

## Area of Focus 1 - Engaging, Inspiring and Learning from People

| Area of Focus 1                 | Engaging, Inspiring and Learning from People Workplan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Purpose of this Workplan</b> | <p>The Engaging, Inspiring and Learning from People Workplan has been developed based on details:</p> <ul style="list-style-type: none"> <li>• provided during the community engagement,</li> <li>• compiled or recommended from other municipalities, organizations, committees, and others specializing in climate change actions,</li> <li>• approved by Council, and/or</li> <li>• recommended by City staff.</li> </ul> <p>The purpose of this workplan is to set an initial direction for collaborative discussion and action, as well as for measuring progress. Implementation strategies for the workplan are being prepared in early 2022. This workplan is designed as both a standalone item and is also connected and in support of the other nine workplans.</p> <p>A key component of this workplan is to ensure that implementation engagement is equitable and accessible, reflects the diverse needs of the community, and contributes to the success of the Climate Emergency Action Plan (CEAP) for all Londoners. This workplan uses guidance from the International Association for Public Participation (Equitable Engagement Best Practices and applying an Environment, Social, and Governance (ESG) lens. It has both a people focus and a business focus.</p> <p>Key priorities for Engaging, Inspiring and Learning from People include:</p> <ul style="list-style-type: none"> <li>• Talking climate change – driving climate conversations with all communities and, in particular, those communities traditionally marginalized from the climate conversation to overcome polarization, meet more needs, and inspire ambition and action for everyone.</li> <li>• Climate change literacy, knowledge and content – enabling more Londoners and employees to understand and see their connection with climate change, in particular through understandable information, local stories and images and other content in traditional and digital forms.</li> <li>• Personal and employee action – accelerating understanding of how to shift high carbon behaviours like single occupant vehicles to lower carbon behaviours like walking, cycling and transit.</li> </ul> |

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|                                        | <ul style="list-style-type: none"> <li>• People-focused policy – working with Londoners, businesses and groups to ensure the community and employees are central to key policies and decision-making.</li> <li>• All levels of government, businesses, institutions, Indigenous communities and neighbouring communities’ actions and relationships – collaborating, aligning and sharing climate change goals, objectives and actions outcomes.</li> <li>• Co-creating the implementation specifics of this workplan – before the first phase of outreach begins, City staff will devise a plan to co-create portions of this workplan with the community, businesses, institutions, Indigenous communities and stakeholders.</li> <li>• Local and regional economic development – while climate change brings risks and uncertainties, it also brings business opportunities. The low-carbon transition creates opportunities to spend existing energy expenditures differently; creates opportunities for efficiency, growth and innovation; and creates opportunities for investments and to grow the circular economy.</li> </ul> |
| <b>Climate Change Expected Results</b> | <p>This workplan has been designed to measure and report on progress towards all expected results:</p> <p>Walkable, Complete Neighbourhoods<br/> Increased Active Transportation and Transit<br/> More Zero Emission Vehicles<br/> More Net-zero Buildings<br/> Lower Carbon Construction<br/> More Resilient Buildings and Infrastructure<br/> More Carbon Capture<br/> Move Towards a Circular Economy<br/> Increased Community Resilience<br/> Increased Engagement on Climate Action</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Why Does this Matter?</b>           | <p>This Workplan has four key words; Engage, Inspire, Learn and People. All four words are equally important with respect to climate change and they are intertwined. They must all lead to action on climate change.</p> <p>In general, with respect to climate change, London can be described as a city where a small number of people are very engaged and many are somewhat engaged or not engaged at all. The number of Londoners in each of these three general categories has not been quantified. It is not uncommon to hear the phrase “people don’t care about climate change” and that it represents a lot of people. Most Canada-wide</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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|                 | <p>surveys do not support that notion. However, it must also be recognized that supportive survey responses do not always lead to action.</p> <p>In London, strong action on climate change has been demonstrated in the business, institutional and not-for-profit sectors, as well as by individuals, households, and at the City. This work and associated actions need to be substantially increased.</p> <p>In order to reach the targets outlined in the CEAP, however, all Londoners will need to elevate their level of understanding, engagement and action. To do this will require building on existing engagement and information approaches to provide Londoners with new information and motivation that supports their specific needs to take the actions they can on climate change. New approaches and ideas will also be needed.</p> <p>Two Canada-wide climate change polls shed some light on what Canadians think about climate change. While these polls are not London-specific, they provide a reasonable level of insight into the perspectives of Canadians that can be applied here:</p> <ul style="list-style-type: none"> <li>• Abacus Data; What do Canadians think about Climate Change and Climate Action survey <a href="https://abacusdata.ca/climate-change-cop26-canada/">https://abacusdata.ca/climate-change-cop26-canada/</a>: 2,200 Canadians (a random sample of panelists conducted October 15 to 20, 2021) – “Generally speaking, how would you like to see governments in Canada emphasize policies that reduce GHG emissions?” <ul style="list-style-type: none"> <li>• 66% - more emphasis</li> <li>• 19% - do nothing different from what is currently being done</li> <li>• 15% - less emphasis</li> </ul> </li> <li>• Leger; COP26 and the Future of Climate Change survey <a href="https://leger360.com/surveys/legers-north-american-tracker-november-9-2021/">https://leger360.com/surveys/legers-north-american-tracker-november-9-2021/</a>: 1,565 Canadians (representative panel conducted November 5 to 7, 2021) – “Do you think it is too late or that we still have time to reverse climate change?” <ul style="list-style-type: none"> <li>• 75% - I believe we still have time to put measures in place to stop climate change</li> <li>• 25% - I believe it is too late and that the changes are irreversible</li> </ul> </li> </ul> <p>Through the City of London’s Get Involved London website, an on-line feedback survey answered by about 150 people (non-random) between January 28, 2020 and October 8, 2020 indicated that:</p> |

