



# **Innovative Partnerships for the Delivery of Environmental Strategies**

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- Non-profit organization operating since 1995
- Specialize in education and public outreach
- Partnership-based and funded by fee-for-service projects
- Offer programs that support residents, businesses, community groups and organizations to achieve greater environmental stewardship through everyday actions
- Serving communities in the Lake Superior Basin and Northwestern Ontario



# Working Together with the City of Thunder Bay



Stormwater  
Management  
and Education



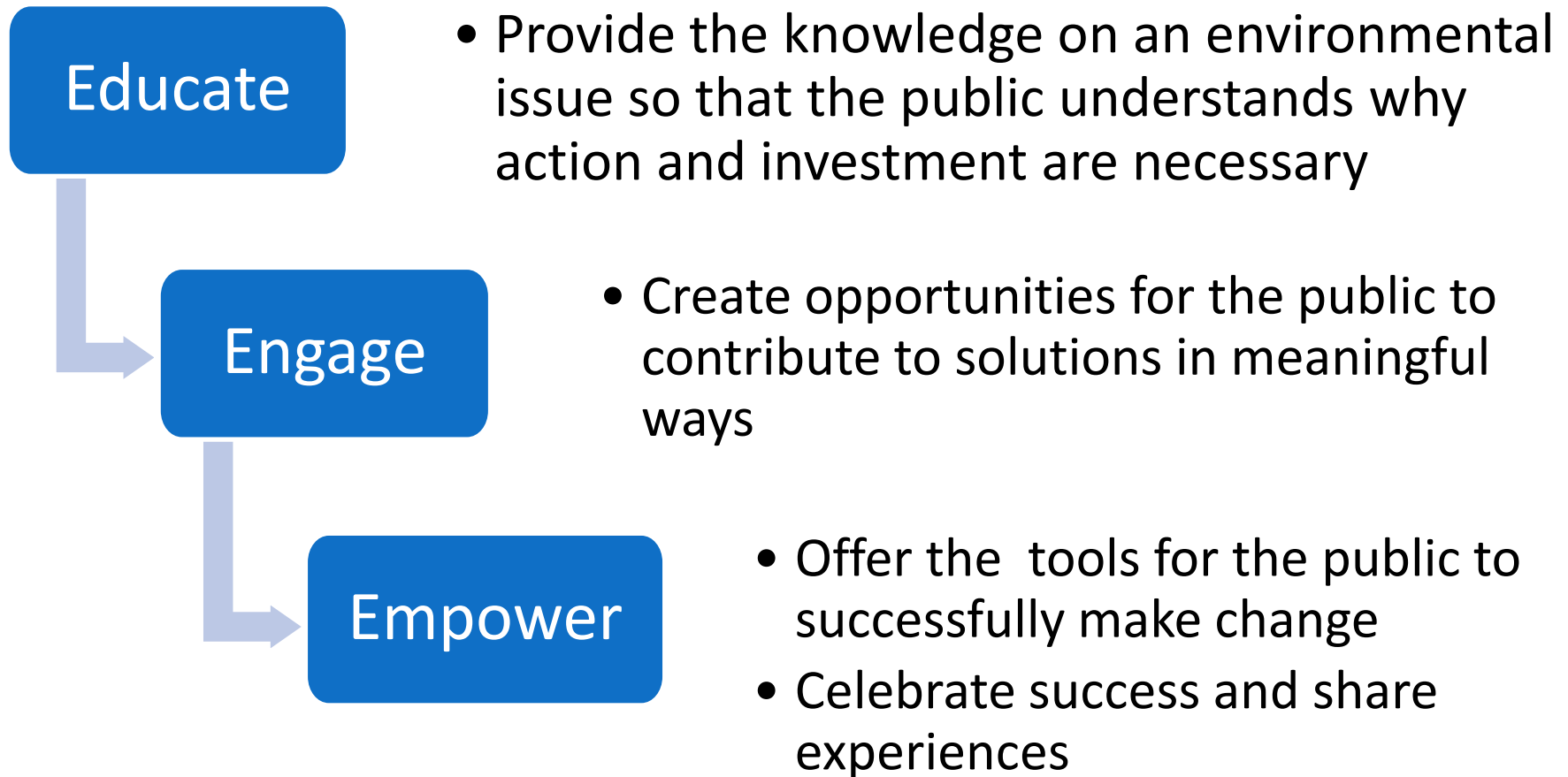
Litter and  
Pollution  
Prevention



Active  
Transportation  
and Walkability

# Strategies to Achieve Environmental Outcomes

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# Rain Garden Rebate Program

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- Began in 2013
- Designed by EcoSuperior and contracted by the City of Thunder Bay
- Educational workshops provided each spring
- Rebates of up to \$500 for a rain garden installed on residential property within the city



*Rain garden on Empress Ave. S.*

Training

Application

Approval

Installation

Rebate





*Rain garden on Hill St. N.*

## Program Outcomes

- Nearly 100 residential rain gardens installed to date
- Estimated 2600 m<sup>3</sup> stormwater diverted annually
- 375 residents trained in rain garden principles
- Rain garden installation guide for homeowners in Northwestern Ontario to be released in 2019



A group of about eight people, mostly older adults, are gathered in a garden setting. They are dressed in casual outdoor attire like jackets and sweaters. In the foreground, there is a rain garden bed filled with smooth, light-colored stones and various green plants, including tall grasses and some red flowers. A large, semi-transparent white circle is overlaid on the left side of the image, containing text. The background shows more greenery and a building with white trim.

## Rain Garden Tour

- Began in 2016
- 5 locations annually (residential, municipal, institutional)
- Host participants in rebate program
- 100+ visitors per site

*2016 Rain Garden Tour on Summit Ave.*



# Keep It Superior Program

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- Began in 2015
- Source water protection program with a focus on stormwater system
- Partnership with City of Thunder Bay, Province of Ontario and EcoSuperior
- Classroom and community presentations
- Neighbourhood awareness program







# Keep It Superior Program

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- Installation of permanent storm drain markers next to urban storm drains
- 10,000 coasters distributed to local restaurants

# Litter and Pollution Prevention Programs

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- Programs designed to educate, engage and empower community members to take action to tackle specific issues related to source water protection and environmental stewardship
- Your Butt Goes Here – Cigarette Litter
- The Last Straw Thunder Bay – Plastic Pollution
- Spring Up to Clean Up – Litter Clean Ups





# Cigarette Butt Recycling Program

- Began in 2015
- Encourage proper disposal of cigarette butts
- Improve disposal infrastructure - over 100 ashtrays installed
- Partnership with local businesses, City of Thunder Bay, Province of Ontario, EcoSuperior, Terracycle and Keep America Beautiful




1, 235, 652 cigarette butts recycled

# The Last Straw Thunder Bay







## Spring Up to Clean Up

- Began in 1997
- Annual participation averages:
  - 10,000 residents
  - 100 businesses
  - 250 registered clean ups



The only way forward, if we are going to improve the quality of the environment, is to get everybody involved.

Richard Rogers, Architect







# ecosuperior

ENVIRONMENTAL PROGRAMS

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