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.