

Banyule Community Emissions Reduction Plan

Community Engagement Findings

Final Report, October 2019

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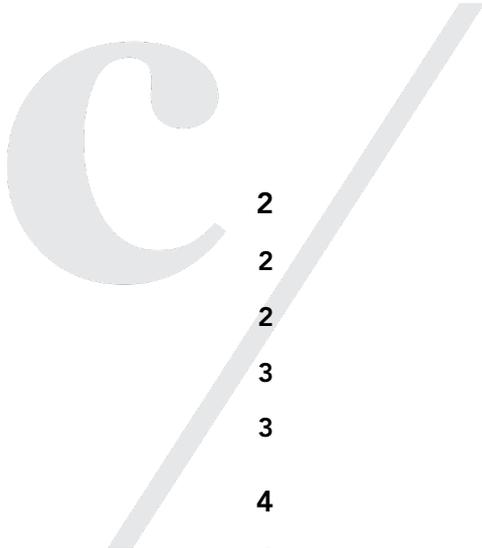
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- 1 Introduction** 2
 - 1.1 Report Purpose 2
 - 1.2 Project Background 2
 - 1.3 Role of Engagement 3
 - 1.4 Next steps 3

- 2 Engagement approach** 4
 - 2.1 Overview 4
 - 2.2 Communication activities 4
 - 2.3 Engagement activities 5
 - 2.4 Limitations 6

- 3 Participants** 7
 - 3.1 Participant overview 7

- 4 Engagement findings** 12
 - 4.1 Experiencing climate change 12
 - 4.2 Emissions reductions actions 13
 - 4.3 Action Prioritisation 15
 - 4.4 Community barriers to adopting actions 16
 - 4.5 Council support 18
 - 4.6 Additional actions 20
 - 4.7 Participant understanding 21
 - 4.8 Participant information 22

- 5 Participant evaluation** 23

1 Introduction

1.1 Report Purpose

This report presents a summary of the key findings from the first phase of community engagement to inform the Banyule City Council (Council) Community Emissions Reduction Plan. The four week engagement commenced on 27 August 2019 and concluded on 23 September 2019.

The findings in this report will help Council understand the actions the Banyule community are willing to take to reduce their carbon emissions; the barriers associated with each of the actions; and how Council can best support the community to undertake actions. The engagement also will assist in understanding how community members are currently experiencing the effects of climate change, and how they stay informed about climate change impacts.

1.2 Project Background

In December 2018, Banyule's Councillors unanimously recognised that urgent action is required across all three levels of government to tackle climate change, and passed a resolution outlining key areas of focus areas for Council. This resolution included the endorsement of an initial \$5 million Climate Action Package. This package incorporates funding for the development of a climate mitigation strategy using the C40 Cities Framework.¹ C40 Cities is a network of international cities, committed to acting on climate change. The C40 Framework is a specific roadmap for cities who are wanting to reduce their emissions. The C40 Framework is used by other local government areas and major capital cities worldwide.

In recognising the need for action, Council has established a target of achieving Council carbon neutrality by 2028. Council is furthering this ambitious internal target by creating a plan to reduce carbon emissions for the whole of the municipality, with the goal of achieving municipal-wide carbon neutrality. To identify the required actions to achieve reductions in greenhouse gas (GHG) emissions, Council examined the findings of previous community engagement and technical investigations undertaken by consultants, ARUP. These proposed actions formed the basis of this first phase of community engagement.

¹ The C40 Framework is a roadmap for cities who are wanting to reduce their emissions to zero. As a Melbourne Metropolitan Council, with Melbourne being a member city of the C40 network, Banyule City Council are able to use this framework to guide their response to climate change.

1.3 Role of Engagement

Council committed to engage with the community on the proposed emissions reductions actions; understand the communities' barriers to reducing emissions; and to identify and establish potential partnerships with the community.

Council recognises that many community members are already taking action on climate change, and have engaged with Council previously at the Banyule Youth Summit (May 2018) and first Environment Forum (September 2018). However, others in the community may have limited knowledge of what actions to take; what actions might have the highest impact in emissions reductions and climate action; or where to source information on the topic. The first phase of engagement was therefore designed to reach a broad range of stakeholders and community members within the Banyule community. The process was designed to increase awareness and understanding, and ensure actions were accessible to the whole community. The process was designed and delivered by Capire Consulting Group (Capire).

In taking a whole of community approach, Council and ARUP engaged with the business and industry, along with government agency representatives.

This included engagement with:

- Austin and Mercy Health
- Sustainability Victoria
- Department of Environment, Land Water and Planning - planning and building energy department
- AusNet Services
- Jemena
- Public Transport Victoria

The findings of this engagement will be published separately.

1.4 Next steps

The findings from the first phase of engagement will assist Council to prepare a draft Community Emissions Reduction Plan, expected in early 2020. Council is intending to seek feedback on the draft plan through future community engagement.

2 Engagement approach

2.1 Overview

Capire was engaged to design and deliver an engagement program that would support Council to reach its municipal-wide carbon emissions reductions. The engagement was designed to:

- facilitate community contributions in the development of emissions reduction and climate change mitigation actions for the community and Council to undertake collaboratively.
- build capacity amongst the stakeholders and the wider community to understand the impacts of climate change and the rationale for an emissions reduction plan.
- build understanding about what Council is doing to recognise the need for action, currently and as a part of achieving:
 - Council carbon neutrality by 2028
 - carbon neutrality for the municipality.
- communicate and understand the role the community want to play in undertaking actions, as well as the barriers to these actions.
- develop a better understanding of the climate change lived experience through community stories.

Council was interested in hearing from a wide cross-section of the community, including young people, people from culturally and linguistically diverse backgrounds, people who are actively engaging with environmental issues and business and industry stakeholders. The engagement was delivered using a variety of methods including face-to-face and online activities in order to hear from a diverse set of community voices.

2.2 Communication activities

Throughout the four-week engagement, the project team sought to inform as many people as possible about the project and to encourage participation. The following promotional activities were used:

- The project website was hosted on Council's Shaping Banyule² webpage. During the engagement period a total of 509 people visited the website.

² Banyule City Council 2019, *Shaping Banyule Community Emissions Reduction Plan*
<https://shaping.banyule.vic.gov.au/ClimateAction>

- The project was shared on Council's Facebook page on four occasions. The project was also shared on Banyule's Business, Arts and Culture and Youth Services Facebook pages.
- A factsheet and Frequently Asked Questions (FAQ) sheet were available on Council's website. Approximately 90 factsheets were distributed at pop-up events, focus groups and the community workshop.
- Engagement was promoted to existing Council advisory committees, including:
 - Age Friendly Advisory Committee
 - Aboriginal and Torres Strait Islander Advisory Committee
 - Disability and Inclusion Advisory Committee
 - Multicultural Advisory Committee
 - LGBTIQ+ Advisory Committee
 - Environment Advisory Committee
- The project was included in the Banyule Business E-newsletter and Arts and Culture E-newsletter.

2.3 Engagement activities

The engagement provided a range of opportunities for people to give feedback.

The following engagement activities were used to hear the views of the community:

- A survey was included on the project website which included 21 open and 20 closed answer questions.
- Pop-ups were held in various locations across Banyule to reach people who had not heard about the project. Approximately 40 people engaged over five events held at:
 - Bell Street Mall, Heidelberg West
 - Nets Netball Stadium, Macleod
 - Greensborough Plaza, Greensborough
 - Warringal Plaza, Warringal
 - Youth fest, Macleod Park, Macleod
- Two, two-hour focus groups were held in Heidelberg West and Greensborough to provide an opportunity for people to share and discuss their feedback in a group setting. Sixteen people attended a focus group. Focus group activities included participants sharing their experiences of climate change and to discuss actions to reduce carbon emissions.
- A two-hour workshop was held with environmental group members at Council offices in Greensborough on 24 September to share the key findings from the engagement with the wider community. Seventeen people attended the workshop, along with

Council officers and Councillors. The workshop was designed to refine the priority actions of emission reduction, create an opportunity for participants to further discuss emission reduction and climate change solutions.

