officials as well as Conservation Authorities (including staff), to understand the concerns, opportunities and challenges of the agricultural community;
- reach key industry partners whose mandate may impact the agricultural community; including the educational sector to understand opportunities and challenges of the agri-food industry;
- highlight the diversity of agriculture in Durham Region and the economic benefits across the agri-food value chain to support the broader Regional economy.

b. Discussions on agricultural concerns to area municipal councils.

c. Encourage ongoing communication and identification of needs/opportunities

within Durham's local agricultural societies.

- d. Continue to work with Regional Departments including Community Growth and Economic Development, Works, Finance and Police Services where necessary to ensure agricultural interests are considered.
- e. Encourage participation of the Durham agricultural youth organizations.
- f. Investigate other outreach opportunities as they arise.
- g. Municipal representatives on the Committee will continue to dialogue with their respective municipalities including presentations to area municipal Councils on matters of interest where appropriate.
- h. Continue working with the Durham Environment and Climate Change Advisory Committee and other Regional Committees.
- i. Participate in committees and working groups with local area municipalities and non-governmental organizations.

3. Economic Development and Tourism

- a. Provide advice and feedback to staff on economic development and tourism activities pertaining to support and growth of the agri-food industry.
 - On an annual basis, assist with identifying priority projects that align with activities identified in the Growing Agri-Food Durham Plan (e.g. supporting the launch of an Agriculture Leadership Program).
 - Identify emerging trends and opportunities to grow the agri-food industry in Durham.
- b. Support the implementation of the Growing Agri-Food Durham Action Plan and Growing North Durham Plan.

4. Issues of Interest

- Federal Pickering airport lands.
- Oshawa Port.
- Federal policies effecting agriculture (tariffs, carbon tax, etc.)
- Alternative energy (e.g. solar farms, biomass, wind).
- Farm safety.
- Municipal, Provincial and federal legislation and policy affecting agriculture (e.g. species at risk, provincial land use plans).
- Commercial fill, excess topsoil and excess soil
- Aggregate matters, including aggregate pit rehabilitation.
- Implementation of source water protections plans.

- Farmland assessment and taxation.
- Farm animal health and wellness (e.g. DRPS, Avian Influenza).
- Natural Heritage System protection and construction of new farm infrastructure.
- Minimum Distance Separation formulae.
- Water and wastewater.
- Biosecurity, trespassing and vandalism.
- Municipal Class EA's.
- Regional road projects.
- Conservation Authority matters.
- Energy-from-Waste implementation and monitoring.
- Region's waste diversion programs.
- Local food strategy.
- Agricultural training and employment, through continued work with the Durham Workforce Authority, Durham College, and Ontario Tech University.
- Activities of the Golden Horseshoe Food and Farming Alliance.
- Other matters affecting the agricultural industry (e.g. Municipal Fire Regulations, By-laws and Permits).
- Rouge National Urban Park.
- Duffins Rouge Agricultural Preserve.
- Supportive agri-business in Durham, addressing local agri-food supply chain gaps.
- Agricultural worker mental health.
- Urban agriculture and vertical farming.

5. Meeting Schedule

- a. DAAC has scheduled 10 regular meetings in 2025. An additional meeting may be held in August, at the call of the Chair. Resources (Community Growth and Economic Development and Clerks) will be provided to accommodate this schedule and workload.
 - January 14, 2025
 - February 11, 2025
 - March 18, 2025
 - April 8, 2025
 - May 13, 2025
 - June 10, 2025
 - September 9, 2025
 - October 14, 2025

- November 10, 2025
- December 9, 2025



Durham Agricultural Advisory Committee

Terms of Reference

January 2025

1. **Goal**

- 1.1 To provide advice to the Region of Durham on agricultural matters and rural matters as they relate to agriculture.

2. **Mandate**

- 2.1 The Durham Agricultural Advisory Committee (DAAC) is a volunteer Advisory Committee established by Regional Council in accordance with these Terms of Reference. Committee members are guided by these Terms of Reference.
- 2.2 The Terms of Reference provide for a balance between activities referred from the Community Growth and Economic Development Department or the Regional Community Growth and Economic Development Committee or Regional Council and an allowance for the DAAC to be proactive and advise on matters identified on its own initiative.
- 2.3 Matters may be referred to the DAAC from the Regional Community Growth and Economic Development Department, the Regional Community Growth and Economic Development Committee, or Regional Council. The DAAC may report directly to the Regional Community Growth and Economic Development Committee on substantive matters as determined by the Community Growth and Economic Development Committee. Otherwise, the DAAC shall report through the Regional Community Growth and Economic Development Department.

3. **Scope of Activities**

- 3.1 The scope of the DAAC may include activities such as:
- a) Providing advice on issues and concerns of the agricultural community;
 - b) Providing advice on the implementation of Provincial and Federal legislation, policies, and guidelines related to the agricultural industry;
 - c) Provide advice on agricultural and rural economic development initiatives;
 - d) Providing advice on agricultural and rural policy directions pursued by the Region.

- e) Providing advice on the identification and implementation of programs which encourage public awareness and education of agricultural and related rural issues; and
- f) Providing advice on matters as they arise, at the request of the Region.

4. Composition

4.1 The DAAC will be comprised of seventeen members in total, as follows:

- Fourteen (14) members will be private individuals who do not represent their respective employers or advocacy groups in their capacity as a DAAC member. Of these fourteen members, eleven will be bona fide farmers who are directly involved in the agricultural industry¹; and three will be residents who are not directly involved in the agricultural industry.
- One (1) member representing the Durham Region Federation of Agriculture who is a bona fide farmer directly involved in the agricultural industry.
- One (1) member of the Community Growth and Economic Development Committee whose role is to act as liaison.
- One (1) member representing the Durham Farm Fresh Marketing Association.

4.2 Membership shall correspond with the term of Regional Council. However, members shall continue to serve until their replacements are appointed by Regional Council. If a member chooses to resign, the Region will seek a replacement in accordance with Section 5.

4.3 At the discretion of the DAAC, non-attendance of three consecutive meetings will be sufficient grounds for replacement.

5. Membership Selection

5.1 For regular members, Durham Region will place an advertisement seeking individuals interested in volunteering for appointment to the DAAC. Interested individuals will be required to submit an application form to the Regional Clerk outlining their interest and qualifications.

¹ Note: Where an interested bona fide farmer cannot be found to represent an area municipality, as an exception, a non-farm rural resident may be substituted.

- 5.2 The Regional Community Growth and Economic Development Department will review the applications received. Applications from qualified applicants will be forwarded to the respective area municipality with a request that the local Council nominate one representative from the applicants who are bona fide farmers directly involved in the agricultural industry. The Regional Community Growth and Economic Development Department, from the remaining applications received, will nominate three additional members at large who are bona fide farmers; and three members at large who are not directly involved in the agricultural industry, to bring the regular member complement to fourteen.
- 5.3 In nominating members to the DAAC, regard shall be given to achieving a diversity of members engaged in varied disciplines of the agricultural industry and members living in the rural community with knowledge of agricultural and related rural issues. Regard shall also be given to residency within the Region and availability to attend meetings. All residents of Durham Region are eligible for membership. An elaboration of the selection criteria is provided in Appendix 1 of the Terms of Reference.
- 5.4 The Regional Community Growth and Economic Development Department will formally request the Durham Region Federation of Agriculture (DRFA) to nominate one person to represent the DRFA.
- 5.5 The Regional Community Growth and Economic Development Department will formally request the Durham Farm Fresh Marketing Association (DFF) to nominate one person to represent the DFF.
- 5.6 All members of the DAAC shall be appointed by the Regional Community Growth and Economic Development Committee and Regional Council.
- 5.7 Regional Council shall appoint a representative and an alternate to the DAAC from the members of the Community Growth and Economic Development Committee.
- 5.8 In the case of a vacancy, the approach described in Section 5 will generally be followed.
- 6. Officers**
- 6.1 A chair and two vice-chairs (first and second) will be elected annually by the membership of the DAAC. The Community Growth and Economic Development Committee representative will chair the inaugural DAAC meeting.
- 7. Support Services**
- 7.1 The Commissioner of Community Growth and Economic Development or designate, shall serve as staff liaison to the DAAC. The staff liaison will provide administrative, procedural and technical support to the DAAC.

