City of Vaughan Greenhouse Gas Emission Community Action Plan
Steering Committee Meeting #1 Summary

Meeting
September 25, 2013
5:00pm – 7:00pm

Purpose
- Provide an overview of project objectives and anticipated outcomes
- Review existing GHG emission inventory data
- Identification strengths, weaknesses, opportunities and threats for climate change planning in Vaughan
- Generation of ideas to engage community members and stakeholder in the planning process

Meeting Highlights
- Introductions
  - Participants introduced themselves and their expected outcomes of participating in the project
- Project Background
  - Background was provided explaining how the project connects with the City's strategic framework and environmental directives
  - Vaughan's commitment to climate protection was outlined, including the direction provided by Green Directions Vaughan, the City's Community Sustainability and Environmental Master Plan
  - An overview was provided of local climate action planning and the components of the Partners for Climate Protection (PCP) program
  - The City's community greenhouse gas emission baseline (2006) was presented and discussed
  - ACTION – C. Wolnik to review the GHG number attributable to transportation and reaffirm accuracy
- Project Overview
  - An introduction and overview of the project was provided
  - The project work plan was reviewed
- Steering Committee
  - The Steering Committee Terms of Reference was reviewed and role of members discussed
  - Steering Committee members agreed with the terms, meeting dates, and format
  - It was determined that meetings will be paperless, resources will be shared online, meeting materials will be provided one week in advance, and meeting notes provided one week following meetings

- SWOT Exercise
  - An exercise was conducted assessing the strengths, weaknesses, opportunities, and threats for each of the sectors (residential, commercial, industrial, transportation, and overarching areas – with waste integrated into each sector)
  - A summary of the feedback received is provided at the end of these notes
- Community Engagement
  - Planned activities for engaging the Vaughan community in development of the plan were presented
  - Additional opportunities to enhance engagement were discussed, including:
    - Engagement of youth (e.g. through schools)
    - Use of social media and online tools
    - Utilizing existing communication networks (e.g. Councilor newsletters and social media)
    - Voting or helping to prioritize actions with the community
- Additional Discussion Comments
  - Branding and a campaign should be explored for implementation
  - Small grant programs for local organizations should be explored
  - There is a need to gauge acceptance levels for actions (e.g. willingness)
  - There is a need to engage and educate local Councilors to understand/build support and help support future actions and educate their constituents
- Wrap Up
  - Next Steering Committee meeting will be October 23rd at the same time and location

Summary of SWOT Exercise

Residential

Strengths	*Weaknesses*

• An engaged community
• Diversity within the City
• Growing population
• New "green building" communities
• Many people live and work in the same community
• Growing awareness in conservation
    o 20/20 the way to clean air program
    o Public awareness of all emissions (including coming from operating rooms)
• Municipal leadership
	• Not enough funding
	• No economic instruments to reward leaders
	• Inconsistencies between Conservation Demand Management (CDM) initiatives
	• Lack of focused marketing
	• Lack of new programs
	• No strong standards
	• Burden of status quo
	• Difficulty in attracting forward looking developers
	• Lack of promotion and support of renewables

Opportunities	*Threats*

• Education and awareness
    o Greenhouse gas data on utility bills
    o Show energy use – energy display meters
    o Locate water meter in a visible location (e.g. kitchen)
    o Leveraging 20/20 the way to clean air
    o Use of social media
• Youth engagement to sustain change
    o Talk to youth
    o Youth forum
• Creation of community ownership
    o Community champions in different areas
    o Leader-driven engagement in programs
• Collaboration/build relationships to support/apply programs
• Link energy efficiency to property tax as an incentive
• Voluntary program to offset emissions
    o Vaughan utility bill to show emissions
• Energy monitoring and recording
    o Voluntary/mandatory?
    o Recording and submission
    o Show energy and cost savings potential
	• Growing population (emissions go up overall)
	• Quickly changing technology – difficult for standards to keep up
	• Utility prices too low – low financial incentive to reduce consumption
	• Market saturation of programs
	• Lack of knowledge/understanding
	• Misunderstanding costs of ownership
	• Lack of a Vaughan community
	• Disconnection/isolation from community
	• Resistance to change

- Target existing buildings and homes to encourage reduction of energy
- Target growing population through new construction energy efficiency program
  o Codes and standards (e.g. LED lighting)
  o Energy plans for new multi-residential buildings
- Build infrastructure that supports reduction of greenhouse gases
  o Culture of building now for the future
- Awareness of impact of waste anesthetic emissions from houses on the community