2.4 Limitations

Outlined below are the limitations of the engagement:

- Some people may have taken part in multiple engagement activities, for example; completed the survey, attended a focus group, and spoke to the project team at a pop-up. As such, their views may have been captured more than once in the engagement process.
- Some participants did not answer all the questions. This meant some questions received fewer responses than others.
- Some survey questions addressed actions best suited for response by a certain demographic, for example, homeowners and business owners. As a result, some participants offered responses to questions that did not apply to their demographic.
- The five-point Likert scale included in the survey did not allow a response of 'I have already completed this action.' Most participants who indicated that they had already undertaken an action indicated that they were 'very likely' to undertake this action, whilst some indicated that they were 'very unlikely' to undertake an action that was already completed.
- The feedback method at the pop-up engagement at Banyule Youth Fest was adapted to suit the youth demographic. Participants were asked to identify the top 3 actions they were most likely to undertake, rather than responding on a 5-point Likert scale from 'very unlikely' to 'very likely'.
- Demographic data was not collected at pop-up engagements unless participants chose to undertake the online survey during a pop-up event.
- Open ended responses often include more than one theme per comment. All themes are counted and therefore the number of themed comments may exceed the number of unique responses.
- The information in this report does not necessarily reflect the views of a representative sample of the community. People who participated in the engagement self-selected to take part. The overall results therefore should not be regarded as a representation of the views of a statistically validated sample of the community.

3 Participants

3.1 Participant overview

Approximately 135 people participated in the engagement process. Provided below in Table 1 is an overview of participants.

Table 1: Overview of engagement activity participants

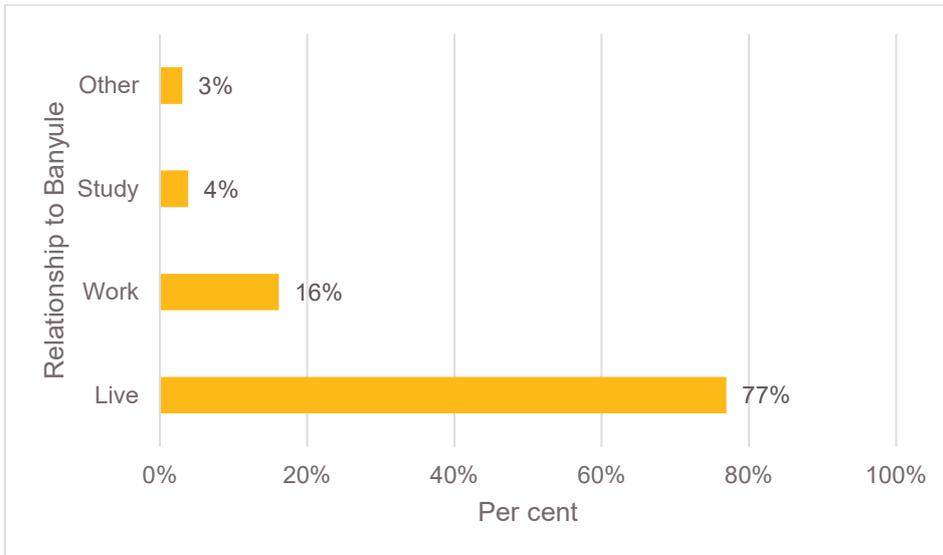
Engagement activity	Participant description
Banyule community pop-ups	<p>Approximately forty people were engaged during the five pop-up events.</p> <ul style="list-style-type: none"> • Age of participants varied from 15 to 64 years • Pop-up participants were most frequently residents of Heidelberg, Heidelberg West, or Ivanhoe • Females were more likely to participate at pop-up events (72%)
Focus groups in Heidelberg West and Greensborough	<p>Sixteen participants took part in the focus groups.</p> <ul style="list-style-type: none"> • The focus groups attendees included residents from Greensborough, Ivanhoe, Heidelberg, Heidelberg Heights, Heidelberg West, Macleod, St Helena, and Viewbank • Females were more likely to attend focus groups (69%) • All focus group participants were aged above 35 years
Online survey	<p>In total, 54 people completed the online survey.</p> <ul style="list-style-type: none"> • Most participants were aged 35 years or older, with almost half of responses coming from those in the 35-44 age bracket (45%) • Online participants included residents from across the Council.
Community workshop	<p>In total, 17 participants attended the community workshop.</p> <ul style="list-style-type: none"> • Most participants were aged 45 years or older • More women than men were in attendance

To understand who was reached through engagement, a series of demographic questions were asked including age, relationship to Banyule and gender. A total of 130 participants responded to these questions.

Relationship to Banyule

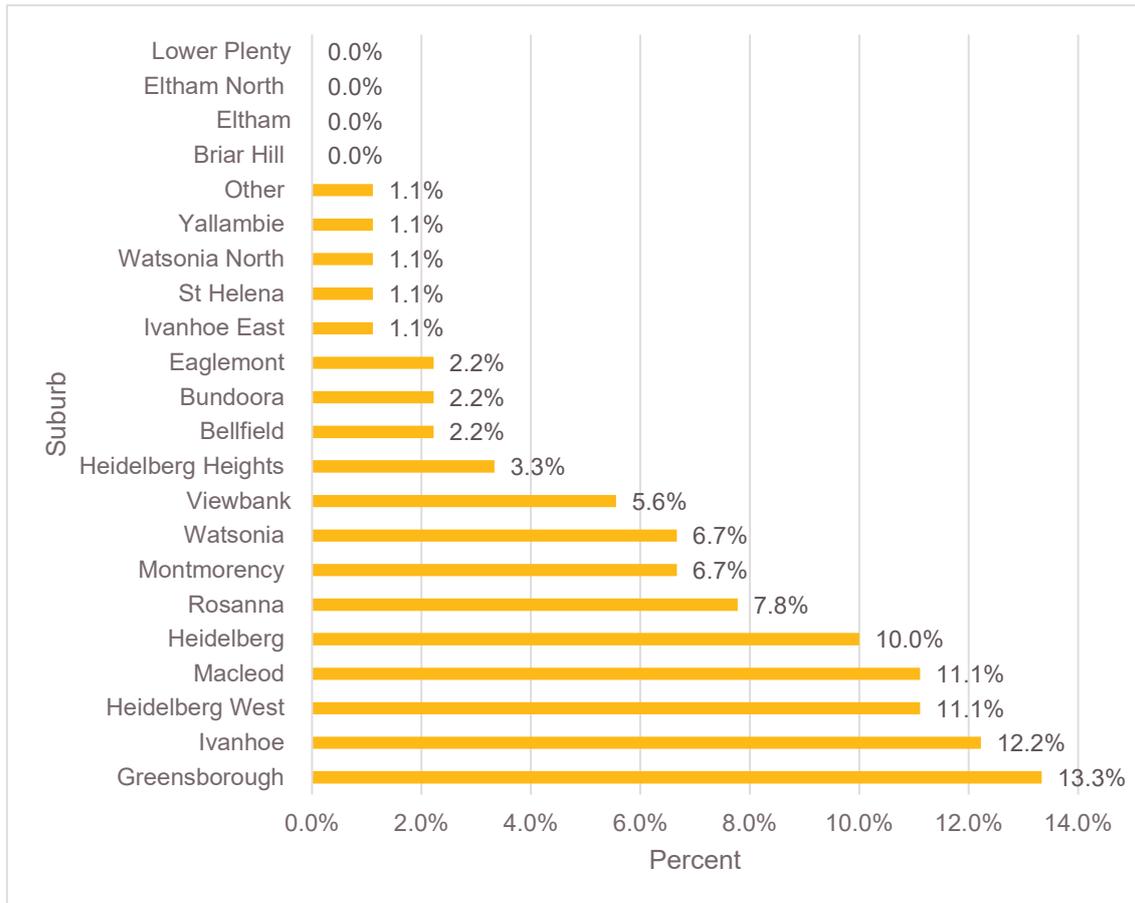
Participants were asked to share their relationship to Banyule, specifically whether they study, work, or live within the area. Participants were able to select more than one response if required. Of 131 total responses, 100 (77%) lived in Banyule (Figure 1).