- 7.2 The staff liaison will co-ordinate all requests for advice from the DAAC, through meeting agendas. DAAC responses to such requests shall be co-ordinated by the staff liaison to the Community Growth and Economic Development Department.
- 7.3 The Region will provide secretarial and other support services. Regional Council will provide a budget to cover the operational expenses of the DAAC, and this budget will be administered by the Community Growth and Economic Development Department.

8. Meetings

- 8.1 Regularly scheduled meetings of DAAC will be held at the Durham Regional Headquarters, unless otherwise stated. The DAAC, will establish a meeting schedule taking into account the business needs and the schedule of Regional Council and the Community Growth and Economic Development Committee. Special meetings may be held at the call of the Chair.
- 8.2 All meetings will be open to the public. As a formal Advisory Committee to the Region, the DAAC is subject to the Regional Procedural By-law, unless otherwise specified in the Terms of Reference.
- 8.3 Quorum for DAAC meetings shall be a majority of the sitting members.

9. Delegations of Committee Meetings

- 9.1 Any person(s) wishing to appear before the DAAC as a delegate must submit a request to delegations@durham.ca, advising of the topic or item to which they wish to speak, which will then be forwarded to the staff liaison in the Regional Community Growth and Economic Development Department. All requests for delegations must be received at least one week prior to the meeting to ensure that the delegation is included on the agenda. Any person wishing to address the DAAC as a delegate, who has not previously arranged to do so, may be granted permission to do so only by Committee resolution.

10. Minutes and Agenda

- 10.1 The minutes of each DAAC meeting will be amended as necessary and approved at the following meeting. The unapproved minutes will be circulated to members of Council as part of the Council Information Package (CIP) prepared by the Regional Clerk.
- 10.2 The DAAC agendas will be prepared by the staff liaison and the DAAC chair or vice-chair with input from other DAAC members. Agendas will be distributed the week prior to the meeting.

11. Committee Resolutions

- 11.1 The DAAC will seek to achieve consensus on decisions. Recommendations are “carried” if supported by a majority, unless otherwise specified in these Terms of Reference or Regional Council Rules of Procedure. Only resolutions as they appear in the adopted Minutes may be considered as officially representing the position of the DAAC.

12. Annual Reports and Workplan

- 12.1 An annual report summarizing the activities completed in the previous year shall be prepared by the DAAC. The annual report shall be forwarded to the Community Growth and Economic Development Committee.
- 12.2 An annual workplan with an estimate of the resources necessary and any suggested revisions to the Terms of Reference for the coming year shall also be prepared by the DAAC for consideration and approval by the Community Growth and Economic Development Committee and Regional Council.
- 12.3 An annual review of the DAAC by the Community Growth and Economic Development Committee will be completed to examine the effectiveness of the Committee and to ensure continued improvements.

Appendix 1: Membership Eligibility Criteria

To facilitate the nomination and appointment of new members to the DAAC, the following criteria will be considered. The aim is to achieve a diversity of members engaged in varied disciplines of the agricultural industry and community representation with knowledge of agricultural and related rural issues.

1. Residency

- 1.1 Members should reside in Durham Region. Where a person who resides in Durham cannot be found, a farmer who owns land in Durham Region may be substituted.

2. Agricultural Expertise and Knowledge

- 2.1 Applicants engaged in the agricultural industry having the following attributes would be considered as an asset:

- Demonstrated knowledge of agricultural and rural land use issues;
- Relevant farm experience;
- Involvement with activities of the agricultural community;
- Technical training in an agriculture-based field; and
- Knowledge of properties and farm operations within Durham.

3. Rural Experience

- 3.1 For applicants from the non-farm rural community consideration will be given to the duration of residency in the community and the individual's level of knowledge of agricultural related rural issues. The relevance of their interests to the mandate of the DAAC will also be an important consideration.

4. Availability

- 4.1 It is important that an applicant be able to attend as many DAAC meetings as possible and undertake work outside of the regular monthly meetings. An applicant should be able to be contacted or reached during the day in order for meetings to be arranged.



The Regional Municipality of Durham Report

To: Community Growth and Economic Development Committee
From: Commissioner of Community Growth and Economic Development
Report: #2025-CG-2
Date: January 7, 2025

Subject:

Durham Environment and Climate Advisory Committee 2024 Annual Report and 2025 Workplan, File: A01-37

Recommendations:

That the Community Growth and Economic Development Committee recommends to Regional Council:

- A) That Commissioner's Report #2025-CG-2 be received as the Durham Environment and Climate Advisory Committee's 2024 Annual Report;
 - B) That the Durham Environment and Climate Advisory Committee's 2025 Workplan and Terms of Reference be approved, as outlined in Attachments 1 and 2, to Commissioner's Report #2025-CG-2;
 - C) That a copy of Commissioner's Report #2025-CG-2 be forwarded to the Durham Environment and Climate Advisory Committee and Durham's Area Municipalities.
-

Report:

1. Purpose

- 1.1 The Durham Environment and Climate Advisory Committee (DECAC) Terms of Reference (ToR) requires the submission of an annual report to the Community Growth and Economic Development Committee summarizing the activities of the previous year. DECAC is also required to prepare a proposed Workplan for the coming year and when necessary, recommend revisions to the ToR, for consideration and approval of the Community Growth and Economic Development Committee and Council.

1.2 The purpose of this report is to:

- a. Summarize the activities of DECAC from 2024;
- b. Present the proposed DECAC 2025 Workplan – see Attachment 1; and
- c. Propose minor refinements to the DECAC ToR – see Attachment 2.

2. Previous Reports and Decisions

2.1 In January 2024, Council considered the 2023 Annual Report and 2024 Workplan of the Durham Environment and Climate Advisory Committee through Commissioner's Report [#2024-P-2](#).

2.2 In June 2024, Council considered the summary of the 2024 Pollinator Distribution Project through Information Report [#2024-INFO-42](#).

2.3 In September 2024, Council considered the update on the Durham Environment and Climate Advisory Committee's resolution, Re: Pollinator and Perennial Plots on Regional properties and Rights-of-Way through Information Report [#2024-INFO-58](#).

2.4 In October 2024, Council considered the Durham Environment and Climate Advisory Committee's Nomination for the Lake Simcoe Conservation Authority (LSRCA) Conservation Awards through Information Report [#2024-INFO-67](#).

3. 2024 Annual Report

3.1 DECAC is composed of thirteen members, including one member of the Community Growth and Economic Development Committee.

3.2 At the January 18, 2024, meeting, Jay Cuthbertson was elected as Chair, Geoff Carpentier was elected 1st Vice-Chair and Kimberly Murray was elected 2nd Vice-Chair.

3.3 Membership at the end of 2024 was:

- Jay Cuthbertson (Member at Large) (Chair);
- Geoff Carpentier (Scugog) (1st Vice-Chair);
- Kimberly Murray (Clarington) (2nd Vice-Chair);
- Muaz Nasir (Ajax);
- William Baszyk (Brock);
- Dimitri Stathopoulos (Oshawa);
- Ozair Chaudhry (Pickering);

- Bruce Foxtan (Uxbridge);
- Bryan Widner (Whitby);
- Keiko Lui (Member At Large);
- Peter Cohen (Post-Secondary Member);
- Councillor Maleeha Shahid (Community Growth and Economic Development Committee); and
- Councillor Wilma Wotten (Community Growth and Economic Development Committee – Alternate).

3.4 Luke Nguyen (Youth Member) resigned his position on DECAC in 2024 upon graduating high school. Recruitment is currently underway to fill this vacancy on the committee.

Major Activities

3.5 The role of DECAC is to provide advice to the Region on environmental and climate change-related matters. The Committee also has a role in implementing and participating in community outreach programs that support environmental awareness and appreciation in the Region.

