



# Climate Change Action Plan

## CLIMATE CHANGE WORKING GROUP

November 21, 2014



# Agenda

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-  Introductions
-  Background and Project Overview
-  Community and Stakeholder Engagement
-  Public Campaign



# 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.



HALTON HILLS



SustainableKing



THE CITY OF  
CALGARY



BRAMPTON  
Flower City



HALIFAX





# 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



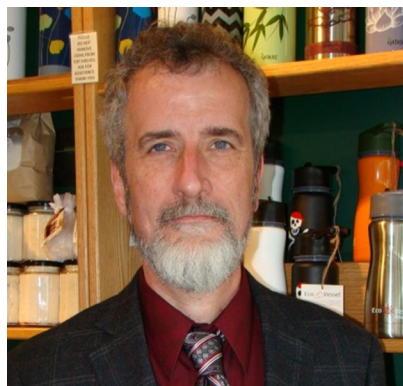
**Ewa Jackson**  
Technical Advisor



**Michael Dean**  
Technical



# Meet Our Team



**Peter Hughes**  
Engagement Advisor



**Cathy Mitchell**  
Engagement



**Brianna Salmon**  
Engagement



**Mike Gibbs**  
Engagement



# About You

**HELLO**

**my name is**



# Looking Back...Moving Forward

# The Sustainability Story

**Task Force  
Report  
1990**

**Peterborough  
GreenUP  
1992**

**Peterborough  
Sustainability  
Network  
2000**

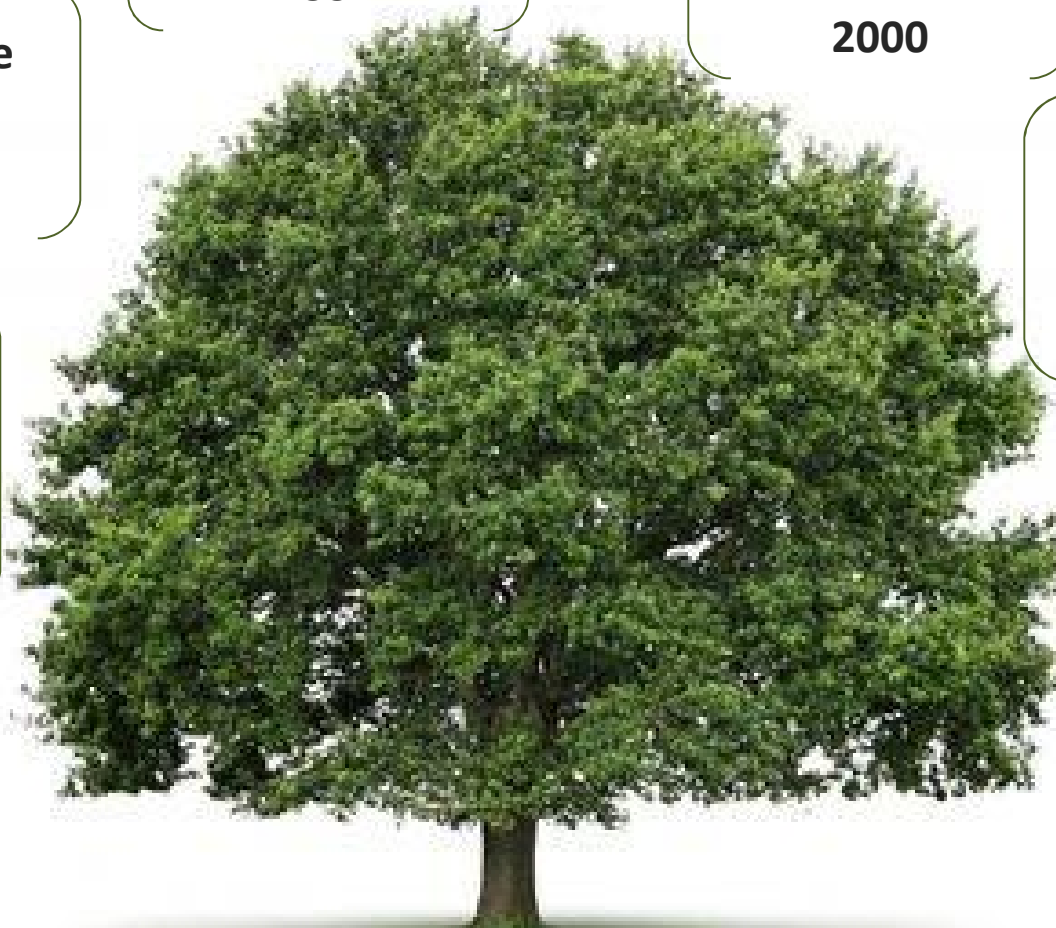
**City & County  
Endorse  
Sustainability  
Planning  
Initiative**

