



Climate Change Action Plan

CLIMATE CHANGE WORKING GROUP

January 15, 2015



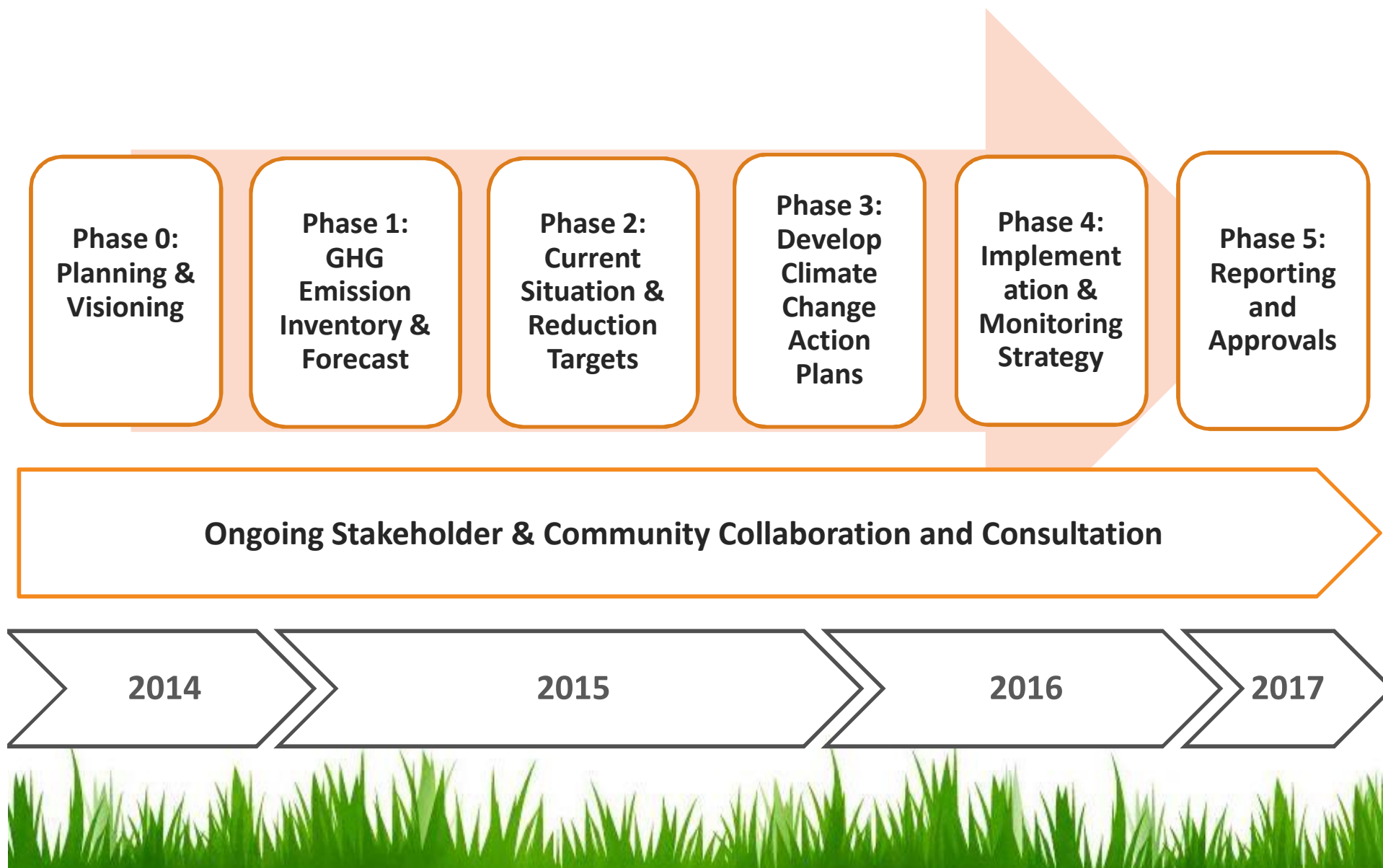
Agenda

-  Project Updates
-  Planning and Engagement Structure
-  Community Engagement Program
-  Other Business