3.6 During 2024, DECAC fulfilled this role by:

- a. Expanding its knowledge of environmental related issues by receiving presentations and engaging in discussions on the following:
 - Ontario Provincial Climate Change Impact Assessment;
 - Assessing lands for conservation status through the Municipal Protected Areas Project;
 - Durham Climate Dashboard prepared by the Region's Sustainability Office;
 - Update on the Courtice District Energy System project;
 - Durham Region Strategic Plan consultations;
 - 2024 Annual Climate Change Progress Report;
 - Durham Food System Report Card from the Durham Food Policy Council;
 - Leveling the Playing Field for Energy Choices in Ontario;
 - Sustainable Built Form by Dr. Shoshanna Saxe, PhD, P. Eng., Associate Professor, Canada Research Chair in Sustainable Infrastructure from the University of Toronto;

- Impacts of road salt on the environment and infrastructure; and
 - Regional Salt Management Practices.
- b. Providing advice on Regional issues, including:
- Pollinator pilots on Regional properties and Rights-of-way;
 - The Durham Region Strategic Plan process by providing input and comments during the consultation; and
 - Bill 199, the EV-Ready Homes Act.
- c. Organizing and/or participating in the following educational/outreach initiatives:
- Preparing for, and implementing a Spring Bee Pollinator Seed Distribution project at Regional Compost Day events across all 8 area municipalities, where members distributed pollinator seeds and connected with over 2,400 residents (Report [#2024-INFO-42](#));
 - Participating in the Port Perry Lions Club Community Waste Diversion Day public event where DECAC members were on-site with informational materials and giveaways;
 - A tour of the McLaughlin Bay Wildlife Reserve and Oshawa Second Marsh hosted by the Friend of Second Marsh; and
 - Participating in the 2024 Durham Climate Forum on October 19th, where DECAC members were on-site with a booth, informational materials, and activities for all ages, including an Art from Garbage contest. The in-person forum was well-attended, and provided a unique opportunity for environmental and climate appreciation, advocacy, and information sharing in the region.

4. 2025 Workplan

4.1 The proposed 2025 DECAC Workplan (Attachment 1), represents activities which are a priority, and achievable within the calendar year. The activities are divided into four categories:

- a. **Policy Development and Implementation** – Activities involve providing advice on the formulation and implementation of land use planning policies to the Community Growth and Economic Development Department, as well as Community Growth and Economic Development Committee;

- b. **Community Outreach and Stewardship** – Activities that support community knowledge and awareness such as the pollinator distribution project, volunteer program, and the biennial Environmental Achievement Awards program;
- c. **Committee Education and Development** – Activities, such as presentations and tours, that enhance members' knowledge of environmental issues; and
- d. **Issues of Interest** – Activities related to the monitoring of issues that DECAC deems significant and may require further consideration.

5. Terms of Reference

- 5.1 As mentioned, DECAC is guided by Council approved Terms of Reference (ToR). The ToR outlines the goal, mandate, and scope of activities for the Committee. Proposed changes are generally minor technical housekeeping matters, including the addition of climate adaptation within Section 2 (Mandate), acknowledging the use of virtual meetings within Section 8 (Meetings), and updates to reflect name changes to the Community Growth and Economic Development Committee and Community Growth and Economic Development Department, as per Council's decision on December 18, 2024, Report [#2024-P-17](#), as outlined in Attachment 2.

6. Relationship to the Strategic Plan

- 6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. Under Goal 1: Environmental Sustainability's objective – To protect the environment for the future by demonstrating leadership in sustainability and addressing climate change.

7. Conclusion

- 7.1 DECAC had many notable accomplishments in 2024, including the Spring Bee Pollinator Project and participation in various community events. Members should be commended for the time and commitment they have invested in the activities of the Committee. Aneesah Luqman acted as the Community Growth and Economic Development Department staff liaison over the course of 2024.
- 7.2 It is recommended that:
- a. This report be received as DECAC's annual report on its 2024 activities;
 - b. The proposed 2025 DECAC Workplan be approved (Attachment 1);
 - c. The proposed Terms of Reference be approved (Attachment 2); and

- d. A copy of this report be forwarded to the Durham Environment and Climate Advisory Committee and Durham's Area Municipalities.

8. Attachments

Attachment #1: 2025 DECAC Workplan

Attachment #2: DECAC Terms of Reference, proposed changes

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Community Growth and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



**Durham Environment and
Climate Advisory Committee (DECAC)
2025 Workplan**



Item	Progress
1.0 Policy Development and Implementation	
Provide advice on	
<ul style="list-style-type: none"> Environmentally significant projects and proposals. 	
<ul style="list-style-type: none"> Projects subject to a Minister's Zoning Order (MZO). 	
<ul style="list-style-type: none"> Durham Community Energy Plan implementation and low-carbon pathway implementation and renewable energy. 	
<ul style="list-style-type: none"> Climate action monitoring, reporting, and reduction. 	
<ul style="list-style-type: none"> Provincial and Regional Climate Change guidance materials. 	
<ul style="list-style-type: none"> Environmental Assessment (EA) Studies. 	
<ul style="list-style-type: none"> Public and/or Stakeholder Advisory Committees. 	
<ul style="list-style-type: none"> Environmental Bill of Rights postings. 	
<ul style="list-style-type: none"> Climate adaptation, mitigation, and resiliency initiatives. 	
2.0 Community Outreach and Stewardship	
High Priority	
<ul style="list-style-type: none"> Participate in Durham Climate Forum in partnership with the Sustainability Team and plan for the Durham Environmental Achievement Awards program 	Fall 2025
<ul style="list-style-type: none"> Invasive and native species management and education. 	
<ul style="list-style-type: none"> Explore opportunities for a volunteer program. 	
<ul style="list-style-type: none"> Participate in, and organize community environmental and stewardship events, including but not limited to: <ul style="list-style-type: none"> Tree planting targets and initiatives, and canopy protection and stewardship. Opportunities for community clean-up/waste reduction. Identify timelines for Spring of 2025 	
Medium Priority	
<ul style="list-style-type: none"> Promote and continue to implement the Environmental Achievement Awards. 	
<ul style="list-style-type: none"> Continue to foster a working relationship with the Durham Agricultural Advisory Committee, Durham Active Transportation Committee, and the Energy from Waste-Waste Management Advisory Committee. 	
<ul style="list-style-type: none"> Participate in Climate Change outreach activities/events hosted by DECAC. 	
<ul style="list-style-type: none"> Update the Region of Durham Natural Features Map. 	
<ul style="list-style-type: none"> Pollinator seedling distribution project. 	

Item	Progress
<ul style="list-style-type: none"> • Provide a forum for community environmental groups to improve responses to climate, biodiversity, and habitat protection. 	
3.0 Committee Education & Development	
The Committee will expand its knowledge in some of the following issues:	
<ul style="list-style-type: none"> • Energy (e.g. sources, alternatives, producers, retrofits, efficiency, etc.). 	
<ul style="list-style-type: none"> • Recreational uses in the natural environment. 	
<ul style="list-style-type: none"> • Provincial Planning documents. 	
<ul style="list-style-type: none"> • Water quality (e.g. Duffin Creek water treatment plant). 	
<ul style="list-style-type: none"> • Human health and the environment. 	
<ul style="list-style-type: none"> • Green infrastructure and low impact development. 	
<ul style="list-style-type: none"> • Road salt. 	
<ul style="list-style-type: none"> • Species at risk. 	
<ul style="list-style-type: none"> • Waste disposal, reduction, and management progress. 	
<ul style="list-style-type: none"> • Lifecycle assessment of products and packaging (e.g. plastics). 	
<ul style="list-style-type: none"> • Microplastics. 	
<ul style="list-style-type: none"> • Forest, grassland, and wetland health. 	
<ul style="list-style-type: none"> • Active transportation. 	
<ul style="list-style-type: none"> • Climate change. 	
<ul style="list-style-type: none"> • Pesticides, fertilizers, and alternatives. 	
<ul style="list-style-type: none"> • Invasive and native species. 	
<ul style="list-style-type: none"> • Biodiversity. 	
<ul style="list-style-type: none"> • Urban sustainability. 	
<ul style="list-style-type: none"> • Air quality. 	
<ul style="list-style-type: none"> • Food security. 	
<ul style="list-style-type: none"> • Community gardens. 	
<ul style="list-style-type: none"> • Aggregate pit rehabilitation. 	
<ul style="list-style-type: none"> • Peat moss and top soil removal and restoration. 	
<ul style="list-style-type: none"> • Biological and physical decomposition (e.g. incineration, gasification, carbonization, anaerobic digestion, waste, etc.). 	
<ul style="list-style-type: none"> • Noise and light pollution. 	
<ul style="list-style-type: none"> • Citizen science. 	
<ul style="list-style-type: none"> • Ground and surface water preservation and protection. 	
<ul style="list-style-type: none"> • Education around Just Transition initiatives. 	
<ul style="list-style-type: none"> • Indigenous reconciliation and partnership. 	
<ul style="list-style-type: none"> • Climate justice and inequality. 	
<ul style="list-style-type: none"> • Ecosystem regeneration. 	
4.0 Issues of Interest	
The committee will continue to monitor the following issues as prioritized by current events:	

