



# THE CORPORATION OF THE CITY OF VERNON REPORT TO COUNCIL

**SUBMITTED BY:** Kevin McCarty, Specialist, Climate Action

**COUNCIL MEETING:** REG  COW  I/C   
**COUNCIL MEETING DATE:** October 28, 2024  
**REPORT DATE:** October 4, 2024  
**FILE:** 5280-01

**SUBJECT: 2025 CLIMATE ACTION COMMUNITY OUTREACH STRATEGY**

**PURPOSE:**

To seek Council approval for the recommended 2025 Climate Action Community Outreach Strategy (Attachment 1) to support the implementation of the Climate Action Plan (CAP) in the community.

**RECOMMENDATION:**

THAT Council authorize the release of up to \$720,000 from the Local Government Climate Action Program funding to enable Administration to develop and deliver the climate action community outreach initiatives, as presented in the report titled “2025 Climate Action Community Outreach Strategy,” dated October 4, 2024 and respectfully submitted by the Specialist, Climate Action;

**Table 1: Summary of the 2025 Climate Action Community Outreach Strategy**

<b>Focus Areas</b>	<b>Community Climate Action Program Solutions</b>	<b>Budget Estimates</b>
<b>Active transportation solutions</b>	Provide equitable e-bike rebates to reduce purchase price	\$110,000
	Coordinate GoByBike Week events to promote cycling	\$20,000
<b>Low-carbon building solutions</b>	Provide building energy retrofit rebates to lower costs	\$110,000
	Offer coaching services to homeowners to simplify building energy retrofit processes	\$110,000
	Collaborate with building industry stakeholders to enhance capacity around low-carbon building solutions	\$10,000
<b>Climate resiliency workshops</b>	Deliver community workshops for residents to learn simple, effective ways to adapt to severe weather events	\$20,000
<b>Green business planning</b>	Coordinate free consulting services for businesses / non-profits to enhance green business practices	\$30,000
<b>Youth climate careers</b>	Support high school climate education programming	\$20,000
	Sponsor youth climate employment opportunities	\$50,000
<b>Grow the community tree canopy</b>	Enhance the City’s existing Tree Voucher program to increase planting of shade trees in Vernon	\$15,000
<b>Additional Implementation Expenses</b>		
<b>Human resources</b>	Hire a temporary, 2-year Project Coordinator to lead community outreach	\$160,000
	Source a temporary contractor to fill the HR gap until the Project Coordinator is recruited	\$50,000

<b>Event activation supplies</b>	Source supplies for events where the outreach programs will be promoted (e.g., tent, handouts, displays, signage)	\$15,000
	<b>Total Budget</b>	<b>\$720,000</b>

AND FURTHER, that Council support the creation of a full time, 2-year temporary Project Coordinator position in 2025, funded by the Local Government Climate Action Program.

**ALTERNATIVES & IMPLICATIONS:**

N/A

**ANALYSIS:**

**A. Committee Recommendations:**

At its meeting on September 25, 2024, the Climate Action Advisory Committee (CAAC) adopted the following supportive resolutions:

*THAT the Climate Action Advisory Committee recommends that City Council authorize the release of up to \$900,000 from the Local Government Climate Action Program funding reserve to enable the Long Range Planning and Sustainability Department to develop and deliver the climate action community outreach initiatives, as presented on table in the report titled “City of Vernon Community Climate Action Outreach Strategy Recommendations” dated September 25, 2024 and respectfully submitted by the Specialist, Climate Action.*

*THAT the Climate Action Advisory Committee recommends that Council support the creation of a full time, temporary Project Coordinator position in 2025, funded by the Local Government Climate Action Program reserve, as presented on table in the report titled “City of Vernon Community Climate Action Outreach Strategy Recommendations” dated September 25, 2024 and respectfully submitted by the Specialist, Climate Action.*

**B. Rationale:**

**Background**

1. Vernon’s Climate Action Plan (CAP) includes a goal to develop and fund a climate-ready community communications and outreach strategy, which was prioritized in the 2023-2026 Council Strategic Plan. At their March 11, 2024 regular meeting, City Council directed Administration to deliver a draft framework for climate action community outreach to the CAAC. Administration and the CAAC have reviewed and evolved the framework, resulting in the proposed 2025 Climate Action Community Outreach Strategy (Attachment 1).
2. The 2025 Outreach Strategy builds on the learnings from the 2024 Climate Action Plan (CAP) Implementation Initiatives. At their March 11, 2024 Regular meeting, City Council authorized \$259,000 for the eight initiatives in Table 2. See Section E of this report for the full resolution that authorized the 2024 CAP Implementation Initiatives.

