

## Background

With funding provided through the Federation of Canadian Municipalities Green Municipal Fund, Winnipeg has developed a process to create its Climate Action Plan. The purpose is to identify strategies that will lead to a community-wide climate action plan to reduce greenhouse gas (GHG) emissions. A key step in the project was to engage residents in exercises to develop a climate vision for the City, discuss target-setting, and identify potential climate actions.

## Engagement

To meet these objectives, two public engagement events were held in November – a public kick-off and an online forum for discussion. Detailed accounts of the feedback and questions received during those events are described in two summary reports found in the Appendices section.

## Promotion

The two public engagement opportunities were promoted using the following methods:

- City of Winnipeg website;
- News release;
- Facebook with approx. 18,000 followers;
- Twitter posts with 81,000 followers;
- 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, The Metro, The Uniter, The Manitoban).

## What We Heard

Asked about their personal perspectives on climate change and opportunities for action, participants shared their ideas and feedback on a wide range of topics. Of those, 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 more generally, 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 “car-centric” development.

Several themes or actions 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.

On building-specific actions, participant considerations included building code standards, green energy incentives, solar panels, financial support and densification.

Related to the transportation sector, participants expressed the desire to see improvements to the transit system and active transportation infrastructure, invest in electric vehicles (including transit buses) and charging infrastructure, and make efforts to discourage “car-centric” lifestyles while promoting the benefits of walking and biking initiatives.

Waste sector suggestions included composting, financial incentives for reducing waste, enhanced recycling, wastewater infrastructure improvements and biogas from the landfill.

Date	Activity	Participation Level
November 10, 2017	Climate Action Plan Kick-Off Event	69 public attendees; 63 engagement worksheets submitted.
November 28, 2017	Facebook Live Online Ideas Jam	34 live views at peak; 4,674 people reached*

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

## What We Heard

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).
  - Incentive private/residential sector to promote energy efficiency.
  - Develop mattress recycling program.

The information and perspectives will be incorporated into the multi-criteria analysis (MCA) tool that will be used to determine the City's priorities going forward. Looking at a range of GHG reduction actions, and tools to achieve them, the tool will consider factors like effectiveness, cost, public support/perceptions and others. The resulting actions and tools, developed through public engagement input, City expertise, and sector best practices will form the core of Winnipeg's Climate Action Plan.

### Next Steps

A public workshop is planned for February 27, 2018 at the North Centennial Recreation & Leisure Facility. At the beginning of this session, we will provide a synopsis of what we heard during the first phase of the project, including the key themes that emerged. We will then illustrate how those inputs, and others, were used to prioritize actions in Winnipeg's Climate Action Plan. The majority of the public workshop will be focused on receiving feedback and comments from Winnipeg residents on six climate change action plan topics that require more in depth community input. These six topics will be related to action and tools for GHG emission reduction from the building, transportation, land use, and waste, water and waste water sectors. This feedback will assist with the process of drafting Winnipeg's Climate Action Plan that will be presented for Council consideration in the spring of 2018.

### Appendices

Appendix A – [Kick-off Event Report](#)  
Appendix B – [Online Ideas Jam Report](#)



# WINNIPEG'S CLIMATE ACTION PLAN

## Phase 1 Public Engagement Summary

January, 2018

### Appendix A - Kick-off Event Report

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To learn more about Winnipeg's Climate Action Plan,  
please visit [winnipeg.ca/climateaction](http://winnipeg.ca/climateaction)

# **Public Engagement Summary of Winnipeg's Climate Action Plan Kick-Off Event**

Event Date: November 10, 2017

Location: The University of Winnipeg

Prepared By: Urban Systems

Report Date: December 22, 2017

WINNIPEG’S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY

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## 1.0 Introduction

Recognizing that climate change is a serious global environmental problem, the City of Winnipeg is moving forward to develop a community climate action plan, an initiative called *Winnipeg's Climate Action Plan: Planning for Climate Change. Acting for People.*

- To kick off the project, residents were invited to a public engagement session to help define a vision for climate action in Winnipeg. On November 10, 2017, residents participated in an evening of engagement that included local art, music, community storytellers, and round table activities to provide input on Winnipeg's Climate Action Plan. Their thoughts, ideas, and feedback will help set the City's priorities and shape the plan.

## 2.0 Kick-Off Engagement Outcomes

- Participants learned about Winnipeg's Climate Action Plan and were informed about major milestones in the project, the public engagement process, and how they can be involved throughout.
- Participants heard climate stories from three community members. Participants were introduced to a range of possibilities for approaching Winnipeg's climate vision, targets, and actions.
- Attendees discussed and reflected on both their own, and Winnipeg's, climate story. Participants discussed their own climate vision and brainstormed the vision and greenhouse gas emission targets associated with the City's climate mitigation efforts.

## 3.0 Recording Feedback

Participant feedback was collected through an engagement worksheet. Worksheets were placed on tables, and participants were encouraged to complete the worksheet during or following their table discussion with other participants. See Appendix A for a copy of the worksheet.

## 4.0 Kick-Off Event by The Numbers

- 69 event attendees
- 109 registrants on Eventbrite
- 63 engagement worksheets submitted (see Appendix A for all worksheet feedback)

## 5.0 Analysis Methodology

### Open-Ended Questions

Open-ended questions were posed as part of the kick-off event, and qualitative results were collected. Qualitative responses were categorized into themes that emerged. Each response was coded based on the emergent themes, and in instances where more than one theme was represented in a response, multiple themes were attributed to the response. Responses that did not fit into a theme were classified as 'other.'

After each response was categorized into themes, responses within each theme were totalled and the percentage of responses within that theme was calculated. Full written responses collected through the worksheet are provided in Appendix A.

## 6.0 Results

Participants of the Kick-off event were asked to discuss a total of five questions throughout the evening. Below is a summary of the questions and responses. Note that percentages were rounded to the nearest whole number. Example verbatim comments within each theme were selected to represent the theme and are included in the sections below in italics. Example verbatim comments do not represent all of the comments submitted; rather they provide a brief snapshot of what was said. To view the complete listing of comments received by participants to the five questions provided in the worksheet, refer to Appendix A.

### Q1: WHAT'S MY CLIMATE STORY?

Participants were asked to discuss and write down their own individual climate stories sharing what environmentally-responsible actions they currently take to help reduce GHG emissions. The following themes emerged:

#### Theme 1: Transportation – Public Transit & Active Transportation

Of the responses received on this question, 60% (36/60) made reference to trying to make environmentally friendly transportation choices – whether through public transit or active transportation modes.

##### SAMPLE QUOTE:

- *I bike/use public transit 75% of the time. I want it to be more – but need more family friendly infrastructure to be able to access these all the time.*

#### Theme 2: Lifestyle

Of the responses received on this question, 52% (31/60) made reference to adopting lifestyle choices that support eco-conscious living. Some of these lifestyle choices included composting, recycling, minimizing plastic waste, making energy efficient choices at home and eating local food.

##### SAMPLE QUOTE:

- *I recycle, eat organic food, work in the organic industry, bike to work in the summer, shop at farmer's markets (local food) and grow herbs.*

#### Theme 3: Occupation & Education

Of the responses received on this question, 18% (11/60) made reference to efforts to enhance sustainability and climate education, either through their career choices or personal relationships in the community. Six participants indicated that their careers and studies focus on sustainability. In addition five participants noted specifically that they are dedicated to sharing knowledge about climate change, whether it is in casual conversation or through organized groups.

##### SAMPLE QUOTE:

- *I try to be conscious and recycle and educate people when I can. I'm doing a Master's degree in sustainable energy engineering and dedicating my life to ... the reduction of GHGs.*



## Q2: WHAT'S WINNIPEG'S CLIMATE STORY?

Participants were asked to discuss and provide feedback on Winnipeg's current climate story. In general, participants were concerned about Winnipeg's efforts to address the impacts of a changing climate, but were inspired by conversations like the ones happening through Winnipeg's Climate Action Plan. From their input, the following themes emerged:

### Theme 1: Slow to Act

Of the 50 responses received on this question, 28% (14/50) suggested that the City was lagging behind other cities or not moving fast enough on climate change efforts.

#### WHAT YOU SAID

- *I think Winnipeg has made some small valid efforts towards sustainability and climate action but it doesn't seem to be enough... Why aren't we moving quicker – even if it's only low hanging fruit like promoting composting, energy efficiency or active transportation? We need more!*

### Theme 2: Small Steps in the Right Direction

Tying into the 'slow to act' theme, 10% (5/50) participants responded favourably to the City's current Climate Action Plan engagement process. Participants followed their positive statements with a call to action and challenged the City to take steps forward in addressing climate change.

#### WHAT YOU SAID

- *Winnipeg has lots of policy language that is great but it is a challenge to put those visions and objectives into serious action.*

### Theme 3: Car-Centric Development

Of the 50 responses received on this question, 22% (11/50) suggested that past and current City development has been undertaken with a car-centric focus and planning decisions have not traditionally been made around public or active transportation and/or densification.

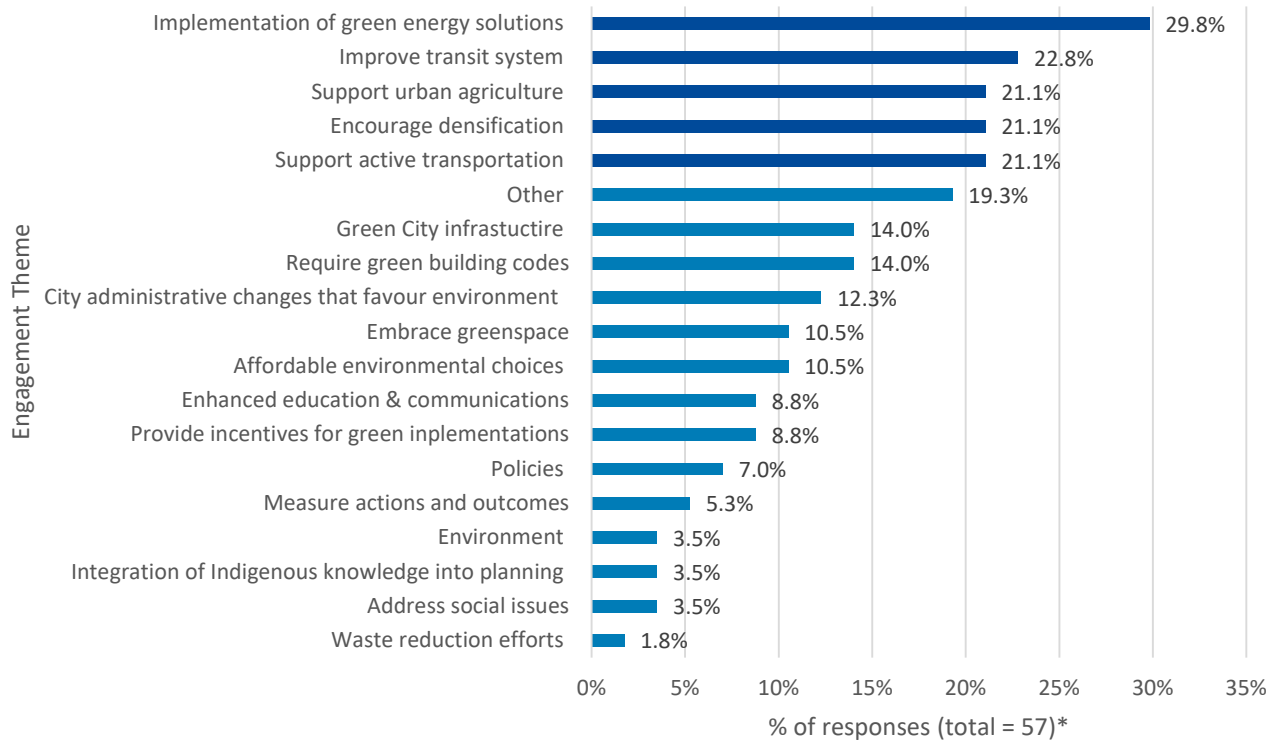
#### WHAT YOU SAID

- *Winnipeg needs to recover from decades of short-sighted planning (i.e., urban sprawl). Appropriate responses may include densification, enabling local food production, easier access to transit and associated dependable service.*

## Q3: MY CLIMATE VISION FOR WINNIPEG IS:

Event attendees were asked to provide their thoughts on Winnipeg's climate vision. Although most responses elicited actions rather than visioning statements, feedback indicated that residents value the implementation of more energy-efficient solutions (29%) such as electricity, solar, wind, and a reduction in natural gas use. Other top values that emerged included the importance of an improved transit system (22%), and the support of urban agriculture (21%), densification (21%), and active transportation (21%).

## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY



\*Responses often included more than one theme

Figure 1. Responses to “My climate vision for Winnipeg is...”

## WHAT YOU SAID

### Theme 1: Implementation of green energy solutions

- *Electrify transit, install electric vehicle charging stations, ban new installs of natural gas, mandate energy retrofits, and upgrade water treatment plants to capture gas emissions.*
- *Stop using natural gas and utilize our abundant hydroelectric power. Let's be leaders in electrifying our transit system and build more charging stations.*
- *Finding ways to power our low-carbon future in the true spirit of reconciliation.*
- *Put more emphasis on green energy and green energy technology research and development. More subsidies for renewable technologies – not just electricity. We need a serious reduction in natural gas, and should prioritize solar thermal heating.*
- *Be a leader and engage all levels of government.*

### Theme 2: Improve transit system

- *Make public transportation number 1 priority and individual transportation secondary.*
- *For the City to take a leadership role (for once) and invest heavily in transit, electric vehicle charging.*
- *Mass transit options for those coming from outside the city.*
- *Let's be leaders in electrifying our transit system and build more charging stations.*

### Theme 3: Encourage densification

- *Build neighbourhoods that are more walking and cycling friendly (e.g., shopping without taking your vehicle). Discourage the spread of the city.*
- *Make community friendly areas by promoting local community gardens, smaller yet more schools, and more local groceries.*
- *Council needs to decide how big the city is to be and on its geographic limits. There should be no new mega suburbs and put an upper limit on the square footage of new homes.*
- *Focus on walkable first. Independent community-owned and supported businesses will reduce the need to travel for daily needs.*

### Theme 4: Support active transportation

- *Discourage vehicle use by turning traffic lanes into bike paths. Build neighbourhoods that are more walking and cycling friendly. Ideally can shop without taking your vehicle.*
- *Provide more bike lines and better bike lanes throughout the City for a safe ride.*
- *60% of residents said they would cycle more if there were separated bike lanes. Allows people to spend more time outside connecting with their neighbours.*

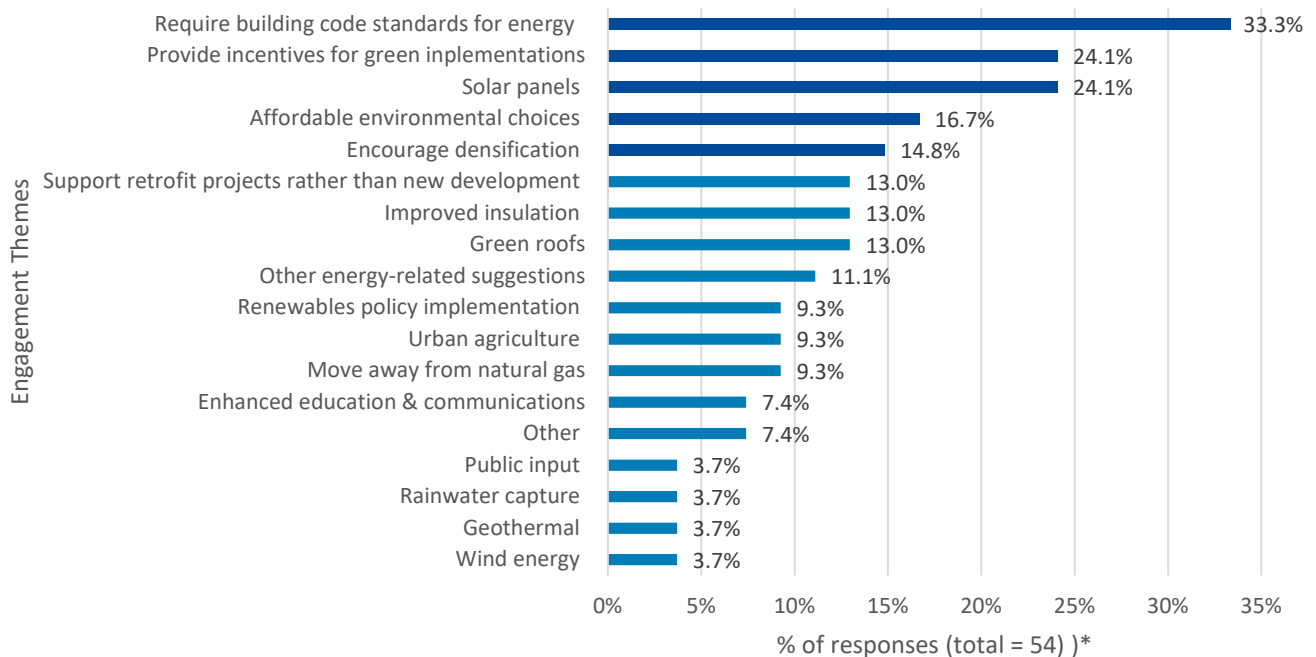
The 'Other' category consists of a wide range of responses including for example, vehicle driving practices, over-population, urban canopy and green economy considerations.

## Q4: WHAT ACTIONS SHOULD THE CITY TAKE TO REDUCE GHG EMISSIONS FROM: BUILDINGS, TRANSPORTATION, AND WASTE SECTORS?

Kick-Off Event attendees were asked to provide actions that the City could take to reduce GHG emissions from the following sectors: buildings, transportation, and waste.

### BUILDINGS

Respondents indicated that their top five actions to help reduce GHG emissions in the building sector include: required building code standards (34%), incentives for green energy implementations (24%), use of solar panels (24%), affordable program (16%) and the encouragement of City densification (14%) (Figure 2).



\*Responses often included more than one theme

Figure 2. Responses to “What actions should the City take to reduce GHG emission from the building sector?”

## WHAT YOU SAID

### Theme 1: Required building code standards

- *Building code requiring better energy saving features.*
- *Have rules and standards set for each building during building process and/or building redesign.*
- *Conduct energy audit of all city buildings; work with developers/construction unions to change codes for energy efficiency.*
- *Force developers to build all new buildings sustainably (fines if they don't).*

### Theme 2: Incentives for green energy implementations

- *More incentives for communities to retrofit.*
- *Reward residents and businesses using green technology.*
- *Subsidies for green energy products (if they're inexpensive); incentives for reuse of things that would normally go to the dump (like building materials).*
- *Subsidize investments into renewable energy for residential users.*

### Theme 3: Use of solar panels

- *Solar power; efficient energy use; tons of streetlights stay on all day even though it's daytime and there is no use for them.*
- *Solar panels on every building (consider a percentage requirement for solar).*
- *Streamline solar panel permits.*

### Theme 4: Affordability programs

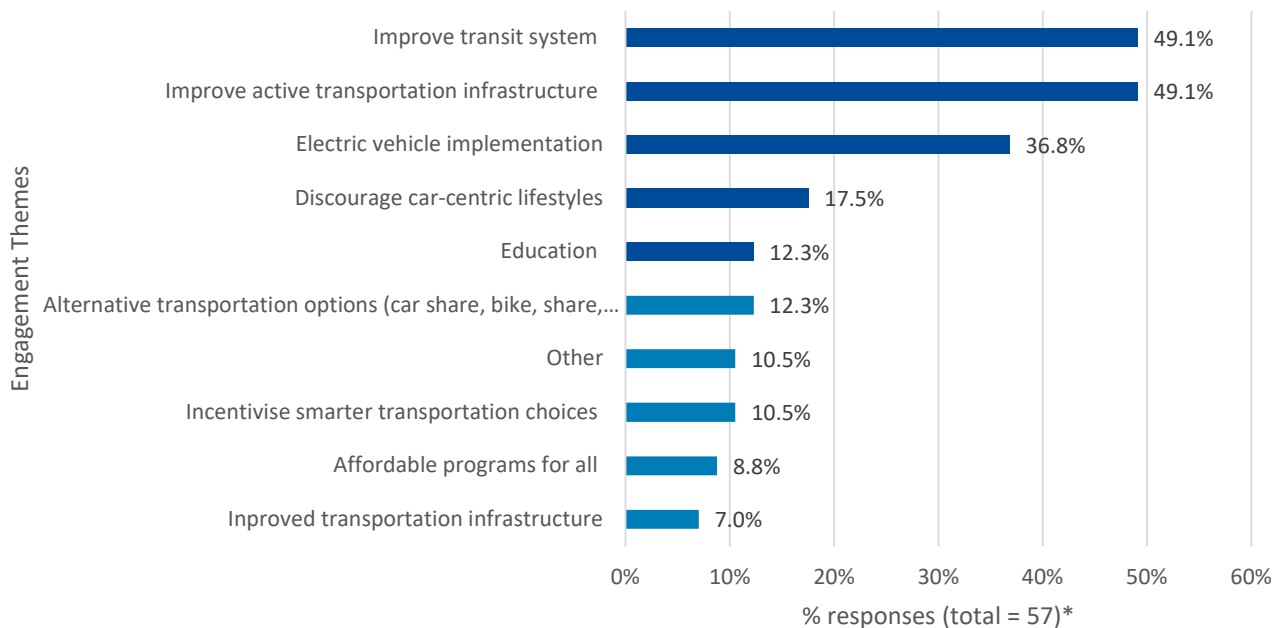
- Enable homeowners to conduct retrofits in sustainable building programs that best meet their needs (LEED/net-zero houses); have new buildings meet standards and provide financial assistance for installation.
- Subsidize investments into renewable energy for residential users – needs to be affordable and accessible for all.
- Offer insulation grants; zero interest loans for private homes.
- Partner with others to encourage property owners to make changes to reduce energy consumption (find ways to make it affordable).

### Theme 5: City densification

- Smaller, better-built buildings.
- Use growth fee to limit urban sprawl.
- Increase urban density and stop urban sprawl.
- Zoning for smaller, multi-family dwelling arrangements; inter-generational flexibility; mix residential with mixed-use commerce.

## TRANSPORTATION

Respondents indicated that their top five actions to help reduce GHG emissions in the transportation sector include: improvements to the transit system (49.1%), improvements to active transportation infrastructure (49.1%), more electric vehicles and charging stations (36.8%), discourage car-centric lifestyles (17.5%), and more educational initiatives to promote smarter transportation decisions (12.3%) (Figure 3).



\*Responses often included more than one theme

Figure 3. Responses to “What actions should the City take to reduce GHG emission from the transportation sector?”