**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





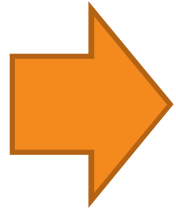
# Where You Want to Go

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

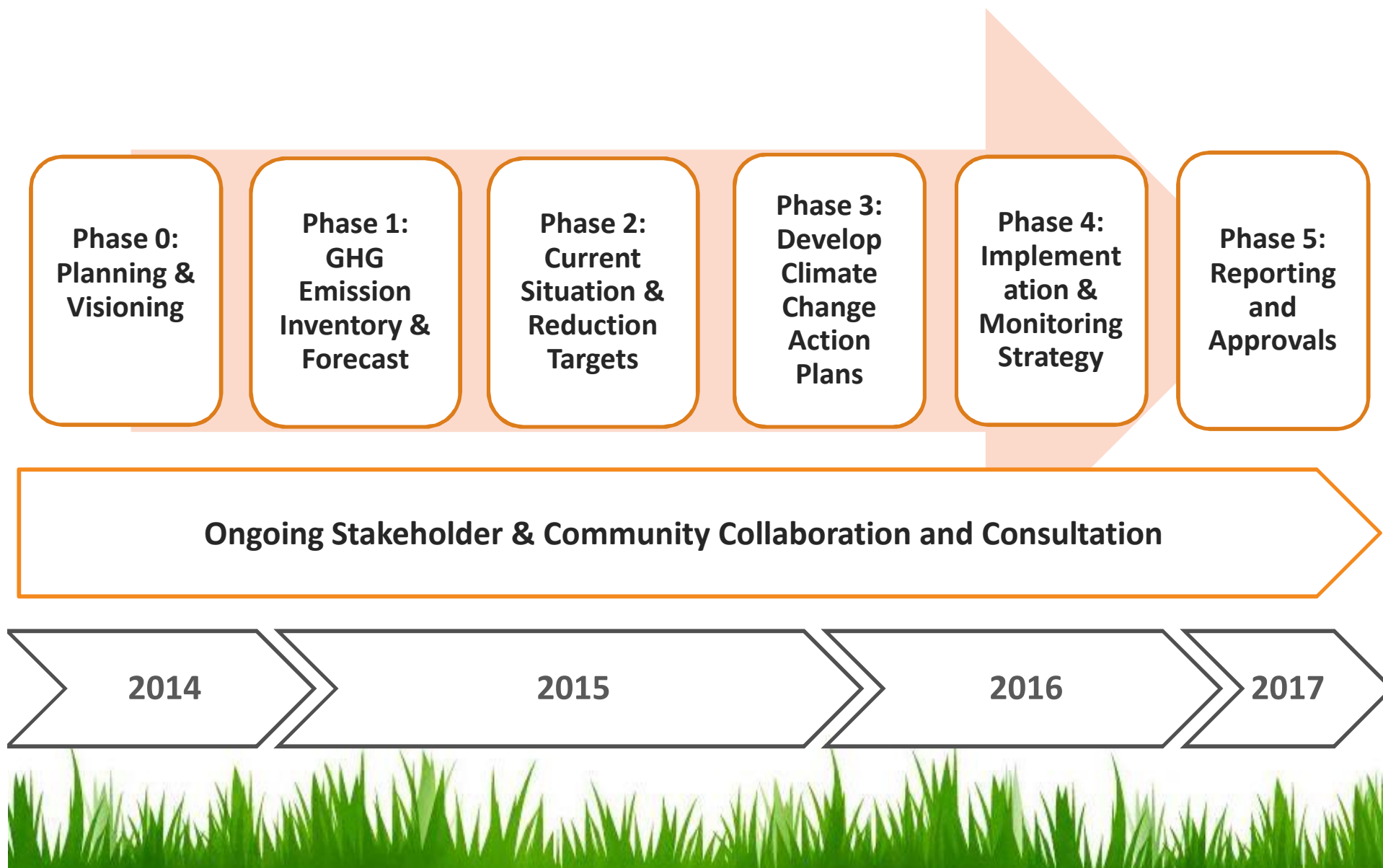


# Key Deliverables

- “ 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
<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>
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.
<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>
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

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***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



# Lessons Learned from SP

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## “ 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

