



Climate Leadership Plan

ENGAGEMENT SUMMARY REPORT
DECEMBER 2017 – MAY 2018



Introduction

In December 2017, City Council approved the City's Climate Leadership Plan as draft. As part of the process moving towards a final plan, Council directed staff to engage with the community to gather feedback and input before reporting back with a final plan. To ensure the public was aware of the plan and had an opportunity to provide comments, the draft Climate Leadership Plan was posted online and the engagement period was advertised in various print and online media.

The goal of the Climate Leadership Plan engagement period was to increase awareness and knowledge of the draft Climate Leadership Plan (CLP) and to collect feedback on the draft Plan from the public and various stakeholder groups. In parallel to the community focused engagement, climate and sustainability staff met with, had conversations with, or received feedback from subject matter experts (SMEs).

Engagement Approach

The engagement period began in December 2017 and closed in May 2018 to allow Climate Action staff time to carefully review and integrate feedback received into the final analysis and drafting exercises. Presentations, meetings and correspondence with other stakeholders and SMEs continued into July 2018. The engagement period consisted of in-person meetings, presentations, and/or workshops led by, or with, City staff. In April and early May, the City hosted two workshops, one for the public and one for the business community, along with an additional waste focused event. City subject matter experts were present at all points of engagement to allow for clarifying questions to be asked, discussions and ideas to evolve, and to generally help build understanding among participants.

Engagement focused on the five sections in the draft Climate Leadership Plan: Buildings, Transportation and Mobility, Waste Management, Adaptation, and City Leadership and Municipal Operations. While these sectors were the focus of the City-led workshops, the public had access to the full draft Climate Leadership Plan (online and at workshops) and could comment on all aspects of the draft.

Opportunities for online submissions were also available as the draft plan was posted prominently, beginning in December 2017, on the City's Climate Action webpage. A summary of each of the five sectors of the plan was also posted on the Climate Action webpage for those groups and individuals who wanted to focus on specific sectors.

Engagement was designed and conducted at the Involve level on the International Association of Public Participation (IAP2) guide for public participation, following the principles and practices outlined in the City's Engagement Framework.

Engagement Highlights

27 Presentations information sessions, and meetings	9 different advertising and marketing platforms utilized	25,842 People reached on Social Media	5 Student and Youth focused meetings and information sessions
3 Community Association meetings	80+ City led workshop/event participants	19 submittals and responses to the draft plan	

What We Did

The engagement and communications program focused on informing citizens of the draft Climate Leadership Plan and engagement opportunities.

The project team held workshops and events with more than 80 people, and reached many others at events and presentations organized by community groups, stakeholders or external partners (e.g. CRD Resilient Region's Breakfast; neighbourhood association meetings; presentations at the University of Victoria).

At the City led business and community workshops, there were subject matter experts at each sector table (Buildings, Transportation and Mobility, Waste, Adaptation, City Leadership and Municipal Operations) and the focus of the questions for participants included:

- Are the targets written in a way that they are easy to understand? Are there any targets you would add or change?
- What do you see as an obstacle or barrier that the City might face in reaching these targets?
- What do you see as one of the main opportunities the City can leverage in order to reach these targets?
- What are some barriers, or obstacles that would keep yourself, the public, or members in the business community from taking action?
- What do you see as the City's role in helping the community and businesses reach these targets? (E.g. education and awareness; programs and incentives) And/or in sharing progress on the targets?

How We Engaged

In April and May, the City organized two workshops and a low-waste living event to raise awareness about the draft plan and to collect feedback from the community.

Event	Date	Participation
Low-Waste Living Event	April 18	18
Community Workshop	April 25	45+
Business Workshop	May 2	16

From January to July 2018, the City set up meetings with stakeholder groups to discuss the draft plan, or was invited to give presentations or workshops at community events (including classroom visits). The City also received written submissions from organization and individuals.