Item	Progress
• Conservation Authority initiatives and activities, such as Carruthers Creek Watershed Plan Update and McLaughlin Bay Restoration Strategy.	
• Provincial planning initiatives.	
• Oak Ridges Moraine.	
• Greenbelt.	
• Water – groundwater, surface water, watersheds.	
• Climate change impacts, e.g. flooding.	
• Transportation developments.	
• Waterfront protection and development.	
• Nuclear Energy Management	
• Potential future airport lands.	
• Rouge National Urban Park.	
• Urban forest/naturalization strategies.	
• Trails.	
• Energy from Waste Facility.	
• Minister's Zoning Orders (MZOs).	
• Durham Community Energy Plan – Implementation Governance Task Force.	
• Large-scale fill operations.	
• Waste management and diversion.	
• Environmental or climate incentives.	
• Environmental impacts of agricultural and bioproducts producers.	
• Air quality initiatives and metrics.	
• Biodiversity.	
• Climate adaptation.	
• Greening of school grounds, and industrial and municipal properties.	
• Methane generation from livestock.	

Meeting Schedule

Due to the Committee's workload, DECAC will schedule 9 meetings for 2025. In general, meetings will take place on the third Thursday of each month. Resources (Community Growth Division and Legislative Services) will be required to accommodate the schedule and workload.

The 2025 meeting schedule is as follows:

- January 16, 2025
- February 20, 2025
- March 20, 2025
- April 10, 2025

- May 15, 2025
- June 19, 2025
- September 18, 2025
- October 16, 2025
- November 20, 2025



Durham Environment and Climate Advisory Committee

Terms of Reference

~~December 2022~~ **January 2025**

1. Goal

- 1.1 To provide advice to the Region of Durham on environmental sustainability and climate change-related impacts of Regional matters, as expressed in Regional policies and plans ~~including the Durham Regional Official Plan and climate declaration.~~

2. Mandate

- 2.1 The Durham Environment and Climate Advisory Committee (DECAC) is a volunteer Advisory Committee established by Regional Council in accordance with these Terms of Reference. Committee members are guided by these Terms of Reference.
- 2.2 The Terms of Reference provide for a balance between activities referred from a Regional department, Standing Committee, or Council and a provision for DECAC to be proactive and advise on matters identified on its own initiative.
- 2.3 Regional staff, Standing Committees, or Council may refer environmental sustainability, **climate adaptation**, and climate change-related matters to DECAC. DECAC shall report directly to the ~~Planning~~ **Community Growth** and Economic Development Committee and/or the Regional ~~Planning~~ **Community Growth** and Economic Development Department.

3. Scope of Activities

- 3.1 The scope of the DECAC may include activities such as:
- a) providing advice on environmental and climate-change related policy directions and initiatives pursued by the Region. This may include providing advice, feedback, and guidance to Regional staff and Council ~~on official plan policies through Official Plan amendments or via an Official Plan review process, or providing advice on Durham's climate change-related plans and initiatives;~~
 - b) providing advice in the identification and implementation of new or existing programs, approaches, or policies relating to the protection, sustainability,

and enhancement of natural resources and systems, and climate change adaptation and mitigation within the Region in co- operation with other organizations where appropriate. This may include investigating conservation easements, land trusts, tree planting, environmental stewardship, new provincial directions, and funding grants; or providing advice, feedback, and guidance to Regional staff and Council on Durham's climate change plans;

- c) providing advice in identifying and implementing community outreach activities which support the growth of environmental awareness and appreciation in Durham Region in co-operation with other organizations where appropriate. This may include recommending and assisting with educational workshops or homeowner guides which can be used by the public in areas such as tree cutting, fertilizer use, erosion control and general enhancement of the environment;
- d) providing advice on Regional environmental data in co-operation with other organizations where appropriate;
- e) providing advice on the state of environmental resources such as water resources and natural heritage features such as wetlands, forests, and wildlife within Durham Region in co-operation with other organizations where appropriate;
- f) appointing a member of DECAC to participate on steering committees for environmental impact studies ~~related to Regional Official Plan Amendment applications~~. In accordance with the Region's approved EIS Guideline, a DECAC representative would participate in Regionally co-ordinated EIS's and peer reviews; and
- g) at the request of Regional Standing Committees or departments, provide advice on miscellaneous matters as they arise.

4. Composition

4.1 The DECAC will be comprised of thirteen members in total, as follows:

- Ten (10) citizen members (eight (8) municipally appointed, two (2) at-large).
- One (1) Post-Secondary Student member.
- One (1) youth member.

- One (1) member of the ~~Planning~~ **Community Growth** and Economic Development Committee.
- 4.2 All members are regarded as private citizens and do not represent their respective employers or advocacy group in their capacity as a DECAC member.
- 4.3 Membership for citizen members shall correspond with the term of Regional Council. However, citizen members shall continue to serve until their replacements are appointed by Regional Council. If a member chooses to resign, the Region will seek a replacement in accordance with Section 5.
- 4.4 Membership for Post-Secondary Student members shall be up to a 4-year term, generally corresponding with the length of their college or university program.
- 4.5 Membership for youth members shall be up to a 3-year term, generally corresponding with the school year.
- 4.6 At the discretion of the DECAC, non-attendance of three consecutive meetings will be sufficient grounds for replacement.
- 4.7 DECAC will strive to maintain a high level of relevant technical expertise and competence in environmental issues within its membership.

5. Membership Selection

- 5.1 Durham Region will place an advertisement seeking individuals interested in volunteering for appointment to the DECAC. For post-secondary student and youth members, the Region shall also contact colleges, universities, and secondary schools in Durham Region to request that students be notified about the opportunity to volunteer with DECAC. Interested individuals will be required to submit an application form to the Regional Clerk outlining their interest and qualifications.
- 5.2 The Regional ~~Planning~~ **Community Growth** and Economic Development Department will review the applications received. Applications from qualified applicants will be forwarded to the respective area municipality with a request that the local Council nominate one representative. The Regional ~~Planning~~ **Community Growth** and Economic Development Department, from the remaining applications received, will nominate a sufficient number of citizen members at large in order to bring the citizen membership to ten. The Regional ~~Planning~~ **Community Growth** and Economic Development Department will also nominate a Post- Secondary Student member and a youth members from the applications received.
- 5.3 In nominating citizen members to the DECAC, regard shall be given to the aim of achieving a combination of technical experts and community representatives with knowledge of environmental and land use planning matters. Regard shall also be

given to residency within the Region and availability to attend meetings. An elaboration of the selection criteria is provided in Appendix 1 of the Terms of Reference. The nomination of members at large will help to achieve the desire of a diverse and balanced DECAC. All residents of Durham Region are eligible for membership.

5.4 In nominating a Post-Secondary Student member, consideration shall be given to the individual's interests, level of participation and knowledge of environmental issues in Durham Region and the planning process. The member must be enrolled full-time in a college or university program and express an interest in environmental matters. The relevance of their interests to the mandate of DECAC will be an important consideration. Regard shall also be given to residency within Durham Region for the school year and availability to attend meetings. An elaboration of the selection criteria is provided in Appendix 1 of the Terms of Reference.

5.5 All members of the DECAC shall be appointed by the Regional ~~Planning~~ **Community Growth** and Economic Development Committee and Regional Council.

