



CORPORATION OF THE CITY OF VERNON

CLIMATE ACTION ADVISORY COMMITTEE

NOVEMBER 27, 2024, AT 4:00 PM

OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

A G E N D A

1) CALL TO ORDER

2) LAND ACKNOWLEDGEMENT

As chair of the City of Vernon's Climate Action Advisory Committee, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan nation.

3) ADOPTION OF AGENDA

4) ADOPTION OF MINUTES

September 25, 2024 (Attached)

5) NEW BUSINESS:

- Official Community Plan and Transportation Plan update
- HomeZero Collective request to support funding application
(See attached: letter of request)

6) UNFINISHED BUSINESS

- Council Business Update – *Councillor Guy*
- Staff Update – *Kevin McCarty*
(See attached: 2025 Climate Action Outreach Strategy and New electric vehicle charging station at the Vernon Performing Arts Centre)
- Subcommittee Updates

7) INFORMATION ITEMS

8) NEXT MEETING

The next meeting of the Climate Action Advisory Committee is scheduled for January 29, 2025.

9) ADJOURNMENT



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE CLIMATE ACTION ADVISORY COMMITTEE HELD SEPTEMBER 25, 2024 AT 4:00 PM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

PRESENT: Councillor Guy
Mayor Cumming
Barry Dorval, Educators & Inst. - Primary & Secondary Rep.
Jenn Comazzetto, SD22 Rep.
Casey Bain, Youth Member
Donna Bartel, Community at Large Rep.
Sid Kwakkel, Educators & Inst. - Post Secondary Rep.

ABSENT: Jenna Boone, Youth Member
Patrick Riley, Okanagan Indian Band
Casey Neathway, Health and Social Services Rep.
Stephanie Hendy, Community at Large Rep.
Jordan Hart, Business and Commercial Services Rep.
Buffy Baumbrough, Science, Tech. & Environmental Services Rep.

STAFF: Kevin McCarty, Specialist, Climate Action
Jennifer Pounder, Records/Committee Clerk

ORDER The meeting was called to order at 4:17 p.m.

**LAND
ACKNOWLEDGEMENT** *As Chair of the City of Vernon's Climate Action Advisory Committee (CAAC), and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.*

**ADOPTION OF THE
AGENDA** Moved by B. Dorval, seconded by J. Comazzetto:

THAT the agenda of the September 25, 2024 Climate Action Advisory Committee meeting be adopted:

CARRIED.

**ADOPTION OF THE
MINUTES** Moved by B. Dorval, seconded by J. Comazzetto:

THAT the minutes of the July 31, 2024 Climate Action Advisory Committee meeting be adopted:

CARRIED.

UNFINISHED BUSINESS:

COUNCIL UPDATE

Councillor Guy provided the Committee with an update on City Council business.

STAFF UPDATE

K. McCarty provided a staff update.

SUBCOMMITTEE UPDATES

B. Dorval provided a subcommittee update.

Moved by B. Dorval, seconded by D. Bartel:

THAT the Climate Action Advisory Committee recommends that City Council direct City Administration to provide the Climate Action Advisory Committee with regular, detailed updates on the status of the Official Community Plan and Transportation Plan renewal process.

CARRIED.

NEW BUSINESS:

COMMUNITY CLIMATE ACTION OUTREACH STRATEGY RECOMMENDATIONS

Moved by B. Dorval, seconded by J. Comazzetto:

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 in the report titled “City of Vernon Community Climate Action Outreach Strategy Recommendations” dated September 25, 2024, being provided on table and respectfully submitted by the Specialist, Climate Action.

CARRIED.

Moved by J. Comazzetto, seconded by D. Bartel:

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.

CARRIED.

INFORMATION ITEMS:

NEXT MEETING

The next meeting for the Climate Action Advisory Committee is set for November 27, 2024 at 4:00 p.m.

ADJOURNMENT

The meeting of the Climate Action Advisory Committee adjourned at 6:06 p.m.

CERTIFIED CORRECT:

_____ Chair

Report from Council liaison member (Councillor Guy) to CAAC Wed November 27, 2024

Notable Council initiatives since last CAAC meeting (Sept 25, 2024):
Council meetings October 7 and 28, and November 12 and 25, 2024)

October 7:

- The tree protection bylaw that the committee had reviewed and approved came before council and was approved in principle.
- An updated Housing Needs report was presented to Council.
- An updated biosolids agreement with the City of Kelowna was presented and approved.
- Council approved a motion to reserve 5 acres of the Hesperia Lands for coop housing.
- Following a Public Hearing for a proposed development at 1501 Highway 6 – the proposal was approved despite concerns expressed by staff and concerns about traffic and safety from nearby residents.

October 28:

- Held a morning workshop on the OCP and Transportation Plan update process.
- Agreed to allow BC Hydro to use 18 parking spots to install 4 fast charging stations and 5 level 2 stations (2 ports each) at the Performing Arts Centre for a period of 10 years at no cost to the City of Vernon. All revenue goes to BC Hydro.
- Received a staff report on the potential advantages of the COV adopting the Zero Carbon STEP Code sooner than required by the Province, as several municipalities have done. The report was in response to a presentation by Jane Weixl and Janet Parkins on September 23. The report essentially said that staff would look at it later - once we know better how much and what types of new housing we will need in the City.
- Council passed the CAAC-recommended motion to keep the CAAC informed on OCP and Transportation Plan progress.
- Council passed the CAAC-recommended motion to approve and implement the CAP Outreach Strategy.

November 11:

- Council passed a motion to authorize the Mayor and Councillor Guy to execute a Memorandum of Agreement between all local governments and the six Syilx Bands in the Okanagan and Similkameen watersheds to work together on issues of common concern related to water. This is a significant and historic agreement.

- Staff presented an Organizational Asset Management Plan. Since the ongoing Natural Asset Inventory is not yet complete it received little attention in the report, but staff assured Council that the potential for natural assets to contribute municipal services would be integrated into the long-term asset management plan.

November 25:

- As of the date of this report the November 25 meetings have not been held.
- I will report verbally at the November 27 CAAC meeting.