## WHAT YOU SAID

### Theme 1: Improvements to the transit system

- *Real rapid transit systems – emphasis on system; not single road.*
- *Increase bus frequencies and improve shelters – especially late at night.*
- *Possible implementation of a sky train for more consistent transit.*
- *Vastly improved public transportation; electric buses; a leading bus manufacturer makes them right here. Key is to provide an effective user experience.*

### Theme 2: Improvements to active transportation infrastructure

- *Separate bike lanes from sidewalks and streets with a physical barrier – I don't bike because I don't feel safe; consider bike only corridors.*
- *Improve active transportation infrastructure – better, interconnected walking paths; provide incentives for people that use forms of active transportation.*
- *Invest in smart bike routes; incorporated into urban planning.*
- *More greenways; bike corridors away from vehicles; buses with bike racks.*

### Theme 3: More electric vehicles and charging stations

- *Introduce a bylaw that every residence having more than one vehicle would have to be electric.*
- *More electric vehicle charging stations.*
- *Car shares could be electric/hybrid.*
- *Electrify transit.*

### Theme 4: Discourage car-centric lifestyles

- *No car day (sticker on car determines which day you can't drive your car).*
- *Limit car access to the downtown to encourage foot traffic.*
- *\$5 to \$9 per litre of motor fuel; park & ride at perimeter highway locations; install plate readers to facilitate congestion fees.*
- *Free transit and/or cars banned/restricted. Have carless days.*

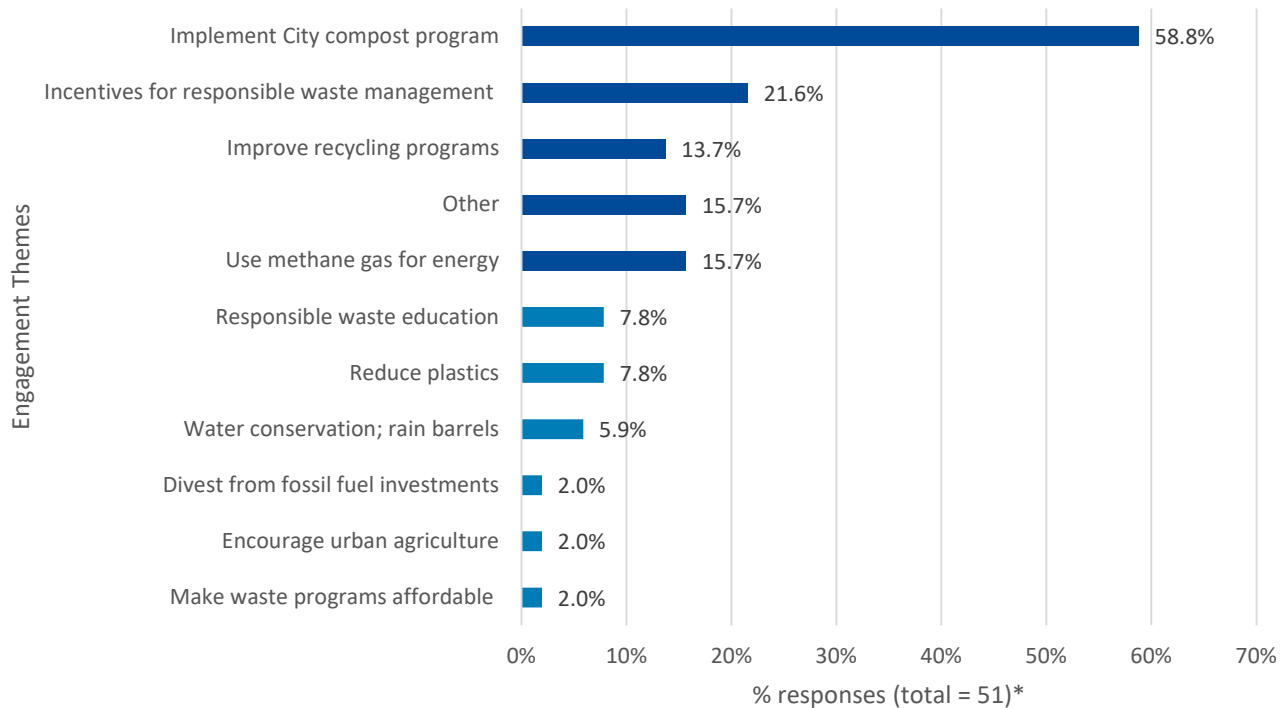
### Theme 5: More educational initiatives to promote smarter transportation decisions

- *Supporting bike education and cycling safety and promotion like Green Action Centre's commuter challenge; bike to school/work day.*
- *Educate drivers – it's scary to bike.*
- *Make public transportation #1 priority. Change the mindset.*
- *Promotions and school programs about increasing walkers, etc.*

## WASTE

Respondents indicated that their top five actions to help reduce GHG emissions in the waste sector include: City-wide compost program (58.8%), incentives for responsible waste management (or disincentives for non-responsible waste management) (21.6%), improvement to recycling programs (13.7%), other uncategorized initiatives (15.7%), and to use methane gas as an alternative source of energy (15.7%) (Figure 4).

## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY



\*Responses often included more than one theme

Figure 4. Responses to “What actions should the City take to reduce GHG emission from the waste sector?”

## WHAT YOU SAID

### Theme 1: City-wide compost program

- *Curbside compostable pickup year-round.*
- *City-wide organics program.*
- *Develop compost collection for all city urban and suburban properties and schools.*
- *Promote composting on site for residents or a short distance away throughout the city.*

### Theme 2: Incentives / disincentives for responsible /irresponsible waste management

- *Charge for excessive garbage/recycling accumulation.*
- *Refuse business permits to any business that uses non-recyclable materials (ex. cups from Starbucks).*
- *Charge for plastic bags.*
- *Stop environmental fees; this is just another tax.*

### Theme 3: Improvements to recycling programs

- *Recycling for all plastics.*
- *Create policies requiring businesses, residents, and institutions to have mixed use recycling and organics programs.*
- *Make more things recyclable.*

- *Come up with letter recycling program; review other municipal incentive programs.*
- *Would like to see a report on the recyclable material – what is not recyclable and do you make any revenue from it?*
- *I really liked the long term plan about waste in Winnipeg when I read it.*

#### **Theme 4: Water / Wastewater**

- *Separate sewers.*
- *Build the water treatment plant FINALLY.*

#### **Theme 5: Methane gas as an alternative source of energy**

- *Turn methane “flare” into renewable natural gas.*
- *Use collected methane from landfill for heating.*
- *Methane capture systems.*
- *Capture and reuse landfill gas.*

## **Q5: ARE THERE ACTIONS YOU WILL UNDERTAKE AS A WINNIPEG RESIDENT?**

Participants were asked to discuss and provide feedback on their future actions considering future climate change impacts. Many respondents touched on the themes present in Question 1 (transportation, lifestyle, occupation & education), but a few additional themes emerged:

#### **Theme 1: Energy**

Of the 45 responses received on this question, 42% (19/45) suggested that they will make an effort to reduce their energy consumption, adopt alternate energy forms (solar, geothermal, etc.), retrofit inefficient forms of energy, and/or make more energy-efficient choices.

#### **WHAT YOU SAID**

- *I've disconnected my gas dryer, bought a high efficiency washer, upgraded the water heater; next is a metal roof to put on solar and geothermal.*
- *I have replaced all my household lighting with LED. That cuts down my lighting load by 85%.*
- *Investigate the use of solar panels for powering of personal buildings, and factory complexes.*
- *I will heat my house with electricity when Hydro lets me. I will power my home with solar, wind power when possible.*

#### **Theme 2: Transportation - carpooling, carsharing, transit**

Of the 45 responses received on this question, 69% (31/45) indicated that participants would like to continue or expand upon their efforts to reduce personal car use, while also expanding their car-sharing activities, using ride-hailing services and/or increasing their transit use in the future.

#### **WHAT YOU SAID**

- *I would love to carpool and reduce emissions that way, especially with the new ride-sharing bylaw.*
- *I will take transit at least 4 days/week and ride my bike to work and school in the warmer months.*
- *Ride my bike at least twice per week in the summer and carpool during winter.*
- *Carpool and bus to school more often.*



### **Theme 3: More public engagement, municipal lobbying, & advocating green initiatives**

Of the 45 responses received on this question, 16% (7/45) indicated that participants would like to be more involved in public engagement initiatives and lobbying their local government for City modifications to adapt to climate change.

#### **WHAT YOU SAID**

- *Try to reduce my consumption and educate others on how they can do the same. I would love to give more feedback about this and be more involved in the future.*
- *Lean on my elected representatives to do more; continue involvement with grass roots movements.*
- *I will be civically engaged and try to hold elected officials accountable on our climate.*
- *Lobby our Mayor and City Councillors, attend public engagement sessions, and start speaking up within my network to encourage people to take action.*

#### **NEXT STEPS**

The questions and ideas gathered throughout this engagement process will be extremely valuable as the City seeks to define and prioritize its climate actions going forward. Engagement efforts will continue in early 2018, with a focus on further development and prioritization of the City's climate actions. We look forward to receiving your feedback as we continue this process.

# **7.0 Appendix A:**

## **Kick-Off Event Engagement Feedback**

## Appendix A: Kick-Off Event Engagement Feedback

### Q1: What's My Climate Story?

- My climate story is evolving – been working at it for years and will keep at it
- I bike/use public transit 75% of the time. I want it to be more – but need more family friendly infrastructure to be able to access these all the time.
- I primarily walk and bike, compost at home, and believe that environmental problems are the result of underlying social issues
- I walk & take the bus 90% of the time, I walk on CC issues, would like to be able to compost- most of my waste is compostable
- I do what I can, but am frustrated by the limitations of choices (why does this city not compost?), I am disappointed by all the plastic and wish that were more policy. I wish that we plowed the streets better for bikes in the winter. So many wishes
- I walk and cycle as much as I can. Stay away from plastic bags – own a low fuel emission automobile
- Recycle, limit light use and heating/air conditioning, avoid buying water bottles, unplug electronics when not in use
- Recycle, compost, cycle recreationally, minimize packaging, cloth shopping bags, use public transit, better transit, avoid beverage containers, refillable water bottles
- I take transit to work
- I cycle, compost and do other things that make sense within my life. Talking climate change matters to me but I think bigger picture, regulatory actions are the only real way to alter the path of climate change.
- More recently getting into recycling, pushing to get a program going in my community.
- I try to recycle – I would like to compost both indoor and out. I would like to bike more often. I would like access to affordable solar energy for my home. Problem – lack of resources and knowledge.
- I recycle, I compost, I watch my plastic waste, I occasionally take the bus. But I am addicted to my car as the family chauffeur in a winter-based climate.
- I try to be conscious and recycle and educate people when I can. I'm dedicating my life to reduction of GHG/climate change through doing a masters in sustainable energy engineering.
- I recycle, I eat organic food, work in the organic industry, bike to work in the summer, shop at farmer's markets (local food) and grow herbs.
- I'm highly interested in choosing the most sustainable things to do in my life. I think I can do so much more. I want to make the right choices but inconvenience or availability of services/resources make it difficult sometimes. I recycle, bike often, buy local, compost at work, work in sustainability, carpool, use energy efficient lighting etc.
- I only recycle and I don't even do that right because my girlfriend is always yelling at me that that's not recyclable. Lack of knowledge is probably the biggest issue. Run commercials, radio ads on basic every day material that is recyclable.
- I am a recycling advocate, I eat local whenever possible and I grow my own food in the warmer months. I try to bike and take transit whenever possible. I used to compost but find I don't have the space in my small apartment anymore. There's so much more I can do but there are small frustrations and it's not as easy as it should be.
- I feel like I do a lot (bike, bus, recycle, compost, energy efficient appliances, thrift store shopping) but I also feel that we need to be doing so much more. The most vital choice should also be much easier that it is (bus is packed, grocery stores stocked with non-local foods). What is the next step?

## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY

- I recycle (know what the right things to recycle are), donate clothes/items, buy responsibly to try and shift the market demand for environmental things, keep your actions in mind – how are you affecting the community locally and globally?
- Reduce GHG massively.
- I spend a lot of time outside at specific times of the year; March 31 – last day of ice fishing season and Nov 11 – first day of deer hunting season. We used to use snow mobiles on these dates, but now the snow isn't there. Even the spring ice is unsafe some years.
- I've been a biker for 20 years. I've been interested in green buildings. I'm trying a more sustainable lifestyle, trying to encourage people to be more sustainable through the way I live.
- Trolley bus on RTB.
- I recycle. Other than work, I walk everywhere. I live downtown.
- My story is of being too quiet for too long. The climate crisis cannot afford bystanders. So I am committing to getting engaged, speaking up, demanding more, and helping take action. When my story ends, I want it to be on the right side of history.
- I recycle when I can, I don't throw paper in the garbage, I walk to school, I am a cross guard at school.
- We recycle and compost. We've chosen to live where we live so our commutes are minimal and allow us to conveniently travel by foot/bike/bus.
- I don't eat meat, cycle and ride transit when I can.
- I chose a career in sustainability/environmental stewardship.
- As someone with educational background in climate change, it concerns me when someone tells me that they don't believe in climate change.
- I'm a UW biology student working on sustainability issues on campus, it will be good to see avenues for larger scale engagement.
- We live with a false sense of reality enforced by our fossil-fuel centric economy. Realization that reduced dependence on fossil fuels creates connections with our surroundings and lifestyles that are inherently healthier.
- I rely on my feet, my bike or transit to travel throughout the city. I am studying environmental studies hoping to practice environmental law.
- I live outside the city but commute to work. I came here today with my girlfriend (a Winnipeg resident). I recycle, grow my own vegetables and heat with wood. My daily commute requires much gasoline be burned in my truck. Driving so much is a problem.
- I am a growing climate champion. I work in tackling of climate change. I have found that there is always something more to do, but it is worth celebrating our current successes.
- I ride my mountain bike from April to snowfall in November; I participate in tree planting day each spring; I sponsor tree planting initiative
- I apply the 4 Rs in reducing food waste – reduce, recycle, reuse, recover (compost); gave up car over a year ago; energy efficient appliances; volunteer for environmental group
- Offer the Time is Up for the Tar Sands paper to attendees; getting involved with NGOs, BCED groups (coops, credit unions esp ACU) working for social, economic and environmental justice (eg MEJC)
- A group of individuals (metis, indigenous, students) were protesting a development on the parker wetlands site – they were supported by the City of Winnipeg. A court injunction was put through the courts and the protests had to leave. The wetlands were cut down and the City dropped their support when the protesters were sued by the developer

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- Have solar panels on the roof to create electricity and use it for hot water; use the bike to go to places or use public transportation; recycle – try to avoid plastic; living in a low-energy house; eating organic and local food
- Just beginning my climate story
- Not just one single person can change something, but each motivation of a single person is needed to reach a change. All together. Using more public transportation. What I realized is that even if I want to go by bike, that a lot of bike lines are missing to have a safe ride. I am really into composting / recycling.
- I used to recycle when I lived of Dufferin Ave. The recycling company did pickups. Now I live in social housing in North Kildonan and tenants there do not have access to recycling. All trash goes into bins for regular garbage pickups
- I like better bike paths – safety for bikers; support planners/listen to planners; Indigenous vision of the City? My daughter questions having children – what should she do?
- I live in a walkable community where I can get what I need without driving. I regularly use public transit which I appreciate because it reminds me that I live in a diverse city made up of many cultures. I work to make a difference in the world instead of to make money and I try to spend my money shopping local and I compost.
- I try to keep the city clean so I use the garbage cans provided. I object to environment fees so I never recycle disposable containers. When the fee is removed I will do so. I think climate change is a scam to elicit more tax collection. After hearing all of this information on climate change is vague and undefined I haven't seen any change myself.
- I work in the petroleum industry but I consider myself a x/5 for environmental consciousness. Too often I make lifestyle choices that are environmentally expensive. Sometimes I need to be reminded that the green choice is cheaper/healthier/more fun than my default.
- I recycle, bus, and try to limit my consumption. I believe that we need to change our policies and society to make environmental sustainability the mainstream norm; and to do this will require a shift in worldwide from western consumption to a belief in community as the source of health and happiness.
- Inconvenient Truth, Idle No More and Harper's omnibus bill got me really interested in water protection and climate activism. Interested in pipeline politics, international politics. Globalization – led campaign at UW. Geography student and RA in the Prairie Climate Centre.
- I'm a half-time cyclist with detractions for safety, security (theft even with a good lock), creature comfort, municipal planning (piecemeal but there's some prospect that this is slowly changing). I've spent 3 years during my son's toddler period walking/jogging him several kilometres daily to care. When I drive, I restrict my idle time and travel in a car using driving habits that will yield less than 5.5L/100km highway. I have taken advantage of the MB hydro energy retrofit program and now use less energy at home. I am a member of MEC.
- Recycle, limit light use and heating/air conditioning, avoid buying water bottles, unplug electronics when not in use
- Recycle, compost, cycle recreationally, minimize packaging, cloth shopping bags, use public transit, better transit, avoid beverage containers, refillable water bottles
- I take transit to work
- Reviewing precinct plans as part of a look at the Chief Peguis Trail West Extension, one of the things that struck me was that all travel times were given in driving times, not walk, or bike times, not bussing times, even to schools.
- My wife and I don't own a car. Cycle is primary transport for forty years. Cut back my international and domestic flights to only those that are necessary.

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- I repurpose and recycle and bike/scooter and walk and bus
- Bike everywhere all year. We need to follow the pedestrian cycling strategy and build our downtown bike grid first. Stop playing word politics.
- I take transit, walk and bike. I recycle and compost. I co-own a home and a car with my brother. I volunteer with MEJC and helped them campaign vs Energy East, am helping with efforts vs line3 & km. I grow my own food.

## Q2: What's Winnipeg's Climate Story?

- Trying to appeal to drivers. Contrast of very poor communities with limited options with affluent communities that shop a lot. Car-based and suburban, segregation is a challenge.
- The city should no focus on a specific target, as most times these are arbitrarily set. Instead, should focus on actions that lead to sustainable green consumption patterns. Capitalize on adaptation co-benefits and revisit its plan regularly to address challenges in a timely fashion and upscale successful actions
- Winnipeg appears to put roads and their potholes above everything – where making driving as inconvenient as possible is perhaps a more useful goal
- To date, inaction. I REALLY hope that changes and tonight brings me hope. I hope we become a leader in addressing social issues arising around energy usage. I want to see citizens informed and hopefully engaged. If Winnipeg is doing great things, we know little about it.
- Transit system not good enough in Winnipeg. Regulation on one person per car. City spreading?
- No, we are not a mitigation leader
- Winnipeg would really benefit from efficient, accessible public transit. Recognition of real cost of individuals in vehicles – wear and tear on road infrastructure and air quality deterioration and sound pollution as well.
- Winnipeg makes excuses to avoid taking climate action but there is a strong community gaining momentum to change that.
- History of industrialization – still destroying wetland ecosystems.
- Winnipeg will listen to the planners, Winnipeg will not act on the advice of City planners in a timely and efficient fashion. “Rooster Town” should have supported as in-line co/Plan Winnipeg. Environmental impact – neighbourhood impacts.
- Winnipeg needs to be a voice for sustainable energy. We have sun and we have wind. We need to stop depending on the destructiveness of hydro to environment and diversify our energy profile. Subsidize solar! Geothermal everywhere.
- I hadn't previously thought Winnipeg was very forward thinking with respect to climate change but it's so great to see/hear that the city is planning for the future. This (the fact that city council is working hard on this) should be communicated more to civilians and governments alike so more people begin to work towards prevention of climate change.
- Winnipeg is not up to speed on climate. The time it takes to make decisions is way too long. People/the public are not informed of actions that can be taken to improve their footprint. MB hydro programs a step in the right direction.
- I think Winnipeg has made some small valid efforts towards sustainability and climate action but it doesn't seem to be enough. It took 20 years to get where we are? Why aren't we moving quicker – even if it's only low hanging fruit like promoting composting, energy efficiency or active transportation? We need more!
- Lack of climate story. Everybody knows that electric cars, solar and buses will make a difference. Yet how many are on the road? Stop making excuses and get it done. No more red tape.
- At an institutional level and with new developments/city buildings there have been some great innovations but there's a lack of cohesiveness or whole community action in Winnipeg. The city is talking and open to discussion but it seems we are far behind other cities in terms of sustainability. It's not easy for the average individual to do more (ex. there's no curbside compost, transit is packed and unreliable) Action needs to happen quicker!

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- Winnipeg has not facilitated climate action, they've in many ways made things harder for residents (composting? Under-funded transit, red tape on local foods) and where progress has been made its way too slow (rapid transit, bike lanes, composting).
- Winnipeg has put other priorities above climate mitigation action, there needs to be more consistency in their action plan – everyone should be more aware of our goals as a city and community.
- Reduce GHG emissions massively.
- Winnipeg continues to expand our suburban driving concrete neighbourhoods which doesn't encourage human powered neighbourhoods. We continue to run new natural gas to developments instead of utilizing electric.
- How much did the city improve on the city police station when it "re-built" the post office for it?
- Winnipeg has not been a leader. Manitobans in general live in a ways that are unsustainable, in our lifestyles, values, and how we have built this city (and continue to build this city). Urban sprawl and vehicle-insensitive, low density communities will continue to be an Achilles heel to emissions reduction efforts.
- There are electric buses and cars. Lots of recycling bins so you can recycle everywhere.
- Winnipeg has lots of policy language that is great but it is a challenge to put those visions and objectives into serious action.
- As a community, as a culture.
- Winnipeg's intentions are great, but the budgeting cycle and lack of accountability is a concern.
- Winnipeg is taking proper actions to mitigate climate change but the steps towards these plans are slow and need a proper timeline to complete.
- I think we have a history of conflict arising from our use of hydro, I think we need to reconsider painting this as the sustainable option of the future.
- Winnipeg needs to recover from decades of short-sighted planning (ie sprawl). Appropriate response include densification, enabling local food production, make access to transit easy and service dependable.
- The city is spread out and hard to get across. Bus service is 50/50. Winnipeg is fortunate to have access to hydro generated electricity.
- Winnipeg has put other priorities above climate mitigation action.
- Social injustice and challenges in equality (currently).
- Winnipeg is a slow city and a scared city. Until Winnipeg sees bold leadership and ownership of documents such as the one proposed here, it is a moot point. But... we have excellent staff to begin moving in the direction
- Winnipeg is not a trailblazer in any climate mitigation strategies; Winnipeg is not fiscally responsible or provides sustainable solutions to any organic waste diversion projects
- Winnipeg does not listen to its planners (Our Winnipeg, Climate Plan) or citizens (indigenous + metis land defenders) over developers. Its priorities are growth and development which leads to sprawl and destruction of land
- Wpg is falling behind other large cities in Canada; not enough doing; not enough people involved
- Maybe Winnipeg should come up with pilot project to bicyclist /non-bicyclist for employers to offer to new employees, to encourage people to ride bikes more often. Repair old bikes from landfill and generate within communities
- More community-level participation in making decisions about planning; climate change brought down to a citizen level; support for culturally-based



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- I think Mayor Bowman sees another easy revenue stream and has no complication about taking advantage of this. Winnipeg is not California. We get severe temperature change. We need to be prepared for the extreme and have little time or funds for city gymnastics.
- Winnipeg has put other priorities above climate mitigation action.
- Prior to colonization, Indigenous people lived in harmony with the land. In Winnipeg, people were buffalo hunters/buffalo people. Winnipeg became an agricultural city relying heavily on industrial energy systems. City is built for vehicles.
- “Mitigation” is an often incorrectly used word. It means reducing the damage of actions already taken. There is some of that which needs to happen but is the wrong place to set a benchmark from. It should start at cultural acceptance, one person at a time of small actions that yield lasting, positive results. It is good that Mayor Bowman has made a commitment to being a leader in this area.
- Winnipeg is lagging behind and needs to step up. We have one of the few major Canadian cities without a curbside organics collection program!
- Lots of talk, little action. Plans that put a low emphasis on practical sustainability while listing high ideals
- Not sure to be honest, so far it is a story of good intentions but I am not sure I see a whole lot of actions so far. The problem for Winnipeg is that we should have been doing what we are thinking now, twenty years ago.
- WPG has no clue what works, re GHE reduction. All cc actions should be objectively evaluated.
- Story of sprawl. No densification plan. Stop sprawl!! We can't afford to build more communities that require maintenance for years so that people can drive to them. Winnipeg continues to put cars first. We need to prioritize pedestrians, cyclists, public transit, cars, in that order.
- Winnipeg is in denial. People don't understand how much of an emergency we are in and they're not prepared to inconvenience themselves to make the enormous changes necessary for governable society to be the norm for my daughter's generation and their descendants.
- Eco village at old military base. Linkage to outlying communities. Density, urban sprawl, transit. Sprawl, roads, pipes, o&m, infill.

