

## Background

With funding provided through the Federation of Canadian Municipalities Green Municipal Fund, the City of Winnipeg (the City) has developed a process to create Winnipeg's Climate Action Plan (the Plan). The purpose is to identify strategies that will lead to a community-wide climate action plan to reduce greenhouse gas (GHG) emissions. Following from the 2011 Community Inventory and Forecast, the City designed an engagement program to help shape development of Winnipeg's Climate Action Plan. The process incorporated diverse engagement techniques to encourage a conversation about the vision for climate action in Winnipeg, along with specific directions to enable climate action in the community.

## Engagement

To meet these objectives, the engagement process included the following:

### Phase 1

The project team hosted a public kick-off on November 10, 2017 followed by an online event on November 28, 2017. The purpose of this first round of engagement was to understand perspectives about Winnipeg's climate vision, and to generate ideas about climate actions related to buildings, transportation systems, and waste in the community.

### Phase 2

To seek more in-depth community input on these topics, a Public Priorities Workshop was held on February 27, 2018. Attendees joined facilitated discussion groups and were asked to record their input in workbooks developed for the event. Participants were also asked to allocate 5 dots to the strategic directions most important to them through a 'Dotmocracy' prioritization activity, to gain further perspective on public priorities (see Figure 2).

## Promotion

The public engagement opportunities were promoted using the following methods. Note that in some cases different tools were used for different events.

- City of Winnipeg website – October 25 – July 11, 2018 (2,052 pageviews)
- News release – October 26, 2017, February 13, 2018;
- Social media – Facebook and Twitter (18,000 and 81,000 followers respectively)
- City of Winnipeg public engagement newsletter with over 5,300 recipients; and
- Advertisements in newspapers with a combined circulation of over 132,000 (La Liberte, Winnipeg Free Press, The Uniter, The Manitoban).



Figure 1 - Kick-off event poster

### Climate Action Advisory Group

Throughout the engagement process, the project team met with the Climate Action Advisory Group (CAAG) at key junctures during the project that corresponded with public engagement events. The group shared their feedback with the project team, and reviewed the draft actions that went into the Plan.

The CAAG was comprised of individuals from a number of organizations with diverse perspectives regarding climate change mitigation in the city. Members represented diverse backgrounds, including industry, not-for-profit, academia, government, energy utility, and environmental justice organizations.

### Participation by the numbers

We reached nearly 4,800 participants through the engagement process. As a result, we received more than one hundred questions and comments in addition to a large volume of input provided through event workbooks. Over 4,670 people were reached through online engagement, 69 participated in person at the kick-off event, and 56 people attended the Public Priorities Workshop.

	Date	Activity	Participation Level
Phase 1	November 10, 2017	Climate Action Plan Kick-Off Event	69 public attendees
	November 28, 2017	Facebook Live Online Ideas Jam	4,674 people reached; 34 live views at peak*
Phase 2	February 27, 2017	Public Priorities Workshop	56 public attendees

\* Does not account for multiple viewers at one computer station (e.g. school classroom).

## What We Heard

### Phase 1

At events held in November 2017, including the Climate Action Plan kick-off event and Facebook Live Online Ideas Jam, participants were asked about their personal perspectives on climate change and opportunities for action. Participants shared their ideas and feedback on a wide range of climate-related topics. Three primary themes emerged related to individual behaviour and personal choice, including transportation (public transit, cycling, walking), lifestyle (composting, recycling, local food) and education (including becoming more engaged in civic governance).

With respect to Winnipeg, and climate change in the community, attendees noted that the City had been slow to act (though moving in the right direction) and needed to focus more on density and less on “car-centric” development.

Several themes were identified for Winnipeg’s climate vision, including renewable energy solutions, improved transit, support for urban agriculture, densification, and active transportation. Suggestions also included more focus on policy initiatives and aligning target timelines with civic election cycles.

