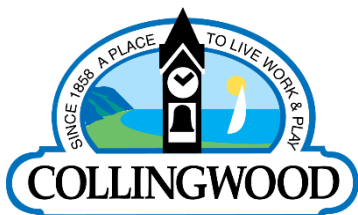# Collingwood Community Climate Action Plan
Engagement Findings Report

Presented by Tamarack Institute for Community Engagement

August 29, 2025

Executive Summary

Summary of Engagement

The three key goals that anchored the engagement process:

1

Increase Awareness and Understanding

Enhance public understanding of climate change and the urgency of action at the local level.

2

Develop Community-Informed Strategies

Co-create a robust set of climate strategies by collaborating directly with residents, experts, and stakeholders.

3

Gauge Community Support and Ambition

Assess the community's level of commitment, concerns, and aspirations to ensure alignment between the plan and public expectations.

The engagement process was structured into three key components:

- The **Focus Area Working Groups** brought together 39 cross-sectoral local field experts to evaluate and recommend high-potential climate strategies across five key sectors.

- **People's Panel** included 19 residents in an in-person session and 69 residents through an online survey to evaluate the community impact and level of support for each strategy. They also explored a vision for Collingwood's future and voted on how ambitious they felt the Community Plan should be.

- Through **Pop-up Engagements**, 129 residents shared their vision for Collingwood's future, voted on how ambitious they felt the Community Plan should be, and engaged in conversation about climate action.

Key Insights & Recommendations

Community engagement in Collingwood revealed strong support for an ambitious, collaborative climate strategy. Key recommendations include:

Community Desire for Ambitious Climate Action

- Take significant action: The majority of 198 respondents support Scenario 2: Accelerated Action and Scenario 3: Ambitious Action, showing strong interest in bold and transformative climate strategies.

- Broad Support: Climate strategies received high levels of support and consensus. There are no silver bullet solutions, and strategies ranging across all sectors will need to be implemented to achieve the impact Collingwood hopes for.
- Key Insight: Climate action is not seen as competing with other priorities (like housing or poverty); rather, community members favor integrated solutions that address multiple challenges simultaneously, and have significant co-benefits and value to the community.
- Community Vision: A Sustainable Collingwood. Residents are motivated by the term "Sustainable Community", aligning with Collingwood's Community-Based Strategic Plan.

Investment, Timeline & Climate Impact

- Investment: Acceptable range is $5M–$200M, assuming shared responsibility and use of existing budgets.
- Timeline: The time horizon is 10–25 years, but respondents want action sooner.
- Potential Impact: Targets include 50%–80% GHG reductions.

Shared Accountability & Collaborative Leadership

- Community members envision the Community Climate Action Plan as a community-wide effort, with leadership from community groups, businesses, and government.
- Success hinges on shared leadership and co-development, not just municipal planning.
- Clarity for leadership and action: Assign clear roles and responsibilities for each action.
- Strategically link this plan to other municipal strategies (e.g., housing, economy).

Continued Education and Awareness

- Clearly define sustainability for Collingwood (environmental, social, and economic).
- Public Education: Embed education throughout all strategy implementation. Counter misinformation, emphasize co-benefits (e.g., public health).
- Community dialogue and education: For strategies with the widest spread in levels of support and lowest support averages, more community dialogue and education is recommended to build more consensus before proceeding.
- Messaging: Plain language; Avoid "doom and gloom"; Inspire small, achievable changes.

Implementation

- Collaborative Development: Co-create the plan with cross-sector leaders and partners.
- Governance: Form a working group and assign clear responsibilities. Use a structured approach with shared leadership, ongoing engagement, and accountability mechanisms like dashboards or reporting processes.
- Pilot High-Impact Clusters to show visible early wins and gain momentum.
- Build Trust Through Transparency in process and outcomes.

Acknowledgements

We acknowledge that Collingwood sits on the traditional lands of the Anishinaabek, Haudenosaunee, and Huron-Wendat peoples, and within the treaty territory of the Mississaugas of the Credit First Nation. We honour the enduring presence and deep stewardship of Indigenous peoples on these lands and waters and commit to walking together in the spirit of reciprocity, and reconciliation.

The development of this plan was made possible through the time, energy, lived experience and expertise of many individuals, community members and organizations. From technical experts and community partners to engaged residents and municipal staff, each person's involvement will help shape a plan that reflects Collingwood's shared vision for a resilient, sustainable low-carbon future for many generations to come.

We extend our sincere gratitude to all those who contributed their knowledge, perspectives, and lived experiences throughout the process:

Focus Area Working Groups: *Virtual Participation

Adam Gallant, Town of Collingwood
Amanda Kellett, P.Eng., Tatham Engineering
Amanda Stellings, MacPherson Builders
Amber Leal, Town of Collingwood
Amy Duff, Eden Oak
Andrew Dixon, Tatham Engineering
Beckett Frisch, Town of Collingwood
Brenda Burman, Georgian College
Catherine Daw, Board Chair, Collingwood Climate Action Team
Chris Hamilton, Enbridge
Chris Lawson, MacPherson Builders
Claire de Souza, Town of Collingwood
Connie Beukeboon
Dave Ohrling
Donald Cameron, Town of Collingwood
Durgham Darwazeh, Sustainable Globe
Elham Gorouhi, Tatham Engineering
Emma Rohmann, P.Eng., Purpose Building Inc.
Heather McGinnity, P.Eng., Amethyst Infrastructure Management Inc.
Ian Ockenden, Nottawasaga Valley Conservation Authority
Jamey Hubbs, Collingwood Climate Action Team

Jeanette Beck, Safe Streets Collingwood
Jarvis Strong, Escarpment Corridor Alliance
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Jill Landry, Town of Collingwood
Jocelyn Wainwrights, Town of Collingwood*
Justin Teakle, Town of Collingwood*
Kim Clarke, RTO7
Kerri MacDonald, Environment Network
Leah Murray, Collingwood Public Library
Mark Palmer, Greenland Engineering
Michelle Blanchet, Town of Collingwood
Nathan Westendorp, County of Simcoe
Nathan Wukasch, Town of Collingwood*
Sandy Falcon, Community Transportation Coordinator, Town of Collingwood
Sara Almas, Town of Collingwood
Sarah Warren, MPH, Simcoe Muskoka District Health Unit
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Shaylin Whitehead, Town of Collingwood*
Stephanie Ottewell, Town of Collingwood
Summer Valentine, Town of Collingwood
Suzanna Nilsson, RJ Burnside
Wendy Martin, Town of Collingwood

Introduction

The Town of Collingwood, with support from consultants from the Tamarack Institute, launched an inclusive and multi-faceted community engagement process to guide the development of the Community Climate Action Plan.

The purpose of the community engagement process was to inform the strategic direction of the Community Climate Action plan, recognizing that success of this plan would be dependent on its ability to be rooted and driven by the community's values and lived experiences. At the heart of this initiative is a commitment to authentic community engagement—a practice rooted not just in procedural outreach, but in respectful, transparent, and inclusive relationships with residents.

The three key goals that anchored the engagement process are:

1. **Increase Awareness and Understanding:** Enhance public understanding of climate change and the urgency of action at the local level.
2. **Develop Community-Informed Strategies:** Co-create a robust set of climate strategies by collaborating directly with residents, experts, and stakeholders.
3. **Gauge Community Support and Ambition:** Assess the community's level of commitment, concerns, and aspirations to ensure alignment between the plan and public expectations.

We focused on building pathways for ethical collaboration, broad participation, and long-term capacity building that would support moving the plan from buy-in to collective community ownership. This approach ensured the climate engagement planning was grounded in trust, equity, and the voices of those most affected.

This findings report will provide an overview of what was heard during the community engagement process, illuminate the insights and reflections that came out of the community engagements, and share a detailed recommendation on implementation and strategic direction of the Collingwood Community Climate Action Plan.

Tracing Collingwood's Climate Journey

To guide a thoughtful and strategic engagement process, we first had to look back at where we've been, recognizing that this plan should build on past efforts by inviting community members and strategic partners to shape climate priorities together.

Collingwood's climate journey has been ongoing and intentional—

- The town first declared a climate crisis in 2019.

- In 2021, the Climate Change Specialist was hired.

- In 2022, the creation of corporate and community Greenhouse Gas (GHG) inventories and corporate target setting took place.

- In 2023, the town adopted a Corporate Climate Plan which began to be implemented and action in 2024.

- 2025 marked an important step forward with the development of the Community Climate Action Plan.

Contextualizing the Community Climate Action Plan

Building on Collingwood's ongoing climate journey and the foundation established through the community greenhouse gas inventory, the development of the Community Climate Action Plan represents a pivotal next step in advancing local climate leadership. This work began with robust community engagement designed to understand a range of priorities: what residents and partners see as the most urgent climate challenges, where the greatest opportunities for action exist, and how strategies can be shaped to be both practical and equitable in Collingwood's context.

Through this process, the Town sought not only to collect feedback but to invite collaboration—recognizing that meaningful climate action requires strategies that reflect local lived experiences, economic realities, and community values. The resulting plan is therefore both data-driven and community-informed, balancing the technical findings of the greenhouse gas inventory with the insights and aspirations of those who live, work, relate and invest in Collingwood.

The steps taken to shape this plan—from early engagement and idea generation to the prioritization of strategies—are outlined in this report. Together, they demonstrate how Collingwood's climate journey has evolved from foundational commitments into a comprehensive, community-driven roadmap for action.

Engagement Methodologies

Our methodologies were shaped through an approach that placed people at the center of the process. Rather than treating engagement as consultation alone, the methods were designed to create space for dialogue and learning across the community. This approach ensured that technical data and policy expertise were complemented by local knowledge, lived experience, and shared priorities. These methodologies provided not only direction for this plan but also a foundation for ongoing community ownership of climate action.

Engagement Timeline and Outreach

The Co-Design Planning Team designed a layered engagement process to inform the development of its Community Climate Action Plan.

This process unfolded over six months between January – June 2025, creating multiple entry points for participation and ensuring broad, meaningful input from residents, field experts, and community groups that would lay the groundwork for a Community Climate Action Plan that is deeply reflective of Collingwood's unique identity, responsive to pressing climate challenges, and rooted in collaborative, long-term action.

Engagement activities occurred between April and June 2025, offering numerous opportunities for public dialogue, feedback, and learning. The structure below outlines the phased approach used to guide this inclusive engagement journey.

Phase 1: Planning & Design

The engagement process began with the development of a project framework and participatory strategy. Initial co-design meetings with key partners helped shape an approach rooted in trust, transparency, and local relevance.

The co-design team used Tamarack's Community Engagement Planning Canvas. This tool provided a structured framework to align our objectives, audiences, values, and methods right from the start. It helped us design an inclusive, intentional approach—one that clearly defined our road map to engagement. The canvas was instrumental across all phases of engagement plan and was intentionally designed to co-create Collingwood's climate strategy with the community, rather than for them

We collectively identified that those who needed to be engaged would include residents, local organizations, public agencies, sector experts, and more. It reinforced the need to meet people where they are at, using accessible formats and trusted spaces to foster authentic dialogue and feedback.

The engagement process was structured into three key components:

- Focus Area Working Groups (FAWGs)
- People's Panel & Online Survey
- Pop-up Engagements

Each served a distinct role in shaping the final strategy recommendations for the Community Climate Action Plan and ensured that Collingwood community members could participate in ways that made sense and aligned for them.

On February 24, 2025, the team provided Town Council with a departmental update outlining the Community Climate Action Engagement Plan's process and objectives and announced the upcoming public call for expressions of interest to participate in the engagement activities.

Phase 2: Recruitment

Through the Call to Action, the Town publicly invited community members to apply to join the Focus Area Working Groups (FAWGs) or the People's Panel—two engagement forums designed to bring together a range of perspectives and expertise. This Expression of Interest process, open from February 24 to March 16, 2025, sought to ensure diverse representation across sectors, demographics, and lived experiences, laying the groundwork for meaningful, community-driven collaboration.

Details on the sessions, participation expectations, eligibility criteria, and application forms were made publicly available through the Town's engagement platform at Engage.Collingwood.ca/climate action, reinforcing the transparent and inclusive approach to shaping Collingwood's climate priorities.

**Phase 3: Engagement Sessions & Online Survey**

The Focus Area Working Groups brought together cross-sectoral local field experts to evaluate and recommend high-potential climate strategies. FAWG sessions were held to explore and refine potential climate strategies across five key

sectors: Buildings, Transportation, Community Health & Resilience, Investment, and Community Systems.

The FAWG process unfolded over two days and included four structured sessions, each guiding participants through a hands-on evaluation of climate strategies. The FAWGs involved 39 participants plus virtual contributors, with each table group doing a deep-dive into 4–5 strategies. The process emphasized cross-sector collaboration, dialogue, and reaching agreement on scoring the potential impact of climate strategies.

This cross-sector collaboration brought valuable expertise and local context to every strategy. These sessions were rich in local knowledge, practical insight, and helped shape understanding the nuances within the strategies the public would later assess.
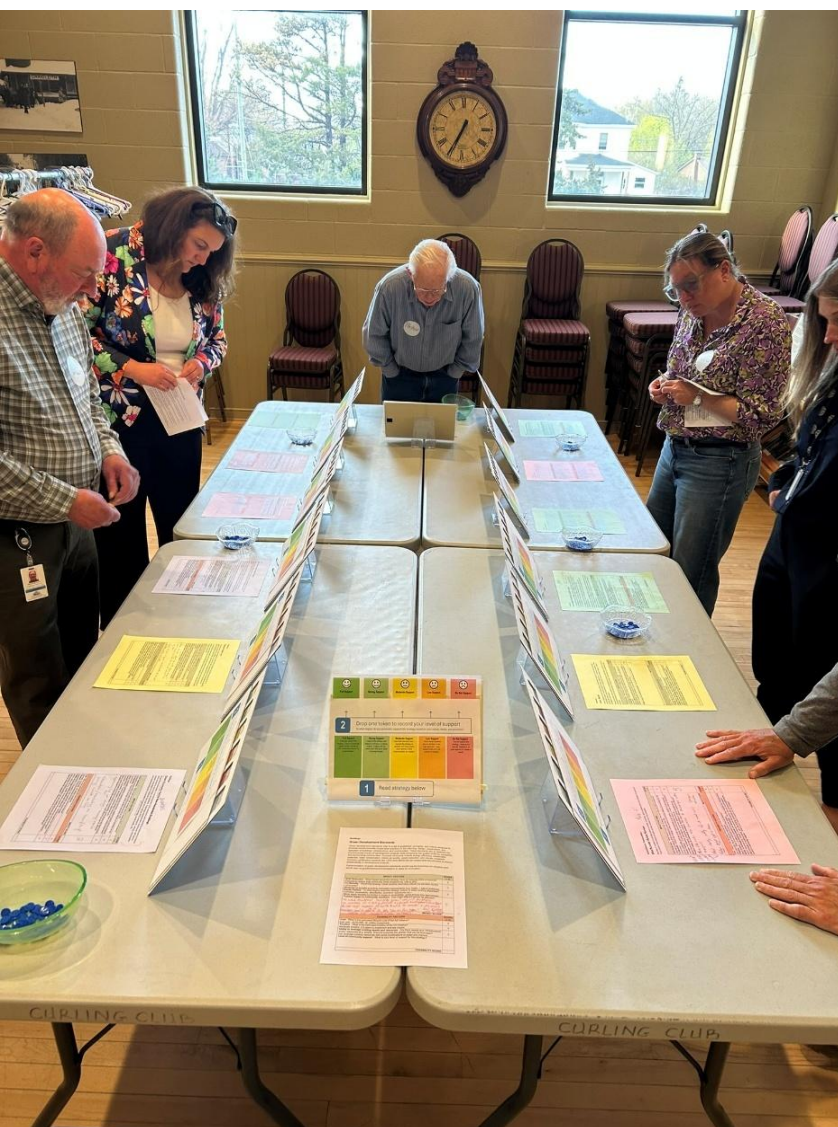
The in-person People's Panel included 19 residents from diverse backgrounds who took a closer look at the refined strategies. This forum enabled community members to evaluate the acceptability, relevance, and perceived impact of each strategy through facilitated discussions. They then individually provided their level of support for each strategy.

They also explored a vision for Collingwood's future, and voted on how ambitious they felt the Community Plan should be.

In parallel, the Town launched the People's Panel Online Survey engagement on May 13, 2025, which remained open until July 2, 2025. An interactive online survey tool, ensuring that community members had accessible opportunities to learn, provide feedback and express level of support for various climate strategies.

To engage the wider public, the Town facilitated interactive pop-up events. These allowed residents to provide feedback on proposed climate strategies and indicate their level of support—enhancing transparency and accessibility.

Pop-up engagements were held throughout the month of June with the intention to reach a broader set of community members, ensuring that there were spaces for community members to weigh in and share their level of support for the climate strategies. The purpose of the pop-ups was to meet people where they are at — gathering in-the-moment input at libraries, farmers markets, Canada Day celebrations, and even swim lessons. We used these spaces to hear from community members who may not have engaged with this process otherwise, and captured their ideas and real stories about why this matters to them.

Phase 4: Community Feedback & Reporting

The Tamarack Institute and Town staff co-presented preliminary findings to Council on July 28, 2025, as a departmental update. Insights from all engagement activities were synthesized and analyzed to inform the final strategy recommendations. This feedback shaped a comprehensive report reflecting the community's values, challenges, and aspirations.

Climate Strategies & Scoring:

We recognize that a successful climate action plan should blend actions that are proven to be successful in reducing greenhouse gas emissions, and actions which reflect the unique circumstances of the community it is servicing. Informed by the local community greenhouse gas inventory and a review of other climate action plans across Canada, Town of Collingwood staff worked collaboratively with the Collingwood Climate Action Team (CCAT) to co-create a long list of strategies that reflected Collingwood's unique needs and aspirations.

This approach emphasized not just participation, but partnership, with the goal of building strategies that reflect and respond to the lived experiences, priorities, and aspirations of the community. The long list of possible climate strategies was divided into four key areas: Transportation, Buildings and Community Systems, Community Health and Resilience, and Investment, reflecting the results of the 2019 community greenhouse gas inventory and climate-related community priorities. Each area came with its own set of challenges and opportunities—but across all sectors, a consistent evaluation framework to identify strategies was applied with the greatest potential for impact, feasibility, equity, and community support.

