

March 2018

City of Saskatoon Climate Change Business Mitigation Plan Resident Engagement Summary

Prepared for the City of Saskatoon by Lura Consulting

Overview

The City of Saskatoon is currently creating a Climate Change Mitigation Business Plan (the plan) that will focus on the local causes and effects of climate change and select realistic solutions and opportunities for the Saskatoon community. The plan will guide action and investment by the City, as well as outline ways the City can support community initiatives and meet greenhouse gas reduction targets and climate change commitments.

To ensure the plan is successful, the City is conducting an in-depth community engagement process that includes residents, nonprofit organizations, community organizations, public institutions and businesses.

This report provides a summary of the engagement activities that were open to all residents of Saskatoon. This includes the online survey and pop-up engagement results, and as such, does not necessarily reflect the view of the City of Saskatoon or Lura Consulting. This report provides a summary of responses from all five pop-up events and for each survey question.

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Section 1: Pop-Up Events

Pop-Up Approach

Staff and volunteers for the City of Saskatoon hosted five pop-up community engagement events. Pop-ups provided the City with an in-person engagement opportunity to better understand environmental priorities of the community and reach people who might not otherwise engage in the project. The pop-up sites were located in a variety of geographic areas and types of public spaces, to engage a variety of age groups and demographics. Each pop-up consisted of a presentation board that provided information on Saskatoon's interest in addressing climate change, while also inviting participation from the public.

Volunteers asked members of the public to participate in the popup by using dots to vote on what climate actions should be prioritized in their community. Members of the public were also asked to provide additional comments on climate change action in Saskatoon.

A total of 366 residents were engaged through the pop-up community engagement events.

This report provides a summary of the results from all five pop-up engagement sessions, including:

- 1) Location: Field House
Date: January 18, 2018
Time: 8:30-11:30am
Number of people engaged: 80 participants and 38 who took materials
- 2) Location: Freda Ahenakew Library
Date: January 20, 2018
Time: 1:00- 4:00 pm
Number of people engaged: 14 participants and one who took materials
- 3) Location: Market Mall
Date: January 16, 2018
Time: 1:00 – 4:00 pm
Number of people engaged: 31 participants and 16 who took materials
- 4) Location: Place Riel
Date: January 25, 2018
Time: 11:00 – 2:00 pm
Number of people engaged: 40 participants

5) Location: Wintershines Festival (Farmers Market)

Date: January 27, 2018

Time: 12:00 – 3:00 pm

Number of people engaged: 143 participants and three who took materials

Summary of Responses

This summary is organized into two parts (reflective of the pop-up format) and includes a prioritization of climate actions, and a summary of the associated commentary provided by participants.

Prioritizing Climate Actions

Pop-up participants were asked to read through ten proposed outcomes of climate action in Saskatoon and vote to prioritize those they thought were most important.

The voting exercise resulted in the following prioritization of the ten proposed outcomes (includes all pop-up locations):

Priority 1) Improve public transportation opportunities.

Priority 2) Increase renewable energy production.

Priority 3) Increase waste management opportunities.

Priority 4) Improve land management practices.

Priority 5) Improve land use planning.

Priority 6) Improve energy efficiency in buildings.

Priority 7) Improve active transportation opportunities.

Priority 8) Improve air quality.

Priority 9) Improve water quality.

Priority 10) Reduce potable water use.

Summary of Comments

Participants provided the following additional comments about climate change action in Saskatoon:

Energy Efficiency

Participants suggested improving the energy efficiency of new and existing buildings by conducting energy audits, encouraging energy retrofits and energy efficient architecture, and updating the building code to require energy efficient design (e.g., higher than Nationally Determined Contributions (NDC) baseline). Participants noted that these actions could have a positive benefit for the local labour market as workers would be needed to conduct audits and retrofit buildings

Renewable Energy

Participants suggested increasing renewable energy production (e.g. wind, solar, geothermal, microbial) through incentives and new building requirements. Participants noted that the benefits to increasing renewable energy production include diversification of the energy grid, growth for a new sector of the economy, lower greenhouse gas emissions per capita, and lower energy prices. Participants would also like to see the life-cycle costs of renewable energy technology included into overall climate impact calculations, to ensure all of the costs and benefits are considered during any conversion to renewable energy technologies.

Waste

Participants would like to see improved waste diversion and a reduction in waste production (e.g., reduced plastic use). Participants suggested clarifying waste diversion rules (e.g., help residents better understand if an item should be disposed of in garbage or recycling), and increasing education campaigns to show residents the impact of their waste production. Other participants suggested reducing waste through the introduction of a plastic bag ban, or by requiring the use of recycled materials in new developments.

Participants would like to see compost pickup systems improve for residents, multi-residential units, restaurants and businesses alike through earlier commencement of the spring compost pickup, an increase in composting opportunities, and potentially, a transition to a mandatory composting system. Some participants are concerned about rising compost program costs, while others are concerned about paying for composting if it is a service they do not use. Participants would like to see regular waste pickup improve by offering increased pickup around the winter holidays. With respect to hazardous waste, participants would like to see an increased amount of drop off sites.

Public Transportation:

Participants suggested improving public transportation by increasing accessibility, speed, availability, safety, comfort, and frequency of public transportation to improve convenience and thereby increase ridership. Participants proposed specific changes to the transit system including the creation of Bus Rapid Transit (BRT) lanes, increased transportation services between malls (e.g., like during the winter holidays), decreased fares, and an overall more cost-efficient system. Additionally, participants would like information on transit routes to be more clear and easy to find.

Participants noted that benefits to improving public transit include reduced traffic congestion, greater local accessibility for those who do not own vehicles, and lower greenhouse gas emissions. Some participants dislike public transit and do not want any additional public transit in Saskatoon.

Active Transportation

Some participants suggested installing more active transportation infrastructure (e.g. bike lanes, trails, and paths) throughout Saskatoon. Some participants would like to see active transportation integrated into new and existing developments through land use planning

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policies that ensure active transportation routes are connected and separated by type (e.g., separate lanes for drivers, cyclists, and pedestrians). Participants suggested encouraging the use of active transportation by educating residents about the positive health and community benefits of active transportation, providing winter maintenance on active transportation infrastructure, and reducing the use of personal vehicles (e.g., by reducing parking spots, or charging an annual road use fee).

Participants noted that safety should be increased for active transportation users, including those with special needs (e.g., introduce longer crosswalk times to make walking safer for seniors). On the other hand, there were others who do not want additional active transportation infrastructure in their communities (e.g., some said no bike lanes as they make roads narrower for cars).

Water Conservation

Some participants suggested the City of Saskatoon preserve the City's water resources (e.g., by encouraging rainwater reuse and conservation).

Water Quality

Some participants suggested improving and protecting water quality to ensure long-term human and wildlife well-being. Specific suggestions include improving pipeline management under the South Saskatoon River (to preserve water quality) and taking more action on improving the quality of stormwater runoff (currently chemicals such as herbicides run off of properties during precipitation events and into rivers and streams). Participants noted specific concerns about drinking water treatments, with some participants concerned about the funding invested in drinking water, while others are dissatisfied with the quality of drinking water available.

Land Management

Some participants suggested the City protect, maintain, expand, and create more parks, open areas, and green space to prevent habitat degradation or loss, and to encourage children to engage with the outdoors. Specific suggestions from participants include encouraging the growth of both urban and rural agriculture to increase food security and reduce pesticide use. Participants would like the City to identify and address land management problems as early as possible.

Land Use Planning

Participants suggested updating land use plans and guidelines to reach long-term infrastructure, environmental and sustainability goals. Participants suggested using land use planning policies and guidelines to encourage growth and improvement of urban agriculture, urban forests, green roofs, tree canopies, public and active transportation, mixed-use developments, infill developments, and adaptive re-use. Additionally, participants would like to see redundancies in the planning process reduced or eliminated.

Participants also suggested reducing urban sprawl and greenfield development, preventing habitat loss, and improving housing affordability. Participants suggested improving road infrastructure by increasing the efficiency of the road network, improving the condition of existing roads, and potentially creating “local-only” streets (e.g. Vancouver).

Air Quality

Some participants suggested to reduce air pollution and improve air quality. Participants noted that these goals can be achieved through many other climate actions, including increasing the use of active and public transportation, increasing the use of electric vehicles, and creating more urban greenspace. Participant feedback was divided on whether or not to support anti-idling regulations. Some participants supported reduced idling for the environmental benefits, while others stated that cold winter temperatures made reductions in idling (especially idling to warm cars in the winter) unreasonable for Saskatoon residents.