Notable insights and outcomes of the two events included the following:

- In describing their own personal perspectives on addressing climate change challenges, participants noted the important consideration they gave to transportation choices (e.g., transit), lifestyle choices (composting), education about climate change and sustainability.
- For the City and climate change more generally, themes that emerged included concerns regarding being slow to act (while still heading in the right direction), as well as the apparent 'car-centric' nature of development in the city.
- Going forward, event attendees placed priority on energy-efficient solutions (electricity, solar, etc.) while reducing natural gas use, focusing on an improved transit system, supporting urban agriculture, densification and active transportation.
- For the building sector, suggestions included changes to building code standards, incentives for green energy implementation, uptake of solar options, financial supports, and city densification generally.
- For the transportation sector, participants stressed the need for improvements to the transit system and active transportation infrastructure, electric vehicles and charging stations, discouraging car-centric lifestyles, and educational initiatives.
- Suggestions related to waste included compost programming, incentivizing (or dis-incentivizing) waste management behaviours, improving existing recycling programs and water/wastewater infrastructure, and tapping landfill gases as an energy source.
- Attendees expressed a commitment to reducing their energy consumption, making more climate conscious transportation decisions, and getting more involved in efforts to engage the public and local government.
- Additional feedback from the online forum included:
  - Have target date commitments align with election cycles for additional political motivation.
  - Importance of policy in driving action. For example, snow clearing policy to facilitate walking, cycling and transit.
  - More focus on active transportation (infrastructure, co-benefits).
  - Provide incentives to private/residential sector to promote energy efficiency.
  - Develop mattress recycling program.

A full description of what we heard is available in the [Phase 1 Engagement Summary](#).

### Phase 2

Building on what we heard through Phase 1 activities, the February 2018 Public Priorities Workshop asked participants to identify priorities to curb GHG emissions, in the following areas:

- Buildings
- Land use
- Transportation
- Water and Waste

Discussion was facilitated in a small group setting, and comments were collected through individual workbooks. Participants were encouraged to participate in three of the four topic area discussions in the time allotted. In addition, all participants were invited to provide additional feedback through a 'Dotmocracy' prioritization activity, where they were given five dots to allocate to specific priority areas (Figure 2). Participants placed 150 dots during this activity: 20 (~13%) for priorities related to buildings, 57 (~38%) for transportation priorities, 42 (28%) for land use priorities, and 31 (~21%) for priorities related to waste.

Feedback from the workbooks is summarized in the following section, along with tables outlining the results of the Dotmocracy prioritization activity. A full description of what we heard in Phase 2 is available in the Public Priorities Workshop Engagement Summary.

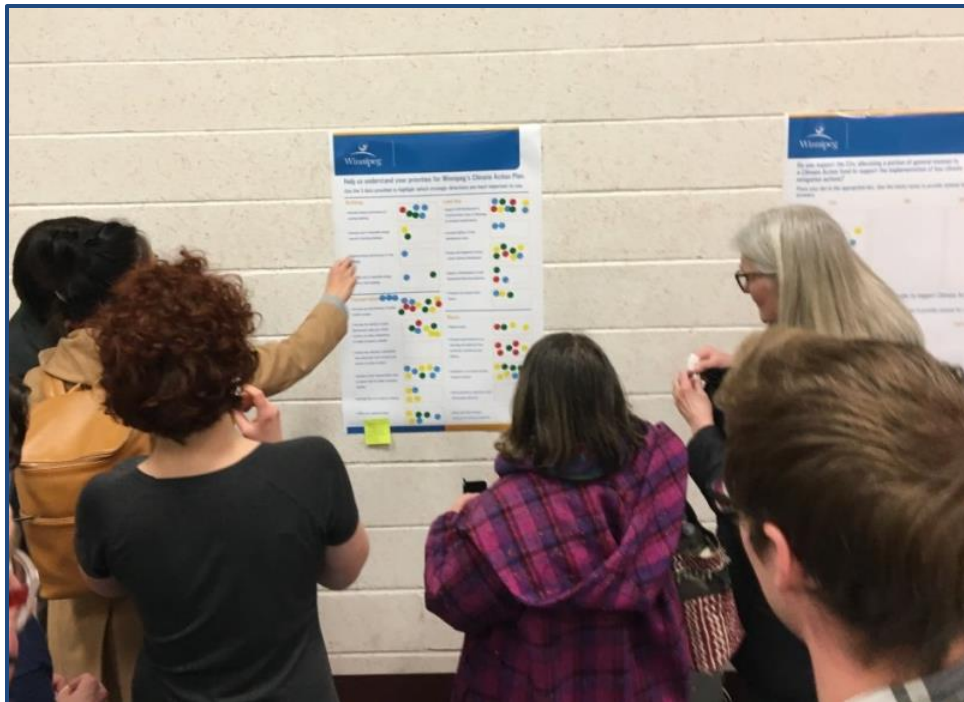


Figure 2 - Discussing priorities through 'Dotmocracy' in Phase 2

### Buildings (Workbook Feedback)

Common themes discussed at the tables included the need for the City to consider:

