



C a l e d o n C o u n t r y s i d e A l l i a n c e

Caledon Countryside Alliance's Accomplishments

The Caledon Countryside Alliance (CCA) began during 1997 as a group of local residents who got together weekly to hike and to talk about local, regional, provincial, national and international environment issues during the fall winter and spring months. That hiking group continues to meet weekly.

From the hiking group, it was decided to start the Caledon Speaker Series and to send around emails on pressing issues. On November 9, 1998, the group received letters patent and become an Ontario Corporation under the name of Caledon Countryside Alliance. The three founders and inaugural board members were Nicola Ross, Jan Hannah and Neil Bird supported by many other engaged residents in Caledon and the Headwaters Region.

The organization built up community support over the next three years, while continuing community based education and events to build awareness for countryside preservation.

In May 2001, the CCA was awarded a three year Ontario Trillium Foundation Grant to reduce Caledon's Ecological Footprint. In March 2005, the CCA was awarded a second three year Ontario Trillium Foundation (OTF) Grant to build and enhance the organizations capacity to develop and deliver innovative community conservation programs that engage local residents in making Caledon a more environmentally sustainable Community.

From these OTF grants, the CCA has been able to develop and deliver membership and community programs. The CCA has been able to seek additional sources of funding from local, regional, provincial and federal governments for specific programs. The CCA has been able to raise community money through donations and memberships. The CCA has been able to partner with other organizations to deliver innovative leading edge community programs and events that have enriched our community beyond what could have been imagined less than ten years ago.

P.O. BOX 69 STN. INGLEWOOD, CALEDON ON, L7C 3L6

Tel: (905) 584-6221 Email: cca@caledoncountyside.org

Website: www.caledoncountyside.org

Artwork supplied by Lyndia Terre©

Page 1 of 7

Caledon Countryside Alliance

1. Awards Received by the Caledon Countryside Alliance

- Foundation for Rural Living, 7th Annual Awards of Rural Excellence, “**Outstanding Rural Youth Achievement**”, Weedgee Kidz™ Project, April 2006.
- Credit Valley Conservation, Friends of the Credit, **Conservation Award of Merit**, October 2004, Weedgee Kidz™ Project “For educating residents about alternative lawn care in an innovative manner”.
- TVO Ontario, Studio Two Contest, the **Greenest Town in Ontario** Award for the Town of Caledon, Earth Day, 2004.
- Ontario Trillium Foundation, **Great Grant Finalist – Environment Category** for the Caledon Countryside Alliance, November 2003.
- TVO Ontario, Studio Two Contest, the **Greenest Town in Ontario** Award for the Town of Caledon, 2004 (based on a nomination by the CCA and an evaluation that included innovative programs like the Weedgee Kidz), Spring 2003.
- Foundation for Rural Living, 4th Annual Awards of Rural Excellence, “**Excellence in Community Leadership**” Caledon Countryside Alliance, October 2002.

2. Community Programs of the Caledon Countryside Alliance

2.1 Ecological Footprint Project for Caledon and Headwaters – Milestones 2001 to 2007

Beginning in 2001, this project encouraged residents in Caledon and Headwaters to reduce their ecological footprint. At the completion of Phase 1 of the project in 2004, 1000 residents from Caledon and Headwaters had pledged to reduce their Ecological Footprint. Through workshops, events and special presentations, many local residents and organizations in Peel and Headwaters Region learned about the concept. To encourage residents and help them with the reduction, the CCA introduced several programs to make the process easier.

C a l e d o n C o u n t r y s i d e A l l i a n c e

The programs are as follows:

- Caledon Countryside Alliance Membership Programs including the *Caledon Speaker Series*, Weekly Hikes, e-News, voice for countryside preservation and the environment during community consultations and community events;
- The *Buy Local Guide and Program* was launched spring 2002 to help make local food and shopping choices easier. This Guide led to the CCA to start working with others in Otario on the creation and *Building a Local Food System*;
- The *Weedgee Kidz™* Program was launched summer 2002 to help residents get their lawns off drugs. It is a partnership between Healthy Lawns, Healthy People and the Citizens for a Clean Caledon. This innovative program has youth leadership and empowerment at it very foundation;
- *Step Up to Kyoto* program was launched in 2002-2003 to encourage residents to reduce their energy consumption with a pledge based program to take simple actions such as changing light bulbs and driving less;
- *Clean Air Clean Energy* is a series of articles produced to increase awareness of energy issues and climate change. This project is in cooperation with Richard Erlich and the Citizens for a Clean Caledon. Articles are printed in the local papers and featured on the CCA's website;
- The *Caledon Dufferin REEP* (Residential Energy Efficiency Project) was launched January 2004 in partnership with the Elora Centre for Environmental Excellence. The program ensures local evaluators are available to conduct home energy audits. From January 2004 until March 2007, REEP delivered the energuide audits and grant program through the Federal Government. Since April 1, 2007, REEP has been delivering the new ecoENERGY program from the Federal Government;
- *Environmental Issues in Caledon Survey* completed in January 2004 to establish baseline monitoring of environmental attitudes and practices in Caledon. A follow-up survey is being completed during 2007;
- *Idle Free Caledon* was launched in 2004/2005 to encourage local residents, schools and businesses to make Caledon an Idle Free Town. The program began with work in local schools. Currently the CCA has partnered with the Town of Caledon to make Idle Free signs available for Caledon's public facilities, schools and local businesses or residents;

