Sustainable City Community Action Plan

Contents

[Acknowledgements 5](#_Toc504657472)

[What is the Sustainable City Community Action Plan? 5](#_Toc504657473)

[Background 5](#_Toc504657474)

[Challenges 6](#_Toc504657475)

[Demographics 6](#_Toc504657476)

[Role of a Council 7](#_Toc504657477)

[Budget 7](#_Toc504657478)

[Data 7](#_Toc504657479)

[Talking to the Community 7](#_Toc504657480)

[Analysing the community’s response 8](#_Toc504657481)

[What you told us 8](#_Toc504657482)

[You also told us 9](#_Toc504657483)

[How will we stay on track? 9](#_Toc504657484)

[A new environmental strategy 10](#_Toc504657485)

[The Actions 10](#_Toc504657486)

[Behaviour Change Campaign 10](#_Toc504657487)

[What? 10](#_Toc504657488)

[Why? 10](#_Toc504657489)

[How much will it cost? 11](#_Toc504657490)

[What impact will it have? 11](#_Toc504657491)

[How will we know it worked? 11](#_Toc504657492)

[Smart Solutions for Apartments 11](#_Toc504657493)

[What? 11](#_Toc504657494)

[Why? 11](#_Toc504657495)

[How much will it cost? 12](#_Toc504657496)

[What impact will it have? 12](#_Toc504657497)

[How will we know it worked? 12](#_Toc504657498)

[Smart Solutions for Businesses 12](#_Toc504657499)

[What? 12](#_Toc504657500)

[Why? 12](#_Toc504657501)

[How much will it cost? 12](#_Toc504657502)

[What impact will it have? 12](#_Toc504657503)

[How will we know it worked? 12](#_Toc504657504)

[Solar Bulk Buy 13](#_Toc504657505)

[What? 13](#_Toc504657506)

[Why? 13](#_Toc504657507)

[How much will it cost? 13](#_Toc504657508)

[What impact will it have? 13](#_Toc504657509)

[How will we know it worked? 13](#_Toc504657510)

[Smart Solutions for Community Services 13](#_Toc504657511)

[What? 13](#_Toc504657512)

[Why? 13](#_Toc504657513)

[How much will it cost? 13](#_Toc504657514)

[What impact will it have? 14](#_Toc504657515)

[How will we know it worked? 14](#_Toc504657516)

[Community Leaders Program 14](#_Toc504657517)

[What? 14](#_Toc504657518)

[Why? 14](#_Toc504657519)

[How much will it cost? 14](#_Toc504657520)

[How will we know it worked? 14](#_Toc504657521)

[Financing Program 14](#_Toc504657522)

[What? 14](#_Toc504657523)

[Why? 15](#_Toc504657524)

[How much will it cost? 15](#_Toc504657525)

[How will we know it worked? 15](#_Toc504657526)

[Data Collection, Monitoring and Evaluation 15](#_Toc504657527)

[What? 15](#_Toc504657528)

[Why? 15](#_Toc504657529)

[How much will it cost? 15](#_Toc504657530)

[What impact will it have? 15](#_Toc504657531)

[How will we know it worked? 15](#_Toc504657532)

[What isn’t in the Plan and Why 16](#_Toc504657533)

[Council’s own sustainability behaviour 16](#_Toc504657534)

[Investment in infrastructure 16](#_Toc504657535)

[Transport 16](#_Toc504657536)

[Specific waste management programs beyond 2017/18 16](#_Toc504657537)

[A plastic bag ban 16](#_Toc504657538)

[Setting of emissions targets 17](#_Toc504657539)

[The rest of Direction 3 17](#_Toc504657540)

[The Action Plan 17](#_Toc504657541)

[Behaviour change and community activation 17](#_Toc504657542)

[Year 1 (2017/2018) 17](#_Toc504657543)

[Year 2 (2018/19) 18](#_Toc504657544)

[Year 3 (2019/2020) 18](#_Toc504657545)

[Increase utility efficiency 18](#_Toc504657546)

[Year 1 (2017/2018) 18](#_Toc504657547)

[Year 2 (2018/19) 19](#_Toc504657548)

[Year 3 (2019/2020) 19](#_Toc504657549)

[Access to renewable energy 19](#_Toc504657550)

[Year 1 (2017/2018) 19](#_Toc504657551)

[Year 2 (2018/19) 19](#_Toc504657552)

[Year 3 (2019/2020) 20](#_Toc504657553)

[Waste reduction 20](#_Toc504657554)

[Year 1 (2017/18) 20](#_Toc504657555)

[Data Collection, Monitoring & Evaluation 20](#_Toc504657556)

[Year 1 (2017/2018) 20](#_Toc504657557)

[Year 2 (2018/19) 20](#_Toc504657558)

[Year 3 (2019/2020) 21](#_Toc504657559)

# Acknowledgements

Council respectfully acknowledges the Yalukut Weelam Clan of the Boon Wurrung. We pay respects to their Elders both past and present.

