

Janzen, Heather

Subject: FW: Email - Communication - Samantha Cowan - Climate Action Plan Update - CK 7540-1
Attachments: City Climate Letter for March 12 2025 Council Meeting.pdf

From: Web NoReply <web-noreply@Saskatoon.ca>
Sent: Monday, March 10, 2025 10:36 AM
To: City Council <City.Council@Saskatoon.ca>
Subject: Email - Communication - Samantha Cowan - Climate Action Plan Update - CK 7540-1

--- Replies to this email will go to [REDACTED] ---

Submitted on Monday, March 10, 2025 - 10:34

Submitted by user: Anonymous

Submitted values are:

I have read and understand the above statements.: Yes

I do not want my comments placed on a public agenda. They will be shared with members of Council through their online repository.: No

I only want my comments shared with the Mayor or my Ward Councillor.: No

Date: Monday, March 10, 2025

To: Her Worship the Mayor and Members of City Council

Pronouns: She/her/hers

First Name: Samantha

Last Name: Cowan

Phonetic spelling of first and/or last name: SAM / COW-uhn

Phone Number : [REDACTED]

Email: [REDACTED]

I live outside of Saskatoon: No

Saskatoon Address and Ward:

Address: [REDACTED]-114 Clarence Ave S

Ward: Ward 6

What do you wish to do ?: Submit Comments

What meeting do you wish to speak/submit comments ? (if known):: March 12 2025 Council Meeting

What agenda item do you wish to comment on ?: Climate Action Plan Update

Comments:

See City Climate Letter for March 12 2025 Council Meeting attached

Attachments:

- [City Climate Letter for March 12 2025 Council Meeting.pdf](#) 104 KB

Will you be submitting a video to be vetted prior to council meeting?: No

Dear Mayor Clark and Council,

I'm writing to you today as a resident who cares deeply about the future of Saskatoon. I moved here from Toronto because I was drawn to this city's green initiatives, its incredible access to trails, and its connection to nature. These are the things that make Saskatoon special, and I want to see them not only protected but expanded. That's why I'm reaching out about the upcoming Climate Action Plan Update and the need for Saskatoon to **position itself as a leader in sustainable, nature-based tourism.**

A Commitment to Net-Zero Must Be More Than Just a Goal

Saskatoon has committed to reaching **net-zero emissions by 2050**, and I hope to see the City follow through on this with real action. This isn't just about meeting federal and provincial targets—it's about making sure Saskatoon remains a livable, thriving city. We need to **invest** in solutions that reduce emissions, **build** sustainable infrastructure, **support** green industries, and **create** a future where people want to live, work, and visit.

Engaging All Voices in the Climate Action Plan

I know the City has started consulting stakeholders on the Climate Action Plan Update, but from what I've seen, many key voices—especially environmental organizations and community advocates—have been **left out** of the conversation. That's a huge oversight. Climate action affects all of us, and every community group working on these issues should have a seat at the table. The City should also **be transparent** about which stakeholders have been consulted so far—public trust depends on open and inclusive discussions.

Saskatoon Should Be a Leader in Sustainable Tourism

Saskatoon has something truly unique to offer the world—a **stunning natural landscape, vibrant wildlife, and an outdoor experience that rivals any major city in Canada.** Nature-based tourism is **one of the fastest-growing sectors¹** in the country, and Saskatoon should be **leading the charge.**

According to recent research from the [Conference Board of Canada](#), sustainable tourism is on the rise across the country. Visitors are **actively seeking** destinations that prioritize environmental responsibility, outdoor recreation, and community-driven initiatives. Yet, Saskatoon—and particularly Discover Saskatoon—is **not leveraging itself as the nature-based tourism destination it already is.**

Here's how the City can take action:

- **Invest in green infrastructure** that enhances our trails, parks, and river valley.
- **Support the Meewasin Valley Authority**, which plays a critical role in conservation and ecotourism.
- **Promote agritourism and outdoor adventure experiences** that set Saskatoon apart.

¹ **Sustainable Tourism Market Growth:** The Canadian sustainable tourism market was valued at \$21.45 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of over 6% from 2023 to 2028. [GlobalData](#)

Indigenous Tourism Expansion: In 2019, Indigenous tourism in Canada contributed \$1.9 billion in direct GDP, with an impressive annual growth rate of 20%, encompassing 40,000 employees and 19,000 businesses nationwide. [nature4climate.org](#)

[Canada 365: Welcoming the World. Every Day. The Federal Tourism Growth Strategy](#)

I see so much untapped potential here, and with the right investment, we could become a **national leader** in regenerative tourism.

A Thriving Economy and a Sustainable Future Can Go Hand in Hand

I know there are concerns about keeping Saskatoon “business-friendly,” and I completely agree that we should be fostering a strong local economy. But let’s be clear: **sustainability is not at odds with economic success**. In fact, they go hand in hand.

A city that prioritizes **walkability, bikeability, renewable energy, and green spaces** is a city that attracts both businesses and residents. Investing in urban sprawl, massive highway projects, or policies that ignore climate realities would be a **huge misstep** when we have the opportunity to build something better.

Saskatoon’s Future Is Now

The decisions we make today will define what Saskatoon looks like in 2050. That year might seem far off, but the reality is that children born today will be 25 years old then—**this is their future we’re shaping**. We can choose to build a city that is **resilient, forward-thinking, and thriving**—or we can fall behind.

I urge you to:

- **Engage all stakeholders** in climate action planning, including environmental groups.
- **Fully integrate** sustainability into all aspects of city planning.
- **Recognize and promote Saskatoon’s role as a nature-based tourism leader**.

I truly believe that Saskatoon can be a model for other cities—a place where people choose to live, work, and visit because we **prioritize sustainability, community, and a thriving natural environment**. But that future won’t happen on its own. It requires leadership, ambition, and **real action**.

I hope to see the City take bold steps in this direction.

I appreciate your time and thank you for your consideration.

Sincerely,

Samantha Cowan

E: [REDACTED]

P: [REDACTED]

A: [REDACTED]-114 Clarence Ave S., Saskatoon SK [REDACTED]