Figure 1. Relationship to Banyule



Participants indicated which Banyule suburb they held that relationship with (Figure 2). Of the 111 participants who responded to this question, the highest proportion lived in Greensborough (13%), followed by Ivanhoe (12%), and Macleod, and Heidelberg West (11%). Greensborough and Ivanhoe were proportionally represented in participation, as compared to actual population percentages of 13% and 10.4% respectively, however Macleod and Heidelberg West were overrepresented as compared to actual percentage of population, at 5.8% and 6.1% respectively.

Figure 2. Suburb where relationship is held

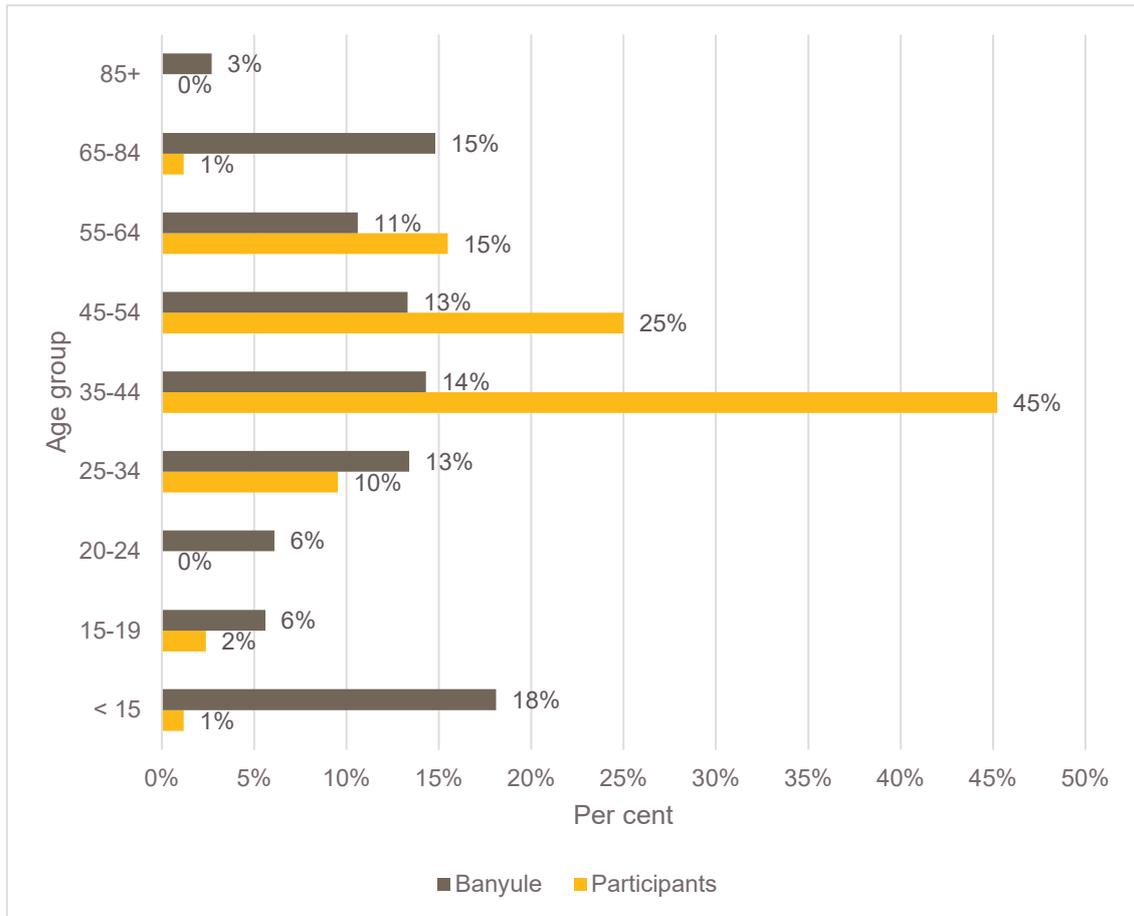


Age and gender

Participants were asked to share their age group. Of the 111 responses, 38 (45%) were aged 35-44 years, followed by 21 (25%) aged 45-59 years. As compared to ABS Census Data, survey respondents age 35-44 were overrepresented by 31%.³ The demographics of the Banyule area show a higher proportion of residents aged 50 years and older than the greater Melbourne population.

³ .id 2019, *City of Banyule community profile*, profile.id.com.au/Banyule.

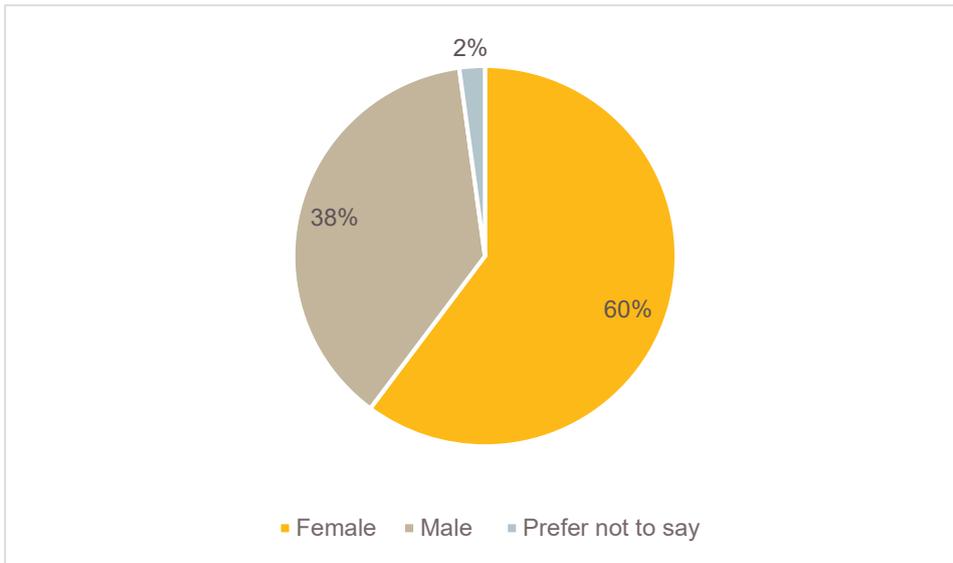
Figure 3. Participant age



Participants were asked to identify their gender. Of 93 responses, 56 were female, 35 were male and 2 respondents left their gender unclassified. This shows an overrepresentation of female participants as compared to Australian Bureau of Statistics (ABS) Census Data⁴ of 51.4% female and 48% male.