We acknowledge and uphold their continuing relationship to this land.

# What is the Sustainable City Community Action Plan?

The Sustainable City Community Action Plan (the Action Plan) outlines the Actions that Council will take over the next three years to support the community to reduce their greenhouse gas emissions , water use and waste. This includes residents, businesses, community services and schools.

The term ‘greenhouse gas emissions’ is used throughout this document. Carbon dioxide is the most common greenhouse gas emitted from human activities and for ease of comparison and calculation greenhouse gas emissions are measured by the unit ‘carbon dioxide equivalent’ (CO2e).

## Background

In 2007, the City of Port Phillip recognised human induced climate change as a critical challenge and in response developed a sustainable environment strategy Toward Zero. The strategy set ambitious goals for the organisation and the community to achieve by 2020. It was innovative for its time and has had many successes. For example, greenhouse gas emissions in council buildings and services have been reduced by 60 percent since 1997 and a program is in place for Council to meet zero net emissions by 2020/21.

The Toward Zero strategy has been less successful in achieving community targets. Over the years, we have delivered a range of education and action programs, but our influence on community behaviour has been difficult to quantify. We also didn’t have access to good data that explained what was happening in the community.

Now, in 2018 we have learnt a lot about what does and doesn’t work. Council is developing a new Sustainable Environment Strategy which will be launched later in the year to replace Toward Zero and we are gathering the data we need to better monitor the effectiveness of our programs.

To get started, Council included a focus on sustainability in the latest Council Plan. This focus is described in Direction 3 “We have Smart Solutions for a Sustainable Future”. The Council Plan also includes five outcomes to be achieved by 2027:

* A greener, cooler more liveable City
* A City with lower carbon emissions
* A City that is adapting and resilient to climate change
* A water sensitive City
* A sustained reduction in waste

While the new Sustainable Environment Strategy is still under development, Council has identified that it is a priority to develop and implement a Sustainable City Community Action Plan and deliver behaviour change and education programs for the community and business.

The new Sustainable Environment Strategy will highlight priorities for Council’s operations and the broader community. The new strategy will take a longer term view than the Sustainable City Community Action Plan (the Action Plan) and cover a wider range of sustainability challenges including climate change adaptation and the setting of emissions targets. Once the Sustainable Environment Strategy has been endorsed, this Action Plan will be used as a tool to achieve the goals within the strategy. As the development of the new strategy progresses we will assess whether any changes need to be made to the Action Plan.

This Action Plan does not intend to reinvent the wheel. We have looked at what other councils have done and are doing, locally and nationally and what works and what doesn’t. There are programs that are proven to reduce community emissions and our Actions have been selected based on these findings.

# Challenges

## Demographics

The City of Port Phillip is already the most densely populated municipality in Victoria.

Over 108,000 people live in Port Phillip and this is predicted to grow by 23 percent in the next 10 years.

Residents live mostly in multi-unit dwellings (for example, apartment buildings or blocks of flats). Fifty two per cent live in 'high density', blocks with three or more storeys and 37 percent in 'medium density' blocks with one or two storeys, terrace, town and semi-detached houses. This means that they are less likely to take actions such as installing solar panels or composting organic waste. “It’s not possible to install solar as it’s an apartment building.” In addition, 49 percent of households rent so many of the potential changes to their dwellings that improve sustainable outcomes are the responsibility of a landlord. “My landlord won't make changes for environmental outcomes.”

There are also 19,441 businesses located in the municipality, which employ over 87,000 people. Many businesses also lease their properties and may not be willing to invest in sustainability improvements, particularly if their lease term is shorter than the life of the sustainability investment.

## Role of a Council

Reducing the resident and business impact on the environment is ultimately up to the residents and businesses themselves. Council can educate, facilitate, advocate and support the community to take action but in most cases can’t enforce good environmental behaviour.