Education

Participants suggested increasing public education and outreach efforts to promote climate change action. Specific suggestions for outreach included connecting children with greenspace, gardening, and outdoor activities to get them excited about the environment (e.g., through school gardening programs); holding lunch and learn sessions on topics related to the environment and climate change; create an advertising campaign to raise understanding of environmental issues (e.g., public service announcements, postcards, and radio ads); and hosting more public information sessions. Participants suggested the City learn about past climate change events to help plan for the future.

Emergency Preparedness

Some participants expressed concern about the emergency preparedness of the City in the event of extreme weather events (caused in part by climate change). Participants suggested improving climate resilience to prevent and mitigate damage from extreme weather events (e.g., floods and droughts), ensuring the City has an emergency operations plan. Participants noted that emergency preparedness in the face of climate change would help ensure public safety, quality of life, and cost savings over the long-term for Saskatoon residents as the climate changes.

Costs

Some participants suggested changing costing structures for roads, water, and other utilities and services so that charges reflect use (e.g., charge an annual fee for roadway use, removed

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fixed costs for water and only charge per unit). Some participants also shared concerns that climate actions may lead to financial burden on the City and its residents.

Other

Participants provided a variety of additional comments and suggestions that did not align with the above themes, including:

- Ensure climate action in Saskatoon is innovative.
- Reach out and engage the community and existing organizations in the climate business plan and build partnerships to move forward together.
- Take action on climate change now, not later.
- Some participants reject the idea that climate change is real.

Section 2: Online Survey

Survey Approach

The residential survey was administered by the City of Saskatoon through an online survey. The survey link was posted on the City website and advertised through social media posts between January 16 and February 15, 2018. Postcards with the survey link were also handed out at pop-up consultation events. A total of 1,197 residents completed responses to the survey. The survey consisted of a mix of multiple choice, rating, and open-ended questions to assess perspectives on a variety of actions that contribute to greenhouse gas emission reductions and climate change improvements.

Summary of Responses

The summary is organized by survey question.

Q1-Q10. In your opinion, how important is it for our community to address each of the following areas over the next 5 years?

Respondents were asked to rate the importance of the following ten areas on a scale ranging from 0 (not at all important) to 5 (very important):

1. Increase waste management opportunities – includes initiatives such as recycling, composting, and hazardous waste management
2. Produce more renewable energy – includes initiatives such as solar, wind, and geothermal power
3. Improve public transportation opportunities – includes initiatives such as improved bus and bus rapid transit networks
4. Improve active transportation opportunities – includes initiatives such as expanded biking and walking infrastructure
5. Improve land management practices – includes initiatives that support biodiversity, wildlife habitat, parks, urban agriculture, and green space
6. Improve land use planning – includes initiatives to increase density of development, housing choice and affordability, and mixed uses
7. Improve air quality – includes initiatives that reduce vehicle idling, support the use of electric cars, and minimize traffic and road congestion
8. Improve water quality – includes initiatives that reduce pollutants and storm water runoff from entering our water ways
9. Reduce potable water use – includes initiatives such as using rain water for outdoor watering, repairing leaks, and installing high efficiency fixtures and appliances
10. Improve energy efficiency in buildings – includes initiatives such as using green building practices and materials, installing high efficiency equipment and appliances, and creating better insulated buildings

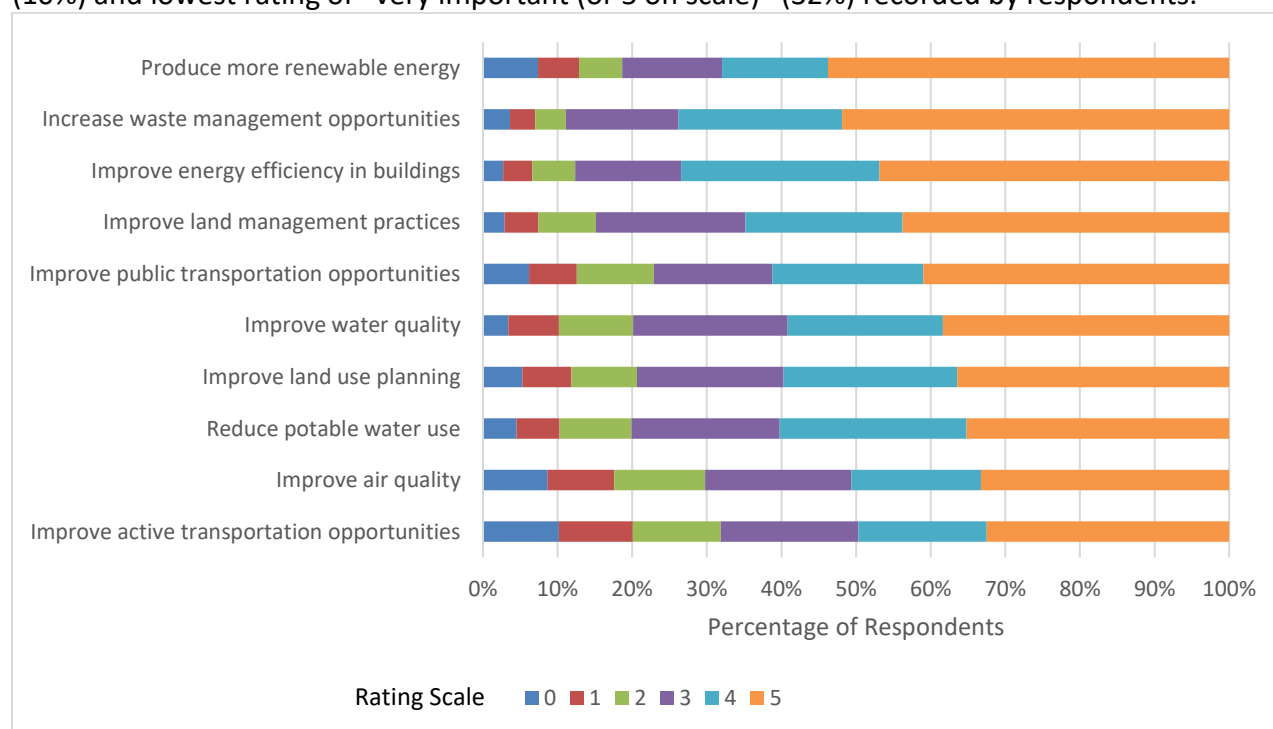
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Responses for each of the ten areas average scores per area are included in the graph and table below. The three areas that received the highest percentage of respondents selecting “very important” (5 on scale), included:

- 1) Produce more renewable energy (54%);
- 2) Increase waste management opportunities (52%); and
- 3) Improve energy efficiency in buildings (47%).

When ratings of ‘5’ and ‘4’ were combined, ‘increase waste management opportunities’ and ‘improve energy efficiency in buildings’ both received the highest rating at 74% of respondents.

The area ‘improve active transportation opportunities’ received the lowest rating of importance. This was seen in terms of the highest rating of “not at all important (or 0 on scale)” (10%) and lowest rating of “very important (or 5 on scale)” (32%) recorded by respondents.



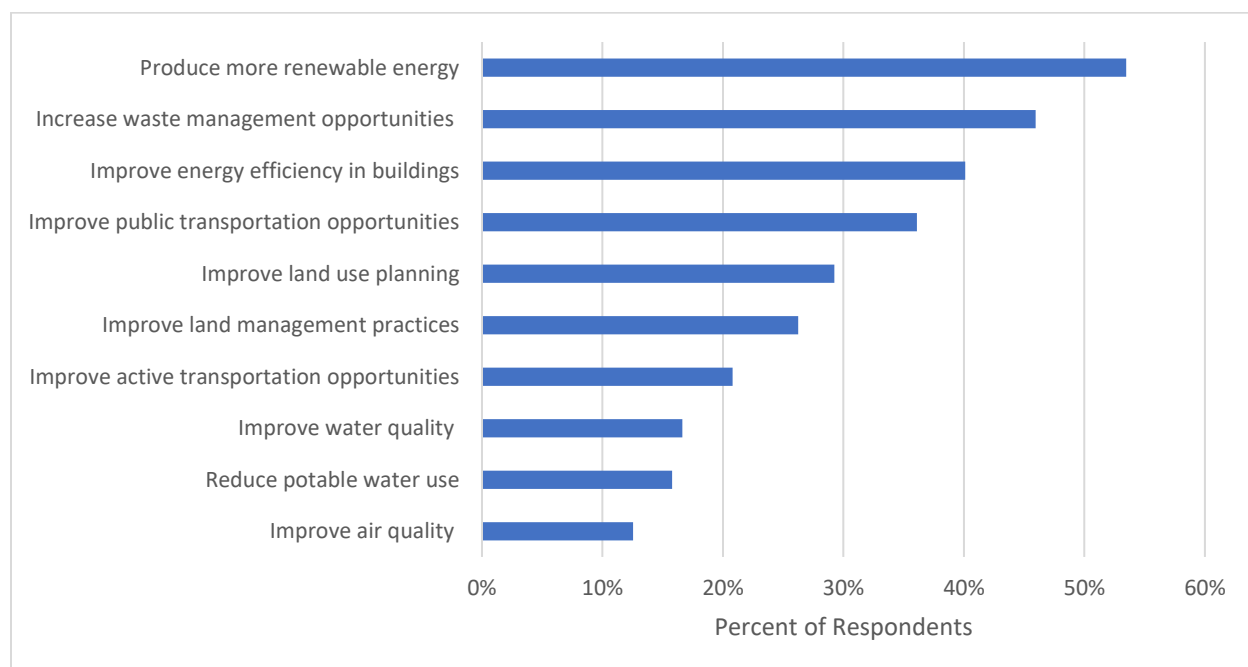
Item	Average Score (on scale of 0 to 5)	Number of Responses (n)
Increase waste management opportunities	4.04	1,187
Improve energy efficiency in buildings	3.99	1,182
Improve land management practices	3.83	1,183
Produce more renewable energy	3.83	1,179
Improve water quality	3.64	1,178
Improve public transportation opportunities	3.61	1,178
Reduce potable water use	3.61	1,170
Improve land use planning	3.58	1,172
Improve air quality	3.28	1,155
Improve active transportation opportunities	3.20	1,161