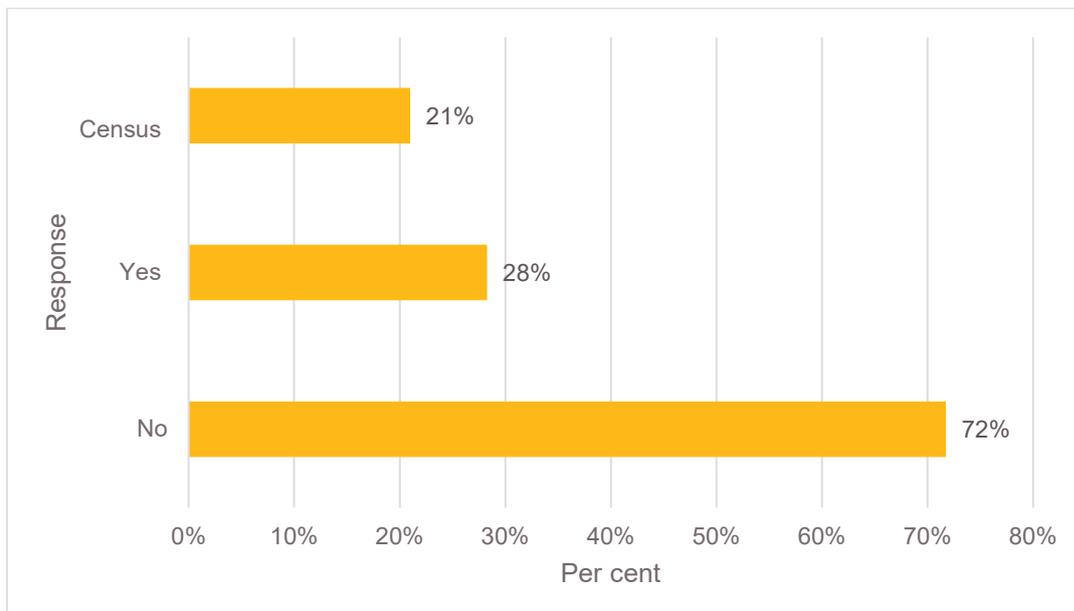
⁴ .id 2019

Figure 4. Participant gender



Participants were asked to identify if anyone in their household spoke a language other than English at home. A total of 92 responses were received. More participants identified that someone at home spoke a language other than English (28.3%), as compared to ABS Census Data.⁵ This may be on account of overrepresentation of participants from Heidelberg West, who are statistically more likely (37%) to speak a language other than English at home than the wider Banyule population.

Figure 5. Language other than English spoken at home



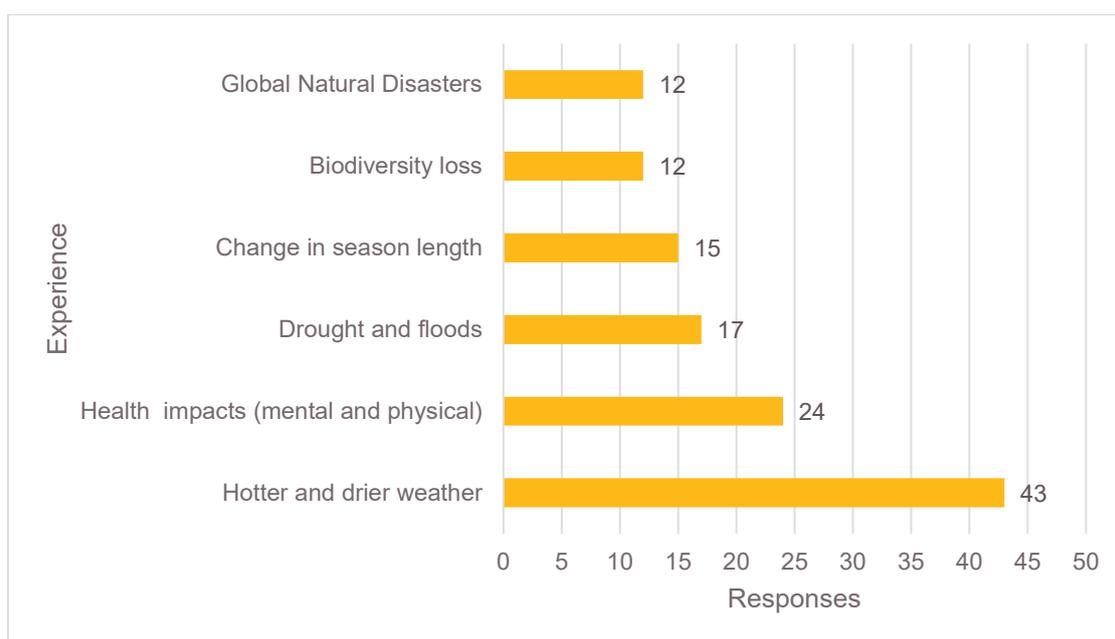
⁵.id 2019

4 Engagement findings

4.1 Experiencing climate change

Participants were asked, 'How have you experienced the effects of climate change? A total of 78 participants responded to the question. The most commonly responses are provided in Figure 6 below⁶.

Figure 6. Common experiences of climate change



Participants most frequently cited hotter and drier weather as how they were experiencing climate change. Some participants made general references to changes in weather, while others more specifically commented on heatwaves during summer months.

Participants also commonly referenced health impacts, both mental and physical. This was generally reflected in people feeling anxious about the future, for themselves and their children, as well as physical health impacts such as asthma, hay fever and heat exhaustion.

While most participants reported having personal experiences, some responses noted that although they had noticed climatic changes, they felt shielded from many effects and felt that more effects would be experienced in the future. There were also a small number of participants that said they had not experienced changes.

⁶ Open field responses have been coded for all experiences mentioned, therefore the number of experiences may exceed total number of responses.

"Intense fear of my children's future. Intense guilt at my own (and the wider human) contribution. Loss of natural spaces - Great Barrier Reef." - Online participant

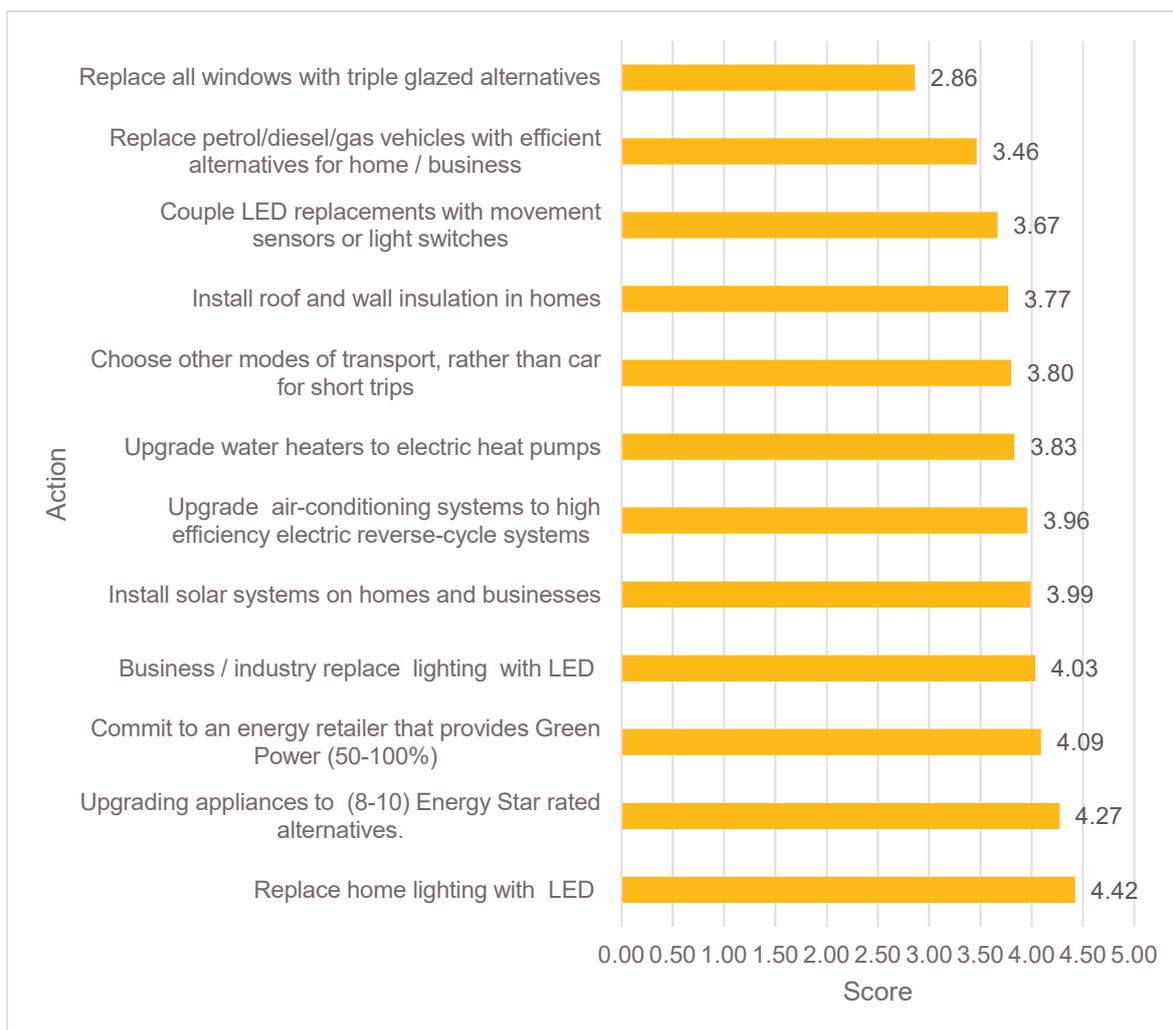
"When we moved into our property 10years ago the ground was moist. Even if it was dry on top, of you dig down it was moist underneath. Now it's dry until you hit clay and even the clay is dry! I can see street trees dying all over Banyule, including eucalyptus!" - Online participant

