

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):**
- Within your sector or community, do you feel that people realize the urgency of the climate crisis and the actions they need to take? What suggestions do you have for the City to better communicate the urgency of the climate challenge and the actions residents can take?
 - What have you seen as effective communication on climate issues in your sector or community?
 - 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?
 - What specific feedback do you have on the materials (brochure, website) that have been presented?
- 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.