5.6 Regional Council shall appoint a representative and an alternate to the DECAC from the members of the ~~Planning~~ **Community Growth** and Economic Development Committee. The role of the Council representative will be to champion DECAC's mandate, support and advocate DECAC's interests at ~~Planning~~ **Community Growth** and Economic Development Committee and Council meetings, and take a lead role in presenting updates to the ~~Planning~~ **Community Growth** and Economic Development Committee and Council, including, but not limited to, DECAC's annual report and workplan in partnership with DECAC's chair.

5.7 In the case of a vacancy, the approach described in Section 5 will generally be followed.

6. Officers

6.1 A chair and two vice-chairs (first and second) will be elected annually by the membership of the DECAC. The ~~Planning~~ **Community Growth** and Economic Development Committee representative will chair the inaugural DECAC meeting.

6.2 Post-Secondary Student members and youth members are not eligible to sit as chair or vice-chair.

7. Support Services

7.1 The Commissioner of ~~Planning~~ **Community Growth** and Economic Development or designate shall serve as staff liaison to the DECAC. The staff liaison will provide administrative, procedural and technical support to the DECAC.

7.2 The staff liaison will co-ordinate all requests for advice from the DECAC, through meeting agendas. DECAC responses to such requests shall be co-ordinated by the staff liaison to the **Planning Community Growth** and Economic Development Department.

7.3 The Region will provide secretarial and other support services. Regional Council will provide a budget to cover the operational expenses of the DECAC, and this budget will be administered by the **Planning Community Growth** and Economic Development Department.

8. Meetings

8.1 Regularly scheduled meetings of DECAC will be held **virtually, and/or** at the Durham Regional Headquarters. The DECAC, will establish a meeting schedule taking into account the business needs and the schedule of Regional Council and the **Planning Community Growth** and Economic Development Committee. Special meetings may be held at the call of the Chair.

8.2 Unless otherwise determined, all meetings will be open to the public. As a formal Advisory Committee to the Region, the DECAC is subject to the Regional Procedural By-law, unless otherwise specified in the Terms of Reference.

8.3 A quorum for DECAC meetings shall be a majority of the sitting DECAC members.

9. Delegations of Committee Meetings

9.1 Any person(s) wishing to appear before the DECAC as a delegate must submit a request to delegations@durham.ca, advising of the topic or item to which they wish to speak, which will then be forwarded to the staff liaison in the Regional **Planning Community Growth** and Economic Development Department. All requests for delegations must be received at least one week prior to the meeting to ensure that the delegation is included on the agenda. Any person wishing to address the DECAC as a delegate, who has not previously arranged to do so, may be granted permission to do so only by Committee resolution.

10. Minutes and Agenda

10.1 The minutes of each DECAC meeting will be approved at the following meeting. The unapproved minutes will be circulated to members of Council as part of the Council Information Package (CIP) by the Regional Clerk.

10.2 The DECAC agendas will be prepared by the staff liaison and the DECAC chair or vice-chair with input from other DECAC members. At the beginning of every meeting, the Committee shall approve its agenda.

11. Committee Resolutions

- 11.1 The DECAC will seek to achieve consensus on decisions. Recommendations are “carried” if supported by a majority. Only resolutions as they appear in the adopted Minutes may be considered as officially representing the position of the DECAC.

12. Annual Reports and Workplan

- 12.1 An annual report summarizing the activities completed in the previous year shall be prepared by the DECAC. The annual report shall be forwarded to the ~~Planning~~ **Community Growth** and Economic Development Committee.
- 12.2 An annual workplan with an estimate of the resources necessary and any suggested revisions to the Terms of Reference for the coming year shall also be prepared by the DECAC for consideration and approval by the ~~Planning~~ **Community Growth** and Economic Development Committee and Regional Council. To avoid duplication, the DECAC shall ensure that the workplan is co-ordinated with other environmental initiatives in the Region.
- 12.3 An annual review of the DECAC by the ~~Planning~~ **Community Growth** and Economic Development Committee will be completed to examine the effectiveness of the Committee and to ensure continued improvements.

Appendix 1: Membership Eligibility Criteria

1. Citizen Membership Eligibility Criteria

1.1 To facilitate the nomination and appointment of new citizen members to the DECAC, the following criteria will be considered:

A) Residency

Members should reside in Durham Region.

B) Technical Expertise

A high level of technical expertise is required within the Committee. Applicants with academic qualifications and/or work experience in environmental and climate change-related disciplines, such as, energy, housing, transportation, and conservation, will be an important consideration. Applicants are also encouraged to have experience within a range of industries, including public agencies, academia, professional and industry associations, and community and socially focused organizations, in order to bring a diverse and holistic range of perspectives to DECAC.

C) Community Representatives

Consideration shall be given to the individual's level of participation and knowledge of environmental issues and the planning process. The relevance of their interests to the mandate of DECAC will be an important consideration.

D) Availability

It is important that an applicant be able to attend as many DECAC meetings as possible and undertake work outside of the regular monthly meetings. An applicant should be able to be contacted or reached during the day in order for meetings to be arranged.

1.2 The aim is to achieve a diverse committee with a combination of technical experts and community representatives.

2. Post-Secondary Student Membership Eligibility Criteria

2.1 To facilitate the nomination and appointment of new Post-Secondary Student members to the DECAC, the following criteria will be considered:

A) Residency

Members should reside in Durham Region for the school year.

B) Education

Members must be accepted into, or enrolled in a full-time College or University program and express an interest in environmental matters.

Consideration shall be given to the individual's interests, level of participation and knowledge of environmental issues in Durham Region and the planning process.

The relevance of their interests to the mandate of DECAC will be an important consideration.

C) Availability

It is important that an applicant be able to attend as many DECAC meetings as possible and undertake work outside of the regular monthly meetings. An applicant should be able to be contacted or reached during the day in order for meetings to be arranged.

3. Youth Membership Eligibility Criteria

3.1 To facilitate the nomination and appointment of new youth members to the DECAC, the following criteria will be considered:

A) Residency

Youth members should reside in Durham Region.

B) Education

Youth members must be enrolled in Grade 10, 11, or 12 and express an interest in environmental matters.

C) Availability

It is important that an applicant be able to attend as many DECAC meetings as possible. An applicant should be able to be contacted or reached during the day in order for meetings to be arranged.

D) Letter of Reference/Support

Applicants for youth membership must include a letter of reference from their school and a letter of parental/guardian support with their expression of interest.



The Regional Municipality of Durham Report

To: Community Growth and Economic Development Committee
From: Commissioner of Community Growth and Economic Development
Report: #2025-CG-3
Date: January 7, 2025

Subject:

Durham Active Transportation Committee 2024 Annual Report and 2025 Workplan

Recommendation:

That the Community Growth and Economic Development Committee recommends to Regional Council:

- A) That Commissioner's Report #2025-CG-3 be received as the Durham Active Transportation Committee's 2024 Annual Report;
 - B) That the Durham Active Transportation Committee's 2025 Workplan be approved, as outlined in Attachment #1, to this Report; and
 - C) That a copy of this Report be forwarded to the Durham Active Transportation Committee, and the Area Municipalities.
-

Report:

1. Purpose

- 1.1 The Durham Active Transportation Committee (DATC) Terms of Reference (ToR) requires the submission of an annual report to the Community Growth and Economic Development Committee summarizing the activities of the previous year. DATC is also required to prepare a proposed Workplan for the coming year and when necessary, recommend substantive revisions to the ToR, for consideration and approval of the Community Growth and Economic Development Committee and Council.

1.2 The purpose of this report is to:

- a. Summarize the activities of the DATC from 2024; and
- b. Present the proposed 2025 Work Plan – see Attachment #1.

2. Previous Reports and Decisions

2.1 In March 2023, Council considered DATC's membership appointments for the 2023-2026 term ([#Report #2023-P-5](#)).

2.2 In January 2024, Council endorsed the DATC 2024 Workplan through [Report #2024-P-3](#).

3. 2024 Annual Report

3.1 DATC is composed of nine members, including one member of the Community Growth and Economic Development Committee. The DATC meets quarterly, with meetings typically held in March, June, October and December.

