Agenda – Council – May 22, 2025

Report – Standing Policy Committee on Water, Waste and Environment – May 5, 2025

Item No. 3 Public Opinion Research on Winnipeg Climate Change Action

STANDING COMMITTEE RECOMMENDATION:

On May 13, 2025, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Water, Waste and Environment and submitted the following to Council:

1. That the Public Service be directed to review the Public Opinion Research on Winnipeg Climate Action survey questions and results, to inform departmental analysis of citizen needs and satisfaction on climate change action.

2. That Departments be directed to integrate climate change questions when they conduct in-depth citizen polls on a specific topic or service.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Standing Policy Committee on Water, Waste and Environment – May 5, 2025

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 13, 2025, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Water, Waste and Environment and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On May 5, 2025, the Standing Policy Committee on Water, Waste and Environment concurred in the recommendation of the Climate Action and Resilience Committee and submitted the matter to the Executive Policy Committee and Council.

COMMITTEE RECOMMENDATION:

On April 24, 2025, the Climate Action and Resilience Committee passed the following motion:

WHEREAS OurWinnipeg 2045 directs environmental resilience and leadership and good governance policy including to 1.4 Integrated Knowledge and Resources, 1.5 Evidence-Informed Decisions, 1.9 Responsive Change Management, 1.10 and 1.11 Representative and Participatory Democracy, 2.1 Climate Action Targets, and 2.3 Climate Action Leadership;

AND WHEREAS the Climate Action and Resilience Committee is responsible to support climate action and resilience opportunities within and between City departments, and promote communication and involvement between the City and the community;

AND WHEREAS Council approved CARCs Public Opinion Research on Winnipeg Climate Action motion on December 12, 2024 and Probe Research Inc. conducted a March 2025 omnibus poll;

AND WHEREAS better understanding citizen needs and satisfaction on City efforts to address climate change on an ongoing and in-depth basis is useful to inform the work of the Public Service, Council and the Climate Action and Resilience Committee;

AND WHEREAS the City has conducted an annual Citizen Satisfaction Survey since 2001 to measure citizen’s levels of satisfaction, citizen’s current needs in their city, how those needs have changed and emerging trends;

Report – Standing Policy Committee on Water, Waste and Environment – May 5, 2025

DECISION MAKING HISTORY (continued):

COMMITTEE RECOMMENDATION (continued):

AND WHEREAS the Citizen Satisfaction Survey informs the budget process and departments report and analyze performance measures to assess performance against previous years, other municipalities, targets, and citizen satisfaction;

AND WHEREAS the City's March 21, 2025 request for tender for Provision of Resident Satisfaction Survey includes the updated questionnaire with a new level of satisfaction question on "The City efforts to address climate change";

AND WHEREAS climate change impacts everything the City does and the Community Energy Investment Roadmap, Key Insight 8. identifies that climate should be considered in every policy and expenditure as part of a "whole city approach" to achieve net zero by 2050.

THEREFORE BE IT RESOLVED that the following be recommended to the Standing Policy Committee on Water, Waste and Environment:

1. That the Public Service be directed to review the Public Opinion Research on Winnipeg Climate Action survey questions and results, to inform departmental analysis of citizen needs and satisfaction on climate change action.

2. That Departments be directed to integrate climate change questions when they conduct in-depth citizen polls on a specific topic or service.

M. Welch, Probe Research, addressed the committee with respect to the matter, and submitted supporting documentation.

COUNCIL DECISION:

On December 12, 2024, Council concurred in the recommendation of the Standing Policy Committee on Water, Waste and Environment and adopted the following:

1. That the Climate Action and Resilience Committee engage a public opinion research consultant to survey Winnipeggers for their views on climate change, including, but not limited to, level of awareness of City of Winnipeg climate change efforts and climate action priorities.

Report – Standing Policy Committee on Water, Waste and Environment – May 5, 2025

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

2. That the costs for the research consultant be funded through the Climate Action and Resilience Committee 2024 budget for non-professional services.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.