Through this process, over 30 potential strategies were assessed by the Focus Area Working Groups (FAWGs) and the People's Panel – both in-person and online. These strategies ranged from tangible infrastructure solutions to systems-level policies.

Strategies were first presented to the community in the FAWGs as bare bones ideas of what the strategy could look like, including the potential financial and environmental impacts. Participants were asked to expand on the strategy with questions, concerns, and ideas that would help the strategy reflect the local context.

As the engagement sessions progressed, strategy descriptions were updated with the context provided in the previous sessions, and participants were asked to consider the strategy under various lenses, including equity, and acceptability.

This moved the discussions beyond simply identifying what could work in theory, to focusing on what would work well for Collingwood, based on both data and local insight. The community played a central role in shaping this outcome, helping to prioritize high-impact, high-value climate actions tailored to local realities.

Participants used a structured scoring framework to evaluate each proposed climate strategy. This framework balanced impact factors—such as GHG reduction potential, equity considerations, community value, and trade-offs—and feasibility factors like cost, timeline, and the ability to leverage existing resources.

Considering both dimensions, community members were able to prioritize strategies that are not only meaningful but also implementable within Collingwood's local context.

To support this process, participants were given strategy cards—some pre-filled with details and others left blank for new ideas. These cards outlined key information about each of the strategies and using this tool, participants scored each strategy using the scoring frame and formula to guide analysis and prioritization.

Strategies & Initial Metrics

Building on the results of Collingwood's greenhouse gas (GHG) inventory and the collaborative engagement process, a wide range of potential climate strategies were identified across the four key themes:

Buildings & Community Systems What are feasible strategies to reduce GHG emissions associated with the built environment in Collingwood?	Community Health & Resilience How do we support community health and resilience through a changing climate?	Investment How do we responsibly and equitably fund community climate initiatives?	Transportation What are feasible strategies to reduce GHG emissions associated with transportation in Collingwood?
Renewable Energy - Solar	Urban Forest Network	Community Promotion of Local Economy	Bike/Scooter Bylaw Review
Renewable Energy - District Energy	Development of an Extreme Weather Preparedness Strategy	Carbon Action Levy	Bicycle Parking Facilities
Green Economy Hub for Businesses	Develop a 3x30x300 Strategy	Community Carbon Budgeting	Increase Visitor use of Public Transportation
Financial Incentives for Non-Residential Buildings & Businesses	Pre-Treated Organics Program	Green Bonds	Interconnected Traffic Signals
Downtown Organics System	Development of a Community Adaptation Plan		Bike/Scooter Sharing
Green Contractor & Business Certification Program	Creation of a Model Community		Collingwood Standard for Bike Lanes
Green Development Standards			Low Emissions Zones and Zero Emissions Zones
Residential Retrofits (CEF)			Anti-Idling
Circular Economy			Free/Subsidized Public Transit
Joint Waste Management Contracts			Encourage EV Charging Stations Across Town

In addition to the strategies introduced by the co-design team and reviewed across multiple engagement sessions, both the Focus Area Working Groups (FAWGs) and the People's Panel were invited to propose new strategies. These community-generated ideas were incorporated into the scoring process, ensuring that local insights and innovation informed the overall evaluation.

The additional strategies added during the FAWGs included:

- Bike/Scooter Sharing Program
- Interconnected Traffic Signals
- Interconnected Land Use Planning
- Anti-Idling Bylaw Refresh

- Development of a model community
- Food Insecurity Strategy
- Youth Engagement in Climate Mitigation
- Pre-treated Organics Program

Based on the information provided and the relevance, some actions were integrated into future engagements, and others were taken under advisement.

**Impact and Feasibility scoring**
Through focus area working sessions and the People's Panel, potential climate mitigation strategies were discussed and scored using 8 different impact and feasibility factors.

Impact Factors	
GHG Reduction	What impact would this strategy have on reducing GHG emissions?
Co-Benefits	Would this strategy create positive secondary effects (co-benefits) for the community?
Equity Factors	To what degree does this strategy reduce or widen existing disparities?
Positive Impact to community members	How might different people and groups be affected?
Feasibility Factors	
Cost	What is the estimated lifecycle cost of the full initiative?
Timeline	What is the estimated timeline of the full initiative?
Ability to leverage existing assets and resources	Are there assets (eg. infrastructure) and/or resources (eg. people, financial supports like grants) that can be leveraged?
Level of community support	What is the level of support for this strategy?

Each factor was also weighted based on relevancy to the individual strategy, and then a final score for impact and feasibility was calculated.

See Appendix A for the full definitions and rating scales.

The initial results of this structured scoring process are shown in the Strategy Impact vs. Feasibility Quadrant matrix:
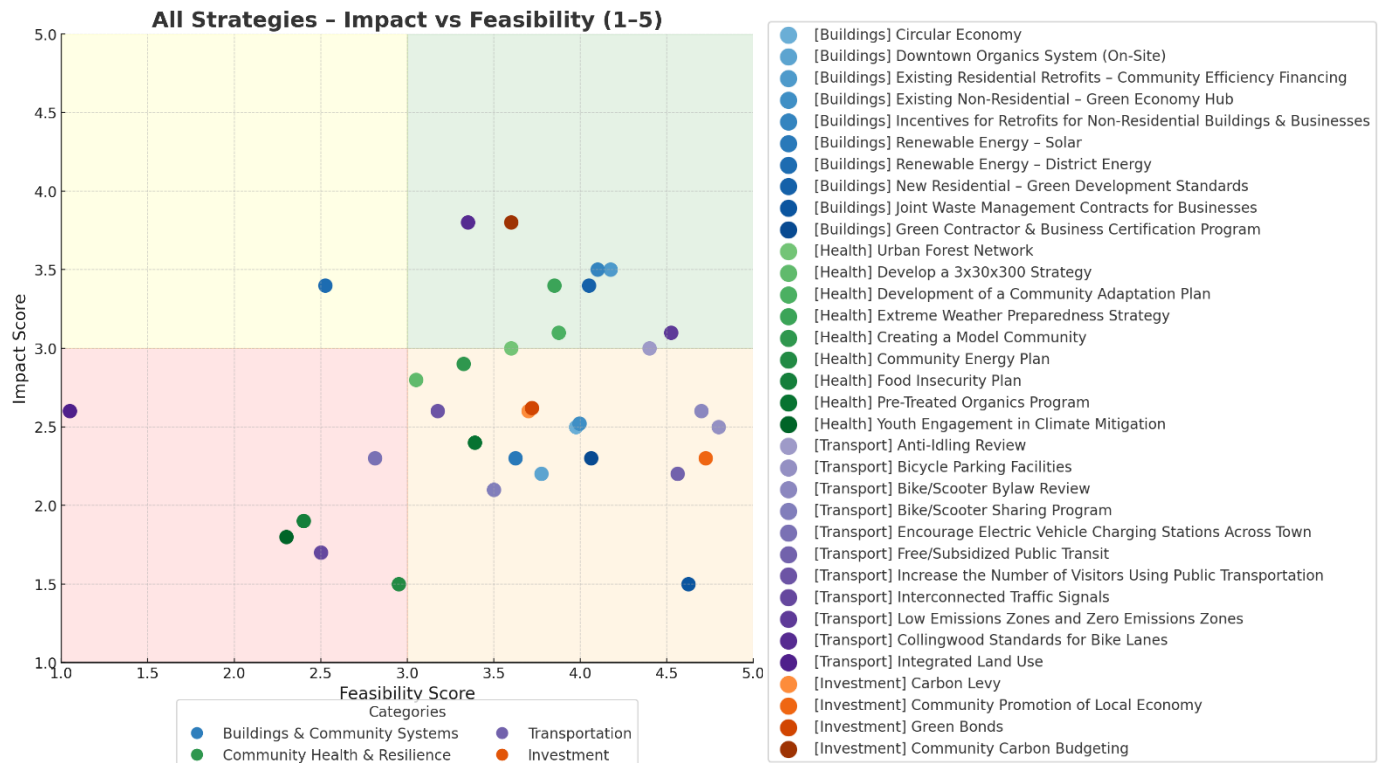
Each point on the chart represents one of the over 30 proposed climate strategies, colour-coded by category. The vertical axis reflects the impact score, capturing the strategy's potential to reduce greenhouse gas emissions while delivering equity, community value, and other co-benefits. The horizontal axis reflects the feasibility score, representing the relative ease or difficulty of implementation based on cost, available resources, timelines, and the ability to build on existing initiatives.

By plotting all strategies together, the matrix provides a visual snapshot of how ideas compare across both dimensions. The intersecting midlines divide the chart into four quadrants:

- **High Impact / High Feasibility** – Strategies in the top-right quadrant are well-positioned for early action, combining strong benefits with realistic implementation potential.
- **High Impact / Lower Feasibility** – Strategies in the top-left quadrant have strong potential but may require more resources, coordination, or time before moving forward.

- **Lower Impact / High Feasibility** – The bottom-right quadrant includes quicker wins that, while delivering more modest benefits, can help build momentum and community engagement.
- **Lower Impact / Lower Feasibility** – Strategies in the bottom-left quadrant are less suited to immediate implementation but may remain relevant for future consideration.

While the quadrant matrix provides a high-level snapshot of how strategies compare in terms of impact and feasibility, it is equally important to understand how these ideas take shape within the four thematic areas.
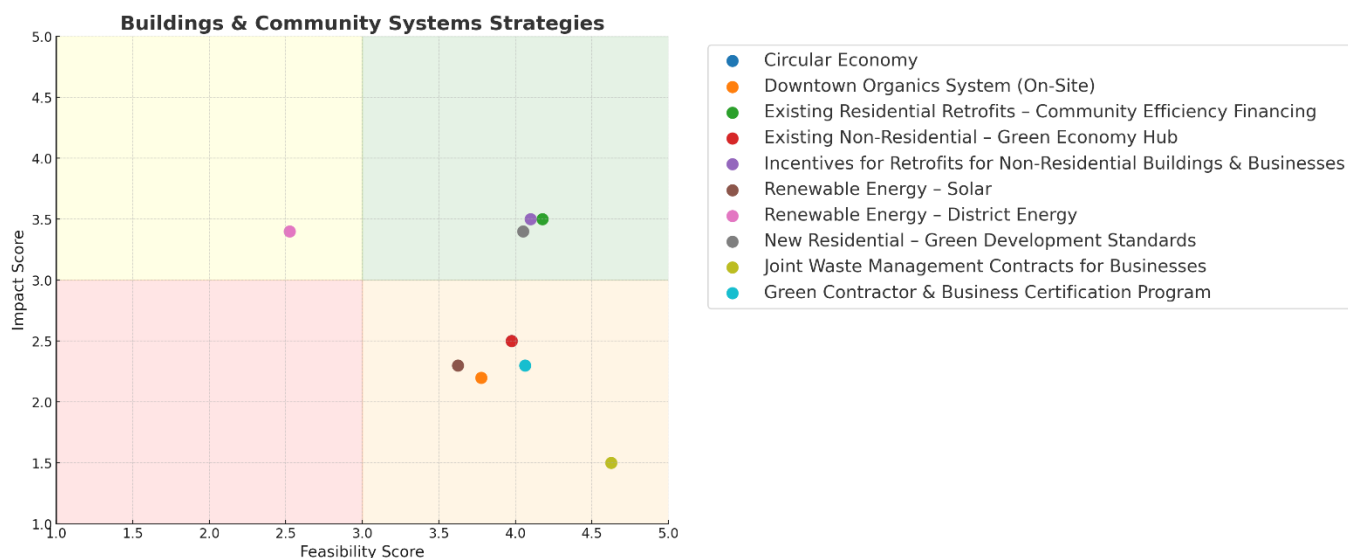
Breaking the results down by the four focused field themes offers a clearer view of the specific opportunities, trade-offs, and points of community input that shaped each strategy. To understand the interconnected nuances at play, we outlined the strategy scores within each theme, along with supporting context to share how community voices and technical considerations came together to guide the initial prioritization recommendations.

These themed breakdowns also help identify where early wins may be possible, and where longer-term planning and investment will be required.

Buildings & Community Systems

The buildings and community systems focus area working group focused on essential services and infrastructure that support the daily functioning of the community and included both the public and private built environment.
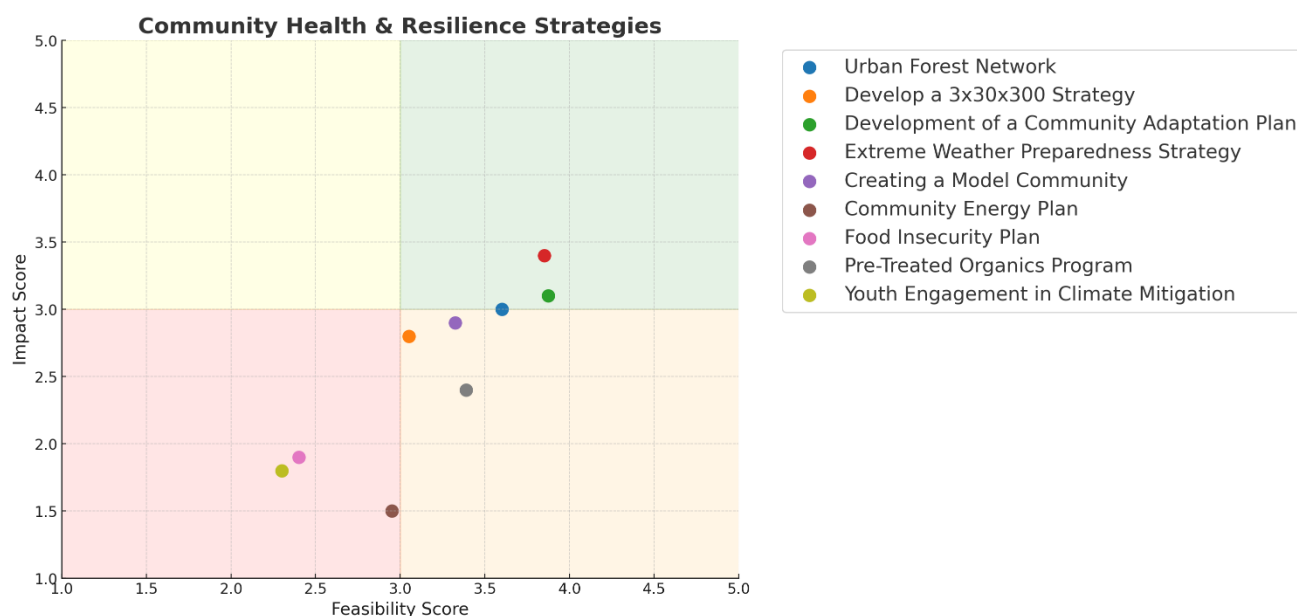
Buildings & Community Systems Strategies

- ● Circular Economy
- ● Downtown Organics System (On-Site)
- ● Existing Residential Retrofits – Community Efficiency Financing
- ● Existing Non-Residential – Green Economy Hub
- ● Incentives for Retrofits for Non-Residential Buildings & Businesses
- ● Renewable Energy – Solar
- ● Renewable Energy – District Energy
- ● New Residential – Green Development Standards
- ● Joint Waste Management Contracts for Businesses
- ● Green Contractor & Business Certification Program

Insights

Strategies within this theme generally work best in tandem: retrofits, renewable energy generation, and community education reinforce one another to amplify impact. Scoring tended to be conservative, reflecting the broad and complex scope of many building-related actions. Clarity on leadership responsibilities is a recurring need, as successful implementation depends on coordination across municipal authorities, private developers, and contractors. Buy-in from the commercial sector—particularly hospitality and retail—will also be essential. Green development standards and procurement processes must evolve in step with these initiatives to ensure alignment.

Key priorities emerging in this area include residential retrofits, strengthening green building standards, advancing district energy systems and renewable energy projects, and broadening public education to encourage adoption.

Community Health & Resilience

The community health and resilience focus area working group focused on the health and wellbeing of the community, addressing factors that contribute to resilience against environmental and social challenges. The aim of the strategies considered is to enhance overall quality of life of life and ensure the community can effectively respond to climate-related challenges.


Community Health & Resilience Strategies

Legend:
- Urban Forest Network
- Develop a 3x30x300 Strategy
- Development of a Community Adaptation Plan
- Extreme Weather Preparedness Strategy
- Creating a Model Community
- Community Energy Plan
- Food Insecurity Plan
- Pre-Treated Organics Program
- Youth Engagement in Climate Mitigation

Insights

Community health and resilience strategies stood out for a cluster of strategies ranking higher in feasibility and impact, demonstrating the strength of community-led approaches. Inclusive design and equity-focused frameworks consistently received support, with participants stressing that costs should be framed as long-term investments in community wellbeing. Social infrastructure—such as neighborhood coalitions, intergenerational spaces, and initiatives that strengthen belonging—was highlighted as a core element of resilience. At the same time, there was a caution to avoid over-clustering too many initiatives under one umbrella, as it risks diluting effectiveness.

Strategic emphasis should therefore focus on health-centered narratives, neighborhood coalitions, targeted education for new homeowners, and investment in shared community spaces that foster mutual support.

