

A wide-angle photograph of a sunset over a body of water. The sky is a mix of deep blue, orange, and pink. A small, dark building with a chimney sits on a pier in the middle ground. The water reflects the colors of the sky. The word 'ETHELO' is in the top left corner, and 'Township of Billings Carbon Budget' is in the bottom left. Photo credit is in the bottom right.

ETHELO

Township of Billings Carbon Budget

Photo Credit: Lisa Lanktree, Township of Billings Resident

Introduction

From February 4 to February 28, 2021, the Township of Billings used a carbon emission simulation exercise powered by Ethelo to gather public feedback in order to help evaluate which climate solutions should be implemented, to strategically respond to and mitigate climate change. The purpose of this program was to give residents a say in ensuring the solutions to be implemented are chosen in a fair, effective way, with proven community buy-in.

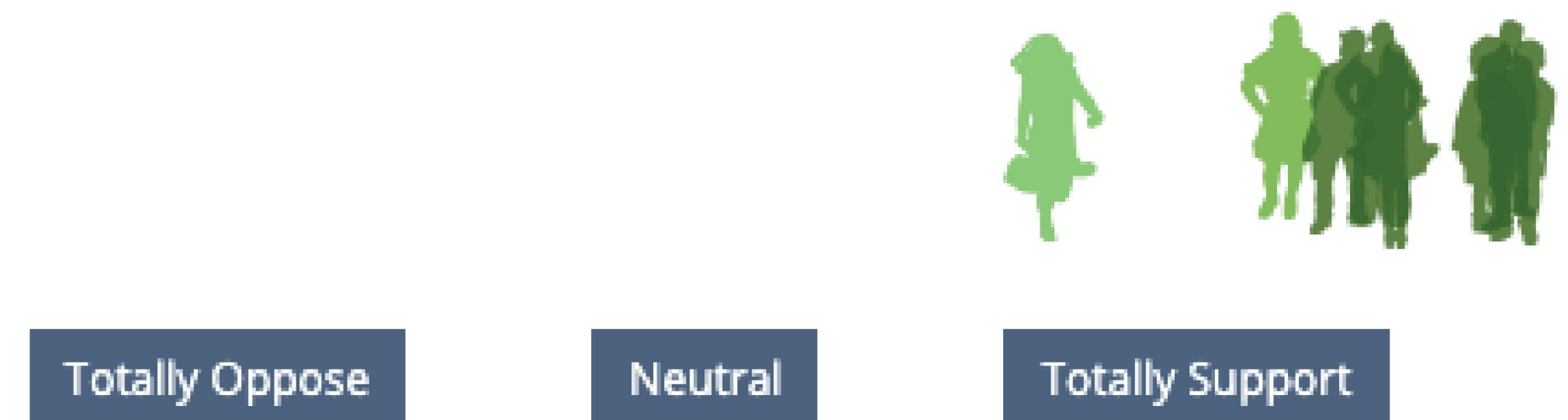
- The process educated residents on aspects of the Township's various proposed solutions, such as their associated difficulty level and the potential efficacy of implementing each solution.
- Ethelo used the results to generate a particular set of climate actions that are predicted to have the most community support.

Overview

Based on community members' input, Ethelo was able to identify key elements of an ambitious Climate Action Plan that will meet a 50% greenhouse gas reduction target and is widely supported by a broad cross section of community members.

5,969 tonnes of greenhouse gas could be reduced within this set of options.

Difficulty score of 3.83 out of 10. This plan is considered fairly easy and achievable overall.



Extremely Popular. The distribution of support shows how happy people are with the plan overall.

188 community members voted in the public engagement process

Overview

Support is the average values of the votes, where the value of a totally opposing vote is 0 and a totally supportive vote is 100.

