



Participants in the Community Energy Stakeholder Workshop

CITY OF LONDON

# Learning from People

Background Document for the Community Energy Action Plan

December 2013



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## 1. COMMUNITY ENERGY ACTION PLAN - BACKGROUND

The Corporation of the City of London does not have a lot of direct control over how much energy is used in London, but it does have a lot of influence. The control over energy use in London rests primarily with our citizens, visitors, employers and employees. Individual and collective action with respect of sustainable energy use, energy management, and energy conservation is the key to our future.

Urban planning can have a significant impact on how much energy we use. Designing new communities with a mix of land uses and density reduces the need to drive all the time, and can allow for innovative energy-saving technologies that take advantage of the different heating and cooling needs of these buildings. Infill development projects, particularly in older, car-dependent suburban neighbourhoods, can help “retrofit” these neighbourhoods to have these same benefits. The City’s [Rethink London](#) campaign is being used to help get Londoners’ thoughts on how we can do a better job through urban planning.

Transportation planning is also highly dependent upon urban planning. Today in London, the main transportation mode used by residents is the private automobile, which accounts for almost 75 percent of travel during rush hour. Public transit carries about 12 percent, and active transportation (walking and cycling) represent a further nine percent. The City’s [Smart Moves 2030 Transportation Master Plan](#) analyzed various growth scenarios in order to determine what needs to be done from both land use and transportation perspectives to provide more travel choices for those who live, work and play in London.

The Corporation of the City of London is also one of London’s largest employers, operating over 200 facilities and over 300 vehicles involved in delivering a wide range of services to London. The City of London is expected to lead-by-example, and the City’s new [Corporate Energy Management Plan](#), currently under development, will outline this plan.

Finally, one of the most critical roles that the City plays is to “connect the dots” between all of the major community stakeholders, the activities they engage in, and the role that these stakeholders can play in our rolling out the Community Energy Action Plan.

### 1.1 WHAT IS RETHINK ENERGY LONDON?

Rethink Energy London was a community engagement and action plan that has been running since January 2010. Its purpose was to increase public awareness, encourage stakeholder action, and seek input on sustainable energy and greenhouse gas (GHG) emission mitigation actions that also creates local social and economic benefits. Rethink Energy London covered a broad range of topics under four main themes – Our Homes, Our Neighbourhoods, Our Transportation, and Our Economy. Over the last two years, City staff

has met with stakeholders by attending their meetings and events, and by hosting workshops, seminars and conferences. Rethink Energy London has been promoted at numerous public and community events, such as the London Home Show and Car Free Day. To reach larger audiences, City staff made use of relationships with local media, including regular appearances on Rogers Daytime's Green Segment.

City staff have made presentations about Rethink Energy London at 15 stakeholder meetings (between 10 -200 people each) and has had Rethink Energy London materials on display at more than 20 public events (between 30 – 10,000 people each).

Rethink Energy London was supported by and/or connected to a number of key activities:

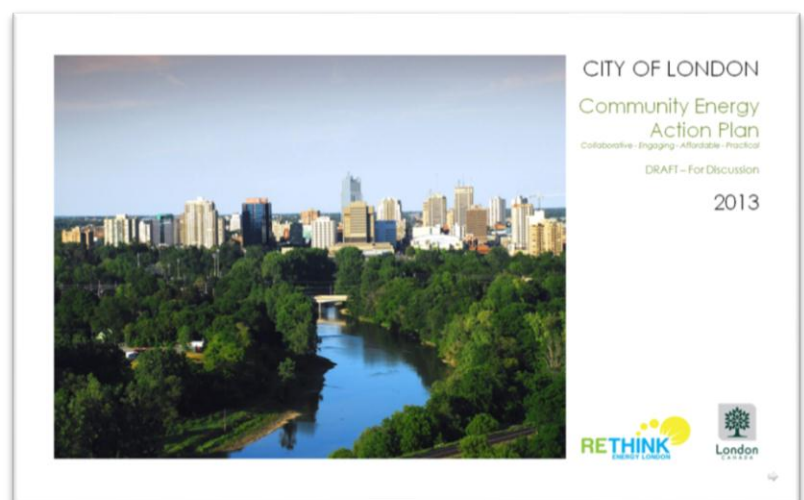
- Smart Moves 2030 Transportation Master Plan
- London Strengthening Neighbourhoods Strategy
- London's Roundtable on the Environment and the Economy
- Integrated Energy Mapping for Ontario Communities
- Rethink London
- The City of London's Corporate Energy Management Plan

## 1.2 WHAT IS THE COMMUNITY ENERGY ACTION PLAN?

London's Community Energy Action Plan builds upon what City staff learned through Rethink Energy London and supporting activities, and sets out an action plan with the following key principles:

1. This needs to be the community's plan for London, not the City of London's plan for the community.
2. We can't control the price of energy, but we can control the cost of energy.
3. Start first with conservation.
4. Get the size right.
5. Invest in energy efficiency and good design.
6. Make use of free heat and free light.
7. Reduce waste.
8. Make it local.
9. Build on local strengths.
10. Use renewable energy.
11. Measure your progress.
12. Share your stories.

