
Environmental Sustainability – Community Engagement Approach

Recommendation

That the Standing Policy Committee on Environment, Utilities and Corporate Services recommend to City Council:

1. That the update on the communications and engagement strategies for Waste Diversion and Climate Change be received;
2. That the City enter into an extension of the current agreement with Ion Design Inc. for an additional sum of \$40,000 in accordance with the terms set out in this report; and
3. That the City Solicitor be requested to prepare the appropriate agreement and that his Worship the Mayor and the City Clerk be authorized to execute the amending Agreement under the Corporate Seal.

Topic and Purpose

The purpose of this report is to provide an update to City Council on the communications strategy and engagement approach for Waste Diversion and Climate Change as well as obtain City Council approval to extend the Consulting Services Agreement with Ion Design Inc. to enable the production of videos.

Report Highlights

1. Communications strategies are being developed for Waste Diversion and Climate Change to provide support and background information to community engagement activities.
2. The engagement approach to each initiative focuses on building understanding within the community, enabling meaningful discussions, and developing community-informed next steps for the City of Saskatoon as changes to waste management are considered and climate change plans are developed.
3. Each phase of the engagement strategy will include a variety of tools and techniques to engage residents, the Industrial, Commercial and Institutional sector, and stakeholders having valuable expertise related to the two environmental sustainability plans being developed.
4. Videos are a useful way to communicate relevant information and stimulate community dialogue. An extension of the existing Consulting Services Agreement with Ion Design Inc. of approximately \$40,000 is required to enable production of a suite of videos to educate and support engagement on Waste Diversion; Council approval is required as per the Corporate Purchasing Procedure Policy.

Strategic Goals

This report supports the Strategic Goal of Environmental Leadership through the four-year priorities of promoting and facilitating city-wide composting and recycling to reduce the rate and volume of waste sent to the landfill and implement energy-efficient

practices in City buildings, transportation, and operations. It also supports the long-term strategy to reduce Greenhouse Gas emissions (GHG) tied to City operations, and to support the Saskatoon community in emissions reduction activities.

Background

City Council, at its meeting held on March 27, 2017 considered the Award of RFP Waste and Recycling Communications report.

City Council, at its meeting held on June 26, 2017, considered the Waste Diversion Communication and Engagement report which outlined the Communications Strategy.

Standing Policy Committee on Environment, Utilities and Corporate Services held on September 11, 2017, considered the Climate Change Mitigation Business Plan – Opportunities report which included results from the 2017 Environmental Awareness Survey.

Report

The Waste Diversion Plan and Climate Change Mitigation Business Plan will be developed on the basis of extensive engagement with the community. These initiatives are at varying stages of public discussion and knowledge; therefore, both plans require separate strategies for communications and engagement. The waste diversion conversation is already on-going in the community, while the climate change conversation has not been an intentional dialogue to date.

Update on the Communications Strategy for Waste Diversion

The communications strategy that City Council received on June 26, 2017, has been updated. Attachment 1, 2017 Waste Diversion Communications provides highlights on the updated strategy.

Communications and education about waste diversion provide the awareness necessary for community engagement on future changes to waste management. In addition to the tools discussed in the June report (including discussion papers, social media content, infographics, email marketing, and a Waste Challenge), Administration proposes developing a suite of videos. Videos are a useful way to communicate relevant information and stimulate community dialogue and can be shared by the community through social media channels. The 30-day Waste Challenge was launched on October 2, 2017.

The Waste Diversion Plan will provide a roadmap for the City of Saskatoon's waste management programs including analysis of financing options, changes to the Waste Bylaw, collection frequency, disposal bans, recycling options, city-wide organics, data management, and community education and awareness. Communications will be developed to explain these potential changes in a manner that supports community dialogue and provides clarity on what is possible.

Communicating Climate Change

Reducing greenhouse gas emissions is a global issue that can be impacted by local initiatives, in particular, activities involving the participation of the entire community. Administration is developing a communications strategy that will focus on building public awareness and participation in climate change mitigation activities. Rather than focusing on opportunities for individual action, communications will encourage Saskatoon residents and businesses to work together to build a plan for mitigating the impact of climate change.

The tone of the campaign will remain upbeat, interesting, and fun, focussing on collective responsibility, successes, benefits, and showcasing collaboration and partnerships.

The core message will demonstrate that it's time for the community of Saskatoon to take action, and encourage stakeholders to get involved in engagement activities. Attachment 2, 2017 Climate Change Communications Highlights, outlines the communication strategy for climate change in more detail.

Engagement Approach

Lura Consulting has been commissioned to help the City develop a community engagement strategy and approach for both waste diversion and climate change. The engagement process uses the principles of Inform, Consult, Involve and Collaborate as part of the IAP2 Spectrum of Involvement to encourage interactions with the community that are meaningful, consistent, relevant, and effective.