Service Area	Support
Municipal Buildings	
50% = 21 tonnes GHG	79%
Energy Efficiency	
50% = 3,230 tonnes of GHG	76%
Personal Vehicles	
50% = 2,274 tonnes GHG	71%
Municipal Vehicles	
75% = 58 tonnes GHG	58%
Composting	
50% = 386 tonnes of GHG	76%

Participation

- Number of visitors: **269**
- Number of respondents: **188**
- Page views: **5,802**
- Average time on platform: **20 minutes**



Participant Recruitment

In order to ensure a representative sample of the Township's population had the opportunity to participate, eDemocracy Solutions, (Ethelo's sister not-for-profit,) with support from municipal staff and community members, executed an outreach campaign which included:

- posters throughout the community
 - township-wide mail-out
 - phone campaign
 - digital advertising campaign
- 310 Outbound Calls
 - 50 People Spoken To
 - 98 Voicemails Left
 - 11 Surveys Completed Over Phone

HAVE YOUR SAY ON CLIMATE SOLUTIONS!
PUBLIC ENGAGEMENT NOW OPEN

ClimateSurvey.ca

Ethelo
Published by Katerina Cookson · February 24 at 10:29 AM · ...

What climate solutions should Billings & Central Manitoulin prioritize? Last chance to have your say! The community climate survey closes February 25 at midnight.

Take the survey to help the Township & Municipality build their climate action plans. Your feedback will have a direct impact.

And don't forget you have the chance to an indoor or outdoor composter, retail value of up to \$250. ... See More

Survey Closes February 25!

HAVE YOUR SAY ON CLIMATE SOLUTIONS

Last Chance!

Ethelo
Software

Learn More

Like Comment Share

gy & Emissions Plan. Survey closes February 25th.
complete this survey over the phone—call 705-905-4406.

for taxpayers in the Municipality of Central Manitoulin

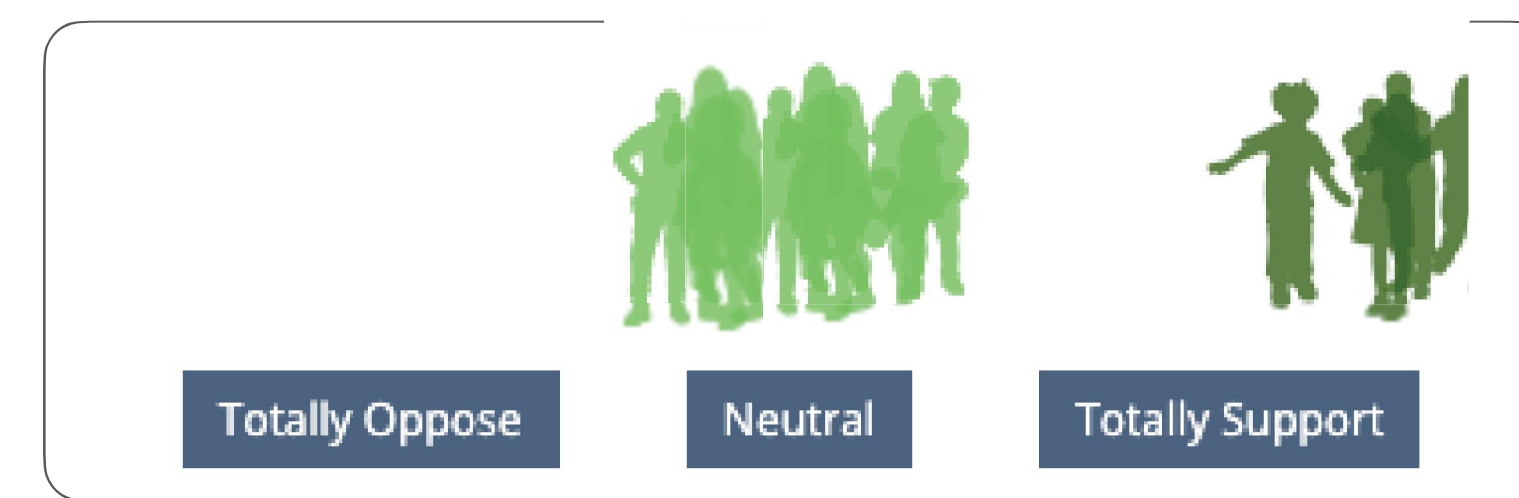
Municipality of Central Manitoulin
Township of Billings

An aerial photograph of a lakeside town. In the foreground, a large marina with numerous wooden docks extends into a calm lake. A small white lighthouse sits on a rocky point at the end of the docks. To the left of the marina, a paved area contains several buildings, including a prominent two-story stone structure. Further back, a residential area with various houses is nestled among trees. The background shows a vast expanse of the lake and distant, forested hills under a clear sky.