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|                                          | <ul style="list-style-type: none"> <li>• 83% of participants believe they can influence climate change and take climate action in at least some capacity</li> <li>• 89% of participants understand that climate change is caused by human activities</li> <li>• Participants have a good understanding about climate change – an average of “8” on a scale of 1 to 10 (1 being “very little” and 10 being “high level of understanding”)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Background – How did we get here?</b> | <p>The City of London has undertaken energy conservation projects as far back as the early 1990s. The connection between energy use and greenhouse gas emission began to grow slowly in the London community as the focus tended to be on a wide variety of environmental impacts and actions.</p> <p>ReThink Energy London was the first city-wide community engagement program started in 2010 that focused on public awareness, encouraging stakeholder action and seeking input on sustainable energy and greenhouse gas emission mitigation actions. It resulted in the first draft Community Energy Action Plan (2013). The Community Energy Action Plan 2014 – 2018 was approved in July 2014. The final update on the plan was provided in April 2019.</p> <p>Rethink London was launched to engage Londoners in discussing what their city should look like in 2035. It concluded with The London Plan in 2016, the city’s Official Plan. Policies that address climate change are included in almost every section of the plan.</p> <p>On April 24, 2019, Municipal Council declared a climate emergency. On November 26, 2019, Council recommended a series of actions to be completed to address the climate emergency, including the development of a CEAP and the creation and implementation of a Climate Emergency Evaluation Tool (which has now become part of the Climate Lens Process) to be used on a range of City projects, programs and policies. The Climate Lens Process is now in use with two reports presented to the Civic Works Committee, a Standing Committee of Council, in August 2021.</p> <p>Over the last 10 to 20 years, many initiatives and actions have been implemented in many sectors in London that have a focus on sustainable energy, energy conservation, environmental protection, and climate change along with community engagement:</p> <ul style="list-style-type: none"> <li>• The City of London's CityGreen program is designed to help Londoners make 'greener choices'. CityGreen encompasses several Service Areas and divisions within the Corporation and</li> </ul> |

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|                 | <p>includes such broad topics as sustainability and climate change. CityGreen displays have also been held at major events, such as the Lifestyle Home Show, Go Wild Grow Wild, Seedy Saturday, and at summer festivals in Victoria Park.</p> <ul style="list-style-type: none"> <li>• The London Environmental Network (LEN) officially launched in 2015, with a mission to build participation, collaboration, and capacity in London for community-led actions. There are about 50 members currently in the network, many of which advance community knowledge and engagement on climate change issues. The LEN also delivers many of their own engagement programs. It is important to recognize that many of the members of LEN have been engaged in London for decades including Thames Region Ecological Association, ReForest London, Carolinian Canada, Nature London, Thames Talbot Land Trust, to name a few.</li> <li>• The Urban League of London (ULL) continues to support and encourage its members with environmental information and recently has been engaged climate change discussions. Many members of ULL such as Kensington Village Association have active projects.</li> <li>• Organizations such as Friends of Urban Agriculture London and the Middlesex London Food Policy Council engage in similar spaces with specific programs, actions and mandates.</li> <li>• Green in the City began in 2018 as a partnership between the London Public Library, LEN and the City of London as a method to engage Londoners in environmental topics and discussions.</li> <li>• Green Economy London, administered by the LEN, is one of seven membership-based Green Economy Hubs across Ontario supporting networks of businesses to set and achieve sustainability targets. Most of the 45+ member businesses of the Green Economy London program are small to medium enterprises, with a few larger businesses such as Libro and Trudell Medical.</li> <li>• The Environmentalist in Residence program is a partnership between the London Public Library and the City of London. One person from the community is competitively selected every year to act as the designated 'Environmentalist in Residence' for the Library.</li> </ul> <p>The City of London acknowledges that there are many equally important initiatives projects and programs not mentioned above by London individuals, groups and employers.</p> |