Investment

The investment focus area working group focused on how the community will responsibly and equitably fund the initiatives identified in the final Community Climate Change Action Plan. This sector plays a crucial role in driving economic growth and sustainability by providing the necessary resources for development and innovation.
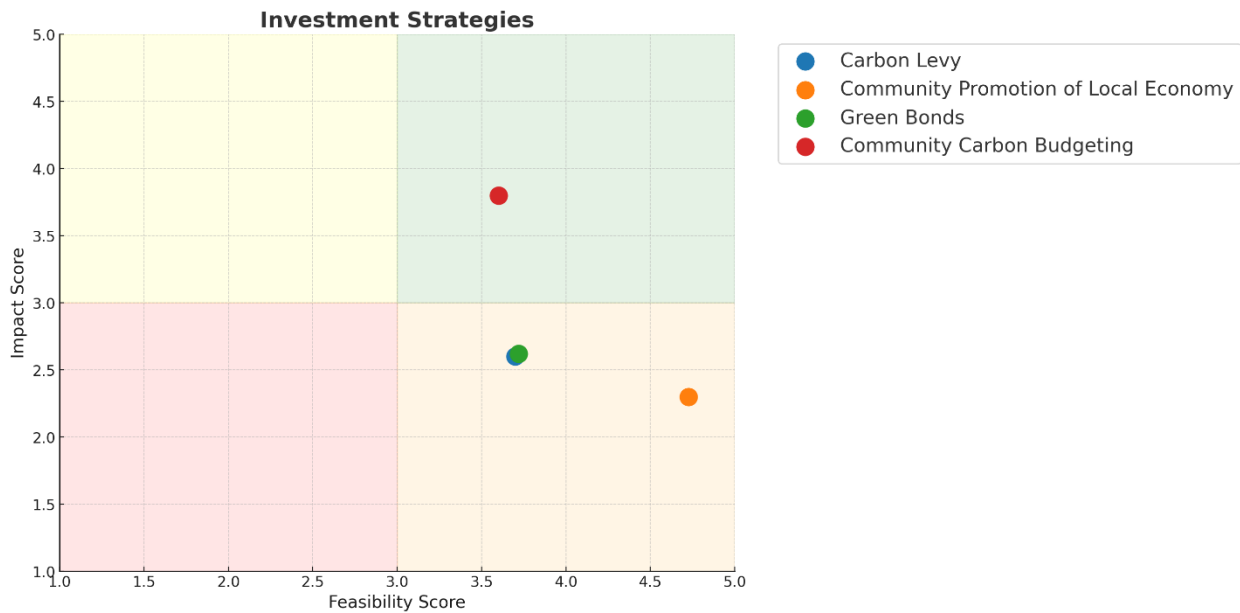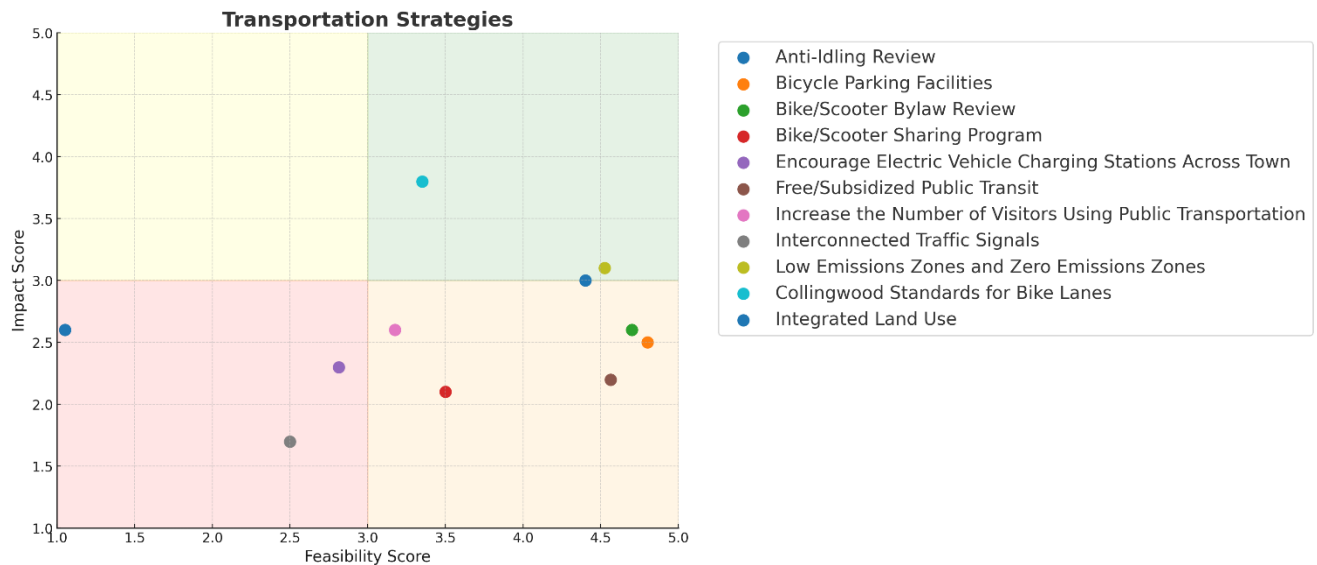

Insights

Investment strategies were recognized primarily as enablers—tools that strengthen the feasibility of other initiatives by unlocking resources and scaling opportunities. Public education and political will were identified as critical levers for building long-term support. However, a lack of standard metrics for tracking greenhouse gas reductions and progress emerged as a barrier, underscoring the importance of developing common language and GHG tracking tools. Innovative approaches like gamified engagement and highly visible campaigns can help generate enthusiasm and sustain momentum.

Strategic priorities in this category include community grants, fostering public-private partnerships, embedding climate objectives into economic development, expanding financial literacy campaigns, and introducing standardized measurement frameworks.

Transportation

The transportation focus area working group encompassed the planning, development, and management of transportation systems and infrastructure that facilitate the movement of people and goods. This includes public transit, roadways, cycling paths, and pedestrian walkways all aimed at promoting efficient, safe, and sustainable mobility options for the community.

Transportation Strategies

Legend:
- Anti-Idling Review
- Bicycle Parking Facilities
- Bike/Scooter Bylaw Review
- Bike/Scooter Sharing Program
- Encourage Electric Vehicle Charging Stations Across Town
- Free/Subsidized Public Transit
- Increase the Number of Visitors Using Public Transportation
- Interconnected Traffic Signals
- Low Emissions Zones and Zero Emissions Zones
- Collingwood Standards for Bike Lanes
- Integrated Land Use

Insights

The transportation strategies showed relatively few options that scored high in both impact and feasibility, highlighting the complexity of shifting a car-dependent community. Success in this area will rely on combining strategies to achieve meaningful results rather than relying on any single action. Cultural shifts toward active transportation and public transit adoption are essential, requiring strong community buy-in. Equity and accessibility must also be prioritized to ensure safe and inclusive use of transportation infrastructure. Collingwood's car-centric built environment poses structural challenges, emphasizing the need for partnerships with planners to integrate land-use reform. Safety and incentives—both psychological and physical—alongside education campaigns can help change entrenched habits.

Strategic emphasis should be placed on anti-idling bylaws, expanding active transportation infrastructure, reforming land-use planning, and enhancing public transit incentives.

Impact and Feasibility of Individual Climate Strategies

Overall Insights

- There are limited High-Impact options with strategies receiving impact scores ranging from 1.5 to 3.8. There are no silver-bullet solutions. Few strategies ranked both high in feasibility and impact.
- Overall, strategies are considered higher in feasibility (the feasibility of strategies ranges from 2.5 to 4.8)
- Across all strategies there is a weak negative correlation (≈ -0.13), suggesting that higher impact strategies are not necessarily less feasible, but there is a slight trade-off.
- Due to the broad scope of both the strategy descriptions and the large rating scale range, impact ratings were scored conservatively.
- Strategies involving policy or systems change face significant bureaucratic challenges, resulting in lower feasibility ratings. In contrast, community-led strategies, which require engagement and support, are demonstrating higher impact and remain feasible.
- The emphasis on co-benefits and equity increases impact and feasibility scores, highlighting the indirect benefits of these strategies.
- Some strategies would naturally be implemented together and could be linked for stronger outcomes.

Highest Impact Strategies

Strategy	Impact Score
Community Carbon Budgeting	3.8
Collingwood Standard for Bike Lanes	3.8
Financial Incentives for Non-Residential Buildings & Businesses	3.5
Green Development Standards	3.4
Development of an Extreme Weather Preparedness Strategy	3.4

Highest Feasibility Strategies

Strategy	Feasibility Score
Bicycle Parking Facilities	4.8
Community Promotion of Local Economy	4.7
Bike/Scooter Bylaw Review	4.7
Joint Waste Management Contracts	4.6
Free/Subsidized Public Transit	4.6

Top Strategies by Combined Score (Impact + Feasibility)

Strategy	Impact	Feasibility	Combined
Residential Retrofits (CEF)	3.5	4.175	**7.7**
Low Emissions Zones and Zero Emissions Zones	3.1	4.525	**7.6**
Financial Incentives for Non-Residential Buildings & Businesses	3.5	4.1	**7.6**
Green Development Standards	3.4	4.05	**7.5**
Anti-Idling	3.0	4.4	**7.4**
Community Carbon Budgeting	3.8	3.6	**7.4**
Bike/Scooter Bylaw Review	2.6	4.7	**7.3**
Bicycle Parking Facilities	2.5	4.8	**7.3**
Extreme Weather Preparedness Strategy	3.4	3.85	**7.3**
Collingwood Standard for Bike Lanes	3.8	3.35	**7.2**

Levels of Support for Individual Strategies

Level of support for strategies was gauged by asking individuals: To what degree do you personally support this strategy, based on your values, needs, and priorities? Ratings were done blind – respondents could not see how others rated the strategies to ensure participants were not influenced by how others voted. Level of support is an important indicator for success of a community plan.

Findings

- Overall, strategies received high levels of support. The mean scores across all strategies ranged from Strong Support (13 of 30 strategies) to Moderate Support (17 of 30 strategies). There were no strategies with a mean score of Low Support, or Do Not Support. No strategies had a mean score of Full Support.

Distribution of Average Support Scores for Climate Strategies
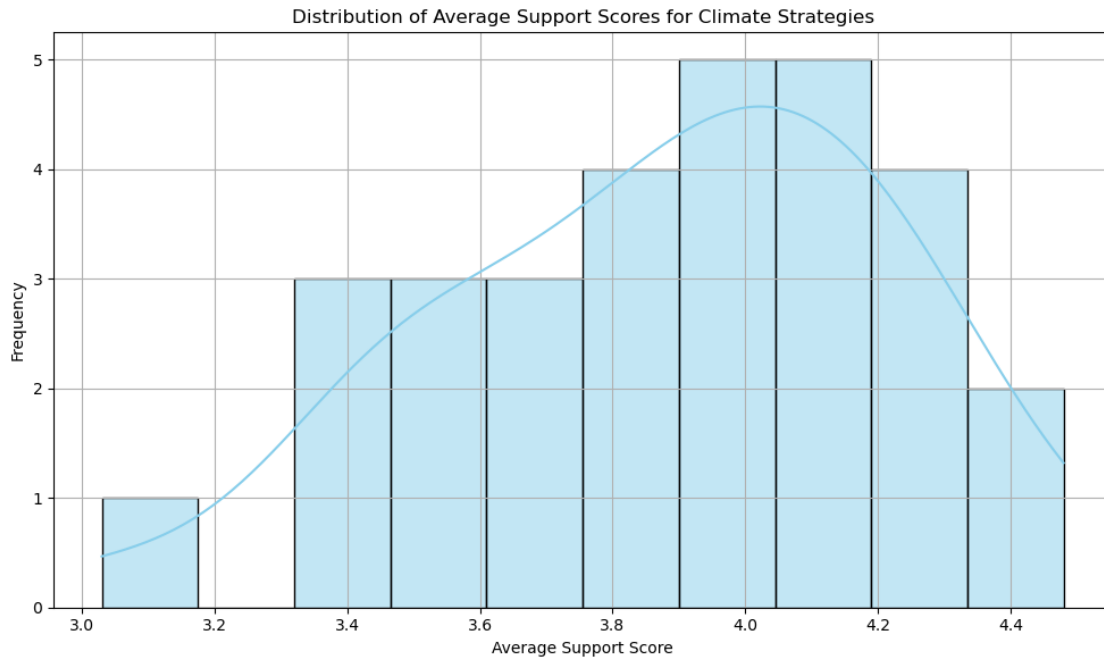
- All strategies have strong levels of consensus. This is shown by a normal distribution with high peaks (tall bell curve with responses clustered around the mean, few at the extremes). See graph below.

- The strategies with the highest levels of support (mean level of support of 4 = Strong Support, or above) are:

1. Green Development Standards
2. Urban Forest Network
3. Bicycle Parking Facilities
4. Green Economy Hub for Businesses
5. Development of an Extreme Weather Preparedness Strategy
6. Develop a 3x30x300 Strategy
7. Downtown Organics System
8. Collingwood Standard for Bike Lanes
9. Anti-Idling
10. Renewable Energy – Solar
11. Low Emissions Zones and Zero Emissions Zones
12. Green Contractor & Business Certification Program
13. Residential Retrofits (CEF)

- Polarization (a bi-modal distribution with two peaks) did not emerge in the rating of any strategy. Strategies with slightly mixed or a broader spread of opinions (indicated by the flattest, most even distribution across support levels) are:

1. Encourage EV Charging Stations Across Town
2. Increase Visitor Use of Public Transportation
3. Pre-Treated Organics Program
4. Carbon Action Levy
5. Bike/Scooter Sharing
6. Interconnected Traffic Signals
7. Bike/Scooter Bylaw Review

- A broader spread of opinions suggests these strategies may be more controversial or less clearly understood by the community, and indicates a need for further community engagement, education, or clarification around these actions.
- The majority of the strategies with a broader spread of responses were transportation strategies.

Distribution of Support Ratings for Climate Action Strategies

Legend:
- Renewable Energy - Solar
- Renewable Energy - District Energy
- Green Economy Hub for Businesses
- Financial Incentives for Non-Residential Buildings & Businesses
- Downtown Organics System
- Green Contractor & Business Certification Program
- Green Development Standards
- Residental Retrofits (CEF)
- Circular Economy
- Joint Waste Management Contracts
- Urban Forest Network
- Development of an Extreme Weather Preparedness Strategy
- Develop a 3x30x300 Strategy
- Pre-Treated Organics Program
- Development of a Community Adapatation Plan
- Creation of a Model Community
- Green Bonds
- Community Promotion of Local Economy
- Carbon Action Levy
- Community Carbon Budgeting
- Bike/Scooter Bylaw Review
- Bicycle Parking Facilities
- Increase Visitor use of Public Transportation
- Interconnected Traffic Signals
- Bike/Scooter Sharing
- Collingwood Standard for Bike Lanes
- Low Emissions Zones and Zero Emissions Zones
- Anti-Idling
- Free/Subsidized Public Transit
- Encourage EV Charging Stations Across Town

- A sentiment analysis of comments from the online survey shows positive and neutral sentiments across all strategies. The strategy with the lowest sentiment score is the Carbon Tax Levy. While no strategy scored strongly negative in sentiment, the Carbon Action Levy had the lowest sentiment score based on concerns tied to learnings from the federal carbon tax.

Insights about the relationship between impact, feasibility, and level of support:
More feasible strategies tend to receive higher public support (shown by moderate positive correlation (≈ 0.41). Strategies rated higher in impact receive slightly more support (slight positive correlation (≈ 0.17),) meaning impact may influence support, but not strongly.

Recommendations

- All strategies are considered feasible based on level of support ratings and can be confidently incorporated in the Plan.
- For strategies with the widest spread in levels of support and lowest support averages, more community dialogue and education is recommended to build more consensus before proceeding.
- It is recommended to only focus energy on strategies with lower levels of support when they are strategies that also have the potential for high impact. All mixed support strategies have impact scores lower than 3.

Mixed Support Strategies (indicated by the flattest, most even distribution across support levels)	Impact Score
Pre-Treated Organics Program	2.4
Carbon Action Levy	2.6
Bike/Scooter Bylaw Review	2.6
Increase Visitor Use of Public Transportation	2.6
Interconnected Traffic Signals	1.7
Bike/Scooter Sharing	2.1
Encourage EV Charging Stations Across Town	2.3

- Strategies must be explained clearly, ideally at a Grade 4 reading level.
- Language should avoid technical jargon and virtue signaling.
- Knowledge translation must show how strategies affect individuals personally.

Insights and Recommendations

In addition to determining the impact and feasibility of proposed individual strategies to include in the Community Climate Action Plan, two additional questions were asked in the People's Panel, Online Survey, and Pop-up Engagements, to identify the community's desired level of ambition to be reflected in the plan, and the overall vision and direction of the plan.

Level of Ambition

To determine the level of ambition for the plan, three example scenarios were developed that described the expectation, required resources, potential impact, and possible actions to be included. The scenarios were used as models to illustrate what may be required for the successful implementation of a Community Climate Change Action Plan and were successful in starting meaningful conversations with the public around the scale and order of magnitude of support required for higher levels of ambition.

Scenario 1: Prudent Action	Scenario 2: Accelerated Action	Scenario 3: Ambitious Action
Expectation: Continue implementing and improving strategies already planned/in-progress that support climate action. The impact is limited to what is under municipal control and relies on individuals making small changes relative to the highlighted actions, in addition to other sustainable options in their daily lives. **Scale of Investment:** $1 Million **Timeline**: 5 years **Potential Impact:** 10% GHG reduction	**Expectation**: Building on scenario 1, community groups and businesses take leadership roles and partner in broadening actions being implemented across the community. Climate change becomes a stronger factor in decision making. **Scale of Investment:** $5 Million **Timeline**: 10 years **Potential Impact:** 50% GHG reduction	**Expectation**: Building on scenarios 1 and 2, all stakeholders contribute to achieving a net-zero vision. Accountability is shared among all sectors, organizations, community members, and levels of government. **Scale of Investment:** $200 Million **Timeline**: 25 years **Potential Impact:** 80% GHG reduction

The detailed models shared with the community that include possible actions to be taken within each scenario can be found in Appendix C.

Findings

Respondents expressed a strong desire for progressive action to address climate change. Among the 198 responses, the majority support Scenario 2: Accelerated Action and Scenario 3: Ambitious Action, 40% and 41% respectively. These results indicate a widespread interest in a plan that outlines significant actions to mitigate climate change.

Respondents also spoke about the need for ambitious and transformative climate action despite experiencing other pressing challenges, such as housing insecurity and economic poverty.

Insight*: The need for climate action does not have to compete with other priorities*.