London's Community Energy Action Plan will be a "living document", in that the actions taken by the City of London and community stakeholders are expected to grow and change over time. In fact, we have chosen to deliberately leave sections of the draft action plan blank to remind





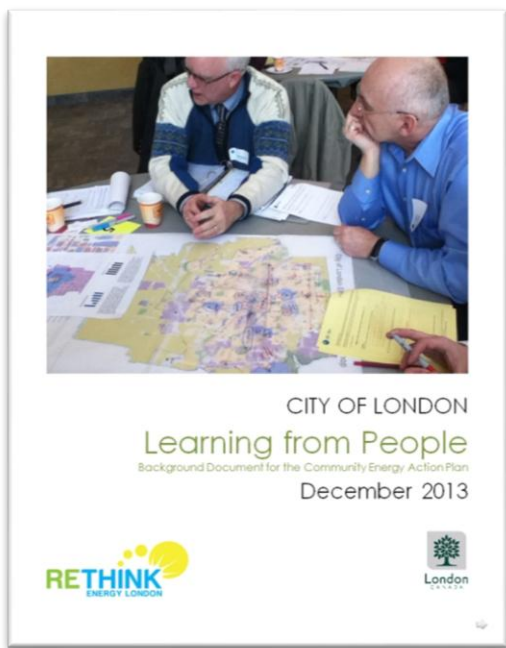
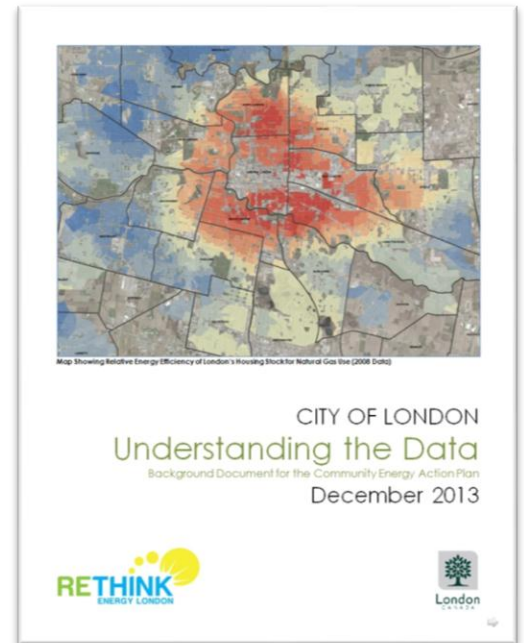
Londoners that we need to hear about what actions they are taking. We need to hear about your activities to complete this plan.

In order to keep the Community Energy Action Plan focussed on “just the actions”, we have placed all of the plan’s supporting information within the following documents:

[Understanding the Data](#) summarizes what City staff knows to date about “big picture” issues like climate change and global energy supply, as well as local information on how much energy we use, what we use

it for, how much it costs to use it, and how much

greenhouse gas emissions it creates. This document also talks about some of the information City staff has about the options we have in London to reduce energy use, reduce energy costs, reduce greenhouse gas emissions, and create jobs in the process.

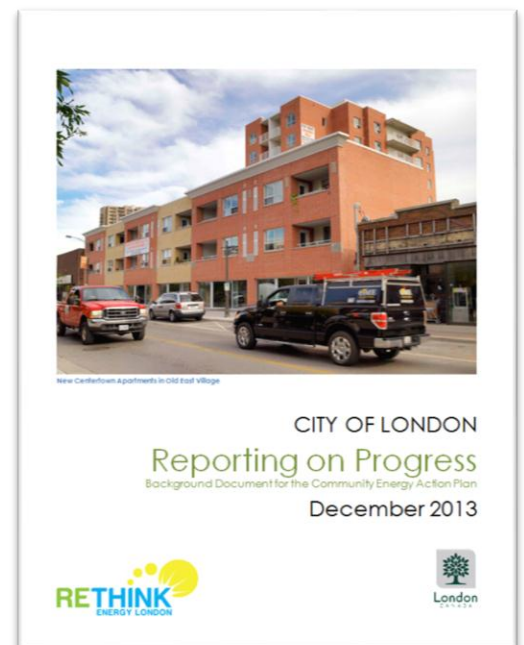


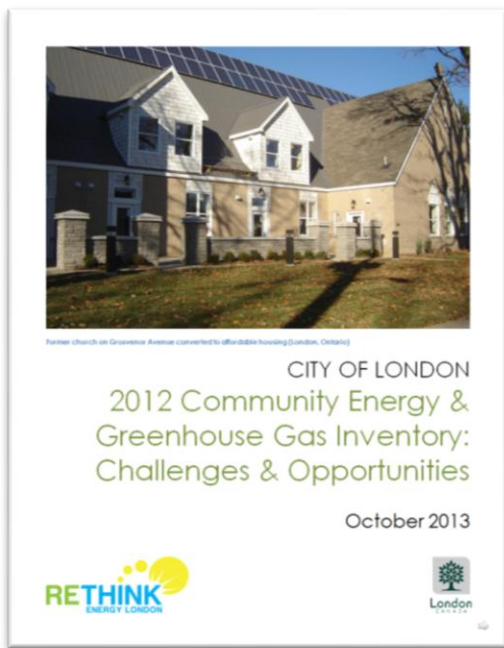
[Learning from People](#) summarizes what City staff learned through public engagement activities undertaken through Rethink Energy London, including London's Roundtable on the Environment and the Economy and the Community Energy Stakeholder Workshop, as well

as community-led engagement activities.