4.2 Emissions reductions actions

Participants were provided with a list of 12, pre-defined actions and asked how likely they would be to undertake these actions on a 5-point Likert scale. Likelihood was measured from: extremely unlikely – 1, unlikely – 2, neutral – 3, likely – 4, and extremely likely – 5. Figure 7 summarises participant responses.⁷

⁷ A score is calculated by adding the values of each response, from one through five, and dividing the sum by the total number of responses. A higher score indicates greater likelihood.

Figure 7. Likelihood to undertake actions



Overall, people who participated at focus groups and online said they were most likely to take the following three actions:

- replace home lighting with LED
- upgrade appliances to (8-10) Energy Star rated alternatives
- commit to an energy retailer than provides green power (50-100%).

The following were the actions participants reported they were least likely to take:

- replace all windows with triple glazed alternatives
- replace petrol/diesel/gas vehicles with efficient alternatives for home/business
- couple LED replacements with movement sensors or light switches.

After stating how likely they were to take each action, for those actions participants were not likely to take, what was stopping them and what could Council do to support them in taking

the action. Participant responses are summarised in Section 4.3 and Section **Error! Reference source not found.**

"Surely most people have already switched to LEDs?" - Online participant

"I would love a greener car, but unfortunately they are too expensive." - Online participant

4.2 Action Prioritisation

Participants who attended the community workshop were asked to prioritise the actions on an action priority matrix, by arranging the actions in four quadrants; high effort, low impact; high effort, high impact; and low effort, high impact. Workshop participants suggested the following:

High impact and low effort

- Business and industry to replace all lighting with highly efficient LED alternatives.
- Residents and businesses to commit to using other modes of transportation (public/active) rather than private automobiles, for short trips in the municipality.
- When upgrading air-conditioning systems, choose high efficiency electric reverse-cycle systems to warm and cool indoor spaces.
- Resident and businesses to commit to ensuring their energy retailer can provide them with green power (50-100%).
- Couple LED replacements with movement sensor or light switches (in business/commercial buildings) so lights can be switched off when rooms are not in use.
- When upgrading air-conditioning systems choose high efficiency electric reverse-cycle systems to warm and cool indoor spaces.
- When upgrading appliances (fridges, washing machines, cooking appliances, TVs) choose high star (8-10) Energy Star rated alternatives.
- Install roof and wall insulation in households.
- Households to replace all incandescent and compact fluorescent (CFL) globes with highly efficient LED alternatives.
- When upgrading water heaters choose electric heat pumps.

High effort and high impact

- Residents and businesses to replace petrol/diesel/gas vehicles with more efficient hybrid or electric alternatives.
- Residents and businesses to commit to using other modes of transportation (public/active) rather than private automobiles, for short trips in the municipality.
- Install solar systems on homes and businesses.

High effort and low impact

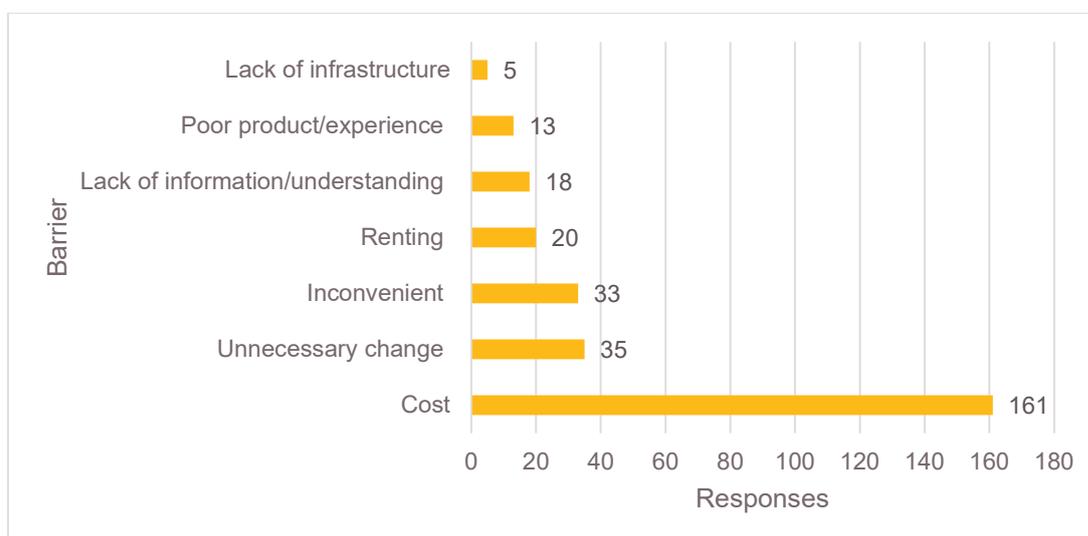
- Replace all windows with triple glazed alternatives.

The actions defined as high impact/low effort echo the results of ‘most likely to undertake’ from the wider community, apart from installing solar panels, which workshop participants perceived as being high effort. Participants who attended focus groups and the workshop were welcome to add actions to the predetermined list provided by Council. Participant responses are summarised in Section 4.6.