Voting Results

Overview

What makes a good plan?



The two pictures above represent levels of **support*** and **conflict**** for two potential plans. In each picture, colours are used to reflect the overall sentiment of each respondent, with red representing “unhappiness”, and dark green representing “happiness”. The plan on the right is a better plan than the one on the left. Why? Because the people on the right are roughly equally happy. They will be united in moving forward together, which increases the chance of success. The plan on the left is divisive and polarizing, with winners and losers. This means a higher chance of conflict and resistance to moving forward. Fairness is very important in group decisions and for society in general. The plan on the right distributes happiness in a fair way, which is critical to social cohesion and the democratic legitimacy.

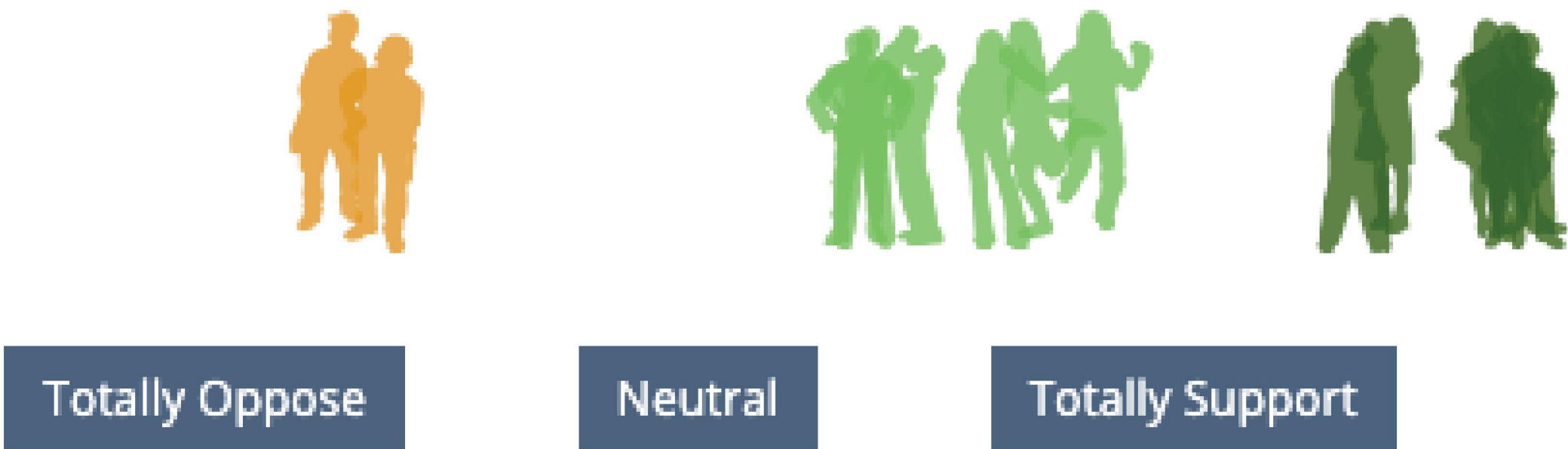
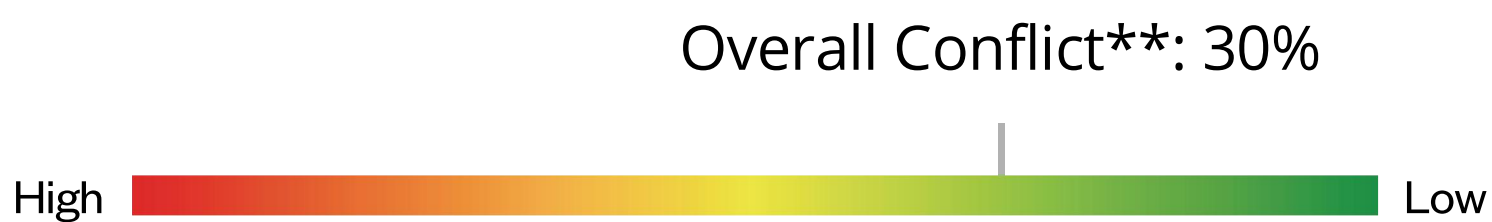
Ethelo has outlined each of the following options after optimizing for the highest levels of community support, and the lowest levels of conflict, thereby minimizing polarization and creating wide-spread community buy-in.