[Reporting on Progress](#) outlines how Council and Londoners will be kept informed on progress made on the Community Energy Action Plan. This includes:

- annual *Community Energy & Greenhouse Gas Inventory Reports*
- Developing new progress indicators
- Open Source data solutions
- Reporting on progress for City of London community energy actions, and
- Recognizing progress made by Londoners





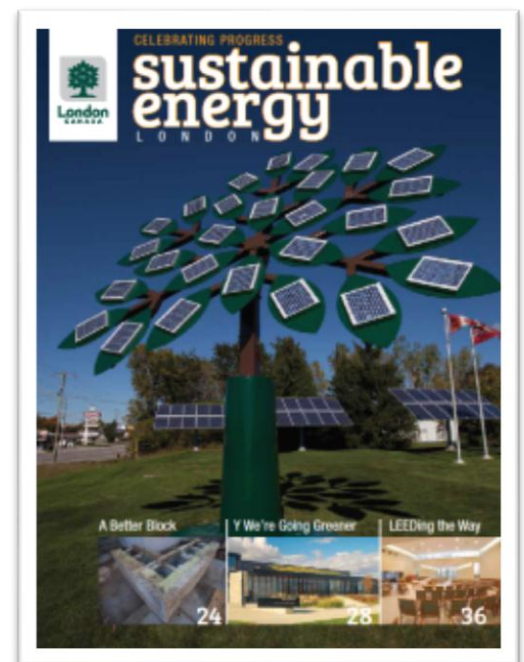
[2012 Community Energy & Greenhouse Gas Inventory: Challenges & Opportunities](#) provides an overview of London's 2012 annual energy consumption and greenhouse gas (GHG) emissions. This includes information on what energy commodities are used, which sector they are used in, and the estimated cost for using these commodities.

[Celebrating Progress - Sustainable Energy London 2013](#) (and three minute [video](#)) is a publication that draws attention to energy conservation, energy efficiency, and renewable energy projects undertaken by London's energy stakeholders in recent years.

The publication illustrates the depth of projects and programs and serves as a showcase of the 'possible'. It can also be viewed as promotional piece for London's future in sustainable energy projects.

Many of the projects highlight what Londoners and London business have done to both reduce energy expenditures and/or localize the expenditures. These projects include examples of:

1. Harnessing the sun
2. Tapping into the Earth's energy
3. Capturing the wind
4. Changing the way we move
5. Using less energy
6. Leading the way



## 2 LEARNING FROM PEOPLE - THE PURPOSE

The purpose of this *Learning from People* document is to summarize all of the information that City staff have on hand regarding what Londoners and key energy stakeholders in London think we should do on the topic of sustainable energy.

Initially, when Rethink Energy London was launched, our plan was to engage the public through events, meetings, and workshops, as well as through web-based social media and other web tools. However, as we proceeded with the public engagement process, it became apparent that more work would need to be done in order to get documented feedback. As a result, two additional activities undertaken to learn what Londoners thought about issues related to sustainable energy:

- A Community Energy Strategy Workshop in support of the Integrated Energy Mapping for Ontario Communities (IEMOC) initiative, and
- London's Roundtable on the Environment and the Economy.

In addition to City-led activities, a number of London organizations have undertaken their own activities to engage Londoners on issues related to sustainable energy:

- Thames Region Ecological Association
- Post Carbon London
- Transition London
- ecoLiving London

The Mayor's Sustainable Energy Council is another venue for the exchange of ideas amongst representatives from the business community, utilities such as London Hydro and Union Gas, academics from Western and Fanshawe, and public organizations such as the London Economic Development Corporation (LEDC).

### 3 RETHINK ENERGY LONDON – EVENTS, MEETINGS, AND WORKSHOPS

Rethink Energy London was a community engagement and action plan that has been running since January 2010. Its purpose was to increase public awareness, encourage stakeholder action, and seek input on sustainable energy and greenhouse gas (GHG) emission mitigation actions that also creates local social and economic benefits. Rethink Energy London covered a broad range of topics under four main themes – Our Homes, Our Neighbourhoods, Our Transportation, and Our Economy. Over the last two years, City staff has met with stakeholders by attending their meetings and events, and by hosting workshops, seminars and conferences. Rethink Energy London has been promoted at numerous public and community events, such as the London Home Show and Car Free Day. To reach larger audiences, City staff made use of relationships with local media, including regular appearances on Rogers Daytime's Green Segment.

In summary, City staff have made presentations about Rethink Energy London at 15 stakeholder meetings (between 10 -200 people each) and has had Rethink Energy London materials on display at more than 20 public events (between 30 – 10,000 people each).

Engaging Londoners in conversations and action has been a priority for this project. The following sections describe some of the activities we undertook to obtain documented input.