Caledon Countryside Alliance

- *Caledon Community Map* was launched in 2006 to map Caledon's natural and cultural heritage. The project is a three way partnership with the Caledon Environmental Advisory Committee (CEAC), Heritage Caledon and the CCA. The printed map will be released June 2007; and,
- *Sustainable Caledon* is being launch during 2007 to ensure that the four pillars of sustainability (environment, economy, social and cultural) of sustainability are at the foundation of all work in Caledon.

2.2 Weedgee Kidz™ Program - Milestones from 2002 to 2007

- Completion of 1300 home owner visits in Caledon from 2002 to 2006 with a percentage of follow-up surveys. Visits are currently underway for the 2007 season.
- Organized and held 12 local community events including the Dandelion Festival and Virtual Organic Lawn and Garden Tour and Children's Garden Days.
- Attended 26 additional community events
- Created 17 summer jobs
- Completed over 1200 volunteer hours
- Started a pilot projects in the City of Toronto in 2005 with the Humber Arboretum and the City of Mississauga in 2006 with EcoSource.
- Partnered with the Conservation Council and the Town of Caledon to deliver a pilot *Doors Closed* project in Caledon during the summer of 2006
- Selected to do a presentation and a poster presentation for the 15th Annual International Federation of Organic Agricultural Movements (IFOAM) Conference in Adelaide Australia, September 2005 on the Weedgee Kidz™ and community based social marketing
- Trade mark process for the Weedgee Kidz™ name and concept was completed in December 2006.

2.3 Buy Local and Building a Local Food System Programs - Milestones from 2002 to 2007

- Produced and distribution the Buy Local Guide for Headwaters Region in 2002;
- Organized four major local food events/conferences for the "Annual Local Food Conference" which attracts 100 participants to a day long event and an equal number to an evening or special event:

Caledon Countryside Alliance

1. **“Buy Local, Sell Local, Eat Local”** sponsored by and organized for the Toronto Food Policy Council), April 2003
 2. **“Buy Local, Sell Local, Eat Local – Community Farmers Markets”** (Keynote Speaker: Tom Strumalo from New York City’s Greenmarkets) organized and co-sponsored with the Toronto Food Policy Council, February 2004
 3. **“Farm Folk, City Folk – How New Alliances Can Bring Local Food to the Table”** (Keynote Speaker: Fred Kirschenman from the Leopold Centre and North America’s leading local food advocate) organized and co-sponsored with the Toronto Food Policy Council, November 2005. This event included two sessions at the Royal Winter Fair and a day long conference.
 4. **“Local Success from London and the UK”** (Keynote Speaker: Jeanette Longfield from London England for sessions at the Royal Winter Fair, Toronto and Caledon). **“Farm Folk, City Folk- What Does Local Food Really Mean? Getting Down to Business with Local Jobs, Sales and Economic Development”** (Keynote Speakers: Glenys Babcock from Ipsos Reid and Mike Hamm from University of Michigan for a full day conference at Black Creek Pioneer Village). Organized by the CCA in conjunction with an organizing committee from the four sponsorship groups: Toronto Food Policy Council, CCA, Local Flavour Plus and GTA Agricultural Action Committee.
- Partnership with the Region of Peel’s Health and Planning Departments, Peel Agricultural Advisory Community, the Peel Federation of Agriculture, and the three municipalities to produce a **“Grown in Peel”** or “Farm Fresh Map” for Peel Region. Map was launched for the 2006 Season and will be published annually by the partnership. The 2007 edition was released this spring.
 - Partnership with the Region of Peel’s Health and Planning Departments, Peel Agricultural Advisory Community, the Peel Federation of Agriculture to consider how to develop a Peel Food Policy Council for the Region of Peel.
 - Launching a new Eat Local Campaign for Caledon in 2007 with a Eat Local Challenge during the second week of September.