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| <p><b>What has been done recently?</b></p> | <p>Specific to the development of the CEAP, the City of London led many engagement initiatives including:</p> <ul style="list-style-type: none"> <li>• The Get Involved website for feedback, surveys, documents, and related links;</li> <li>• sponsored the use of Project Neutral's carbon footprint calculator to help households in measure their household's carbon footprint;</li> <li>• used Ethelo's eDemocracy tool to provide Londoners with a Climate Action Plan simulator for both education and outreach; and</li> <li>• a range of videos for climate change education, including the 'Trouble with Bubbles' GHG emission visualization video.</li> </ul> <p>Summary data for the development of the Climate Emergency Action Plan indicates:</p> <ul style="list-style-type: none"> <li>• 2,700 individual, direct responses were received through engagement efforts;</li> <li>• Over 19,000 views/impressions (GetInvolved and eDemocracy site visits) occurred; and</li> <li>• Over 7,000 people attended live or viewed online recordings of City/Len/London Public Library events in 2020-2021.</li> </ul> <p>The City of London acknowledges that many groups and people of London have not participated to date due to variety of reasons including challenges with COVID-19 pandemic, inability of the City to use different engagement methods, lack of awareness, trust, understanding and/or desire to participate, etc. These barriers will be addressed to the fullest extent reasonable during implementation.</p> <p>The London Environmental Network has launched a new program, Greener Homes London, offering virtual one-on-one calls with Londoners to help them make their home climate-friendly.</p> <p>Climate Action London has also hosted a number of initiatives in recent years including climate marches, movie screenings and providing climate action grants.</p> <p>Energy stakeholders, such as London Hydro and Enbridge, participate in pilot projects, offer incentives, information, and guidance.</p> <p>London businesses and institutions have also taken considerable action to acknowledge and begin to address the challenges of climate change. Almost two thirds of London's top 85 employers (by number of</p> |