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- “ 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

- . Municipal & Band Councils
- . Staff

- . Presentations & Staff Reports
- . Corporate Committee

## “ Community Stakeholders

- . Key individuals
- . Groups and organizations
- . Institutions and agencies

- . Steering Committee
- . Climate Change WG (Task Forces)
- . Meetings & Presentations

## “ Broader Public

- . General public from all 11 communities

- . Campaign
- . Events
- . Pop-Up Conversations

# Organizational Structure

## Corporate

- " Corporate Subcommittee (CSC) – 10 meetings
- " Staff Workshops – 2

## Community

- " Working Group – 12 meetings
- " Stakeholder Meetings & Presentations
- " Public Engagement – In-Person & Online

### Potential Reorganization

- " More robust CSC with expanded staff representation
- " Elimination of separate Staff Workshops

### Potential Reorganization

- " Initiate focused Task Forces
- " Climate Change WG as overarching group

### Potential Focus Areas

- " Energy/Facilities
- " Fleet/Transportation
- " Planning
- " Infrastructure/Assets

### Potential Focus Areas

- |                     |                          |
|---------------------|--------------------------|
| " Land Use Planning | " Natural Assets & Water |
| " Transportation    | " Agriculture & Food     |
| " Energy            | " Economic & Business    |
| " Waste             | " Health & Culture       |

### PCP Sectors

- " Buildings
- " Street lighting
- " Water and wastewater treatment
- " Municipal fleet
- " Corporate and/or community solid waste

### PCP Sectors

- " Residential
- " Institutional, commercial, industrial
- " Transportation
- " Solid waste

# Corporate Engagement

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## Corporate Subcommittee – Originally Envisioned

- “ Representation
  - “ One representative from each of the 12 local governments
  - “ Focus on facilities
- “ What has changed?
  - “ Additional focus on adaptation
  - “ Interest from planning staff
- “ Format
  - “ 10 meetings (2 hours)
  - “ Facilitated meetings





# Corporate Engagement

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## Potential Reorganization of CSC

- ” Representation
  - ” Energy/Facilities
  - ” Fleet/Transportation
  - ” Planning
  - ” Infrastructure/Assets
- ” Elimination of Staff Workshops
- ” Proposed Format
  - ” 10 meetings (2.5 hours)
  - ” Facilitated: plenary and break-off components
  - ” Guiding toolkits



# Community Working Group

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## Climate Change Working Group – Originally Envisioned

- “ Established Climate Change Working Group
- “ Format
  - “ Quarterly meetings
  - “ 12 meetings (2 hours)
  - “ Facilitated meetings