Community/Stakeholder	Date
Builder/Landlord consultation on energy retrofits(MaRRS)*	January 24
Builder/Developer consultation on StepCode*	February 21
Builder/Developer consultation on StepCode*	February 22
Active Transportation Advisory Committee	February 27
University of Victoria (presentation and Q+A with students and professor)	February 28
Action for our Atmosphere (University of Victoria event) Presentation and Panel discussion.	March 1
Victoria Community Association Network (VCAN) presentation	March 21
BC Transit meeting	April 4
Climate Adaptation Planning Process Meetings**	March 28, April 24, May 9
North Park Community Association presentation	April 4
CRD Resilient Regions Breakfast (presentation)	April 11
One Planet Region (presentation and participation in Q+A)	April 12
BC Healthy Communities (meeting)	April 16
Greater Victoria Chamber of Commerce (meeting)	March 28
Central Middle School (presentation, workshop and discussion with students)	April 25
St Michaels (SMUS) Saanich (general presentation on sustainability and climate change)	April 25
Urban Food Table (Advisory Committee) (presentation)	April 30
Jawl Properties	May 4
City of Victoria Youth Council (meeting)	May 15
Downtown Victoria Business Association (meeting)	May 18
James Bay Neighbourhood Association (presentation and Q+A)	June 1
Commercial vehicle operators (meeting)	June 8

*As part of builder/developer engagement for the Step Code project, and builder/landlord engagement for the MaRRs project, the City's 80 percent reduction in GHGs and 100 percent renewable energy targets were used to set the context for the projects at the beginning of every presentation. In addition, the targets from the draft CLP's building sector were presented.

**Internal and external stakeholders were engaged as part of the climate adaptation planning process (BC government; BC Healthy Communities; Victoria Island Health Authority; Greater Victoria Harbour Authority; Capital Region District).

Staff also held public info sessions at events organized by the Surfrider Foundation and Car Free Day to help raise awareness about the draft plan:

Event	Date
Surfrider Beach Clean Up	April 22
Car Free Day	June 17

Along with these meetings, events and presentations, City staff shared the draft plan directly with the following stakeholder groups:

Stakeholder Group
<ul style="list-style-type: none"> • BC Hydro • BC Transit • Better Transit Alliance • Bike to Work Victoria • Camosun College • Capital Regional District • Cascades Recovery • City of Vancouver • Columbia Fuels • Devon Properties • District of Saanich • Downtown Victoria Business Association • Dutton's Properties • Fortis BC • Greater Victoria Harbour Authority (GVHA) • Jawl Properties • Modo • Newport Rentals • Pembina Institute • Placemaking Network • Sutton Advantage • Tourism Victoria • University of Victoria • Victoria Compost Education Centre

A comprehensive communications plan supported the engagement process:

- Social media campaign reaching more than 25,000 people
- Paid ads in the Times Colonist and Victoria News
- Storefront posters at City Hall and local businesses
- Informational postcards at City Hall Public Service Centre, Business Hub, and local businesses and non-profits around the city
- Distribution of promotional materials and information by the City's Neighbourhoods Team
- Email invites to neighbourhood and community associations

- Personal outreach by staff to local businesses
- Information sharing at Surfrider beach cleanup event
- Inclusion in two City e-Newsletters (approximately 1000 subscribers)
- Advertisement in the Greater Victoria Chamber of Commerce's BizNews
- Information displayed on Royal Athletic Park digital sign
- Attendance at local networking breakfasts and meetings to promote events and the draft plan engagement period

Examples of social media posts (@CityofVictoria):



What We Heard

The feedback collected during the public engagement phase offered important insights into the draft Climate Leadership Plan review process. The community identified many areas the City must build upon, or address for Victoria to be a leader in climate action.

The feedback displayed below is broken down into common themes that came up through discussions, workshops, submitted email feedback, in-person discussions, and other points of engagement that took place.



Key themes from the engagement on the draft Climate Leadership Plan included:

- Accessible and easy to understand language in the final plan is important – the community must understand what needs to be done before they can take action
- The final CLP should provide practical solutions and show how change is possible, and where to start
- Interim targets and progress updates on where the City and community are in meeting its targets is important (2050 seems far away). Transparency and clear communication is key
- Ensure that the actions in each sector of the CLP are easily found in the document
- Education and awareness about the local causes of climate change, and what people can do is key in getting people to pay attention to what is going on in their community
- The City cannot do it alone – partnerships with the Provincial and Federal governments, as well as with utilities and other agencies are needed to succeed (and the City must advocate to these other levels of government)
- Change can be difficult, but incentives (for residents and businesses) can be a key motivator in getting people to change their attitudes and actions
- Many businesses are already making efforts to reduce greenhouse gas emissions and to engage in environmentally friendly practices. It is important for the City to acknowledge those efforts, and to leverage these businesses as educational models of what is possible for other businesses
- Many business owners are renters and want to know how they can still make an impact without undertaking large scale retrofits
- Youth should be involved in the City's climate action efforts and future planning.
- The Climate Leadership Plan is an important step in climate action by the City