Recommendations:
- Take a multi-solving approach so that strategies have co-benefits to address multiple challenges. For example: new housing built in alignment with green development standards.
- Demonstrate how various plans (affordable housing strategy, economic development plant, climate mitigation plan, etc.) support each other. They do not need to compete for resources or attention.
- Continue to explore how climate impacts can be analyzed as a factor in decision-making beyond the Community Climate Action Plan. For example, the Corporate Climate Action Plan identifies the climate lens as a tool for the municipality. Consider creating a version or providing resources to help businesses and residents factor emissions into their decision-making.
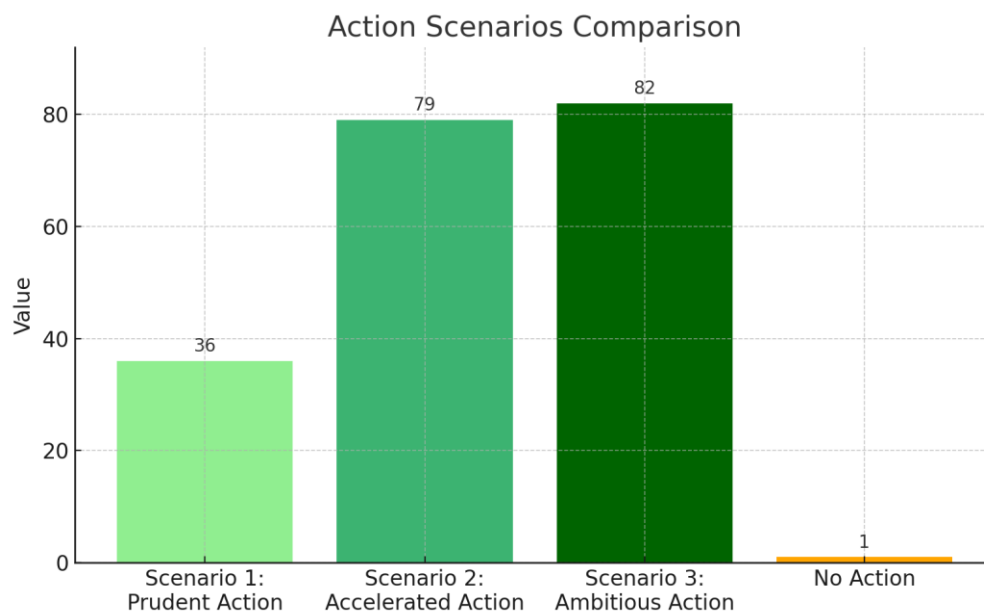
Sample size: 198 respondents, ranging in age and self-reported involvement in climate action

Expectation: The expectation of the community for climate leadership is one of shared accountability. Residents see the Community Climate Action Plan as a collective effort led by community groups, businesses, and governments. Success will depend on co-development and collaborative leadership rather than relying solely on municipal planning.

Recommendations:
- Develop the Collingwood Community Climate Action Plan in partnership with leaders across sectors. This should not be a process whereby the Town develops the plan and then seeks buy-in from partners. Instead, the plan should be co-developed so that leadership is shared and actions can be committed to.
- Recruit a cross-sectoral working group to advise on the Plan as it is drafted. A list of contributors can be included in the Plan to demonstrate that the plan development has been a co-created process.
- Include a section or key that outlines who is responsible for each action. Consider organizing actions based on who is the lead partner.
- Consider integrating the Town of Collingwood Corporate Climate Plan actions to show the role the Town is playing.
- The implementation of the plan should follow a collective impact process, with continued leadership from a multi-sectoral steering group, a backbone organization providing project management, action teams focused on key priorities, continuous communication and engagement, and an embedded learning and measurement process.
- Include a process for demonstrating accountability. This could be as comprehensive as a dashboard reporting on process or a commitment to a process for monitoring, evaluation, and reporting.

Scale of Investment: respondents identified an acceptable range of investment between $5 million and $200 million over multiple years, provided that costs are shared across sectors and existing budgets are leveraged.

Timeline: While the preferred timeline for implementation spans between 10 and 25 years, there is a strong desire to begin acting immediately. Many people were concerned with a long timeline of 25 years in Scenario 3 and would like to see this timeline for ambitious action shortened. There is strong concern that delays, or excessive consultation will stall real progress.

Climate Impact: Community members support ambitious GHG reduction targets, ranging from 50% to 80% community GHG reduction. Respondents emphasized that strategies should reflect the highest emitting sectors from the 2019 Community GHG Inventory and attention be put to the actions that deliver significant GHG reductions with efficient use of

resources and limited complexity. Several community members also commented on the need for climate adaptation actions.

Recommendation:

- When possible, consider integrating the climate mitigation and adaptation plans together for simplicity for community members, and so that adaptation actions are implemented concurrently.

Community Vision for Collingwood's Future

Community members were asked which term most closely aligns with their vision for Collingwood's future.

Findings:

Community feedback indicates that the language of being a **Sustainable Community** resonates with community members, in addition to the terms "responsible community" and "green community". Many community members cited their connection to nature – including access to greenspace, the waterfront, and opportunities for an active lifestyle - as key reasons for choosing to live in Collingwood, underscoring the community's deep-rooted values around environmental stewardship and quality of life.

There is strong support for Collingwood emerge as a leader in sustainability and urban livability, with many expressing a desire for the Town to set a positive example for other Ontario municipalities, drawing on inspiration from cities like those in the Netherlands.

This vision aligns with Collingwood's Community-Based Strategic Plan, which identifies "Sustainable" as one of four key pillars.

Community Vision for Collingwood's Future
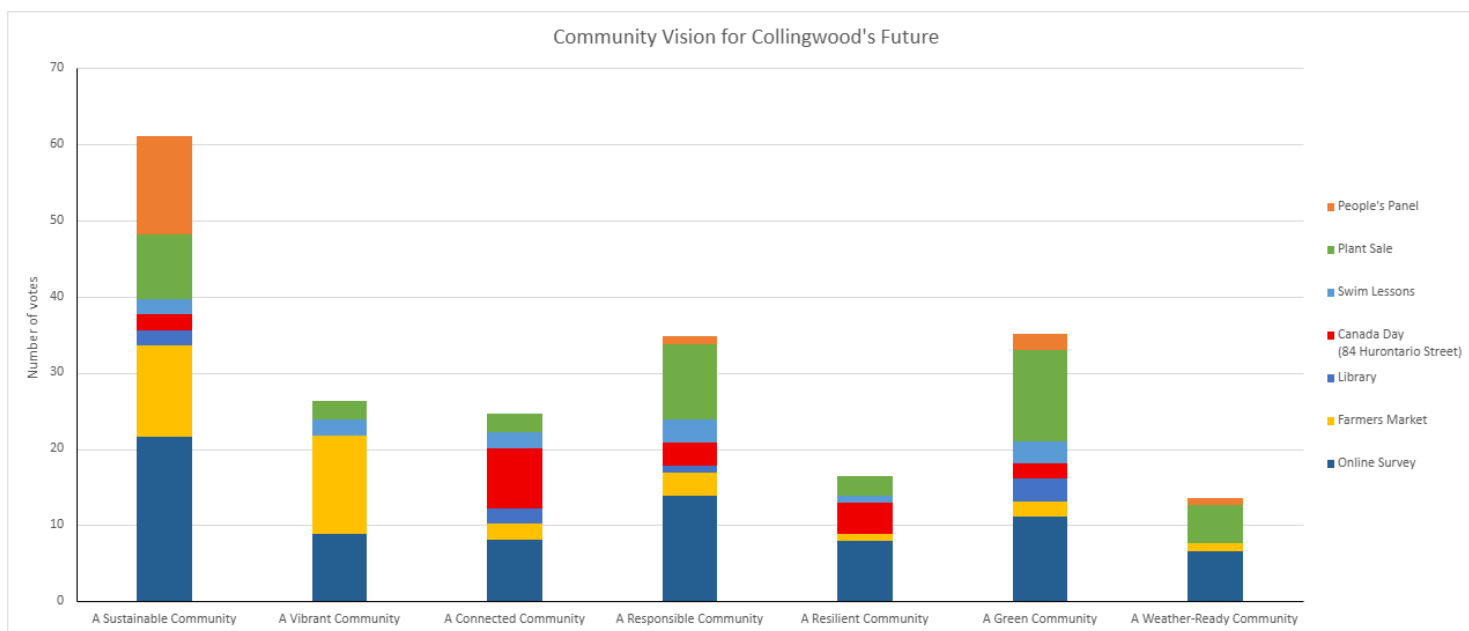
Recommendations:

- In the Community Climate Action Plan, use Sustainable as a key term in how the plan is titled and communicated.
- Provide a definition for what the term Sustainable means for Collingwood. The term often includes environmental sustainability, economic sustainability, and social sustainability. The Town can be strategic by intentionally interconnecting this Community Climate Action Plan with how the Sustainable pillar is being actioned.

Summary of Recommendations for the Community Climate Action Plan

From these community engagement insights, the following recommendations should be considered when developing the Collingwood Community Climate Action Plan:

Ambition and scope:
- Scale of Investment: respondents identified an acceptable range of investment between $5 million and $200 million over multiple years, provided that costs are shared across sectors and existing budgets are leveraged.
- Timeline: While the preferred timeline for implementation spans between 10 and 25 years, there is a strong desire to see this timeline for ambitious action shortened.
- GHG Reduction Targets: Community members support ambitious GHG reduction targets, ranging from 50% to 80% community GHG reduction. Respondents emphasized that strategies should reflect the highest emitting sectors from the 2019 Community GHG Inventory and attention be put to the actions that deliver significant GHG reductions with efficient use of resources and limited complexity.
- When possible, consider integrating the climate mitigation and adaptation plans together for simplicity for community members, and so that adaptation actions are implemented concurrently.
- Explore how climate impacts can be analyzed as a factor in decision-making beyond the Community Climate Action Plan.

Strategies:
- Most strategies will need to be implemented to achieve the GHG reduction targets. When needed, focus on strategies with the highest impact and feasibility.
- Take a multi-solving approach so that strategies have co-benefits to address multiple challenges. Eg: new housing built in alignment with green development standards.
- Interconnect strategies for higher impact: Strategies should be connected when appropriate to generate meaningful results and motivate the community to take action.

- All strategies are considered feasible based on level of support ratings and can be confidently incorporated in the Plan.
- For strategies with lowest support ratings, more community dialogue and education is recommended to build more consensus before proceeding.
- Avoid reinventing the wheel — look to other municipalities for proven models.

Framing:
- Need for longer-term perspective: Due to large scope and cost of many strategies, a shift in mindset is needed to recognize the long-term benefits of implementation.
- Reframe costs as investments, emphasizing that the cost of inaction outweighs the costs of implementing strategies.
- Emphasize overall community value by focusing on public health and co-benefits.
- Public education and building awareness are necessary for culture shifts, for continued community support, and for uptake of climate strategies, especially of more innovative or newer strategies.
    - Develop clear messaging to counter misinformation
    - Make climate action accessible. Use plain language.
    - Avoid "doom and gloom" messaging; incentivize small, feasible behavior changes to build momentum.
- Use Sustainable as a key term in how the plan is titled and communicated.
- Provide a definition for what the term Sustainable means for Collingwood. The term often includes environmental, economic, and social sustainability.
- Demonstrate how various plans (affordable housing strategy, economic development plant, climate mitigation plan, etc.) support each other. They do not need to compete for resources or attention.

Implementation:
- It is vital to develop the Plan in partnership with leaders across sectors, partnerships, and private sector engagement. This should not be a process whereby the Town develops the plan and then seeks buy-in from partners. Instead, the plan should be co-developed so that leadership is shared and actions can be committed to.
- Recruit a cross-sectoral working group to advise on the Plan as it is drafted.
- Launch community feedback loop. Create accessible materials and visuals for broad communication.
- Prioritize implementation of feasible, community-supported strategies. Bundle strategies when appropriate.
- Include a section or key that outlines who is responsible for each action. Consider organizing actions based on who is the lead partner.

- Consider integrating the Town of Collingwood Corporate Climate Plan actions to show the role the Town is playing.
- The implementation of the plan should follow a collective impact process, with continued leadership from a multi-sectoral steering group, a backbone organization providing project management, action teams focused on key priorities, continuous communication and engagement, and an embedded learning and measurement process.
- Include a process for demonstrating progress and accountability. This could be as comprehensive as a dashboard reporting on progress or a commitment to a process for monitoring, evaluation, and reporting.

Appendix A: Scoring Reference Sheets

Focus Area Working Groups | Scoring Reference Sheet

IMPACT FACTORS
Greenhouse Gas Reduction   What impact would this strategy have on reducing Greenhouse Gas emissions?   • 1 (Least Effective) = 0% to <5% reduction   • 2 (Slightly Effective) = 5% to <15% reduction   • 3 (Moderately Effective) = 15% to <30% reduction   • 4 (Highly Effective) = 30% to <50% reduction   • 5 (Most Effective) = 50% or more reduction
Co-Benefits   Would this strategy create positive secondary effects (co-benefits) for the community?   • 1 = Very few or no co-benefits, with little to no noticeable improvement in community well-being. There may be trade-offs (potential negative impacts) with this strategy, and no ability to mitigate them.   • 2 = Some minor co-benefits, such as small improvements in air quality, health, or local economy, but not widely felt. Potential negative impacts of this strategy could be mitigated.   • 3 = Moderate co-benefits, providing noticeable improvements in multiple areas like public health, local jobs, or infrastructure resilience. Any potential negative impacts of this strategy can be mitigated.   • 4 = Significant co-benefits, positively impacting many community members through better air quality, economic growth, energy savings, or disaster resilience. Any potential negative impacts of this strategy can be mitigated.   • 5 = Transformational co-benefits, delivering widespread, long-term improvements across health, economy, environment, and equity, with strong community support. Any potential negative impacts of this strategy can be mitigated.
Equity Factors   To what degree does this strategy reduce or widen existing disparities? (consider: accessibility, affordability, economic opportunity etc.)   • 1 = Lacks equity considerations, may disproportionately burden marginalized communities or widen existing disparities.   • 2 = Minor equity benefits, but limited in scope or accessibility, with some groups still facing barriers.   • 3 = Some targeted efforts to address disparities, ensuring certain vulnerable groups benefit but with room for improvement.   • 4 = Significant focus on equity, proactively reducing disparities and ensuring broad, meaningful benefits for disadvantaged communities.   • 5 = Transformational equity impact, centering marginalized communities in decision-making, delivering long-term justice, and correcting systemic inequities.

FEASIBILITY FACTORS

Cost

What is the estimated lifecycle cost of the full initiative?

- 1 = Very High Cost (~$50 million+)
  These strategies require large-scale investments, such as building extensive infrastructure, developing new technologies, or making large-scale policy changes. They may involve significant capital expenditures, ongoing operational costs, or significant funding for research and development.

- 2 = High Cost (~$10 million – $50 million)
  These strategies still require substantial investment but are more feasible with the right funding sources. They might involve regional or sectoral changes, such as large renewable energy projects or green transportation systems, and could be managed with a combination of public and private financing.

- 3 = Moderate Cost (~$1 million – $10 million)
  The strategy is financially manageable for most stakeholders, with moderate investment required. It could require trade-offs, but it's accessible for many organizations or communities.

- 4 = Low Cost (~$100,000 – $1 million)
  These strategies are more manageable and affordable for many stakeholders, such as businesses, local governments, or large community organizations. Examples could include energy efficiency upgrades, localized green infrastructure, or small-scale renewable projects.

- 5 = Very Low Cost (~$0 – $100,000)
  These strategies are highly cost-effective and may even generate financial savings. They often involve low-tech solutions or actions with minimal capital investment, such as behavior changes, community-driven projects, or optimizing existing systems to reduce waste and emissions.

Timeline

What is the estimated timeline of the full initiative?

- 1 = Very Long Timeline (10+ years) - These strategies require a long-term commitment, often due to the complexity of the solution, infrastructure development, or systemic changes needed.

- 2 = Long Timeline (5 – 10 years) - These strategies will take several years to fully implement and show significant impact.

- 3 = Moderate Timeline (2 – 5 years) - These strategies will take a few years to start seeing meaningful results.

- 4 = Short Timeline (1 – 2 years) - These strategies are quicker to implement and deliver results in a short time frame.

- 5 = Very Short Timeline (0 – 1 year) - These strategies can be rapidly deployed and deliver results almost immediately.

Ability to leverage existing assets and resources

Are there assets (eg. infrastructure) and/or resources (eg. people, financial supports like grants) that can be leveraged?

- 1 = Requires significant new resources – These strategies cannot make use of current systems or infrastructure and require building entirely new infrastructure, technologies, or capabilities from scratch.

- 2 = Minimal existing resources can be utilized - While some existing resources or technologies can be used, these strategies still require substantial new investments or innovations.

- 3 = Can leverage many existing systems with some modifications - These strategies can make significant use of existing infrastructure and resources, but will still require moderate adaptation or improvement.
- 4 = High Leverage of Existing Assets - Can use most existing resources with minimal modification. These strategies can mostly leverage current assets, requiring only minimal changes to existing systems or infrastructure.
- 5 = Full Leverage of Existing Assets - Utilizes existing assets or infrastructure almost entirely. These strategies are highly efficient, building on existing infrastructure, knowledge, or technologies with little to no modification required.

People's Panel
Scoring Reference Sheet

IMPACT FACTOR
Positive Impact to community members
To what degree does this strategy positively impact community members, such as through improved mobility, access, connection, and wellbeing?
1 = Minimal or no noticeable benefit to individuals - Few or no community members see a tangible improvement in their daily lives. Benefits may be too abstract, long-term, or only apply to institutions or industries rather than people.
2 = Low positive impact - Some individuals may experience small improvements, but the majority see little change. Benefits may not be evenly distributed.
3 = Moderate positive impact – There is a noticeable benefit to a fair portion of the community. Many community members experience positive changes. Impacts are meaningful but not transformative.
4 = High Positive Impact - A large portion of the community directly experiences improvements. The strategy clearly enhances quality of life for many.
5 = Very High Positive Impact - The strategy creates broad, deep, and lasting improvements to individual lives. This could include major reductions in costs, barriers, and current negative experiences, and major improvement in quality of life.

FEASIBILITY FACTOR
Level of Community Support
To what degree do *you* personally support this strategy, based on your values, needs, and priorities?
1 = Do Not Support – I do not support this strategy. I believe it is harmful, ineffective, or goes against my values or needs.
2 = Low Support – I have some concerns about this strategy and do not feel it is the right approach. I may support parts of it, but overall I'm hesitant.
3 = Moderate Support – I see both pros and cons. I support the strategy in general, but I have some reservations or think improvements are needed.
4 = Strong Support – I support this strategy and believe it will have a positive impact. It aligns with my values and I would feel good about it moving forward.
5 = Full Support – I strongly support this strategy. I feel it is essential, urgent, and directly beneficial, and I would actively advocate for its implementation.

