

# City of Mississauga Corporate Report



<p>Date: March 30, 2021</p> <p>To: Chair and Members of General Committee</p> <p>From: Shari Lichterman, CPA, CMA, Commissioner of Community Services</p>	<p>Originator's files:</p> <hr/> <p>Meeting date: April 28, 2021</p>
---	--

## Subject

**Enactment of the draft Data License and Services Agreement between the City of Mississauga and MakeWay Charitable Society**

## Recommendation

1. That the Commissioner of Community Services or her designate be authorized to negotiate and sign the Data License and Services Agreement between the Corporation of the City of Mississauga and Makeway Charitable Society, including any amendments and renewals and all necessary documents ancillary thereto as outlined in the report dated March 30, 2021, and in a form satisfactory to Legal Services.
2. That all necessary bylaw(s) be enacted.

## Executive Summary

- The Environment Section, Parks, Forestry & Environment Division is seeking opportunities to implement innovative tools, initiatives and programs to advance the Engagement and Partnerships action pathway in the Climate Change Action Plan.
- The Environment Section wishes to enter into a one year agreement as a pilot with Project Neutral, a platform supported by MakeWay Charitable Society, to receive resident usage information based on Project Neutral's online carbon footprint calculator.
- The on-line carbon footprint calculator is a valuable tool that will enable City residents to measure their individual and household impact on the environment. Resident information will be aggregated for the benefit and use by the City to better understand the City's overall carbon footprint.
- By working with Project Neutral, the City can avoid the costs and staff resources needed to develop this type of tool while providing Mississauga resident usage information that

will inform further development of climate change engagement and education programming as well as provide residents with baseline information of their own climate impacts.

- The draft agreement with MakeWay Charitable Society outlines a collaborative relationship where the City receives anonymized and aggregated data from Project Neutral.

## Background

To advance the Engagement and Partnerships action pathway in the Climate Change Action Plan, City staff are looking to implement innovative tools, initiatives, and programs to increase community education, awareness and engagement of climate change directed to changing attitudes and behaviours by providing meaningful engagement opportunities. A carbon footprint calculator is an important tool that can help individuals understand and take responsibility for their impact on climate change. The City currently does not have such a tool available.

City staff are seeking to enter into a data license and services agreement with Project Neutral, a platform supported by MakeWay Charitable Society, in a one-year pilot to receive aggregated resident usage information based upon Project Neutral's online carbon footprint calculator. The pilot will assess the effectiveness of using online tools to connect with residents by providing information on how daily choices make an impact on climate. The City and its residents will both benefit from the information from the online tools.

## Present Status

Project Neutral is a platform supported through MakeWay, a registered national charity. The mission of Project Neutral is to help Canadians make a positive difference in their daily lives while supporting the well-being of the planet and taking climate action. Project Neutral has developed an Ontario-based carbon footprint calculator, where individuals can measure their individual and household impact on the environment and take action to reduce their footprint. Project Neutral currently has formal collaborative relationships with City of London and Reep Green Solutions, an environmental organization serving the Region of Waterloo.

## Comments

By entering into a data license and services agreement with MakeWay Charitable Society, City staff will receive resident usage information based on information collected from Mississauga residents via the Project Neutral carbon footprint calculator, to inform the City's understanding of community support for climate action. The calculator will be an important engagement tool promoted through the Environment Section's Outreach Program (both online and in-person), to support the implementation of the Climate Change Action Plan in the community.

The collaboration will provide the following specific benefits for the City and residents and includes:

- Implementation of Action 21-2 (develop tools and technologies to support and drive behaviour changes in the community) in the Climate Change Action Plan.
- Development of a Mississauga landing page on the Project Neutral website, allowing residents to access specific Mississauga information and resources.
- Integration of an online tool where residents can quantify their household impact on the environment, providing a baseline to take action and reduce their footprint.
- The Project Neutral calculator is flexible, allowing individuals to begin with a “Getting Started” survey to calculate their footprint, but also provides five additional surveys (one per category) to increase the accuracy of the calculation.
- The City will be provided with reports that anonymize and aggregate the data (resident usage data) collected by Project Neutral via the calculator from Mississauga residents.
- The City will be able to meaningfully engage with residents to inspire climate action in their households and communities.

As part of Project Neutral’s existing program and carbon footprint calculator, and fundamental to the agreement, personal information is collected and protected under Project Neutral’s privacy policy and terms of use. Key considerations regarding personal information for this project that have been outlined in the draft agreement include:

- The City will receive aggregated, anonymized information from Project Neutral. At no time will any personal private information be shared with the City as a result of this project.
- All data will be flowing in one direction, from Project Neutral to the City. At no point in time will confidential City information be shared with Project Neutral.
- In accordance with the agreement, Project Neutral, will collect Personal Information and Resident Data from Residents and will be the sole custodian of all such Personal Information and Resident Data.

## Strategic Plan

Mississauga’s Strategic Plan (Green)

Mississauga’s Climate Change Action Plan

## Financial Impact

The cost of the one year pilot with MakeWay Charitable Society is \$9,500. This expense can be absorbed in the 2021 Operating Budget for Parks, Forestry & Environment.

## Conclusion

In order to drive climate action in the community and successfully reach the greenhouse gas reduction goals set out in the Climate Change Action Plan, it will be critical for Mississauga residents to be engaged and informed on how they can reduce their carbon footprint.

By working with Project Neutral, the City can avoid the costs and staff resources needed to develop an online carbon footprint calculator tool while providing a clear path for how to move forward with tangible results.



Shari Lichterman, CPA, CMA, Commissioner of Community Services

Prepared by: Diana Suzuki-Bracewell, Supervisor of Environmental Outreach