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Q11. If you could wave a magic wand and make THREE of the following goals come true today, which 3 would you choose?

Respondents selected three goals that they would like to come true if they were able to wave a magic wand. The graph below illustrates the percent of respondents that included a goal as one of their three choices. This question provides an assessment of goal priorities in absence of any barriers to achievement. The top three goals chosen were:

- 1) Produce more renewable energy;
- 2) Increase waste management opportunities; and
- 3) Improve energy efficiency in buildings.



Q12. Tell us why you chose those three.

A total of 921 respondents provided answers for this question, elaborating on why they chose the three goals in Q11. Several key themes emerged from these responses. Specifically, respondents noted that they chose their three goals because these goals:

- **Are important or need the most attention** – the goals are important to respondents, affect their lives directly, or are a personal passion. The goals are the most important for the environment and for the health of the City. The goals were noted as areas where the most attention is needed in the City;
- **Provide the greatest impact** – the goals chosen would have the largest impact on the environment, reducing greenhouse gas emissions, health of the City, and quality of life for the most number of people. These goals were referred to as “getting the biggest bang for your buck” and achieving the greatest impact cost-effectively. Respondents

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noted that they chose their goals because they would lead to improvements in other areas, contributing to that efficiency. For example, reducing car use, improving public transportation and improved land planning would all reduce emissions and thereby improve air quality while also improving health;

- **Are attainable** – the goals selected were “do-able” in the near future, attainable, feasible, realistic, and practical. Respondents noted that these goals were where the City can have the most influence through changing by-laws, providing incentives, and other approaches. It was noted that they were easy for residents to contribute to, to do their part. They were noted as “low-hanging fruit” which could be done first and easily, to build momentum for more difficult changes. Goals associated with this theme included reducing waste, protecting water, and renewable energy.
- **Reduce greenhouse gas emissions** – specifically referring to more energy-efficient buildings, renewable energy, active transportation and improved public transportation. Transportation and energy use were noted in these cases as contributing to significant amounts of emissions;
- **Provide health benefits to individuals** – including physical and mental health from active transportation and greenspace, improved air quality, and reduced cancer risks from reduced emissions.

Other reasons provided were that the goals chosen would provide economic benefits (cost savings, create jobs, provide potential future resources), protect the environment and natural habitats, reduce or change energy use, improve air quality, provide long-term benefits, improve quality of life, engage a diversity of people, and would receive the most public buy-in and support. Also noted was that the goals chosen would make Saskatoon more liveable, sustainable, modern, and a leader.

Looking at specific goals, key themes that emerged included:

- **Saskatoon needs better land planning/smarter growth** – respondents expressed concern about urban sprawl in the City and traffic flow problems. Better land use planning was seen as important to address sprawl, reduce car use and commutes, increase work/life balance, and provide a better balance between natural and urban areas. Addressing sprawl by increasing urban density and in-filling of unused spaces was raised by many respondents, but not supported by all – some respondents felt the City was too dense and needed more greenspace.

Other respondents expressed the need for better land planning specifically to protect and not encroach into natural areas, biodiversity, and farm land. Improving land use planning was noted to have positive impacts on other goals, such as improved active transportation by making the City more pedestrian and bike friendly, and facilitation of effective public transit. Not all respondents supported bike lines, however, with some expressing that they are not effective in a cold climate and that they disrupt traffic and parking. Improved planning of traffic flow and traffic management as well as the need for affordable housing were also mentioned.

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- **Waste management in Saskatoon can be improved** – respondents expressed concern about the longevity of the current landfill, and the need to divert waste through reducing, recycling and composting. Many respondents stated that Saskatoon could do better in waste management, for example by making composting more accessible, convenient and year-round, increasing convenience of recycling options (e.g., more pick-up times, larger containers), and providing more public education about waste reduction.
- **Public transportation needs improvement** – respondents noted that the current public transportation is inefficient, ineffective, expensive, and lags behind other comparable municipalities in Canada. Respondents noted it takes too long to get from one location to another in the city on the bus. Many respondents noted that the city is too “car-focused” and by improving public transportation it will reduce cars on the roads and emissions.
- **Water is essential** – respondents noted that water is essential for life and health and a valuable resource, and therefore protecting waterways from pollution is important. Also, respondents noted that water supplies are not limitless, and we need to plan for all possible futures, making conserving potable water a necessity. A few respondents noted concern about using fluoride in city water.
- **There is a lot of opportunity for renewable energy in Saskatoon** – respondents noted there is a lot of potential for solar and wind energy in Saskatoon with the number of sunny days and prairie landscapes. They noted now is the time to take advantage of renewable energy opportunities to “catch up” with other cities.

Renewable energy was characterized as “the future” and many respondents stated that Saskatoon has the opportunity to be a world leader in renewable energy. A few respondents who were opposed to renewable energy stated that the cost was not worth the return, wind turbines negatively affect bird populations, and concern over properly dealing with toxic e-waste of solar panels.

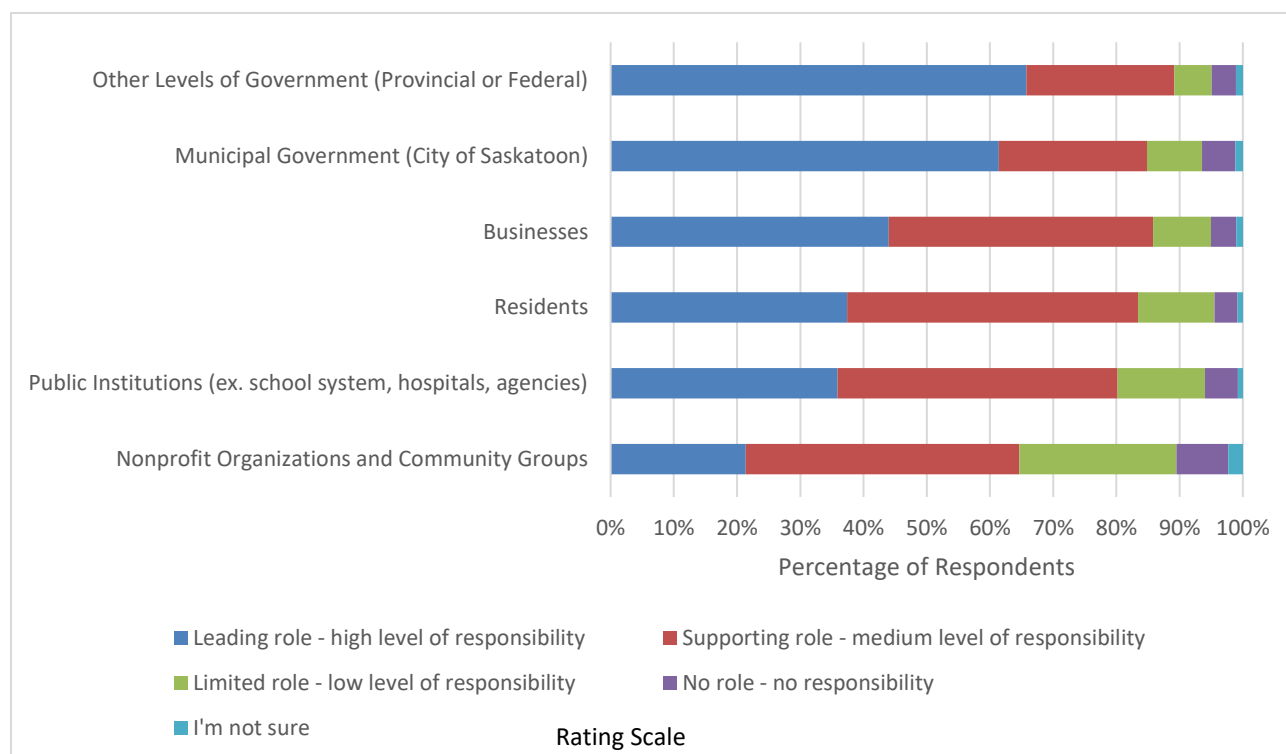
There were also negative remarks or comments stating that no change was needed, comments related to concern about rising taxes and costs of activities, and respondents who stated they do not believe in climate change.

