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TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON MAY 5, 2015
FROM:	JAY STANFORD DIRECTOR, ENVIRONMENT, FLEET, & SOLID WASTE
SUBJECT:	ACTIVE & GREEN COMMUNITIES ENGAGEMENT STRATEGY

RECOMMENDATION

That, on the recommendation of the Director of Environment, Fleet and Solid Waste, the proposed Active & Green Communities engagement strategy **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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The relevant reports that can be found at www.london.ca under City Hall (Meetings) is:

- Report to the April 20th 2015 Civic Works Committee (CWC) Meeting, Community Research Snapshot - How Green Is London? (Agenda Item #10)
- Report to the April 20th 2015 Civic Works Committee (CWC) Meeting, Bike Program Update (Agenda Item #11)
- Report to the April 20th 2015 Civic Works Committee (CWC) Meeting, Environmental Programs Update (Agenda Item #12)
- Report to the July 21st 2014 Civic Works Committee (CWC) Meeting, Community Energy Action Program (Agenda Item #16)
- Request for Delegation to the April 28th 2014 Civic Works Committee (CWC) Meeting, Council Resolution for Green Energy London Co-operative Inc. goal to conduct a Neighbourhood Energy Reduction Action Plan Field Test in the City of London (Agenda Item #13)

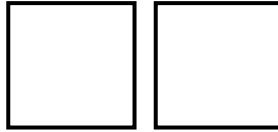
BACKGROUND

PURPOSE:

The purpose of this report is to provide Committee and Council with background information on the proposed Active & Green Communities engagement strategy for energy conservation, environmental action, awareness and activities at the neighbourhood and community level.

CONTEXT:

The Community Energy Action Plan (CEAP) continues to move into the implementation (i.e., programming) stage. The CEAP was designed with significant input from the community over a three year period through the Rethink Energy London community engagement initiative. In its design, it incorporated many different City initiatives including ReThink London, Green Development Strategy, the 2030 Transportation Master Plan, and London Strengthening Neighbourhoods Strategy. The CEAP also incorporates activities from major stakeholders such as London Hydro, Union Gas, London Economic Development Corporation, London Home Builders' Association, Middlesex-London Health Unit, and the Upper Thames River Conservation Authority.



Within London's CEAP, as part of the overall London Energy Connections Programs, the City of London committed to work with a number of neighbourhoods and communities to collaborate on local initiatives for energy conservation and related environmental matters. One goal is to take advantage of many of the tools and information that are now available at neighbourhood levels, such as energy maps and other energy conservation information.

The project is titled Active & Green Communities and it addresses, in full or in part, 20 of the 40 actions outlined in the CEAP. Active and Green Communities is a community engagement strategy that focuses on energy conservation and environmental actions at two levels:

- Level One - all Londoners can participate through a household benchmarking tool that looks at household energy and water costs, diet and physical activity, and/or carbon footprint – whichever they are interested in – and then provides information to encourage individual action based on the results.
- Level Two - small-scale neighbourhood and community engagement pilot programs on specific measurable actions.

At both Levels, progress will be monitored and compared within and across groups in London. Our goal is that this peer comparison tool, available to all Londoners, combined with focused and customized communications and program delivery through small-scale pilot programs in neighbourhoods and communities, will lead to an increase in further energy conservation and meaningful environmental progress through greater community collaboration.

The name 'Active & Green Communities' was chosen to broaden the appeal of this project to Londoners and to highlight the linkages between our environment, **human** health, household finances, and community wellbeing. These linkages became very evident in the recent research performed as part of the report titled *Analyzing Environmental Perceptions, Attitudes and Actions of Londoners* (a demographic and spatial market analysis) carried out by Environics Analytics and promoted under the title *How Green is London?*

These linkages make for a more sustainable and resilient city, which also aligns with:

- many different community focused programs operating within Environmental & Engineering Services (EES),
- the London Strengthening Neighbourhoods Strategy (coordinated by Neighbourhood, Children & Fire Services), which is being updated this year,
- sustainable planning principles and design as part of ongoing Planning Services work including the draft London Plan and environmental work in the community, and
- current and proposed initiatives from individuals, community groups and associations.