Commercial

Strengths	Weaknesses
- Established standards - LEED - BOMA BESt (Building Environmental Standards) - Steering Committee and credibility - Green Directions Vaughan in place - Existing expertise and buy in with corporations	- Pricing for new technology (e.g. LED) - Lack of resources for commercial sector buildings - Smaller owners and managers - Low awareness in the commercial community - Full representation – lacking youth and cultural groups
Opportunities	Threats
- Setting expectations for commercial sector - Recognizing leaders - Building environment targets - Look at global best practices - Reporting and sharing data - Business and community education - Sharing best in class practices - Awareness of best practice opportunities for new development - Demonstrating return on investment - Increase LED lighting in business – programs or incentives - Incentive or offset opportunities - Increased development density - Targeting of existing buildings to encourage reduction of energy (e.g. licencing) - Youth engagement and expertise	- Requirements for growth control - Increasing transportation emissions - Misunderstanding and fear of increased costs - Emission threats we do not know about yet

Industrial

Strengths	Weaknesses

• Green Directions establishing community direction and leadership
• Promoting innovation
   o Steering Committee
   o Stakeholder involvement
   o Variety of sectors (e.g. health care sector)
• PowerStream programs
• Young people integrating into businesses
   o New knowledge and perspectives
	• Information and awareness
	   o Initiatives that are going on (e.g. a community GHG plan)
	   o Programs and opportunities external to the corporation
	• Lack of leadership and programs for industrial sector
	• Lack of understanding of the impacts and fit into bigger picture
	• Disconnect with the private sector
	• Lack of budgets and economic incentives
	• Lack of government support

Opportunities	**Threats**

• Demonstrate cost savings to companies
• Standards/certification/expectations
   o Leading innovation
   o Regulate renewable sources for energy
• Incentives to reduce energy
   o Focus on improving energy efficiency in facilities
   o Support renewable energy/capturing process energy
   o Tax incentives
• Emissions rewards
   o Engage in conversations with government
   o Explore partnerships
   o Carbon credits
• Demonstrations and support leadership
   o Recognition awards
• Incentives to explore energy savings opportunities (e.g. assessment or audit)
• Preferential treatments for industry that work to reduce emissions
   o Tax incentives
   o Standards (e.g. LEED)
   o Fast track planning/permitting approvals
   o Education
   o Partnering
	• Impacts on the bottom line for companies
	• Breaking status quo
	   o Familiarity with new technology
	   o Costs
	   o Competition
	• Greenhouse gas emissions are a necessity of some companies
	• Companies that rent facilities
	   o Difficult to see benefit to the user
	• Loss of industry
	   o High costs
	   o Competitive environment
	• Reluctance to change
	• Reluctance to participate in external programs – stick with internal company-wide environmental programs
	• Rapidly changing technology
	   o Not proven
	   o Not enough time to test

- o Learning practices - District energy systems - o Incentive to attract companies - o City-initiated and supported (e.g. by-laws for types of industries) - o Eco district - o Preference for types of companies that value green energy – green branding - Collaborative partnership between industries - o Gets industries together to develop best practices - o Develop their own programs that suit their needs	

Transportation

Strengths	Weaknesses
- Smart Commute - Public transit expansion - o Subway plan - o Rapid Transit - Transportation Master Plan - Transportation demand management for all new development - Federal government regulations for greenhouse gas emissions for cars are changing - Promenades adjacent to development so less need to get in cars (good example) - Highway 407	- Urban sprawl and car culture - Lack of infrastructure for active community - o Poor walkability – no sidewalks - o No bike lands - Lack of health data to quantify impacts and benefits - No infrastructure for electric and natural gas vehicles - Vehicle idling and ability to have a drive thrus
Opportunities	**Threats**
- Infrastructure - o Electric vehicles - o Active commuting - o Improved public transportation - o Roundabouts - o Bike lanes - Increased density to support active transportation - o Development needs to build infrastructure now to prepare for changing economies - Better walking connections - Hybrid and electric vehicle promotion - o Public and businesses	- Emerging economies - Growth – need to plan to accommodate - Automobile is reflection of status

• Messaging
   o Benefits of reducing greenhouse gas emissions reduces our pollutants and results in reduced health impacts from pollutants
   o Savings on greenhouse gas emissions and dollars
• More incentives for students to make green choices
   o Youth discount for transit
• Youth engagement opportunities
   o Non-conventional ways of marketing social media
   o Youth ambassadors
   o Youth serving on Steering Committee
   o Pilot in schools
• Youth education
   o Educate students and leaders of the future
   o Teach how to incorporate healthy living into everyday life
   o Walking school bus
• Idle-free zones
   o Zones in front of schools and hospitals
   o Three minute idling by-law
• Street development restrictions
   o Limiting smart centres
   o Community design
   o Complete streets	

Overarching Areas

Strengths	Weaknesses
• Multiple agencies and organizations working in this area – synergies	• Youth not aware of issues – only the few that are passionate (e.g. youth environmental groups)
Opportunities	**Threats**

• Collaborative approach and integrative
• Need to demonstrate results
• Re-investment of and from innovation
   o E.g. green buildings are good
   o Sustainable communities is sexy – better quality of life, improved sense of community
• Need more education of what youth can do – leaders of the future
	(none identified)

• Positive peer pressure "taking the bus" • Healthy living message • Opportunities for champions • Big opportunity if there is infrastructure in place	