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Q13. What role do you feel the following groups have in supporting action on climate change?

Respondents were asked to provide perspectives on roles for supporting action on climate change. As opposed to a ranking, respondents were allowed to select the same level for multiple groups.

Other levels of government received the largest percentage of respondents selecting 'leading role' (66%), with the municipal government close behind (61%). Residents and public institutions had the largest proportion of respondents for a supporting role (46% and 44% respectively).

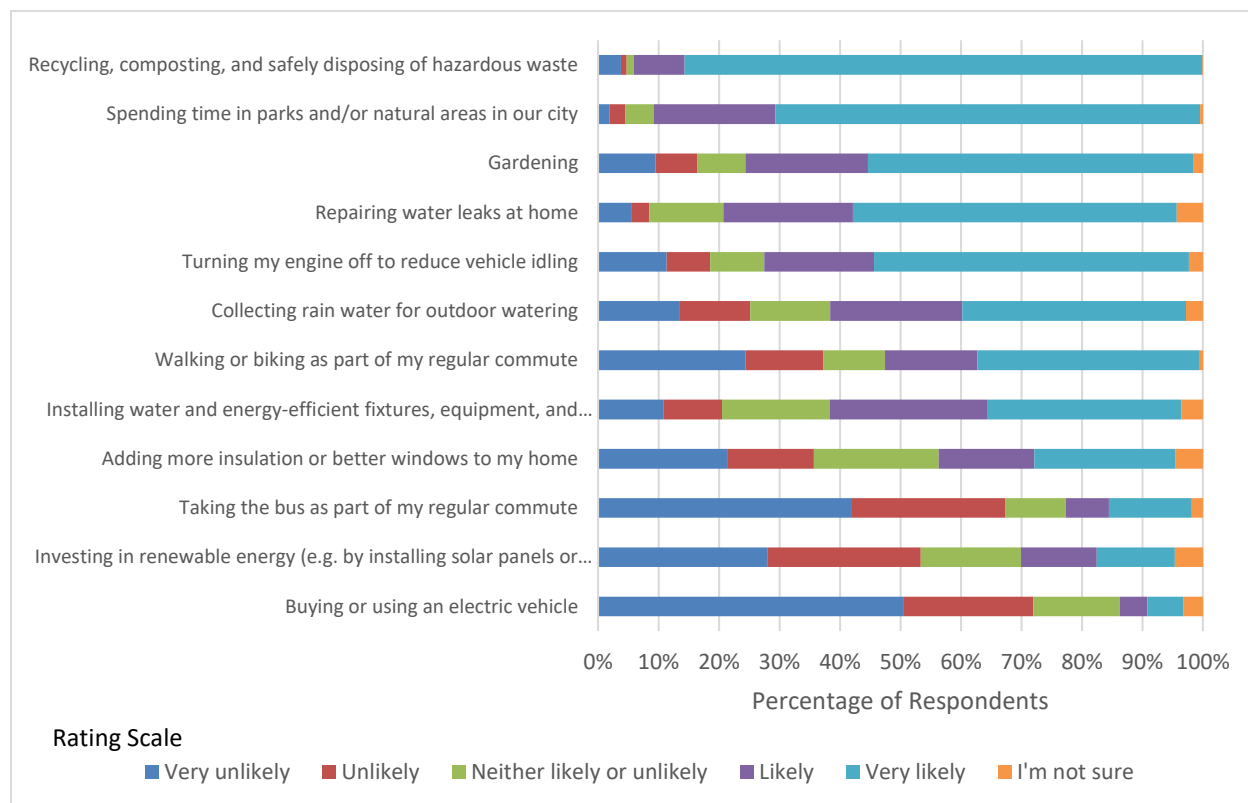


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Q14. How likely is it that you will participate in the following actions this year?

The most likely activity respondents will participate in was recycling, composting, and safely disposing of hazardous waste (86% rated “very likely” on scale). This was followed by spending time in parks and or natural areas (70% rated “very likely” on scale).

The two least likely activities that respondents will participate in are buying or using an electric vehicle and taking the bus as part of their regular commute.



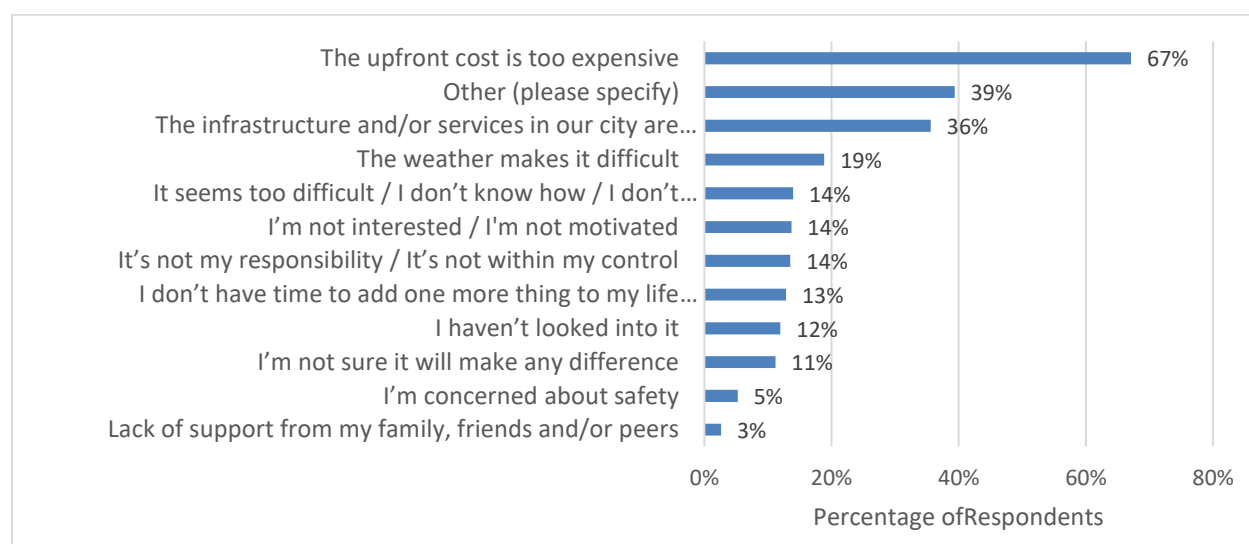
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Q15. Consider the actions above that you were least likely to participate in. From the list of barriers below, what are the TOP THREE biggest barriers that currently prevent you from taking action?

The three barrier categories with the most responses included:

- 1) The upfront cost is too expensive (67% of respondents);
- 2) “Other” (39% of respondents), which is elaborated in more detail below; and
- 3) The infrastructure and/or services in the City are inadequate (36% of respondents).

The least chosen item on the list was “lack of support from family, friends and/or peers” (3%).



In the “other” category, 451 written responses were provided. Within this category the top responses were:

- **Not a homeowner** – individuals who rent, live in a retirement facility, or live in a condo. For renters, respondents noted that structural modifications were not within their control and they were not going to invest their own money in upgrades. Condo owners also noted that their actions were limited. Those that lived in apartments or condos noted lack of amenities such as composting facilities, gardens, and rainwater capture;
- **Already done the activity/ies** – including installing high energy-efficiency appliances and windows, putting in insulation, riding a bicycle or walking to work (instead of using a vehicle), and owning an energy efficient, electric or hybrid vehicle;
- **Actions are not needed at this time** – citing that their house/home is already energy efficient (e.g. a new home), their windows are well insulated or are not due for upgrades, the respondents will be selling their home soon due to retirement and the investment is not worthwhile, their vehicle is in good order, or simply because they do not need to make changes;
- **Do not support activity** – including not supporting electric cars due to their using electricity gained from coal, limited range, unsuitability to cold weather climates, not

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addressing traffic congestion, and concern over battery disposal given they are made from harmful metals; lack of support for reducing idling as respondents noted it is required for older vehicles and diesel engines, and does not burn more gas than turning the engine off and on; and lack of support for renewables as they are unreliable.