Role Within the 2015-2019 Strategic Plan

Municipal Council has recognized the importance of community engagement, climate change, sustainability and other related environmental issues in its 2015-2019 - Strategic Plan for the City of London ([2015 – 2019 Strategic Plan](#)). Specifically, Active & Green Communities addresses all four Areas of Focus, at one level or another, as follows:

Strengthening Our Community

- Healthy, safe, and accessible city

Building a Sustainable City

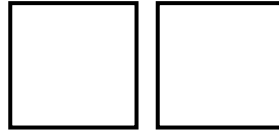
- Convenient & connected mobility choices
- Strong and healthy environment
- Beautiful places and spaces

Growing Our Economy

- Local, regional, and global innovation
- Strategic, collaborative partnerships

Leading in Public Service

- Collaborative, engaged leadership
- Excellent service delivery



DISCUSSION:

Brief History

The City of London's experience with community engagement, with a focus on environmental awareness and energy conservation, has occurred for many years. One of the largest projects at the community scale goes as far back as the former federal government's One-Tonne Challenge program that City staff was involved with in partnership with the Thames Region Ecological Association (TREA) and other organizations in 2004-2006.

There have been a number of key developments and advancements that have been made in the last 10 years – technology, information, community engagement, and experience – that provide us more tools for engaging individuals and different communities on energy and environmental matters.

More recently, Environmental Programs and our colleagues in other areas of EES participated in the London Strengthening Neighbourhoods Strategy and its Five Year Implementation Plan, and have engaged with colleagues in Neighbourhood, Children and Fire Services who work in London's neighbourhoods.

Stepping back a year ago, in its delegation to the Civic Work Committee on April 28th 2014, Green Energy London (GEL) was seeking a Council resolution to support its Neighbourhood Energy Reduction Action Plan Field Test. Municipal Council referred the request to City staff for consideration as part of the CEAP; it being noted that the Civic Administration would consult with Green Energy London when considering Green Energy London's request. This meeting was held and further details were exchanged.

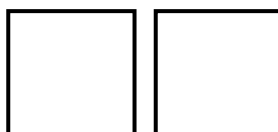
City staff have had further exchanges with GEL and other groups on how to move forward in a collaborative and engaging manner. In early 2014, City staff learned from its counterparts in the City of Guelph that an organization called Project Neutral had received funding to expand its neighbourhood climate change action program from Toronto to other cities in Ontario, and that Guelph was planning to participate in this expansion. Project Neutral bears many similarities to the former federal government's One-Tonne Challenge program. The key difference is that Project Neutral provided more robust baseline and peer comparison capabilities, and the ability to track the participant's progress over time.

Working in collaboration with the Project Neutral, and with access to information from Guelph and Toronto, this knowledge and technology transfer has benefited City staff and will soon be available to the London community for monitoring and reducing energy conservation and encouraging other actions with environmental benefits.

How Will Londoners and London Businesses Benefit from the Active & Green Communities Project?

Active & Green Communities will provide the following benefits:

- For all Londoners interested, it will provide them with the ability to compare - depending upon what they are interested in - their utility costs, their carbon footprint, and/or their healthy lifestyle against their neighbours and London as a whole. This will also allow City staff to determine whether providing comparisons against neighbours and Londoners as a whole encourages people to take action.
- It will provide participating communities, defined as both geographic as well as interest-based (e.g., a faith-based community, a sports association, etc.), with the opportunity to work alongside other organizations and City staff on activities and events, either of their own creation and/or from the range of potential activities, events, and offers available through the City and our Active & Green Communities partners.
- It will provide City staff, as well as our Active & Green Communities partners, with the opportunity to test new program ideas through pilot projects with participating communities.
- It is a means for City staff and others to package together actions that individual and groups of Londoners or businesses can take to improve their environment, their health, save money and strengthen their neighbourhood.



What are the Guiding Principles for Implementing the Active & Green Communities Project?

