

CASE STUDY: AJAX – A JOURNEY TO SUSTAINABILITY

Client: Town of Ajax, Ontario, Canada

OVERVIEW

The Town of Ajax, a community located on the eastern edge of the Greater Toronto Area in Durham Region, has long been a leader in local environmental initiatives. The Town has made a commitment to participate in the Partners for Climate Projection (PCP) program aimed at reducing greenhouse gas (GHG) emissions. Ajax has completed Milestones 1 and 2 of the PCP program by compiling a GHG inventory and setting targets for reducing both community and corporate emissions. Recognizing the need to integrate GHG reduction with community sustainability, the Town decided to develop an Integrated Community Sustainability Plan (ICSP) and a Local Action Plan aimed at reducing GHG emissions, jointly as one initiative.

SERVICES

Over an eighteen month period (September 2011 – March 2013) Lura Consulting, with the support of Grant Consulting, lead a collaborative planning process with Town employees, community stakeholders, and the general public to generate an understanding of sustainability and climate change and collectively define a common direction for the Ajax community. The Plan provides direction to both community and corporate stakeholders to work towards a shared vision of sustainability in the long-term, as well as a short- to medium-term action plan to achieve GHG reduction targets. A suite of GHG reduction strategies were identified in collaboration with ICLEI Canada (including costs, anticipated emissions reductions, responsibilities and timeframes for implementation) along with linkages to broader sustainability actions.

RESULTS

Ajax – A Journey to Sustainability successfully engaged over 1,500 members of the community and Town staff, establishing a sustainability mission and guiding sustainability principles for the corporation and the community. The plan captured planned initiatives in a coordinated manner and identified new initiatives to fill gaps that are consistent with the community's priorities. The integrated plan fulfills Milestone 3 of the PCP program and establishes frameworks to implement the strategies and monitor and report progress.



Mosaic representing Ajax's future made up of ideas from almost 1,000 residents