Therefore this Action Plan is focused on removing real and perceived barriers so that residents and businesses can choose more sustainable options. The Actions will also help/support the community to invest time and money in their own sustainability.

## Budget

The Action Plan has an annual project budget of $300,000 over three years. As with all Council projects, this funding allocation will be assessed each year.

This budget will cover the employment of a dedicated project officer and the costs of delivering Actions.

Council is committed to the responsible use of rate payers’ funds so will ensure that the delivery of the Action Plan is completed within this funding allocation. Throughout the life of the Action Plan, we will seek to access other grants from the Victorian Government and Federal Government should these become available to increase the scope and/or impact of the initiatives in the plan.

# Data

The community is responsible for 99.6 percent of the City’s greenhouse gas emissions, and Council is responsible for the remaining 0.4 percent.

The estimated annual total greenhouse gas emissions across the municipality is 978,095 tonnes of carbon dioxide equivalent (CO2e).

These emissions are primarily caused by electricity use. Breakdown of the City of Port Phillip’s greenhouse gas emmisions are:

* Electricity 52 percent
* Gas 22 percent
* Transport 17 percent
* Waste 10 percent

If we consider the source of these greenhouse gas emissions, both the residential and commercial sector contribute almost equally to our emissions. Residential emissions are 52 percent and commercial and industrial emissions are 48 percent.

# Talking to the Community

To make sure we have a genuine impact on community behaviour we asked you about environmental sustainability on five different occasions during the development of this plan. We wanted to find out how you felt about environmental sustainability, what actions you are taking now to reduce your environmental impact, and what is holding you back.

* Council Plan pre – engagement. From 30 January 2017 to 26 February 2017, Council conducted community engagement surveys and workshops to develop the Council Plan. Particularly relevant were the workshops devoted to waste and water. You can read about the findings in the *Engagement* *Findings* *Report* (2017) available on the City of Port Phillip website.
* Council Plan draft engagement – The draft Council Plan was made available to the community who were provided with the opportunity to make submissions. Twenty-nine submissions were related to sustainabiltiy were received. These submissions included suggestions, comments and criticisms of Council’s approach.
* Toward Zero Community Forum. The forum is made up of twelve members of the Port Phillip community who have skills, knowledge and commitment regarding environmental sustainability. This group was formed to work with Council to develop ideas to address the community targets in the original Toward Zero strategy. More recently, they have provided input into this Action Plan.
* Community Environmental Survey. An online survey that ran from 6 July to 11 August 2017 was completed by 500 City of Port Phillip residents.
* Focus Groups. Three focus groups on 20 June, 21 June and 31 August 2017 that targeted people that live in apartments. Apartment dwellers, younger people and socially disadvantaged residents are less likely to participate in Council programs and tend not to contribute to community engagement activities. The focus groups were held to ensure these demographic groups had a voice in developing this Action Plan. Two of the focus groups were for residents aged 25 to 40 that live in high rise buildings. One group was attended by residents who live in social housing.

## Analysing the community’s response

Our community includes a small number of very committed people who work tirelessly for the environment and have a history of participating in Council sustainability activities. These community members are more likely to participate in community engagement activities. Therefore, we were careful how we analysed the results because not surprisingly, these members are more likely than the rest of the community to take action in their own lives to reduce their environmental impact and to advocate to Council for greater action. We held focus groups to ensure that residents who are not necessarily part of the sustainability community could provide information to support the development of the Action Plan. We need to understand and influence the ‘unengaged community’ to bring about change.

### What you told us

1. The current state of the environment is in a bad shape but a lot of effort might save it.
2. Council has a leadership role to play in supporting the community to take sustainability actions.
3. Living in rented accommodation and/or an apartment building is a huge barrier to taking sustainable actions.
4. Sustainable solutions can be expensive. Council should offer community greater support, by, for example, providing a solar bulk buy program or a financing program.
5. Environmental benefits alone don’t always motivate you to take sustainable actions. Convenience and financial savings are important too.
6. You want to know what works and what doesn’t. You want Council to evaluate the success of programs and communicate this to you.
7. Council should look at what other councils are doing well and build on existing relationships with community.
8. Council should provide more information and education to support behaviour change.

We have listened to what you told us and used these eight key messages to help us design the proposed Actions.

### You also told us

You want emissions targets that are evidence based and ambitious but achievable.

You want a ban on plastic bags.

We also heard these messages and although not included in this Action Plan, they are important to the development of the Sustainable Environment Strategy and our advocacy efforts with other levels of government.

