

Bay Area Climate Change Council  
**Climate Change  
Forum**



**Workshop Notes**

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## Food

<b>Topic:</b>	Food	<b># of total participants:</b>	12
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**Question 1:** What do you think are the biggest barriers for people to change their diets to eat less meat, eat more local food and/or reduce food waste?

**KEY THEMES:** Access, Education, Cost, Convenience, Behaviour Changes

- Low Accessibility / Convenience
  - o It's easy to rely on meat and other food
  - o Accessible food in downtown core, not just farmland areas
  - o Lack of time, faster
  - o Shelf life of alternatives
  - o Local growing season is limited
- Lack of Education
  - o People do not know how to cook anything else
  - o Lack of education on negative impacts (health and environmental) of high meat diet
  - o People are unaware of the impact and see diet change as low priority
  - o Dissociation between the impacts food has on land and biodiversity
  - o No offerings for kids in school such as home-ec
- Socioeconomic Factors
  - o Price and inability to pay. cheaper to buy imported food
  - o Overall socioeconomic issues (food deserts not offering alternatives in low income areas etc.)
  - o Affordability of alternatives (seen as expensive and less nutrition, specifically protein, provided)
- Behaviour
  - o Hard to break from what you know/don't know what the options are
  - o Hard to change habits to only buy fruit and vegetables when in season
  - o We have reduced the ability of our land to produce the food and now we heavily rely on imports – we are building on prime agricultural land and farmers can't push back against the development
  - o All or none thinking (can't eat 100% vegetarian so I am not going to do anything or try)
- Politics
  - o Politics (lobbyists for meat as crucial to Ontario/Canada food economy etc.)
- Nutrition / Taste
  - o Myths around meat and alternatives to meat
  - o Nutrition vs. sustenance
  - o Prefer the taste of meat to meat alternatives
- Culture
  - o Cultural stigmatism (only hippies don't eat meat!)
  - o Tradition to eat meat, traditional recipes
  - o Values/social issues (have always grown up on meat and don't know any differently or have not been exposed to anything different)

**Question 2:** What do you think would the most effective motivators to encourage Hamilton and Burlington consumers to change their diets?

**KEY THEMES:** Health benefits of reduced meat diet, Understanding environmental benefits, Improving access

- Emphasize Health
  - o Communicating health benefits (reduced risk of heart attack) and improved quality of life
- Relate to Environment
  - o Relating GHG emissions to meat
  - o Involve policy for food waste limits
  - o Grocery stores to donate food waste
- Increase Accessibility
  - o Enhanced convenience vs meat (access within your community!)
  - o Lower costs of alternatives
- Improve Education
  - o Teach how to cook vegetables, seasonal meals, etc.
  - o Technology to better understand best before dates

**Question 3:** (If time permits) Of these ideas that we have come up with, decide on one BARRIER and one AWESOME SOLUTION that you would like to share with the rest of the forum.

**BARRIER:**

- Education about impacts of meat and other options – this was not solidified by the whole group, but was the first theme that came up and was a key area of interest.

**SOLUTION:**

- Time did not allow

**Any other mentionable notes, questions, comments, concerns?**

**OTHER NOTES Q1:**

- Conversation shifted fast from meat to local food, as if they were synonymous with each other in some way
- Very little discussion around price of meat vs alternative options, as well as preference of taste and/or texture and general preference

**OTHER NOTES Q2:**

- Participants saw film pieces as being huge motivators for change
- Most of the discussion around motivators included environmental benefits, but did not take into account that many people may not be motivated or care about environmental benefits
- Certain groups (potentially young individuals) may not see the correlation between meat consumption and health (or care) due to their age

## Buildings

<b>Topic:</b>	Buildings	<b># of total participants:</b>	13
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**Question 1:** What would motivate you to reduce energy use in your home? You can answer as a renter, homeowner, landlord or just a resident.

