

# Community Engagement & the Role of Municipalities

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# Citizen Engagement & Advocacy

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# Introduction

Hi I'm Nadia, the GTHA Regional Organizer for Community Climate Hubs

# My experience in Citizen Engagement





# About Us

The Community Climate Hub

# Climate Reality Project

The Community Climate Hub is an Initiative of the **Climate Reality Project**

- The Climate Reality Project, founded by Al Gore
- Trains individuals around the world about climate change
- The newly trained Climate Reality Leaders go back to their communities to share the climate change information they received
- Climate Reality leaders are given tools:
  - Presentation decks
  - Online templates
  - Webinars
  - Additional training opportunities locally
- **Community Climate Hubs** is an extension of this engagement, focussed on offering tools to grassroots organizers, not just Climate Reality leaders

# Community Climate Hub Goals

The goals of the Community Climate Hub initiative are to **Obtain municipal commitments to net zero emissions by mid-century** and then ensure the cities are on track to reaching their target.



# Community Climate Hub Process

- Seems complex! But here's the breakdown:

## Participants Sign Up

- Connect and engage participants in the same municipality

## Stakeholder Engagement

- Cultural groups
- Government leaders
- Community organizations

## Establish a Hub

- Minimum 4 participants needed
- Agree to Partnership
- Establish Roles

## Landscape Analysis

- What has been done
- What still needs to be done



# Community Climate Hub Process

- Seems complex! But here's the breakdown:

## Engagement

- Rally the diverse stakeholders originally assessed

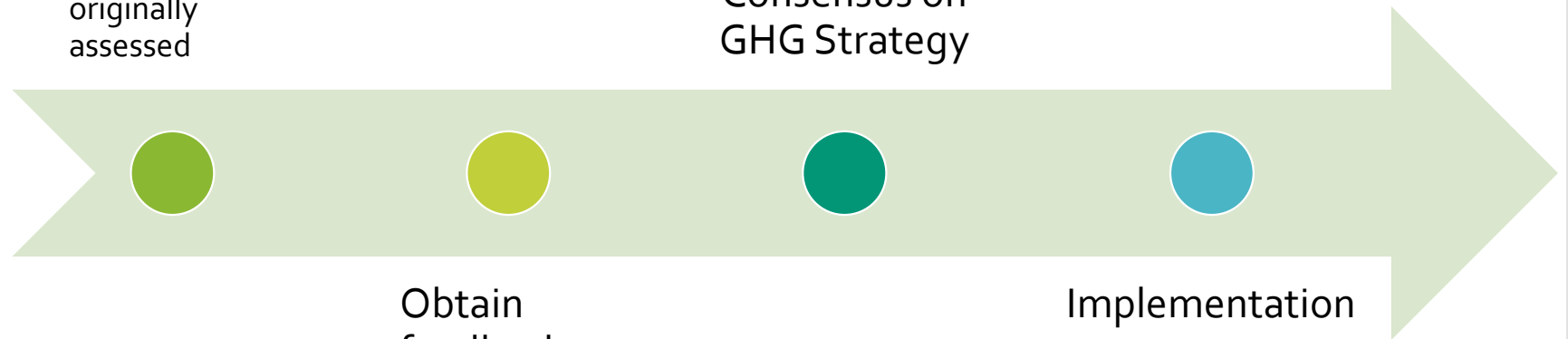
## Consensus on GHG Strategy

## Obtain feedback

- Support Team
- Regional Organizer

## Implementation

- Sign up more participants
- Receive support for Regional organizer





# Citizen Roles

Who does what, and what they accomplish



# Top 3 Citizen Roles

- Event Planning & Local Engagement
  - Organizing the Organizers
  - Panels, Presentations, Information Sessions
  - Key Segments: Youth, New Canadian, Senior, Workers
- Civic Engagement
  - Municipal, Regional, Provincial, Federal
  - Town Halls, Deputations, Committee Meetings
  - Voting
- Digital Media
  - Host content, resources
  - Translations, re-framing

# Common Themes

## Environmental Protection

We want to ensure our water supply is clean



Review existing policies (all levels of government)



Ask your neighbours (what do they think?)

## Climate Change Adaptation

We want to protect our homes from an ice storm



Check the offices of emergency management for extreme weather (check all levels of government)



Ask your neighbours (what other extreme events should your neighbourhood think about?)

## Sustainable Development

We want more park spaces



Review existing policies (all levels of government)



Consult your neighbours (Are any neighbourhoods underserved?)



# Citizen Expectations

How do governments become allies?

# Citizen Expectations

- Citizen view government as:
  1. A potential ally or
  2. the standard to improve
- The Opportunity for each viewpoint:
  1. As an ally your voice is welcome at outreach events . The citizens welcome your input and keen to learn how to form their strategy with your insights top-of-mind
  2. As the standard to improve, actively listening to the direction communities want to take with current policies will inform your direction

# Citizen Expectations

- Grassroots organizers have been working on stakeholder relationships in a local frame of mind. They are likely to contribute best where government is prepared to :
  - Declare a Climate Emergency
  - Host or participate in a Green New Deal Town Hall Meetings
  - Participate in an Environmental Advisory/Action Committees
- Done well, these channels establish ongoing engagement between citizens and government about their climate future
- However, these channels may only offer singular events a year
- SO, how do we expect citizens and governments to be more environmental if actions are singular?