November 20, 2024

Climate Action Advisory Committee (CAAC)
City of Vernon
3400 30 Street
Vernon, BC V1T 5E6

RE: Request to support HomeZero Collective's FCM application for a Clean Energy Neighbourhoods Capital Project

Dear Members of the CAAC,

HomeZero Collective Society retrofits homes to reduce emissions and improve energy efficiency on a neighbourhood scale. We offer homeowners a fully managed program including education, developing a financial plan (including rebates), low-cost financing, and installations for completing deep energy retrofits. HomeZero's neighbourhood model helps reduce retrofit costs by working with streamlined processes, volume purchasing, and additional subsidies.

HomeZero is funded by the Federation of Canadian Municipalities (FCM) and BC Hydro. Previously we've received financial support from the City of Vernon for a feasibility study conducted in 2021 - 2022. FCM has also funded a pilot project and a program design study in 2023 - 2024 to help scale up the project to 500 homes in our next phase. FCM's goal is to develop a replicable model that can be deployed across many municipalities. BC Hydro's goal is to have these deep energy retrofits completed while minimizing electrical service upgrades.

Funding received to date:

- **FCM:** \$850,000 (feasibility study, pilot, program design)
- **Homeowners:** ~\$600,000 (retrofits)
- **BC Hydro:** \$110,000 (program design, Low Energy Efficiency Partnership)
- **City of Vernon:** \$25,000 (feasibility study)

2024 Pilot Project

HomeZero has completed a clean energy retrofit pilot project with 11 Vernon residents. All homes have reduced their emissions by 85 - 100% and energy consumption by more than 50%. Collectively, 45 tons of emissions will no longer be produced on an annual basis from these homes and they will generate 148,000 kWh of solar energy. More than 100 homeowners have attended the open house events that followed the pilot project and 60 have already expressed interest in participating in the next phase of the project.



Barriers to Clean Energy Adoption

Vernon residents are intimately aware of the impacts of climate change on our community, but retrofitting their homes to clean energy systems remains a challenge:

- ✗ Costs for replacing existing systems with clean energy systems are high.
- ✗ Homeowners face a significant learning curve. Considering the various heat pump and hot water systems, solar panels, insulation options, as well researching all the rebates/incentives available, is a daunting task. Homeowners have busy lives and are unable to manage such a large project.

As a result, the current rate of low emission technology adoption is insufficient to allow Vernon to meet our Climate Action Plan goals.

Market Transformation with Capital Project

Working with FCM's Community Efficiency Financing program, HomeZero's next phase is to complete deep energy retrofits for 500 homes in Vernon. This project is a bold initiative that will bring about a market transformation with a superior offering at a lower cost on a community-wide scale. This Clean Energy Neighbourhoods capital project will be carried out over four years starting in 2025.

The funding body at FCM favours projects that are innovative and have the potential to bring about a large-scale transformation. Their comments are below:

“

Overall, the peer reviewers felt that the proposed program design study has great potential for successful completion and will help establish a long-term plan and scaled up implementation pathway for the City of Vernon and the region.

The plan will use innovative ways to ensure a larger home energy retrofit program is effective, including relying on third-party financing, using property liens through statutory right of ways, attempting to maximize the length of loan terms, and using a one roof and non-profit model to carry out the program.

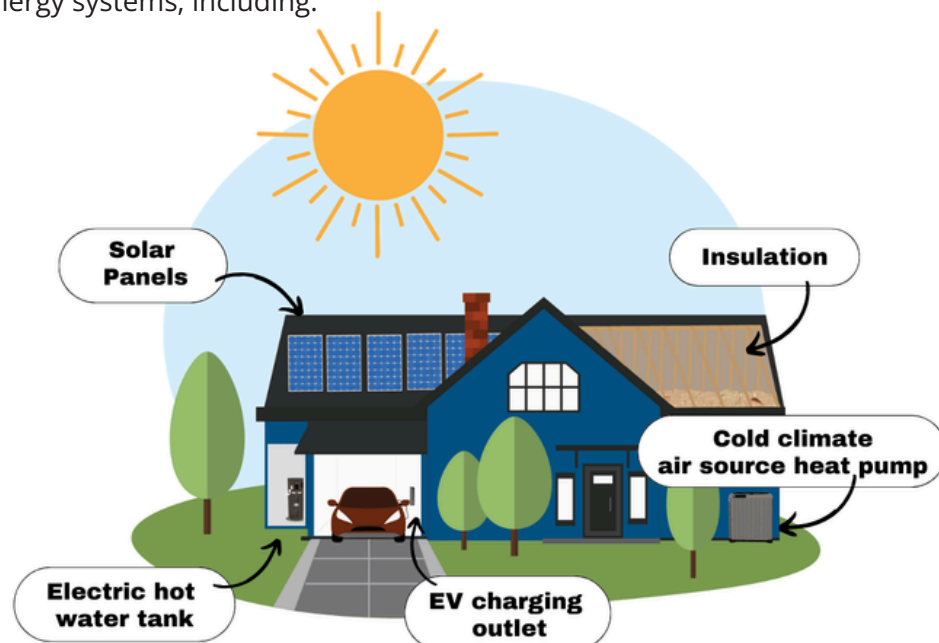
The ambitious and creative program design could be implemented with little direct implementation responsibilities for the local municipality and could serve as a model for other communities.

HomeZero is applying for a \$5 million grant from FCM for the capital project. The total cost of the project is estimated at \$25 million. Rebates from FortisBC, BC Hydro, and the province will cover a portion of the cost and the remaining funds will come from third-party homeowner loans that are backed by FCM's loan loss reserve. HomeZero Collective will transition to a for-profit model to bring in private capital for scaling up the project beyond the 500 homes. Scalability is key in order to meet Vernon's climate action targets and is favoured by FCM.

No funding is being requested from the City of Vernon.