# How will we stay on track?

The Actions outlined on the following pages have been selected based on what you told us, lessons learnt and the available date. Some of these Actions have not been trialled within the City of Port Phillip before and require testing on a small scale before expanding across the municipality. Other Actions will require a long planning time to ensure that we have everything ready.

At the end of each Action and at the end of each year, we will complete an evaluation to ensure that everything we do has a genuine impact on the environmental sustainability of the community. We will make these evaluation reports available to the community.

Throughout the life of the Action Plan, we will also continue to collect and analyse data to ensure we have the latest information. As the amount and quality of data improves, it may become clear that the selected aare no longer the most effective. If this happens, we will review the Actions and make changes accordingly. This Action Plan is guide to the next three years not a rule book. If the planned Actions don’t work, we will not continue them.

## A new environmental strategy

The City of Port Phillip is planning to launch a new Sustainable Environment Strategy in the middle of 2018 which will highlight the priorities for Council’s operations and the broader community. The new strategy will take a longer term view than this Action Plan, reset sustainability targets and cover a wider range of challenges including climate change adaptation. As the new strategy is being developed, we will assess whether any changes need to be made to this Action Plan.

# The Actions

The tables on pages 16 to 20 summarise the following Actions, their cost and years of implementation. These Actions have been chosen to deliver the greatest measurable impact within the available budget. Each Action will be delivered by a mixture of Council staff, consultants and contractors.

## Behaviour Change Campaign

What? A campaign that uses a range of techniques such as social media, workshops and promotional materials to encourage the community to change their knowledge, attitudes and practices. Successful behaviour change programs are based on techniques andprinciples developed by academics. We will ensure that the program is designed, implemented and evaluated according to these proven behaviour change frameworks. Each year, the program will target a particular group within the community and build on and link with the ‘Smart Solutions for Apartments’ and ‘Smart Solutions for Businesses’ programs. As the campaign progresses we will adjust programs to target specific demographic groups or geographical locations as more data becomes available.

Why? Members of the community can reduce their emissions, waste and water use and become more resilient to the effects of climate change through changing their behaviour. Many of these changes don’t require an investment in new equipment or renovations which is particularly relevant to tenants who have less control over their premises. Habit changes alone can help communitymembers to save money on utility bills. Examples of behaviours that can be changed include:

* turning appliances off at the power point
* turning off lighting when not needed
* changing settings on heating and cooling
* cleaning fridge and freezer coils
* choosing energy efficient appliances
* hanging out washing to dry instead of using a dryer
* purchasing ‘Green Power’ from an energy supplier
* minimising consumption (for example, not buying items that are used once and then thrown away)
* recycling and composting
* changing purchasing habits (for example, buying localor buying items with less packaging)
* having shorter showers
* choosing sustainable design on new buildings and landscapes

How much will it cost?

In 2017/18 the cost will be $59,500. In 2018/19 the cost will be $70,000 and $100,000 in 2019/20.

What impact will it have? Changing behaviour reduces the amount of energy use, waste production and water use by residents and businesses.

How will we know it worked? Behaviour change campaigns can be difficult to measure with quantitative data (that is, numbers) but we will monitor energy and water use in local areas and seek permission from a sample of participants to access their “smart meter” data, utility bills and waste bins. This evaluation will also be supported by surveys and focus groups asking participants to describe how their behaviour has changed.

## Smart Solutions for Apartments

What? An initiative that works in partnership with owners’ corporations, facility managers and landlords to identify and implement potential opportunities to:

* improve energy efficiency
* access renewable energy
* reduce water and waste.

The program will have two parts, consisting of:

1. An intensive initiative to be piloted with 10 showcase buildings that can then be used as inspiration for others to follow. They will be selected to represent a range of building types, for example, mid-rise and high-rise, new and old. We will also include a community housing site.
2. A broader behaviour change initiative to provide support, networking and advice across the municipality and, where possible, in partnership with our neighbouring councils.

This program is also an opportunity to work with owners’ corporations to support renters to improve their sustainability.

Why? Over half our residents live in high rise apartment buildings (that is, apartment buildings of three or more storeys). Many of our residents have told us that living in an apartment building is a significant barrier to implementing sustainability actions.

How much will it cost?

In 2017/18 the intensive program will cost $92,000, then in later years it will be absorbed into the behaviour change, solar and energy efficiency programs.