**KEY THEMES:** Sustainable Options for Renovations, Policy, Education, Access to Resources

- Sustainable Construction and Renovation
  - o Construct house in such a way that it benefits the environment
  - o Available sustainable hot water system solutions
  - o Available renewable energy options upon renovations
  - o Build houses near trees for shade
  - o Sustainable and cheap building materials
  - o Contractors do not have knowledge of sustainable building
- Policy
  - o Enforced rules and regulations by municipality
  - o Government should give more tax benefits for the people trying to buy their own house
  - o Majority of the issues can be solved by changing rules and regulations
  - o Keep the record of how much carbon one person is allowed to create, carbon allowance
  - o Lower costs associated with living (i.e. rent, living costs, taxes, etc.)
  - o Have an environmental subsidy for realtors to know about
- Education
  - o Have a website/data base with plain language to explain options to the public
  - o Have a strong understanding that is shared with the community (i.e. outcomes and possibilities when using renewable energy options)
  - o Personal awareness for all jobs and industries
- General
  - o Increase comfort
  - o Community support (i.e. neighbors with shared knowledge and interest)
  - o Understanding and having access to technology that can reduce energy use

**Question 2:** What do you think is the biggest challenge to reducing energy use in homes in the Hamilton-Burlington region?

**KEY THEMES:** Lack of Education and Communication, Lack of Incentives

- Education and Communication
  - o Unknown sources of the energy that is being used
  - o Lack of communication between people, services, etc.
  - o No options, or no none alternatives
  - o No financial incentives for achieving or over achieving
  - o Have no idea of how the whole system works

- General Discomfort / No Incentive
  - o No choice, there is work to do
  - o Lack of desire and interest
  - o Less does not feel good
  - o Not able to adjust own heat
  - o People do not want to sacrifice comfort
- Retrofits
  - o High cost of retro fits
  - o Lack of regulations requiring retro-fits
  - o Hamilton homes are older and difficult to retrofit
  - o Disruption of lives while renovating
- Financial
  - o Cheap cost of natural gas
  - o High incomes, people do not care about nature as long as they can pay fine

**Question 3:** (If time permits) Of these ideas that we have come up with, decide on one BARRIER and one AWESOME SOLUTION that you would like to share with the rest of the forum.

**BARRIER:**

- Lack of awareness and education of what options are available to homeowners, renters, builders, etc.

**SOLUTION:**

- Create a trusted online centralized website/database for access to information
  - o Must be unbiased and in plain language
  - o The same information should be the same to all people (public, contractors etc.) – bringing another process for transparency
  - o Bring together aspects of education, changing behaviors, transparency, disrupting the barriers from all people and create an open-source database

**Any other mentionable notes, questions, comments, concerns?**

Where do buildings come into play with Mark Jaccard's ideas of transportation & electricity?

## Transportation

<b>Topic:</b>	Transportation	<b># of participants:</b>	27
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**Question 1:** What are the current barriers that you or your neighbours face in using low-carbon transportation choices, such as biking, walking, using electric vehicles or taking public transit?

**KEY THEMES:** Safety, Inconvenience, Access, Behavioral

- Safety
  - o Unsafe roads for bikes, less developed roads make it unsafe
  - o No bike lanes in certain regions
  - o No available bike 'parking'
  - o Poorly cleared, sidewalks, bike lanes or trails in winter
  - o Pot holes not fixed in bike lanes
  - o Trail and sidewalk safety, walking alone
  - o Risk of bed bugs on public transit
- Inconvenience
  - o Weather, unreliable conditions
  - o Times of buses
  - o Length of time to walk, bike, etc.
  - o More comfortable in my own car, more privacy
  - o Large distances
  - o Difficult with children, dogs, bags, etc.
  - o Busses can be smelly
- Accessibility
  - o Physical ability
  - o No SoBi access in some neighborhoods
  - o Trail closures not well communicated
  - o Public transit connections and timing
  - o Electric Vehicles (EV)
  - o Very expensive and out of reach
  - o Change of tradition to move away from fuel
  - o No knowledge of EVs or benefits
  - o Charging stations are impractical
  - o Preferred car dealers and trusted brands, don't have EV options Bike maintenance is expensive
  - o Public transport too expensive to regular take
- Behaviour
  - o Developed habits
  - o Perception of public transport, "people would think she is weird if she took the bus"
  - o Inappropriate for work
  - o Difficult to determine and gain confidence in timing and direction of bike, bus routes to work

**Question 2:** What are the best motivators that would encourage you or your neighbours to use low-carbon transportation choices?

