

## LEC Engagement Summary

Engagement was completed to ensure that the Low Emissions Community Plan (and subsequent initiatives) was shaped by the ideas, interests, expertise and realities of community members, businesses, non-profits, community organizations, institutions, and other key stakeholders.

Engagement opportunities were delivered to the broader community through public engagement in the form of focus groups, surveys, pop-up events, workshops, meetings, presentations and letter writing. These events involved approximately 1,700 participants and approximately 64 organizations or businesses. Engagement with 14 internal divisions and 40+ employees was also completed.

## Environmental Awareness Survey

In 2017, the City of Saskatoon hired Environics Research to conduct a survey to better understand environmental attitudes and behaviours, perceived barriers to taking environmental actions, and perceptions of the City's environmental performance of both Saskatoon residents<sup>20</sup> and the Industrial, Commercial and Institutional (ICI) sector<sup>21</sup>.

A summary of results include:

- Almost six in ten residents believe that the science on climate change is conclusive, while three in ten believe in climate change but are not completely convinced that humans are causing it. Only one in ten believe the science around climate change is inconclusive. These perceptions about climate change are similar to those of other Canadians.
- One in three residents believe climate change is negatively affecting Saskatoon today, with younger and more environmentally-conscientious residents more likely to agree that this challenge is facing the City right now. More than half believe that it will do so in the future, with only one in ten believe that climate change will have no impact now or in the future.
- Three in ten of the businesses and organizations surveyed believed that climate change will significantly impact their operations, with larger businesses/organizations most likely to expect this. Primary concerns about climate change included higher costs for energy, insurance, and public services.
- Six in ten business/organization representatives say protecting the environment is a major issue, with this sentiment more likely to be shared by larger organizations.
- In terms of how climate change may impact them personally, residents are most concerned about how this issue will affect them financially. More than four in five say they are very or somewhat concerned about how climate change will affect the cost of food, energy, public services, and insurance. Health issues and the possibility of evacuations are the lowest-rated concerns among Saskatoon residents.
- 84% of residents totally agree or somewhat agree that more restrictions on industry are needed to stop pollution.
- 69% of residents totally agree or somewhat agree that the way we consume and live is leading to the complete destruction of the planet.
- 69% of residents totally disagree or somewhat disagree that the environment can recover on its own from problems caused by humans.
- 66% of residents totally disagree or somewhat disagree that growing the economy should take priority over protecting the environment.

The full results can be viewed on the City of Saskatoon's Environmental Dashboard webpage:

**[www.Saskatoon.ca/envirodashboard](http://www.Saskatoon.ca/envirodashboard)**

<sup>20</sup> A total of 817 residents completed the survey between June 28th and July 22nd, 2017. Quotas by area of Saskatoon (Suburban Development Area, or SDA), gender and age were applied to the sample, with minor statistical weighting by these variables to ensure the sample reflected the known characteristics of the City's population (based on StatsCan data). Because this was an online survey with a non-probability sample, no margin-of-error can be ascribed to these survey results. For the purposes of comparison, a margin-of-error with a probability sample of n=817 is +/- 3.4%, 19 times out of 20.

<sup>21</sup> Environics conducted a telephone survey with representatives of ICI organizations operating in Saskatoon. This included businesses, not-for-profit organizations, and health and educational sector representatives. A total of 151 respondents were interviewed by telephone between June 29th and July 19th, 2017 (108 businesses, 31 non-profits, and 12 institutions). The margin of error for a sample size of n=151 is +/- 7.98%, 19 times out of 20.

## Phase 1 – Public Engagement

This phase consisted of broad community engagement with the community as whole including residents, industrial, commercial, and institutional sectors and other stakeholders, with the goals to:

1. Get a sense of the community's readiness to take on and/or support specific mitigation initiatives.
2. Understand the community's expectations about the role of various groups and stakeholders in supporting and/or facilitating community-led action on climate change.
3. Use feedback from the community to identify and prioritize mitigation opportunities for the Plan.