4.3 Community barriers to adopting actions

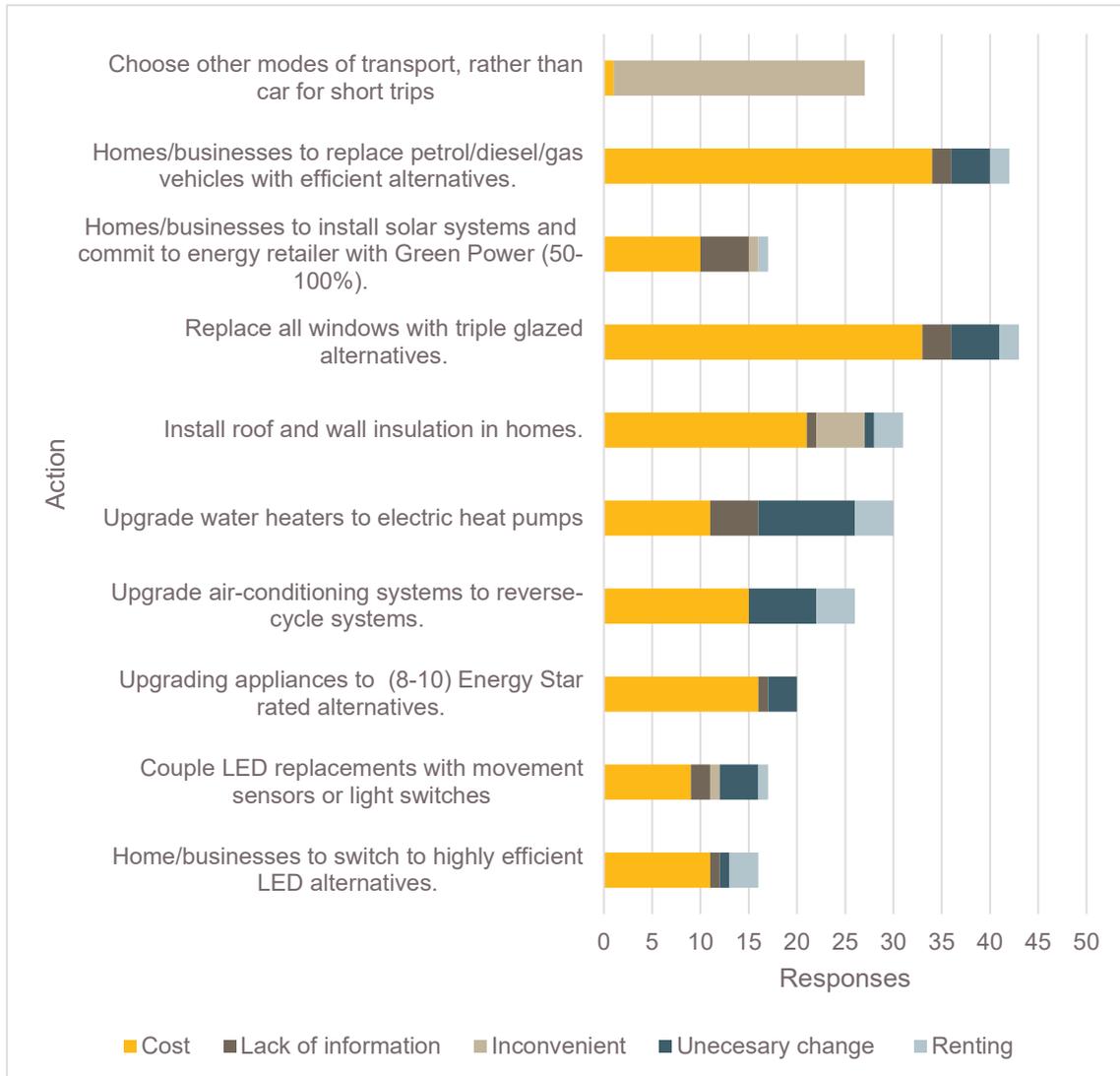
Participants identified barriers to adopting Council’s suggested actions. A total of 378 comments were made identifying barriers. Figure 8 shows the frequency that barriers were referenced in participant responses.

Figure 8. Identified barriers to adopting actions



Cost was the most common barrier identified by participants. Cost was cited as a barrier to all actions and was the most frequently cited barrier across all the actions except for ‘choose other modes of transport’ (Figure 9). Participants most frequently identified cost as an issue when asked about high-cost actions such as replacing vehicles, installing triple glazed windows, and roof and wall insulation. One participant responded that cost was a barrier to choosing alternative modes of transportation, and the cost of public transport was discussed in focus groups.

Figure 9. Frequency of barrier by action



Many participants responded that making a change was unnecessary, particularly around upgrading appliances, air conditioning systems, hot water heaters, and windows. They offered a variety of reasons for why they felt the change was unnecessary, including that they were happy with what they had, what they had was in good working order, or that replacement would be wasteful and therefore also negatively impacting the environment.

Inconvenience was the third most commonly cited barrier. This was most commonly identified for the action 'choose other modes of transport, rather than car for short trips. Participants said that being in a car was quicker and more convenient, and that public transport is not available close to their work or home. Participants also noted inconvenience as a barrier to installing insulation as it would require undertaking significant renovations.

Some participants cited a lack of information as a barrier to undertaking actions, expressing that they were unconvinced of the benefit; would have to compare the efficiency; and felt overwhelmed by the amount of information available. Participant commented that they had a lack of trust in technology or product availability for electric cars and triple glazed windows.

They also worried that they were at risk of being scammed by low quality installation or incentive programs for solar panels and LED lightbulbs.

Participants also frequently responded that they had already completed or are planning to complete the action (n=35), including installing LED lights, upgrading air conditioners and hot water heaters, and installing insulation.

"While we understand the value in energy efficient appliances, I would guess others are just not aware of how much the extra cost up front is recouped over the life time of the appliance." - Online participant

4.4 Council support

Participants were asked how Council could support them in taking each identified action. Figure 10 illustrates the most common themes participants identified as support Council could provide. As described in Section 4.3, cost was the most common barrier participants said would stop them from taking action. Participants felt that Council could support participants in adopting the actions through incentives and subsidies. This included the following suggestions:

- rebates
- rewards schemes such as rewards for reducing energy consumption
- Council bulk-buy and share programs
- providing sample products
- incentivising landlords
- community bulk-buy schemes.

Incentives were suggested as a means of support for all actions, and was cited most frequently for installation of triple glazed windows. Some participants expressed that it was everyone's responsibility to take action, and that Council should not provide any support.

Figure 11 summarises the frequency of support solution for each action.