# Citizen Expectations

- A great example of government accountability come from the learning we see in Quebec:
  - Engagement has been ongoing for 10 years
  - Climate is a major topic → can be found in press, media and top-of-mind for engaged citizens
  - Ontario organizers want to see this type of engagement here too
- Le Pacte is a Great example of a long-term commitment individuals were willing to make, as the pact required that their commitment was also met by a separate set of commitments from government
  - This on-going commitment will be met in the best of an individuals abilities and work in tandem with any long-term climate planning government wishes to explore



# Citizen Expectations

- Ontario organizers are looking to create their own “Le Pacte” and there are several versions by different ENGOs floating around
- That pact once solidified will give grassroots organizers a Call to Action for all individuals engaged in their work.



# Tools

Plans, Pacts, Panels, Protest, Policies, Parties

# Citizen Power

## – It's not all protests.

- Keep track of major public events in your neighbourhood
  - Set small goals, for every event ensure one representative from your working team can go. As you progress, ensure two reps can go, etc.
- Share public event calendars with your neighbours
  - Keep everyone in the know!
  - Tell them why it's important to be there
- Find out how to get a booth
  - When your team is ready to engage the public, organize your materials and shifts for major events
- Host an event
  - If there is no current engagement, get creative! Living Room Lectures, Panel Discussions, Environmental Film Night, Concerts, etc.

# Citizen Power: Presence Online

- Are your neighbours having active conversations about environment online? Engage!
- Can't find your neighbourhood online? Host an account!
  - Consult your team on which platforms work best for you to organize
- Youth engagement → Instagram's visual layout is appealing
  - Engage youth leaders to help engage through a youth perspective
- Diversity is a great asset. Speak a second language? Open up a blog or online conversation in other languages to broaden your reach in your neighbourhood



# Measuring Success of Citizen Engagement

The National Climate League

# The National Climate League

- The National Climate League is a report put together through August to October
- Community Climate Hubs will be tasked to engage their local municipalities to provide climate metrics
- Municipalities willing to participate will submit information on the National Climate League
- In the end, we compile environmental status reports for over 20 municipalities across Canada
- We get to see where we all are, what conversations are being had and where are the climate priorities for Canadians at the local level

# National Climate League Metrics

## Primary

// ECONOMY  
Fuel Costs (p.X)



Jobs in Sustainability (p.X)



// WASTE MANAGEMENT  
Landfill Waste (p.X)



// BUILDINGS  
Green Buildings (p.X)



// CONSUMPTION  
Electricity Usage (p.X)



// LAND USE  
Tree Canopy Cover (p.X)



Urban Agriculture (p.X)



// ROAD SAFETY  
Injured Active Commuters (p.X)



// HEALTH  
Air Quality (p.X)



// HOUSING  
Affordable Housing (p.X)



// TRANSPORTATION  
Shared Vehicles (p.X)



Bike Lanes (p.X)



EV Charging Stations (p.X)



Walkability (p.8)



Public Transit (p.X)



## Complementary

// EMISSIONS  
Total Emissions (p.X)



Industrial Emissions (p.X)



Building Emissions (p.X)



Transportation Emissions (p.X)



Waste Emissions (p.X)



// GOVERNANCE  
Carbon Budget (p.X)



Climate Mitigation Plan (p.X)



Climate Test (p.X)



GHG Inventory Frequency (p.X)



Inventory Methodology (p.X)



// GOVERNANCE  
Climate Adaptation Plan (p.X)



Public Consultation (p.X)



// BUILDINGS  
Building Code (p.X)



// CONSUMPTION  
Dietary Choices (p.X)



// FINANCE  
Divestment (p.X)



# National Climate League Metrics

- Snapshot of what the data will look like in the report (metrics are for illustrative purposes only)





# Upcoming Climate Reality Training

The screenshot displays a web browser window with the URL [https://www.climate reality project.org/training?utm\\_source=fundraising&utm\\_medium=web&utm\\_content=mn-lightbox-2&utm\\_campaign=CRIP](https://www.climate reality project.org/training?utm_source=fundraising&utm_medium=web&utm_content=mn-lightbox-2&utm_campaign=CRIP). The page features the Climate Reality Project logo and navigation links: SIGN UP, BLOG, DONATE, and MENU. Below the navigation bar, there are links for WHO ATTENDS, WHY ATTEND, SPEAKERS, ABOUT, and DONATE. The main content area is a large image of a crowded training session with a semi-transparent overlay box containing the following text:

**UPCOMING TRAININGS**

**MINNEAPOLIS-ST. PAUL TRAINING**

**AUGUST 2-4, 2019**

**APPLY BY JUNE 26**

The background image shows a large audience seated at round tables in a dimly lit room with green stage lighting. The Windows taskbar at the bottom indicates the system time is 4:52 PM on 2019-06-19.

# Conclusion

There are many ways to engage with your government!

Feel free to follow up with me at [nadia@climatehubs.ca](mailto:nadia@climatehubs.ca) for more information about the Community Climate Hubs

Interested in some of the platforms shared today? Send me an email and we can discuss online.

Any questions?