2.4 Caledon-Dufferin REEP (Residential Energy Efficiency Program) - Program Milestones from 2004 to 2007

- Licensed by the Federal Government to provide home energy evaluations in the Town of Caledon and Dufferin County with the Elora Centre for Environmental Excellence and the Green Community Association under the banner of the Caledon Dufferin REEP;

Caledon Countryside Alliance

- From January 2004 to October 2005, 238 “A” Evaluations and 29 “B” Evaluations were completed with a total of reduction of 79,364 kg of CO₂ from evaluations action and a total return of \$18,898 Federal Retrofit Incentives delivered to homeowners (average of \$750 per homeowner). This program officially ended March 31, 2007 and total program numbers are being calculated.
- Residential energy evaluation program continued to be offered from May 12, 2006 to March 31, 2007 for local residents interested in improving the energy efficiency of homes.
- New ecoENERGY program from the Federal Government was launched on April 1, 2007 with the Elora Centre as part of the Caledon Dufferin REEP. This program provides home energy evaluations for Caledon and Dufferin residents and enables them to qualify for Federal Government subsidies for improving the energy efficiency of their home.

2.5 Idle Free Caledon - Milestones from 2004 to 2007

- *Idle Free School Zones* was launched in 2004/2005 to encourage local schools to decrease idling in the bus and drop off zones. All nineteen schools in Caledon were approached and several participated in an extensive program to improve idling. In 2007 a couple of those schools have asked for more signs and further work. In conjunction with the Environmental Progress Office at the Town of Caledon, the CCA will be completing further work in the schools subject to funding proposals.
- Currently the CCA has partnered with the Town of Caledon to make Idle Free signs available for Caledon’s public facilities, schools and local businesses or residents.

2.6 Caledon Community Map – Milestones from 2006 to 2007

- *Caledon Community Map* was launched in 2006 to map Caledon’s natural and cultural heritage. The project is a three way partnership with the Caledon Environmental Advisory Committee (CEAC), Heritage Caledon and the CCA.
- The map is a combination of information collected from community meetings, resident responses and the graphic interpretation of this information by two well known local artists. One artist completed the map and the other did sketches of the points of interest.
- The printed map will be released June 2007. Approximately 10,000 copies will be available for distribution to current residents, newcomers and school children.
- The web version of the map will be completed in 2007/2008 and it will allow additional stories, points of interest and other information that physically could not fit on the paper map.

Caledon Countryside Alliance

2.7 Additional Activities – Milestones from 2001 to 2007

- The CCA's programs are open to all members of the public. For the purposes of funding and for showing support, CCA members are asked for membership payment, donations and to endorse activities. The hiking group, speaker series, e-news, and responses to public consultations are considered membership programs and the founding programs. There is a core of interested volunteers who donate time and effort within the program areas to help ensure success. An additional group forms the CCA's Board of Directors. An additional group still forms the hiking group. Each of these individuals and these groups are integral to the success of the CCA and its work.
- In November 2000, the CCA organized the **EAC 2000 Conference** (Growth and Resource Sustainability and the Role of EAC's in Ontario) on behalf of the Environment Advisory Councils (EAC) of Ontario.
- In October 2002, the CCA organized an art exhibit and sale over 4 days with an environmental theme called "**Disappearing Landscapes**". With more than 100 provocative images by 50 Ontario artists and photographers with a stirring tale of: Our landscapes are worth protecting. Special night with appetizers prepared with local food by some of Headwater's finest chefs.
- The **Caledon Speaker Series** has always drawn a lively crowd of interested and engaged local residents from Caledon, Headwaters, and other local municipalities to the north west of the GTA. Some of the highlights of the speaker series are: David Suzuki (2000 and 2006); Bob McDonald; An Inconvenient Truth Screening; Jeanette Longfield; Patrick Carson/Melissa Watson/ Elbert van Donkersgoed; End of Suburbia Screening and Panel Discussion; Forestry Stewardship Council; Nicola Ross on Spain, Environmental Action for Elections by Lois Corbett; and many others.
- The CCA sponsored the Environment Cup of the Caledon Tri-Cool Community Triathlon Championships during the two years the trophy was given out in 2005 and 2006.
- In April 2006, the CCA was the chief organizer and co-sponsor with Metalon Technologies Inc of the "**CALEDON HOUSING DESIGN EXPO 2006 – Showcasing innovations in sustainable community & housing design**". This day long event included: a design expo, displays, keynote speakers, all for over 100 attendees.