Project Updates

Planning Process



Corporate Engagement

- “ Local Government Initiation
 - “ Introductory package to CAOs and Chiefs
 - “ Ask to join PCP program (sample resolution)
 - “ Ask to participate on Corporate Stakeholder Committee
- “ Corporate Stakeholder Committee
 - “ Terms of Reference and workplan
 - “ First meeting Dec 16; next meeting March 26
- “ Clerks and Treasures Meeting – Jan 15



Community Engagement

- “ Communication and Engagement Strategy
- “ Development of Project Brand and Campaign
- “ Preparation for Project Launch
 - . Media releases
 - . Website and public presence
 - . Initial contact with stakeholder groups
 - . Organization of community outreach events



Baseline Data Collection

“ Corporate

- . Initial contact made with all municipalities
- . Data received from most
- . Data being review and follow-ups as needed
- . Conversations with First Nations

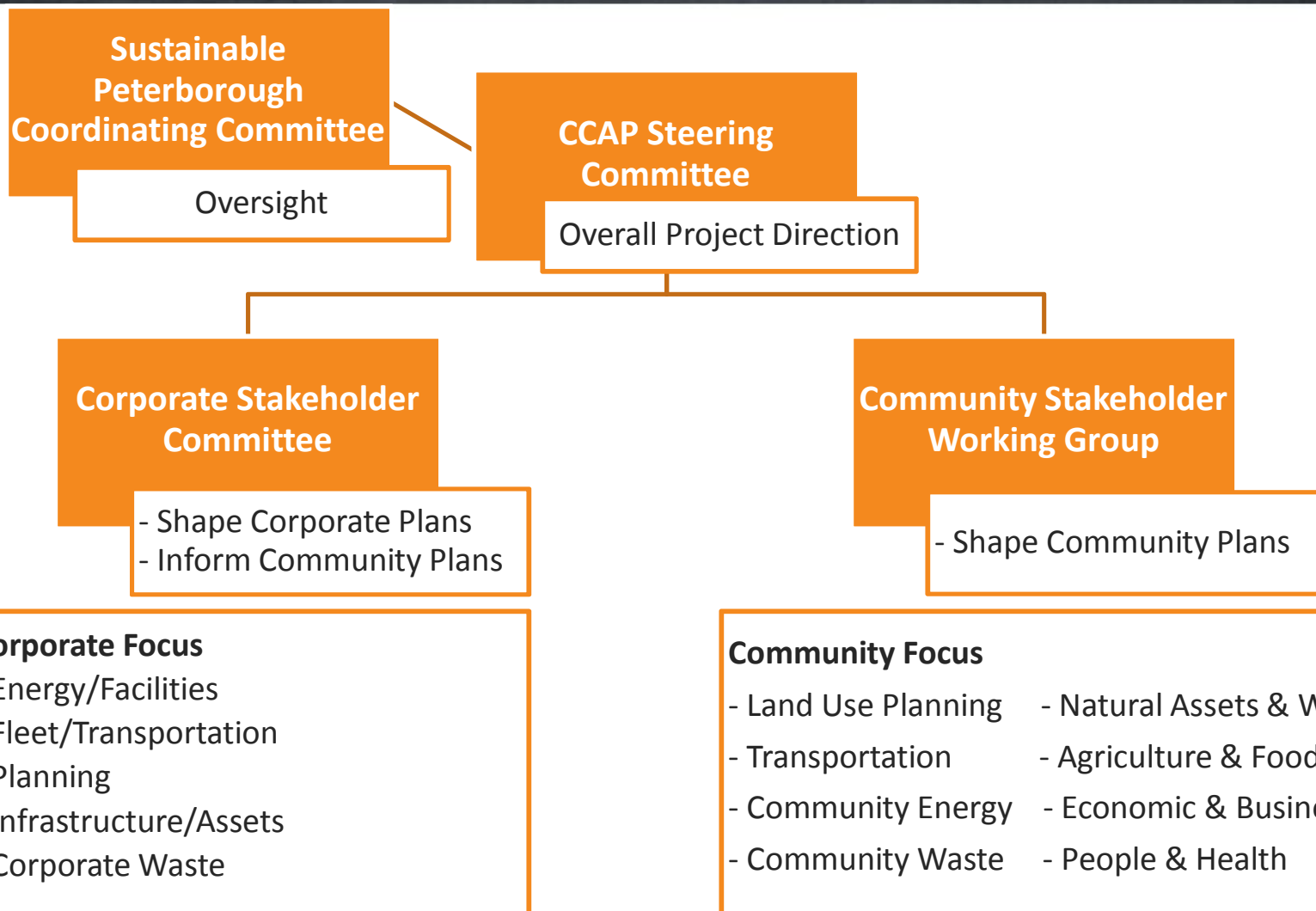
“ Community

- . In process of confirming parameters (agriculture, airport, PUC, County vs. townships)
- . Initial contact with utilities