Within participating Active & Green Communities, the project will be implemented based on the following guiding principles:

- Start small, and grow over time as financial and in-kind resources become available. Undertake the Project in phases.
- Wherever possible use current City of London programs, with their existing funding and resources, as the foundation for delivering community activities, events, offers and incentives to participating communities.
- Leverage existing resources, financial and in-kind, available from the City of London and our community partners to bring in additional resources.
- Engage with as many community partners as practical and possible, and include those partners that we have an existing relationship with as well as new community partners.
- Plan and develop pilot project activities through a community engagement process that informs, consults, and empowers the community to collaborate with the City of London and/or our partners on the delivery of these activities.
- Design pilot project activities to ensure that they provide measureable results to determine their success.
- Design pilot project activities to ensure that successful projects can be transferable to other areas of London in the future.
- Maintain flexibility to accommodate change (e.g., the addition and/or reduction of available resources, shifts in priorities) without jeopardizing program metrics.

What is the Connection with Other City of London Programs?

Active & Green Communities will be providing opportunities for the coordinated delivery of many City of London programs, such as:

- Active transportation and Transportation Demand Management
- Urban watershed protection
- Waste reduction and diversion
- Water conservation
- Stormwater and watershed management (e.g., basement flooding)
- Sewer operations (e.g., Washing Initiative to Protect our Environment (WIPE))
- Parks Planning (e.g., Adopt a Street, Adopt a Park)
- Neighbourhood action planning and related programs (e.g., London Strengthening Neighbourhoods Strategy, Our Street, Walk to Shop)

Who is Going to be Involved?

In addition to the City of London service areas outlined above, Active & Green Communities hopes to work with many different organizations within London including, but not limited to:

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|---|---|
| • Community CarShare | • Middlesex-London Health Unit |
| • Fanshawe College | • Million Tree Challenge |
| • Green Energy London (GEL) | • ReForest London |
| • London Clean & Green | • Union Gas |
| • London Environmental Network (LEN) | • Upper Thames River Conservation Authority (UTRCA) |
| • London Hydro | • Western University |
| • London Youth Advisory Council (LYAC) | |
| • Mayor's Sustainable Energy Council (MSEC) | |

Discussion has occurred with some of these organizations, either from the perspective of specific participation in the Active & Green Communities project, or in reference to collaborative initiatives that benefit London as a whole. The goal is to engage these and additional organizations during overall program development.

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What Progress Has Been Made to Date?

City staff has been working with Project Neutral to modify their existing household comparison tool for use in Active & Green Communities, including new content on active transportation, physical activity, and healthy eating, as well as energy mapping data to allow participants to compare their energy use against the average for their neighbourhood.

Project Neutral has also been working with London Hydro to make their household comparison tool compatible with London Hydro’s Green Button data sharing protocol.

How is the Project Going to be Undertaken?

The Environmental Programs service area will be responsible for the overall development and implementation of Active & Green Communities using a phased approach. Environmental Programs staff will work with Neighbourhood, Children and Fire Services to ensure that Active & Green Communities is integrated into the updated London Strengthening Neighbourhoods Strategy.

As previously noted, Active and Green Communities will consist of two main elements:

1. City-wide Engagement - Providing a household comparison tool that will be available to all Londoners to use, and
2. Community Engagement - Working with communities of various sizes and types to test new ways to promote existing programs as well as to test new program ideas at different times throughout the year.

Further details on the overall engagement strategy are provided in Appendix A and outlined in the next two sections.

City-wide Engagement

Every Londoner will be able to use the household comparison tool provided by Project Neutral. This tool will include information on incentives and other resources that are available to all Londoners from the City of London as well as key partners such as energy utilities.



Screenshot from the Project Neutral Household Comparison Tool (Beta Version for London)

