



Staff Report

Operations – Sustainability & Solid Waste

Report To: COW - Operations, Planning and Building Services
Meeting Date: April 29, 2025
Report Number: OPS.25.008
Title: 2024 Future Story Report Card
Prepared by: Nicholas Cloet, Sustainability Coordinator

A. Recommendations

THAT Council receive Staff Report OPS.25.008, entitled “2024 Future Story Report Card”;

AND THAT Council direct staff to finalize the 2024 Future Story Report Card with any minor updates requested by Council, and publish to the Town’s website and communications channels to circulate with the public.

B. Overview

The Future Story is the Town’s Integrated Community Sustainability Plan (Plan), completed in late 2022. Action 20 of the Plan includes the review of implementation through the release of an annual report card. This is the second Future Story Report Card to be released. This Report Card includes activities undertaken in the year of 2024 and planned activities for 2025 to implement The Blue Mountains Future Story.

C. Background

[The Blue Mountains Future Story](#) provides a detailed description of the four big moves and the and 20 Bold Actions that intend to move the community toward a desired future. The Big Moves include:

1. Create Climate Solutions;
2. Build Sustainable Neighbourhoods;
3. Grow an Innovative and Thriving Community; and
4. Collaborate and Take Action.

The plan consists of an implementation framework that is built upon the following three principles: collaboration, progress, and reflection. Reflecting on the second full year of implementation allows staff and the community to consider progress made on the anticipated actions and next steps to implement the Town’s Future Story.

This Report Card builds on the template developed in March 2024 for the Town's first Future Story Report Card in [CSOPS.24.020 Future Story Implementation Report Card Follow-Up](#) by adding a new summary table of all 20 Bold Actions, referred to as the Future Story Strategic Alignment Summary (Attachment 1). This summary was adapted to follow the Town's new strategic framework reporting template which aims to increase accountability and transparency through enhanced communication to the public.

In addition, this staff report includes the updated 2024 Future Story Report Card in Attachment 2, following the same template as was used for the first Report Card in 2023.

D. Analysis

The Future Story Report Card covers the one-year period of Future Story implementation from January to December 2024. This progress adds to the work between July 2022 and December 2023, which was covered in [CSOPS.24.020 Future Story Implementation Report Card Follow-Up](#).

TBM Future Story includes a five-year implementation plan, with 20 Bold Actions and 137 Key Steps. The Key Steps are important guiding actions that were identified in 2022, but as circumstances, community focus and/or external funding opportunities change, flexibility to implement the plan's Key Steps will be needed. The new summary table in the 2024 Report Card, and commentary beside each Key Step on specific Bold Action pages, aim to describe any changes in direction or challenges faced for specific Key Steps as originally imagined when the plan was first written. Staff will also consider feedback on priorities that may be received from Council upon periodic review of the annual Report Cards. A fulsome update to TBM Future Story will occur closer to the plan's 5-year anniversary in 2027 to define a subsequent 5-year implementation period that will build upon and learn from experiences gained from the first Future Story plan.

