



2017 Community Excellence Awards

Application Form

Leadership & Innovation, Green Initiatives

Please complete and return the application form by **Friday, June 23, 2017**. If you have any questions, contact UBCM at awards@ubcm.ca or (250) 356-5193.

SECTION 1: Applicant Information

Local Government: Town of Qualicum Beach

Complete Mailing Address: PO BOX 130

Contact Person: Daniel Sailland

Position: CAO

Phone: 250-752-6921

E-mail: dsailand@qualicumbeach.com

SECTION 2: Staff Contact

An invitation to attend the UBCM Community Excellence Awards Breakfast Reception will be sent out via e-mail in early September. Winners will not be named before the ceremony.

Please provide the contact information for the person in your office who should receive and reply to the invitation, on behalf of the elected officials/staff who will be in attendance at the UBCM Convention.

Staff Contact Person: Daniel Sailland

Position: CAO

Phone: 250-752-6921

E-mail: dsailand@qualicumbeach.com

SECTION 3: Project/Program Information

1. Name of the Project/Program:

Broombusters

2. Project/Program Summary. Please provide a summary of your project/program in 150 words or less

Since 2006 the BroomBusters Society has been reclaiming and transforming the landscape of the mid-Vancouver Island region for the sake of native plants' good health and safety for animals and forests. The Town of Qualicum Beach supports the society and Council has

taken on the mission of transforming the Town into a broom-free community. Through volunteer activism, partnerships, and a high community spirit with events, the Town of Qualicum Beach is almost broom-bloom free.

SECTION 4: Project Details

Please answer each question in 250 words or less (our judges value directness and brevity). If you experience difficulty answering a particular question, consider the aspects of your program that may relate to the question and show us how they are linked. Remember to include measurable results whenever possible.

- 3. Environmental Stewardship.** Please describe the mindful and future-focused project(s) and/or program(s) your local government is implementing to protect the environment and create a healthy, liveable community.

The Town of Qualicum Beach supports Broombusters, whose aim is to eliminate Scotch Broom in the Town of Qualicum Beach and surrounding region. Invasive species negatively impacts the diversity of flora, which in turn affects biodiversity, food, and shade cover. After 10 years of working with town volunteers of Broombusters Invasive Plant Society, the Town of Qualicum Beach is practically Broom free. Broom is highly flammable, and recognized as a fire hazard during the hot dry summer of 2015 by the Coastal Fire Service on their website. We believe it is environmentally imperative that we can stop the spread of Scotch Broom.

4. Results

- A)** Please provide a brief outline of the steps involved in the program/project and the status of each step.

In 2006, Scotch Broom covered major roads, golf courses, landfill, and private properties of Qualicum Beach. The Town supported the requests of a group of volunteers, who have now become Broombusters Invasive Plant Society. The slogan created by the society is "Cut Broom in Bloom." Volunteers, supported by the Town of Qualicum Beach, work 6-8 weeks in the spring, cutting blooming Broom at ground level.

- B)** Describe the results achieved and provide measurable results where possible.

In 80% of the areas cut, in and around Qualicum Beach, the Broom has not returned. The method works. Since originating in Qualicum Beach in 2006, other municipalities have adopted the strategy: Parksville, Comox, Courtenay, Cumberland, Campbell River, Nanaimo, Lantzville, North Cowichan and the District of Highlands.

- 5. Challenges.** What challenges did you face in implementing this program/project and how did you overcome them?

Although financially supported by the Town, Broombusters is administered and action is taking solely by volunteers. This presents a challenge at times for recruiting and maintaining volunteers and avoiding exhaustion. The project is also dependent on annual grant funding from other levels of government.

6. Leadership. How does the project reflect leadership and excellence in the advancement of environmental stewardship?

This initiative demonstrates the power of volunteerism to achieve major environmental stewardship goals within a municipality to the point where it has been modeled and demanded in other communities. In both 2015 & 2016, Broombusters documented over 500 volunteers cutting Broom for over 3000 hours on Eastern Vancouver Island. The spread of this noxious invasive plant in our ecosystem is something people care strongly about.

We understand there are other pressing invasive plants: Giant Hogweed, Japanese Knotweed, etc. But controlling Broom is comparably much less expensive. It just requires education, organization, goal setting, and the funding of Broom teams for two months of the year.

7. Economic Impact.

A) How was the project a good use of budget and resources?

Supporting Broombusters is and continues to be a good use of budget because we see visible results through the facts stated above. It also encourages community stakeholders to come together, including business owners, private landowners, members of Council, environmental groups and the public.

B) How does the project encourage economic sustainability? (e.g. life cycle analysis, internalizing costs and alternative financing, economic instruments)

Eradicating invasive species through volunteer initiatives almost completely removes labour costs while also allowing Broombusters the ability to fundraise as a not-for-profit. As Scotch Broom is highly flammable, this method of controlling the spread of Broom avoids the long-term costs that could occur from such things as fire damage.

8. Engagement. How does the project encourage engagement? (e.g. stakeholder engagement, public participation, equity and diversity, knowledge sharing, capacity building, community identity and marketing)

Broombusters has a high level of public participation and Town of Qualicum Beach Council has encouraged this through having small events and celebrations during cutting season. Furthermore, the demand has been so high, that Broombusters now operates all over Eastern Vancouver Island.

9. Innovation. What makes this program/project innovative and creative?

Broombusters uses local resources and manpower for direct environmental stewardship in the community. Through Broombusters, volunteers, students, and employees alike learn new skills.

10. Transferability. How is this program/project transferable to other local governments?

The Broombuster model is simple: "Cut Broom in Bloom" and the distribution of information from a single point (Broombusters organization) has proven to be effective. The model, which was originally supported and fostered through the Town of Qualicum Beach has now proven itself as a worthy and independent platform for other governments.

11. Knowledge Sharing. What helpful advice would you share with other communities looking to embark on a similar project?

Change from a policy of indifference, to implement rules to prevent spreading seeds up highways, forest industry roads, by gravel companies, landscapers, and along electric lines. Educate and empower subcontracted companies like Emcon about how to control Broom and stop spreading seeds. Adapt highway and hydro ROW brushing schedules to ensure that Broom is cut in spring, while in bloom, before seed pods form. This training would make significant difference. Most Broom will die if cut correctly in April and May, before the hot dry season. It would be relatively inexpensive to hire seasonal help (college students and/or subcontracted landscape and chipping companies), and chip the cut Broom in place. Whether through appropriate newsletters from MLA's and Ministries or via BC Hydro newsletters, we believe that the Province could play a part in promoting citizens and groups taking action around this issue.

12. Additional Information. Please share any other information you think may help support your submission.

Please see attached pictures.

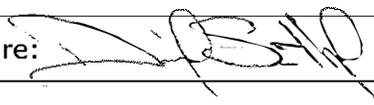
SECTION 5: Signature

Applications are required to be signed by an authorized representative of the applicant.

Name: Daniel Sailland

Title: CAO

Signature:



Date: June 30, 2017

Applications should be submitted as Word or PDF files. If you choose to submit your application by e-mail, hard copies do not need to follow.

Submit applications to Local Government Program Services, Union of BC Municipalities

E-mail: awards@ubcm.ca or mail: 525 Government Street, Victoria, BC, V8V 0A8