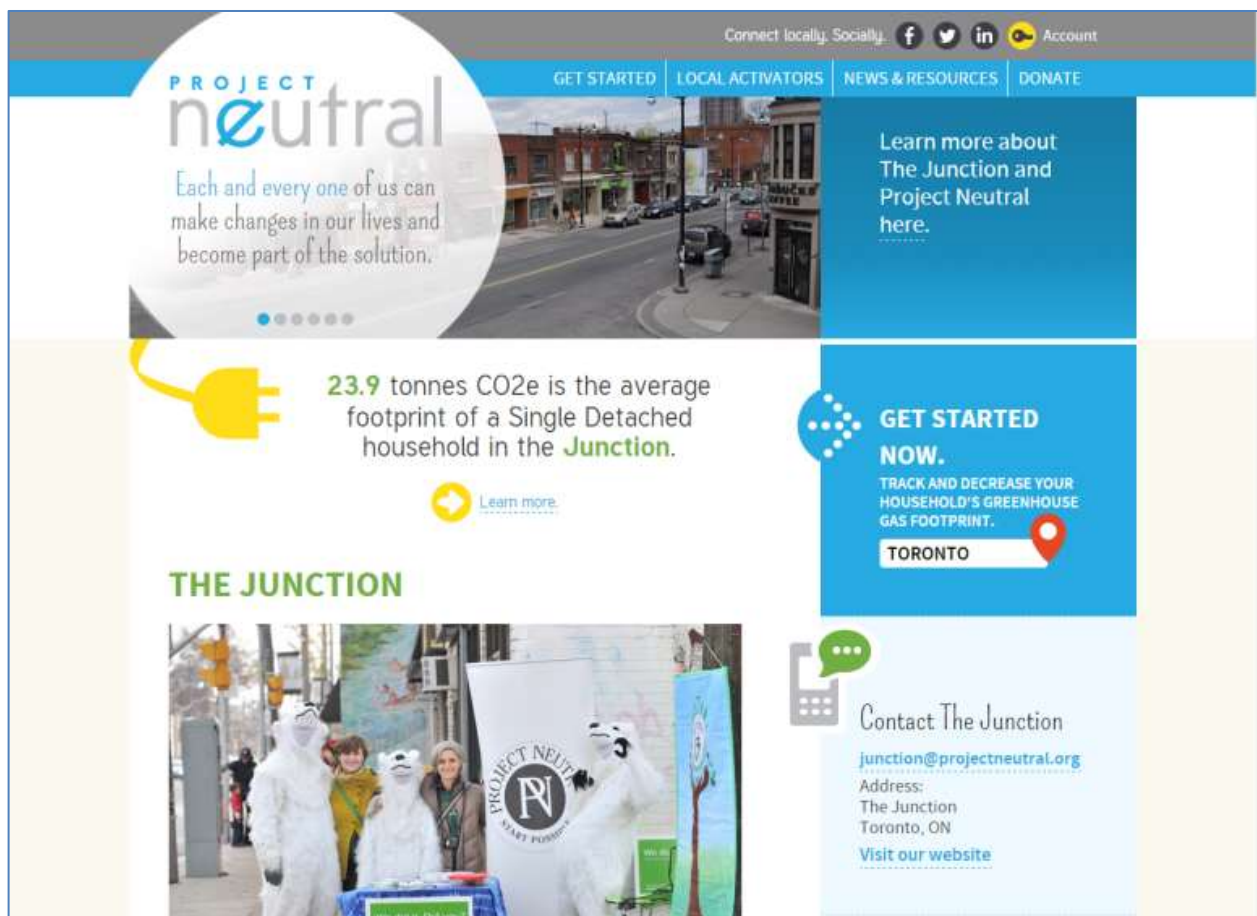
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Community Engagement

Active & Green Communities will be launched this summer on a small-scale pilot project basis with the following proposed communities, in order to test the community engagement tools and methods before expanding Active & Green Communities to communities across London:

- Willingdon Avenue Neighbourhood (Old North)
- Glen Cairn Community Partners Collaborative
- Summerside Optimists Club
- SoHo Community Organization
- Whiteoak Heritage Housing Co-operative Inc.
- Trinity United Church (Argyle)

Each participating community will be provided its own page on the Project Neutral website, within which they may promote community environmental activities, as per the example from Toronto.



Screenshot from Project Neutral’s Neighbourhood Webpage for The Junction area of Toronto

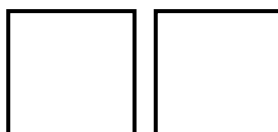
To assist with these activities, Environmental Programs has hired a Western University Masters of Environmental Sustainability co-op student for four months in the role of Active & Green Communities Coordinator to provide assistance to these six communities.