Benefits to Vernon Residents

HomeZero's unique offering is a whole-house approach where all home energy systems are factored in the analysis to maximize the reduction of emissions and optimize the retrofit cost. Vernon residents who participate in the Clean Energy Neighbourhoods program will have their homes retrofitted with a suite of clean energy systems, including:



These systems will eliminate emissions by 85 - 100%. Energy bills drop significantly and the savings are used to pay for the retrofit, with an aim to make the retrofit cost neutral. For example, if the homeowner pays \$250 for heating and electricity on a monthly basis, those costs may drop to \$50/month, with a savings of \$200. The savings are then used to pay off the retrofit with monthly amortization costs similar to the monthly savings.

HomeZero will offer a \$5,000 subsidy to participating homeowners on top of all government rebates available. Working with local financial institutions, HomeZero will offer low cost financing to Vernon residents that is backed by FCM's loan loss reserve.

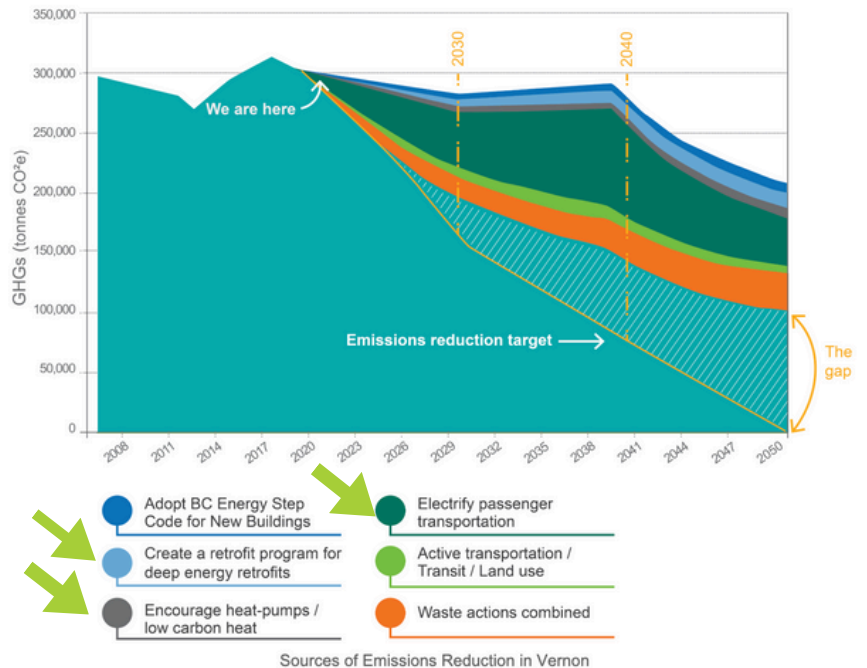
The HomeZero project will create 50+ jobs in a four-year period, and many more jobs will be added as the program continues scaling up. HomeZero is working with experts at Okanagan College to explore existing educational pathways that will accelerate entry into the clean energy retrofit space.

Aligning with Vernon's Climate Action Plan

HomeZero's project aligns with Vernon's Climate Action plan.

Retrofitting 500 homes will eliminate 2,000 tons of emissions every year. Since the program is scalable, the program will continue to retrofit homes after the FCM sponsored funding is exhausted.

The project is already improving awareness around the benefits of deep energy systems that help families save money and power their homes with earth-friendly renewable energy.



We expect that the project will be replicated in many communities across Canada and Vernon will be seen as a leader in sustainable communities.

Request to City of Vernon Climate Action Advisory Committee

HomeZero Collective requests the City of Vernon's Climate Action Advisory Committee to pass a resolution recommending that the Vernon City Council support HomeZero's application to FCM for the proposed capital project.

Ready for the HomeZero Retrofit

Vernon residents are engaged and ready to make the switch. More than 100 Vernon residents have attended HomeZero’s open house presentations to review the entire program. Already, 60 people have signed up for the retrofit and are sharing their enthusiasm about this community retrofit project with a HomeZero sign on their lawn.



HomeZero Team

Amandeep Singh, CEO, Chairman	Amandeep has led the charge to develop HomeZero's neighbourhood scale retrofit model over the last 5 years. He has a long history of working on innovative projects in the technology sector.
Janette Lyons, CFO	Janette is a seasoned executive with a strong track record for leading large scale organizations. She has served as a CFO for Powerex Corp (BC Hydro's energy trading arm), Director of Project Controls for Site C Dam; VP of Finance at Wakefield Home Builders.
Jeff Quibell, Principal Engineer	Jeff is a Principal Engineer at Falcon Engineering. He has led 3 of the 5 largest geothermal developments in BC. Jeff has spent his entire career on large scale clean energy projects. Jeff has long been active in the advancement of geothermal energy technology at provincial and national levels, including active participation on several industry training and certification committees.
Nick Croken, HVAC	Nick is the second-generation owner of the local business Okanagan Geothermal. He has over 15 years of experience and a strong reputation in Vernon for developing highly effective HVAC systems solutions for a wide range of buildings.
Rob Monteith, Solar	Rob Monteith started Okanagan Solar in 2008. His team has completed hundreds of large and small solar installation projects throughout BC. Rob's company is known for excellent quality installations with very competitive pricing.

HomeZero Board of Directors

Ed Graydon	Ed has over 30 years of experience in sales, business acquisitions, marketing, operations management and human resources. Beginning in the 1980's, Ed Graydon and his team grew Graydon Security from a small family-run security business into a commercial and residential security company with multiple locations throughout BC. The partners sold to a leading Canadian telecommunications company in 2018.
Emily E. MacArthur	Emily is a lawyer at Nixon Wenger specializing in corporate/commercial law, real estate, and estate planning and administration. She grew up in Vernon and holds a BFA from the University of Victoria, as well as both an LL.B. and B.C.L. from McGill University.
Kazia Mullin	Kazia Mullin brings a wealth of experience bringing big ideas to life. As a former marketing consultant and project manager and now as the Business Services Manager at Community Futures North Okanagan, Kazia is passionate about helping entrepreneurs and social enterprises thrive at all stages of their development.
Sandy Kersey, CPA	Sandy is a Chartered Professional Accountant with more than 30 years of experience spanning a variety of roles in public practice, healthcare, and manufacturing. Sandy is currently the Corporate Treasurer of Tolko Industries Ltd., overseeing treasury and financial risk management while providing corporate governance advisory across multiple operating jurisdictions.