Public engagement sessions and workshops were delivered from January to November 2018.

Activities included:

Techniques	Results
Focus Groups x 2	7 participants (morning)
- Businesses	8 participants (afternoon)
Focus Group x 1	8 organizations represented
- Non-Profits and Community Organizations	
Online Surveys x 3	1197 responses (residents)
- Residents	32 responses (businesses)
- Business Leaders and Representatives	22 responses (non-profits, community orgs, institutions)
- Non-Profit, Community Organization, and Institutional Leaders and Representatives	
Pop Up Events x 5	31 participants + 16 who took materials (Market Mall)
	80 participants + 38 who took materials (Field House)
	14 participants + 1 who took materials (Freda Ahenakew library)
	40 participants (Place Riel)
	143 participants + 3 who took materials (Wintershines)
Workshop + Survey	99 workshop participants
- Community Subject Matter Experts	76 survey responses
Relationship Building	Meetings with the: North Saskatoon Business Association, Downtown Business Group, and Chamber of Commerce
- Business Associations	
- Institutions	
- Other	
Letter Writing	9 public letters submitted
NSBA Workshop	Workshop with NSBA members to review low emissions initiatives and communicate which ones will affect the ICI sector
Sustainability Division Workshop	Half day session for all employees in the sustainability division to comment on 270+ initiatives and provide feedback/add to list of items pursued
Presentation to SASF Teacher Group	Update on Low Emissions Plan to elementary school teachers involved in SASF program

In the 2018 climate change engagement survey, residents were asked: “How should our City invest in initiatives that slow down or prevent the negative impacts of climate change?”

- 50% of respondents said they support spending on initiatives that reduce greenhouse gas emissions, whether or not future financial savings can be expected.
- 11% of respondents said they do not support spending on initiatives that reduce greenhouse gas emissions.
- Other respondents said they support spending on initiatives that reduce greenhouse gas emissions, as long as investments:
  - Lead to community benefits, such as improved health, safety, and quality of life outcomes;
  - Demonstrate financial savings; or
  - Generate economic activity and employment opportunities in our community.

## Phase 2 – Internal Engagement

Phase 2 Engagement was focused on internal communication and feedback on corporate-specific initiatives. It also included a workshop to develop a mission and vision for the LEC Plan. This phase took place from December-March 2019.

Overall, 14 divisions were engaged on specific initiatives that relate to the LEC Plan and have an impact on their business. These engagements consisted of formal meetings, phone calls and email streams (otherwise known as “interactions”). In total, there were 50+ interactions with other divisions. Over 45 staff members participated, including managers, directors and the administrative leadership team.

In addition to engaging with divisions on specific initiatives, two workshops were conducted in December 2018 with representatives from a variety of divisions in order to develop a mission and vision statement for the Low Emissions Community Plan.

Phases 2 communications and marketing was limited to website updates.

## Engagement Phase 3

Phase 3 engagement was focused on presenting specific initiatives and business plans to directly affected stakeholder groups in order to obtain feedback. Phase 3 included presentations on request to:

1. The Energy Management Task Force (community organization)
2. The Saskatoon & Region Home Builders’ Association and members
3. Conference delegates at the Canadian Network for Environmental Education and Communication (EECOM) conference

Presentations to a variety of community groups continue on request and will be ongoing to demonstrate the city’s efforts to reduce emissions after the plan is released.

Phases 3 communications and marketing was limited to website updates.



## Future Engagement

Community engagement for specific climate change and sustainability initiatives will be ongoing at regular intervals throughout the next 5 years. For example, an environmental awareness survey will be conducted with the public which will include questions related to the Low Emissions Community file.

After 5 years, it is anticipated that climate mitigation work will be part of regular business planning at the City of Saskatoon and that climate change programming will be more normalized. As such, public engagement may not be required as frequently and could be conducted every 4 years to align with the budgeting cycle.