### Q3: My Climate Vision for Winnipeg is:

- To deeply ingrain Indigenous knowledges and international knowledge in its planning. We won't fix the problem with the same thinking that created it. Need to be open to solutions outside our own world views. Inequality is so obvious in Winnipeg – climate plan needs to address the social issues tied to environmental issues. Solutions + programs can't just be for the affluent.
- Walkable first; independent community-owned and supported businesses reducing the need to travel for daily needs
- To be among the cities that Canadians talk about on how it managed to become sustainable/greener. Have it as a case study for job creation under a green economy lens. For Winnipeggers to be proud of what we have achieved and how our consumption pattern is greener ex. transportation
- The power of green spaces to make a community worth living in and as a source of wellness, active transportation to local level service make a moratorium on “big box” development, urban renewal and reuse instead of reckless sprawl, urban agriculture that compliments agriculture at large, architecture that is not just green but inspiring, a city that attracts and supports green industries, and a city that addresses the elephant in the room: over population is the #1 driver of climate change
- A diversified approach. We are one of the sunniest cities in the world yet do so little to embrace and use it. Think not only of the cold and winter but also our hot summers. We need the people who have more money to pay more and alleviate the burden on the poor – social justice.
- Discourage vehicle use by turning traffic lanes into bike paths. Build neighbourhoods that are more walking and cycling friendly, shopping without taking your vehicle. Discouraging the spreading of the city.
- All transit buses are electric, more solar energy being utilized, more cyclists by creating a more bike friendly city with much more safety measures for cyclists
- Important to have green spaces, naturalized spaces and preserved natural areas like Parker Wetlands throughout the city so residents do not have to drive to walk, cycle or have other “recreational wellness/anti-static activities”
- Transit-oriented development and rapid transit. Greater protection of the urban canopy. Enforceable targets with oversight and penalties when Winnipeg is found in non-compliance. Winnipeg needs to put the urban canopy as a higher priority, especially replacing trees that are lost to old age, Dutch elm and other causes. If Winnipeg's Climate Action Plan has no teeth and cannot be enforced, it will be a challenge for any effective change. There needs to be oversight and penalties if the city is in non-compliance with those targets.
- Goal: to use our winter city status as an asset and our expertise and knowledge to pave a path forward. Vision: a resilient city with a focus on inclusivity, community strength, and reconciliation.
- Urban gardens, earthship research, green energy development, body burden studies, industrial land clean up, nature reserves, green law policy, hemp studies/construction, a city designed for the human scale
- Moving towards renewable energy such as solar panels. Along with transition from fossil fuels to biofuel if there's not going to be any.
- Increased affordable housing that is energy efficient. Funding for communities interested in local sustainability and energy efficient mitigation. Funding for home owners and landlords to make their properties energy efficient. Conserve energy not to sell if for profit but to increase quality of life.
- To stop allowing the priorities of business to take precedence over environmental concerns ex. diversifying energy, investing in rapid transit (not just BRT), encourage urban farming, green rooftops, every suburban new development comes with a wind turbine, every new skyscraper 1 wall of solar panels, every unused parking lot a greenspace.

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- Put more emphasis on green energy and green energy technology research and development. More subsidies for renewable technologies – not just electricity, we need a serious reduction in natural gas, prioritize solar thermal heating. Be a leader and engage all levels of government to show them that the community members are concerned about climate change. Solar is an available resource for both electricity and heat – it's time to take advantage of it.
- Industries will be subsidized by government to take initiative ex. recycle, compost, use renewable energy sources in their facilities. More advertising is needed to inform the public and everyone would be on board. There will be better biking paths to make biking priority.
- I envision Winnipeg as a climate leader in the country. We have such an overwhelming scale of opportunity for climate action, we just need the gumption to do it. We need to shape our communities to encourage climate action. How we build our buildings, infrastructure, support businesses, develop programming and encourage involvement. All of these have tremendous effect on climate change action. It's more than sustainability, it's our responsibility to make our city healthier, happier and thrive.
- Make public transportation number 1 priority and individual transportation secondary. Make community friendly areas. Local community gardens, smaller yet more schools, more local groceries. Spend the money and focus on the long term.
- To set ambitious goals and reach them. Exceed well beyond the standard in multiple categories. To be a leader and a trend setter for a progressive sustainable city.
- For the city to take a leadership role (for once) and invest heavily in transit, electric vehicle charging, renewable energy for heating, FastTrack energy efficiency programs, aim for LEED platinum rather than LEED silver, and invest in equality and local supports for affordable housing.
- An environmentally ethical choice should be an easy choice – more access to make these things like transit, cheaper options that people can choose. Vision: to be a city with environmentally friendly options for Winnipeggers – we should reduce our emissions and be the city with the least carbon emissions per person. Be a city with more consistent action plan renewal (more frequent).
- Displace natural gas with electric.
- Electrify transit, build electric vehicle charging stations, ban new installs of natural gas, mandate energy retrofits, upgrade water treatment plants to capture gas emissions, limit carbon release in water, 100,000 local generation solar installs, curbside organic compost needs to be implemented, new nature education park in St. B on the old Stackyard site, regreen parts of city.
- Mandating energy efficiency in buildings, houses. Prioritizing infill housing, density, walkable and bikeable streets, prioritizing more people friendly public spaces.
- You have to development measurement to make sure you get to your goals. Right now it's a bunch of talk.
- Be a leader in sustainable living. Completely rethink the way the city procures its good and services to maximize social and environmental benefits. Utilize social procurement. We must become a denser city. People-friendly on the streets. Employ a solutions economy approach. Promote urban agriculture through community gardens, green houses and LED-based vertical farming. We can build a sustainable urban food production system.
- No gas or diesel cars, only electric cards. Make more things recyclable.
- Tracking impact of actions, reporting to community about successes and failures to impact decisions about next steps.
- Awareness of all citizens and a change in economics perspective.
- All of the above.
- Finding ways to power our low-carbon future in the true spirit of reconciliation.

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- See “Winnipeg Great Transition” document.
- To lead the way on transitioning to a fossil fuel free society. In order to do this, the city of Winnipeg and the public institutions that make it up need to divest from fossil fuel companies.
- Environment > Social > Economy
- Mass transit options for those coming from outside the city. Co-gen power generation to utilize waste going to landfill otherwise. Promote urban agriculture to utilize vacant lots, green spaces. Plant trees everywhere possible.
- Concerned that climate change is the voice of the privileges – can’t worry about climate change because of other problems and challenges, more underprivileged than others in this city. Social implications of climate change – jobs for people. Ideas that can change the world – can this person bring this to the City Council. Open government – collaborative partnership instead of being closed.
- To commit to our targets and enshrine our environment in rough and legal settings. Our city requires a comprehensive and universal climate vision. We have to commit to complete plans. It requires a radical revisioning of the development process to ensure new development connect to macro considerations.
- Stop composting today. It in no way can be financially sustainable or address any of the issues of the “Bellagio Stamp” as stated within the “Sustainable Winnipeg” document page 22!! Theory and policy are lovely – now “walk the talk”; engineered compost systems are a joke
- Permaculture; removal of SOVs (single occupant cars) on roads; new building standards
- 1. Because of great communication, educating, cooperating and coordinating potential of low-cost, secure, people/public owned and servicing computer networking systems – WPG (and all cities and towns) should have OWN ISP systems linked to other people – owned systems – peer to peer, local – global; 2. Accredited program to insulate buildings most in need of safeguards – retrofitting; Note on Point 1 → the small town of Olds, Alberta, and others, have built their own WPG CAN DO It!; reliable computer / web-based organizing, local-global in crucial re climate change AND a lot of major issues humanity must deal with ASAP; corporate/private control of the web poses a major threat for humanity
- To protect its citizens when they try to stand up for climate change and environmental justice. They city abandoned its citizens during the Rooster Town / Parker Wetlands situation/lawsuit and put its citizens in danger. Climate action can never happen when individuals are penalized / face lawsuits.
- Create more incentives for citizens to use green energy eg) to put up solar panels on their roof and safe tates; put up windmills to create electricity and biogas plants / wind power; more bike lanes to get around safely!; build more low energy houses / green building; electrical buses / stations to charge electrical cars; farmer markets to sell more sustainable food; help to create a sustainable economy
- More staff! other cities have up to 10-15 workers dedicated to this work; full-time workers; only one coordinator?!
- More green places; using green energy to save money eg. Windmill (wind power); more bike lines to have a safe ride; start composting and recycling more rubbish; create houses with more insulation to save energy (costs); electrical cars to reduce emissions; solar items on top of a building
- Lower bus transportation prices so more people will choose to ride; more bike lanes
- Social justice; public transit funded; historical awareness as in Rooster-town where it was evident that first nations and metis values, right were not respected; more transparency for residents instead of power and knowledge in the lands of real estate; Winnipeg seems so far behind other cities
- We fix the roads. Ensure snow is managed properly. Lower taxes so we can afford to live in reasonable comfort. Remove the clutter on Winnipeg streets. Get rid of diamond lanes. Remove

concrete barriers blocking some streets like Harrow. Remove bumped out curbs – they are dangerous and hobble traffic. Too much traffic congestion due to road clutter. This is not citizen doing but the city doing with all the clutter.

- What a “100 mile vacation” campaign? Fewer flights = less GHGs and more money in Winnipeg. Teach employees to accelerate slowly and brake less. Also maintain city fleet for longevity and efficient operation. Food trucks with less garbage and local food get sweet spots. See what other cities are doing successfully. Climate plan should have short timeline ex. not just a plan to make a plan or plan to start in x years. Not just funding for studies and reports. What is the low hanging fruit to reduce GHGs?
- To exceed reductions in emissions set by the Paris Accord. To be denser, more walkable. Greater urban and local food production – ex. 90% of food eaten in the province produced in province. For the city to have excellent public transit and an active transportation infrastructure network as extensive as the current road network. For the city to limit the expansion of suburbs until the core has reached a more sustainable density.
- Better bike lanes, more bike labs throughout the city. More community gardens and space available for local, accessible and sustainable food. More electric charging stations.
- The answer is not less polluting cars but having an infrastructure priority to change the car-centric attitude (exacerbated by city planners allowing and promoting urban sprawl) of many residents. Larger distances present some uptake challenges but are not insurmountable. Get rid of nay-sayers like Councillor Jeff Browaty and even though they have a bike emergency response provision almost all of the focus of the Manitoba Motor League is car centric, including their loaded verdict to oppose the potential opening of the portage avenue and main street intersection to pedestrians. I hope that when the municipalities come up with guidelines for taxi/ride sharing initiatives that climate damage minimization better cultural acceptance occurs.
- We are a zero waste city. Winnipeg has banned single use plastic bags and Styrofoam, we're running a fleet of electric buses, residents are receiving incentives for urban agriculture, bee keeping and raising chicken. The 60% of residents that said they'd cycle more if there was separated bike lanes are cycling regularly and people are spending more time outside connecting with their neighbours.
- A city where transportation decisions are prioritized based on a needs hierarchy when walking, biking, public transit, freight, private vehicles. A city that is walkable, bikeable, and served by high quality transit. A more vibrant city with active street, place making.
- Council needs to decide how big the city is to be and on its geographic limits of the city. No new mega suburbs and put an upper limit on the square footage of new homes. Congestion charge for all vehicles entering city from any place beyond perimeter. Ensure that all new building envelopes meet minimum standards for insulation, energy conservation, etc. Transit has to be improved EVERYWHERE, meaning no-one within perimeter should have to wait more than 15 minutes for a bus.
- Stop doing nonsense actions
- That we stop using natural gas and utilize our abundant hydroelectric power. Let's be leaders in electrifying our transit system and build more charging stations. Let's be a leader in winter cycling and maintenance, bike scene, ice trail racer on the river. Embrace outdoor activity in the winter. Get people moving. Less traffic passing through downtown, more people walking and biking. Lastly, get an organics disposal program.
- To take action. I see food not lawns. I see replacing boulevards with food. I see parks and green spaces with orchards and veggie gardens in them. I see mass EU transit emptying roadways. I see solar panels and electric heating on every building. Bees, hens and rabbits in back yards.