Planning & Engagement Structure

Collaborative Approach



Public and Stakeholder Engagement

Corporate Stakeholder Committee

- ” Evolution of the Energy Working Group
- ” Representative from each of the 12 local governments + Peterborough Utilities

Energy/
Facilities

Fleet/
Transportation

Planning

Infrastructure/
Assets

Solid Waste



Community Stakeholder Working Group

- “ Remain an overarching community representation
- “ Community Collaboratives: informal task forces to engage with existing community groups, organizations, and initiatives on a continuous basis
- “ 8 regular WG meetings + 4 collaboratives



Community Focus

Land Use
Planning

Transportation

Community
Energy

Community
Waste

Natural Assets
& Water

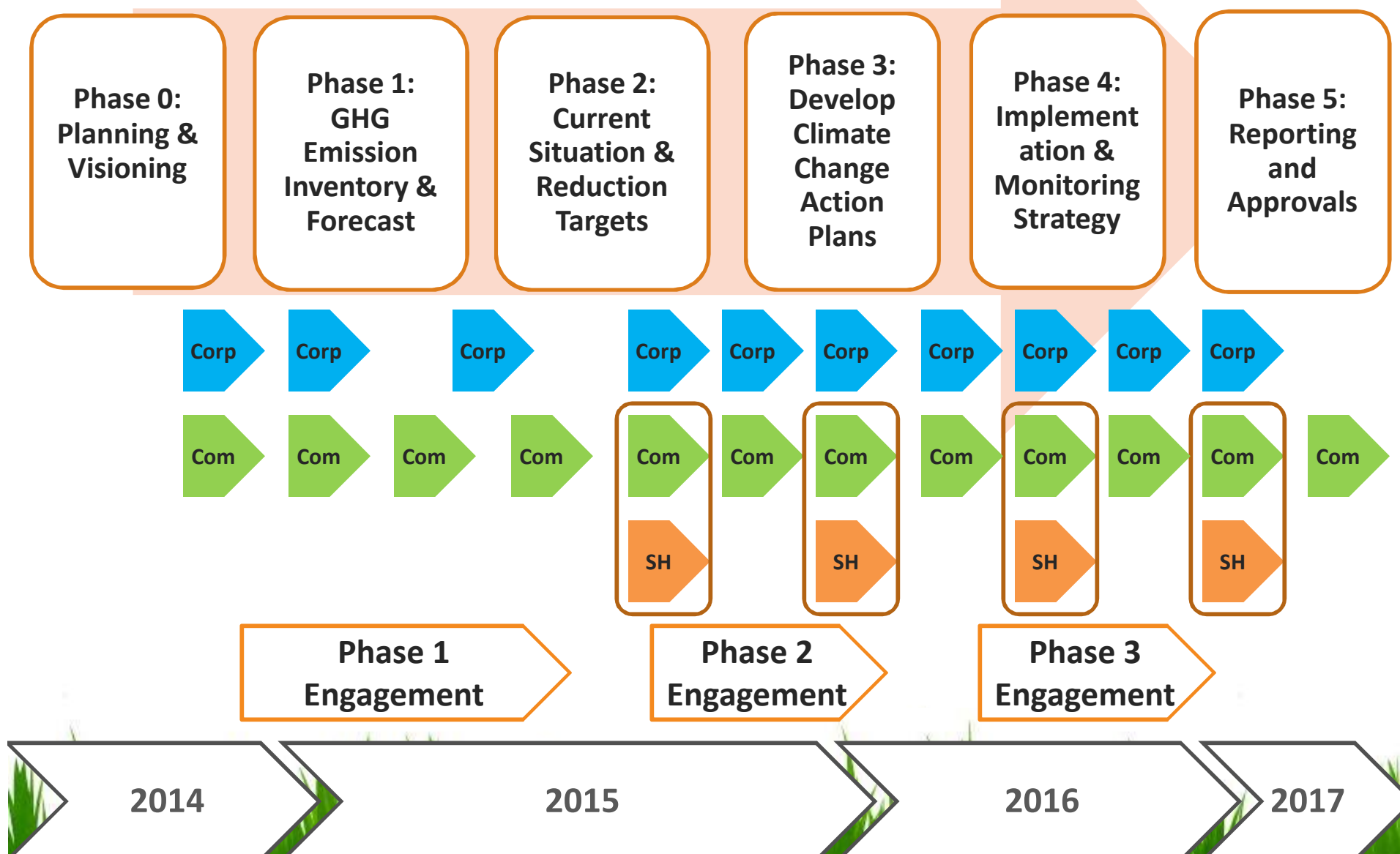
Agriculture &
Food

Economic &
Business

People &
Health



Planning Process



Engagement Approach



Mobilize Community

- Reintroduce Sustainable Peterborough and climate change
- Seek input on what can be done to manage climate change



Identify Actions

- Continue to identify actions
- Identify priorities for action implementation



Implementation

- Establish partnerships
- Seek commitments to personal action

Jan – May 2015 (M1&2)

Oct – Dec 2015 (M3)

July – Sept 2016 (M4)



Climate Campaign

How do you get
people's attention?

How do you get
them to care?



Components

- " A hook!
- " Clear and consistent messaging that resonates
- " The right questions
- " An engaging and meaningful approach



Barriers

Barriers to people caring about climate change:

- “ Boring – people’s eyes glaze over when they hear climate change
- “ Do not see direct and personal implication
- “ Think it global, not local
- “ Misconception on what the actual impacts are (especially at the local level)
- “ Don’t understand it/think it is complicated



CHANGE

...



Public Campaign

SUSTAINABLE PETERBOROUGH CLIMATE CHANGE ACTION PLAN

... *Our* ...
change

#OURchange



Engagement Mechanisms – Phase 1

Phase 1 - Mobilize the Community: Grounds for Change



- ” Pop-Up Climate Conversations/ Piggy-back Public Events
- ” Online survey
