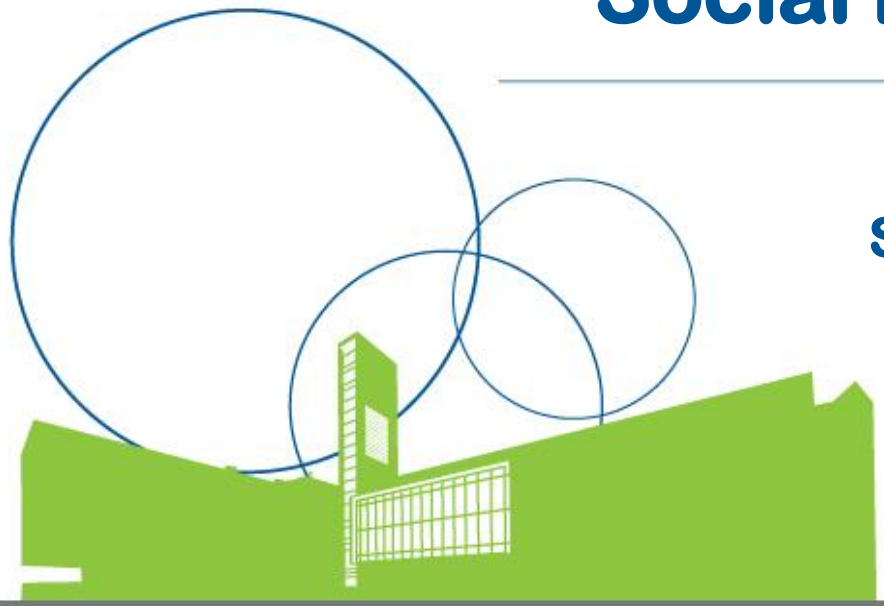
Greenhouse Gas Emission Community Action Plan Social Media Engagement

City of Vaughan

September 15, 2015



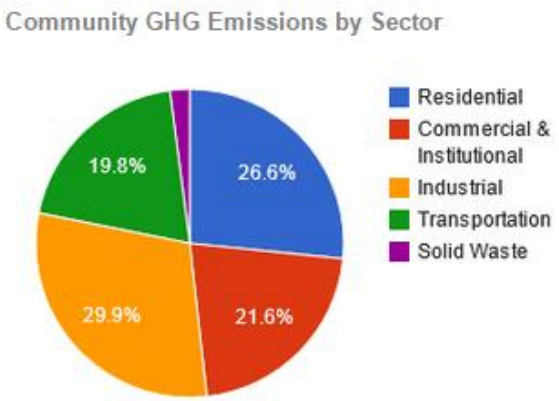
VAUGHAN

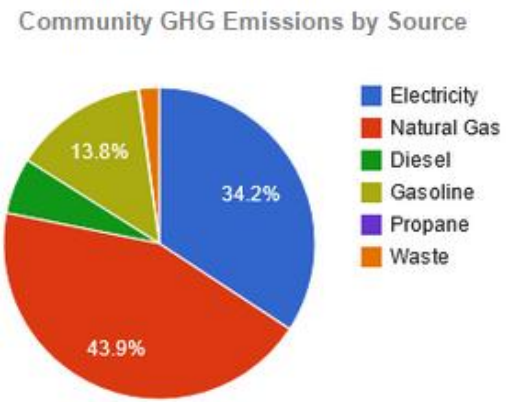
Presentation Agenda

- Background
- Drivers for Climate Change Action
- Vaughan's Climate Change Action Plan (CAP)
- Engaging Community On and Offline
  - 'Tweet Up'
  - Lessons Learned
  - Best Practices
- Summary

Vaughan's Climate Change Commitment

- *Green Directions Vaughan*
  - *Reduce GHG emissions through actions such as working with local community to develop a local action plan* – Goal 1, Objective1.2
- Partners for Climate Protection
  - Milestone 1: Establish a GHG inventory and forecast
  - Milestone 2: Set emission reduction targets
  - Milestone 3: Develop a local action plan
  - Milestone 4: Implement the local action plan
  - Milestone 5: Monitor progress and report results