- Use of green building materials and high efficiency construction processes
- Energy efficiency and specific renewable energy requirements (e.g., solar)
- Education opportunities for the general public on how to reduce energy use
- Incentive programming
- Application of energy audits
- Cost savings as a motivating factor
- Flexibility and innovation with respect to municipal regulations (Building Code and Zoning Bylaw)

The majority of participants identified the need to increase energy performance of existing buildings in this category.

### Buildings (Dotmocracy Feedback)

A total of 20/150 (~13%) dots were placed on priorities related to buildings. Increasing the energy performance of existing buildings was the highest priority, along with other priorities shown in Figure 3.

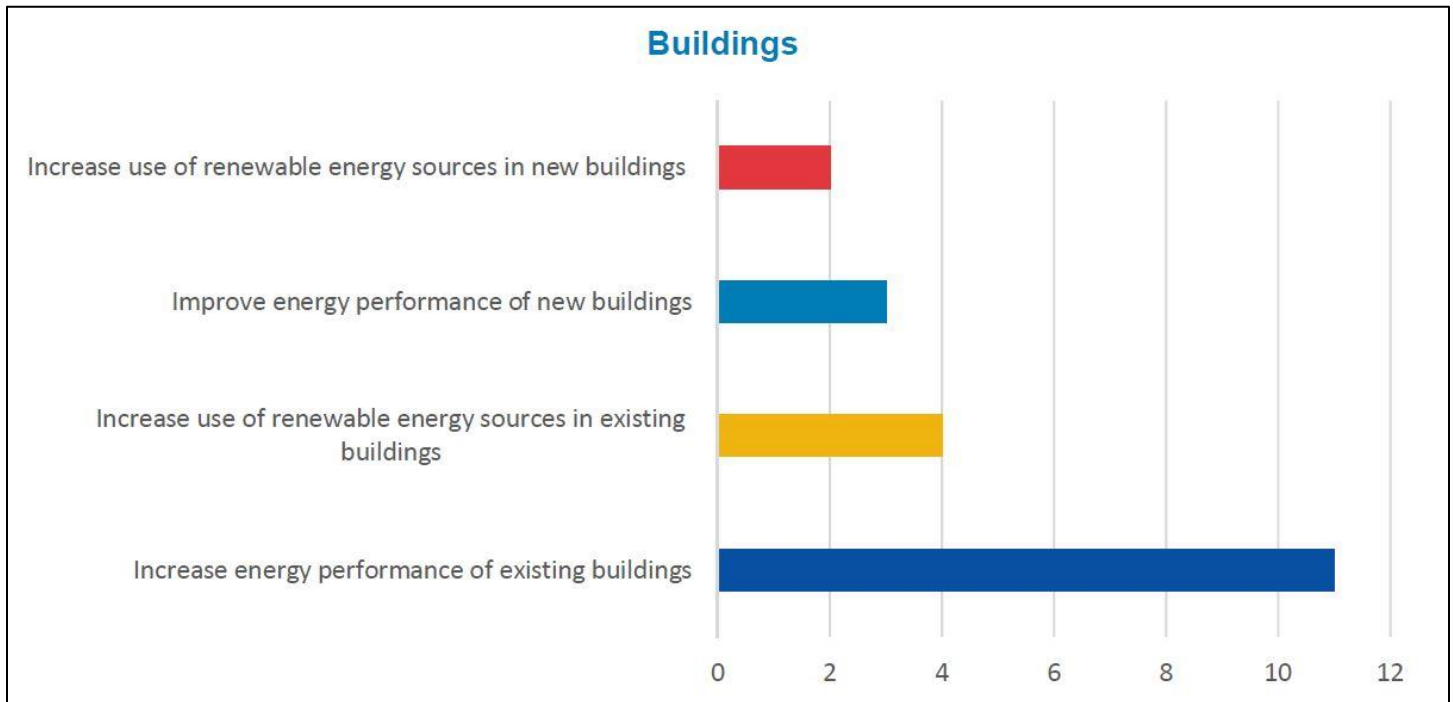


Figure 3 - Priorities for buildings identified in the 'Dotmocracy' prioritization activity