HomeZero Board of Advisors

Trevor Jahnig	Trevor is a Certified Public Accountant and a member of the Institute of Corporate Directors. He has over 40 years of manufacturing experience and was the former CFO of Tolko industries. Tolko is a large multinational forestry company with over 2500 employees with its headquarters in Vernon.
Upcoming	Vernon Resident, City of Vernon, BC Hydro, Okanagan College, Clean BC

2025 Climate Action Community Outreach Strategy



Introduction

Vernon's Climate Action Plan (CAP) sets out a path where the whole community works together to reduce emissions and prepare for the impacts of climate change.

Driving fossil fuel powered vehicles is the largest contributor to greenhouse gas (GHG) emissions in our community, followed by heating/cooling buildings, and landfilling organic waste (Fig. 1). Vernon's CAP presents climate-friendly actions, such as riding the bus or biking, heating buildings and water with electricity, and composting food waste. These initiatives will help draw down GHG emissions, while building a healthy and resilient city.

Of the total 309,407 tonnes of GHG emissions generated community-wide in 2017, 99% were generated by the community-at-large and 1% were generated by City of Vernon services and operations. It is important for the City to lead the way on climate action, but it is critical that every citizen looks for ways to reduce their carbon footprint.

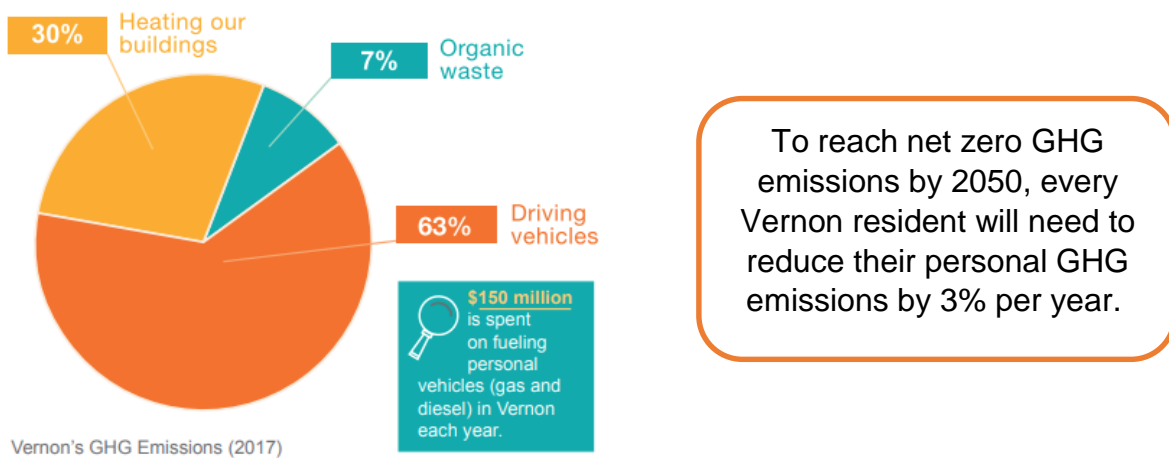


Figure 1: Vernon's 2017 GHG Emissions

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 many outreach strategies include financial rebates programs and coaching services to help residents reduce costs and successfully navigate the complexities of energy retrofits.

The proposed 2025 Outreach Strategy is therefore centred around the following climate action community program solutions (Table 2) 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.

Table 1: Summary of Climate Action Community Outreach Programs

Active transportation solutions	<ul style="list-style-type: none"> • Provide equitable e-bike rebates to reduce purchase price • Coordinate GoByBike Week events to promote cycling
Low-carbon building solutions	<ul style="list-style-type: none"> • Provide building energy retrofit rebates to lower costs • Offer coaching services to simplify retrofit processes • Collaborate with building industry groups to enhance capacity around low-carbon building solutions
Climate resiliency workshops	<ul style="list-style-type: none"> • Deliver community workshops for residents to learn simple, effective ways to adapt to severe weather events
Green business planning	<ul style="list-style-type: none"> • Coordinate free consulting services for businesses / non-profits to enhance green business practices
Youth climate careers	<ul style="list-style-type: none"> • Support high school climate education programming • Sponsor youth climate employment opportunities
Grow the community tree canopy	<ul style="list-style-type: none"> • Enhance the City’s existing Tree Voucher program to increase planting of shade trees in Vernon

Up to \$720,000 from BC’s Local Government Climate Action Program (LGCAP) is recommend to fund the development and implementation of these outreach program solutions. Specific program budget estimates are presented with the program details in the subsequent section. The individual program budgets may be adapted as program details and demands are determined.

The appendix section includes the overall community outreach vision and objectives, the general approach for implementing the objectives, target audience segmentation, key messages, and an inventory of communication channels and marketing materials that can be used to launch and promote the outreach programs.

Recommended Community Outreach Program Solutions

1. Equitable E-bike Rebates

The City of Vernon has the opportunity to join the BC Ministry of Transportation and Infrastructure’s (MOTI) E-Bike Rebate Program in November, 2024. There are currently over 490 people from Vernon on the waitlist for the BC E-Bike Rebate Program, which is scheduled to re-open before the end of 2024. Provincial funding is limited and the City of Vernon can invest additional funding into the BC program to ensure more people from Vernon get access to e-bike rebates this year. MOTI fully administers the rebate program and they provide three rebate amounts based on income (\$350, \$1000, \$1400 for high, med, and low-income levels, respectively).

Budget estimate & impact: \$110,000 to fund approximately 78 rebates in Vernon (assuming \$1400 rebate amount only). Seventy-eight new e-bikes on the road

could reduce GHG emissions by approximately 64.9 tonnes per year (average e-bike rider saves 16 kg CO_{2e} per week, according to analysis done by UBC on existing BC e-bike rebate programs).

