



Climate Change Action Plan

Sustainable Peterborough Coordinating Committee

November 20, 2014



Agenda

- 
- Welcome and Introductions
 - Looking Back...Moving Forward
 - Project Overview
 - Corporate and Stakeholder Engagement
 - Public Engagement
 - Next Steps



Introductions

Our Team



Our Experience

- GHG inventorying and emissions forecasting;
- Software and technical support for PCP GHG software;
- Protocol and standards development for community-level GHG reporting;
- Funding and financial opportunity identification;
- Measurement, monitoring and verification of results;
- Target setting and development of Local Action Plans for climate mitigation and adaptation;
- Development of goals and strategies;
- Best practice research and data management;
- Data collection and gap analysis;
- Corporate stakeholder engagement;
- Community-based social marketing;
- Action planning and prioritization;
- Community and stakeholder engagement;
- Strategic planning process design;
- Development of planning frameworks;
- Collaborative visioning and identification of principles and values;
- Online engagement tools;
- Organizational models and design/ governance structures;
- Partnership building, agreements and models;
- Climate action program implementation;
- Graphic design, including infographic representations;
- Coaching and training; and
- Funding identification, applications and reporting.



Meet Our Team



Liz Nield
Project Manager



Susan Hall
Co-Project Manager



Jeff Garkowski
Project Coordinator



Peter Zerek
Project Coordination



Lily D'Souza
Project Support



Amanda Crompton
Project Support

Meet Our Team



Megan Meaney
Technical Advisor



Ewa Jackson
Technical Advisor



Michael Dean
Technical



Meet Our Team



Peter Hughes
Engagement Advisor



Cathy Mitchell
Engagement



Brianna Salmon
Engagement



Mike Gibbs
Engagement

Looking Back...Moving Forward

The Sustainability Story

**Task Force
Report
1990**

**Peterborough
GreenUP
1992**

**Peterborough
Sustainability
Network
2000**

**City & County
Endorse
Sustainability
Planning
Initiative**

**Mayor'
Committee on
Sustainable
Development
1990 – 1992**

**Develop
Sustainable
Peterborough
2010 – 2012**

**Our Common
Future
Forum 1989
& 1991**

**Climate
Change Local
Action Plans
2014 – 2016**



Sustainable Peterborough

- Community Collaboration
- Shared Vision and Goals
- Priority Actions
- Community Partnership
- Governance Structure
- Tracking and Reporting



Caring communities balancing prosperity, well-being and nature.



We will reduce our contributions to climate change while increasing our ability to adapt to climate change conditions



To Prepare Community and Corporate Climate Action Plans

1. Establish a GHG inventory and forecast
2. Set emission reduction targets
3. Develop a local action plan
4. Implement the local action plan
5. Monitor progress and report results



