



Re: TA7.2

TAF Corporate Communications

Presentation to the TAF Board of Directors

Julie Leach, Communications Manager

February 11, 2016



- ❖ **Expand TAF's public profile**
- ❖ **Build support for key climate initiatives**
- ❖ **Share knowledge and expertise to foster strong partnerships**
- ❖ **Support fundraising efforts**

Media Wins

- Two surges for TowerWise Retrofit Project and C40 Nomination/Paris
- 6 interviews, 15 media stories
- Increased social media presence
 - Doubled Twitter followers

TORONTO STAR

Business

Cities take lead in climate change battle

City of Toronto is asking residents for their feedback as it drafts a new plan to eliminate 80 per cent of greenhouse gas emissions by 2050.



COLE BURSTON / TORONTO STAR [Order this photo](#)

Eliminating 80 per cent of greenhouse gas emissions by 2050 won't be as easy as eliminating the first 25 per cent of carbon emissions, much of which disappeared when the province closed the last coal-fired generating station in Ontario in April 2014.

By: [Dana Flavelle](#) Economy, Published on Fri Nov 27 2015

What would you be willing to do to avoid 44-degree heat waves in summer, damaging ice storms in the winter and massive flash flooding at other times of the year?

Successful Events & Awards

- Dan Leckie Forum, AGM Reception and Efficiency Capital launch, Toronto Community Housing press conference
- C40 Cities Award Finalist, and Canada Green Building Council Sustainability Award Finalist. Featured in Sustainia's Top 100



New Website Launch

- Compelling images and graphics, security optimization
- 20,000 sessions and 45,500 page views – new baseline




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TowerWise Retrofit Project

This \$4.2 million investment will finance and implement energy efficiency upgrades in seven Toronto Community Housing buildings, with expected greenhouse gas reductions of 30%. Resident participation is unique to this retrofit, as many are taking part in a study on indoor air quality and comfort in partnership with the University of Toronto.

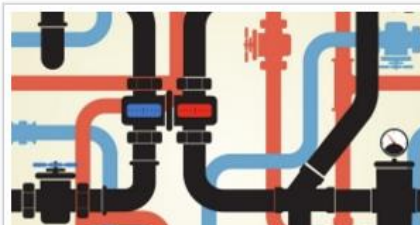



EFFICIENCY CAPITAL

BUILDING ENERGY SAVINGS

Efficiency Capital Corporation

Efficiency Capital Corporation (ECC) is a first: a for-profit social enterprise incubated by TAF. ECC provides investment and expertise to large building owners for energy retrofits, and earns a return by sharing the savings achieved.



TransformTO

Transform TO is a project that will compare and contrast different ways the City could achieve its GHG targets, considering the implications for other city goals like improving public health, supporting the local economy, and strengthening social equity. The project will use a combination of technical data modelling approaches along with community stakeholder engagement.



New Blog Focus

- 35 blogs posted
- 6000 blog page views
- most popular posts on Energy Reporting and Benchmarking

80 x 50 Blog

Getting down with heat pumps



Ontario has a long way to go to reach its conservation goals and heat pumps may be a great opportunity to reduce emissions and save money on a massive scale. We're exploring how heat pumps might tackle GHGs by targeting the low-hanging fruit. About 24% [...]

New GHG report shows bold action is needed to meet Toronto's targets



Toronto has made tremendous progress in reducing climate damaging greenhouse gas (GHG) emissions. The GHG Inventory released last week by the City of Toronto showed emissions in 2013 were 24% below the 1990 baseline, a fact which should be celebrated by all Torontonians. This remarkable [...]

Top 3 energy efficiency policies to reach federal climate targets



With the federal government promising to hold a first ministers conference 90 days after COP21 to develop a national climate strategy, it is now more imperative than ever to critically assess major sources of GHG emissions and opportunities for substantial emissions

- ❖ **Expand TAF's public profile**
- ❖ **Promote TAF's key strategic messages**
- ❖ **Expand TAF's media presence**
- ❖ **Maximize value of events**

- ❖ **Urgency of 2020 target.** We need to scale up quickly
- ❖ **Urban climate action.** Cities drive climate work and need to be empowered by other levels of government
- ❖ **Co-benefits.** Climate work is relevant across many sectors
- ❖ **Information.** Good data, evidence, information is important in shaping smart climate work

Primary Topic Focus

- TransformTO
- TowerWise Retrofit Project
- Energy reporting and benchmarking policy roll-out
- Ontario Climate Plan (including Cap and Trade)
- 25th Anniversary – Highlighting future vision





TransformTO

- Compelling branded communications and visuals
- 8 community consultations and public events
- Report release December 2016
- Co-presented by City of Toronto and TAF



TAF's Anniversary Plan (Launching June 2016)

- TAF-hosted celebration
- Media announcement featuring 25 years of success
- Op-ed in Toronto Star
- 25th anniversary blog series featuring high-profile guest bloggers
- Community engagement, eg: challenge or crowdfunding





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80 x 50 e-news

Reducing Toronto's greenhouse gas emissions 80% by 2050

January 2016

Updates

Top urban climate issues to watch for in 2016



An eruption of support and recognition for urban climate leadership ended 2015 on a major high note for cities. On top of the advancements made in Paris, TAF is celebrating its own key achievements from the past year. Our major successes include the launch of **Efficiency Capital**, Toronto's nomination for a **C40 Cities award**, and the launch of **TowerWise Retrofit Project**.

What's heating up in 2016? **Energy efficiency** is gaining recognition, and renewed federal action in this area is likely to result in new equipment standards as well as retrofit incentives and financing. Ontario's Climate Plan will be released shortly and we eagerly await details on **Cap and Trade** and implementation of the **Energy Reporting & Benchmarking** policy. **Mass transit** will hopefully see shovels in the ground, though long term funding is still a question, and **congestion pricing** will be piloted in in key regions around the GTA. It's sure to be an exciting year of climate action in the region - don't miss a beat by subscribing to TAF's 80x50 [blog](#) and following our [tweets](#).

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Thank you!

Secondary Topic Focus

- Impact investing and divestment
- Innovative financing programs and tools
- Land use review and policy
- Energy efficiency policy and retrofits
- The Big Move review (MTGTHA)
- Long-Term Energy Plan