2. GoByBikeBC Events

GoByBikeBC events bring together hundreds of people on the cycling paths throughout the city. You can log your KMs, track your emissions reduction, meet new people, and win prizes at community cycling celebrations. The Transportation Department does not have capacity to coordinate GoByBikeBC events while they complete the Transportation Plan (TP), so it is recommended that Long Range Planning Department leads this initiative in 2025. It is important to note that the Transportation Plan revisions will address development of active transportation infrastructure, such as multi-use paths, safe bike storage, and public e-bike charging to facilitate cycling.

Budget estimate & impact: \$20,000 for event hosting grants, contractor coordination support, and event materials and prizes. Approximately 12,000 kg of CO_{2e} reduction was achieved in Vernon 2024 GoByBikeBC weeks.

3. Building Energy Retrofit Rebates

The City of Vernon has the opportunity to join CleanBC's Municipal Rebate Top-ups in January 2025 to provide additional rebates for Vernon residents who qualify for CleanBC's building energy retrofit rebates. The Municipal Top-up amounts include \$2000 for an electric heat pump, \$1500 for electrical service upgrades, and \$1000 for electric heat pump water heaters. CleanBC fully administers the program and invoices the City of Vernon for the top-up amounts as they are granted.

Budget estimate & impact: \$110,000 to fund at least 55 rebates in Vernon (assuming \$2000 rebate amount only), which would reduce GHG emissions by roughly 110 tonnes CO_{2e} / year (average heat pump saves 2 tonnes CO_{2e} /yr).

4. Energy Retrofit Coaching Services

Contract a third-party to provide a set number of coaching hours to help homeowners navigate the complexities of home energy retrofit processes. Lack of knowledge and time to research and pursue home energy retrofits is a major barrier to climate action.

Budget estimate & impact: \$110,000 to fund coaching services for approximately 220 households. Assuming this would lead to the installation of 220 new electric heat pumps in Vernon homes, this could reduce GHG emissions by approximately 440 tonnes CO_{2e} / year (exclusive of the emission reductions estimated above for the building energy rebate program).

5. Industry Collaboration on Low-carbon Buildings

Coordinate industry collaborations to raise awareness and build capacity around low-carbon building design and retrofits. Inform industry stakeholders of Vernon's Climate Action Plan, the BC Step Codes, building energy retrofit resources (e.g., rebates, coaching services), and low-carbon building technology options.

Budget estimate & impact: \$10,000 for hosting industry workshops and to develop industry information resources.

6. Community Climate Resiliency Workshops

Building on the success of the 2024 'Build Your Own Home Air Filter Workshop', develop a series of similar workshops to bring residents together to create resources to adapt to climate change emergencies (e.g. evacuation go-bags, home cooling kits, installing smart thermostats and weather stripping to save energy, etc.).

Budget estimate & impact: \$20,000 to fund 4-6 workshops in 2025, for up to 200 participants.

7. Green Business Planning Services

Contract a third-party to provide free consulting for small-med businesses and non-profit organizations to create/enhance green business plans and consider green business certifications.

Budget estimate & impact: \$30,000 to fund planning sessions for approximately 40 organizations.

8. Sponsor Youth Climate Action Education

The Climate Action Ripple Effect (CARE) program engages over 400 high school students in creating climate action projects. Youth are mentored by community members, they receive school credit for their projects, and they present their projects publicly at the annual CARE Youth Summit. Including the teachers, mentors and other community members that were involved, CARE 2024 engaged over 600 people in climate action.

Budget estimate & impact: The City of Vernon donated \$20,000 to School District 22 in 2024 for CARE; a \$20,000 sponsorship is recommended again for 2025.

9. Partially Fund Local Youth Climate Jobs

Youth Climate Corps BC (YCCBC) received \$3 million from the BC Ministry of Environment and Climate Change Strategy to provide job opportunities for cohorts of 4-5 youth to help implement local government climate action plans. With support from a local partner (often the municipality), YCCBC can bring this employment program to any community. YCCBC directly employs a local youth manager to recruit/supervise the youth. They work from home and in the community (the City doesn't provide office space). Youth are between the ages of 17-30 and are employed for 6 months. City Administration will meet regularly with the local YCCBC manager to coordinate the community outreach tasks that the youth will help to deliver (e.g., GoByBikeBC events, CARE mentorships, resiliency workshops, community event displays, developing program marketing materials, etc.).

Budget estimate & impact: \$50,000 will provide joint-funding with YCCBC to hire 4-5 youth, plus a local YCCBC manager, who will be dedicated to supporting the implementation of the community outreach strategy program solutions.

10. Enhance the City of Vernon's Tree Voucher Program

Historically, the Tree Voucher Program has provided \$25 discounts for approximately 20 households (roughly \$500 per year). There is significant potential to grow the program, simply by increasing the voucher dollar amount, or furthermore by sourcing and giving away trees for free to Vernon residents to plant on their own property. City Administration will explore both of these options for the 2025 program, which is typically delivered twice per year (spring and fall intakes).

Budget estimate & impact: \$15,000 to grow the Tree Voucher program. A single tree can absorb up to 150 kg of CO₂ per year, while providing shade to cool microclimates, and enhancing the landscape aesthetically.

Additional Implementation Expenses

Hire a Project Coordinator for community outreach

In order to successfully implement the 2025 Outreach Strategy, it is recommended that a full-time, 2-year temporary Project Coordinator role be established in the Long Range Planning & Sustainability Department in early 2025. Funding for this salary expense is recommended from the LGCAP.

Budget estimate: \$160,000 to cover 2 years of salary.

Source a temporary contractor to support program development

Prior to the Project Coordinator being recruited, a contractor can be sourced to help develop the more urgent climate action community outreach programs and the communication and marketing materials needed to launch and promote the programs.

Budget estimate: \$50,000.

Event Supplies

Attending community events, meetings, and presentations is important for promoting and discussing the climate action outreach programs, gathering input from the community, sharing success stories, and delivering resources to residents. Figure 2 shows an example of the City's climate action booth at the 2024 Sunshine Festival. Additional supplies are needed to support the activation of outreach campaigns at community events, such as a tent, handouts, displays, signage, eco-friendly prizes, team t-shirts, and storage bins.