What impact will it have? Each building will have a range of possible improvements. For example, based on previous case studies there is the potential to reduce energy use in common areas by 50 percent, resulting in a reduction of greenhouse gas emissions by seventy tonnes of CO2e a month.

How will we know it worked? We will monitor smart meter and utility bills from the participating buildings in the intensive program and collect survey data from other buildings. We will also monitor municipal data for emissions, water and waste.

Smart Solutions for Businesses

What? An initiative that works in partnership with business owners and operators and, landlords to identify and implement potential opportunities to:

* improve energy efficiency
* access renewable energy
* reduce water and waste

The program will have two parts.

1. An intensive initiative to be piloted with a small group of showcase businesses (approximately 10) that can then be used as inspiration for others to follow. These businesses will be selected to represent a range of industry types.
2. A broader behaviour change initiative to provide support, networking and advice across the municipality. This program will require preparation to develop relationships within the business sector so isn’t scheduled to commence until 2018/19.

Why? Forty eight percent of greenhouse gas emissions are generated by the non-residential sector.

How much will it cost?

In 2018/19 the intensive program will cost $102,000, and then will be absorbed into the behaviour change, solar and energy efficiency programs.

What impact will it have? Each business will have a range of possible improvements. Based on some previous case studies, there is the potential to reduce energy use by eighty percent per building.

How will we know it worked? We will monitor smart meter and utility bill data from the participating businesses in the intensive program and collect survey data from other businesses. We will also monitor municipal wide data for emissions, water and waste.

## Solar Bulk Buy

What? Council facilitates a bulk purchase of solar panels, and in later years, battery storage if viable. Participants can access discounted prices and are provided with information and support to determine whether a solar installation would suit their property including heritage requirements. Each year, the program will be expanded so that participants in the ‘Smart Solutions for Apartments’, ‘Smart Solutions for Businesses’ and Seedlings can take part.

Why? The City of Port Phillip has a very low rate of roof top solar installations compared to the rest of Australia (1.2 percent compared to 17.4 percent).

A solar bulk buy helps reduce the up-front cost of installation and provides trusted advice and support to participants.

How much will it cost?

In 2017/2018 costs will be $35,000, $20,000 in 2018/2019 and the 2019/2020 costs will be $30,000.

What impact will it have? Each campaign aims for 100 installations. Based on a standard residential installation (2.5kW system), this facilitates approximately $500,000 in community investment in renewable energy and saves approximately 400 tonnes of CO2e (annually) from being emitted.

How will we know it worked? We will monitor data to confirm how many solar and/or battery installations have occurred and compare it to overall energy use data in the municipality. We will also survey participants to find out how they are using their solar energy and follow up with those that choose not to participate to find out what prevented them from proceeding.

## Smart Solutions for Community Services

What? Council currently supports early childhood education and care services (that is, kindergartens and childcare centres) to include sustainability education in their curriculum and to reduce their energy use, water use and waste generation. This program will be expanded in 2018/19 and 2019/2020 to include other community services and schools.

Why? Early childhood and other community services don’t always have the time and resources to explore and implement sustainability measures. This program will provide the support that these organisations need to reduce their impact on the environment. It is also an opportunity to link in with the children, families, clients and the broader community to increase their environmental education and to promote the relevant behaviour change initiatives.

How much will it cost?

In 2017/18 the costs will be $8,500, $15,000 in 2018/19 and $15,000 in 2019/20.

What impact will it have? Participating services will reduce their environmental impact and be supported to embed sustainability within their services’ operations and curriculum.

How will we know it worked? We will monitor the utility use of participating services and collect information from their children, families and clients to measure whether their own behaviour has changed.

## Community Leaders Program

What? A program that supports community members to become leaders and deliver their own sustainability projects. The program will involve training and mentoring to provide the community with the tools they need to improve environmental sustainability. The program will select 10 community members or groups each year with projects aimed at reducing greenhouse gas emissions and/or supporting community to adapt to climate change.

Why? There is a lot of capacity within the community for individuals and groups to drive behaviour change. This program will not only support the delivery of tangible projects but also help develop environmental leadership and help unlock the potential within the community.

How much will it cost?

In 2018/19 the costs will be $40,000 and $40,000 in 2019/20.

### How will we know it worked?

We will track the projects until completion and monitor the impact and reach of each project. Participants will also learn how to monitor and evaluate their own projects which will in turn provide longer term feedback to council.