**KEY THEMES:** Health and Safety, Convenience, Cost Incentives

- Health and Safety
  - o Get your steps in for physical health and increase mental health
  - o Safe and protected bike lanes
  - o More access to SoBi
  - o Air quality improvements
  - o Public transit keeps individual safe
- Convenience
  - o Increased comfort
  - o Cargo bikes available would be helpful
  - o Go Train stats showing it is faster to train than drive
  - o Teach how to put the bike on a bus
- Financial
  - o Cost incentives, EV insurance discounts and EV incentives
  - o Make free public transport
  - o Tax those with more cars
- General
  - o Social benefit to connect with people on public transport
  - o Contribution in saving environment
  - o Notice the little beauties
  - o More support from and for bus drivers
  - o Better signage for buses and schedules
  - o More working from home options
  - o HOV lanes on main city roads
  - o Futuristic status for having an EV
  - o Promote technology
  - o Zero carbon buses and autonomous vehicles
  - o Make it cool to be energy efficient
  - o Legislation and regulation, regionally and provincially and federally

**Question 3:** (If time permits) Of these ideas that we have come up with, decide on one BARRIER and one AWESOME MOTIVATOR that you would like to share with the rest of the forum.

BARRIER:

- Time did not allow

SOLUTION:

- Time did not allow

**Any other mentionable notes, questions, comments, concerns?**

*"How can Hamilton be seen as a leader?"*

This question lead to a discussion about Guelph's success at marketing itself and behaving as an environmentally conscious city.

## Engagement

<b>Topic:</b>	Engagement	<b># of participants:</b>	25
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**Question 1:** What do you think are the biggest barriers for people to be able to learn about climate change initiatives in the Hamilton-Burlington region?

**KEY THEMES:** Apathy, Lack of Direction, Lack of Knowledge and Trust, Convenience

- Apathy
  - o Don't think the issue impacts them
  - o "What's one person going to do?"
  - o Unwilling to change lifestyle/fear of changing
  - o Perception that only government can affect change
  - o Problem seems too big/catastrophic, shutting down
  - o Not enough sense of urgency
- Not a Priority
  - o Not enough time
  - o Too much effort
  - o Feels less pressing than other concerns
  - o Unable to have the headspace
- Lack of Direction & Leadership
  - o Lack of political will/leadership
  - o Poor policies from government
  - o Lack of initiatives
  - o Institutions aren't involving the community
  - o Insincere politicians
  - o No central hubs for getting involved
- Lack of Trustworthy Information
  - o Credibility, disjointed information
  - o Poor information dissemination, not understanding the issues
  - o Poor advertisement of green alternatives; don't understand benefits
  - o Information needs to be tailored to diverse audiences
- Inaccessible
  - o Change can be costly
  - o Lack of simple actionable information
  - o Lack of options for those who want to make a good choice
  - o Options may not be accessible (i.e. public transit)
  - o Unsure how to participate
  - o Classism: initiatives can be exclusionary
  - o Information is overwhelming/too complicated
  - o Frustration over regulations; by-laws preventing attractive solutions



**Question 2:** What do you think would motivate Hamilton and Burlington residents to learn more and participate in climate change initiatives?

**KEY THEMES:** Affordability, Clear Message, Relevancy, Marketing

- Price Incentives
  - o Government subsidies
  - o Affordability
  - o Incentives for positive behaviors
  - o Increase taxes: ex. Tax vehicles based on weight
  - o Subsidize public transportation
  - o Funding for community projects
- Easy to Access / Understand
  - o Clear plans that people can follow
  - o Disseminate info on easy things that can make a small change.
  - o Provide solutions that make them want to make the change
  - o Examples of successful strategies
- Emotional Relevance
  - o Positive narratives
  - o Meet people where they're at
  - o Concern for future generations
  - o Connect climate change and wellness
- Marketing
  - o Change social norms/culture
  - o Make the connection between climate change and health, good futures
  - o Educate with effective communication: age appropriate, visuals, simplistic language
  - o "Trendsetters" for climate change
  - o Promote projects to ALL communities
  - o "Green" events: pub crawls, galas, benefit concerts
  - o Memes

**Question 3:** (If time permits) Of these ideas that we have come up with, decide on one BARRIER and one AWESOME SOLUTION that you would like to share with the rest of the forum.

**BARRIER:**

- Lack of 'visible & accessible' information
- No cohesion in forward action; inability to determine best path

**AWESOME SOLUTION:**

- Uniting Hamilton and Burlington for focused plans and actions
- A clear, trusted path forward

**Any other mentionable notes, questions, comments, concerns?**

Recommended Movies: Garbage Warrior