## Q4: What Actions Should the City Take to Reduce GHG Emissions from: Buildings, Transportation and Waste Sectors?

### Buildings

- Green roofs – mandatory in Toronto; more incentives for communities to retrofit; integrate green energies taking burden off individuals;
- Zoning far smaller; multi-family dwelling arrangements; inter-generational flexibility; mix residential with mixed-use commerce; entrepreneurship;
- Enable homeowners conduit retrofits in sustainable building programs that best meet their needs (leed/net-zero houses); have new building meet standard and have financial assistance to install;
- Green roofs; rooftop solar and microwind; geothermal; urban farming opportunities; rainwater capture; passive building designs; community based power generation;
- Green rooftops; stop building new buildings; retrofitting; move away from natural gas heating and cooling. Encourage people to live together; dis-incentivize living alone;
- Better buildings; solar panels;
- Solar power; efficient energy use; tons of streetlights stay on all day even though it's daytime and there is no use for them. Motion-sensor streetlights on residential streets;
- Reward residents and businesses using green technology; building code requiring better energy saving features; incentivizing energy conversion behaviour; electric charging stations;
- Require bike parking at new buildings and all city buildings; incentives for better buildings; educate around consumption; increase density;
- Keep historical buildings in better condition – ie new windows and better insulation would save energy;
- Explore “hempcrete;” explore earthship initiatives; urban green houses and fungus gardens; solar panels; greywater recycling; drainwater heat recycling; vertical and rooftop garden policy; housing/low-income housing; less sprawl;
- Every building a green rooftop – change building codes to make this easier in residential areas; incentives for vertical gardening; solar panels on every building – a percentage with solar required; allow urban farming; imagine wind farming on underutilized land parcels; incentive for solar in residential properties; retrofit old buildings to LEED standards; co-op housing; co-op retirement village;
- Subsidies for green energy products (if they're non-expensive); incentives for reuse of things that would normally go to the dump (like building materials);
- I think all public sector buildings should have to achieve LEED gold certification in addition to ongoing preventative maintenance programs; should also be a long term strategy for how to retrofit aging buildings; soft scaping and integrating nature into buildings; subsidize investments into renewable energy for residential users – needs to be affordable and accessible for all;
- Tax cuts for green renovation projects / materials. Promote green;
- Introduce renewable energy policies; set progressive targets – ex. reach 40% of our energy from renewable sources by 2022; introduce requirements for a % of open green space for every sq footage of development;
- Incentivize energy efficiency actions; renewable energy for heating; energy efficient and net zero buildings;
- Have rules and standards set for each building during building process and/or building redesign; have incentives for GHG emissions leaders; make sure they are using renewable energy;

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- Replace natural gas fueled appliances and furnaces with electric.
- Mandate electric only heating; ban new natural gas installs; offer insulation grants; zero interest loans for private homes;
- Increase energy efficiency standards for new houses through bylaws; retrofits; streamline solar panel permits; build tiny houses;
- How much GHG did the city do on the new revamped City Police Station?
- Passive solar or energy positive;
- Promote net zero buildings. Retrofitting of existing buildings to bring up to standards. Renewables-only energy policy. No fossil fuels in heat generation. Absolute ban on fossil fuels;
- Make sure the buildings are properly insulated and give people blankets if the building is cold;
- Maintain city buildings to energy efficient standards; partner with others to encourage property owners to make changes to reduce energy consumption (find ways to make it affordable);
- Smaller; more well built buildings;
- Maintain solar options – hydro rebates/incentives; build more bios swales / constructed wetlands to slow the flow of water to mitigate flooding issues/nutrient loading; create more pollinator gardens;
- Conduct energy audit of all city buildings; work with developers/construction unions to change codes for energy efficiency; incentivize retrofitting;
- Green roof bylaw similar to Toronto; adapting building code to ensure improved efficiency; adapt growth fee to limit urban sprawl;
- Better insulation; alternative energy sources;
- Upgrade existing ones with better insulation; windows; green roofs; roof top shelter;
- Consider a policy to “green” existing corporate buildings; provide stick and carrot plan for private buildings
- Zero energy BLoop nice – let’s try sealing, recycling and insulating buildings; install “Green Walls” to filter noxious xxx and CO2 from interior of building
- Force developers to build all new buildings sustainably – fines if they don’t; consultation with first nations for all municipal land being sold to private hands (eg Parker Wetlands)
- Promote low-energy houses / green buildings; promote energy-saving lightbulbs in buildings; use insulation to reduce energy and isolated windows; solar panels on every building; laws to build efficient; green rooftops
- Compost program
- Green building; solar panels on the roof of buildings; create houses with better insulation to save energy; vertical gardens (gardens on rooftops)
- Should have solar panels investment
- I have geothermal in my home; I cannot afford solar panels
- Shut the lights off at night. Lower the heat at night. Stop building lit artwork. Spend more on clearing sidewalks and streets so we can get to work each day. Support constituents who are trying to make a living.
- Consider bylaws pertaining to new building retrofit; ensure that citizens are not restricted from using environmentally friendly materials or techniques;
- Green roof policy; passive buildings into the code; financial options – financing for upgrades to spread costs over time; lights are low-hanging fruit (LEDs);
- Mg roof initiative (Toronto); passive house construction; proper consultations with FN, Metis, Inuit (ex. Rooster town);
- Meet minimum LEED standards;

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- Increase urban density and stop urban sprawl; support retrofitting of old buildings; more green roofs; more solar;
- Building carbon foot prints need to consider transit to and from the building; include qualitative and quantitative standards in bike parking; also think about compost and recycle
- Turn the lights off at night-save the migratory birds; programs to encourage renewed home insulation; turn off machinery/computers-beware phantom power
- DSM; NZE policy and accountability; education
- City tax on house and business heating. \$2000/home
- New buildings should have a requirement that 30% of energy is from renewable sources. No natural gas. Stop sprawl. Densify. Develop and densification plan for the City of Winnipeg.
- Require solar on every viable existing building. Assess properties whose household incomes are below a threshold and install panels there that don't get paid for the electricity that goes back to the grid.
- Measure and disclose consumption. No gas for new developments. Invest in existing buildings.
- Retrofit program

### Transportation

- Rain water collection to wash buses/municipal vehicles;
- Electrification of transportation; car share;
- Prioritize electric vehicles and bike ways;
- Real rapid transit systems – emphasis on system; not single road; e-vehicles; pay for road use downtown (like London); safer walking and biking with plowing in winter;
- Bike infrastructure; educate drivers – it's scary to bike; turn some roads into bike only; multimodal transportation; park and ride; no idling laws;
- Introduce a bylaw that every residence having more than one vehicle would have to be electric. Improve transit system to encourage more use – user friendly;
- More money to improve Winnipeg transit efficiently (ex. not spending so much to design/implement/test something like Peggo cards). Bigger bike lanes; Higher insurance for multiple car owners; more accessible buses; public washrooms;
- More greenways; bike corridors away from vehicles; buses with bike racks; public washrooms so people can walk/cycle; efficient use of transit funds; operating budget increases needed to increase transit ridership;
- Fast track the development of a rapid transit network throughout the city; electrify the city's bus fleet;
- Timing of lights to reduce idling; transit improvements; active transportation for all ages and abilities; incentives for using trans and cycling/walking; public washrooms;
- Hydrogen fuel cell research; more bike lanes/winter bike lanes; bike subsidies/tax refunds; walking/green transport corridors; walkability improvement; luxury vehicle tax;
- Vehicle charging stations; business to provide incentives to employees for taking alternative modes of transport;
- Separate bike lanes from sidewalks and streets with a physical barrier – I don't bike because I don't feel safe; river rides bike only corridors; invest in rapid transit; create carpool centralization through websites and business incentives; invest in warm bus shelters – solar panels please; every bus stop should be a warm bus stop; UBER and rideshare; bike rent and drops around the city;
- The city and business need to take a leadership role to change the dependence on fossil fuels;



## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY

- Paid bus passes for downtown employees.
- Encourage carpooling through GoManitoba – provincial wide program; invest more into public transit ex. getting from E. Kildonan to UM in 78 minutes is not appealing to anyone; over capacity diverts people from taking transit; more cycling infrastructure and safer bike lock ups;
- Make public transportation #1 priority. Change the mindset;
- Improve active transportation infrastructure – better walking paths/connected; provide incentives for people that use forms of active transportation; improve bus frequencies and shelters – especially late at night;
- Way more investment in transit (busses are jam packed); more investment in bike infrastructure available and maintained year-round; less investment in road expansion to outer areas/suburbs (people are moving to towns outside of Winnipeg);
- Possible implementation of a sky train for more consistent transit; more electric vehicle charging stations;
- Electric.
- Level 3 chargers for electric vehicles; better bike paths – safer; electrify transit.
- More bike lanes; electric vehicle charging stations at public spaces (The Forks); no car day (stick on car determines which day you can't drive your car);
- Right now average; “battery” electric car is too expensive for average citizen;
- Incentives for car share; car shares could be electric/hybrid; free university transit passes or heavily reduced; heavily reduced downtown transit; bike share;
- Vastly improved public transportation; electric buses; we are home to the HA leader in bus manufacturing – they are made right here; but the key is an elegant/effective user experience; there is a huge hill to climb to overcome the habits of the solo commuter. This is a structural issue;
- More electric vehicles; more biking; more walking;
- Focus development in a more transit oriented way to support more efficient transit focus; invest more in maintaining our urban forest;
- Better public transit and cycle lanes (safer is key!);
- Electrify transit – more with hydro for subsidies; automation would be great for increased operational hours; charging stations – should be split costs between hydro; city and the entity/business; traffic flow evaluations;
- Electric vehicle / bus; safer bike paths; more / warm bus shelters to encourage public transportation; sky train;
- Enable the proliferation of electric vehicles; improve transit services and frequency;
- Invest in transit; expand the lines and build lines based on current need not on proposed or expected development; invest in smart bike routes; incorporated with urban planning; limit car access to the downtown to encourage foot traffic;
- Better transit; Manitoba hydro + WTS;
- Fuel city vehicles with bio fuels of one type or another; improve mass transit;
- Consider connected commuting that is multi-modal; TREC recently releases a report on bike/walk connectivity; build bike only pathways
- Push for more bike lanes in downtown Winnipeg; push for transit to procure “Proterra Bus” for demo runs; how about getting the electric bus route to change impact back to operations??
- Dedicated lanes on streets for buses and bikes – instead of BRT – priority lights – no parking on streets

## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY

- Encourage citizens to use the bike / public transportation; incentives for employees to use the bike or to buy a bike; electric vehicle charging stations; incentives to buy electrical cars
- School – carpooling program; walking BUSS? – biking BUSS; promotions and school about increasing walkers etc.
- Electrical cars; bike lanes to ride the bike safer
- Have bus transit price freeze; higher costs makes it harder for lower income people
- Reduce sprawl that benefits developers; businesses should give people enough time to take the bus to work; wall to wall cars are unsafe in Spence neighbourhood; bus rapid transit to the stadium; plough sidewalks in the winter for walkers / low income people
- Declutter the streets of bike lanes and diamond lanes; Paint downtown back lanes white for use by cyclists.
- Improve bike ridership numbers; make public transit more convenient for more users;
- New investment in transit focused on citizens more than development opportunities; could hydro's credit problem be partially alleviated by converting the entire transit fleet to EVs; limit sprawl to promote density and walkability;
- More protected bike lanes; safer roads for bike lanes; partnership between COW-MB Hydro for all electric bus fleet;
- Along with centrepoint; have Winnipeg be a hub for airships for goods and persons movement; coupled with economics/washout/political will in the omnitrax debacle.
- Keep building more separated bike lanes and supporting bike education and cycling safety and promotion like green action centre's commuter challenge; bike to school/work day;
- Create a downtown protected bike lane network with a 200m mesh width as per pedestrian and cycling strategies;
- Improve availability of transit everywhere in city;
- Infrastructure to support; need terminus points and bike racks; education;
- \$5 to \$9 per litre of motor fuel; park & ride at perimeter; plate reader for congestion fees;
- Encourage active transportation & Public transportation; discourage single occupancy vehicles; fund & support active and safe routes to school; discourage parents from driving children to school; put speed bumps on either side of school zones; properly fund Winnipeg transit; stop building more roads; too much money to maintain;
- Free transit and/or cars banned/restricted. Have carless days;
- Plan for people not cars; more charging stations for electric cars; ban old cars/trucks from downtown
- Active transit;

### Waste

- Community gardens with compost drop-off options and rain barrels \*climate action plan has to address food insecurity too\*;
- Community composting;
- Include compost pick up; charge for excessive garbage/recycling accumulation;
- Curbside compostable pickup year-round; recycling for all plastics;
- Compost; invest in places like Arts Junction; tax garbage at point of sale;
- Encourage composting; conservation of water (incentivize);
- Capture and reuse landfill gas; more recycling bins in City buildings; city-wide organics program;
- Innovation around waste and energy – methane gas as an energy source;

## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY

- Grey water recycling policy; copper coil drain water recycling; commercial food waste donation policy; plastic bags; ugly produce policy;
- Reject products with packaging; jugs to get milk – water containers etc.; incentives for waste reduction;
- Develop compost collection for all city urban and suburban properties and schools; refuse business permits to any business that uses non-recyclable materials (ex. cups from Starbucks);
- Trap methane and burn it for heat elsewhere; methane emissions are far worse than CO2 emissions for GHG; so using the City would reduce City release and existing CO2 from current heat methods;
- Compost – it's time; encourage businesses to adopt zero waste strategies – zero waste malls; public arenas etc;
- Compost bins now.
- Create policies requiring business; residents and institutions to have mixed use recycling and organics programs; roll out curbside composting to make it easy for everyone (or provide resources for backyard composting);
- Provide a city-wide composting program;
- City-wide composting pick-up; clear recycling information; charge for plastic bags; food – invest in many more community gardens; link gardens to grocery stores; farmers markets; food banks; offer tax credits for gardening;
- Companywide training programs;
- Recycle;
- Curbside compost; build the water treatment plant FINALLY;
- Citywide compost program;
- Would like to see a report on the recyclable material – what is not recyclable and do you make any revenue from it?
- Incentives for recycling and organics;
- Organics program; zero waste strategy; other city action – divest from fossil fuel investments/holdings;
- Make more things recyclable;
- Promote less waste;
- C&D waste is a big issue; we are good at collecting but not good at actual recycling; turn methane “flare” into renewable natural gas; compost collection program;
- Corporate strategy;
- Curbside compost pickup; use collected methane from landfill for heating;
- Municipal composting pick up;
- Compost;
- Promote composting on site for residents or a short distance away throughout the city; build co-gen plants;
- Organics policy implement already; become a zero waste city
- Zero waste not possible – too much packaging!!
- Provide more water fountains to reduce water bottles (plastic); support zero waste grocery stores
- Recycling; composting
- Come up with letter recycling program; maybe one that gives an incentive like Calgary; Alberta
- Low income people cannot afford to reduce waste – make it affordable

## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY

- Stop environmental fees; this is just another tax; Winnipeg is too cold to ride a bike all year – those who do are not safe; walking paths are very nice in summer but they are impractical;
- I really liked the long term plan about waste in Winnipeg when I read it;
- Develop a zero waste strategy;
- Composting bins; methane capture systems; solar powered dump;
- Launch curbside organics pick up program you've been talking about for years; all city buildings should be composting; single use plastic bags should be banned and innovative food waste reduction programs should be launched; charge Winnipeggers;
- Increase the composting system;
- Make compost and recycling be a condition of licensing (restaurants; offices, etc);
- LFG recapture; compost feasibility;
- Separate sewers;
- Let's divert organics from the landfill. Let's charge to throw out garbage by volume. No charge for compost;
- Mandatory composting; Gray water use;
- Composting; waste to energy;
- Home composting programs.

## Q5: Are There Actions You Will Undertake as a Winnipeg Resident?

- Look at every retrofit option for multi-dwelling buildings, look at car-share programs, see how to reduce my energy consumption.
- I have no car, I bike where I feel safe, walk a lot, I've disconnected my gas dryer, bought an HE washer, upgraded water heater, next is metal roof to put on solar and geothermal, long-time vegetarian and composter
- I will do whatever I can. GIVE ME MORE OPPORTUNITIES FOR ACTION. INVEST IN PLANTING TREES IN WINNIPEG. Please be careful about solutions that the rich can buy their way out of. Not flat fee - % of income instead.
- I would love to carpool and reduce emissions that way, especially with the new ride-sharing bylaw, reduce electricity usage and encourage others to do the same.
- I will renew my efforts to cycle grocery shopping. I plan to reduce lawn size and replace with shrubs, tomato plants that use less water.
- I will be civically engaged and try to hold elected officials accountable to our climate.
- How can an individual be sustainable within a society that relies on systems that are not? The citizen needs to be accounted for and a green lifestyle needs to be accessible.
- I'm becoming an urban beekeeper, I advocate for green initiatives and grants at my child's school – I would install solar, I have retrofit for energy and I will to continue to advocate with my councillor for green initiatives, including a citywide compost program. Farms not lawns, please. Let's work towards food equality too.
- Try to reduce my consumption and educate others on how they can do the same. I would love to give more feedback about this and be more involved in the future.
- Ride my bike at least 2x a week in the summer and carpool during winter, start my own at home compost bin, work to unplug/shut off/ and upgrade to more energy aware, buy local.
- I will take transit at least 4 days/week and ride my bike to work and school in the warmer months. I will start composting again.
- Insulating basement and kitchen of 100 year old house, attempt some winter biking this year, look into MB hydro solar panel incentive, next shared car will be electric!
- I will turn off the lights in my home to save energy, carpool to school and bus to school more often.
- Yes. By producing cheap and abundant electric energy.
- I bike all winter. I run kids programming that is community and walking based. I already compost to eliminate waste.
- Offset natural gas use with energy audits (Bull Frog Power).
- I have replaced all my household lighting with LED. That cuts down my lighting load by 85%.
- Buy local produce, support local, organic small farms, lobby our Mayor and city councillors, attend public engagement sessions, and start speaking up within my network to encourage people to take action, divesting my investment portfolio of fossil fuel companies.
- I already do: cycle, carpool, eat less meat, create less waste etc.
- Backyard composting, making my home as energy efficient as possible, pollinator friendly garden, drive less.
- Drive less.
- I will adopt Compost Winnipeg.

## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY

- Ride bike in summers, early spring and late fall; use biofuels only in my diesel and gas powered vehicles; plant trees to absorb CO<sub>2</sub> from atmosphere; investigate the use of solar panels for powering of personal building and factory complex.
- See question 1 (I apply the 4 Rs in reducing food waste – reduce, recycle, reuse, recover (compost); gave up car over a year ago; energy efficient appliances; volunteer for environmental group).
- Use public transportation; recycle.
- I bike all summer or rollerblade.
- I will ride the Winnipeg Transit once or twice a week.
- I do not own a car; I recycle bags; I do not use plastic bottles; promote / support opening of Portage and Main – cars must slow down for people.
- Be more conscientious of expenditures. Dress warmly and use my car. 6 months of the year is so cold that simply leaving the house can result in death if you are not properly dressed and aware of your situation regarding temperature, snow and your proximity to warm buildings.
- Bike more. Seek a job closer to where I live. Eat less meat. Air seal my home.
- I will live in a walkable neighbourhood when I move out. I will continue to limit my consumption. I will continue to be active in my community to effect change.
- Stopping Enbridge lines. Protect Winnipeg's drinking water.
- Lean on my elected representatives to do more; continue involvement with grass roots movements.
- Look at every retrofit option for multi-dwelling buildings, look at car-share programs, see how to reduce my energy consumption.
- I have no car, I bike where I feel safe, walk a lot, I've disconnected my gas dryer, bought an HE washer, upgraded water heater, next is metal roof to put on solar and geothermal, long-time vegetarian and composter
- I will do whatever I can. GIVE ME MORE OPPORTUNITIES FOR ACTION. INVEST IN PLANTING TREES IN WINNIPEG. Please be careful about solutions that the rich can buy their way out of. Not flat fee - % of income instead.
- I would love to carpool and reduce emissions that way, especially with the new ride-sharing bylaw, reduce electricity usage and encourage others to do the same.
- I will renew my efforts to cycle grocery shopping. I plan to reduce lawn size and replace with shrubs, tomato plants that use less water.
- I will encourage more people to bike by organizing fun rides that introduce people to low-stress bike routes that they might not be aware of.
- I already cycle and walk 12 months of the year and we have no car. What would interest me is incentives/loans/etc for re-insulating my home-should include a consult as to cost and what actually has to be done to achieve acceptable "R" levels.
- Our family only leaves our house 60x per year.
- I will continue to ride my bike every day all year round. I will heat my house with electricity when hydro lets me. I will power my home with solar, wind power when possible. I will continue to compost, drive less, turn the heat down.
- I will continue to cycle. I will continue to recycle and compost. I will continue to increase how much of my own food I grow. I will help my neighbourhood learn how to grow their own food. I will implement as much energy efficiency as I can in my home.
- Home attic insulation upgrade. Window upgrades. Active Transit. Lobby to see CO<sub>2</sub> tax revenues allowed to green.

## WINNIPEG'S CLIMATE ACTION PLAN – KICK-OFF EVENT ENGAGEMENT SUMMARY

- I will bike more when there are better, safer bike paths connecting the main hubs in our city. I will keep composting with Compost Winnipeg and encourage my neighbours to compost with me.



# WINNIPEG'S CLIMATE ACTION PLAN

## Phase 1 Public Engagement Summary

January, 2018

### Appendix B – Online Ideas Jam Report

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To learn more about Winnipeg's Climate Action Plan,  
please visit [winnipeg.ca/climateaction](http://winnipeg.ca/climateaction)



Subject:	<b>Winnipeg's Climate Action Plan - Online Ideas Jam</b>
Date:	December 18, 2017
Meeting Date:	November 28, 2017
Location:	Online via City of Winnipeg Facebook Page
Prepared By:	Urban Systems

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## 1.0 Introduction

Recognizing that climate change is a serious global environmental problem, the City of Winnipeg is moving forward to develop a community climate action plan, an initiative called Winnipeg's Climate Action Plan: Planning for Climate Change. Acting for People.