3.2 At the April 13, 2023 meeting, Ron Lalonde was elected as Chair and Connor Houston as Vice-Chair for the full term of the DATC. The DATC meets quarterly.

3.3 Membership at the end of 2024 was:

- Bob Astley (City of Oshawa);
- Marc Gibbons (Township of Scugog);
- Aisha Heywood (City of Pickering);
- Connor Houston (City of Clarington);
- Kamal Mirani (Township of Brock);
- Ron Lalonde (Town of Whitby);
- Philip Smith (Township of Uxbridge);
- Tanja Van Helsdingen (Town of Ajax);
- Councillor Rick Kerr (Community Growth and Economic Development Committee); and
- Councillor Maleeha Shahid (Community Growth and Economic Development Committee – Alternate).

Major Activities

3.4 The role of the DATC is to advise the Region of Durham on matters related to active transportation across Durham. The Committee also provides input on Regional initiatives, including its Active and Sustainable School Travel (ASST) Program and the Regional Cycling Plan (RCP).

3.5 During 2024, DATC fulfilled this role by:

- a. Receiving presentations and engaging in discussions on:
 - Durham Region's Smart Commute Program and Bike Month planning and results;
 - The Active and Sustainable School Travel (ASST) planning in Durham Region;
 - Regional active transportation data trends; and
 - Durham's Cycling Signage and Wayfinding Strategy.
- b. Providing advice and investigating various Regional issues, including:
 - Advocating for improved cycling safety on Regional cycling routes and infrastructure;
 - Commenting on existing trails, including the development of the Durham Meadoway, the North Durham Trans Canada rail trail and how to improve the overall trail system in Durham; and
 - Learning more about Share the Road Cycling Coalition's Bike Friendly Status and organizing a sub-committee to help prepare an application for status for Durham Region.

4. 2025 Workplan

4.1 The proposed 2025 DATC Workplan (Attachment #1) consists of activities, which are a priority and achievable within the calendar year. These activities are summarized into three categories:

- a. **Sustainability** – Recognize and advance Active Transportation (AT) activities related to reducing greenhouse gas emissions.
- b. **Cycling Safety and Education** – Encouraging public awareness and education on AT matters by providing advice on the identification and implementation of programs such as Vision Zero and Active and Sustainable School Travel; supporting work to help achieve and, if successful, maintain bronze-level Bike Friendly bronze-status for the Region of Durham; support area municipalities not yet designated as Bike Friendly in Durham, in collaboration with the Works Department and other stakeholders;
- c. **Infrastructure** – Supporting the implementation of multi-modal transportation options in the Region of Durham with a focus on advancing the Region's AT network as outlined in the 2017 Durham Transportation Master Plan and the 2021 Regional Cycling Plan; and

- d. **Communication and Advocacy** – Collaborating with partners on AT initiatives occurring at all government levels including the area municipalities, Waterfront Regeneration Trust, conservation authorities, Metrolinx and Health Department to raise Durham's AT profile, advance wayfinding and signage initiatives and promote a healthy lifestyle.

5. Relationship to Strategic Plan

5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

- a. Under Goal 1: Environmental Sustainability's objective: To protect the environment for the future by demonstrating leadership in sustainability and addressing climate change.

6. Conclusion

6.1 The DATC was active in supporting Regional active transportation initiatives and providing advice to the Region of Durham throughout 2024. Members should be commended for the time and commitment they have invested in the activities of the Committee and in helping to improve active transportation across the Region. Anthony Caruso acted as the Planning and Economic Development Department staff liaison over the course of 2024.

6.2 It is recommended that:

- a. This report be received as DATC's annual report on its 2024 activities;
- b. The proposed 2025 DATC Workplan be approved (Attachment #1); and
- c. A copy of this report be forwarded to the DATC and Durham's Area Municipalities.

6.3 Housekeeping changes to the Committee's ToR to reflect the new name of the Community Growth and Economic Development Committee will be made administratively.

7. Attachments

Attachment #1: 2025 DATC Workplan

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Community Growth and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



Durham Active Transportation Committee (DATC) 2025 Workplan

Scope of Activities

The following areas of Active Transportation (AT) will act as a guideline for the DATC Committee's work throughout the year. Many of the initiatives are ongoing from year-to-year, but several initiatives cover items that can be substantially achieved in 2025:

Sustainability

1. Recognize and advance AT activities related to reducing greenhouse gas emissions in the Region of Durham. Active Transportation Safety and Education.
2. Provide advice on the identification and implementation of programs, which encourage public awareness and education on AT matters, including the achievement of bronze-level Bicycle-Friendly status for the Region of Durham and any area municipalities not yet designated in Durham, in collaboration with the Works Department and other stakeholders.
3. Provide input and support for Active & Sustainable School Travel (ASST) program in some jurisdictions.
4. Promote the use of AT in the Region, especially the important role that it plays in connecting people to transit.
5. Recognize the differing AT needs of commuters and recreational users within the urban and rural areas.

Infrastructure & Policy

6. Continue to advance the Regional Trail Network (RTN) as a key transportation and tourism component of the AT network based on various requests and initiatives in partnership with Planning and Economic Development, Health and Works Department staff and area municipal partners.
7. Support the implementation of multi-modal transportation options in the Region of Durham with a focus on advancing the Region's AT network as outlined in the 2017 Durham Transportation Master Plan and the Regional Cycling Plan 2021.
8. Assist in providing support to the Durham Meadoway as it advances to the Preliminary Design stage, the Cycling Wayfinding and Signage Strategy implementation and input on area municipal Active Transportation Plans.

9. Support the Region with future active transportation grant funding opportunities as they become available – both federal and provincial

Communications and Advocacy

10. Coordinate efforts to advance the shared goals of the various area municipal AT committees.
11. Collaborate with partners on AT initiatives occurring at all government levels, including: Waterfront Regeneration Trust (Great Lakes Waterfront Trail), Smart Mobility Durham, the Active and Sustainable School Travel program, the Durham Meadoway, the Greenbelt Cycling Route, Trans Canada Trail Route across Durham, June Bike Month, and Health Department.
12. Provide advice to Regional Council on legislative matters, programming, and policies from all levels of government related to AT.
13. Identify and advance initiatives to improve communication and collaboration between the Region and existing area municipal Active Transportation Committees.
14. Provide advice on AT matters related to Vision Zero and Complete Streets initiatives, as well as mid-block crossings to improve safety on Regional road infrastructure.
15. Continued discussions with Metrolinx (Major Transit Station Areas policy directive) and the Region's Transit-Oriented Development (TOD) Office with the goal of increasing AT as a viable option to arrive at GO Transit Stations.
16. Support the Region to obtain and then maintain Share the Road Cycling Coalition designation of "Bicycle Friendly Community Status".
17. Provide input to Regional staff on the development of a Region-wide cycling map viewer, and support updates to Regional Trail Network and Durham Trails mapping.
18. Develop a logo for the DATC.

2025 Meeting Dates

- March 6, 2025
- June 12, 2025
- September 11, 2025
- December 11, 2025



The Regional Municipality of Durham Report

To: Community Growth and Economic Development Committee
From: Commissioner of Community Growth and Economic Development
Report: #2025-EDT-1
Date: January 7, 2025

Subject:

2024 North Durham Building Business Forum

Recommendation:

That the Community Growth and Economic Development Committee recommends:

That this report be received for information.

Report:

1. Purpose

- 1.1 The purpose of the report is to provide an overview of the North Durham Building Business Forum event that was held on October 22, 2024.

2. Background

- 2.1 The Agriculture and Rural Economic Development Section of the Economic Development and Tourism Division (Invest Durham) delivers economic development programming and initiatives in the Townships of Brock, Scugog and Uxbridge (north Durham).
- 2.2 This team led the planning and implementation of the 2024 North Durham Building Business Forum to bring together entrepreneurs and small business owners from across north Durham to create connections, share useful information and knowledge to help them grow, and to provide information on business services and supports from Durham Region business support organizations.

3. Previous Reports and Decisions

- 3.1 The 2023-2027 Growing North Durham: Rural Economic Development Action Plan was received by the Planning and Economic Development Committee on February 7, 2023 ([Report 2023-EDT-2](#)).
- a. The re-introduction and hosting of the North Durham Building Business Forum was a key action identified under the “Support Entrepreneurship” goal of the [plan](#).
- 3.2 The 2023 North Durham Building Business Forum was held on November 14, 2023 ([Report 2024-EDT-3](#)).