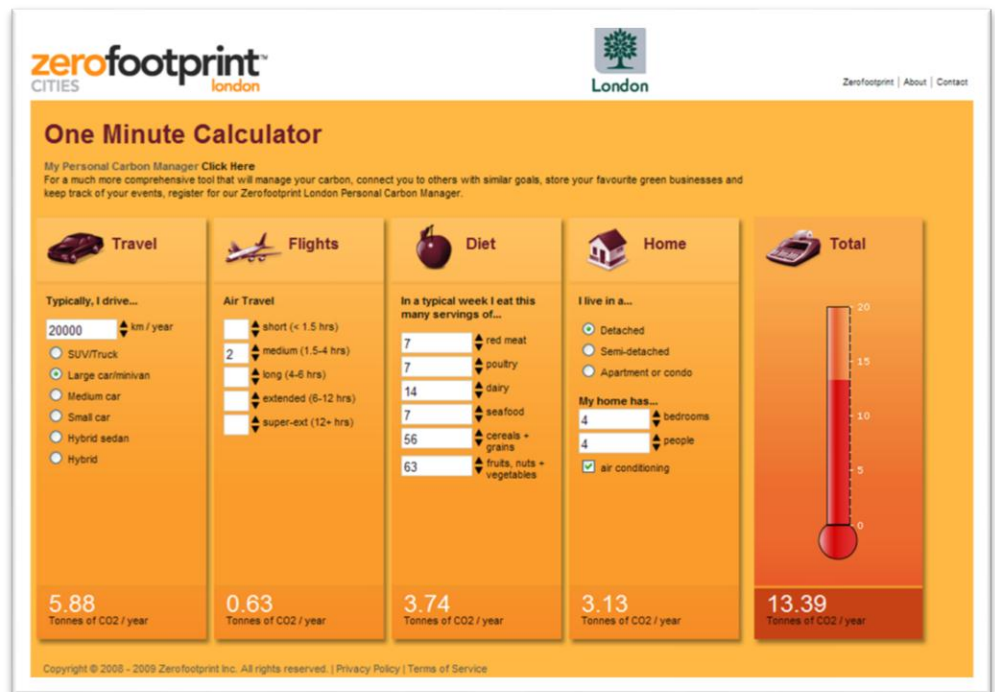
## 4 RETHINK ENERGY LONDON – SOCIAL MEDIA AND OTHER WEB TOOLS

City staff tested web-based tools for engaging the public, such as the use of a web survey, a web discussion forum, social media (Facebook & Twitter), and online carbon footprint calculators provided by the organization, Zerofootprint.

As of July 2011, we had the following results:

- 2,800 visits to the main Rethink Energy London webpage - [www.london.ca/rethinkenergy](http://www.london.ca/rethinkenergy)
- 1,000 visits to the Zerofootprint London landing page

However, where staff has been less successful has been in obtaining documented input from citizens on their opinions and ideas for moving forward on sustainable energy and climate change issues, both City and community actions that should be undertaken. The online web survey obtained initially about 200 responses, however the number of respondents was too small, insufficient and deemed invalid from an analysis perspective.



The discussion forum managed to obtain 40 registered participants, however this was insufficient to provide the critical mass required for sustaining an ongoing exchange of ideas with citizens. Attempts to “seed” the discussion forum with initial questions or ideas failed to generate any exchange of ideas. Also, relentless spam postings on the discussion forum rendered it unusable.

The use of the City's Facebook and Twitter accounts for posting Rethink-specific topics and questions also generated limited feedback from followers of the City of London on social media.

## 5 COMMUNITY ENERGY STAKEHOLDER WORKSHOP

The City of London was one of four communities, along with Guelph, Hamilton, and Barrie, participating in the Integrated Energy Mapping for Ontario Communities (IEMOC) initiative organized by the Canadian Urban Institute (CUI), with funding provided by the Ontario Power Authority (OPA), Natural Resources Canada (NRCan), Federation of Canadian Municipalities, City of London, London Hydro, Union Gas, London District Energy, and the IEMOC funding partnership.

As part of the scope of work for the IEMOC project, a one-day workshop was held with key community stakeholders. This workshop introduced the stakeholders to the concept of mapping energy use in the community as an environmental policy planning tool. In addition, the workshop participants engaged in an “Energy Mapping Exercise”, where participants worked in groups to explore and document ideas for future energy conservation and renewable energy projects in London.