Budget estimate: \$15,000.



Figure 2: Climate action booth at the 2024 Sunshine Festival

Appendices

a) Climate Action Community Outreach Vision, Objectives, and Outcomes

The overarching vision of the CAP is for Vernon to be a leader in climate action, with no net greenhouse gas (GHG) emissions, and resilient to the changing climate.

The vision for the 2025 Climate Action Community Outreach Strategy is to develop strong climate awareness that animates community members and organizations to mitigate GHG emissions and adapt to changing climate conditions.

Outreach objectives include:

1. Build public awareness of the COV's CAP and its calls to action;
2. Engage the general community in voluntarily taking recommended climate actions; and,
3. Target specific groups with vulnerabilities and particular exposure to climate risk to identify their needs and priorities and opportunities to address them.

The desired outcomes from outreach objectives:

1. High public awareness that the City of Vernon has a Climate Action Plan
2. High public awareness of expected climate impacts and key adaptation calls to action
3. High public awareness of need to lower emissions and calls to action
4. Individuals are undertaking household level climate adaptation & reducing GHGs
5. Businesses are undertaking company adaptation actions & reducing GHGs
6. Community groups are undertaking community level adaptation actions
7. Participation in submitting success stories and metrics on voluntary climate action
8. Participation in City initiatives to measure GHG reductions and recognize efforts
9. Greater community resilience and empowerment to address climate challenges
10. Strong brand value for the City of Vernon

b) Approach to achieving outreach vision, objectives, and outcomes

Successful implementation of the CAP requires comprehensive communication and outreach campaigns to engage with all segments of the Vernon community. Our approach is to listen to the community, meet them where they are, understand their challenges, and leverage the momentum of existing climate action to animate the community. Communication and outreach campaigns will deliver inclusive and inspiring solutions to remove barriers and develop a strong culture and capacity around climate action.

As shown on the Adoption Curve diagram below (Fig. 2), initial outreach will focus on the climate innovators and early adopters in the community to learn from them and amplify their efforts to create a groundswell of action. Longer-term outreach will gradually move up the curve to engage the early and later majorities.

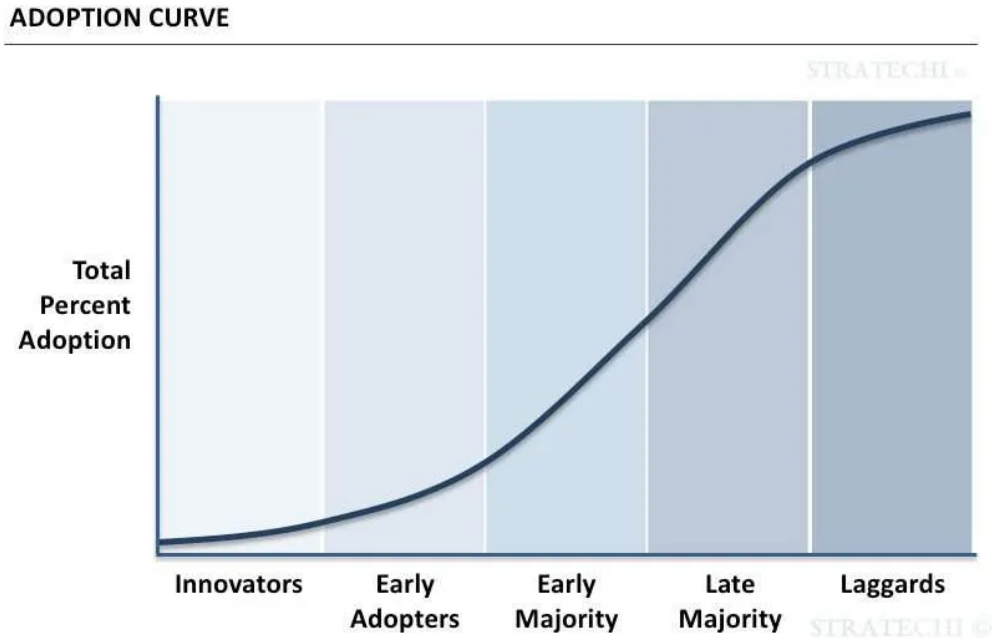


Figure 3: Adoption Curve*

(*Source: <https://www.stratechi.com/adoption-curves/>)

As specific campaigns are designed and delivered, Bennet's Hierarchy (Fig. 3) for evaluating extension programs will be applied to ensure campaigns adhere to the seven levels of program evaluation.

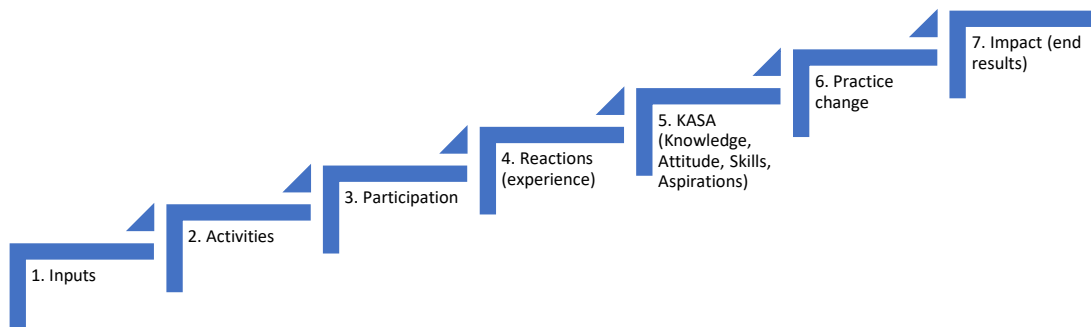


Figure 4: Bennet's Hierarchy

c) Target Audience Segmentation

Outreach with diverse communities in Vernon is important for successful implementation of the CAP. A tailored approach to outreach will be centred around each of the six main audience segmentations in Table 2. This is not an exhaustive list of audiences.