## Financing Program

What? Council will explore facilitating financing to support investment in sustainability by property owners across all areas of the community. This will remove the initial up-front cost barrier but property owners will ultimately be responsible for making payments over a set period of time. Examples of works include:

* solar panel installation and battery storage
* water tanks
* insulation and draught proofing
* lighting upgrades
* hot water system replacements
* large scale composting and worm farming
* ventilation works in car parks
* plumbing and dual flush toilets.

The process for obtaining finance can be managed in a number of ways and requires further exploration before implementation. This Action is scheduled for 2019/2020 to allow for planning and assessment of different financing models.

Why? It would cost many millions of dollars for Council to invest in sustainability works for buildings owned by community members or businesses. However, Council does have the capacity to support the community to provide this investment themselves.

How much will it cost?

The cost for 2019/2020 will be $80,000

How will we know it worked? We will monitor the utility use of participating homes and businesses and compare it to overall use in the municipality.

## Data Collection, Monitoring and Evaluation

What? As the Action Plan progresses, we will have access to increasing amounts of data about emissions, waste and water that will be able to be analysed in detail across geographic area, activity and demographics. Data collection and analysis will follow a consistent approach so that we can measure our progress each year and compare our performance with other municipalities.

We will also build contact data bases and undertake evaluation. The evaluation will be structured so that we can track the impact of our Actions.

Why? Accurate data is essential to help us determine where and when environmental impact is occurring. It is also needed to provide evidence that our Actions are working. The data obtained will be provided to the community via newsletters, social media and reports.

How much will it cost?

In 2017/18 the costs will be $78,000. In 2018/19 costs will be $39,000 and $22,000 in 2019/20.

What impact will it have? We will use data to help us make the right decisions. As Actions are measured and evaluated, we will share this information with the community and make changes if necessary.

How will we know it worked? We will have collected data that builds a detailed picture of our community.

# What isn’t in the Plan and Why

## Council’s own sustainability behaviour

You can find out more about Council’s commitments and investment in our own sustainability in the Council Plan and the annual reports of the Toward Zero strategy. The new Sustainable Environment Strategy currently being developed will also provide more detail of Council’s planned actions over the next 10 years.

## Investment in infrastructure

The $300,000 annual budget for this plan would not go very far if it was used to build a renewable energy plant or to pay for environmental retrofits of private property. This Action Plan has identified areas where small amounts of Council funding can be leveraged by the community to improve sustainability. This means that the Council funding is used to enable or facilitate investment by the community in their own homes or businesses.

## Transport

Programs within this Action Plan will link in with existing programs such as Ride to Work Day, Ride to School Day and Walk to School Month. However, Council are addressing the wider environmental impact of car by developing an Integrated Transport Strategy. Information about developing this strategy is on Council’s website.

## Specific waste management programs beyond 2017/18

Council is developing a new waste strategy that will introduce changes to the way waste is collected and managed. This will include recycling education and managing organics waste (food scraps and garden waste). In the meantime, this Action Plan includes a program in the first year to increase home composting and will address consumption and waste through the Behaviour Change and Smart Solutions programs. Programs within this Action Plan will also link in with existing waste education programs such as Summer Rangers and Recycling Education.

## A plastic bag ban

Council made this an advocacy priority in the Council Plan and has called upon the Victorian Government to introduce a ban. We are pleased that the Victorian Government has now announced that they will work with retailers over the next 12 months to phase out the free distribution of single use plastic bags. Council will support the community with this change by providing support and information.

## Setting of emissions targets

The setting of emissions targets is a challenging task and Council recognises the importance of getting it right. The new Sustainable Environment Strategy will set new targets and have a longer term view than this Action Plan.

## The rest of Direction 3

The Council Plan has a focus on sustainability in Direction 3. This includes 29 priority items to be delivered over four years. This Action Plan does not tackle all of these priority items, but rather focuses on assisting the community to reduce their greenhouse gas emissions. Other priority items will be covered in the new Sustainable Environment Strategy and other initiatives. Council will be keeping the community informed on progress of these priorities through the CEO report and other communication channels.

# The Action Plan

## Behaviour change and community activation

Research shows that the most effective behaviour change programs address the common barriers the community experiences in changing their behaviour. These programs are designed to assist the community to overcome these real and perceived barriers, inspire sustainable behaviour and empower them to take sustainable actions to reduce their greenhouse gas emissions, waste and water consumption.