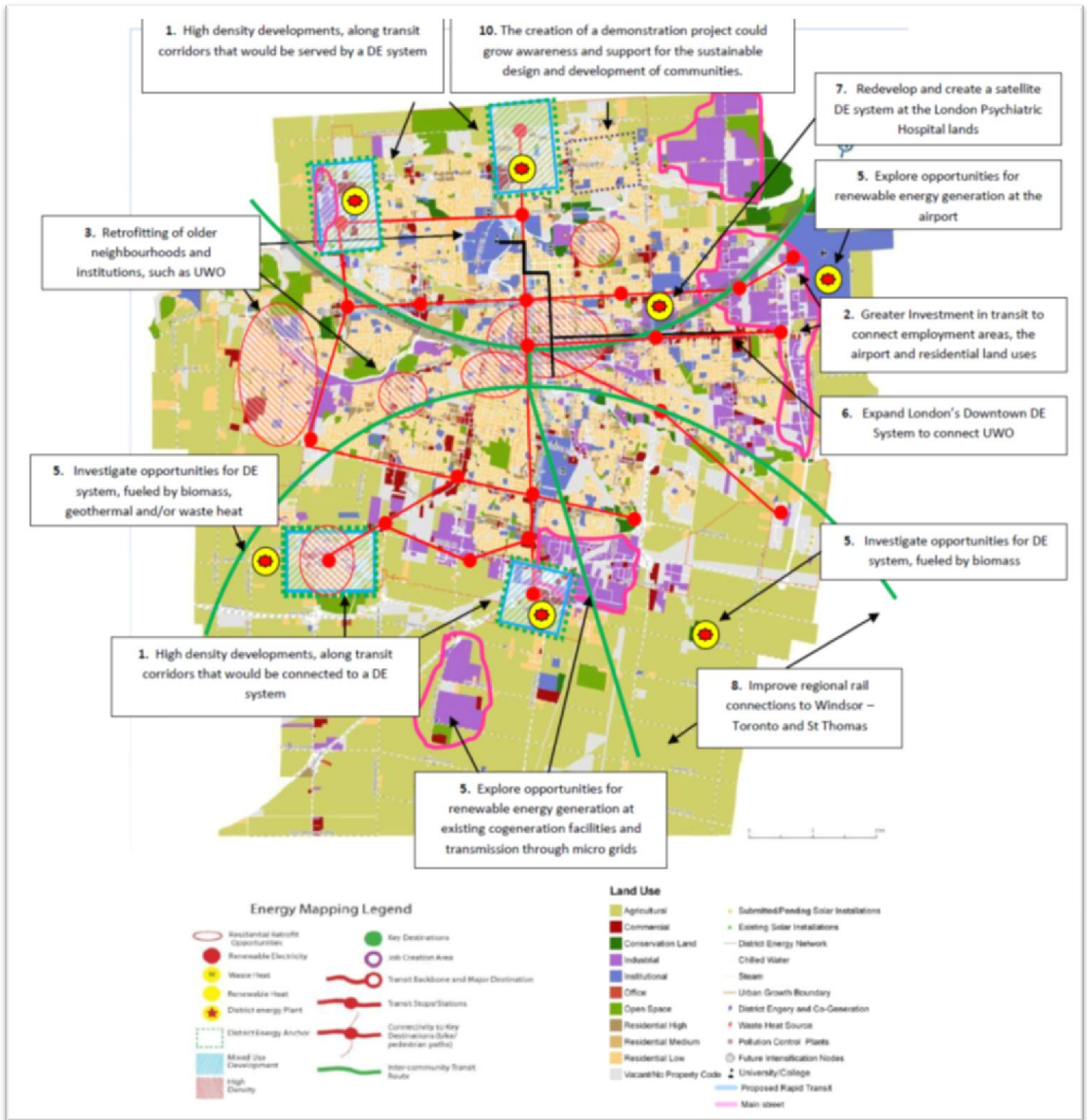
Over 30 of London's energy stakeholders – local utilities, home builders, developers, academia, advisory groups, and environmental groups – participated in the workshop on March 30, 2011.

The key principles provided by the workshop were as follows:

1. Integrate transportation, land use, and energy planning
2. Greater investment in key transit connections
3. Focus retrofitting on older neighbourhoods, high rises, institutions and malls
4. Energy conservation programs that target London's industrial areas
5. Explore opportunities for renewable district energy (DE) generation and transmission through micro-grids (distributed energy)
6. Expand London's existing downtown DE system
7. Redevelop and create a satellite DE system for the future redevelopment of the London Psychiatric Hospital lands
8. Improve regional passenger rail connections
9. Grow the urban forest across the City
10. Create energy-efficient new communities in London by growing awareness and leveraging regulatory opportunities

These key principles were also identified spatially on a map of London to better help illustrate the scope of these principles.

A [report on the Community Energy Stakeholder Workshop](#) is available.



This map illustrates where participants felt that the key community energy principles could be implemented in London.

## 6 LONDON'S ROUNDTABLE ON THE ENVIRONMENT AND THE ECONOMY

In 2011, discussions with Nordex Research, a London-based market and public opinion research consulting firm, resulted in a new and innovative model for citizen engagement that could overcome a number of the known limitations of community meetings, charettes, and social media interactions. London's Roundtable on the Environment and the Economy (i.e., the "Roundtable") would be a large-scale on-line gathering of recruited individuals who have volunteered their time and knowledge to consider a series of weekly environmental, conservation and related financial/economic questions.

The project started in October 2011, and by the end of the pilot project (May 22, 2012), City staff had received more than 2,600 responses to 30 questions - and well more than 500,000 words (over 1,000 pages) of ideas, opinions and comments!

Within the 30 questions, there were a number that dealt with topics directly related to community energy use, including:

- Household energy conservation
- Clean technology and electric vehicles
- District energy/co-generation
- Local greenhouse gas (GHG) reduction goals
- Level of effort for GHG reduction actions
- Local role in Provincial Feed-In Tariff program
- Air quality
- Energy conservation strategy

Here's a high-level summary of what Roundtable participants said on these topics:

### Household Energy Conservation

- The former federal and provincial home energy audit and retrofit incentive programs were a popular tool amongst the respondents. A number of these respondents did comment on the "bureaucratic" nature of the programs, and suggested that a simpler incentive system could have been used.
- A number of respondents noted that their conservation efforts did not seem to result in lower electricity bills.

### District Energy and Co-Generation

- Many people felt that this topic was technically challenging, so the number of responses for this question were relatively low.
- The need for more information on London's district energy and cogeneration, as well as the benefits that this provides the community was identified.



## Level of Effort for GHG Emission Reductions

- Most respondents (roughly 5 out of 6) felt that we should take some action on reducing greenhouse gas emissions, but the majority of these respondents favoured measures that break-even financially and/or provide a return-on-investment.
- Look at the “triple-bottom line” – social, environmental, and economic benefits of action.

