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September 28, 2021

Standing Policy Committee on Environment, Utilities and Corporate Services

Dear Committee Members:

**Re: Proposed 2022 Budget – Saskatoon Environmental Advisory Committee
(File No. CK. 1704-5)**

At its meetings held on September 9, 2021, the Saskatoon Environmental Advisory Committee resolved that the following proposed budget be submitted to the Standing Policy Committee on Environment, Utilities & Corporate Services for inclusion in the 2022 Business Plan and Budget Deliberations. The proposed budget submission for 2021 was \$7,800 allocated as follows:

\$1,800 Student Action for a Sustainable Future (SASF)
\$6,000 Public Education and Awareness Campaigns/Initiatives

Total: \$7,800

In 2021, the Committee spent the majority of its funding on its social media (Facebook and Instagram) content on Climate Change & Environmental Responsibility contract.

For 2022, the Committee is requesting an increase of \$1,800 to its budget to be allocated as follows:

\$3,600 Student Action for a Sustainable Future (SASF) Program
\$5,500 Public Education & Awareness Campaigns/Initiatives
\$ 500 Social Media

Total: \$9,600

The Saskatoon Environmental Advisory Committee assists in promoting public awareness regarding environmental sustainability and good environmental practices within the City of Saskatoon.

Yours truly,

Debby Sackmann

Committee Assistant, Saskatoon Environmental Advisory Committee

cc: E. Akins, Chair, SEAC
Attachment

Saskatoon Environmental Advisory Committee Proposed Budget for 2022

Re: Proposed Budget for 2022 [CK 1704-5]

At its meeting September 9, 2021, SEAC considered a request to put forward a proposed budget submission to the Standing Policy Committee on Environment, Utilities and Corporate Services for inclusion in the 2022 Operating Budget Review.

Background

The 2021 approved budget for SEAC was \$7,800.

Sponsored social media promotion	500.00
Student Action for a Sustainable Future program; and	1,800.00
Public education/information gathering	5,500.00

Proposed 2022 Budget

SEAC is proposing a budget of \$9,600 for the upcoming year. This is an increase of \$1,800.

Sponsored social media promotion	500.00
\$50.00 for page advertisements	
\$325.00 for boosting Facebook posts	
\$125.00 for boosting Instagram posts	
Student Action for a Sustainable Future (SASF) Program	3,600.00
Public Education/Information Gathering/Presenters	5,500.00
\$5,000.00 Public Education/Information Gathering	
\$500.00 for Guest Presentations	

The rationale for increasing the budget is to increase funding for SASF while maintaining other activities at current levels. Contributing to SASF has been one of the primary ways we support our education mandate. As a result of the success of this program, SASF is doubling the number of classes that it serves in the Saskatoon Public School and the Catholic School systems, providing \$300 to an additional 12 classes to implement student-led environmental action projects. SEAC would like to support SASF in extending its reach in Saskatoon.

The Committee has had good success with its outreach efforts through social media. These funds have been directed toward content development, and sponsorship on social media platforms to increase our reach. Funds spent on sponsoring promotion of posts in past years increased engagement and reach significantly, approximately 1000%. To supplement these public education efforts, SEAC would also like to continue to invite guest presenters on key topics.