Additional responses provided in the Other category included:

- Cost/expenses with reference to a variety of activities including the cost of public transportation, solar panels, purchasing a new vehicle, taxes, respondents on a limited income, and generally limitations on how many costs a household can expend;
- It is impractical to walk/cycle or take the bus as they require a vehicle for work activities;
- They do not commute;
- The distance of travel to work or home is too far or outside of public transportation routes;
- More information and support are needed, specifically in terms of public education, direction from City, subsidies, tax breaks, and incentives;
- They are not planning on buying a new vehicle;
- They do not believe in climate change;
- Health or age limitations;
- They do not own a vehicle;
- The activities are not applicable; and
- Alternative transportation options are too difficult with children and family schedules.

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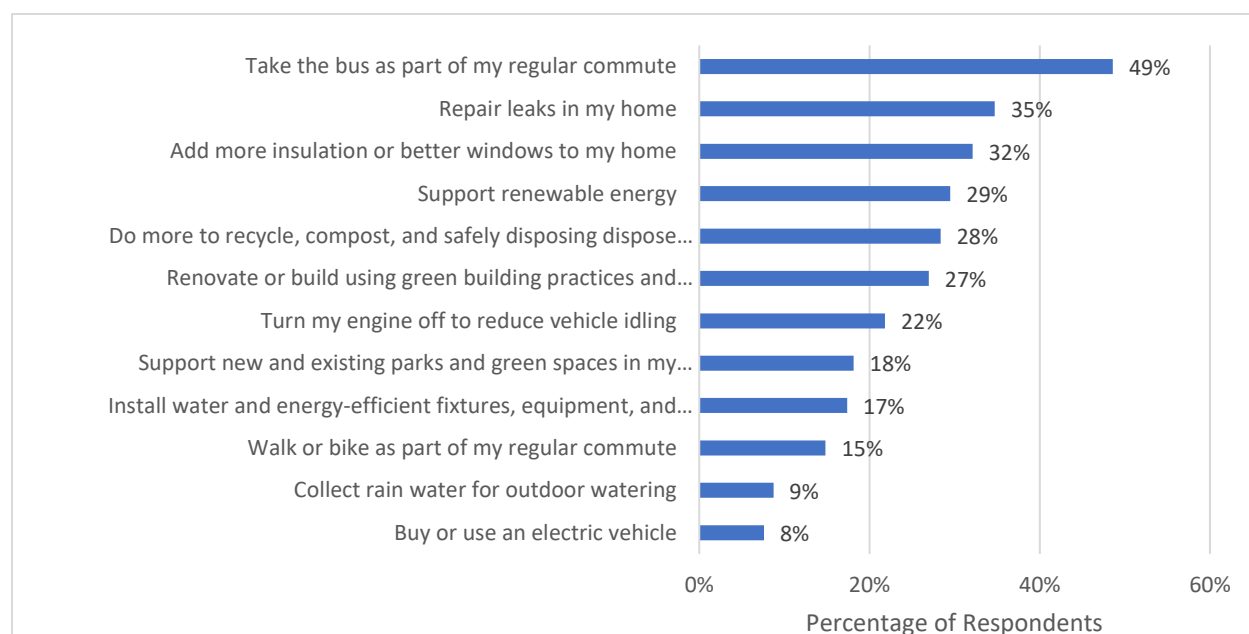
Q16. If you could wave a magic wand and make all of the barriers disappear, what THREE actions would you do first?

If the barriers were no longer a concern, the top three activities that respondents would engage in included:

- 1) Take the bus as part of their regular commute (49%);
- 2) Repair leaks in the home (35%) and
- 3) Add more insulation or better windows (32%).

Note that taking the bus as part of their regular commute was the second least likely activity respondents would participate in, in Question 14.

Similar to question 14, buying or using an electric vehicle was the least likely activity respondents would engage in (8%), even if all barriers were removed.



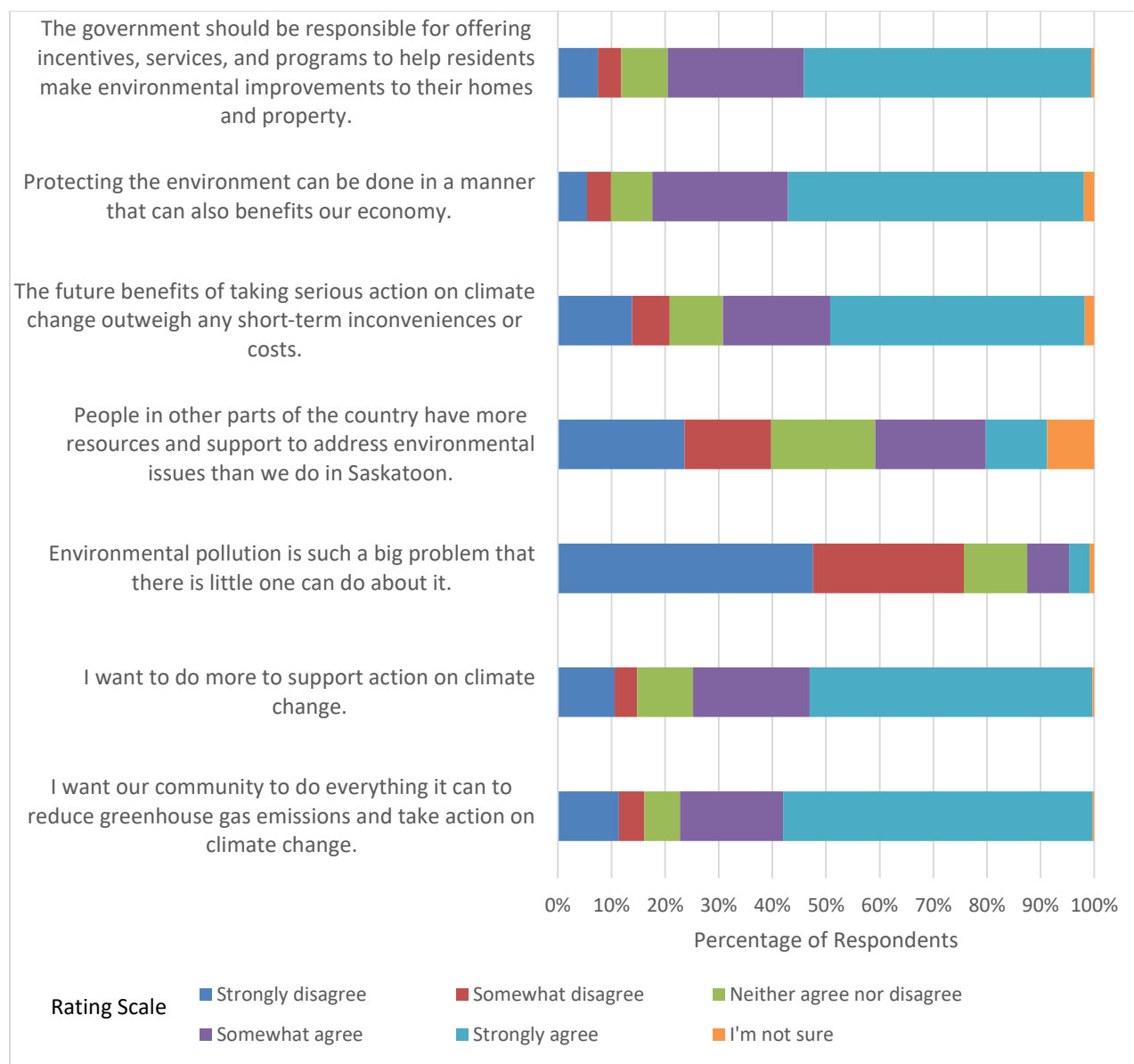
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Q17. Please indicate your level of agreement with the following statements...

Respondents were asked to rate their level of agreement on a variety of specific statements. The most support, in terms of the highest percentage of respondents voting “strongly agree” was towards the statements:

- 1) I want our community to do everything it can to reduce greenhouse gas emissions and take action on climate change (58% respondents selecting “strongly agree”);
- 2) protecting the environment can be done in a manner that can also benefit our economy (55%) and
- 3) The government should be responsible for offering incentives, services, and programs to help residents make environmental improvements to their homes and property (54%).

