



Growing the Greenbelt

What have we done, what do we still need to do?

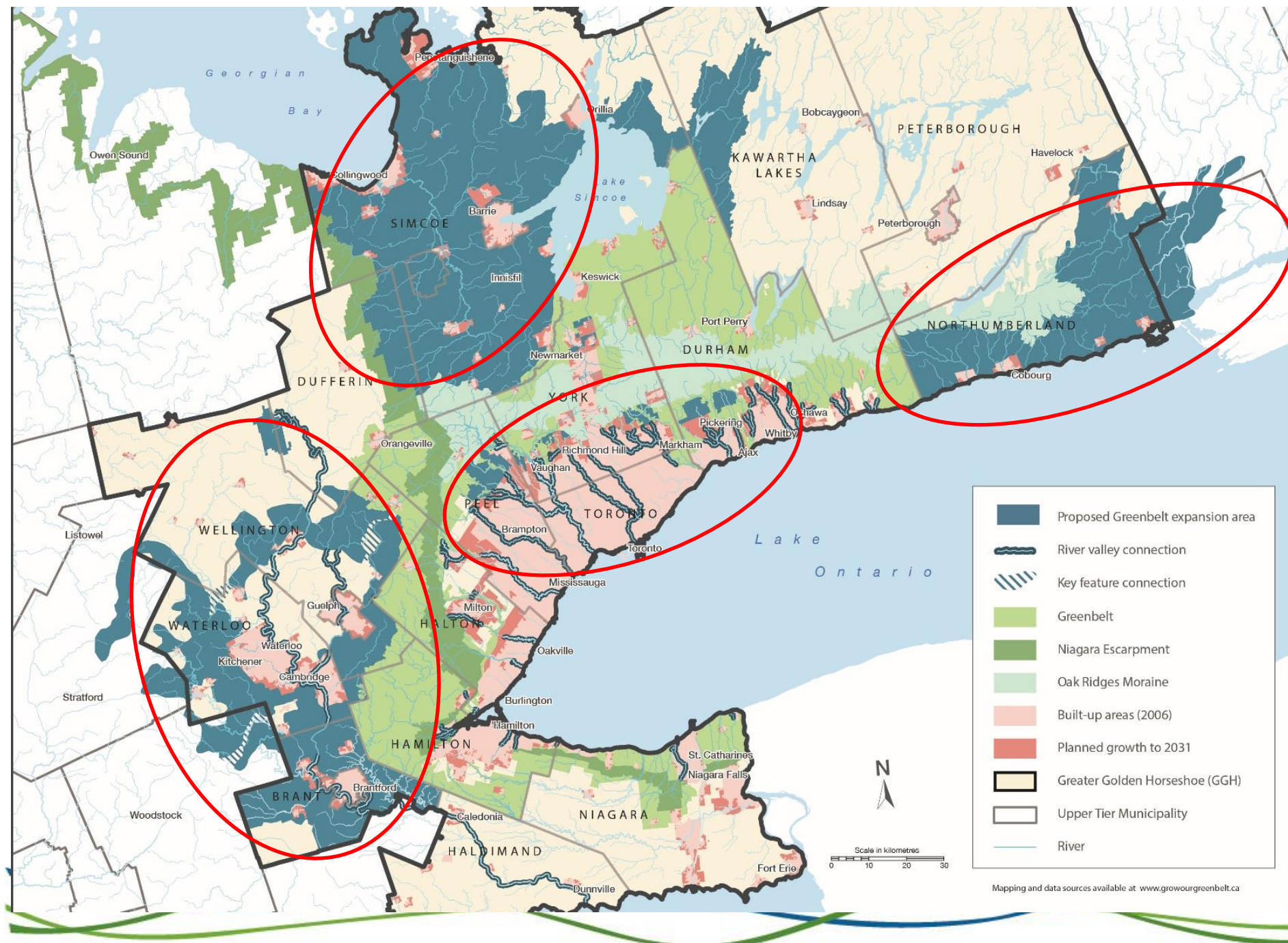
Ontario Greenbelt Alliance, June 28 2017

Margaret Prophet (Simcoe County
Greenbelt Coalition)

Felix Whitton (Greenbelt Foundation)

Presentation Outline

1. Campaign refresh & current status (10 minutes)
2. Simcoe County update (15 minutes)
3. Breakout strategy discussion (30 minutes)
4. Report back (15 minutes)
5. Wrap up & next steps (5 minutes)