### Transportation (Workbook Feedback)

Common themes discussed at the tables included the need for the City to consider:

- Improved service schedule and reliability
- Better integration of technology
- Improved connectivity with other modes of transportation (walking, biking, car co-ops, park-and-rides)
- Development of additional cycling infrastructure
- Improved level of convenience for active transportation modes
- Health benefit associated with active transportation
- Prioritization of transit and complete communities
- Incentives to encourage alternative transportation modes

Increased use and efficiency of public transit systems was seen as a priority though increased densification along transit corridors and promotion of active transportation were also identified as being important.

### Transportation (Dotmocracy Feedback)

A total of 57/150 (~38%) dots were placed on priorities related to transportation. Increasing the use and efficiency of public transit systems was the highest priority, along with other priorities shown in Figure 4. No dots were placed for enhancing transit services in new suburban communities, likely an indicator of general preference for infill over new development, as shown in the 'Land Use' section, following.

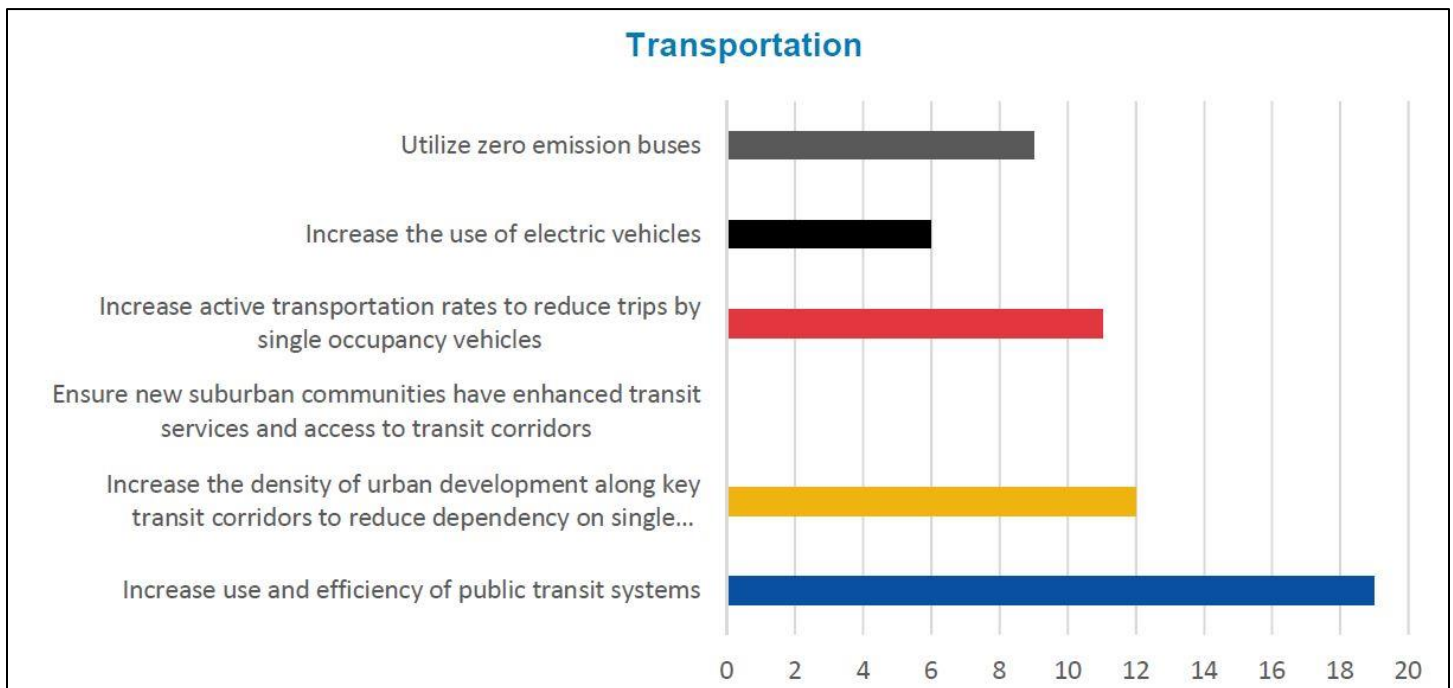


Figure 4 - Priorities for transportation identified in the 'Dotmocracy' prioritization activity