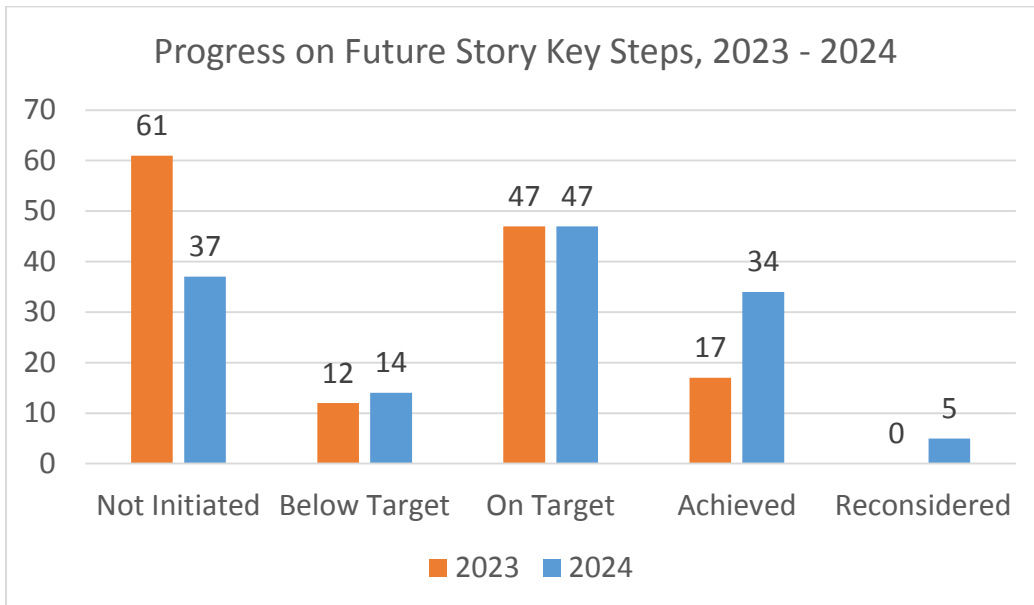
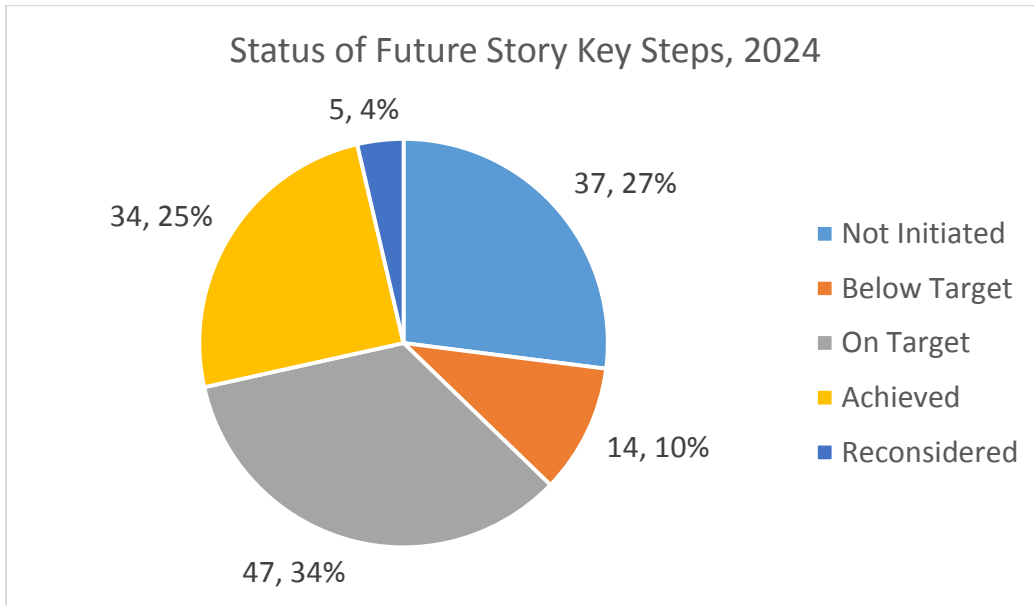
The Blue Mountains Future Story 2024 Report Card is included in Attachment 2. The Report Card begins with some opening remarks and figures describing progress made, then provides a summary table of the 20 Bold Actions – a new addition building on the first Report Card, to add more context and description for readers, and then provides progress indicators for 'Achieved', 'In Progress', 'Below Target', 'Not Initiated' or 'Reconsidered' (a new sub-category within Not Initiated, described further below) for each of the Key Steps under each Bold Action.

TBM Future Story has a 5-year implementation horizon. The following is a high-level summary of progress made since implementation of TBM Future Story began in July 2022 until the end of the reporting period in December 2024 for all of the plan's 137 Key Steps:

- 25% (34) were Achieved, up from 12% in 2023
- 60% (81 of 137) were On Target or Achieved, up from 47% in 2023
- 41% (56 of 137) were Below Target or Not Initiated (including Reconsidered), down from 53% in 2023.

Not all Key Steps will take the same level of effort or resourcing, but at a high level, these figures demonstrate the progress that was made in 2024. There has been a clear progression

from 'Not Initiated' into 'Below Target' or 'On Target', and from these in-progress categories into the 'Achieved' category, for the 2024 reporting period.



