

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 mattresses per year in Winnipeg would save over 1,000 tonnes of CO<sub>2</sub> gas every year. That's the equivalent of taking 200 cars off 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*