Table 2: Target Audiences for Engagement

Target Audience	Examples
1. General Public	<ul style="list-style-type: none"> All Vernon residents and visitors
2. Interest Groups	<ul style="list-style-type: none"> Climate Action Advisory Committee City Administration Ambassador program ESS volunteers CAN!, SENS, OK Climate Hub members
3. Neighborhood groups and organizations, incl. religious organizations and newcomer organizations	<ul style="list-style-type: none"> Predator Ridge Homeowners Assn United Church Okanagan Sikh Temple Vernon & District Immigrant Service Society Welcome wagon folk Real estate agents (often 1st face for newcomers) Landlords or other orgs supporting / greeting tenants new to Vernon
4. Organizations representing various communities and interests	<ul style="list-style-type: none"> Youth organizations Rotary Club NO Optimist Club Sports groups Unions and worker organizations
5. Organizations representing vulnerable communities with high exposure to climate risk	<ul style="list-style-type: none"> VDICSS, Venture Training, Humane Animal Rescue Team (HART), Friendship Centre, etc. Social Planning Council of Vernon and partner orgs (incl. serving low income and unhoused) Friendship Centre, Metis Association Nexus BC, United Way
6. Local businesses	<ul style="list-style-type: none"> Downtown Business Association Vernon Chamber of Commerce Construction sector (retrofits) Individual businesses
7. Community engagement organizations	<ul style="list-style-type: none"> Science Centre Allan Brooks Nature Centre Vernon Museum Okanagan Regional Library Vernon Public Art Gallery
8. Institutional partners and stakeholders	<ul style="list-style-type: none"> School District 22, Vernon Teachers Association RDNO OKIB

d) Key Messages and Frequently Asked Questions

Key messages will be developed for specific audiences and outreach initiatives to ensure the messages resonate with the audience and that they are clear, concise, memorable, and action-oriented. Messages will highlight the co-benefits of taking the desired action and how it positively impacts individuals, communities, or the environment. Local, compelling, real-world climate action stories will be shared to demonstrate how climate actions are happening and that they are realistic for people in Vernon. A general set of key messages are included in Table 3 to guide climate outreach. These will be continuously enhanced and custom messages will be created for specific outreach initiatives, as they are implemented.

Table 3: Frequently Asked Questions Regarding Climate Action Plan Implementation

Question	Answer
What does the Climate Action Plan include?	Vernon’s 2021 CAP identifies the main sources of GHG emissions in Vernon (i.e., vehicles, buildings, and organic waste), sets targets for GHG reduction (i.e., 100% reduction by 2050), and identifies a robust set of goals and actions across eight focus areas (i.e., health & wellbeing, core services & infrastructure, governance, land use & transportation, ecosystem health & biodiversity, buildings & real estate, economic development, and agriculture & food security). The appendices include an implementation strategy, community and corporate GHG reports, and climate mitigation and adaptation assessments do to inform the CAP.
Which department is leading implementation of the CAP?	For more information on the CAP, please contact the Long Range Planning and Sustainability department within the Planning and Community Services Division at the City. Email: sustainability@vernon.ca
Who is involved in implementing CAP?	The Climate Action Plan involves every department at the City of Vernon. Each department has a role to play in reducing corporate GHG emissions and ensuring City infrastructure, programs and assets are ready and resilience to our changing climate. The Plan also involves every resident in the Vernon community. We all have a part to play in taking steps to increase the resilience of our homes and businesses to the changing climate, and to reducing our GHG emissions.
Why are we taking climate action now and what are the benefits?	The Intergovernmental Panel on Climate Change (IPCC), the United Nations body for assessing the science related to climate change, reports that climate change is widespread, rapid, and intensifying and urges that the time to take action at all levels is now. We know that if we continue with business-as-usual scenario we can expect the climate in Vernon to warm by 6 degrees Celsius or more in the next 80 years. This means that Vernon will be at higher risk of drought, wildfire, smoke, extreme weather events and flooding. If we act now we can slow the process of warming and increase our resilience to climate impacts.

Question	Answer
What is the CAP asking me to do as an individual?	The CAP encourages each individual to: 1) consider ways to reduce GHG emissions (e.g., travel by bus, bike, scooter, skateboard or walking; turn down your thermostat; heat homes and water with electricity; grown your own food; buy local; or compost) 2) consider ways to prepare for the impacts of the changing climate (e.g., have an emergency evacuation bag; FireSmart your property, learn how to filter smoky air in your home)
What is the CAP asking me to do as a local business?	The CAP encourages every local business to assess where it can reduce its greenhouse gas emissions and improve resilience to climate impacts. This may include upgrading your building energy systems, setting up a composting system, moving to low-emission fleet vehicles, or encouraging your staff to bus, cycle or carpool to work.
What is the CAP recommending I do as a community group or organization?	The CAP encourages every local organization to assess where it can reduce its greenhouse gas emissions and improve resilience to climate impacts. This may include exploring service models, the potential for active transportation and local and sustainable procurement. The CAP also encourages each organization to consider business continuity in an emergency and take steps to reduce exposure to risk for staff, land, buildings, inventory and other assets. If your organization supports community members that are at high risk to extreme weather or emergencies, it may be helpful to plan for these situations.
How do I report my climate actions to the City?	We want to hear from you! Please share your climate action stories by emailing sustainability@vernon.ca .
Where can I get a copy of the CAP?	A digital copy of Vernon’s Climate Action Plan is available for download at: https://www.vernon.ca/homes-building/environment-sustainability/climate-action
Are we reducing GHG emissions in Vernon?	Since 2017, GHG emission levels have been trending down, with COVID-19 creating the largest annual reduction in 2020.

e) Communication Channels & Marketing Materials

The following communication channels and marketing materials will be considered for launching climate action programs and ongoing promotion of programs and campaigns. Additional channels and marketing materials will be considered and continuously improved. The budget estimates for each outreach program include funding to develop these types of communication and marketing materials.