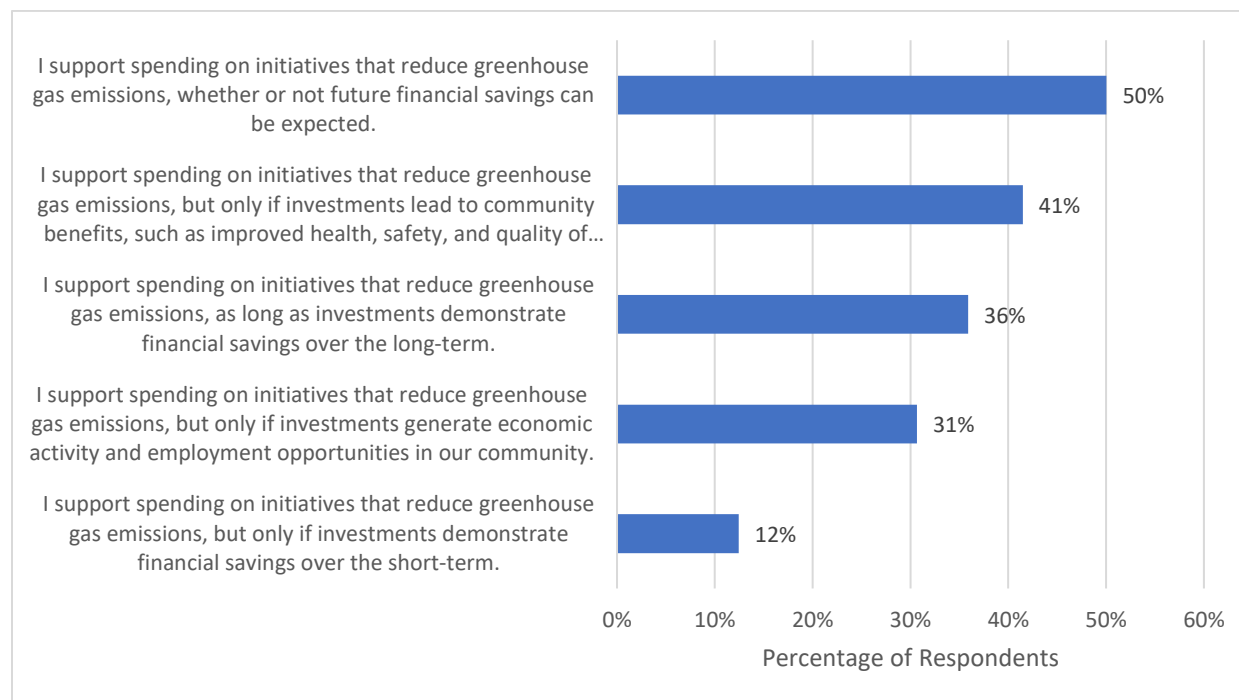


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Q18. How should our City invest in initiatives that slow down or prevent the negative impacts of climate change? Below are a series of possible responses - select any of the statements that you agree with. Our leaders and decision-makers should...

The statement that received the highest rating from respondents was that they would support spending initiatives to reduce greenhouse gas emissions, whether or not future financial savings can be expected (50%) (graph below).

A low proportion of respondents would support spending only if there were guaranteed financial savings over the short-term.



Q19. What risks, if any, do you think could result from our community taking serious action on climate change?

A total of 797 respondents provided their perspectives on risk from taking serious action on climate change. The most frequently cited risk was **financial/economic**. Financial or economic risks from climate change action mentioned in this category included:

- Increased taxes;
- Rising cost of living;
- Reduced disposable income;
- The economy will become uncompetitive;
- Job losses;
- Residents or businesses will leave the city because of lack of affordability;
- Increased government debt;

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- Lowered property values; and
- Unequal negative impact on low-income individuals already struggling with expenses.

Other commonly mentioned risks or risk categories by respondents included:

- **No risks** – respondents stated that there were no risks by taking action, that there were more risks by *not* taking action, or that the long-term benefits gained from taking action outweighed potential risks or short-term costs;
- **Opposition/Resistance/Backlash** – respondents noted that there is a risk of resistance, backlash, anger, or negative feedback from residents, climate change deniers, businesses, and others who do not support the costs spent on climate change action. Also mentioned was increased polarization and division within the community regarding climate change. Many respondents included suggestions for overcoming this risk, including having strong leadership, public education, and short-term benefits;
- **No gains from money spent** – respondents noted there is a risk of spending money and time on initiatives that will have negligible or no result, of investing in unproven technology, and of spending money inefficiently to “throw money at the problem”. Respondents voiced concern about the risk of inadequate decision making leading to overspending, and of the need for strong cost-benefit analyses. Respondents also commented that Canada’s emissions are small compared to other countries, and climate change is cyclical, therefore any efforts made in Saskatoon would have minimal impact and waste money.

Other risks noted less frequently included:

- Diversion of municipal dollars from other priority areas such as infrastructure, health, community support and crime;
- The current municipal administration would be voted out, and the next one would be less supportive of climate change;
- There will be conflict between the provincial and municipal levels of government;
- Reductions in convenience and comfort;
- Insufficient efforts would be made – not following through, not acting quick enough
- Changes in Saskatoon’s character – more crowded, more dense, more gentrified
- Increased regulation; and
- Increased waste from disposal of replaced infrastructure

Some respondents stated or made comments that indicated they did not believe in climate change.

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Q20. What benefits, if any, do you think could result from our community taking serious action on climate change?

A total of 831 respondents provided their perspectives on benefits from taking serious action on climate change. The most common themes that emerged from this question in terms of benefits included:

- **Healthier citizens** – including improved overall physical and mental health and well-being cleaner air, land and water and healthier lifestyles, more greenspace, and reduced pollution;
- **Healthier environment** – including cleaner air, cleaner water, cleaner land/soil, less garbage, better protection for natural areas and biodiversity;
- **A better more livable City** – a City that is progressive, modern, efficient, sustainable, self-sufficient, and attractive, with better traffic flow and services, more vibrant neighborhoods, and better spaces to work and live. Respondents noted that Saskatoon would be a desirable place to live, retaining youth, and attracting new residents, investment and businesses;
- **Monetary savings** – respondents noted there will be cost savings to the individual and City from using less energy and being more efficient. There will be lower insurance costs, lower healthcare costs from improved air quality and environments, lower operating costs, and lower costs for maintaining civic infrastructure because there will be less damage from weather extremes, and extended life of services from efficiencies. Respondents also noted there would be his lower property taxes and lower costs of living due to these cost savings;
- **Benefits for future generations** – including saving the planet and producing a better world and future for our children and future generations;
- **Saskatoon as a leader and center for innovation** – respondents noted that there is a great opportunity for Saskatoon to be recognized as a leader in green technology, innovation, environmental stewardship and climate change in the province and Canada and potentially globally. Respondents expressed it would be an opportunity for Saskatoon to set a leading example for other municipalities to follow;
- **Economic growth and diversity** – respondents stated the economy will be stronger or there will be economic growth. Further details provided included more economic diversity and innovation through the green economy and renewable energy, the city will attract environmentally-minded businesses and industries, and there will be tourism improvements from reducing climate changes (e.g. unable to promote winter activities if the temperature is above freezing in winter);
- **More jobs** – generally respondents noted that actions on climate change will produce more job opportunities, new types of jobs, and long-term employment. Some respondents specified that new jobs would emerge from renewable technology, housing retro-fits, and the green economy.

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Other benefits mentioned included:

- Improved quality of life;
- Healthier communities;
- Reduced emissions and slowing of climate change impacts;
- Taking comfort in knowing we are “doing our part” and taking responsibility for actions;
- Creating a stronger sense of community from working together towards a common goal;
- Motivating change;
- Increasing awareness about our impact on the environment;
- A sense of pride in our community of Saskatoon;
- Becoming more resilient to future changes;
- Avoiding the costs of inaction;
- Inspire innovation and technological advances;
- Energy security and sustainability;
- Improved efficiency;
- Sustainable food supply and higher food quality; and
- Safer communities.