***Support** is the average value of all participant votes where 0 represents a totally opposing vote, and 100 represents a totally supportive vote.

****Conflict** is a measure of the level of disagreement in a group. Higher conflict scores represent higher likelihood of internal resistance and failure.

Municipal Buildings

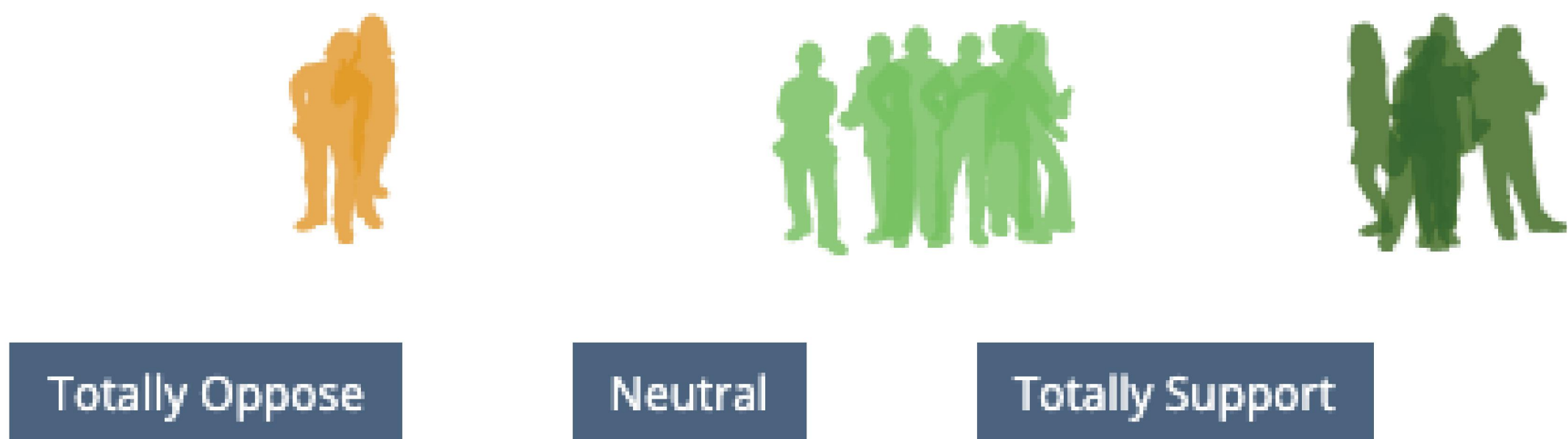
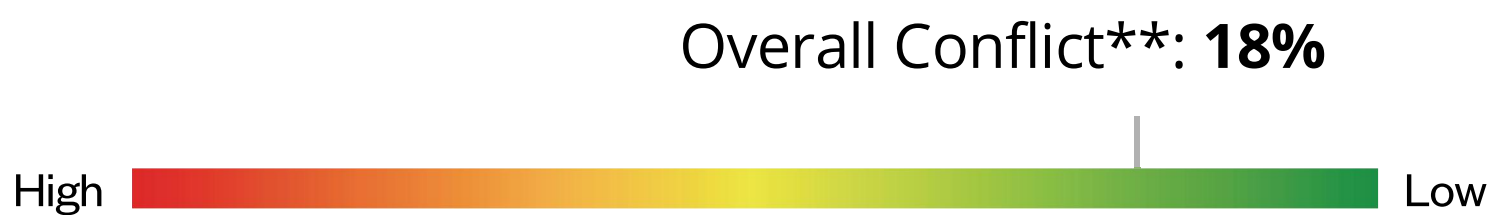
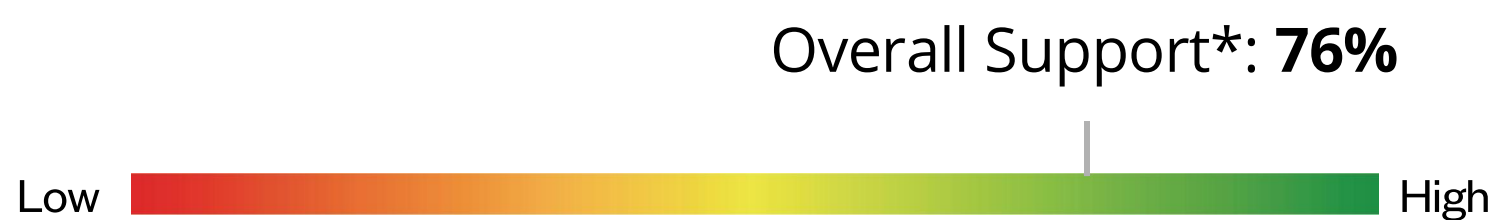
- Recommended Target: 50%
- GHG Reduction: 21 tonnes GHG by 2030



