

networks for maximum education and impact. The focus of the program is on action, mobilization and behavior change in line with the largest emissions sources in the City's Climate Leadership Plan:

- 18% emissions reduction by shifting to walking, cycling, transit
- 16% emissions reduction through building retrofits
- 15% emissions reduction by getting rid of oil tanks
- 12% emissions reduction by shifting to renewably powered vehicles

As the City's Climate Leadership plan notes, "Reaching the City's ambitious but achievable climate action targets will require strong and enduring collaboration across our community, business, government and residential groups." With a growing appetite from citizens and businesses for ways that individuals can take action in light of the climate emergency, the City aims to act as a convener, organizer, and motivator on this front. This program will be resident led and City supported.

The purpose of the program is to harness and grow citizen and business ideas and enthusiasm at a crucial turning point in the climate crisis in order to advance behaviour change that reduces GHG emissions. The objectives of this project are to:

- Facilitate information sharing and collaboration among citizens and businesses wishing to take action on the climate crisis
- To support residents and business owners to enact the City of Victoria's Climate Leadership Plan

The activities planned include but are not limited to:

- January 1st 2020 Launch event at City Hall New Year's Levy. The theme of the 2020 Levy is Climate Action and "Make a new year's resolution for the planet." Resources: Catering, facilities staff, creative resolutions making activity, advertising.
- Climate Champions page on City's website creation and maintenance. Resources: Engagement and Information Technology set-up; maintenance and updating.
- Monthly Climate Champions check-in meetings. Resources: Catering and facilities staff, one Climate Staff from Engineering and Public Works, meeting materials, facilitation support.
- Small-scale awareness raising and educational activities. One example is a door-knocking/education campaign on home-retrofits targeted to small sections of neighbourhoods on a pilot basis, based on a successful project in Heidelberg Germany. Resources: Leave-behind materials, volunteer coordination.
- December 2020 Event at City Hall to celebrate success, share best practices, inspire others to act. Resources: Catering, facilities staff, advertising.

The program will be evaluated after one year. The aim after piloting the initiative in 2020 is to improve it based on feedback and – if deemed successful – to continue the program on an ongoing basis with citizens and businesses leading and the city supporting.

RECOMMENDATIONS

1. That Council receive this report for information
2. That Council amend the Strategic Plan to remove 2019 Action “Create Neighbourhood Climate Champion program with one child, youth, adult and elder from each neighbourhood to lead and inspire at the local level on Climate Action” and replace it with a 2020 Action “Create a Climate Champions Program.”
3. That Council consider allocating up to \$50,000 from the 2019 surplus to fund the program in 2020 as a pilot project and assess its effectiveness in mobilizing people to take climate action, reduce greenhouse gas emissions and build community resilience.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "M. Helps". The signature is written in a cursive, flowing style.

Mayor Helps