During the summer, Environmental Programs will also work with Neighbourhood, Children and Fire Services to develop a process for enrolling additional communities. This new process will be tested in late summer, with the goal to enroll several (between two and four) more communities. Further expansion is possible but will be based on commitments from partners, available community resources and potential new funding sources.

How is the Active & Green Communities Project Going to be Funded?

The guiding principles established for this project and their desire to manage limited financial resources is key to the project’s success, namely:

- start small, and grow over time as financial and in-kind resources become available,
- wherever possible use current City programs, with their existing funding and resources, and
- leverage existing resources, financial and in-kind.



In 2014, project development and design took place including discussions with a few potential partners, dialogue with other municipalities, and work with Project Neutral. For 2015, a total of \$40,000 (Phase 1 and Phase 2) has been allocated from the Environmental Program budget for this initiative. This does not include City staff time assigned to the project. It also does not recognize the contributions from the community and other potential funders.

Phase 1 Activities – Summer 2015

Phase 1 activities cover the launch of Active & Green Communities within our initial proposed six communities. Most of the activities, events, offers and incentives being made available to participating communities will not require new funding, as these will be activities that are already part of existing City of London programs. The Active & Green Communities are simply the targeted areas where these programs are to be delivered.

Funding for the modification of the Project Neutral household comparison tool and website is covered in the 2015 budget for Environmental Programs along with budget to cover the salary of the four-month student co-op position to provide assistance to participating communities, as well as provide honorariums or funds to support participating communities.

Phase 1 - Major Activities	Environmental Programs Funding	Other Partner(s)	Other Funders	Total Estimated Budget
Active & Green Communities Coordination	\$10,000	TBD	TBD	\$10,000
Project Development with Additional Partners & Funders	-	-	-	-
Project Neutral Household Comparison Tool & Website	\$11,000	TBD	TBD	\$11,000
Pilot Project Community Expenditures	\$9,000	TBD	TBD	\$9,000
<i>Total Allocated Budget</i>	<i>\$30,000</i>			<i>\$30,000</i>

Phase 2 Activities – Late 2015 and 2016 – Subject to Funding from Other Sources

To expand the capacity to deliver Active & Green Communities, the City of London is applying to the Ontario Ministry of Energy’s Municipal Energy Plan Implementation funding program. This program provides funding for 50 percent of a project’s cost, up to a maximum of \$25,000. As outlined below, City staff propose to use the Ministry of Energy funding to extend the duration of the Active & Green Communities Coordinator from four to eight months, and to fund the development and pilot testing of a new efficient home visit program for London based on a similar program being implemented in Guelph.

Phase 2 - Major Activities	Environmental Programs Funding	Other Partner(s)	Ministry of Energy	Total Estimated Budget
Active & Green Communities Coordination	-	TBD	\$10,000	\$10,000
Proposed adaptation and pilot testing of Efficient Home Visits in London	\$5,000	TBD	\$15,000	\$20,000
Pilot Project Community Expenditures	\$5,000	TBD	-	\$5,000
<i>Total Estimated Budget</i>	<i>\$10,000</i>		<i>\$25,000</i>	<i>\$35,000</i>

Environmental Programs staff are also investigating funding sources such as the Federation of Canadian Municipalities Green Municipal Fund to expand delivery of Active & Green Communities in to 2016 and beyond.

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It is important to note that existing City of London programs will remain as the foundation for delivering community activities, events, offers and incentives to participating Active & Green Communities for 2016 and beyond.

Phase 3 Activities – 2016 and Beyond

Phase 3 activities will be developed through early learning from Phase 1 and 2, the ability to attract additional funding and partners, and the desire of the participating communities or potential communities. The guiding principles established for project will continue to apply.

What are the Next Steps?

A launch event for Active & Green Communities is being planned for late May or early June 2015. At that point in time, Project Neutral’s household comparison tool will be made available to all Londoners to use. In addition, the Active & Green Communities Coordinator will begin to work with our initial six participating communities to develop a list of actions for the rest of 2015.

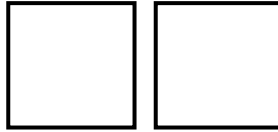
ACKNOWLEDGEMENTS:

This report was prepared with assistance from: Karen Oldham, Manager - Community Developer, NCFS; Allison Miller, Transportation Demand Management Coordinator; and Greg Sandle, Environmental Outreach Coordinator.