Table 2 provides a status update of the 2024 CAP implementation activities. Four of the eight climate action plan implementation initiatives have been completed, and the other four are underway.

**Table 2: 2022 CAP Implementation Initiatives Status**

<b>2024 CAP Implementation Activities</b>	<b>Status</b>
UBC Sustainability Scholars research: a) building energy retrofit support; and, b) equitable e-scooter access	Complete
Build Your Own Home Air Filter Workshop	Complete
E-mobility Accelerator Demonstration – Free access to e-scooters during GoByBike Week	Complete
Sponsor the Climate Action Ripple Effect (CARE) Youth Summit	Complete
Environmental & Riparian Mapping and Natural Asset Inventory (NAI), including assessment of wetland assets	Mapping underway (Dec. deadline); NAI to begin fall 2024, go into 2025.
Access the Federation of Canadian Municipalities' Greenhouse Gas (GHG) reduction feasibility study grant to analyze GHG reduction opportunities for City buildings	FCM application will be submitted in November; study to start in Q1 2025.
Model GHG emissions scenarios with the Housing Needs Assessment and Housing Action Plan to understand how best to align climate targets with housing targets	Application was submitted in Sept. for federal funding (Mitacs) to match COV funding for the research; research should begin Oct 2024.
Access, customize, and apply the GHG Reduction Forecasting Calculator for Municipal Climate Projects to understand which initiatives will be most effective in reducing GHG emissions	Calculator is set up on staff computer, training and data customization began in Sept. Aiming to apply to the 2025 outreach programs this fall to inform scale/scope of each program.

3. Throughout 2024, Administration was active in the community raising awareness of the CAP and gathering input to inform the 2025 Outreach Strategy. Administration connected with over 2000 people through a variety of community events, meetings, and presentations. This active participation at community events and meetings will be ongoing in 2025 to continuously raise awareness of the CAP, gather input on its implementation, share success stories and learnings, and promote and refine specific program solutions to inspire action.
4. The City of Vernon currently has \$1,524,818 available specifically for climate action initiatives. This funding comes from two provincial programs: a) the Local Government Climate Action Program (\$721,479), and b) the Climate Action Revolving Fund (\$803,339). The Local Government Climate Action Program (LGCAP) funding must be utilized in a timely manner in order to receive further funding. \$120,575 from the LGCAP program must be utilized by March 31, 2024 and the most recent 3-year installment of \$600,904 must be utilized by March 31, 2027. The Climate Action Revolving Fund (CARF) is not time sensitive, but it is limited to certain types of climate initiatives by the City of Vernon's CARF Policy. The CARF policy will be revised in November 2024 to broaden its application so that it can be consider for community outreach programming.
5. Although the CAAC recommended up to \$900,000 be allocated for the 2025 Climate Action Community Outreach Strategy, Administration recommends that the initial 2025 budget be limited to \$720,000 to utilize the LGCAP funding and provide time to revise the CARF Policy. The LGCAP will provide sufficient funding to launch all of the 2025 climate action outreach program solutions that were reviewed and supported by CAAC. Administration is also exploring additional funding opportunities for future climate action initiatives (beyond the LGCAP and CARF).
6. The CAAC also proposed seeking funding for safe electric bike storage and charging infrastructure; however, Administration recommends that this be addressed with the Transportation Plan revisions as it is more of an infrastructure initiative than a community outreach program. The Transportation team is aware of this recommendation for the Transportation Plan.

## **2025 Climate Action Community Outreach Strategy**

7. Successful community outreach that drives behaviour change requires delivering specific, programmed solutions to help residents overcome barriers and facilitate their uptake of climate action. For example, the costs of purchasing a heat pump and the complexities of home energy retrofit processes are common barriers to climate action and thus, many outreach strategies include financial rebates programs and coaching services to help residents navigate energy retrofits successfully.