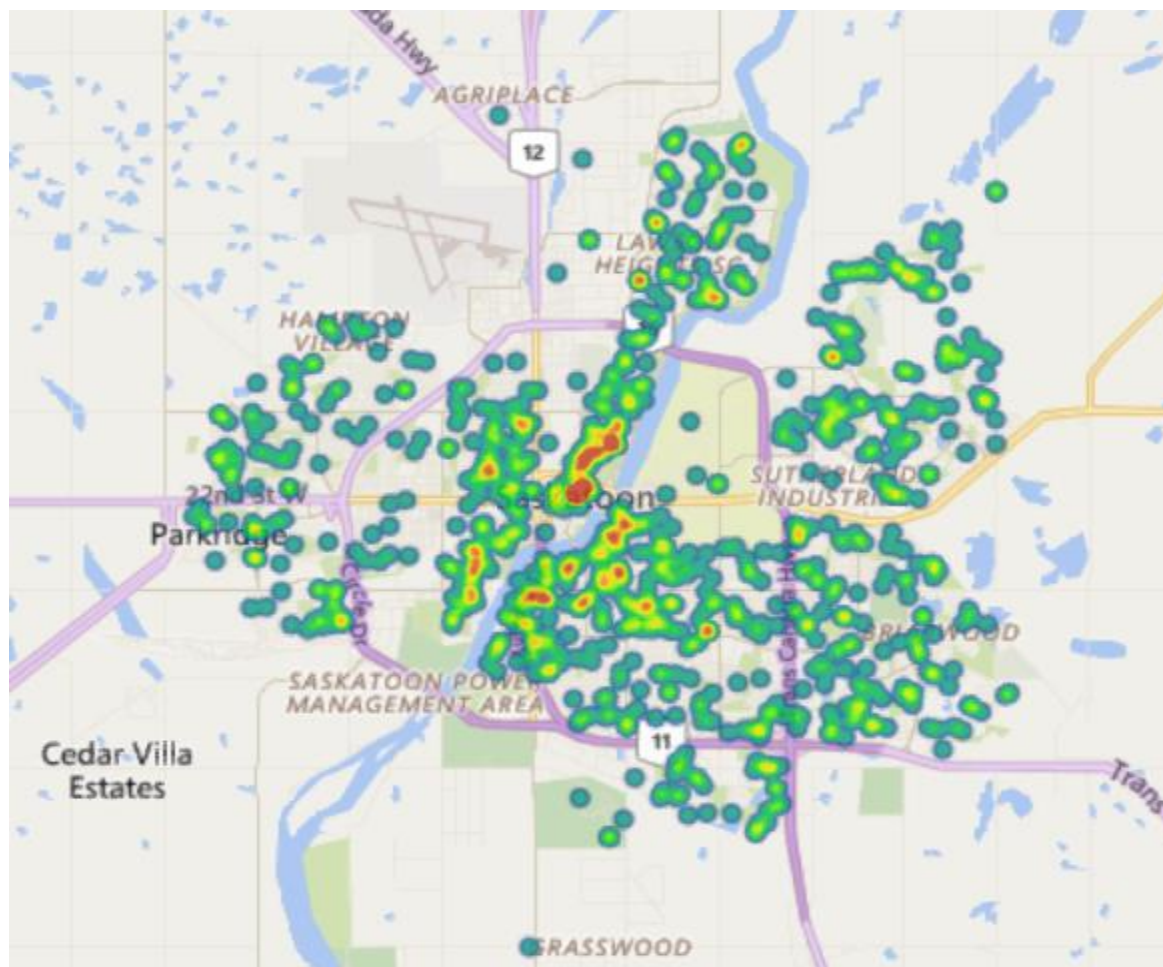
There was also some negative sentiment including statements that there would be no benefits to taking serious climate action, that action is not needed as it will not impact global emissions and the cost is too high, and statements that the respondent does not believe in climate change.

Demographics

The following is an overview of the various demographic information collected from respondents.

Postal Code

Respondents are geographically distributed across Saskatoon, with slightly more respondents living in the central core (map below). 210 respondents did not answer this question.



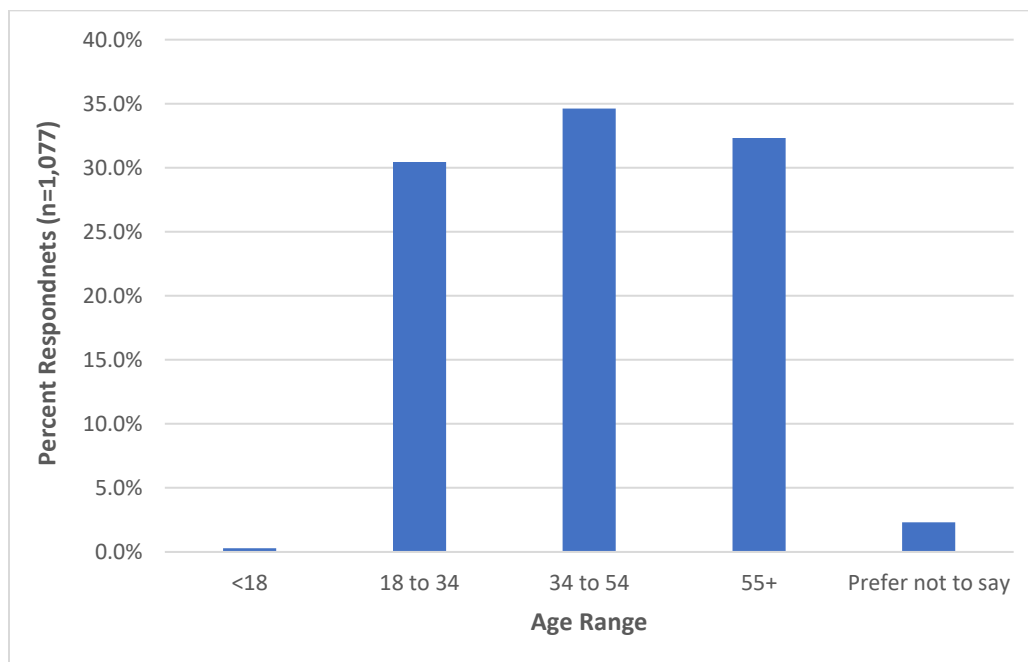
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Gender

Respondents were equally distributed across gender, with 49.2% of respondents identifying as female, 48.9% of respondents identifying as male, and 1.9% indicating they preferred not to answer. 173 respondents did not answer this question.

Age Range

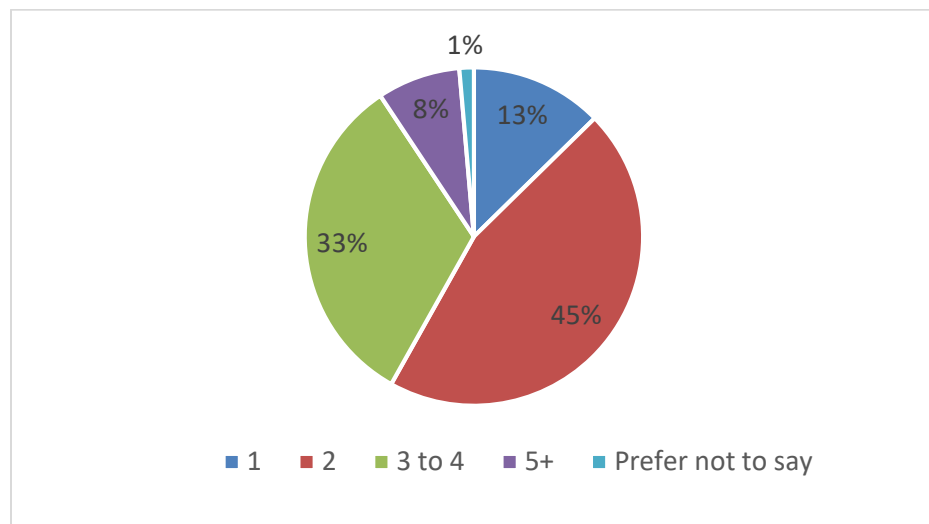
The majority of respondents were between the ages of 34 to 54 (graph below). 120 respondents did not answer this question.



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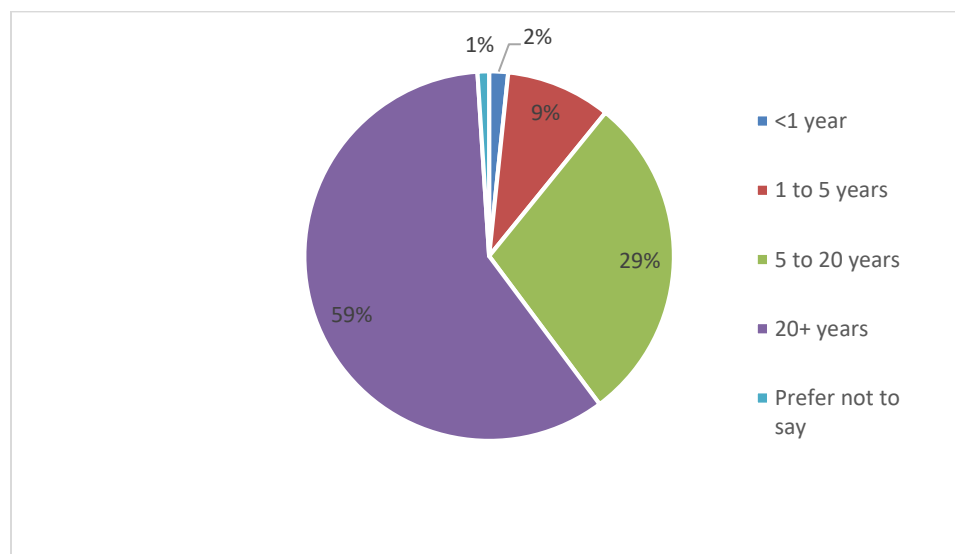
Household Size

The majority of respondents who answered this question had a household size of two individuals (45%), with the second highest response stated as 3 to 4 individuals (33%) (graph below). 115 respondents did not answer this question.