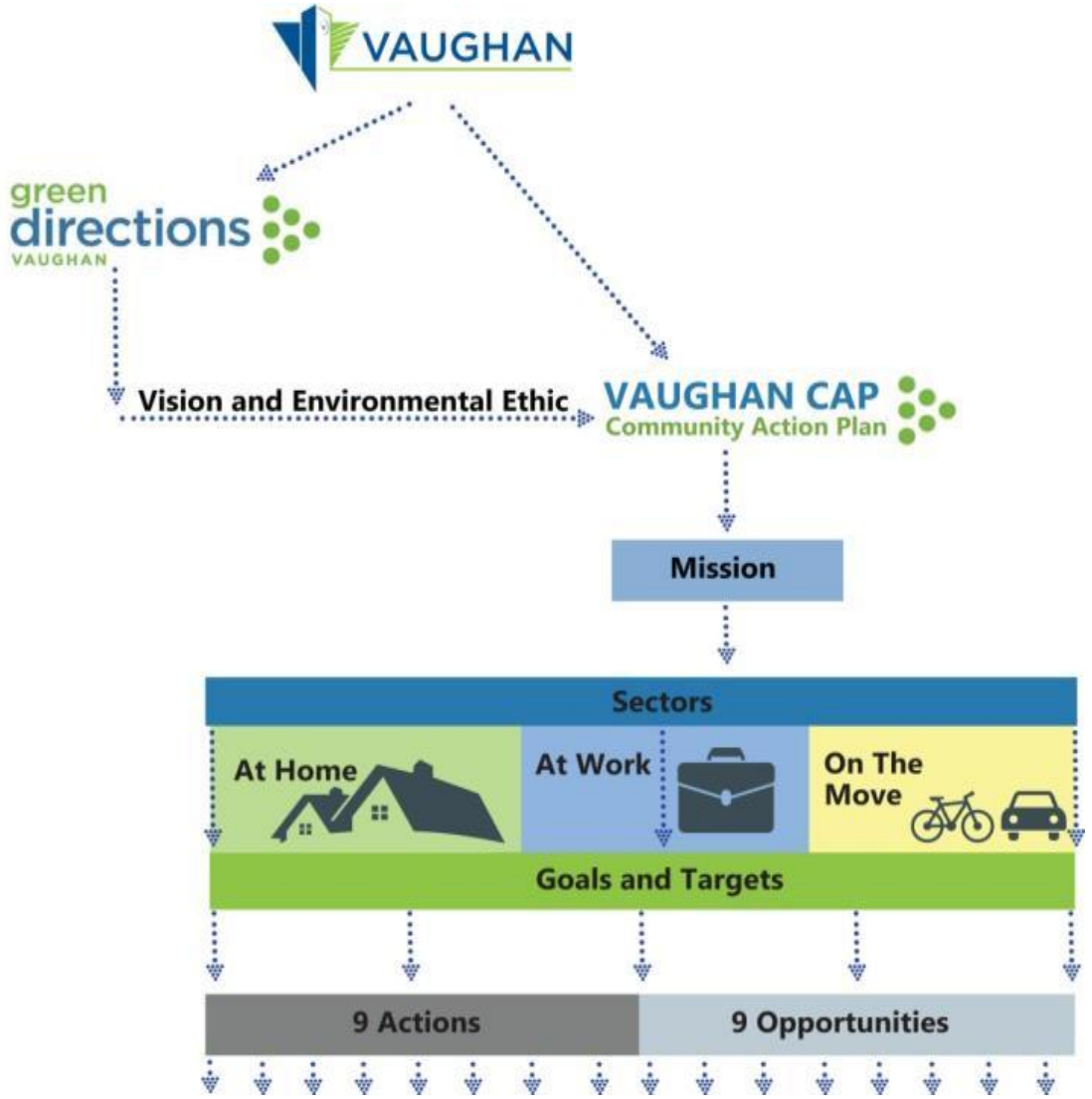




Greenhouse Gas Community Action Plan

GHG Emission Reduction Target:

20% per capita by 2026 from 2006 baseline



Engaging Community On & Offline

- Hosted community forum in conjunction with another consultation
- IdeaScale – virtual feedback forum
  - Participants vote on 85 actions to be included in the plan

ideascale

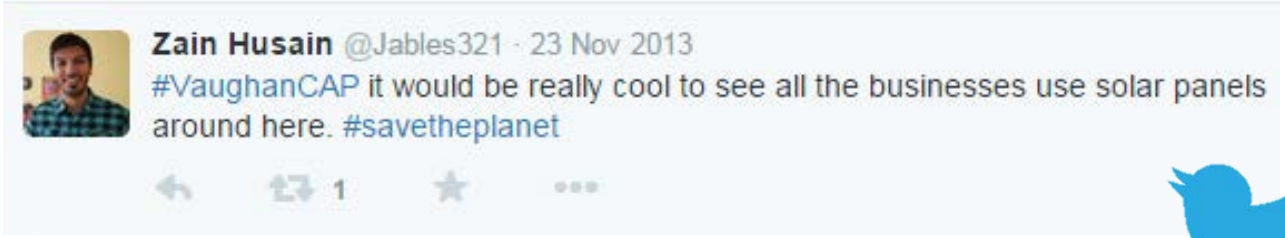
Top Idea #1: Implement Green Building Standards for Workplaces