### Year 1 (2017/2018)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Overhaul website | Whole community | Website refreshed and relaunched |
| Calendar of information sessions and workshops | Whole community | Four sessions  200 participants |
| Behaviour change campaign | Renters | Engage with 200 renters |
| Community leaders program planning | Whole community |  |

### Year 2 (2018/19)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Calendar of information sessions and workshops | All | Four sessions  200 participants |
| Behaviour change campaign | * Renters * Owners * Corporations | Engage 500 Renters |
| Community leaders program delivery | Whole community | 10 leaders/programs |

### Year 3 (2019/2020)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Calendar of information sessions and workshops | All | Four sessions  200 participants |
| Behaviour change campaign | Non-residential (commercial) | Engage with 500 businesses |
| Community leaders program delivery | Whole community | 10 leaders/programs |

## Increase utility efficiency

These programs aim to support community to identify utility efficiency opportunities and take advantage of the various incentives available. By tapping into existing networks these programs will support collaboration and demonstrate the emissions and cost savings that efficiency can deliver.

### Year 1 (2017/2018)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Smart solutions for apartments | Residential owners corporations,facility managers and landlords | 10 show case apartments |
| Smart solutions for community services | Early childhood services | 10 centres |

### Year 2 (2018/19)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Smart solutions for businesses | Business owners and landlords | 10 show case businesses |
| Smart solutions for community services (expand to include other community services) | Community services and schools | 15 centres |

### Year 3 (2019/2020)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Energy efficiency financing | Residential owners | 500 properties |
| Energy efficiency financing | Owners corporations | 20 apartment buildings |
| Energy efficiency financing | Non-residential (businesses) | 20 properties |

## Access to renewable energy

Through a partnership approach this program will provide community cost effective options for renewable energy products from trusted suppliers. In future, a financing program to further support community in accessing renewables will be rolled out.

### Year 1 (2017/2018)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Solar bulk buy | Residential owner occupiers | 100 properties |
| Solar bulk buy | Residential apartment buildings | 50 properties |

### Year 2 (2018/19)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Solar bulk buy (including batteries) | Residential owner occupiers | 100 properties |
| Solar bulk buy (including batteries) | Non-residential (Businesses) | 100 properties |

### Year 3 (2019/2020)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Solar bulk buy (including financing) | Residential and commercial landlords | 100 properties |

## Waste reduction

In an effort to support community to compost their food waste this program promotes the range of composting products available to suit all spaces, from large worm farms to small bokashi bins, all at a discounted price.

### Year 1 (2017/18)

| **Program** | **Audience** | **Goal** |
| --- | --- | --- |
| Compost revolution | Whole community | 500 compost bins/worm farms purchased |

## Data Collection, Monitoring & Evaluation

This Action Plan is a guide to the next three years, not a rule book. If the planned actions don’t work we won’t continue them. These programs focus on collecting the data we need to effectively monitor and evaluate programs so we know what’s working and what’s not.

### Year 1 (2017/2018)

| **Program** | **Audience** |
| --- | --- |
| Develop greenhouse gas emissions database | Whole community |
| Build database contacts | Residential owners corporations |
| Evaluation of residential solar bulk buy | Residential owners occupiers |
| Evaluation of apartment buildings solar bulk buy | Residential owners corporations |
| Evaluation of smart solutions for apartments | Residential owners corporations |

### Year 2 (2018/19)

| **Program** | **Audience** |
| --- | --- |
| Build on greenhouse gas emissions database | All |
| Build database contacts | Non residential (businesses) |
| Evaluation of non residential solar bulk buy | All |
| Evaluation of smart solutions for community services expansion | All |
| Evaluation of community leaders program | All |
| Evaluation of smart solutions for businesses | All |
| Evaluation of behaviour change campaign | All |

### Year 3 (2019/2020)

| **Program** | **Audience** |
| --- | --- |
| Develop greenhouse gas emissions database | Whole community |
| Build database contacts | Residential owners corporations |
| Evaluation of residential solar bulk buy | Residential owners occupiers (500 contacts) |
| Evaluation of apartment buildings solar bulk buy | Residential owners corporations |
| Evaluation of smart solutions for apartments | Residential owners corporations |
| Evaluation of renters behaviour change campaign | Renters |

For more information, please contact us via:

www.portphillip.vic.gov.au/contact\_us.htm

Phone: 03 9209 6777

Facsimile: 03 9536 2722

SMS: 0432 005 405

You can also visit our website:

www.portphillip.vic.gov.au