Years Lived in Saskatoon

The majority of respondents who answered this question have lived in Saskatoon for 20 or more years (59%, graph below). 109 respondents did not answer this question.

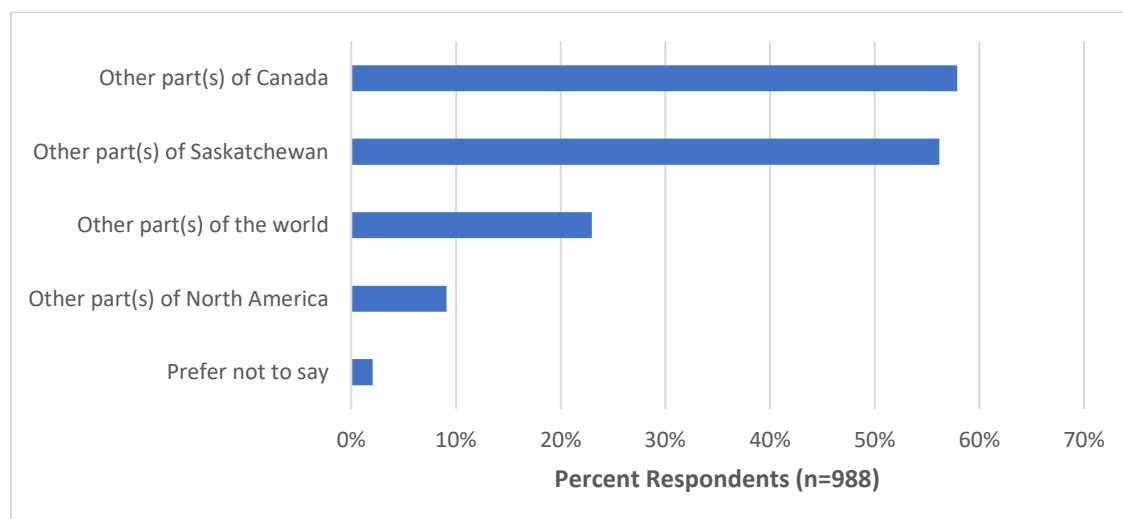


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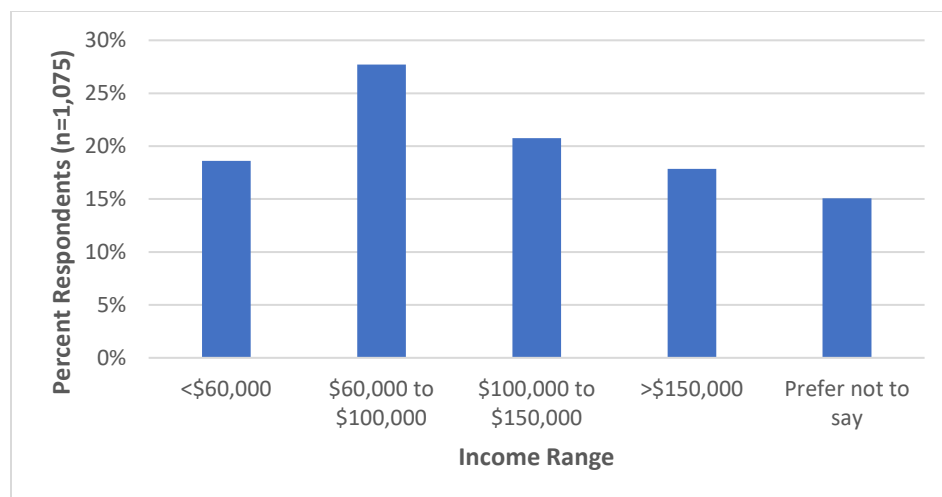
Other Places You Have Lived

More than half of respondents who answered this question have lived in other parts of Canada, and more than half in other parts of Saskatchewan (note, respondents were able to check off more than one response) (graph below). 209 respondents did not answer this question.



Household Income

Looking at household income before taxes and other deductions, the highest proportion of residents that answered this question checked off the \$60,000 to \$100,000 range (28%, graph below). A combined 39% earned \$100,000 or more per year. 122 respondents did not answer this question.



Section 3: Social Media Summary

After a brief discussion of the social media engagement approach, the report provides a summary of responses from Facebook, Instagram, and Twitter interactions.

Social Media Engagement Approach

The City of Saskatoon hosted social media engagement on the climate change business plan from January 16 – February 15, 2018 on three social media platforms, including Facebook, Instagram, and Twitter. The tables below displays the reach of the climate change business plan outreach campaign on each of the three social media platforms.

Facebook	Campaign Total
People reached	92,810
Likes on Post	915
Likes on shared posts	200
Loves on Post	79
Loves on shared posts	28
Comments on Post	528
Comments on shared posts	25
Shares	200
Post Clicks	2990
Photo Views	673
Link Clicks	157

Twitter	Campaign Total
Impressions	41,943
Total Engagement	995
Link Clicks	114
Retweets	54
Replies	10
Likes	77

Instagram	Campaign Total
Likes	55
Comments	2

Summary of Responses

This summary is organized by theme and includes feedback provided through all social media platforms. The raw comments provided by participants are available in Appendix A.

Energy

Some participants shared their support for a transition to renewable forms of energy and increased energy conservation, while others supported the use of fossil fuels at current levels. Some participants expressed concern that a transition to renewable energy would result in job losses in Saskatoon while others saw the transition as an opportunity to expand jobs and the economy through green energy industries.

Air and Water Quality

Some respondents would like the City to improve air and water quality for the benefit of current and future generations. One noted the importance of preserving water quantity for future generations as well, stating that the South Saskatchewan River may be at risk of depletion due to a lack of glacier feed (related to climate change). A participant noted that there are First Nations near Saskatoon that do not have access to clean water.

Waste

Participants suggested improving waste management overall, reducing packaging to reduce waste, and controlling the rising cost of composting services.

Transportation

Participants noted that in and around Saskatoon there are few transportation alternatives to driving a vehicle. Some participants supported expanding alternative transportation options, including active transportation routes (e.g. bike lanes) and public transportation, while others did not support expansion of active or public transportation. Some participants commented that active transportation routes are seldom used, expensive to install and maintain, and make roadways smaller for cars. In response, other participants stated that there are too many vehicles on roadways for active transportation participants to feel comfortable (which reduces overall active transportation use) and suggested the City support a reduction in vehicle use by incentivizing carpooling and active transportation. Participants suggested improving public transportation by decreasing the size of buses to increase cost efficiency of the system and decrease transit fares.

Land Use Planning

Some participants suggested integrating more greenspace, active transportation, and public transportation into the City to improve the overall health and wellbeing of residents. Some participants also suggested increasing density, especially along transportation corridors. Other participants expressed concerns over increasing density, suggesting that increasing density would result in a future Saskatoon where the only forms of housing available are high-rise apartments and condominiums.

Education

Some participants stated that it is important to educate future generations on how to grow their own food, compost their own waste, fertilize their own gardens, and live overall environmentally conscious lifestyles. Other participants did not believe that humans were the cause of climate change, suggesting that future generations be taught that climate varies in cycles, and this change in climate is natural.

Natural Disasters

Some participants expressed concern over the potential natural disasters and storms that could occur in Saskatoon due to climate change, while others rejected the idea that climate change-related natural disasters would occur in Saskatoon.

Costs

Some participants expressed concern over the costs associated with climate change action and noted that they do not want to pay increased taxes to fund any actions related to climate change. Other participants suggested providing tax incentives to promote climate change action, including the adoption of renewable energy and active transportation. Other participants suggested changes to utility cost structures from a fixed cost for water and electricity to a per unit rate to reduce use.

General Action on Climate Change

The majority of social media comments involved broad ideas relating to climate change action, including debate over the legitimacy of anthropogenic climate change and government-led actions to address climate change. While some participants rejected the idea of anthropogenic climate change and associated actions, others were very supportive of the City taking action on climate change mitigation and adaptation.

Reflective of this difference, some participants saw climate change and carbon emissions as global issues that everyone should take responsibility for, while others asserted that the nations with the largest overall emissions should take action on climate change instead of Canada or Saskatoon. Participants also held differing views on the urgency of climate change action.

Some participants suggested climate change is not a pressing issue, and that the City should prioritize spending resources on a variety of other actions and services, while other participants suggested the City prioritize taking immediate and impactful action on climate change. Some

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participants expressed their disappointment that the City was not already taking more ambitious climate change actions.