4. North Durham Building Business Forum

- 4.1 The 2024 North Durham Building Business Forum was held in-person on October 22, 2024, from 4 to 8 p.m. at the Mississaugas of Scugog Island First Nation Health and Resource Centre.
- 4.2 The event welcomed 114 attendees from a wide range of commercial and home-based businesses, business support organizations and north Durham municipalities (staff and members of Council).
- 4.3 Attendees were served a plated dinner showcasing local ingredients, prepared by a Brock-based caterer.
- 4.4 Kim Wheatley, Ojibwe Anishinaabe grandmother from Shawanaga First Nation, and a member of the Turtle Clan, led a Smudging Ceremony.
- 4.5 The primary goals of the event were to build knowledge and capacity amongst north Durham business leaders by organizing useful and informative speaking sessions aligned with goal areas and actions in the Growing North Durham Plan (“Welcome New and Diverse Businesses” and “Foster the Innovation Economy” goal areas); facilitate networking opportunities for attendees; and provide businesses with valuable information on support services available from local and regional business support organizations.

4.6 The following elements were built into the event to help achieve the desired goals:

a. Speaking Sessions

- Navigating the Artificial Intelligence (AI) Landscape: Understanding Opportunities & Risks for Small and Medium-Sized Enterprises – Keynote session delivered by Dr. Peter Lewis, Canada Research Chair in Trustworthy AI, Ontario Tech University
- Beyond Compliance: Leading with Inclusion in the Workplace – Panel discussion moderated by Allison Hector-Alexander, Director, Diversity, Equity and Inclusion, Region of Durham, featuring the following panelists: Anthony Lue, athlete, speaker and accessibility consultant; Dr. Meghann Lloyd, Professor at Ontario Tech University, Senior Associate at Grandview Children's Centre, and member of Durham Region Accessibility Advisory Committee; and Terry Vos, Owner, Vos' Your Independent Grocer and Board Member, North Durham Chamber of Commerce

- b. **Networking Opportunities:** Attendees were offered the opportunity to network with other entrepreneurs, small business owners and support staff at multiple points throughout the event. The number of opportunities were increased this year, based on feedback received after the 2023 event.
- c. **Business Support Organization Tradeshow:** More than ten business support organizations with a presence in Durham Region set up information booths at the event, allowing attendees to learn about the services they offer, ask questions, and connect with staff.

4.7 Following the event, a post event survey was circulated to attendees. Key highlights include:

- 95% of respondents said that the event met or exceeded expectations.
- 95% of respondents reported being satisfied or very satisfied with the format of the event.
- 71% of respondents said they would 'definitely attend' another North Durham Building Business Forum. An additional 22% said they would 'probably attend' another.

5. Relationship to Strategic Plan

5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham region Strategic Plan:

- a. Economic Prosperity: To build a strong and resilient economy that maximizes opportunities for business and employment growth, innovation and partnership.
 - 3.1 Position Durham Region as the location of choice for business
 - 3.2 Leverage Durham's prime geography, social infrastructure, and strong partnerships to foster economic growth.

6. Conclusion

- 6.1 The 2024 North Durham Building Business Forum was successful in bringing together north Durham business leaders to share knowledge, ideas, resources and information.
- 6.2 The Agriculture and Rural Economic Development Section will continue to focus on delivering on the goals of the Growing North Durham Plan in 2025 and will explore other actions to foster north Durham's entrepreneurial ecosystem.
- 6.3 This report will be circulated to the Townships of Brock, Scugog and Uxbridge.

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Community Growth and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



The Regional Municipality of Durham Report

To: Community Growth and Economic Development Committee
From: Commissioner of Community Growth and Economic Development
Report: #2025-EDT-2
Date: January 7, 2025

Subject:

Gather at the Farm 2024 Agri-Food Marketing Campaign

Recommendation:

That the Community Growth and Economic Development Committee recommends:

That this report be received for information.

Report:

1. Purpose

- 1.1 The purpose of this report is to provide Members of the Community Growth and Economic Development committee with a brief overview of the Region's Economic Development and Tourism Division October 2024 marketing campaign, "Gather at the Farm."

2. Background

- 2.1 The Economic Development and Tourism division collaborates with Durham Farm Fresh (DFF) to promote agri-food and visiting local farms to residents and visitors.
- 2.2 The Gather at the Farm Campaign (the Campaign) is the second annual campaign of this kind. It encourages visitation to farms in Durham Region to purchase local food and participation in lively fall-themed events.

3. Previous Reports and Decisions

3.1 [#2024-EDT-6](#) – Gather at the Farm 2023 Agri-Food Marketing Campaign

4. Campaign Details and Results

4.1 The Campaign relied on in-house staff resources for development, management, graphic design, social media programming, e-newsletters, and communications strategies. The Campaign also leveraged external resources such as social media influencers, our partnership with DFF, media appearances, and an existing partnership with the Culinary Tourism Alliance and Destination Ontario to deliver this campaign to more than 21,000,000 viewers.

4.2 The Campaign included:

- a. Paid Search campaign within Google and Bing;
- b. Paid Digital display ads;
- c. Paid Meta (Facebook and Instagram) campaign;
- d. Organic social media campaign;
- e. Paid Influencer social media campaign;
- f. Social media contest;
- g. On-farm attendance based contest;
- h. E-newsletter features;
- i. Two television appearances;
- j. News release;
- k. Blog post;
- l. Metroland column;
- m. Culinary activation at the Barrett Centre of Innovation in Sustainable Urban Agriculture (Durham College Ajax Farm) organized in collaboration with DFF;
- n. Culinary Tourism Alliance (CTA) blog and advertising partnership with Destination Ontario (DO); and
- o. Campaign landing page with map to farms and information about activities, events, and on-farm stores.

4.3 The Campaign achieved the following results:

- a. At least 833,176 digital impressions of Durham Tourism owned content;
- b. 21,000,000 impressions of the Campaign through the Culinary Tourism Alliance and Destination Ontario;
- c. 14,953 Durham Tourism landing page views; and
- d. At least 13,000 clicks.

- 4.4 Additional impressions which are not quantifiable include television views, poster views, impressions of influencer content, and media placements reach.

5. New Campaign Features

- 5.1 A new feature of the Gather campaign included a contest to drive attendance. This contest required people to see the digital campaign, visit a farm, and scan a QR code on a poster to enter for a chance to win a night at the Piano Inn in Port Perry, as well as gift cards to farm and culinary destinations in north Durham. This resulted in 173 contest entries, and 140 new Durham Tourism e-newsletter registrations.
- 5.2 An on-farm activation at the Barrett Centre of Innovation in Sustainable Urban Agriculture included a culinary demonstration with Chef Alex Page, a local food advocate. This on-farm activation had approximately 150 attendees who learned about urban agriculture and the benefits of cooking with local ingredients.
- 5.3 Through an existing partnership with Culinary Tourism Alliance, a [blog post](#) featured “Flavourful fall escapes 90 minutes from Toronto.” This content was used in a Destination Ontario partnership campaign which resulted in more than 21,000,000 views, reported to Durham Tourism staff as one of the best performing articles Destination Ontario has ever seen. The blog post received 47,740 views. Additional content included promotion of unique fall experiences, and apple picking.

6. Financial Implications

- 6.1 The total cost of the Campaign was \$12,151.00 which was sourced from the approved 2024 Economic Development and Tourism Division budget.

7. Relationship to Strategic Plan

- 7.1 This report aligns with/addresses the following strategic goals and priorities in the Durham region Strategic Plan:
- a. Goal 3.2: Leverage Durham’s prime geography, social infrastructure, and strong partnerships to foster economic growth;
 - b. Goal 3.4: Capitalize on Durham’s strengths in key economic sectors to attract high-quality jobs; and
 - c. Goal 3.5: Provide a supportive environment for agriculture and agri-food industries.

