

TransformTO Climate Advisory Group Meeting #2023-2

June 8, 2023 | 2:00-5:00pm EST

MEETING OBJECTIVES

- Learn about and provide input on the TransformTO outreach strategy: key messages and approaches to communicating about climate issues with a goal of encouraging action.
- Discuss the role of CAG members as champions in helping to mobilize all sectors and communities to move toward our shared goal of a zero-carbon, healthy, equitable, prosperous and resilient Toronto.
- Discuss working group topics and establish working groups.

AGENDA

- 2:00pm** **Welcome & opening**
- 2:10pm** **Introductory/framing presentation:** Communication and outreach as part of TransformTO NetZero Strategy (Presentation from City of Toronto Strategic Communications)
- 2:30pm** **Discussion in groups (draft questions):**
- What have you seen as effective communication on climate issues for your sector or community?
 - What advice do you have for the City on communicating to residents, stakeholders and communities about TransformTO?
 - How do you envision your role as champions in your sectors and communities? What support would you need from the City to help you fulfill that role?
- 2:55pm** **Share back and reflection in the main group**
- 3:25pm** **Break**
- 3:40pm** **Review and discuss working group topics and form working groups**
For a working group to be successful, it will need a timely and relevant topic, a CAG lead(s), and City staff participation.
- Presentation of working group ideas
 - Opportunity for CAG members to join and provide feedback
- 4:40pm** **Update on Public EV Charging Roll Out**
- 4:45pm** **Closing & next steps**

PREPARATION

- Review the "[Engagement & Equitable Implementation](#)" section of the TransformTO NetZero strategy
- Review infographic on current perceptions of TransformTO
- Review livegreentoronto.ca website and the information presented there.
- Review working group ideas in the [coordination spreadsheet](#).