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Energy Efficiency

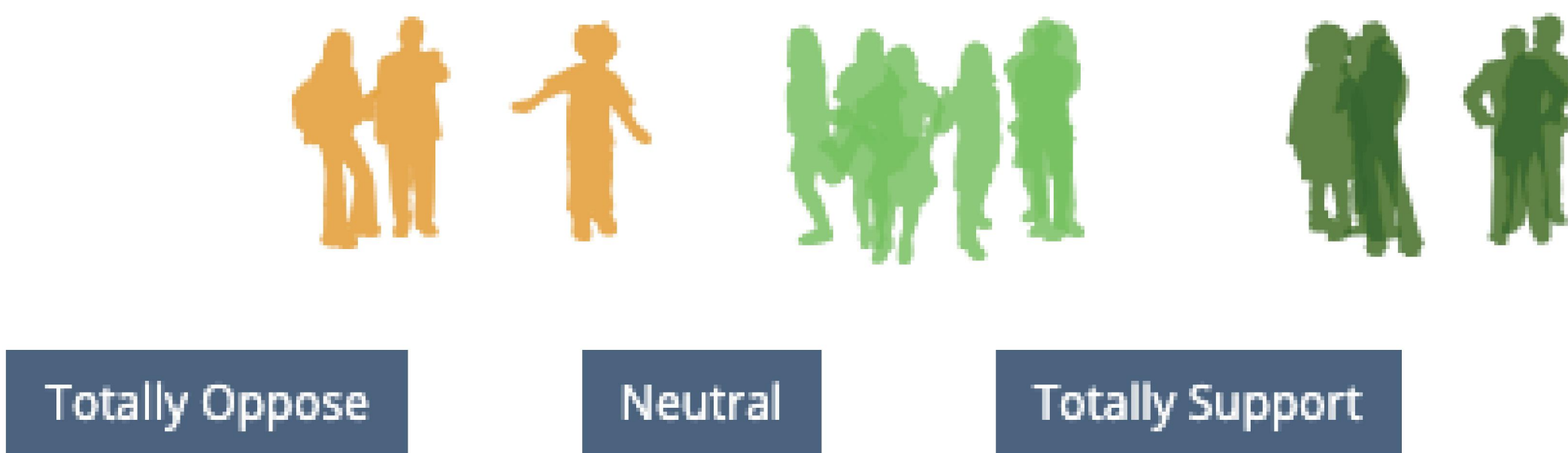
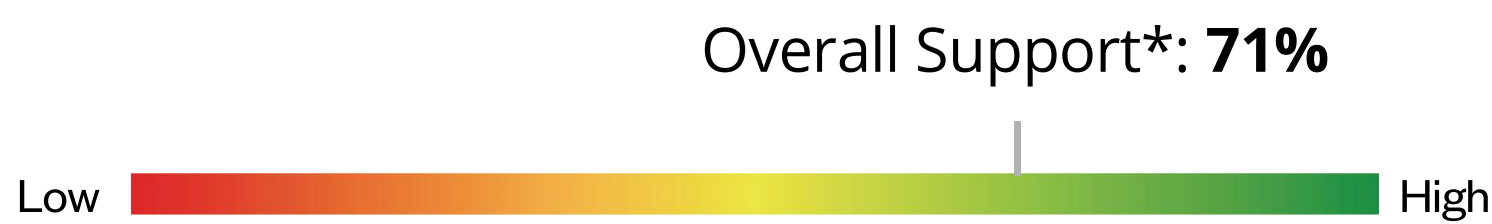
- Recommended Target: 50%
- GHG Reduction: 3,230 tonnes GHG by 2030