- To supplement other engagement tactics for Winnipeg's Climate Action Plan, the project team used social media to host a Facebook Live Online Ideas Jam. Over the course of a noon hour, the City and Urban Systems hosted an online discussion on the City's Facebook page. The video can be found here: <https://www.facebook.com/cityofwinnipeg/videos/10156030496045962/>

## 2.0 Online Ideas Jam Goals

- To provide context and background information for Winnipeg's Climate Action Plan project
- To report back on some of the themes from the Kick-Off event
- To brainstorm actions the City should take to reduce GHG emissions within the following sectors: transportation, buildings, and waste

## 3.0 Online Ideas Jam Format

The Online Ideas Jam took place on November 28, 2017 at noon, CST via the City of Winnipeg's Facebook page live streamed from City Hall in Winnipeg, MB. The online event was hosted by Erin Welk of Urban Systems and Lindsay Mierau, Environmental Coordinator at the City of Winnipeg. The event lasted roughly 50 minutes and took a conversational tone. The project team introduced the project and provided a recap of the themes that emerged at the Kick-Off event on November 10, 2017. Viewers were encouraged to provide additional feedback on themes and content being discussed -- particularly within the transportation, buildings, and waste sectors.

The event also featured two guests: Danika Harland, a high-school student from J.H. Bruns and Stephanie Whitehouse, the Active Transportation Coordinator with the City of Winnipeg. Danika shared her own Climate Story and encouraged others (including the City of Winnipeg) to take bold actions to reduce GHG emissions. Stephanie Whitehouse was brought into the conversation on the transportation sector and provided insight into connections between active transportation and GHG emission reduction.

Over the course of the event, the following questions were posed to the viewers:

- What can the City do to help you implement green energy solutions at your home and business (i.e., require it at time of new building; provide incentives to reduce costs; enforce more stringent energy efficiency codes)?
- What do you think the climate vision for Winnipeg should be?
- What are the key opportunities related to reducing GHG emissions from transportation?

## 4.0 Online Ideas Jam by the Numbers

As of December 12, 2017, there were a total of 47 comments, 31 likes, and 3 shares on the Facebook Live video. Individual comments can be found in **Appendix A**, which garnered a total of 65 likes on the comments themselves.

The following social media statistics were provided by the City of Winnipeg, which shows the online view stats immediately after the live event, and one week after (**Table 1**).

Table 1. Facebook statistics for Winnipeg's Online Climate Ideas Jam immediately after and one week after the event.

	November 28, 2017	December 5, 2017	% change
<b>POST PERFORMANCE</b>			
Peak Live Views	34	34	↑ 0%
Minutes Viewed	1309	2077	↑ 59%
Video Views	648	1542	↑ 138%
10-Second Views	257	618	↑ 140%
Video Average Watch Time	0:59	0:39	↓ 34%
<b>AUDIENCE ENGAGEMENT</b>			
People Reached	2745	4674	↑ 70%
Unique Viewers	605	1360	↑ 125%
Post Engagement	81	131	↑ 62%
Top Audience	Women, 25-34	Women, 25-34	--
Top Location	Manitoba	Manitoba	--

## 5.0 Engagement Results Summary

### Social Media Analysis

**Post Performance** - Based on data presented in **Table 1**, the minutes viewed, video views, and 10-second views increased by 59%, 138%, and 140%, respectively over the course of a week. This increase over time demonstrates that people were interested in the content even after the event ended.

The video's average watch time decreased from 0:59 on the day of the event compared to 0:39 afterwards, a decrease of 34% over the course of a week. This suggests that while viewers are interested in the subject matter – enough so to click on the video – the duration of the event may not have been conducive to keeping viewers interest from start to finish. That viewers were clicking on the video indicates an interest in the subject matter.

Having the video as part of the video archives on the City's Facebook page may help to facilitate ongoing engagement on the posted content and to illustrate the City's commitment to using this unique engagement tactic.

**Audience Engagement** – Based on the data presented in **Table 1**, the number of people reached, unique views, and post engagement metrics increased by 70%, 125%, and 62%, respectively. This increase further illustrates peoples' interest in the content even after the event ended.

## Engagement Results Analysis

As of December 12, 2017, there were 47 comments on the Facebook Live video. All comments can be seen in **Appendix A**, where they have been ranked according to the number of LIKES they received by other viewers. The top eight comments focused on the following topic areas: public transit, policy, active transportation, incentive programs, building energy, and recycling.

The top eight comments, with the most LIKED comment at the top, included the following (note that these comments have been pasted verbatim from the Facebook Live feed):

- I would love to see greater investment in transit, as many of our buses are jam packed and leaving people behind at rush hour **(7 LIKES)**;
- Target dates should align with election cycles so that progress towards them will be reported in the summer/fall of an election year. This provides political motivation to achieve targets **(5 LIKES)**;
- Policy drives action. Some important policies that the city could adopt to reduce our transportation emissions include: • Snow Clearing Policy to promote walking, cycling and transit, • Complete Streets Policy to Ensure our Streets accommodate all users, • Vision Zero Policy to ensure our roadways are safe, • Transportation Mode Hierarchy to ensure that walking, cycling and transit are prioritized in city budgets **(5 LIKES)**;
- Investments in Walking and Biking bring Co-benefits beyond their GHG reductions: Health Benefits, Job Growth – Especially through Small Businesses, Increased Tax Base & Revenues, Increased Home Values, Reduced Fatalities and Serious Injuries, Vibrancy (Culture, Street Activity) - Will co-benefits be considered as part of the action plan? **(5 LIKES)**;
- I think investing in Active transportation to shift Winnipeg away from car-driven development will do wonders for our city in terms of health and well being **(4 LIKES)**;
- Building energy makes up a significant portion of our community GHG emissions. We have a strategy for city owned buildings planning to be built or renovated, but what can we do to incentivize private buildings to reduce their current consumption habits? **(4 LIKES)**;
- Protected bike lanes are even more important in the winter than in summer... **(4 LIKES)**; and
- According to a general estimate, recycling 50,000 mattress per year in Winnipeg would save over 1,000 tonnes of CO2 gas every year. That's the equivalent of taking 200 cars of the road or planting 1,865 trees every year. Recycling 50,000 mattresses typically recovers diverts over 550 tonnes of steel, 90 tonnes of wood and 60 tonnes of foam products from the landfill. According to the experience of numerous mattress recycling operations in other jurisdictions, recycling 50,000 mattresses could create over a dozen a full-time jobs. **(4 LIKES)**.

## 6.0 Closing

Comments and ideas presented during the Online Ideas Jam will be used to develop the actions that will make up part of the draft Climate Action Plan, which will be presented to the public and stakeholders on February 27, 2018 for input and feedback.

## Appendix A – Facebook Comments from the Facebook Live Online Climate Ideas Jam

COMMENTS	LIKES
I would love to see greater investment in transit, as many of our buses are jam packed and leaving people behind at rush hour.	7
Target dates should align with election cycles so that progress towards them will be reported in the summer/fall of an election year. This provides political motivation to achieve targets.	5
Policy drives action. Some important policies that the city could adopt to reduce our transportation emissions include: • Snow Clearing Policy to promote walking, cycling and transit, • Complete Streets Policy to Ensure our Streets accommodate all users, • Vision Zero Policy to ensure our roadways are safe, • Transportation Mode Hierarchy to ensure that walking, cycling and transit are prioritized in city budgets.	5
Investments in Walking and Biking bring Co-benefits beyond their GHG reductions: •Health Benefits, Job Growth – Especially through Small Businesses, •Increased Tax Base & Revenues, •Increased Home Values, •Reduced Fatalities and Serious Injuries, •Vibrancy (Culture, Street Activity). Will co-benefits be considered as part of the action plan?	5
I think investing in Active transportation to shift Winnipeg away from car-driven development will do wonders for our city in terms of health and well being.	4
Building energy makes up a significant portion of our community GHG emissions. We have a strategy for city owned buildings planning to be built or renovated, but what can we do to incentivize private buildings to reduce their current consumption habits?	4
Protected bike lanes are even more important in the winter than in summer...	4
According to a general estimate, recycling 50,000 mattress per year in Winnipeg would save over 1,000 tonnes of CO2 gas every year. That's the equivalent of taking 200 cars of the road or planting 1,865 trees every year. Recycling 50,000 mattresses typically recovers diverts over 550 tonnes of steel, 90 tonnes of wood and 60 tonnes of foam products from the landfill. According to the experience of numerous mattress recycling operations in other jurisdictions, recycling 50,000 mattresses could create over a dozen a full-time jobs.	4
And to add to Jessica's idea, it would be great to see more work on organic waste diversion. Organics break down into Methane in landfill... Methane is a more potent GHG than CO2.	3
how will our work on reconciliation intersect with this climate plan?	3
Many small businesses rent space so aren't in charge of the energy systems of the building they occupy, but they do pay for portions of the energy bills. Perhaps the city has a role in addressing this challenge by working with landlords to implement energy audits?	3
Further to my comment about co-benefits, Minneapolis did a study in 2015 that looked into the benefits that would be accrued from a doubling of their number of trips made by biking each year. Presumably the benefits for Winnipeg would be similar. <a href="https://altaplanning.com/.../minneapolis-bicycle-benefits/">https://altaplanning.com/.../minneapolis-bicycle-benefits/</a>	3
It's hard to hear that the city wants more accessible, equitable transit services with all the cuts to transit in the last budget.	2

How about Manitoba Race to Reduce???	2
Great job taking the initiative to change your community!!	2
Creating a downtown cycling grid would make cycling accessible to everyone in the city.	2
more info on the Prairie Climate Centre here: <a href="http://prairieclimatecentre.ca/">http://prairieclimatecentre.ca/</a>	2
Increase recycling options for the public and support social enterprise. Such as: Mother Earth Recycling and mattress diversion from landfills while creating jobs.	1
How do you wish to see the climate plan impact city decisions, including impacting the budget and determining project approval?	1
manitoba hydro is a crime..	1
Reduce packaging waste by making retailers pay for the disposal of packaging their customers send to the dump.	1
Thanks for the opportunity to send in ideas.	1
how many winnipeggers were "asked" what was your total number,.. if you say "50%" of them meanwhile 50% of the population didnt have their voice heard... some pretty skewed numbers here.	
"climate action team" and how much money do you make sitting there tossing around idea's that will never come to fruition???	
How will the need to ensure the climate resilience of Winnipeg be built into the GHG reduction plan?	
In response to a call for social justice ideas: How can the city amplify the voices of marginalized communities? Can we designate seats on sustainability committees and such for folks that aren't industry/government professionals?	
7.5 million square feet of public and private owned buildings are currently aiming to reduce their energy consumption by 10% over the next 3 years. It's a start. Behavioural changes are a big part of it.	
To build on Maureen's point - representation from hydro-affected communities in decision making on Winnipeg's climate plan, and representation from community-based organizations working to address poverty and environmental racism.	
Got all the hydro you could want, why are we not going towards lrt transit.	
I NEED WORK AT WINNIPEG, ANY OPPORTUNITY HERE.	
stay home..	
I would love to see more effort given to composting pick up, continue alternative transit, and replacing the trees that have been removed because of Dutch elm disease. Our street has lost 4 trees in one block.	

weed... weed fixes all. over n out.	
fire all polititians... all of em.	
hahaha.. grow weed.	
We need to be investing more into transit, not less.	

*\*Note – City of Winnipeg comments were not included in the above engagement feedback*