### Land Use (Workbook Feedback)

Common themes discussed at the tables included the need for the City to consider:

- Protection (and development) of parks, natural areas and urban forests
- Encouragement of increased densities in new and existing neighbourhoods
- Linkage between densification and alternative transportation modes, including transit-oriented, walkable development
- Promotion of complete communities

Priorities included the preservation and expansion of urban forests, active and transit-oriented development, as well as support to infill development for increased density.

### Land Use (Dotmocracy Feedback)

A total of 42/150 (~28%) dots were placed on priorities related to land use. The highest rated priority was 'Support infill development in Transformative Areas of Winnipeg to increase overall density.' The preservation and expansion of urban forests, along with the development of (active) transit oriented development were also highly rated, as seen in Figure 5.

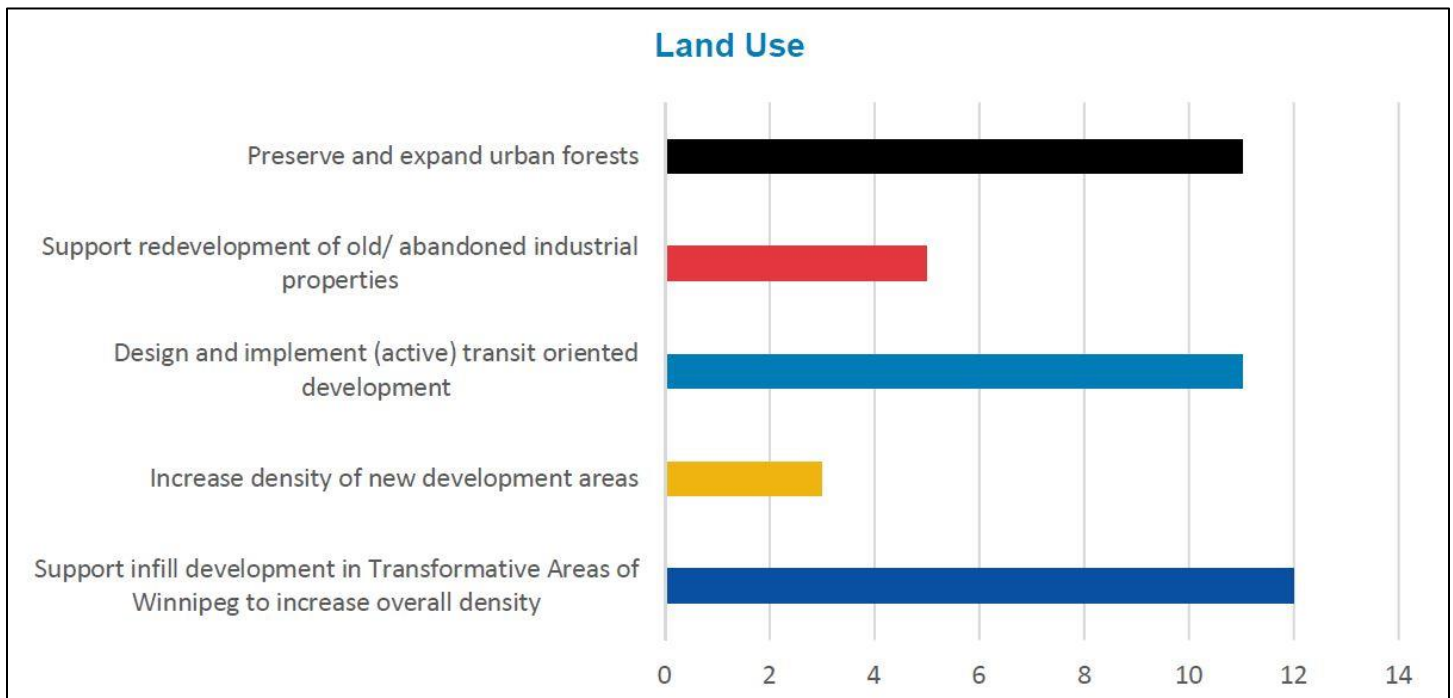


Figure 5 - Priorities for land use identified in the 'Dotmocracy' prioritization activity

Waste (Workbook Feedback)

Common themes discussed at the tables included the need for the City to consider:

- Compost services
- Increased education and awareness efforts

With respect to waste, attendees identified curbside composting as a key priority, followed by waste diversion and reduction more generally.

