REPORTS

Item No. 6 Climate Communications Campaign for Transparency and Action

STANDING COMMITTEE RECOMMENDATION:

The Standing Policy Committee on Water, Waste and Environment concurred in the recommendation of the Climate Action and Resilience Committee and recommended to Council:

1. That the Winnipeg Public Service be directed to work with the Climate Action and Resilience Committee through an Action Team to co-develop a climate change communications strategy and materials to communicate what the City is doing on climate change and connect with community experiences.

2. That the Climate Action and Resilience Committee spend up to $5,000 to engage a climate change communications consultant to provide advice on the campaign.

3. That the Climate Action and Resilience Committee spend up to $10,000 to support content creation and distribution for the campaign to expand on the standard methods the City of Winnipeg uses.

4. That the costs for a consultant, content creation and distribution for the campaign be funded through the Climate Action and Resilience Committee 2026 budget for consulting services.

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

DECISION MAKING HISTORY:

Moved by Councillor Mayes,

That the recommendation of the Climate Action and Resilience Committee be concurred in and forwarded to the Executive Policy Committee and Council.

Carried

DECISION MAKING HISTORY:

On May 21, 2026, the Climate Action and Resilience Committee passed the following motion:

WHEREAS the Community Energy Investment Roadmap (CEIR) identifies Program 12 – Communications, as an important component of climate action for storytelling, and building community support for challenging climate actions;

AND WHEREAS the Climate Action and Resilience Committee (CARC) mandate includes promoting communication and involvement between the City and the community;

AND WHEREAS in April 2025 Probe Research presented *Views on the City's Climate Change Efforts* findings from a public opinion poll of Winnipeggers, identifying:

1. 77% of Winnipeggers express concern about climate change;

2. 81% of respondents are unfamiliar with what the City of Winnipeg is doing to prepare for and respond to climate change;

3 49% of Winnipeggers say they are unsure if the City of Winnipeg's actions to address climate change are making a positive impact; and

4. 69% of Winnipeggers agree that climate change should be part of every decision City Councillors make.

AND WHEREAS the Prairie Climate Centre promising practice research recommendations in *Methods to Align Actions with Climate Targets* (2025) identifies:

"4. Increase climate literacy and training for all municipal employees to embed climate action across city operations;"

"9. Increase public awareness and education through effective online communications strategies;"

Minutes – Standing Policy Committee on Water, Waste and Environment – June 15, 2026

DECISION MAKING HISTORY (continued):

AND WHEREAS sharing information on what the City is doing on climate change can increase the public's level of awareness and participation in climate action;

AND WHEREAS the Senior Management Team Climate Steering Committee approved development of an Action Team to co-develop a climate change communications strategy and materials to communicate what the City is doing on climate change and connect with community experiences.

AND WHEREAS the CARC's Sub-committee and Working Group Guidelines specify that the CARC budget can be used to support the sub-committee or working group functions, as needed.

AND WHEREAS the Winnipeg Climate Action Plan provides annual activity reports and the Climate Action and Resilience Committee shares quarterly activity reports, the level of familiarity and positive impact of the work with Winnipeggers remains limited.

AND WHEREAS the Winnipeg Climate Action Plan update and development of a resilience strategy includes a communications strategy for public engagement, it is not intended to share information on broader municipal climate change topics.

AND WHEREAS information shared in a more accessible way, provides transparency, builds awareness, informed participation, and can counter misinformation;

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

1. That the Winnipeg Public Service be directed to work with the Climate Action and Resilience Committee through an Action Team to co-develop a climate change communications strategy and materials to communicate what the City is doing on climate change and connect with community experiences.

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