Appendix B: Detailed Initial Individual Strategy Scores

This appendix provides a detailed overview of each climate strategy that was considered through the Community Climate Action Plan engagement process. For every strategy, the appendix includes:

- A strategy overview – a description of the concept and its relevance to Collingwood's climate priorities.
- Impact and feasibility scores – as assessed by participants, reflecting both the potential effectiveness of the strategy in reducing emissions and its practicality for local implementation.
- Community feedback & comments– insights and perspectives gathered from the Focus Area Working Groups, People's Panel, and public engagement opportunities such as surveys and pop-ups.

This intention was to capture the diversity of ideas, reflections, and priorities that shaped the evaluation of strategies, offering a transparent record of community voices and the shared groundwork that informed Collingwood's Climate Action Plan.

Buildings and Community Systems

[Waste]

Circular Economy

A circular economy is an economic model that aims to minimize waste and make the most of available resources. It focuses on reusing, recycling, and refurbishing products and materials to extend their lifecycle, creating a closed-loop system that reduces environmental impact and promotes sustainability.

Considerations: Waste accounts for approximately 5% of total community emissions

Score:
- Impact Score: 2.5
- Feasibility Score: 3.975
- Acceptability Score: 3.89

Acceptability
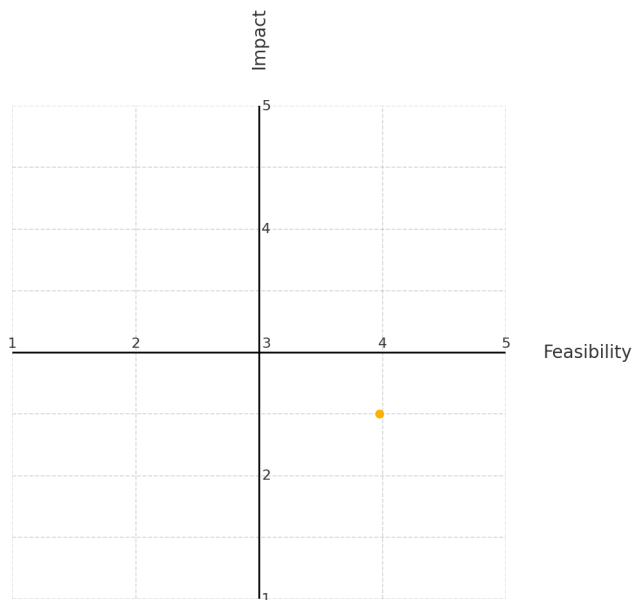
Community Comments

Focus Area Working Group:
- Strategies that should be considered:
    - Bio-gas plant for green bin waste across the County
    - Re-use of building materials for construction.
- More thoughts are needed around how to measure the impact.
- Town to initiate the ideas, then partner with private entities.

People's Panel:
- Impact on the community would depend on the scale of implementation.
- Large scale marketplace for secondhand goods could have large impact.

Online Survey/Pop-Ups:
- An easy thing to implement would be a reuse center at the dump. The dump near my cottage in Muskoka has this and my family has donated things to this and found uses for donated items.
- How much control does the Town actually have in implementing this? Is this a public awareness campaign or would it result in tangible action? It takes forever to change personal behavior - I would rather see the money go into integrated stormwater mngmt.
- I'm a supporter —BUT there's very little being done in restaurants when it comes to recycling or reusing. It feels like a full throwaway society. Stronger enforcement and clear guidelines are definitely needed to make this work
- Love this idea for the future, but may not be feasible for the Town in the shorter term.

[Waste]

Downtown Organics System (On-Site)

A communal organics program using rocket composters enables downtown businesses and institutions to compost organic waste efficiently. This reduces landfill waste and generates nutrient-rich compost for urban green spaces.

Considerations: Waste accounts for approximately 5% of total community emissions

Score:
- Impact Score: 2.2
- Feasibility Score: 3.775
- Acceptability Score: 4.22

Acceptability

Community Comments

Focus Area Working Group:
- Need to define location and who would maintain the system.
- Possible partnerships include Town, BIA, and downtown businesses/grocery stores with organic waste.
- How/where does the soil get used, and by who?
- How do businesses currently handle organic waste and what is the cost? Is there a financial business case to be made for this initiative?

People's Panel:
- Needed since the county only collects residential organics – excluding apartments and condos.
- Could we have a municipal bylaw that requires organic processing?

Online Survey/Pop-Ups:
- Hesitant if this becomes a distraction from other strategies for such a small GHG reduction.
- How would this fit with the downtown vibe?
- Love this idea, and would like to see it implemented
- Same comment as above: I'm a supporter —BUT there's very little being done in restaurants when it comes to recycling or reusing. It feels like a full throwaway society. Stronger enforcement and clear guidelines are definitely needed to make this work

[Buildings]

Existing Residential Retrofits – Community Efficiency Financing

A Community Efficiency Financing (CEF) program helps fund residential energy efficiency upgrades such as insulation and solar panels through tools like PACE financing, reducing GHG emissions and energy costs.

Considerations: Residential buildings account for approximately 23% of total community emissions

Score:
- Impact Score: 3.5
- Feasibility Score: 4.175
- Acceptability Score: 4.0

Acceptability

Impact / Feasibility scatter plot

Community Comments

Focus Area Working Group:
- Focus on residential improvements that reduce GHG emissions.
- The community plan should aim to educate the community about available grants and filter out scams.
- Possible partners for this initiative: Town, utility providers, residents, banks.

People's Panel:
- Could affect more people but more dispersed.

Online Survey/Pop-Ups:
- Excellent initiative that is long overdue
- Make it easier for businesses and individuals to this initiative and it will happen
- This is absolutely needed and has proven results in many municipalities
- Better to focus on building affordable housing, and rental units that are efficient
- Do not support public money for residential improvements
- Need to target local industries and businesses

[Buildings]

Existing Non-Residential – Green Economy Hub

Supports businesses in monitoring and reducing GHG emissions and energy consumption through partnerships and education, leveraging existing programs like Green Economy Canada.

Considerations: Commercial/Institutional = 11%, Industrial = 12% of total community emissions

Score:
- Impact Score: 2.5
- Feasibility Score: 3.975
- Acceptability Score: 4.24

Acceptability

Impact

Feasibility
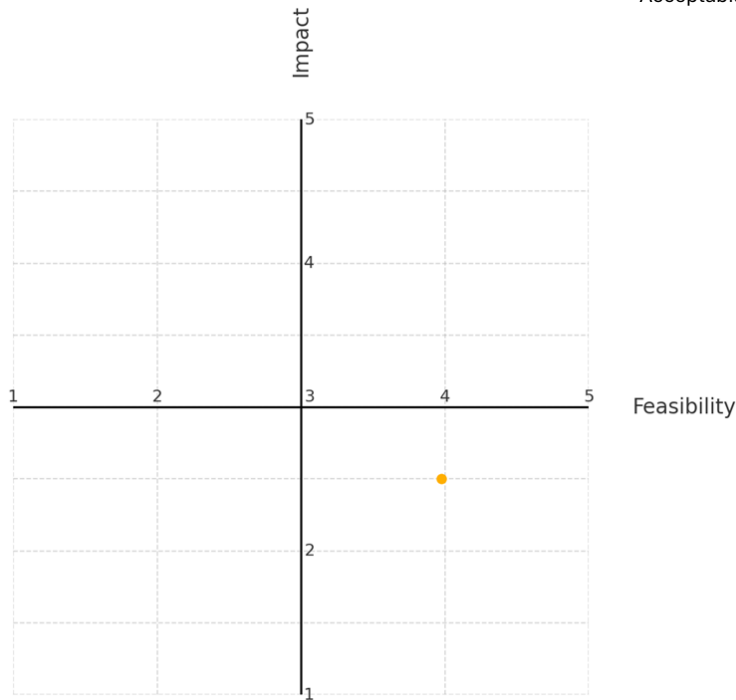
Community Comments

Focus Area Working Group:
- CCAT has already initiated some of the activities required to launch this project.
- Collaboration between lead organization and local businesses.

People's Panel:
- Opportunity for cost savings from implementing building retrofits.
- Education/marketing of benefits of joining would be key.
- Who funds the hub and how? For profit vs. Not for profit?
- Models in other communities should be examined.
- Not a Town run initiative.

Online Survey/Pop-Ups:
- I think this would be great to develop as an online tool for residents as well - have folks enter their daily patterns, and show opportunities to reduce GHG impact. Raises awareness.
- Need to focus on low hanging, on the ground actions to improve health and resilience of community without people noticing it has anything to do with ""climate action/going green"" -> natural assets, eco services, NBCS
- Sounds like a good investment to have strong impact

[Buildings]

Incentives for Retrofits for Non-Residential Buildings & Businesses

Offers grants, loans, and tax incentives to encourage energy efficiency upgrades in commercial, institutional, and industrial buildings.

Considerations: Commercial/Institutional = 11%, Industrial = 12% of total community emissions

Score:
- Impact Score: 3.5
- Feasibility Score: 4.1
- Acceptability Score: 3.83

Acceptability

Impact / Feasibility scatter plot with point at approximately (4.1, 3.5)

[Energy]

Renewable Energy – Solar

Encourages on-site solar energy generation through rooftop, carport, or integrated panel systems to reduce reliance on grid electricity and cut emissions.

Considerations: Stationary energy sources account for approximately 47% of community emissions

Score:
- Impact Score: 2.3
- Feasibility Score: 3.625
- Acceptability Score: 4.07

Acceptability

Impact / Feasibility chart

[Energy]

Renewable Energy – District Energy

Develop centralized heating/cooling systems using waste heat, biomass, or CHP systems to power multiple buildings, increasing energy efficiency and reducing emissions.

Considerations: Stationary energy sources account for approximately 47% of community emissions

Score:
- Impact Score: 3.4
- Feasibility Score: 2.525
- Acceptability Score: 3.62

Acceptability

Impact / Feasibility scatter plot

[Buildings]

New Residential – Green Development Standards

Implements standards (e.g. LEED) for sustainable development practices such as energy efficiency, water conservation, and climate resilience in new buildings.

Considerations: Residential emissions account for approximately 23% of community emissions

Score:
- Impact Score: 3.4
- Feasibility Score: 4.05
- Acceptability Score: 4.48

Acceptability

Community Comments

Focus Area Working Group:
- What is the appetite of the development community to embrace GDS?
- What extent would health equity be integrated into GDS?
- Needs to be phased approach, starting with guidelines as opposed to standards. Allow for deviation from guidelines to allow for innovation.
- What incentives can be offered?
- Will engineering standards be included?
- What are the required regulatory requirements?

People's Panel:
- The whole development should be 'green' not just buildings. Use incentives as a selling feature & educate developer.
- Builders must emphasize the health benefits to investors & purchasers.
- Developers need to be at the table to discuss how this can happen, with the goal being building code changes

Online Survey/Pop-Ups:
- Don't let the province overrule this—This is necessary—buildings last forever and retrofits are expensive—better to build it to better standards.
- Not a municipal choice in regards to buildings Governed by the Ontario Building Code
- Support only if voluntary
- This can make a big difference in how communities develop into and for the future. We must start doing things differently or Collingwood will lose its appeal.
- This initiative is relatively low cost for very high return on the investment. I would strongly support this initiative.
- Very supportive of this initiative - the struggle is the lack of legislative tools to implement. Would need to find ways to incentivize.

[Waste]

Joint Waste Management Contracts for Businesses

Joint waste management contracts allow multiple communities or municipalities to collaborate on waste collection, recycling, and disposal services. Benefits include cost savings, shared infrastructure, unified waste policies, and increased efficiency.

Considerations: Waste accounts for approximately 5% of total community emissions; On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 1.5
- Feasibility Score: 4.625
- Acceptability Score: 3.72

Acceptability

Impact / Feasibility

Community Comments

Focus Area Working Group:
- Need to develop a list of potential partners.
- RFP to determine the cost to businesses.

People's Panel:
- N/A

Online Survey/Pop-Ups:
- Hesitant if this becomes a distraction from other strategies for such a small GHG reduction

[Energy]

Green Contractor & Business Certification Program

Creates a vetted list of green service providers for energy retrofits, supporting individual-led projects and promoting low-carbon solutions.

Considerations: Residential buildings account for approximately 23% of total community emissions

Score:
- Impact Score: 2.3
- Feasibility Score: 4.0625
- Acceptability Score: 4.0

Acceptability

Impact / Feasibility scatter plot

Community Comments

Focus Area Working Group:
- Assumption that we can tailor an existing program and adapt it to our community rather than start from scratch.
- Need to ensure residents don't end up paying a premium for contractors on the list.
- Likely Town led unless there is a community group with the capacity.

People's Panel:
- Reframed to verified database, not certification program.
- Will help promote business who have made investment in "green" infrastructure.
- Will help consumers make trusted/safer/vetted "green" contractor decisions.
- Could help improve the reputation of local contractors who qualify.
- How will businesses be and stay verified?
- Who would hold the pen on this?
- Ongoing costs to verify new and maintain integrity
- Do businesses need to pay an association fee?

Online Survey/Pop-Ups:
- N/A

Community Health & Resilience

[Adaptation]

Urban Forest Network

Enhances green infrastructure by expanding tree cover in urban and rural areas, improving biodiversity and carbon sequestration.

Considerations: This strategy won't reduce emissions directly, but can increase sequestration

Score:
- Impact Score: 3.0
- Feasibility Score: 3.6
- Acceptability Score: 4.37

Acceptability

Impact / Feasibility
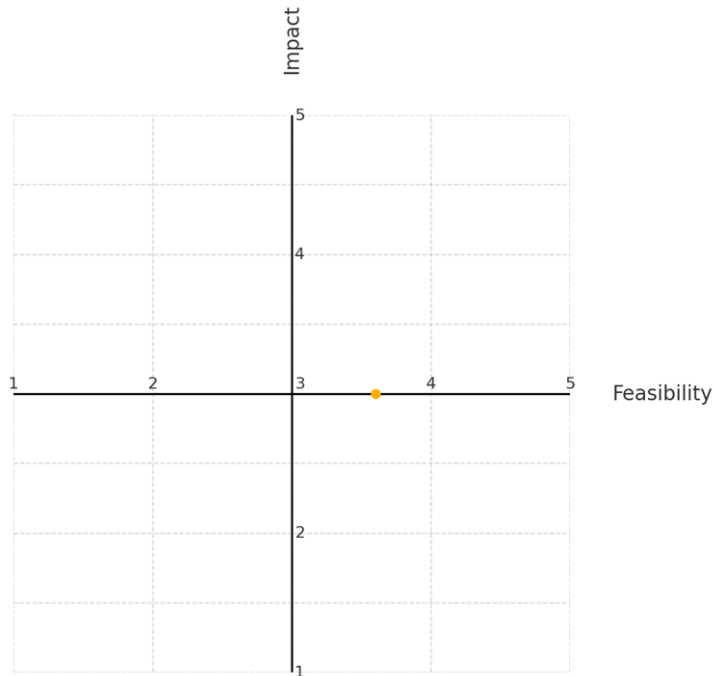
Community Comments

Focus Area Working Group:
- Need to map out where this is possible and the landscape for it.
- Identify areas that are lacking tree cover.
- Additional considerations include maintenance, planning, policy, incentives and programs
- How are plantings incentivized without being authoritative?
- Can food security be integrated into a planting strategy?
- Trees should not be the only consideration – pollinator gardens, permeable pavement, etc.
- Need to connect the dots – can this be a regional approach?
- Recognizing the value of trees and potential cost savings for homeowners.

People's Panel:
- Positive for children, school playgrounds, and biodiversity.
- Underhoused population could benefit by providing relief from heat with shaded areas.
- What is the difference between this and the current Urban Forest Management Plan?

Online Survey/Pop-Ups:
- Air quality, temperature control (shade), and beauty are other co-benefits
- As a partner to this strategy is how to incentivize developers to preserve trees on site where possible rather than clear cutting.
- Developers must be made to replace any trees taken down for building homes and industry.
- I think we have learned that trees planted in the sidewalk have limited success. Boulevard trees have a better record but we also have lots of boulevard parking, legal or not.
- Increasing natural corridors around new housing development projects to leave more of the existing nature intact.
- Thankfully we already have the Mountain Ski Clubs, and ECA working to protect our Escarpment. This is s a must
- The investment in Urban Trees should be required of all landowners, Town and developers.
- This is very important to me, especially since there are many dead trees along some trails and along High Street. one good wind is going to knock them over. yes to along streets, etc. but for heaven's sake, don't plant all the same tree along a boulevard.
- Trees need to be protected. Collingwood needs a bylaw related to clear cutting forests for development. Clear cutting forests should be prohibited. We need strict rules related to cutting even one tree. There is too much development in Collingwood.
- You know a place is hospitable if the birds feel safe enough to chirp.

[Adaptation]

Develop a 3x30x300 Strategy

Promotes access to greenery: 3 trees visible from every home, 30% tree canopy cover, and 300 meters to a green space. Aims to improve health, equity, and resilience.

Considerations: This strategy won't reduce emissions directly, but can increase sequestration

Score:
- Impact Score: 2.8
- Feasibility Score: 3.05
- Acceptability Score: 4.22

Acceptability

Impact

Feasibility

Development of a Community Adaptation Plan

Outlines strategies for climate resilience including risk assessments, vulnerabilities, and community education.

Considerations: No direct reduction, but potential for increased sequestration through plan outcomes

Score:

- Impact Score: 3.1
- Feasibility Score: 3.875
- Acceptability Score: 3.93

Acceptability

Community Comments

Focus Area Working Group:
- Consider climate hazards.
- Highlight adaptation co-benefits – consider who is most at risk and why. Link to health & equity considerations.
- Engage with community members prioritizing those at greatest risk.
- Town to lead, key partners include health unit, CCAT, service providers, and conservation authorities.
- How are tourists & visitors involved?
- What other adaptation plans can be leveraged?
- What is the commitment of the Council to funding?
- Ensure community involvement.

People's Panel:
- Impact to community members is wide ranging and covers all walks of life from the homeless to those who are more fortunate.
- Requires community education and transparency to be successful.
- What is the cost for the plan itself vs. Implementation.
- Town needs this plan to qualify for some future grants/funding.

Online Survey/Pop-Ups:
- Climate change and major storms are already here. We need to know what we can do now to adapt to climate change.
- I believe we already know a lot of this. I see it as another project filling to coffers of consultants
- Sadly becoming more necessary
- This is an absolute must!! Please incorporate the ecosystem and recreational trails/spaces and other values from the beginning - too many municipal plans solely focus on the built environment.