Waste (Dotmocracy Feedback)

A total of 31/150 (~21%) dots were placed on priorities related to buildings. The top priority was the development of a city-wide curbside composting program, followed by increasing waste diversion rates and waste reduction. There was little support for producing energy from biomass, or utilizing biosolids in agriculture or landscaping, as seen in Figure 6, below.

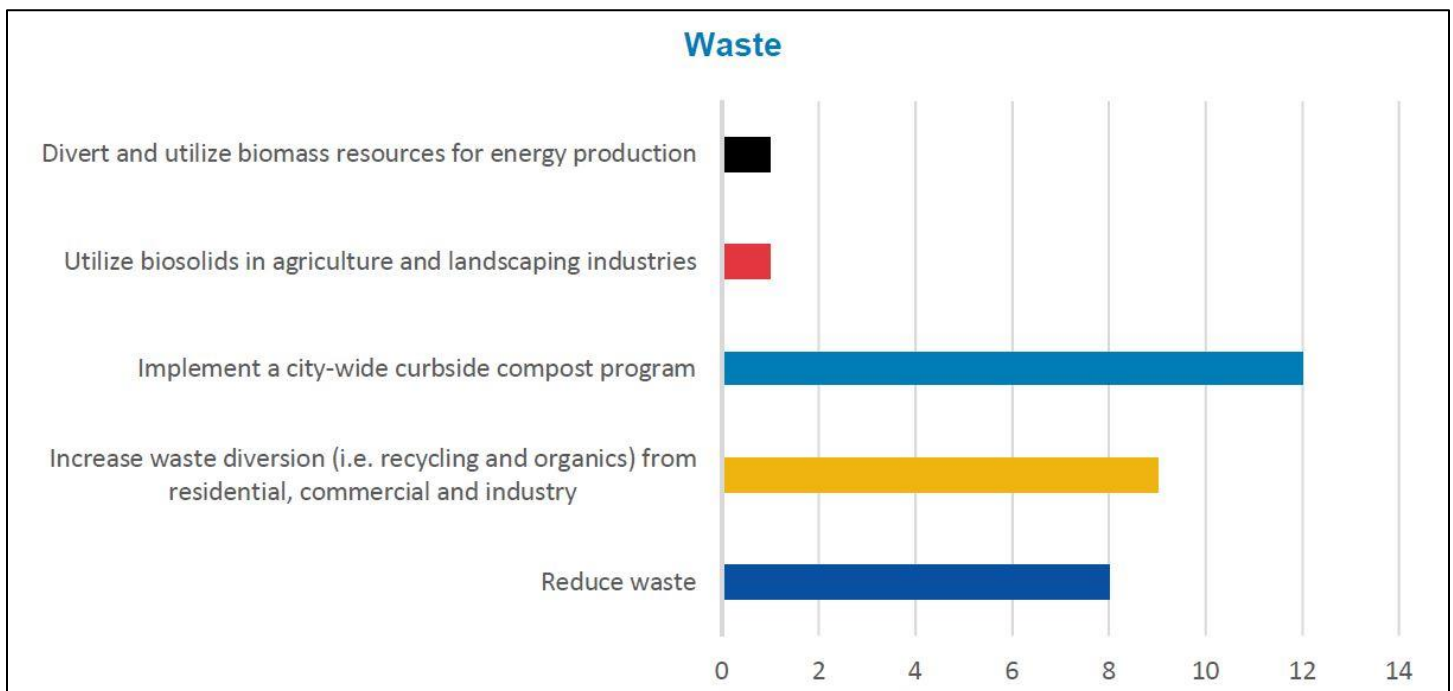


Figure 6 - Priorities for waste identified in the 'Dotmocracy' prioritization activity

**Next Steps**

Feedback from the public engagement process will be included in a final report to Council and incorporated into the Plan and recommendations where possible for Council's consideration. The report will include the directions and detailed actions that have been developed over the course of this project. Key considerations with respect to the Plan implementation will also be included in the report.