8. Conclusion

- 8.1 The Gather at the Farm campaign reached a wide audience of potential visitors through digital media to promote opportunities to visit farms with local food or agri-tourism experiences in Durham Region in the fall season, building awareness of Durham as a place with a strong local food offering while supporting economic vitality for agri-food producers.
- 8.2 Economic Development and Tourism Division staff will continue to collaborate with Durham Farm Fresh to create strategies and campaigns that promote agri-food and on-farm experiences to residents and visitors.

9. Attachments

Attachment #1: Gather at the Farm materials and placements.

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP
Commissioner of Community Growth and
Economic Development

Recommended for Presentation to Committee

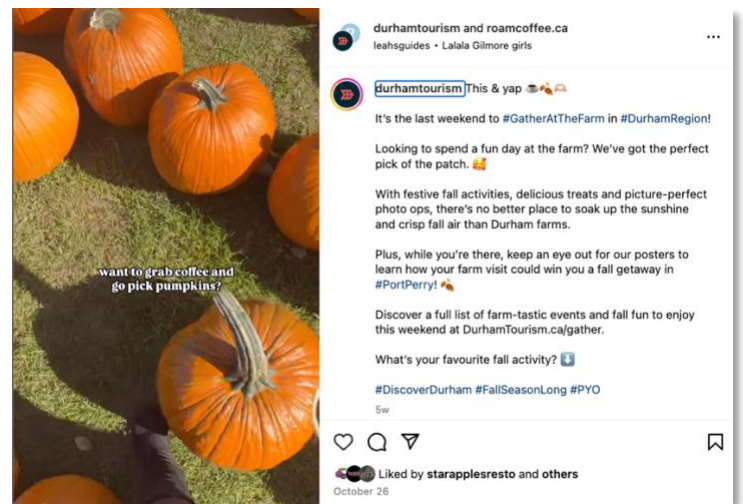
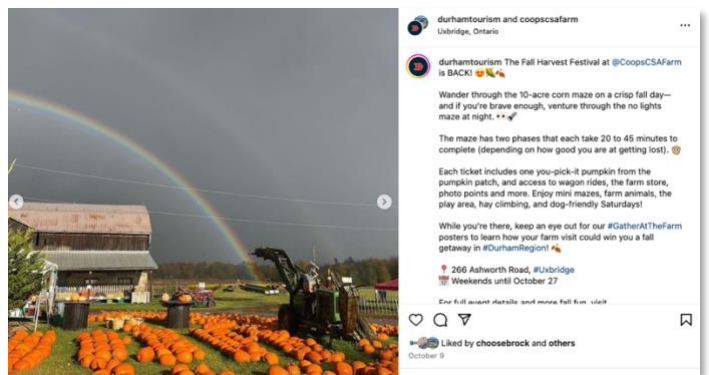
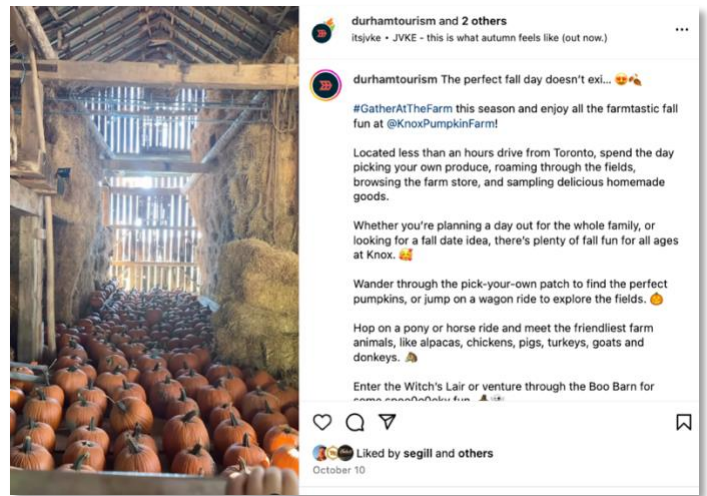
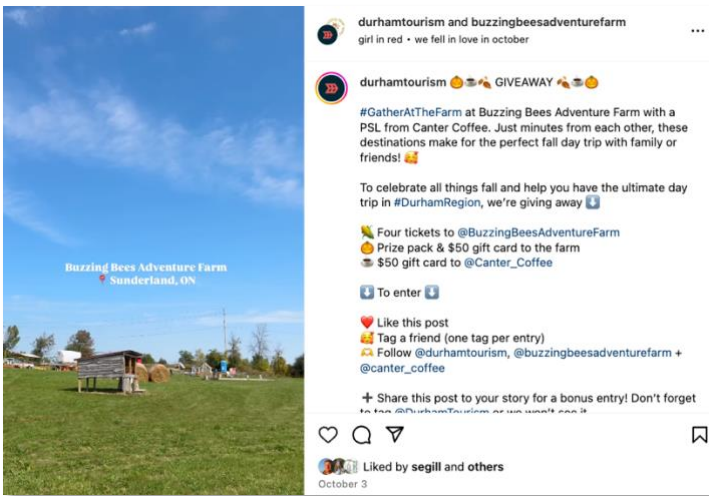
Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



Gather at the farm map, digital assets and contest poster





Gather at the farm sample Durham Tourism social media posts



Gather at the farm
sample influencer social
media content





Culinary Activation at Barrett Centre and Culinary Tourism Alliance/Destination Ontario Campaign materials

Destination Ontario with Ontario Culinary.
Paid Partnership · August 13 ·

Durham Region's "Gather at the Farm" event has put together a series of fall activities for the whole family! Pack the car and set the GPS for one of these twelve great fall farm adventures.

GATHER AT THE FARM IN DURHAM REGION

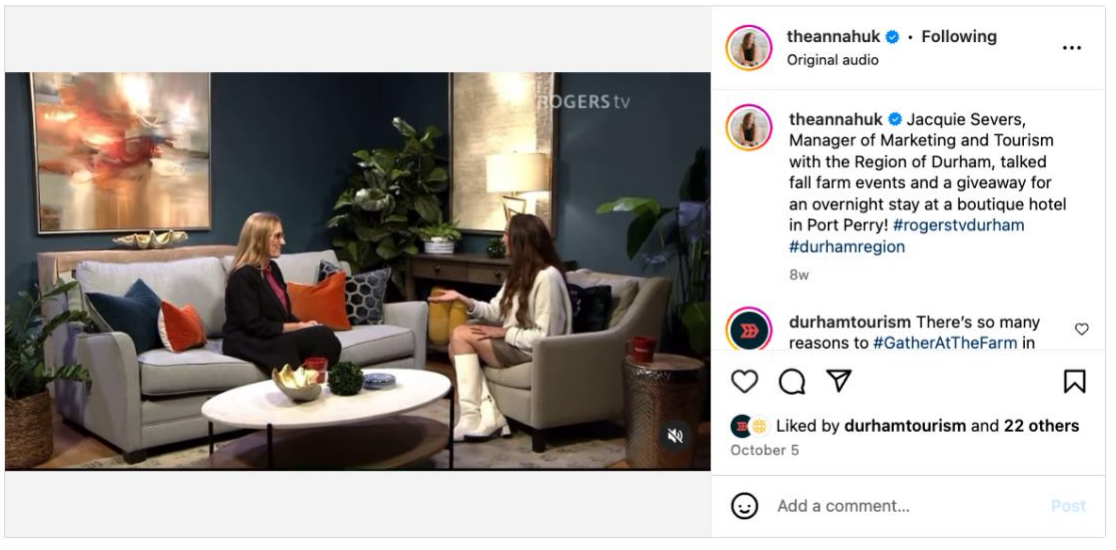
Located directly east of the GTA, Durham Region is a huge area that stretches eastward from Pickering to Newtonville, and northward from Lake Ontario to Beaverton on the shores of Lake Simcoe.

There is an overwhelming amount of fall goodness to be had in the area, but luckily, you can find a round-up of all the fall fun in Durham Region on the [Gather at the Farm website](#). Grab your kiddos or your besties (or both!) and set the GPS for one of these great fall farm adventures:

PINGLE'S FARM FALL HARVEST FESTIVAL

Where: 1805 Taunton Rd, Hampton, ON. ([View Map](#))





Gather at the farm media appearances