9 Up Votes | 0 Down Votes | 9 Net Votes

Implement green building standards, checklists, or guides for new Industrial, Commercial and Institutional developments based on the “Measuring Sustainability of New Development” project accompanied by incentives (e.g. expedited approvals process, tax incentives, demonstrating business case) Measures could include: • Requirements for green/white roofs • Energy efficiency targets • GHG mitigation measures (e.g. tree planting) Find out more about the "Measuring Sustainability" project at: http://bit.ly/18zpk0G

CAP Tweet Up – How It Works

- Generate live conversation to share ideas on GHG reduction and climate change on select date/time
- Participants signed up for Tweet Up using Eventbrite
- Use social media hashtags **(#VaughanCAP)** to track conversations, tagging the host **(@City_of_Vaughan)**
- Conversation flows through series of tweets, retweets, and tagging



Promoting the Tweet Up

- Series of Tweets and Facebook promotional posts leading up to the event via City of Vaughan's and Lura Consulting's social media platforms
- Local media published article inviting participants
- Measure success through number of tweets, retweets, new followers

Lessons Learned

- Track the feedback and be prepared to respond immediately!
- Take ownership of the initiative
- Attempt to pinpoint your target audience and adjust the timing to achieve active participation

1. **Tracey Kent** @TraceyKent20h
   @richardlorello I want to know which councillor w/bad social media knowledge, paid consultants to try to do a climate change tweet up

2. **Richard Lorello** @richardlorello19h
   @TraceyKent We paid for a climate change tweet up? Why? It can be organized for free? Twitter is FREE!

3. **Tracey Kent** @TraceyKent18h
   @richardlorello exactly. They have a paid consultant for social media

Lessons Learned

- New way of engaging a busy community
- Work with proponents to drive success
- Tweet Ups replicated for other events
- Champion within our Corporate Communications Dept.

Nov 27, 2013 | Vote 0 0

Social media such as Twitter makes it easier than ever to participate

Vaughan Citizen

ISSUE: Kudos to city for hosting climate change tweetup to gather ideas for its local plan.

The city deserves kudos for reaching out to the public through social media to gather input for its plan to tackle climate change at the local level.

For those of you who missed it, and clearly there were a lot of you who did, the city hosted the Vaughan Climate Action Tweetup from 1 p.m. to 2 p.m. Saturday on Twitter, a popular social media site.

Unfortunately, about only a half dozen people actively participated and shared suggestions for how to reduce greenhouse gas emissions.

It's disappointing considering many of us keep our smartphones within reach at all times and, no matter where we are, we seem to find the time to tap out a quick tweet, watch a video spoof of Toronto Mayor Rob Ford or play a quick game of Candy Crush.

Tweet Up – Best Practices

- Synchronize your event with upcoming events, holidays, or current trends to leverage ongoing promotions/conversation
- Partner with a co-host, i.e. in field expert, that can co-promote your event and spark interest amongst their network
- Prepare questions, facts, topics, or even polls in advance to engage participants
  - "What do you do at home to save energy?"
  - "Would you rather bike to work or take transit?"
  - "Did you know…"

Ongoing Engagement Efforts

- Continuous outreach through social media
- Promote through local events
  - *Earth Hour Vaughan, Environmental Days*
- Seek opportunities to showcase best practices at like minded community events
  - Municipal Energy Planning
- Integrate cohesive messaging with other strategies
- Investigate awards and recognition opportunities to reinvigorate community enthusiasm

Summary

- GHG Community Action Plan (CAP) completed Q1, 2014
- Drivers for implementation within *Green Directions Vaughan*, our ICSP
- Traditional outreach efforts completed by social media
- Tweet Up to engage a certain audience
- Set parameters but be prepared to react immediately if feedback is negative
- Cited by proponents as an emerging method to engage busy communities

Follow-up Contact Info

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