- ” Focused Climate Workshops



Engagement Mechanisms – Phase 2

Phase 2 – Actions: Planning for Change



- ” Pop-Up Climate Conversations/Piggy-back Public Events
- ” Online survey
- ” Focused Climate Workshops
- ” Workshop-in-a-Box
- ” Community Collaborative
 - . Session 1: Introduction and Setting Targets
 - . Session 2: Actions and Identifying Priorities Focused Climate Workshops
- ” Presentations to Local Government Councils



Engagement Mechanisms – Phase 3

Phase 3 – Implementation: Ready for Change



- “ Presentations to Local Government Councils
- “ Piggyback Public Meetings
- “ Community Collaborative
 - . Session 3: Defining Priority Actions
 - . Session 4: Implementation
- “ Presentations to Local Government Councils



Engagement Tools

Tools	Audience	Approach
Focused Climate Conversations	Community groups, organizations, businesses	<ul style="list-style-type: none"> “ Contact established organizations “ Get on agendas or organize meetings “ Delivery presentations, workshops, lunch n’ learns tailored to the organizations’ focus
Pop-Up Climate Conversations	General Public	<ul style="list-style-type: none"> “ Presence at local events and activities “ Scheduled and promoted “pop-up” meetings (e.g. coffee shops, libraries, etc.)
Piggyback Meetings	General public, stakeholders	<ul style="list-style-type: none"> “ Presence at meetings for other initiatives
Workshop-In-A-Box	Community groups, orgs, businesses, schools	<ul style="list-style-type: none"> “ Self guided workshop kit for those that want to run their own session (mirrors the Focused Climate Conversations)
Twitter & Facebook	General Public	<ul style="list-style-type: none"> “ SP followers and other local networks “ Information and campaign
Website	General Public	<ul style="list-style-type: none"> “ New SP website – information and survey

Communication Mechanisms

- “ Sustainable Peterborough website and social media
- “ Existing newsletters/communication
 - . Standard messaging distributed
 - . Sustainable Peterborough Report Card
- “ Email – distribution through networks
- “ Media Coverage
 - . Media Releases
- “ Posters





Thank You!