The proposed 2025 Outreach Strategy (Attachment 1) is therefore centred around the 10 climate action community program solutions (summarized in Table 1) that will support greenhouse gas reductions, remove barriers, and inspire residents to act on the CAP goals that were prioritized in the 2023-2026 Council Strategic Plan. Eight of the recommended programs are new and two are existing (i.e. GoByBike Week and Tree Voucher program), with recommendations to enhance these programs with additional funding.

See *Attachment 1 – 2025 Climate Action Community Outreach Strategy* for additional details.

8. Preliminary work has been done to assess the GHG reduction potential of some of the program solutions recommended in the 2025 Outreach Strategy. Data and methodologies for calculating the GHG reduction potential for specific programs are limited. Administration recently accessed the GHG Reduction Forecasting Calculator for Municipal Climate Projects and will be applying it to the recommended community outreach programs to further refine the potential GHG reduction of each program, which will help refine the scope and budget allocation at the program level.
9. To effectively deliver the community climate action program solutions, there is a need to develop a set of communication and marketing materials to raise awareness and proactively promote each program. Brochures, posters, website updates, social media posts, videos, workshops, webinars, and media releases will be considered for each program, where appropriate. The budget estimates for each outreach program include funding for developing communication and marketing materials. Beyond the specific outreach programs, it is also important to define an overall vision, objectives, general approach, target audiences, key messages, and communication channels for community outreach. These details are provided in the appendices in Attachment 1.
10. Additional staffing support would be required to effectively develop and deliver the programs in the 2025 Outreach Strategy. It is recommended that a full-time, 2-year temporary Project Coordinator position be created in the Long Range Planning and Sustainability Department in 2025. In the interim, Administration recommends that funding be allocated to source a contractor to help coordinate the development and delivery of the 2025 Outreach Strategy programs. The Local Government Climate Action Program funding is recommended for these HR costs.
11. To fund the development and delivery of the 2025 Outreach Strategy, including the program solutions, communication and marketing materials, and hiring additional support, Administration is recommending up to \$720,000 from the LGCAP provincial funding be released to the Long Range Planning and Sustainability Department. This budget amount aligns with the LGCAP funding total that is currently available to the City of Vernon.

### **C. Attachments:**

Attachment 1 – 2025 Climate Action Community Outreach Strategy

**D. Council’s Strategic Plan Alignment:**

- |   |   |
|---|---|
| <input type="checkbox"/> Governance & Organizational Excellence | <input type="checkbox"/> Livability     |
| <input type="checkbox"/> Recreation, Parks & Natural Areas      | <input type="checkbox"/> Vibrancy       |
| <input checked="" type="checkbox"/> Environmental Leadership    | <input type="checkbox"/> Not Applicable |

**E. Relevant Policy/Bylaws/Resolutions:**

1. Vernon’s [Climate Action Plan](#) commits the City to develop and fund a climate-ready community communications and outreach strategy.
2. City of Vernon 2023-2026 Council Strategic Plan priority CAP goals and actions:
  - Health & Well-Being Goal 1 – *Action 2: Develop a program to facilitate social connection, information sharing, climate awareness, and climate response activities amongst City residents at the neighbourhood scale.*
  - Governance Goal 3 – *Action 1: Develop and fund a climate-ready community communications and outreach strategy.*
  - Governance Goal 1 – *Action 1: Embed considerations from the CAP into all existing and new policy and bylaws.*
  - Land Use & Transportation Goal 1 – *Action 1: Integrate all climate risk, vulnerability analyses, emissions data, objectives, actions, and targets from the CAP into the OCP.*
  - Land Use & Transportation Goal 2 – *Action 1: Continue to implement the Master Transportation Plan, and update as needed, concurrently with the OCP to integrate and prioritize active transportation investments with the goals of the CAP.*
  - Buildings & Real Estate Goal 2 – *Action 1: Develop a building retrofit program to support residents to be more resilient to climate change, reduce energy investments and greenhouse gas emissions by improving building efficiency and installing low-carbon energy systems.*
  - Agriculture & Food Security Goal 1 – *Action 1: Explore the role of the City of Vernon in supporting food/agriculture systems.*
3. At their March 11, 2024 Regular meeting, Vernon City Council passed the following resolution:

*‘THAT Council authorize the allocation funding from the Local Government Climate Acton Program fund to proceed with the initiatives described in the memorandum titled “Climate Action Plan Implementation” dated February 28, 2024, respectfully submitted by the Specialist, Climate Action as follows:*

**Table 3: 2024 Climate Action Plan Implementation Initiatives**

	<b>Initiative Description</b>	<b>Funding Amounts</b>
1	Access data analysis tool to forecast project-level greenhouse gas (GHG) reduction potentials to guide future decision making.	\$7,000
2	Conduct a parks, green space, and wetland inventory for the Official Community Plan (OCP) update and the development of a natural asset inventory.	\$120,000
3	Top up for the E-mobility Accelerator Program technology demonstration to temporarily provide equitable e-scooter trials.	\$10,000
4	Sponsor the Climate Action Ripple Effect (CARE) annual Youth Symposium & Community Expo.	\$20,000
5	Sponsor two UBC Sustainability Scholars research projects	\$22,000

	(a. how best to increase the uptake of community building energy retrofits, b. feasibility study of an equity-based e-scooter program).	
6	Model the GHG emissions of future housing development with the 2024 Housing Needs Assessment.	\$40,000
7	Conduct a GHG reduction feasibility study for energy retrofits to City owned buildings (subject to FCM grant*).	\$40,000
	<b>Total</b>	<b>\$259,000</b>

AND FURTHER, that support for the Go By Bike Week be provided from within the Transportation Department budget;

AND FURTHER, that support for the Climate Action Ripple Effect (CARE) annual Youth Summit & Community Climate Expo (Initiative No. 4) be provided directly to School District 22;

AND FURTHER, that Council directs Administration to prepare a draft framework for a Climate Action Plan Community Engagement Strategy and Plan to be presented to the Climate Action Advisory Committee in May;

AND FURTHER, that Council supports Administration's grant application to the FCM GHG Reduction Pathway Feasibility Study program in the amount of \$200,000.

**F. BUDGET/RESOURCE IMPLICATIONS:**

\$720,000 is requested from the Local Government Climate Action Program. The City of Vernon currently has \$721,479 available from the provincially funded Local Government Climate Action Program.

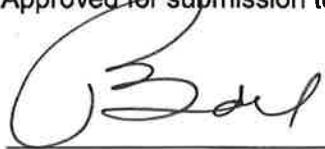
**G. FINANCIAL IMPLICATIONS:**

- None     
 Budget Previously Approved     
 New Budget Request  
(Finance Review Required)

Prepared by:

Approved for submission to Council:

X   
Kevin McCarty  
Specialist, Climate Action

  
Patricia Bridal, CAO

Date: 10 | 29 | 2021

X   
Terry Barton  
Director, Planning & Community Services

**REVIEWED WITH**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Corporate Services                                      | <input type="checkbox"/> Operations           | <input type="checkbox"/> Current Planning                                |
| <input type="checkbox"/> Bylaw Compliance  | <input type="checkbox"/> Public Works/Airport | <input checked="" type="checkbox"/> Long Range Planning & Sustainability |
| <input type="checkbox"/> Real Estate   | <input type="checkbox"/> Facilities           | <input type="checkbox"/> Building & Licensing                            |
| <input type="checkbox"/> RCMP  | <input type="checkbox"/> Utilities            | <input type="checkbox"/> Engineering Development Services                |
| <input type="checkbox"/> Fire & Rescue Services                                  | <input type="checkbox"/> Recreation Services  | <input type="checkbox"/> Infrastructure Management                       |
| <input type="checkbox"/> Human Resources   | <input type="checkbox"/> Parks                | <input checked="" type="checkbox"/> Transportation                       |
| <input checked="" type="checkbox"/> Financial Services                           |   | <input type="checkbox"/> Economic Development & Tourism                  |
| <input checked="" type="checkbox"/> COMMITTEE: Climate Action Advisory Committee |   |  |
| <input checked="" type="checkbox"/> OTHER: Communications                        |   |  |

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