## Local Greenhouse Gas Emission Goals

- Options were split on whether London should have more aggressive than federal and provincial goals. This tells us that harmonization with provincial goals would be more acceptable to a majority of people at this time.
- Better access to information on local greenhouse gas emissions would help.
- Focus on what can realistically be done in London, such as energy efficiency and conservation measures.
- City of London needs to lead by example in its operations.

## Local Role in the microFIT Program

- Most of the discussion focussed on the pros and cons of the Province’s microFIT program for solar power, rather than what role the City could play. These opinions ranged from strong support to strong opposition.
- Some people voiced support for solar power, but felt that the Feed-In Tariff and microFIT programs could have been executed better, or that there were other options for supporting solar power other than offering premiums much higher than the average price for electricity.

- Many respondents liked the idea of having more energy being generated in London, and felt that solar energy (including solar hot water heating) can play a role.
- Many respondents felt that London Hydro should play the leading role in promoting solar energy.

## Improving Air Quality

- Many respondents felt that it was worth the effort to address the large number of “smaller” sources of air pollution such as wood-burning appliances, older lawnmowers, and open-air fire pits, now that tailpipe emissions in newer vehicles are much lower than older vehicles.
- Some respondents still want to keep the larger sources of air pollution (vehicles, industry) in the spotlight, as they felt that more emission reductions were needed.
- About a quarter of respondents felt that the City should shift efforts to other issues.

## Energy Conservation Strategy

- Opinions were roughly divided evenly between those who felt that the City should do nothing (or that conservation is not effective – see below) and those who felt that energy conservation was important.
- The “conservation dilemma” (the perception that water and electricity commodity prices were rising due to conservation efforts) was raised by about one-fifth of the respondents as a reason not to conserve.
- Those who supported local action on conservation proposed ideas around the use of incentives, better information, social marketing, municipal policies & standards, and encouraging local businesses & entrepreneurs to take action.

## Clean Technology & Electric Vehicles

- Opinions were split on what role the City of London could play in encouraging the use of electric vehicles through charging infrastructure. The majority of opinions fell into what could be considered as encouraging a limited, but supportive role for charging infrastructure.
  - Some felt that London Hydro should take a leadership role in electric vehicle charging.
  - Some felt that it was still too early to act on electric vehicle charging infrastructure, as these vehicles are just coming on the marketplace.
- Some felt that the onus should be on the owner to recharge at home, as most people do with cell phones and other mobile devices
  - The need for more information on the benefits and potential drawbacks of electric vehicles for use in London was identified, such as on the lifecycle environmental impacts, suitability for winter use, suitability for London commuting distances, and the ability of the local grid to accommodate recharging

For more information on the Roundtable, including a complete list of raw responses, please visit [www.london.ca/roundtable](http://www.london.ca/roundtable).

City staff continues to read – and re-read – what Roundtable participants have told us across the various subject areas. One of our goals is to take as many of the ideas as possible and incorporate them into our programs and projects, perhaps test some of the ideas, see where ideas are best left for members of the community to implement, and determine what can be built into future programs.

