



City of Port Moody

Report/Recommendation to Council

Date: December 21, 2020
Submitted by: Climate Action Committee
Subject: Climate Action Engagement Opportunity for the Youth Focus Committee

Purpose

To provide Council with information regarding a resolution passed by the Climate Action Committee requesting that staff be directed to consult with the Youth Focus Committee for input on the Climate Action Engagement strategy.

Recommended Resolution

THAT the report dated December 21, 2020 from the Climate Action Committee regarding Climate Action Engagement Opportunity for the Youth Focus Committee be received for information.

Background

At the October 26 and November 30, 2020 Climate Action Committee meetings, the Sustainability and Energy Coordinator led a Committee workshop on the following topic: *“How can the committee help support ongoing climate action communication during social distancing and throughout the upcoming year where there may be a combination of virtual and in person events?”*. In addition to providing input on the topic, the Committee noted that youth engagement on this topic is valuable, and passed the following resolution:

CAC20/018

THAT staff be directed to consult with the Youth Focus Committee on the key messages and communications tactics for Climate Action Engagement.

Discussion

The Climate Action Plan is a community plan that was initiated by the Climate Action Committee, and has seen active participation by the Committee throughout its development, including developing the vision for the Plan and evaluating draft actions for inclusion in the Plan.

Throughout the fall of 2020, the Climate Action Committee participated in two staff-led sessions providing content for staff to consider when engaging and communicating with the community throughout implementation of the Climate Action Plan. Special consideration was given to the need for flexible means of communication and engagement due to the COVID-19 pandemic.

Staff asked Climate Action Committee members to provide guidance using the following steps:

Step 1: Key Messages and Campaigns to Utilize: Committee members were asked to list key messages that align with the Climate Action Plan or identify/link existing resources that could be utilized. Examples include utilizing the Metro Vancouver “Love Food Hate Waste” campaign, and relating how the Climate Emergency Declaration impacts daily life of Port Moody residents.

Step 2: Communication Tactics: Committee members were asked to list communication tactics that could be used to communicate the key messages identified. Examples of communication tactics include social media, art related contests, and email.

Step 3: Matching Audience and Tactics: Committee members were asked to list key audiences such as youth and businesses that would be interested in or benefit from receiving information related to the identified key messages. Committee members then indicated key messages would be most applicable to different audiences and matched tactics that would be best suited for the various audiences. For this reason, the Committee felt that the Youth Focus Committee would be able to provide valuable input into this process.

If Council directs staff to consult with the Youth Focus Committee, staff would undertake the same steps as above. This would be in line with the Youth Focus Committee’s Terms of Reference, which provides opportunities for the Committee to “strengthen the City’s existing programs and services”, provide advice and recommendations on “current and future trends that may influence the delivery of youth services”, and consider any other matters referred by Council.

The Climate Action Committee, per its Terms of Reference, continues to provide advice and recommendations on ways in which Port Moody can achieve carbon neutrality in corporate operations and community energy and emission programs for residents and businesses, specifically through the reduction of Greenhouse Gas (GHG) emissions. As such, the Committee will continue to work with staff to provide guidance on communicating and engaging with the community throughout implementation of the Climate Action Plan.

The Committee’s role and contributions will continue to be discussed during the Committee’s annual work planning sessions.

Other Options

1. THAT the report dated December 21, 2020 from the Climate Action Committee regarding Climate Action Engagement Opportunity for the Youth Focus Committee be referred to staff for information.
2. THAT the report dated December 21, 2020 from the Climate Action Committee regarding Climate Action Engagement Opportunity for the Youth Focus Committee be referred to staff for action.

Financial Implications

Further information on financial implications would be provided by staff should this report be referred to staff for action.

Communications and Civic Engagement Initiatives

Further information on communication and civic engagement requirements would be provided by staff should this report be referred to staff for action.

Council Strategic Plan Objectives

Directing the Youth Focus Committee to provide input on the Climate Action Engagement strategy aligns with the 2019-2022 Council Strategic Plan Objectives:

- expand and enhance policies to guide environmental goals and sustainability programs;
- provide leadership in climate change by thinking globally and acting locally; and
- provide the public with transparent and open government, and opportunities to provide input in City issues.

Report Authors

Philip Lo

Committee Coordinator

Laura Sampliner

Sustainability and Energy Coordinator

Report Approval Details

Document Title:	Climate Action Engagement Opportunity for the Youth Focus Committee.docx
Attachments:	
Final Approval Date:	Jan 18, 2021

This report and all of its attachments were approved and signed as outlined below:

Tracey Takahashi, Deputy Corporate Officer - Jan 11, 2021 - 5:50 PM

Dorothy Shermer, Corporate Officer - Jan 11, 2021 - 6:09 PM

Rosemary Lodge, Manager of Communications and Engagement - Jan 12, 2021 - 9:50 AM

Paul Rockwood, General Manager of Finance and Technology - Jan 12, 2021 - 9:53 AM

Tim Savoie, City Manager - Jan 18, 2021 - 10:57 AM