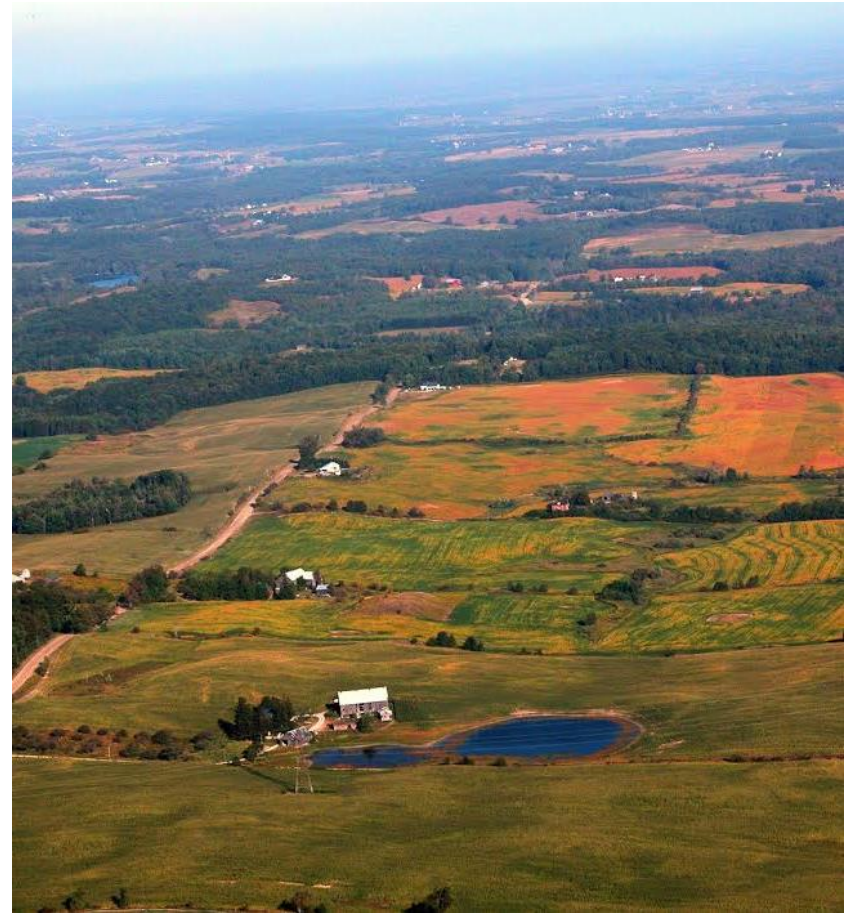
Possibility grows here.

What is the “Bluebelt”?

Significant hydrological and ecological areas under pressure from urban growth.

Features include:

- Moraines (Paris-Galt, Waterloo, Oro)
- Groundwater recharge areas
- Vulnerable aquifers
- Headwater areas
- Significant wetlands
- River valley corridors



Campaign Milestones

Spring
2015

- OGA, ORMP, FGF and others **develop criteria and initial concept**
- **Community consultations** to refine mapping and prioritize expansion areas

Summer/
Fall 2015

- OGA includes 'Bluebelt' in **Coordinated Review submission**
- 'Bluebelt' featured in **Toronto Star**, Metro and local media
- Groups brief **Premier's Office** on proposed Bluebelt

Winter
2015/16

- **'Crombie Panel'** releases recommendations- including growing the Greenbelt to protect hydrological areas
- **Local campaigns** continue through fall and winter

Campaign Milestones (contd.)

Spring
2016

- **'Bluebelt'** endorsed by politicians, farmers, scientists, VIPs
- **Ajax and Clarington** recommend growing the Greenbelt
- Province releases draft amendments (May 2016) proposing to **add 21 urban river valleys**

Summer
2016

- **Joint #GrowOurGB campaign launched** with petition and website
- Province hosts **technical meeting** to gather input on growing the Greenbelt
- **Blog series** profiles local activists and supporters

Campaign Milestones (contd.)

Fall/Winter
2016

- **TRCA** recommends adding key headwaters to the Greenbelt
- Social media **Thunderclap** reaches 5.5M online audience
- Private members statement from **MPP Jim Bradley**
- Queen's Park lobby day: **35,000 petitions** presented to Minister Mauro

Spring /
Summer
2017

- **1,000 lawn signs** distributed to local partners and supporters
- **Community events** in Wellington, Simcoe, Brant
- **Final updated Plans** released May 2017.
- **Greenbelt grows** by 10,000 Ha to include 21 URVs & Lake Gibson
- **49,000 petitions and counting!**



What Next?

Possibility grows here.

- NHS & ag system consultations in summer/fall.
- Province to make final decision by December 2017.
- Election campaign begins January 2018.

Between now and December:

- Push government to move ahead with process
- Show support from key stakeholders (e.g. farmers)
- Continue raising awareness (e.g. lawn signs, media, events)
- Mobilize public support



Simcoe Updates

Stakeholder Engagement...

We've Learned About Where and How To Push

- Farmers/Farm Organizations
- Municipal Leaders
- Home Builders
- Youth/Millennials



Simcoe Updates

Where to Now??

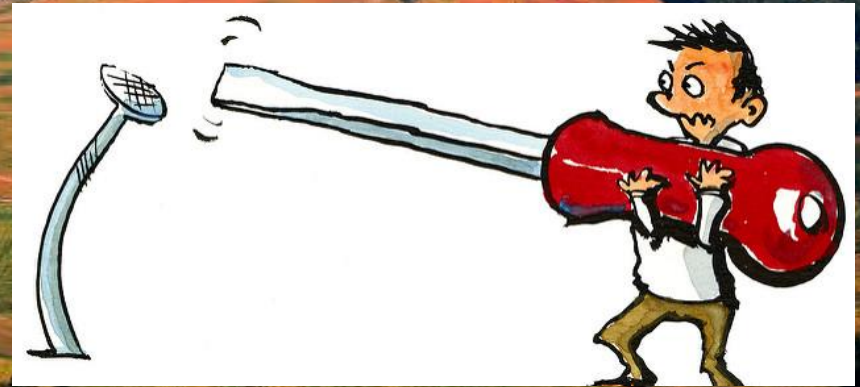
- Getting Allies to Speak Out
- Building Public Support and Network



Simcoe Updates

Finding Tools That Work...

- Remembering That Activists Have to Start Somewhere
- Reach Them Where They Are
- Don't ASSUME
- Getting OUT
 - Think often and wide



Breakout Group Discussions

How it works:

In your tables, you have 30 minutes to discuss two of the questions below and brainstorm next steps.

After 30 minutes each table will report back to the group.

Discussion questions:

1. How do we make growing the Greenbelt a priority for the government?
2. How to get agricultural community, and other stakeholders, onside?
3. How can we mobilize our supporters to turn out and show support over the summer/fall?
4. What additional support can OGA groups offer to win the campaign?

END.