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Appendix A Engagement Strategy Overview

- c Lynne Livingston, Managing Director, Neighbourhood, Children & Fire Services
- John Fleming, Managing Director, Planning and City Planner
- George Kotsifas, Managing Director, Development & Compliance Services & Chief Building Official
- Edward Soldo, Director, Roads & Transportation
- John Lucas, Director, Water & Wastewater



APPENDIX A

Engagement Strategy Overview

Overview

Active and Green Communities consists of two main elements:

1. Providing a household comparison tool that will be available to all Londoners to use, and
2. Working with communities of various sizes and types to test new ways to promote existing programs as well as to test new program ideas at different times throughout the year.

The City of London's new Active & Green Communities engagement strategy is intended to translate many of London's broader sustainability (environmental, financial, and social well-being) ideas and aspirations identified through projects like Rethink Energy, the London Strengthening Neighbourhoods Strategy, ReThink London, etc. into action at the community and neighbourhood scale.

London is made up of many communities, each with their own unique issues and interests. Some of these communities are geographic in nature, such as the neighbourhood block, townhouse complex, an apartment building, or a larger community association. Some of these communities are centered on interests or activities, such as a school, places of worship, service clubs, or a sports club.

As outlined in the London Strengthening Neighbourhoods Strategy, the terms "neighbourhood" and "community" are not synonymous, although we often use the words loosely and interchangeably to mean the same thing. According to Jim Diers, a Seattle-based community developer, "A neighbourhood is a geographic area that people share, while a community is a group of people who identify with and support one another." Lines on a map therefore will not adequately define the essence of a community which is more often based on common interest and relationships.

A 'one size fits all' approach to promoting sustainability goals is not effective. To be effective, we need to develop community engagement activities that match the interests and social values of London's many communities. Developing activities in a collaborative and learning environment is also a key to success.

Active & Green Communities is built upon the existing Project Neutral program underway in Toronto and Guelph, and will make use of many of the existing household comparison tool and other resources developed and tested by Project Neutral in those communities.

The City of London has collaborated with Project Neutral to build on their progress to-date by creating Active & Green Communities for London which offers the following unique aspects:

1. Active & Green Communities recognizes that only a fraction of the population are motivated by environmental and climate change concerns. In order to engage a community more effectively, we need to appeal to a broader range of people by addressing the financial cost of energy and water use as well as the health benefits associated with active transportation (walking and biking) and greater access to local food.
2. Project Neutral's household comparison tool will benefit from the use of existing energy and water use mapping data that the City of London already has available from London Hydro and Union Gas. This will provide greater utilization of these information resources, and make these energy maps more accessible to Londoners.
3. Project Neutral's household comparison tool will be able to make use of London Hydro's Green Button protocol to simplify the process for importing utility data in to the Project Neutral tool.

Project Neutral has also recognized that these three aspects are important to the ongoing success of their existing activities in Toronto and Guelph, as well as their plans to expand Project Neutral to other Ontario communities.

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It is also important to note that Active & Green Communities is more than just Project Neutral's household comparison tool, although this tool is an important motivational tool that will be available for all Londoners to use.

Active & Green Communities will be used to provide a number of small-scale "pilot programs" for new community events, offers, and incentives. The City of London will work with a range of communities of different types, sizes, location, and demographics, some of which will be initially selected by the City of London but will eventually expand to include a process where communities can apply for participation. Environmental Programs will work closely with Neighbourhood, Children and Fire Services to develop this process.