[Safety]

Extreme Weather Preparedness Strategy

Establishes plans and systems for responding to climate-related emergencies like floods and heatwaves, focusing on infrastructure, response, and recovery.

Considerations: No direct impact on emissions. Could benefit community resilience towards extreme weather

Score:
- Impact Score: 3.4
- Feasibility Score: 3.85
- Acceptability Score: 4.22

Acceptability

Impact / Feasibility plot with point near Feasibility 3.6, Impact 3.4.
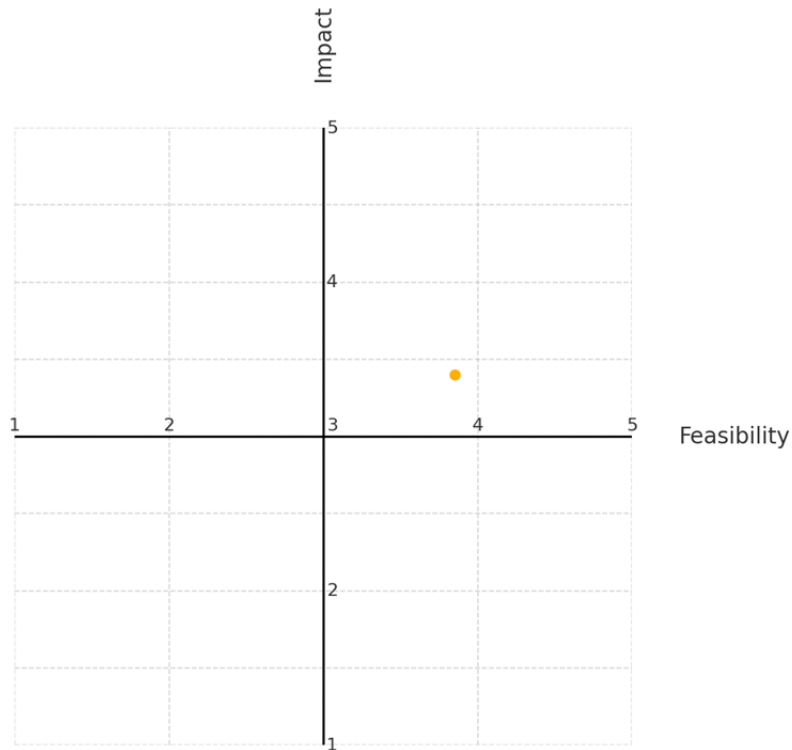
Community Comments

Focus Area Working Group:
- Data to enhance early warning.
- Need more updated risk assessment – last one was 2017.
- Lack of sufficient resources for early flood warnings.
- Need a better understanding of the changing nature of risks/hazards.
- People's comfort with risks goes a long way to preparedness, adaptability, & resilience.
- Enhanced communications over various media in an accessible format.
- Strong inequality among community members.

People's Panel:
- Increasingly necessary – as climate change continues to have severe impacts on weather (flooding, wind, etc.).
- Start with new construction.

Online Survey/Pop-Ups:
- Greater need for backup generators
- No turning back now. You must make this a high priority
- Our Town is vulnerable to flooding. Better flood protection is required.
- This is smart planning and responsible leadership
- We need this plan, as these extreme events are happening more often and are more likely to increase in the short term

[Development]

Creating a Model Community

Development of a neighbourhood that encompasses all the elements of a sustainable community that is self-sufficient, connected to natural corridors, promotes a healthy, active lifestyle, incorporates passive building design and low carbon solutions. Create something that can be replicated in new developments or through retrofits of older neighbourhoods.

Score:
- Impact Score: 2.9
- Feasibility Score: 3.325
- Acceptability Score: 3.81

Acceptability

Impact

Feasibility

Community Comments

Focus Area Working Group:
- Led by development community and supported by residents.
- Requires education for owners of the homes and businesses.

People's Panel:
- Include elements like trails, address light pollution, pollinator gardens, etc.
- Why not have this across the entire Town?

Online Survey/Pop-Ups:
- hmmm, could this be how the poplar village area can be developed?
- I'm not sure I understand this strategy.
- Is this an opportunity for the Poplar Sideroad MZO area?
- Need more information - is this a real life model community within the Town? How to get buy-in?
- This initiative would ensure that the community will have the best chance to thrive into the future
- This sounds like a good idea, I just do not understand the application of it.
- Town would benefit from a group of professionals & well informed citizens to co-ordinate this across all Staff, Council and Citizens.
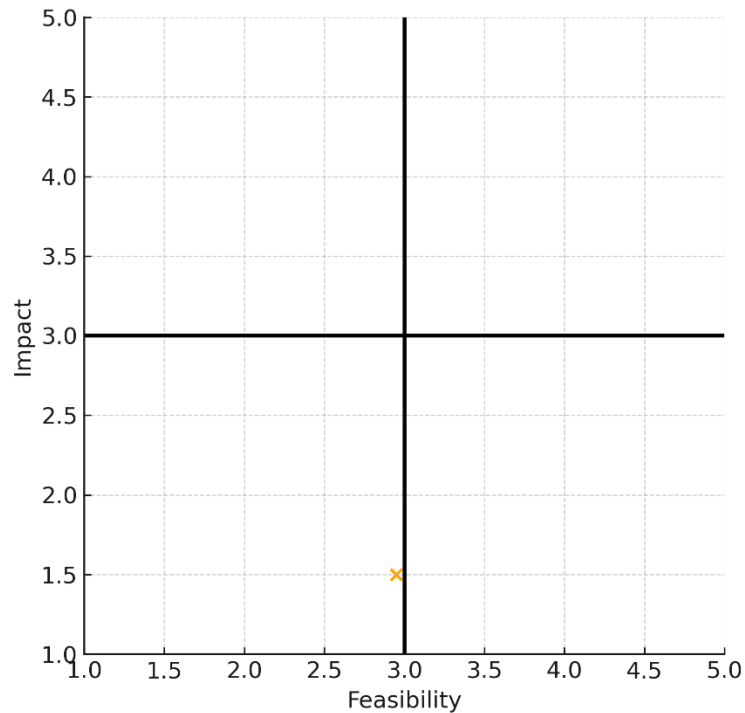
[Energy]

Community Energy Plan

Develop a plan to improve energy efficiency, reduce consumption and GHGs, and support clean energy while planning for future growth and economic development.

Score:
- Impact Score: 1.5
- Feasibility Score: 2.95
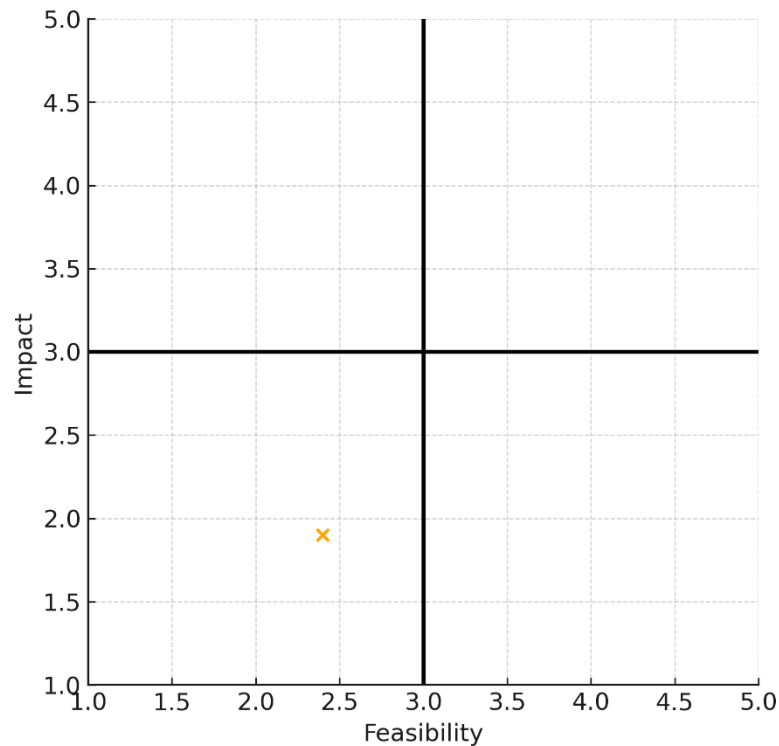- Acceptability Score: N/A

[Resilience]

Food Insecurity Plan

A plan to ensure food is available to the community in the event of an emergency. Also ensuring food security for marginalized populations through sharing and distribution of food to avoid waste.

Score:
- Impact Score: 1.9
- Feasibility Score: 2.4
- Acceptability Score: N/A

[Waste]

Pre-Treated Organics Program

The pre-treated organics program provides residents with an in-home appliance specifically designed for mashing and dehydrating food waste, reducing the volume and weight of food waste, and transforming waste into soil.

Score:
- Impact Score: 2.4
- Feasibility Score: 3.39
- Acceptability Score: 3.43

Acceptability
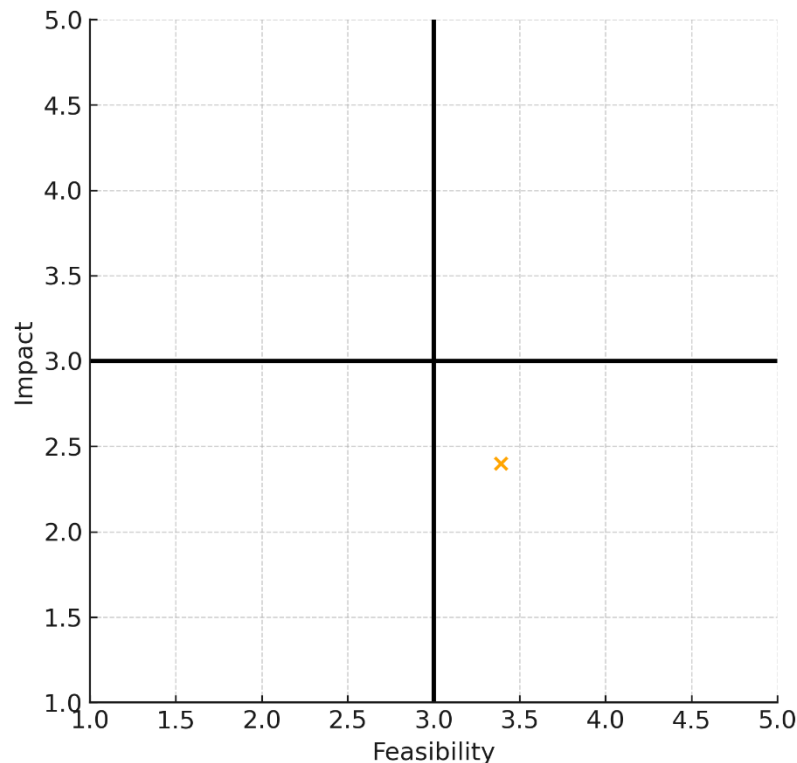
Community Comments

Focus Area Working Group:
- N/A

People's Panel:
- Most applicable for condos and apartments – it is the responsibility of condo management to dispose of green waste.
- Potential pilot project to determine effectiveness.
- Big educational component – schools, businesses?

Online Survey/Pop-Ups:
- Again maybe start with restaurants and hotels. Major food waste! They need help
- Food waste an underestimated inefficiency and is a huge source of pollution. Any overlap with county green bin program?
- I understand this has been done in Muskoka so town staff can find out a success rate.
- I'd love more info from municipalities who have done this to see the year-on-year uptake and use of these systems. Sounds cool and I'd personally want one, but wonder if it could be managed similar to the tree grant to help reduce cost to Town and focus on eager
- Promote effective use of green bin.
- Sounds exciting and likely to influence people to use it and even change their waste habits
- This would be very beneficial for those in apartment buildings who don't have access to composting pickup
- Waste of time already tried by various communities along with composters and everything else, you have a condo issue in that there is no town pick up of green bins from thousands of condos in Collingwood
- When I lived in Owen Sound, we had a city provided composter outside. We didn't find it worked well.
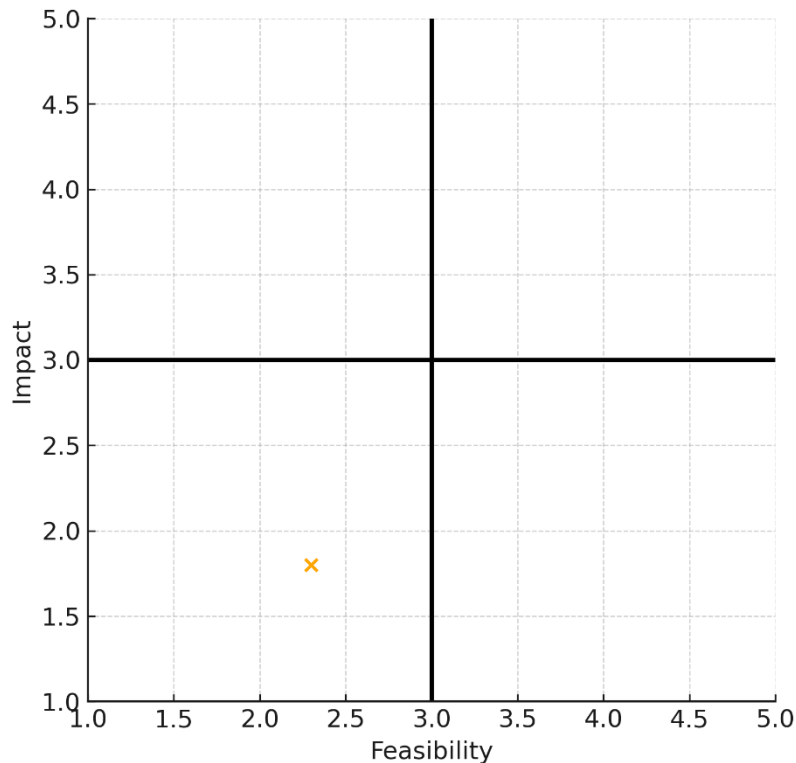
[Education]

Youth Engagement in Climate Mitigation

Youth are more at risk to several physical and mental climate health risks. How can we educate and engage youth to contribute to solutions.

Score:
- Impact Score: 1.8
- Feasibility Score: 2.3
- Acceptability Score: N/A

Transportation

[On-Road Transportation]

Anti-Idling Review

Awareness of existing idling by-law including increased enforcement in areas such as parks. Updating messaging of anti-idling by-law to reflect the impact on the environment and people.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 3.0
- Feasibility Score: 4.4
- Acceptability Score: 4.08

Acceptability
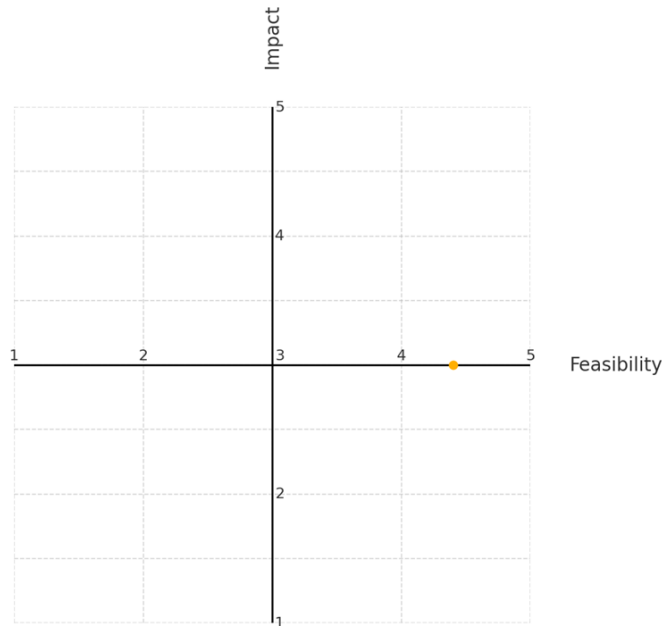
Community Comments

Focus Area Working Group:
- Re-brand to describe why we want to avoid idling – noise pollution, air quality, emissions, etc.
- Requires stricter enforcement of the policy.

People's Panel:
- Multiple benefits: cleaner air, reduced noise pollution,
- Engines off in school zones
- Need increased monitoring by bylaw officers, especially near schools, hospitals, and parks.
- Add signage in parks
- Have community and Town employees respect the bylaw

Online Survey/Pop-Ups:
- Another good idea but who enforces? I see Town of Collingwood staff vehicles idling for hours, winter and summer.
- Can't hurt. An awareness campaign is required.
- Enforcement required, especially around schools and in the winter.
- Makes sense, as many people seem to idle in Collingwood out of habit.
- More enforcement required
- People aren't likely to comply unless they are already aware and interested in reducing their impact; plus, most modern vehicles have engine shutoff.
- Support the anti-idling initiative, especially with clearer signage and education—but enforcement is key. We need patrols in areas where truckers often sleep, like empty hardware lots, to ensure compliance. Rebranding these zones as low-emission areas in
- This should be Town wide and include Roads, Parks and OPP!!!

[Active Transportation]

Bicycle Parking Facilities

Encourages cycling by providing secure and convenient parking options, reducing short car trips.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 2.5
- Feasibility Score: 4.8
- Acceptability Score: 4.25

Acceptability

Impact / Feasibility scatter plot

Community Comments

Focus Area Working Group:
- Needs to be facilitated through a series of policies that drive decisions, standards that require facilities, and incentives that encourage retrofits.
- What are the programs that could increase the number of cyclists and riders level of comfort?
- Assess the connectivity of cycling route system.
- Is there potential to increase integration with EV network?
- Locations need to be safe (prevent theft, etc.).

People's Panel:
- Covered parking could encourage 3-4 season biking.
- Opportunity for "bike tourism" campaign.
- How do you gauge the number of 'parking spots' required?
- Engage with businesses for bike parking locations.