# Community Working Group

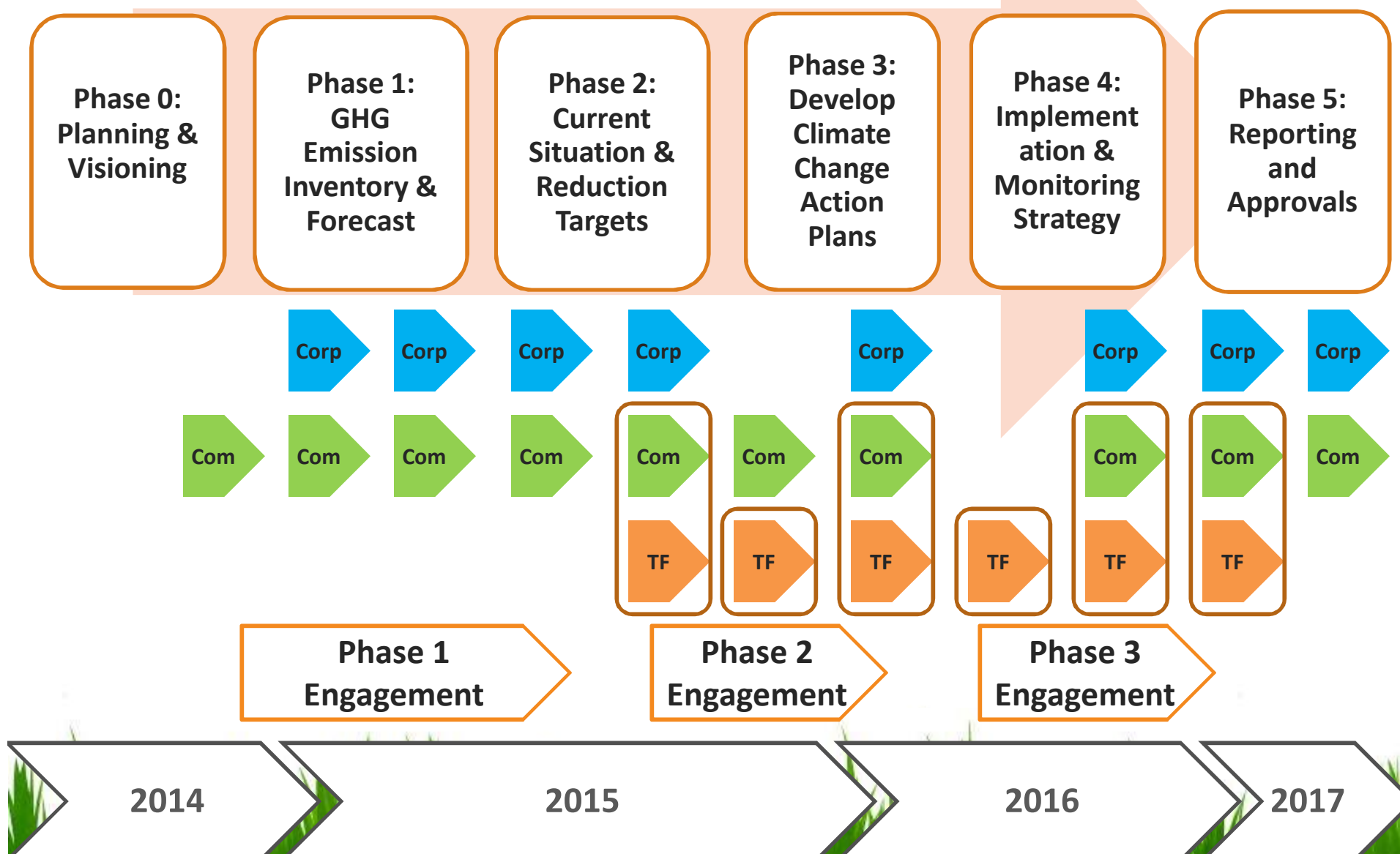
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## Potential Reorganization of Community Stakeholder Group

- “ Overarching Community Stakeholder Subcommittee
- “ Task Force focusing on key areas
  - “ Representing theme areas in Sustainable Peterborough
  - “ Each chaired by a Community Stakeholder Subcommittee member)
- “ Proposed Format
  - “ 10 meetings (2 hours)
  - “ Individual Task Force meetings OR combined
  - “ Larger plenary sessions to bring all groups together
  - “ Guiding toolkits



# Planning Process



# Best Fit for Greater Peterborough

- ❖ What do you think works? What doesn't work?
- ❖ What themes should we focus on?
- ❖ What existing initiatives can we tap into?





# Potential Task Force Themes

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- “ Land Use Planning
- “ Transportation
- “ Energy
- “ Waste
- “ Natural Assets and Water
- “ Agriculture and Food
- “ Health and Culture
- “ Economic and Business



# Public Engagement & Campaign

# Public Engagement/Campaign Approach

**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
<b>Focused Climate Conversations</b>	Community groups, organizations, businesses	<ul style="list-style-type: none"> <li>“ Contact established organizations</li> <li>“ Get on agendas or organize meetings</li> <li>“ Delivery presentations, workshops, lunch n’ learns tailored to the organizations’ focus</li> </ul>
<b>Pop-Up Climate Conversations</b>	General Public	<ul style="list-style-type: none"> <li>“ Presence at local events and activities</li> <li>“ Scheduled and promoted “pop-up” meetings (e.g. coffee shops, libraries, etc.)</li> </ul>
<b>Piggyback Meetings</b>	General public, stakeholders	<ul style="list-style-type: none"> <li>“ Presence at meetings for other initiatives</li> </ul>
<b>Conversation-In-A-Can</b>	Community groups, orgs, businesses, schools	<ul style="list-style-type: none"> <li>“ Self guided workshop kit for those that want to run their own session (mirrors the Focused Climate Conversations)</li> </ul>
<b>Large Event</b>	General public, stakeholders	<ul style="list-style-type: none"> <li>“ Wrap-up Phase 1 engagement</li> </ul>
<b>Twitter &amp; Facebook</b>	General Public	<ul style="list-style-type: none"> <li>“ SP followers and other local networks</li> <li>“ Information and campaign</li> </ul>
<b>Website</b>	General Public	<ul style="list-style-type: none"> <li>“ New SP website – information and survey</li> </ul>

# 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





# 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





**Thank You!**