Partners for
Climate Protection

Partenaires dans la
protection du climat

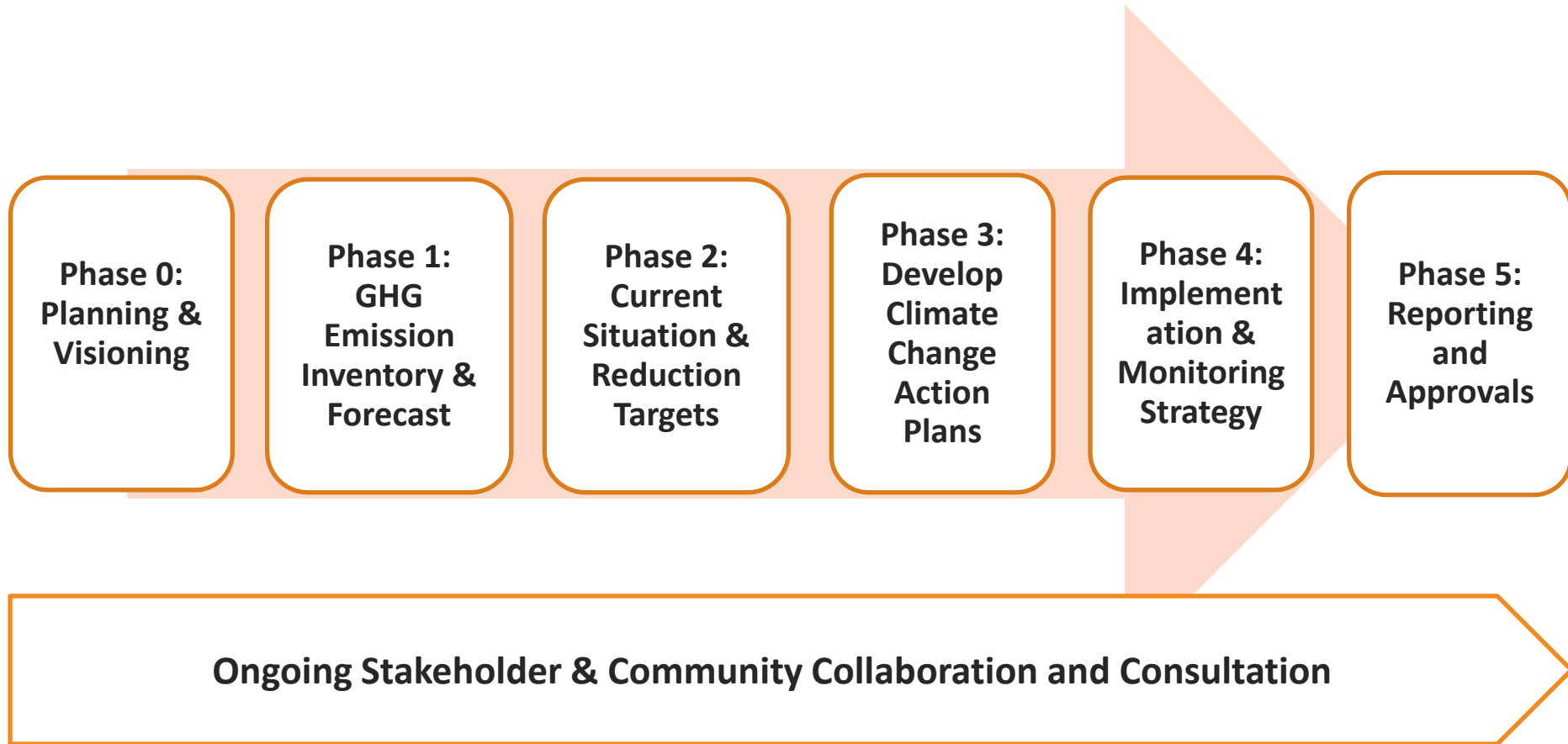


Project Overview

- Community Collaboration
 - Stakeholder-driven collaborative process
 - Community education and engagement
- PCP Milestones
 - 12 Corporate and 12 Community inventories
 - 12 Corporate and 12 Community targets
 - 12 Corporate and 12 Community action plans
- Implementation and Monitoring Program



Planning Process



Community & Stakeholder Engagement

Spectrum of Engagement

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Engagement Objectives

Collaborate with and ***Empower*** the Greater Peterborough Area Community to take action on climate change

- ***Education*** – Generate awareness and educate about climate change
- ***Action*** – Identify opportunities to respond to climate change
- ***Implementation*** – Encourage leadership and action to respond to climate change



- Collaborators
 - Council and senior staff buy-in and support
 - Use peoples' time efficiently (avoid duplication)
- Public
 - Educate and make personal connections
 - Go to where people are
 - Tap into existing initiatives
 - Engage with groups and organizations
 - Leverage media coverage

Strengths in Engagement Process

- Stakeholder-driven: key people on committees
- Campaign approach
 - Education and awareness
 - Building momentum
 - Final product reflecting contributors
- Build relationships and leadership opportunities
 - Community organizations and networks
 - Partners and potential implementers
- Balance in-person and online



Audiences

- Local Governments
 - Councils
 - Staff
- Community Stakeholders
 - Key individuals
 - Groups and organizations
 - Institutions and agencies
- Broader Public
 - General public from all 11 communities

- Presentations & Staff Reports
- Corporate Committee
- Climate Change Working Group
- Steering Committee
- Meetings & Presentations
- Campaign
- Places & Spaces

Exploring Theme
Task Forces

ingage

- We're all IN it together
- Be INvolved in developing plans
- There is an "I" or personal role in implementation



Mobilize Community

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

Nov 2014 – May 2015
(M1&2)



Prioritize Actions

- Continue to identify actions
- Identify priorities for action implementation

Oct – Dec 2015
(M3)



Implementation

- Establish partnerships
- Seek commitments to personal action

July – Sept 2016
(M4)

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
Conversation-In-A-Can	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)
Large Event	General public, stakeholders	<ul style="list-style-type: none"> • Wrap-up Phase 1 engagement
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

- 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



Next Steps

- Steering Committee Meeting – Next
 - Determine approach corporate engagement
 - Flesh out approach to theme-specific Task Forces
 - Test out public campaign concepts
- Climate Change Working Group - Friday
 - Continue to flesh out community engagement
- Connect with local governments - December
- Initiate data collection – December
- Launch public campaign – January



Thank You!