Online Survey/Pop-Ups:
- Collingwood needs to permit UTV's on their road just like Wasaga Beach does. After all, Collingwood is a tourist area and UTV's should be permitted. They are insured and safe.
- End use facilities are essential to encourage active transport
- Engage the BIA to comprehend that cyclists, not just car drivers, spend money at restaurants and stores in the historic downtown core. Those cyclists who navigate the downtown streets on a bike could be encouraged to ride more with visible bike parking.
- Full support if you eliminated through traffic in residential neighbourhoods, and focused on safety and neighbourhoods!
- Given the very low cost, rapid timelines and ability to leverage existing assets, this seems to be a very achievable strategy
- I hope that the transit system will be looking at hydrogen buses which will have the least carbon footprint and stop looking at EVs
- I would not feel comfortable leaving my bike at the bus terminal facilities because of the loitering.
- If there were more bike parking spots available for shopping and downtown
- More bicycle parking facilities are needed at a few key locations in town (eg. Farmers Market, Amphitheater...) but on their own will not reduce GHG emissions without improved and safer on-road cycling facilities.
- Some strategic bike parking facilities need to be protected from the elements.
- This should be the first priority on this topic
- This should include year round bicycle parking facilities, as well as secure shelters (e.g. fob access for an annual fee, similar to a parking pass)
- Way cheaper than cars.

[Active/Electric Transportation]

Bike/Scooter Bylaw Review

Reviews local laws to enable e-mobility devices in areas without safe cycling infrastructure, promoting alternatives to driving.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 2.6
- Feasibility Score: 4.7
- Acceptability Score: 3.7

Acceptability

Impact / Feasibility plot

Community Comments

Focus Area Working Group:
- Need to consider this from a safety point of view. Is this the best solution?

People's Panel:
- More bike racks near businesses to encourage active transportation.

Online Survey/Pop-Ups:
- Bylaw definitely requires a re-write, however minimal or not impact on GHG reduction.
- Collingwood needs to permit UTV's just like Wasaga Beach
- Despite bylaws being in place, unless enforced, conflict will continue between users. Need good signage/painting on pavement.
- E-bikes and scooters are becoming much more popular means of transportation. Adequate protections should be considered for their safe travel as well
- Enforce level 1 E-Bikes on in town trails, or at least enforce a speed limit.
- Pedestrian safety too
- Stricter by-laws re parking of these vehicles and helmet compliance.
- The focus on regulating active transportation vehicles is misguided. While I do believe there should be rules, this would target folks who already face transportation inequities. Level of risk is higher with MVs, and need ^ enforcement there.
- There are more motorized scooters on the trails these days. Ok if it is a mobility aid, but not teens.
- We need to make sure that if we are going to allow mobility scooters on the sidewalk that they don't travel faster than the pedestrians to help avoid accidents.

[Active Transportation]

Bike/Scooter Sharing Program

System of bike/scooter sharing network within the Town with the potential to connect with other municipalities. Options could be person-powered and/or electric.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 2.1
- Feasibility Score: 3.5
- Acceptability Score: 3.52

Acceptability

Community Comments

Focus Area Working Group:
- If electric option is considered, ensure adequate charging infra-structure in multiple places.
- Bikes should include a basket for people using bikes to run errands.
- Potential to partner with BIA/tourism.
- Potential for funding through advertisements.
- Staff may be required to manage system.
- Consider subsidizing fees for at risk/certain demographics.
- Consider pilot on a micro scale.
- See similar community examples (e.g. Fenlon Falls).
- Alternate Idea - give every school age child & teach them bike/road safety.

People's Panel:
- Positive impact for poeple who cannot use/afford a car – increases mobility and decreases the need for parking.
- Could lead to a 'low emissions zone' in core of Town
- Successful in other places e.g. Toronto & Calgary.
- Would need to be Town wide (not only in downtown core) to allow for greater/highest value use.

Online Survey/Pop-Ups:
- Cwood doesn't have the population density to support a bike share program. Private sector can manage this.
- Great idea for equity and for tourism, and to promote active trans-portation across the area/ region
- Have seen in Toronto where it creates issues with irresponsible renters
- I do not see the need for a bike sharing system in town. Local resi-dents would have their own bicycles. For visitors I would approach local hotels to provide bicycles for their guests.
- If controlled for proper return/docking of rental units
- Love the idea but put right controls on where the bikes or scooters are left when they are finished
- No tacky ads please.
- This seems to be a problem in other municipalities where vehicles are abandoned or underutilized.

[Electric Transportation]

Encourage Electric Vehicle Charging Stations Across Town

Supports private and public EV infrastructure expansion to accelerate the adoption of zero-emissions vehicles.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 2.3
- Feasibility Score: 2.8125
- Acceptability Score: 3.03

Acceptability

Community Comments

Focus Area Working Group:
- Assumption that EV uptake continues to increase.
- Electrical upgrades are likely required for level 3.
- Implementation of EV chargers mandate in new developments would reduce the number of public chargers required.
- Highly dependent on consumer appetite/ affordability for EVs in general.
- Does this include electric bike charging?

People's Panel:
- Current situation can be inconvenient to EV owners (i.e. going some distance sometimes in bad weather to charge).
- Need more in Town as people buy
- Would be good/needed at public spaces e.g. sunset point.

Online Survey/Pop-Ups:
- EV charging stations would be mainly for visitors. Local residents would charge at home.
- EV's are detrimental to the existing road and hydro infrastructure being heavier and demanding great electrical power. Public funds should not be used to facilitate private purchases, much like the Town does not build gas stations now.
- EVs are better, but transit and active transportation is best.
- EVs are going to be overtaken by hydrogen vehicles so any further investigation will be wasted. Encourage builders to start roughing in plugs in garages of houses.
- I believe the charging infrastructure in Collingwood is already adequate, unless/until more advanced and faster options necessitate that the network be updated.
- I'm cautious about electric cars—while they reduce emissions, the environmental impact of battery production and disposal raises serious concerns.
- If this becomes a focus, should also include e-bike/scooter charging. Does not address the overall externalities of relying on motor vehicles for transportation. No behaviour change. Resource intensive.
- Our grid does not support this! Ask the experts/engineers about our local capacity.
- Prioritize active transport and public transportation accessibility from existing charging stations (e.g. Bike rentals and bus stops close to EV charging.)
- Require condo corps to have viable charging solutions for owners and guest
- The town should not bear this cost.
- While I like this initiative, I'd prefer to go the policy route to require developers to build this vs giving financial incentives to them.

[Public Transportation]

Free/Subsidized Public Transit

Encourages transit use by offering free or reduced fares, helping reduce car dependency and emissions.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 2.2
- Feasibility Score: 4.5625
- Acceptability Score: 3.94

Acceptability

Impact / Feasibility plot

Community Comments

Focus Area Working Group:
- Unsure if this alone would increase ridership – need frequency, longer service hours, more coverage, etc.
- How do we make timing comparable to driving?
- Most support for subsidization/free transit for specific groups of people and event-based.
- Look up the results of other municipalities who have done this – i.e. Orangeville.

People's Panel:
- Would need more frequency/on demand/technology increases.
- Electric busses.

Online Survey/Pop-Ups:
- By removing financial barriers, it encourages more people to choose sustainable travel options, supporting both environmental goals and social equity.
- Cost is not the barrier to access or usage of the current public transit. making it free or subsidized will only reduce funds for expansion of the current routes
- Do it now! This will help drive up ridership and we will realize economies of scale.
- Great idea but people love their cars In this town
- I do not see this strategy as significantly increasing public transit usage without major changes to the system. Routes are not direct. Buses are infrequent.
- Only if it gets used?
- Including a GPS supported app to see arrival of buses at certain stops.
- Please extend the transit routes to fully cover the Town boundaries. I have a +2km walk to closest bus stop.
- The Town should try and get the Province to fund this initiative as a pilot.

[Public Transportation]

Increase the Number of Visitors Using Public Transportation

Promotes public transit for visitors to reduce tourism-related emissions.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 2.6
- Feasibility Score: 3.175
- Acceptability Score: 3.4

Acceptability

Community Comments

Focus Area Working Group:
- Connect with Tourism Simcoe County.
- What percentage of transportation emissions come from visitors vs. Residents.
- Ensure visitors are able to bring their own bikes/skis, etc.
- Could connect with hotels to allow for overnight accommodation and experience 'packages'

People's Panel:
- Interesting initiative that should be worked on with the greater region.

Online Survey/Pop-Ups:
- A lot of people in Toronto don't drive.
- Again, I do not see this strategy as being effective without a major changes to the system. Bus routes are indirect. Buses are infrequent.
- Fully support this! Promoting public transportation for visitors is a smart, sustainable move that boosts tourism, supports local businesses, and cuts down on traffic and emissions—everyone wins!
- More charging solutions would encourage visitors to use EV's while in town
- Park and ride system utilizing existing out of town parking facilities such as at the wasaga end of Hwy 26
- This appears that it would be less effective on a cost/benefit basis.
- This is an awesome idea
- We need a connection to Barrie's Go Train.

[Transportation]

Interconnected Traffic Signals

Adaptive control and priority control of traffic signals, based on real-time data collection.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 1.7
- Feasibility Score: 2.5
- Acceptability Score: 3.48

Acceptability

Community Comments

Focus Area Working Group:
- Upgrades required to traffic signals with sensors, communication equipment, and related software.
- Option to implement prioritization timing to encourage non-car transportation methods.
- Are existing controllers suitable or do they also need upgrades?

People's Panel:
- More round abouts.
- Halifax has a system that stoplights blink after 11pm and people would use the intersection as a stop sign.

Online Survey/Pop-Ups:
- Also deploy a Town wide LPI (leading pedestrian signalling)
- Eliminate through traffic totally in town
- I don't see this activity as doing anything except helping the flow of vehicles. No impact on GHG.
- I think buses should have light priority.
- If incorporating pedestrian and cyclists signals, I am in support.
- Need more information. Current issues: Walk signal is not automatic & relies on "beg button" - should be automatic; Bicycles don't trigger lights to change; leading pedestrian/bike signals.
- Not a fan of this approach—it seems to mainly benefit traffic heading toward tourist spots like the mountain, rather than addressing congestion within town where residents are most impacted. We need solutions that prioritize local needs first.
- Route the travel on 26 away from first Street and create a bypass
- Vehicles are most efficient when moving at a constant speed. Coordinating signal timing and adjusting based on traffic levels to ensure less stopping on arterial roads will improve vehicle efficiency
- While I like this idea, it is lower on my priority list due to high cost."

[Active Transportation]

Low Emissions Zones and Zero Emissions Zones

Restricts or charges internal combustion vehicles in designated areas to reduce pollution and promote cleaner alternatives.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 3.1
- Feasibility Score: 4.525
- Acceptability Score: 4.07

Acceptability
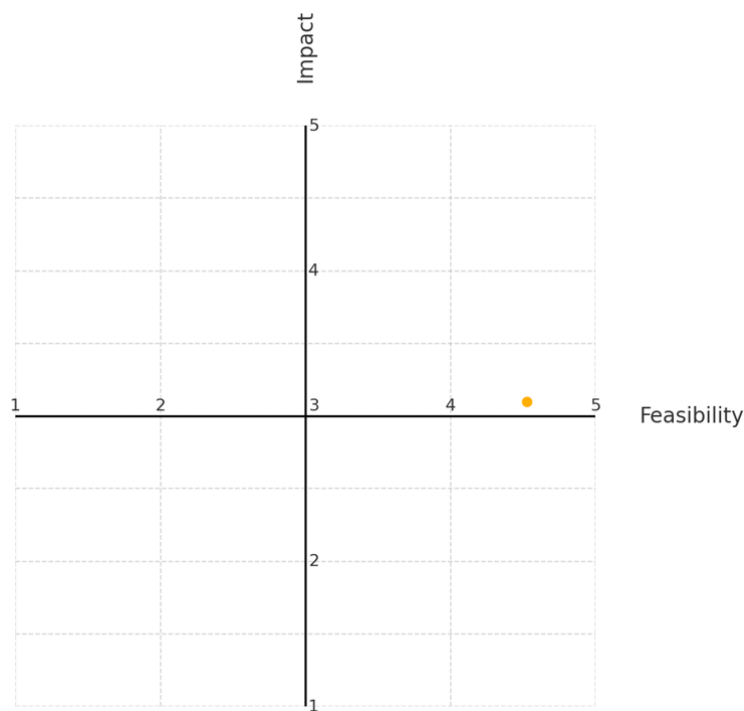
Community Comments

Focus Area Working Group:
- In certain areas during certain time periods – e.g. schools, high pedestrian areas.
- Could use moveable barriers – planter boxes, etc.
- Need to normalize people taking a 20-minute walk to their destinations.
- How do we make active transportation more convenient?
- Is this accessible for everyone? (seniors, mobility issues, safety)
- Additional co-benefit – health, mobilizing people, connection with community.
- Are there any supporting systems required (e.g. increased transit options).
- Signage – no-idling zones

People's Panel:
- How would this impact businesses and people with mobility challenges in the selected zones? Have studies been done on this potential impact?
- Seasonality constraints?
- Improved trail networks year round.
- Could be a transformative change.
- Stronger public transit would be needed.

Online Survey/Pop-Ups:
- A place is so much more peaceful without cars.
- Cameron AND Collins Streets
- Close main street during market and other key festivals a great idea. Closing car access to the waterfront areas means we need to have excellent parking nearby. and the possibility of shuttle service for events. Not sure if you're looking at that?
- I support targeted zones (e.g. school streets, waterfront, Hurontario Street), noting the success would depend on other measures to persuade behaviour change (e.g. safe walking/bike routes, bike parking, etc.)
- I've spent a lot of time in European cities that do this and it works well. Forces people to walk and enjoy spending time outside.
- Implementing low and zero emissions zones—especially by restricting or blocking certain roads—is a smart step toward cleaner, healthier communities. While it may require some adjustment, these measures reduce air pollution, promote safer, quieter streets
- I'm don't agree with restrictions to water area
- Minimal cost. Do a pilot study on Hurontario St.
- Pedestrian restricted zones are vital for children, and protection of active adults.
- Potentially difficult to gain community support
- Restricting vehicles in front of schools to help shift the prolific drop-off at school entrances vs encouraging parents& students to walk/cycle to school. Effectively making the immediate school zones much safer for all.
- This initiative would quickly demonstrate benefits for the community at a relatively low cost. Increased foot and active transportation participation will snowball when people experience it and feel safe, similar to experience in European towns.
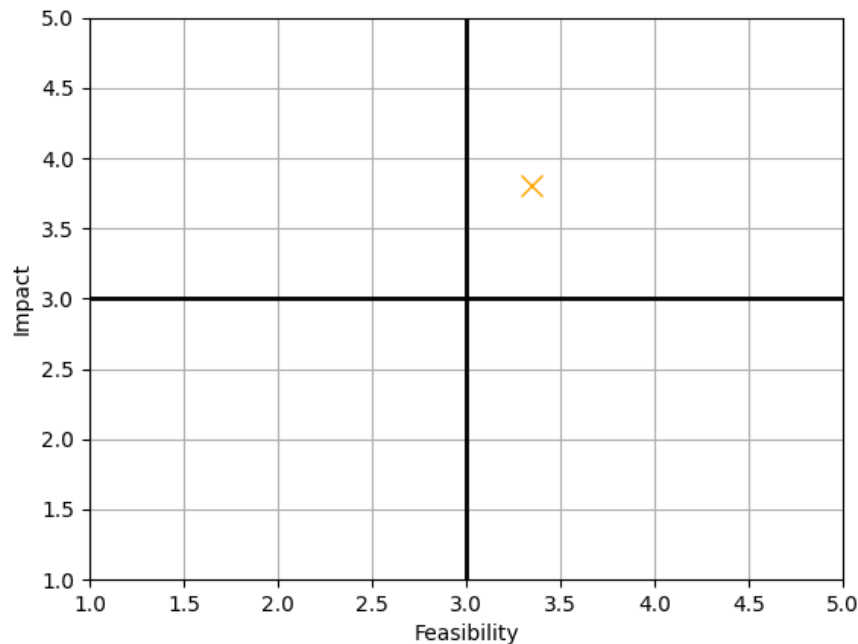
[Active Transportation]

Collingwood Standards for Bike Lanes

Collingwood to create/adopt a standard for bike lanes for any new or redeveloped roads based on the road's desired use. The standard should also consider how Collingwood can create a connected bike lane network.

Considerations: On-road transportation accounts for approximately 42% of total community emissions

Score:
- Impact Score: 3.8
- Feasibility Score: 3.35
- Acceptability Score: 4.17

Acceptability

Community Comments

Online Survey/Pop-Ups:
- A lot of existing paths provide a way to get around Collingwood
- Bicycles are way more cost-effective than cars.
- Bike lanes should connect to locations where people want to travel, not just where convenient. Gravel is not a suitable material for non-recreational cycling due to dirt caused especially during rain
- Create a bike lane (separated by a concrete curb) on Hurontario. The space exists
- Cycle tracks preferred and prohibited motorists from parking in a designated lane.
- Difficult to plan for all roads, high costs and very long timelines
- I fully support this. This will make it safer to bike, leading to more use of bikes.
- If the streets are safer for pedestrians and bicycles
- Part of this initiative is regarding the concept of safe streets more holistically - updating development standards to design streets for the appropriate speed - will allow bicycles/MVs/Peds to coexist
- Please budget to fully paint the bike lanes like Toronto does, this will increase safety and add visibility to drivers who aren't aware of the bike lanes currently
- Roads are updated for many reasons (water mains, sewers, etc.) and cycling facilities are add-ons to the project. Timelines can be long but I question the costs since only part of the cost is AT related. Need a small number of key corridors built.
- Roads require updating for a variety of reasons (water mains, sewers, general road surface conditions, ...) and appropriate cycling facilities can be added as part of the project. I agree that the timeline is long but would question the cost figures.
- Should continue to build on the trail system throughout Collingwood and region so that bikes won't need to compete with cars for road space.
- The long terms benefits of the reduced upkeep of micro-mobility infrastructure should also be highlighted.
- We need to be make sure that we don't make the same mistake Toronto did with Bloor and impacting our local businesses
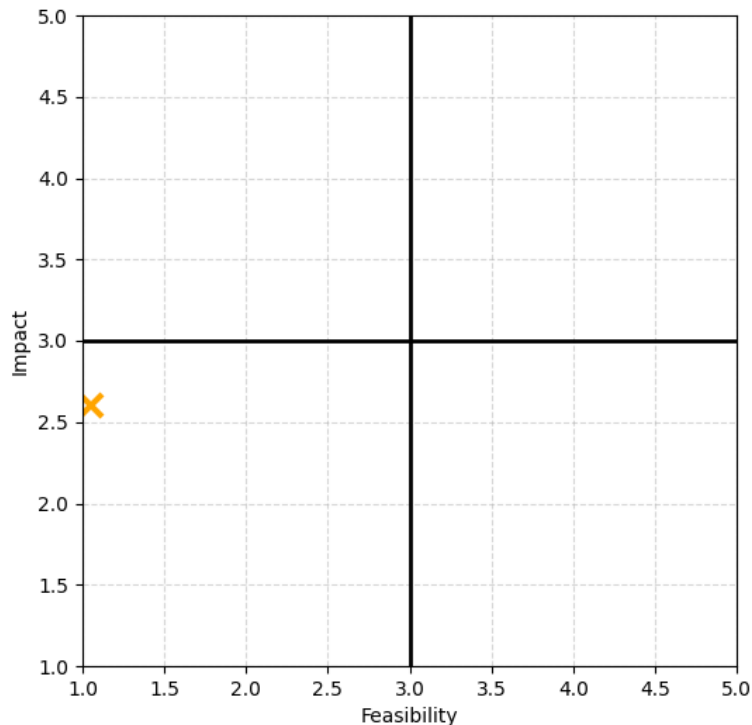
[Development]

Integrated Land Use

The interface and codependency of transportation and land use planning, optimizing the infrastructure. Increased density in certain areas.