Figure 10. Council support

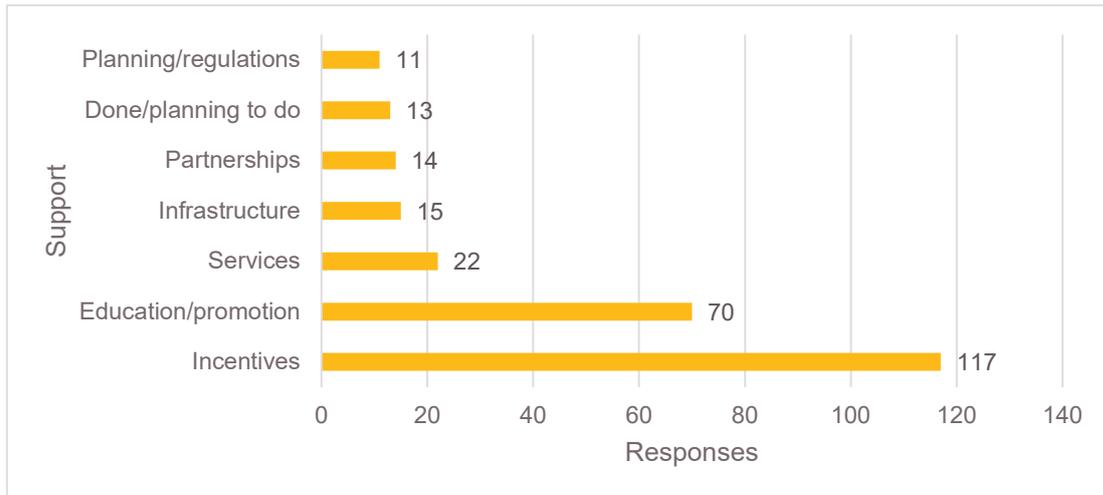
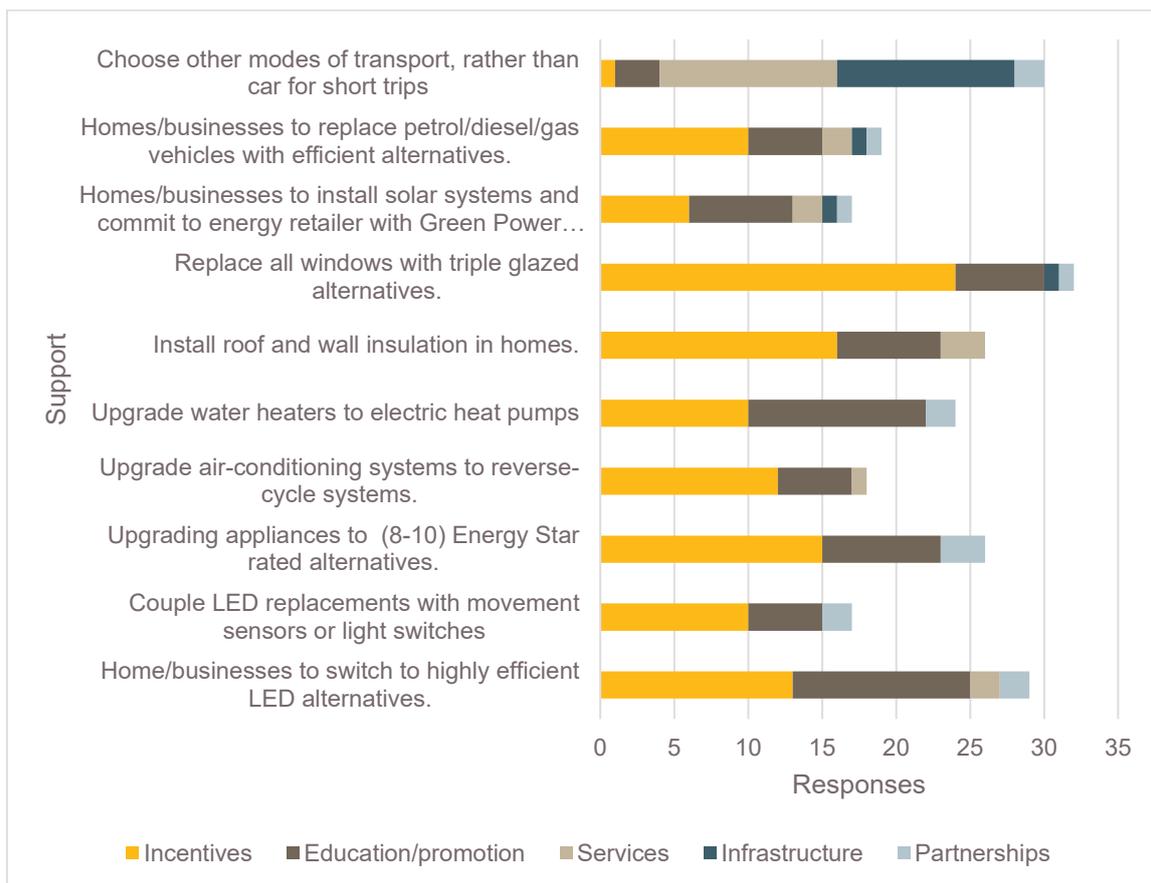


Figure 11. Frequency of support by action



Education and promotion was the second most common support theme identified, and was most frequently noted for the actions of installing triple glazed windows, insulation, and choosing energy efficient appliances. Participants in focus groups also discussed their

confusion about solar panel installation and expressed a lack of trust in the technology, product quality and installation quality. Some participants felt Council should provide knowledge and resources for the community, including information on suppliers and government incentives. Specific suggestions included:

- “Free home assessments and help with findings tradesmen to replace insulation”
- “Create living Green Guides where any local or state incentives are listed”
- “Create a list of Council approved suppliers”

When identifying means of support to increasing use of public and active transport, most participants responded that improved public transport services were required to support this change. They noted the need for improved frequency, better connections between buses and trains, and increasing the area covered by public transport networks. They also noted the need for improved walking and cycling infrastructure.

More generally, several participants suggested that Council should provide people with more information on why it is important to reduce energy consumption and how to achieve consumption reductions.

“Increased education so people realise how real climate change is and how we can adjust our way of doing things to reduce carbon emissions” - Online participant

4.5 Additional actions

Participants who attended focus groups and the workshop submitted additional actions. Noting that the feasibility and impact of these actions have not been assessed by Council or technical research, participants also suggested the following would also be high impact and low effort:

- improve biodiversity with wildlife corridor protection/extension
- reduce business waste
- local food production, local food forest, food forest nature strip
- integrate sustainable design into planning process
- improve education
- carbon sequestration through tree planting
- improve home building industry requirements for energy efficiency
- draught proofing homes and businesses
- create a food security plan
- packaging reduction initiative for business
- electric community buses

- allow planting of native gardens or veggies on nature strips
- reduce consumerist culture - less plastic for kids
- lobby for better public transport.

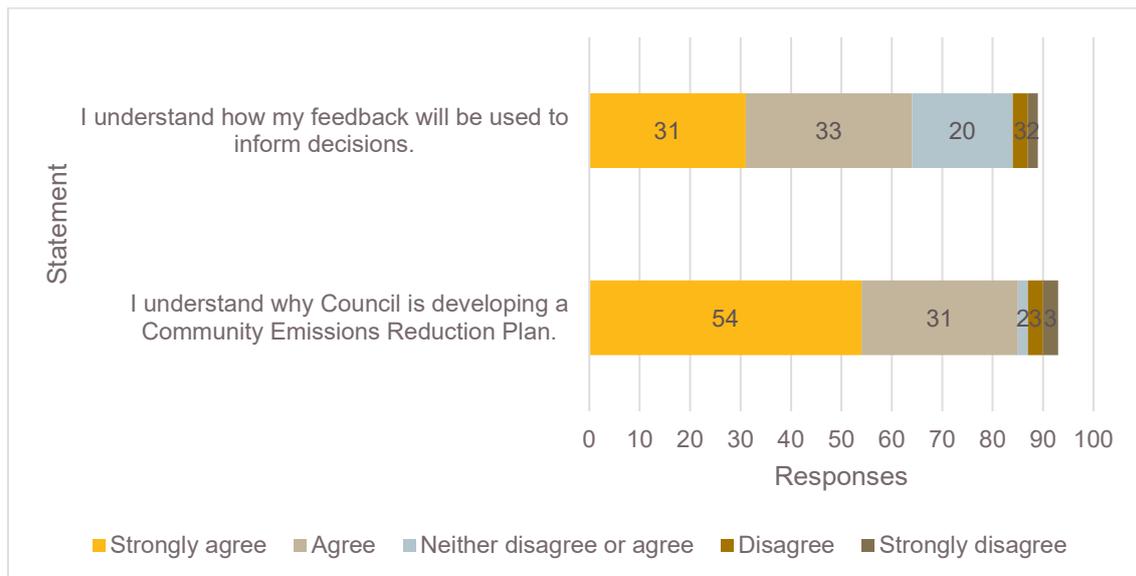
Online participants also suggested the following additional actions:

- start a community energy project
- implementing a 'climate-proof room' response, especially vulnerable households
- offer Council supplied services, such as Banyule City Council Energy Company
- promote partnerships between tenants and landlords to support
- neighbours to share costs and power resources
- lobbying other levels of government to create legislation which supports the uptake of electric vehicles
- create a policy which enshrines the pedestrian, cyclist or public transport user as being the first considerations, over the convenience of car users
- tree planting for carbon sequestration.

4.6 Participant understanding

Overall, participants understood why Council is developing a Community Emissions Reduction Plan, with 85 participants stating they strongly agree or agree with the statement. In total, 64 participants understood how their feedback would be used to inform decisions. Participant responses are illustrated in Figure 12 below.