Community Activities, Events, Offers, and Incentives

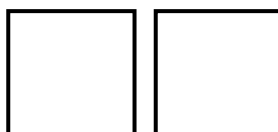
Most of the activities, events, offers and incentives being made available to participating communities will not require new funding, as these are from a suite of activities that are already part of existing City of London programs. The Active & Green Communities are simply the areas where these programs are being delivered, with focused attention, increased monitoring and increased feedback on results to the participants. There is a long list of current initiatives, for example:

- Home energy efficiency checklists
- Active transportation such as walking and cycling
- Urban watershed protection
- Adopt a Street, Adopt a Park, Adopt an ESA
- Growing Naturally Yard Consultation
- Downspout Disconnection
- Water conservation
- Stormwater and watershed management (e.g., basement flooding)
- Washing Initiative to Protect our Environment (WIPE)
- Waste reduction and diversion such as home composting, other zero waste initiatives
- Community gardens
- Healthy food networks and healthy lifestyles
- Million Tree Challenge, tree care and shade tree planting
- Carpooling and Regional Rideshare
- In-Motion
- CarShare
- Anti-idling
- Walk to Shop
- Active & Safe Routes to School

For Phase 2, it is proposed to adapt eMerge Guelph's [Efficient Home Visit](#) program for use in a pilot project community. This program provides the following:

- A room by room evaluation on the home's energy and water efficiency and other environmental practices,
- Tips, resources, and incentives offered through utilities and other partners,
- Installation of low-cost energy and water efficient devices as needed,
- Hands-on coaching on how to read and understand utility bills, as well as showing the homeowner how their energy use compared to the average homeowner, and
- Tips on how to reduce curbside waste, access local and sustainable foods, learn about renewable energy, and sustainable transportation choices.

The City of London is applying to the Ontario Ministry of Energy's Municipal Energy Plan Implementation funding program to help fund the adaptation and pilot testing of the Efficient Home Visit program to London. Should the pilot test succeed, the City of London would explore the use of the Federation of Canadian Municipalities Green Municipal Fund to expand this pilot program.



Roles and Responsibilities of Existing Active & Green Communities Stakeholders

Listed below are the key roles and responsibilities for the City of London, Project Neutral and participating communities.

Stakeholder	Roles and Responsibilities
City of London	<ul style="list-style-type: none"> • Overall project coordination, management, partner engagement and community engagement • Provide funding and in-kind resources for project activities, including obtaining funding from third-party sources • Provide data required for Project Neutral’s household comparison tool • Assist participating communities in developing community activities, events, offers, and incentives from a wide range of City environmental, waste, and water services • Coordinate the development and delivery of community activities, events, offers, and incentives
Project Neutral	<ul style="list-style-type: none"> • Modify Project Neutral’s household comparison tool to include financial and health-related content • Modify existing Project Neutral neighbourhood engagement tools and resources to accommodate Active & Green Communities • Act as a Project Advisor including providing insights from Guelph and Toronto projects
Participating Communities	<p>For those communities that do agree to participate, we would need these communities to provide the following:</p> <ul style="list-style-type: none"> • A person to act as a community “champion” for promoting Active & Green Communities. On average, this would require a time commitment of about 4 hours per month, but could be as high as 4 hours per week during community events. • Work with City staff to identify a list of activities, events, offers, and incentives that are of interest to the community for the next 12 months. • Assist in the promotion of the selected activities, events, offers, and incentives. <p>Depending upon the size of the community being engaged, and whether or not that community is formally organized, the City of London will provide support either in the form of grants (for organizations) or non-monetary honourariums for community volunteers (e.g., grocery gift cards for homeowners hosting a project-related event).</p>

Additional Active & Green Communities Project Partners

London has many organizations and associations with excellent skills and abilities in community engagement, project management, technical work, project delivery, etc. Some organizations may be in a position to offer direct funding or to channel existing programs into participating Active & Green Communities in a similar manner as the City of London. Other organizations may be able to contribute a combination of volunteer hours but require expenses to be covered. Some may wish to pilot (test) new ideas for active lifestyles, environmental benefit or energy conservation. The list currently includes:

- Community CarShare
- Fanshawe College
- Green Energy London (GEL)
- London Clean & Green
- London Environmental Network (LEN)
- London Hydro
- London Youth Advisory Council (LYAC)
- Mayor’s Sustainable Energy Council (MSEC)
- Middlesex-London Health Unit
- Million Tree Challenge
- ReForest London
- Union Gas
- Upper Thames River Conservation Authority (UTRCA)
- Western University

Meeting the needs and expectations of additional partners is very important and requires the appropriate amount of time to achieve understanding and agreement. This is a priority activity in Phase 1.