Considerations: On-road transportation accounts for approximately 42% of total community emissions, and residential emissions account for approximately 23% of total community emissions

Score:
- Impact Score: 2.6
- Feasibility Score: 1.05
- Acceptability Score: N/A

Investment | Financing

[Financing]

Carbon Levy

Imposes a fee on carbon emissions to discourage fossil fuel use and encourage emission reductions.

Score:
- Impact Score: 2.6
- Feasibility Score: 3.7
- Acceptability Score: 3.36

Acceptability

Impact / Feasibility scatter plot

Community Comments

Focus Area Working Group:
- Could be applied to any Town service including rentals, parking, etc.
- Would pay for action to implement the Climate Action Plan.
- Highly based on political will.
- Need to name it something different and more specific.
- Needs to be part of an integrated carbon response.
- Fees would be different between different user groups (e.g. residential vs commercial).
- More money needs to flow back to the community to get buy-in.

People's Panel:
- Those who can afford to make green changes to their homes/vehicles, etc. May see reductions long-term.
- Where do the fees go?
- Before fees are introduced, are rebates, etc. going to be offered to make 'green' choices more accessible.

Online Survey/Pop-Ups:
- Align with provincial and federal directions once clarified
- Be careful since it doesn't seem to be working that well at the federal level
- Funds must be distributed to lower income households first
- I believe that the Federal Carbon Tax initiative should demonstrate the unpopularity of this approach.
- It's expensive enough to live here. Don't punish marginalized taxpayers.

[Education]

Community Promotion of Local Economy

Encourages residents to shop locally through promotions and events, boosting economic resilience and reducing transport-related emissions.

Considerations: Could reduce emissions associated with scopes 1, 2, and 3 travel.

Score:
- Impact Score: 2.3
- Feasibility Score: 4.725
- Acceptability Score: 3.98

Acceptability

Community Comments

Focus Area Working Group:
- Benefits include less GHG emissions from reduced driving.
- Equity consideration: local typically means more expensive
- How do we turn successful farmers markets and Christmas markets into everyday promotion of Collingwood's local economy
- Could the Town maintain a registry of local suppliers/goods to facilitate trade.
- How much do the Town and businesses procure from local economy?

People's Panel:
- Localized computer manufacturing could be more competitive locally
- Aim is to reduce transportation emissions
- Include advertisements and awareness campaigns
- How could we promote this year-round – seasonality issue with the farmers market.
- How do we expand beyond just buying local food.

Online Survey/Pop-Ups:
- Attempt to link housing, work and services as much as possible.
- Can't hurt, but minimal impact on GHG reduction.
- Check out https://buylocalyeg.ca/
- Corner stores can be cornerstone of community.
- I feel our town already does this well.
- I think the Town and residents do a pretty good job of this already - although focusing on advertising and the policy piece would strengthen it
- Our support of local business is essential to keep vitality in the community.
- People love their Amazon delivery! How to change that mindset?
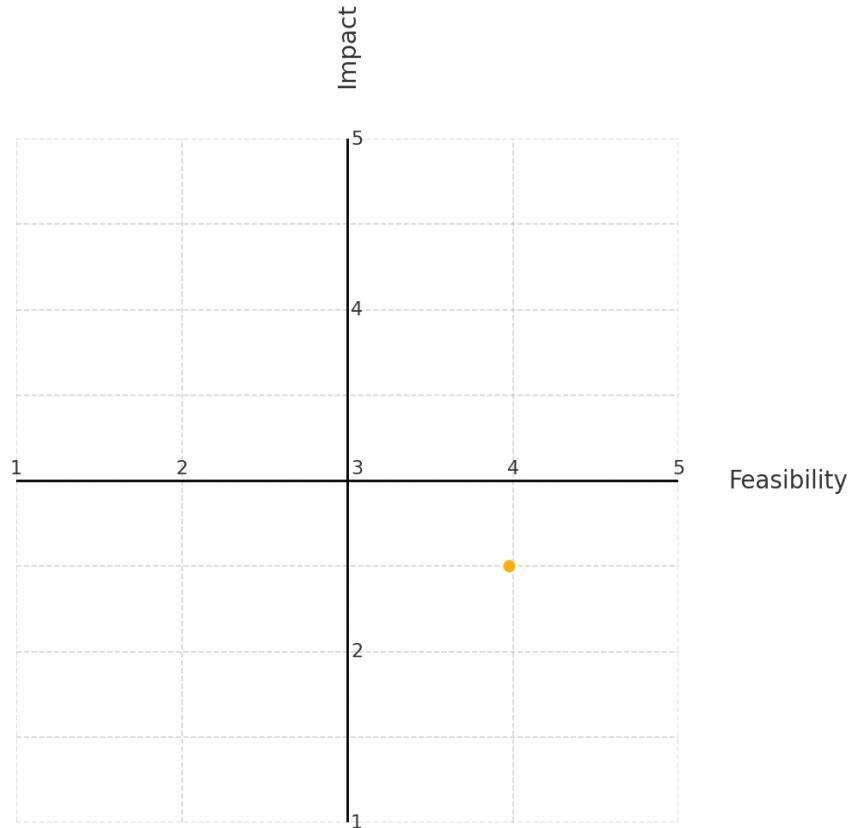- Shop local is as a result of a strong and resilient sense of Community.

[Financing]

Green Bonds

Raises capital through bonds to fund environmentally sustainable projects like clean energy or transit infrastructure.

Score:
- Impact Score: 2.6
- Feasibility Score: 3.7
- Acceptability Score: 3.58

Acceptability

Impact / Feasibility scatter plot

Community Comments

Focus Area Working Group:
- Bonds need to be issued to fund projects where ROI is known and GHG impact is large.
- Assumption that we could get corporate investment, what is the investment from the community?

People's Panel:
- N/A

Online Survey/Pop-Ups:
- Can't hurt.
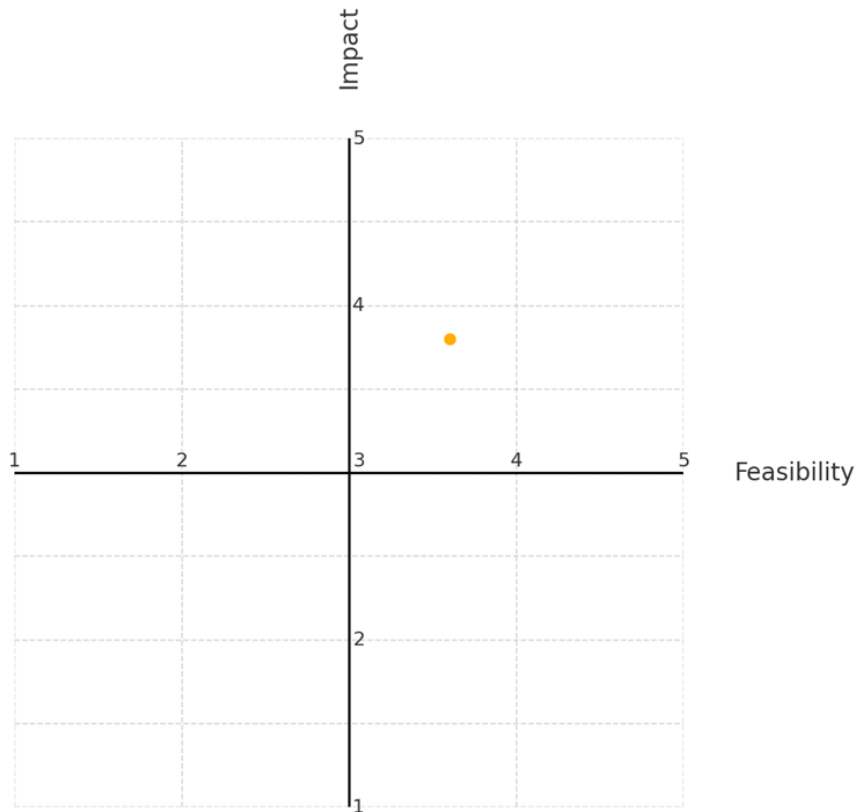- Great idea. Investing locally. Love.it
- Need more information.

Community Carbon Budgeting

Implements GHG limits similar to financial budgets, guiding planning and development decisions to align with net-zero goals.

Score:
- Impact Score: 3.8
- Feasibility Score: 3.6
- Acceptability Score: 3.78

Acceptability

Impact / Feasibility scatter plot

Community Comments

Focus Area Working Group:
- Assumption that the carbon budget would decline annually.
- Start with corporate carbon budget before moving to community (10+ years).

People's Panel:
- Holding the Town accountable to citizens.
- Citizens generally value the natural environment and want it preserved.

Online Survey/Pop-Ups:
- Align with provincial and federal directions once known
- Start now to convince town staff that their vehicles need to idle at a work place. Vehicles these days warm up or cool down inside very quickly. We could have a snitch line.
- Support the concept, but if we're serious about community emissions, we also need to address existing issues—like loud, heavy trucks on local roads. They're not just disruptive, they're major GHG contributors. Let's include traffic and transport impacts

Scenario 1: Prudent Action

Expectation: Continue implementing and improving strategies already planned/in-progress that support climate action. Impact is limited to what is under municipal control and relies on individuals to make small changes relative to the highlighted initiatives in addition to other sustainable options.

**Scale of Investment**: $1 Million
Timeline: 5 Years
Potential Impact: 10% GHG Reduction

Possible Actions:
- Residential Retrofit Incentives (CEF)
- Develop a community adaptation plan
- Anti-Idling
- Bike/Scooter bylaw review
- Community promotion of local economy
- Implement downtown organics system
- Community Energy Plan

Town of Collingwood Community GHG Emissions: Scenario 1
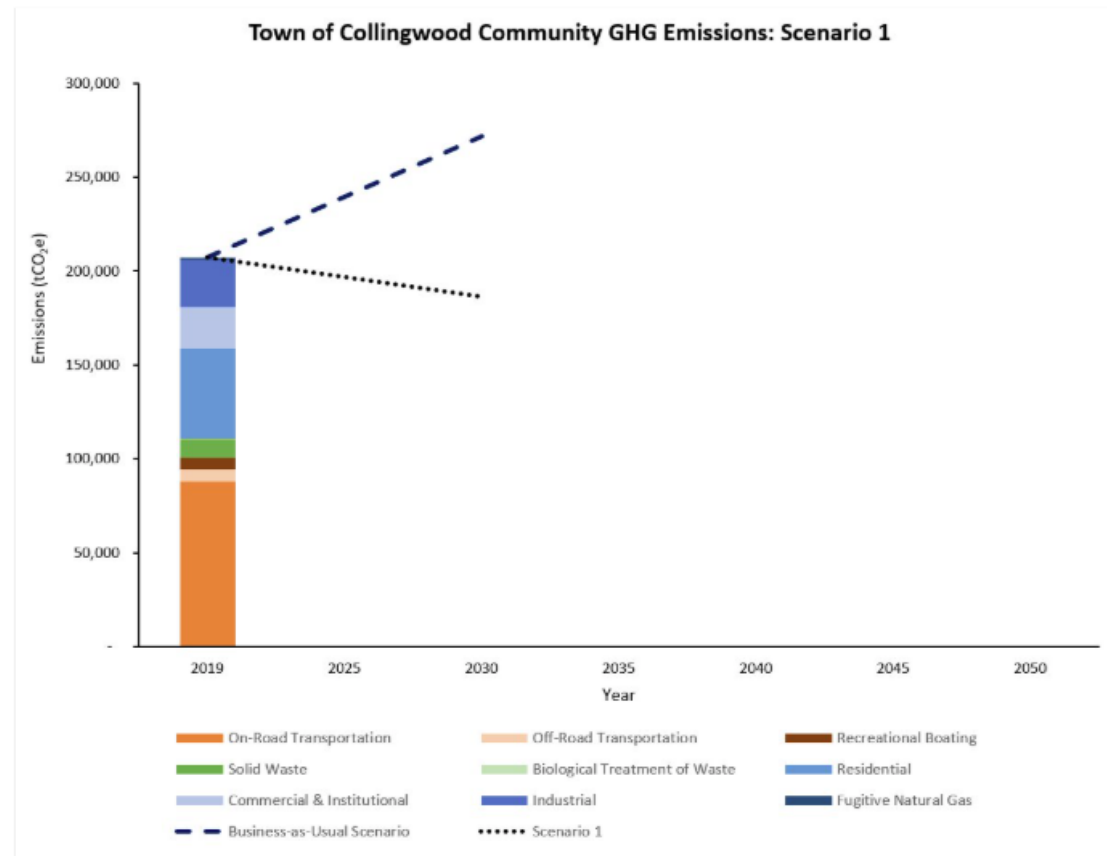
Scenario 2: Accelerated Action

Expectation: Community groups and businesses take leadership roles and partner in broadening actions being implemented across the community. Climate change becomes a stronger factor in decision making for most.
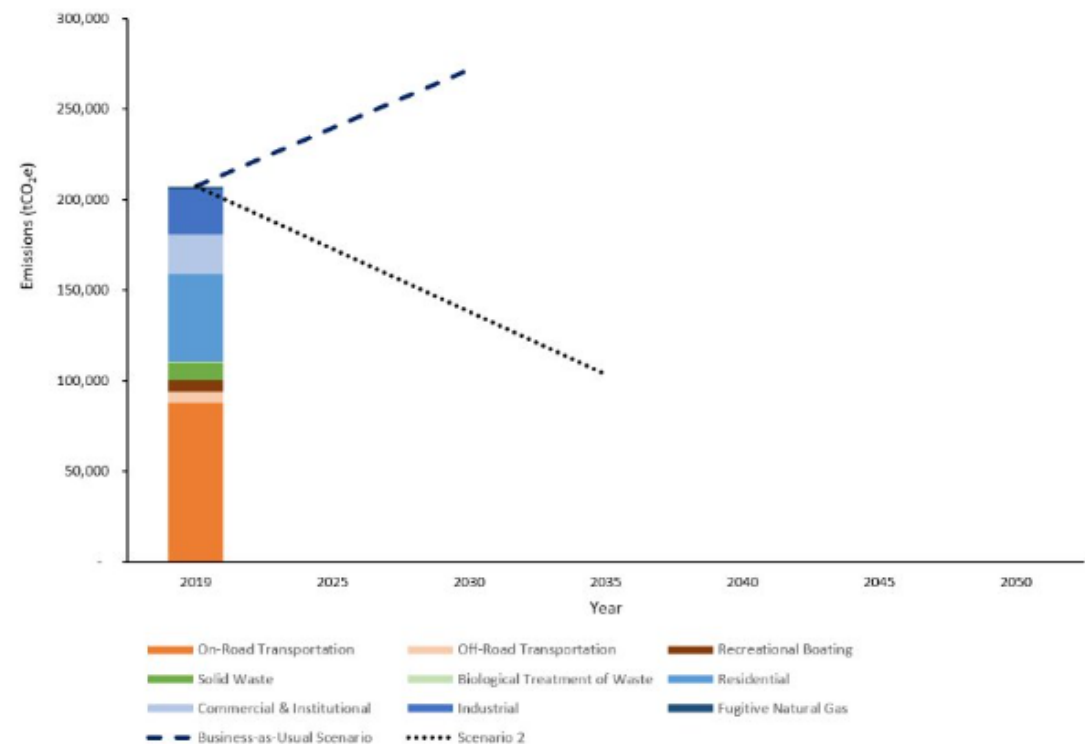
Scale of Investment: $5 Million
Timeline: 10 Years
Potential Impact: 50% GHG Reduction

Possible Actions - All actions in Scenarios 1 PLUS:
- Free/subsidized public transit for certain groups
- Low/zero emission zones
- Community Carbon Budgeting
- Encourage EV charging stations across Town
- Develop and Implement Green bonds
- Green economy hub for businesses
- Green contractor & business certification program
- Joint waste management contracts for businesses
- Renewable energy solutions: Solar

Town of Collingwood Community GHG Emissions: Scenario 2

Legend:
- On-Road Transportation
- Off-Road Transportation
- Recreational Boating
- Solid Waste
- Biological Treatment of Waste
- Residential
- Commercial & Institutional
- Industrial
- Fugitive Natural Gas
- Business-as-Usual Scenario
- Scenario 2

Scenario 3: Ambitious Action

Expectation: All stakeholders contribute to achieving a net-zero vision. Accountability is shared among all sectors, organizations, community members, and levels of government.

Scale of Investment: $200 Million
Timeline: 25 Years
Potential Impact: 80% GHG Reduction

Possible Actions - All actions in Scenario 1 & 2 PLUS:
- Renewable energy solutions: District Energy
- Green Development Standards
- Increased visitor use of public transportation
- Carbon Action Levy
- Integrated land use planning
- Urban forest network
- Financial incentives for businesses and non-residential buildings
- Circular economy

Town of Collingwood Community GHG Emissions: Scenario 3

Legend:
- On-Road Transportation
- Off-Road Transportation
- Recreational Boating
- Solid Waste
- Biological Treatment of Waste
- Residential
- Commercial & Institutional
- Industrial
- Fugitive Natural Gas
- Business-as-Usual Scenario
- Scenario 3