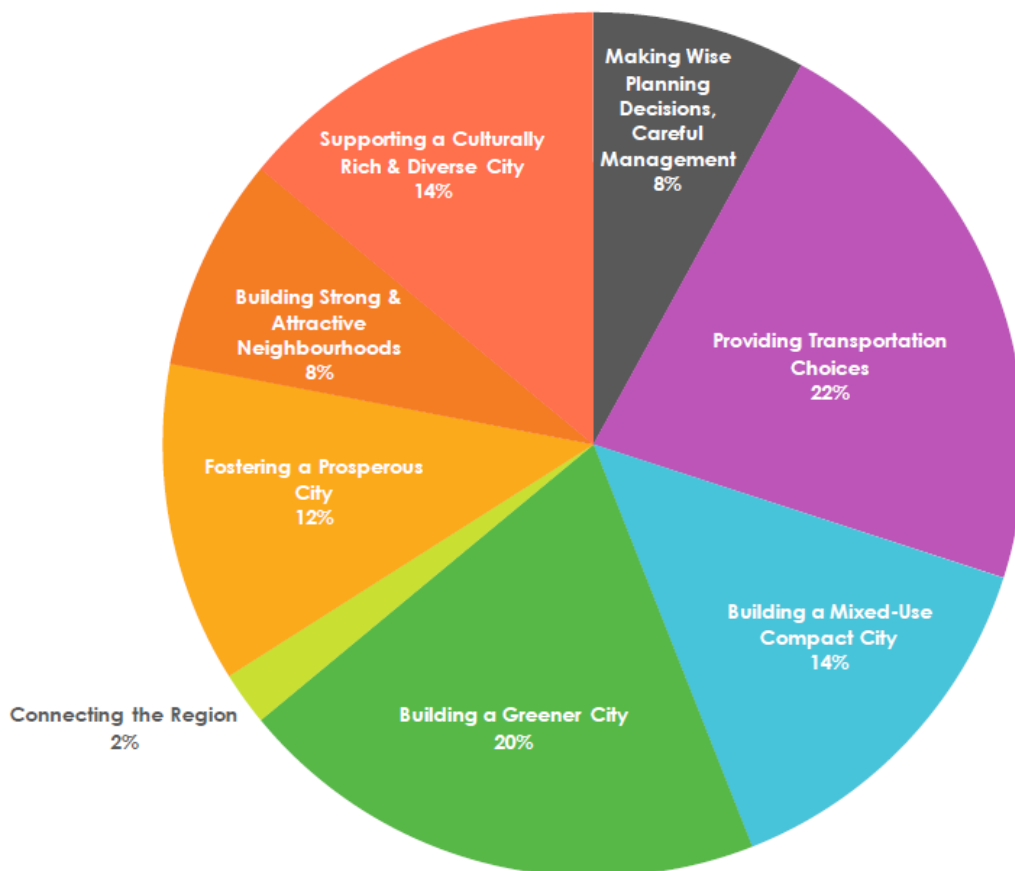
## 7 RETHINK LONDON

The City of London has embarked on important city-building initiative – ReThink London. ReThink is a community conversation about our future. It will set the goals and priorities for the City’s Official Plan that will influence the future growth and development of the City for years to come.

Over 10,000 individuals provided feedback. These individuals represent all generations and abilities, diverse cultural communities and all socio-economic classes, as well as a variety of businesses, agencies, organizations, educational institutions, and health care institutions.

Energy use in London touches on all of the Key Directions discussed though ReThink London. However, energy plays a strong role in Providing Transportation Choices, Building a Mixed-Use Compact City, and Building a Greener City - the three most popular topics.

### Comments Received

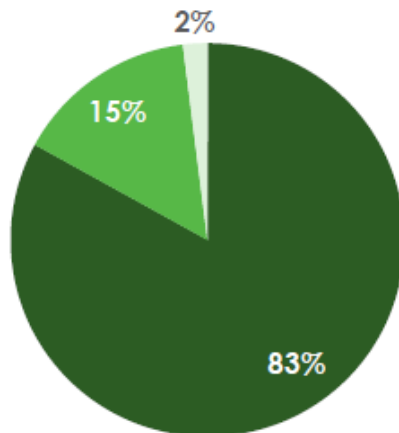


Source: ReThink London - What We've Heard

Support for green development practices, climate change mitigation and adaptation, and conserving energy was found to be strong.

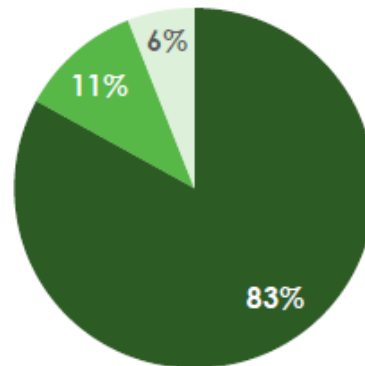
### Promote Green Development Practices

Very Important Somewhat Important Not Important



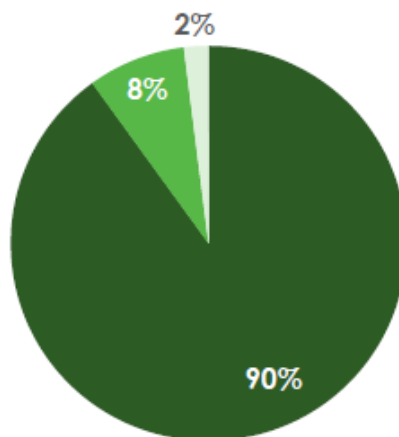
### Climate Change Mitigation and Adaptation

Very Important Somewhat Important Not Important



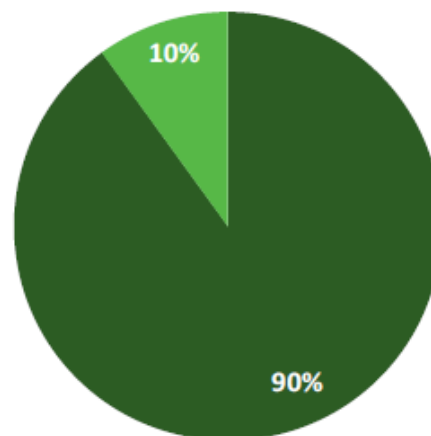
### Implement Green Infrastructure Strategies

Very Important Somewhat Important Not Important



### Conserve energy

Very Important Somewhat Important Not Important



Source: ReThink London - What We've Heard

Based on the input received, the items below are a brief list of some of the important energy-related elements to be included in London's new Official Plan:

- Conserve energy by planning for energy conservation at all levels of city-building – from a city level (e.g. linking transit and land use plans) to a community level (e.g. street network, mix of land use, walkable streets, district energy) to a site level (xeriscaping, geothermal and solar and sustainable construction technologies).
- Promote Green Development Practices by considering the ecological footprint that development creates and take action to reduce it; implementing mixed use and mixed density development; providing services within walking distances, as well as density supporting



higher-order public transit; and ensuring adequate allocation of space for tree cover.

- Develop a transportation system based on “centres” and “corridors” and focusing mixed-use development at these locations; directing intensification to centres that can ultimately support rapid transit services; and locating major destinations along routes and near major transit stops.
- Invest in transportation alternatives like walking, biking and transit to make them more attractive and desirable and continuing to provide suitable road corridors for the car as a transportation choice by designing complete streets for viable, convenient and affordable transportation option.
- Climate Change Mitigation and Adaptation by calculating and tracking our progress towards reducing our greenhouse gas emissions; designing projects differently to respond better to frequent and intense extreme weather events; make our urban and natural environments more resilient to climate change.