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|                                                | <p>employees) have taken some form of climate action recently, including one or more of the following:</p> <ul style="list-style-type: none"> <li>• Published an environmental, climate change and/or sustainability commitment;</li> <li>• Committed to reducing greenhouse gas emissions;</li> <li>• Committed to a net-zero emissions target;</li> <li>• Committed to a zero-waste target;</li> <li>• Established climate change adaptation goals or strategies;</li> <li>• Established natural heritage protection, conservation and/or preservation commitments or goals; and/or</li> <li>• Engaged in partnerships with the City, the community and/or non-profit organizations to advance climate action.</li> </ul>                                                                                                                                                                                                                                                                           |
| <b>Responsible City Service Area(s)</b>        | <ul style="list-style-type: none"> <li>• Co-Led by Environment &amp; Infrastructure, City Manager's Office, Enterprise Supports, Planning &amp; Economic Development, and Neighbourhood and Community-Wide Services</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Key Community Partners and Stakeholders</b> | <ul style="list-style-type: none"> <li>• City of London Advisory Committees</li> <li>• Community Networks (e.g., London Environmental Network, Urban League of London, Pillar Nonprofit Network, other networks)</li> <li>• Community Groups, Associations, Others (e.g., ReForest London, Carolinian Canada)</li> <li>• Other organizations (e.g., Middlesex-London Food Policy Council, London Community Foundation)</li> <li>• Local First Nations and Urban Indigenous communities</li> <li>• Business Networks (e.g., Chamber of Commerce, London Economic Development Corporation, London Development Institute, London Home Builder's Association, Green Economy London, etc.)</li> <li>• Middlesex London Health Unit</li> <li>• Businesses, Institutions, Employers and Employees</li> <li>• Western University</li> <li>• Fanshawe College</li> <li>• London Transit Commission</li> <li>• Energy Stakeholders (London Hydro, Enbridge, Enwave)</li> <li>• Individuals, Students</li> </ul> |
| <b>Key Actions (and Milestones)</b>            | <ol style="list-style-type: none"> <li>1. Leveraging work being done to support other major projects, convene and co-create a community-led, City-supported group to extend the reach of the CEAP into the community and further inform and support climate action in London. Before the first phase of broad implementation of the CEAP begins, City staff and partners</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|                 | <p>will focus on networking and strengthening community connections. As per best practices, it is recommended that the community co-designs the engagement framework and participates in a ‘task force’. To do this, staff will:</p> <ul style="list-style-type: none"> <li>a. Leverage existing structures (e.g., advisory committees, third-party organizations with established community networks) to ensure a range of perspectives and experiences are leveraged throughout the process.</li> <li>b. Working with other major initiatives and service areas, and in partnership with London’s Community Diversity and Inclusion Strategy (CDIS) leadership and its working groups to develop, review and implement engagement plans that improve the inclusion of all Londoners.</li> <li>c. Ensure representation from Indigenous people, Black people and other equity-deserving groups on the workplan project team and ensuring the expanded project team provides a range of lived experience.</li> <li>d. Identify existing and historical engagement barriers as community connections are made, and form plans to remove/address them proactively.</li> <li>e. Clearly define where each task lands on the <a href="#">spectrum of public participation</a> as presented by the International Association for Public Participation (<a href="#">IAP2</a>) <a href="#">Equitable Engagement Best Practices</a> and to ensure there is a mutual understanding between practitioners, decision makers and the community about how input and ideas will be used.</li> </ul> <p>2. Convene and co-create a business and institution-led group to extend the reach of the CEAP into the business community, further inform and support climate action in London, and focus on local and regional economic development opportunities small and large. A key focus of this group would include:</p> <ul style="list-style-type: none"> <li>a. creating the ‘business case for climate action’</li> <li>b. supporting local business and the economy</li> <li>c. increasing the percentage of energy expenditures in the local and regional economy</li> <li>d. aligning CEAP actions and other related plans, where possible, to support local business planning, actions and future growth</li> </ul> |

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|                                       | <p>including sustainable purchasing practices, local economic development and supporting the circular economy</p> <ol style="list-style-type: none"> <li>3. Seek input from partners, institutions, businesses, and Londoners on where efforts should be allocated to empower community and individual action as part of revisions and updating of the Climate Emergency Action Plan. This may include requesting expressions of interest from organizations to address common challenges that will lead to lower community-wide emissions and improved resilience</li> <li>4. Work with community partners to develop tools and resources to help Londoners and London businesses identify their contributions to greenhouse gas emissions and prepare for extreme weather events.</li> <li>5. Work with community partners to develop means to recognize those Londoners and London businesses who are providing local leadership on climate action</li> <li>6. Continue to provide Londoners with the latest information on local greenhouse gas emissions and the expected impacts of climate change</li> <li>7. Facilitate the creation of partnerships with businesses, community organizations, non-profits and others to advance climate action in the community, where possible.</li> <li>8. Maintain an engagement portal to ensure that Londoners have a place to provide feedback. This feedback will be reviewed, analyzed and referenced as part of upcoming revisions to the CEAP.</li> <li>9. Work with community partners to develop methods to receive input and feedback on a more frequent basis to capture new ideas, improved ideas, innovative ideas and solutions to reduce GHG emission and make London more resilient including any processes needed to support this action.</li> </ol> |
| <b>Examples of Measuring Progress</b> | <p>Measuring progress for this workplan will be co-created as the workplan is finalized. It will likely contain a mixture of simple to more complex metrics, outputs, and outcomes. Targets are typically part of the process. Examples would include:</p> <ul style="list-style-type: none"> <li>• Number of organizations engaged</li> <li>• Number of participants</li> <li>• Website view statistics</li> <li>• Social media statistics</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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|                 | <ul style="list-style-type: none"> <li>• Number of downloads by document</li> <li>• Number of communications to various media</li> <li>• Number of requests for information or invitations to speak to schools and the community</li> <li>• Number of new groups reached</li> <li>• Number of climate change champions</li> </ul> <p>These measures are intended to evolve through the consultation and implementation process to ensure they are adding value to the progress of the CEAP.</p> |
| Resources       | <ul style="list-style-type: none"> <li>• CEAP Supporting Documents</li> <li>• Project Neutral carbon footprint calculator for households</li> <li>• International Association for Public Participation (<a href="#">IAP2</a>) <a href="#">Equitable Engagement Best Practices</a></li> </ul>                                                                                                                                                                                                    |