The City has proposed a three-phase engagement process for waste diversion and climate change, including phases for building understanding within the community, discussing options for moving forward, and determining community-informed next steps for each strategy. Given that each project is at different phases of conversation within the community, the overall strategy is similar, but the specific activities and outputs are expected to be different. A summary of each approach is outlined in Attachment 3, Engagement Approach for Waste Diversion and Climate Change.

A variety of techniques will be used in order to reach a wide audience of residents and stakeholders on both waste diversion and climate change. Common engagement techniques include open houses, pop-ups, surveys, online activities, social media, stakeholder interviews and working groups, and a resident reference panel. The techniques used at each of the three-phased approach will be selected based on achieving the goal of engagement; more detail is available in Attachment 4, Techniques for Waste Diversion and Climate Change Mitigation Engagement. Videos were not included in the original agreement, but have been identified as a popular and effective method for attracting attention and educating citizens.

Extension for Video Production to Support Waste Diversion

Ion Design Inc. has been hired to design and produce the creative for Waste Diversion communications with an original Consulting Services Agreement of \$80,000 for a one

(1) year term (of which over \$40,000 will be spent specifically on recycling awareness campaigns required by contracts with the City's residential recycling service providers).

Videos were not included in the original agreement, but have been identified as a popular and effective method for attracting attention and educating citizens, expecting to cost an additional \$40,000. This will require City Council approval as the extension is greater than 25% of the original contract value. An extension to Ion Design Inc. is being recommended in accordance with the Corporate Purchasing Procedure Policy, specifically, the provision for procurement to extend the work on an existing project where it is considered to be more economical, efficient, and expedient than doing an RFP. Video production by Ion Design Inc. will be more efficient as they understand the project scope and goals, have developed the initial creative materials (infographics) and will build on their existing work to produce the videos.

Administration is proposing to add two graphic designers as part of the 2018 Business Plan and Budget under the Corporate Support Service Line. In the interim, the City does not currently have the internal staff resources to achieve this initiative in the required time frame.

Options to the Recommendation

City Council may choose to direct the Administration to explore alternate methods of engagement with the community. Given the experience of Lura Consulting in engagement practices with other municipalities on waste and mitigation programs, the Administration feels the strategy is sound. Further, the newly hired Engagement Specialist can work with Lura Consulting to adjust the rollout of the strategy that meets the needs of the community and the projects as they unfold.

There are two options should City Council choose not to expand the Consulting Services Agreement with Ion Design Inc.:

1. An RFP could be issued for video production. Administration is not recommending this approach as the videos would likely not be ready in time to support community engagement plans.
2. Videos can be dropped from the communications strategy.

Public and/or Stakeholder Involvement

Public and stakeholder involvement is a key component of the success of both the Waste Diversion Plan and Climate Change Mitigation Business Plan; the engagement approaches outlined in this report are intended to provide thorough engagement of these groups. Key stakeholders may include the general public, content experts, businesses, institutions, City staff, and City Council. Where possible throughout the engagement process, the City will look to leverage resources and partner with other ongoing engagement initiatives. This will further the reach of the project and ensure an efficient approach to project delivery.

Communication Plan

In addition to the overview of the communication strategies provided in this report, more detailed communication plans will be developed during the project-planning phase for each initiative under the Waste Diversion Plan and/or Climate Change Mitigation Business Plan.

Policy Implications

According to Policy A02-027, Corporate Purchasing Procedure, City Council approval is required for contract increases above 25% of the original contract value.

Financial Implications

The production of a suite of videos will require an additional investment of approximately \$40,000. Funds are available within the existing budget for Capital Project #2184 (Waste Characterization Study).

Environmental Implications

The Waste Diversion Plan represents an opportunity for the City to reach its goals of diverting 70% of waste from the Landfill by 2023. Greenhouse Gas emissions implications and other environmental protection measures will be estimated and reported on as the Waste Diversion Plan is developed.

The Climate Change Mitigation Business Plan will create options and a roadmap to reach its corporate and community targets of 40% and 15% reduction by 2023, and 80% reduction by 2050, using the 2014 Emissions Inventory as the benchmark.

Other Considerations/Implications

There are no privacy, CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

Follow-up reports on the results of the engagement strategy will be prepared for the Standing Policy Committee on Environment, Utilities and Corporate Services in the spring, 2018.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachments

1. 2017 Waste Diversion Communications Highlights
2. 2017 Climate Change Communications Highlights
3. Engagement Approach for Waste Diversion and Climate Change
4. Techniques for Waste Diversion and Climate Change Mitigation Engagement

Report Approval

Written by: Nasha Spence, Environmental Accounting Manager

Environmental Sustainability – Community Engagement Approach

Amber Weckworth, Education & Environmental Performance
Manager
Approved by: Brenda Wallace, Director of Environmental & Corporate Initiatives
Jeff Jorgenson, A/General Manager, Corporate Performance
Department

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