## 8 COMMUNITY-LED ENGAGEMENT ACTIVITIES

In addition to City-led activities, a number of London organizations have undertaken their own activities to engage Londoners on issues related to sustainable energy. Many of these organizations work together on activities where they share a common interest.

### 8.1 THAMES REGION ECOLOGICAL ASSOCIATION

The Thames Region Ecological Association (TREA) has hosted a number of workshops on topics related to sustainable energy in recent years. Topics have included solar energy (photovoltaic and hot water heating), ground-sourced heat pumps, residential-scale wind power, district energy, and energy-efficient housing. The workshops on solar power proved to be popular in particular, with standing-room only crowds within Grosvenor Lodge.

TREA and the Ontario Sustainable Energy Association co-hosted a one day workshop and engagement session on community renewable energy cooperatives, with the goal to encourage a greater community role in undertaking new renewable energy projects. This event was also well attended, with a number of Londoners actively pursuing solar power projects in locations such as a local public school and a church.

TREA and members of Post Carbon London are also in the planning stage for a new community renewable energy cooperative – Green Energy London – that would develop small-scale rooftop solar PV projects with a public education component.

### 8.2 POST CARBON LONDON

Post Carbon London, in partnership with Transition London, hosts a monthly social Climate and Energy Meet-up. Post Carbon London also participates in the following activities:

- Representing the Peak Oil and Climate Change perspective in municipal committees and processes.
- Information-gathering, research, and analysis to support both municipal engagement and community groups.
- Engagement with committees, boards, coops, and umbrella organizations, that align well with the above.
- Information dissemination, including film screenings and presentations that align with the above focus.

### 8.3 TRANSITION LONDON

Transition London engages in grassroots-led activities to promote sustainable, low-impact lifestyle through community events and web-based tools to help Londoners take action for their own household and their own neighbourhood. Transition London is part of a broader regional and global Transition Town Network.

## 8.4 ECOLIVING LONDON

As a non-profit social enterprise, ecoLiving London helps Londoners promote environmentally-friendly lifestyle to Londoners through their ecoSAVER Directory of local eco-friendly products and services; an ecoSAVER Card for discounts on these products and services; a Community Calendar of local green events; Community Blogs with lifestyle how-to articles written by Londoners for Londoners; and monthly GreenDrinks London social networking events.

## 9 MAYOR'S SUSTAINABLE ENERGY COUNCIL

The Mayor's Sustainable Energy Council (MSEC) is made up of over 30 energy professionals, who are appointed by the Mayor, and volunteer their time to fulfill its mandate. The members include representatives from the business community, utilities such as London Hydro and Union Gas, academics from Western and Fanshawe and public organizations such as the London Economic Development Corporation (LEDC). MSEC is supported by staff from the City of London.

MSEC meets every two-to-three months to exchange ideas generated from its subcommittees: Conservation, Waste & Biomass, Technology Development, and Generation & Transportation.

Through its annual EnergySaver Business Recognition Program, MSEC highlights local businesses that have implemented sustainable energy programs. Past recipients have been Drewlo Holdings and TD Bank Financial Group.

Every year, MSEC's Community Outreach Fund of \$5,000 offers grants of up to \$1,000 per applicant to London organizations for sustainable energy use projects in the community. Past recipients included the TREA for sustainable energy workshops and the London Homebuilders Association (LHBA) for the creation of a sustainable energy display at the 2012 Lifestyle Home Show.

MSEC has also hosted a Speaker Series on topics related to sustainable energy.



## 10 PRELIMINARY FEEDBACK FROM SELECTED ENERGY STAKEHOLDERS

The primary purpose of the Discussion Primer was to include actions that some of London organizations are already undertaking or are considering within the Draft Community Energy Action Plan. A customized Discussion Primer was prepared for and submitted to various organizations that we have identified as Key Energy Stakeholders. These organizations can best be described as falling into one or more of these categories:

- Large energy user or supplier
- Already engaged in energy conservation, energy efficiency or sustainable energy practices
- A business association engaged in various energy related matters
- A community group engaged in various energy related matters

The outline of the Discussion Primer included the areas below:

- Background on Rethink Energy London
- How has the stakeholder been involved so far?
- Why a Community Energy Action Plan now?
- Proposed guiding principles for a Community Energy Action Plan
- What's a reasonable path forward?
- How can the stakeholder help with the Community Energy Action Plan at this stage?

Feedback from the Discussion Primer was received from the following key energy stakeholders:

- 3M Canada
- Advisory Committee on the Environment
- Argyle Business Improvement Association
- BOMA Ontario
- Labatt Brewery
- London and St. Thomas Association of Realtors
- London Chamber of Commerce
- London Development Institute
- London Economic Development Corp.
- London Health Sciences Centre
- London Home Builders' Association
- London Hydro

- London Police Services
- London Property Management Association
- London Public Library
- London Transit Commission
- Mayor's Sustainable Energy Council
- Middlesex-London Health Unit
- Museum London
- Ontario Power Authority
- ReForest London
- TD-Canada Trust
- Union Gas
- Upper Thames River Conservation Authority

These stakeholders expressed support for the Community Energy Action Plan in principle, and most stakeholders provided feedback and recommendations on the proposed actions, as well as provided information on their own actions. This information has been incorporated into the Community Energy Action Plan – Final Draft for Public Discussion document.