Available communication channels:

- Vernon.ca
- TourismVernon.com

- City of Vernon social media channels
- City of Vernon email news notices
- City of Vernon advisory committees / Tourism Commission
- City of Vernon printed materials (e.g., Active Living Guide, Visitors' Guide, bike maps)
- Radio and print media
- Paid advertising
- Community and business events
- City Council, Council Advisory Committee, and City Administration meetings
- Community bulletin boards (physical and online)
- Other organizations' community channels (e.g., Social Planning Council, Downtown Vernon Association, Chamber of Commerce, RDNO, etc.)

Potential marketing materials:










- Electronic and printed documents (climate action program guide, brochures, posters)
- Graphics, logos, branding for programs
- Videos and animations
- Workshops and verbal presentations (in person or online webinars)
- Media releases
- Website content
- Social media posts
- Arts and cultural initiatives (e.g., visual, written and performance arts)
- Climate Ambassadors program

City of Vernon – Performing Arts Centre – PHASE 1
BC Hydro Public EV Fast Charging Station
 Civic Address: 3800 33rd St, Vernon, BC V1T 5T6
 PID: 031-563-228



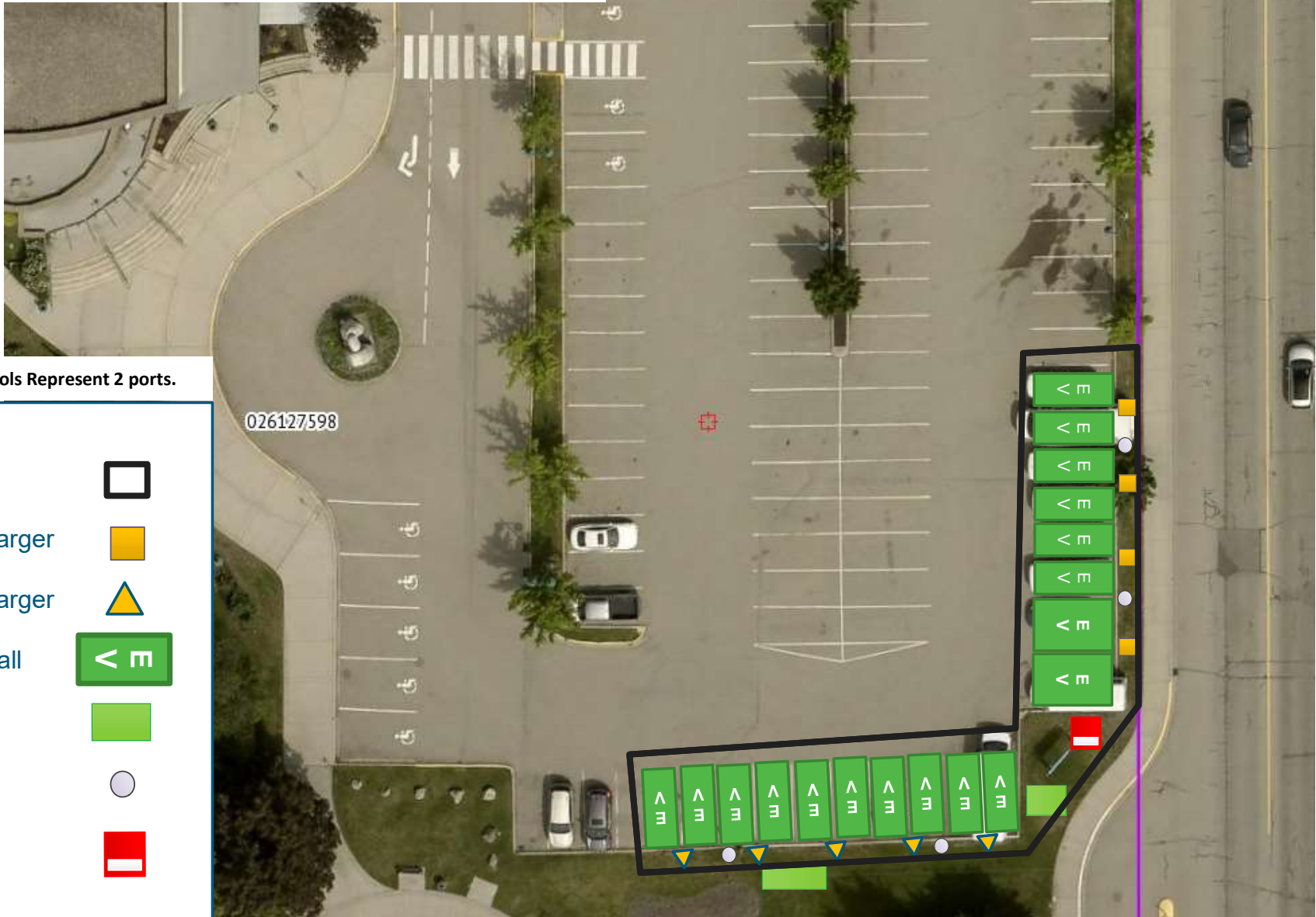
*All EV Charger Symbols Represent 2 ports.

Legend:

- Premises 
- Level 3 (L3) Charger 
- Level 2 (L2) Charger 
- EV Charging Stall 
- Kiosk Area 
- Light Pole 
- Pad-Mount Transformer 
- Approximate Property Boundary 
- Expansion Area 









Phase 1: 4 L3 ports, up to 6 L2 Ports; Phase 2: 4 L3 ports, up to 6 L2 Ports.
 Total at completion: 8 L3 ports, 10 L2 Ports.

City of Vernon – Performing Arts Centre – PHASE 2
BC Hydro Public EV Fast Charging Station
 Civic Address: 3800 33rd St, Vernon, BC V1T 5T6
 PID: 031-563-228



*All EV Charger Symbols Represent 2 ports.

Legend:

- Premises 
- Level 3 (L3) Charger 
- Level 2 (L2) Charger 
- EV Charging Stall 
- Kiosk Area 
- Light Pole 
- Pad-Mount Transformer 
- Approximate Property Boundary 

Phase 2: 4 L3 ports, up to 6 L2 Ports.
 Total at completion: 8 L3 ports, 10 L2 Ports.