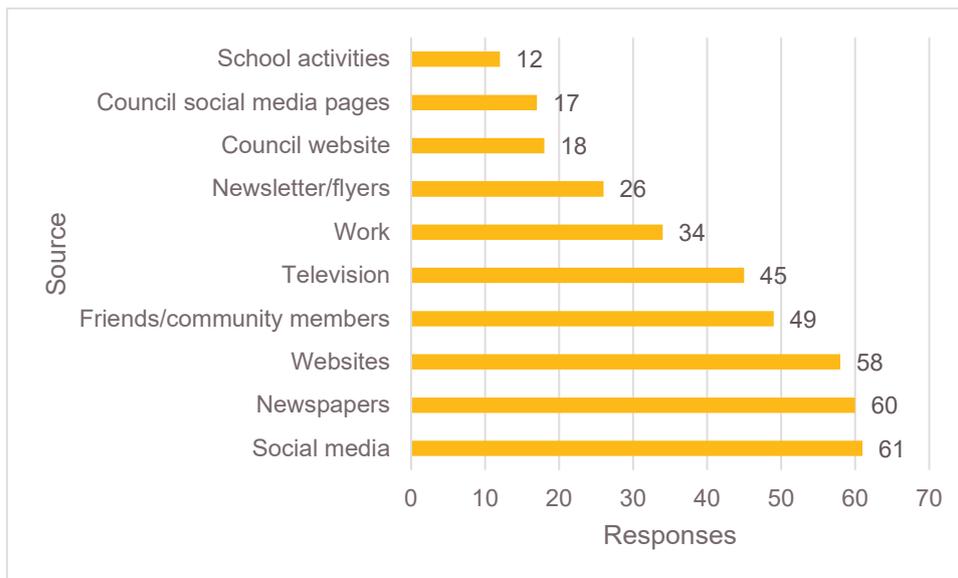
Figure 12. Participant understanding of the project



4.7 Participant information

Participants were asked how they keep up to date with information about climate change. The most common response was social media, closely followed by newspapers, as illustrated in Figure 13. Some participants responded that they use other sources such as attending university lectures and reading books.

Figure 13. Sources of information about climate change



Participants were asked at the workshop for their ideas for future community engagement⁸. The following is a summary of responses:

- email or write to local community groups
- engage communities at existing events or locations, such as Neighbourhood Houses
- use fun engaging activities for all ages, for example, nature play.

⁸ Most of the ideas received were how to engage the community to undertake actions, for example, through incentives programs. These ideas have already been reflected within the report.

5 Key messages

The following is a summary of key engagement findings.

Experience of climate change

Participants were asked to consider how they had experienced the effects of climate change. Participants most frequently noted:

- hotter and drier weather
- impacts on mental and physical health
- drought and floods.

Participants spoke of noticing changes to their gardens and street trees. They also noted global changes such as melting polar ice caps and impacts to the Great Barrier Reef. Changes to seasons, weather extremes and storms were also frequently noted. Many participants also spoke of health impacts, particularly from extreme heat events, including heat stress and isolation from not being able to go outside. Participants also spoke of the anxiety they and their children were feeling about the future.

Actions

All 12 Council identified actions, were supported (Likert score >2.5) by the community. Actions that were most supported by the community were:

- replacing home and business lighting with LED
- upgrading appliances to (8-10) Energy Star rated alternatives
- committing to an energy retailer that provides green power (50-100%).

The actions that were least supported by the community were:

- replace all windows with triple glazed alternatives
- replace petrol/diesel/gas vehicles with efficient alternatives for home/business
- couple LED replacements with movement sensors or light switches.

Barriers

Participants most frequently identified the following means of support barriers to achieving the defined actions:

- cost
- unnecessary change
- inconvenience.

Cost far exceeded other barriers identified by participants, and was cited as a barrier to all actions. Participants also frequently commented that the action was unnecessary if they had to replace things that were in good working order, and that this would have a waste

repercussion. Some actions were also deemed as inconvenient, particularly if they required substantial renovations.

Council support

Participants were asked to consider how Council could support them in achieving the defined actions. Participants most frequently identified incentives and subsidies as the key means of support. They also identified:

- education and promotion
- services
- infrastructure
- partnerships.

When participants discussed incentives, they noted that they were aware of incentives already being available. However, some felt uncertain about the legitimacy of these incentives or suggested that they were poorly promoted. Participants noted that better promotion of how the community could take action was required, and that more education about the need for carbon emission reductions was needed.

Services and infrastructure were the most frequently noted support measure for changes to active and public transport. Some participants also suggested Council lead services, such as advising on products and suppliers. Participants also frequently suggested that Council support community partnerships, particularly around product bulk-buy opportunities and community led energy projects.

6 Participant evaluation

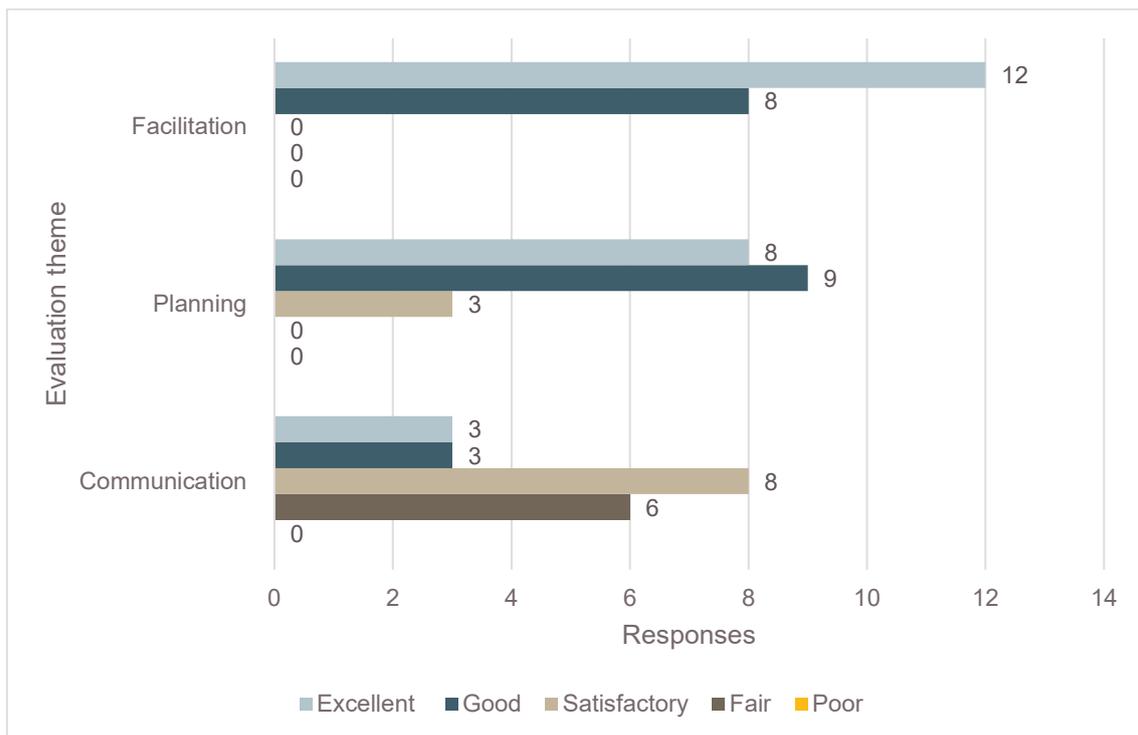
A total of 20 participants completed an engagement evaluation survey after attending a workshop or focus group. Engagement evaluation is important in ensuring participants have a chance to provide feedback on the engagement content and format and inform future engagements.

We asked participants to answer the following questions using a five-point Likert scale:

- Communication - How well was the session promoted?
- Planning - How well was the session planned?
- Facilitation - How well was the session facilitated?

Most responses rated the planning and facilitation of the session as good to excellent. However, the communication of the session, was predominantly rated satisfactory to fair.

Figure 14 Engagement evaluation



Really valuable in understanding where council is at and what else needs to happen” - Focus group participant, 12 September 2019

“Thank you for your time and effort and gaining community feedback and ideas to develop.” Workshop participant, 24 September 2019