

Council Member Motion For the Committee of the Whole Meeting of December 5th 2019

То:	Committee of the Whole	Date:	November 27 2019
From:	Mayor Helps		
Subject:	Climate Champions Program		

INTRODUCTION

Council has as a 2019 action in the Strategic Plan under Climate Leadership and Environmental Stewardship, "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." The program is to be led by the Mayor's Office.

We have been planning for the program and laying the groundwork in 2019 including holding an initial input session with potential climate champions to ensure that the program will be resident inspired and resident focussed and will enable people to take meaningful actions in their homes and workplaces and in community to bring the 10 principles of the City's Climate Leadership Plan (see Appendix A) to life, reduce greenhouse gas emissions and build community resilience.

This purpose of this report is to outline the proposed program, request that Council amend the strategic plan to make it a 2020 action, and request that Council consider a budget allocation to fund the program as a pilot project in 2020, as detailed in budget 2020's strategic plan resourcing requirements. This budget allocation is to cover coordination and facilitation, meeting costs, printed materials and advertising.

BACKGROUND

2020-2030 is the most important decade in human history. We are well poised to respond. We have all the solutions we need. The next thing we need is mass mobilization of residents and businesses – this is where Climate Champions come in. The Climate Champions program is an opportunity to engage residents and business owners in climate action and with the Champions to undertake a mass mobilization to build momentum in our transition to a zero-emissions community.

There are two criteria for being a Climate Champion:

- 1. Measure and lower your carbon footprint
- 2. Inspire others to act

The City's Climate Champions program will create and facilitate a network of Champions in order to share ideas, undertake partnerships, and encourage fun and innovative action to reduce the community's greenhouse gas emissions. The Climate Champions will also leverage existing 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 convenor, 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 doorknocking/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,

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Mayor Helps