The 'Reconsidered' category has been introduced to capture Key Steps that are almost certainly obsolete and as a result will not be accomplished. In this case, these five Key Steps are all under Bold Action 18, Establish a community sustainability organization/network to champion sustainability efforts in the community. This Bold Action was written with good intentions – to formalize a structure or form a new organization to foster collaboration between local non-profit organizations to support the sustainability plan; however, feedback from members of the local and regional non-profit community at a Friday, October 27, 2023 workshop led by the Institute of Southern Georgian Bay expressed a clear lack of interest in creating a new

sustainability organization or round table. These stakeholders and their organizations already have their own clear areas of interest, and collaboration between these stakeholders already happens organically and at events such as those run by the Institute, other non-profit organizations, or by the Town. The Town will continue to support collaboration between local sustainability stakeholders with Town-led initiatives (e.g. the Town's annual Sustainability Summit), through topic-specific task forces or meetings led by the Town (e.g. an upcoming Circular Economy task force or working group), and with support offered to community-led initiatives (e.g. the Green Economy Hub pilot project). There may be opportunities for youth engagement arising from the Youth Climate Action Fund to align with the underlying theme of Bold Action 18 – to improve connectivity between youth and the Town, and involve youth in implementing TBM Future Story; however, the specific Key Steps to establish a formal organization are most likely not going to be implemented.

The Town's sustainability team regularly undertakes some initiatives that are not explicitly identified in TBM Future Story, but which align closely with the Goals and overarching objectives of the Future Story plan, including: running the annual Environmental Sustainability Fund, and more recently the Youth Climate Action Fund; promoting and supporting Pitch-In Week community-led litter cleanups; and fulfilling new bi-annual Federal reporting requirements for landfill GHG emissions.

Staff also regularly seek external funding opportunities, recognition or awards; for example, in early 2025, the Town applied to the Climate Resilient Infrastructure Service (CRIS) to potentially enhance the East Side Water Storage project with climate mitigation and adaptation expertise at no financial cost or commitment for the Town. Town staff also participated in training to better understand free flood risk planning tools available to municipalities, which are not explicitly mentioned in the Key Steps but may nevertheless contribute to the Town's resilience to climate change, in close alignment with Bold Actions 3 and 4.

As always, staff encourage anyone with questions about specific Bold Actions or Key Steps, or with questions or ideas pertaining generally to sustainability in The Blue Mountains, to reach out to sustainability@thebluemountains.ca.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

F. Environmental Impacts

The vision of the Future Story is: “The Blue Mountains’ communities are world-renowned as stewards of a healthy environment and as champions of well-being, sociocultural diversity, innovation, and regeneration to become the best place to live, work, and play for future generations.” Continued implementation and review of the Plan will work towards achieving the goals under natural environment, built environment, economy, community and culture, social well-being, and governance.

G. Financial Impacts

Implementation is supported primarily by staff effort and the approved annual sustainability operational budget. Funding requests have so far occurred through the annual budget process. In 2024, 90.5% of the sustainability operational budget was spent to implement The Blue Mountains Future Story. This shortfall in spending was largely due to the Youth Climate Action Fund (YCAF) program, which distributed \$52,200 to local and regional youth-led climate action projects and provided \$13,313 to cover the Town’s administration of the fund.

H. In Consultation With

Tim Hendry, Director of Strategic Initiatives

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Nicholas Cloet, Sustainability Coordinator sustainability@thebluemountains.ca.

J. Attached

1. Future Story Strategic Alignment Summary
2. The Blue Mountains Future Story 2024 Report Card

Respectfully submitted,

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Jeffery Fletcher,
Manager of Sustainability & Solid Waste

Alan Pacheco
Director of Operations

For more information, please contact:
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Report Approval Details

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| Document Title: | OPS.25.008 2024 Future Story Report Card.docx |
| Attachments: | - Attachment 1 Future Story Strategic Alignment Summary.pdf - Attachment 2 The Blue Mountains Future Story 2024 Report Card.pdf |
| Final Approval Date: | Apr 15, 2025 |

This report and all of its attachments were approved and signed as outlined below:

Jeff Fletcher - Apr 11, 2025 - 11:45 AM

Alan Pacheco - Apr 15, 2025 - 8:59 AM