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Personal Vehicles

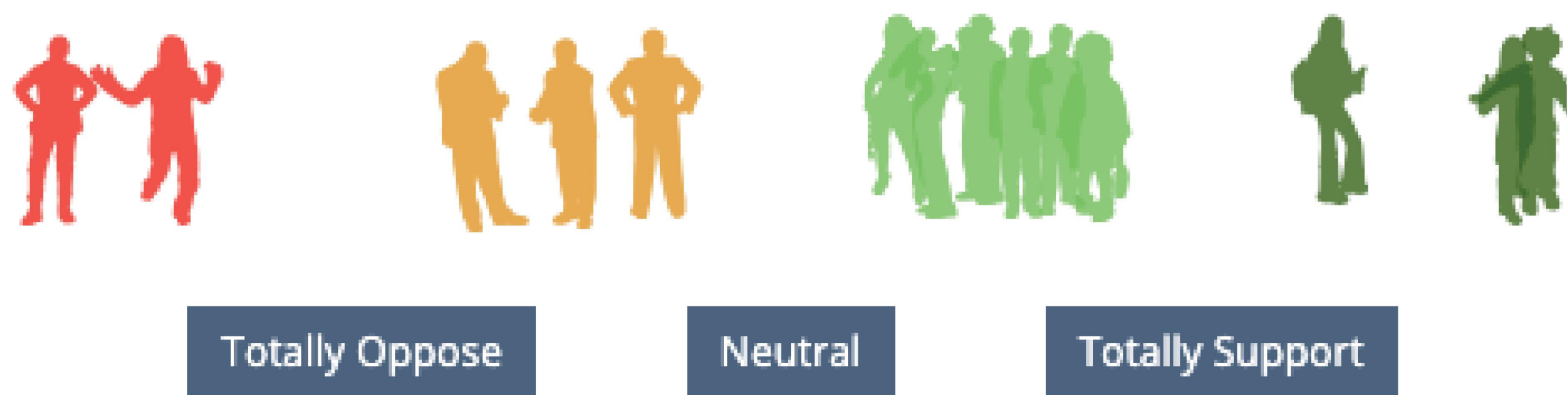
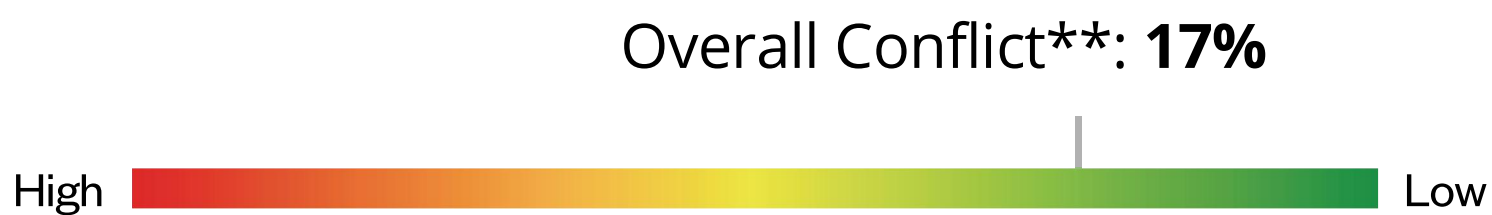
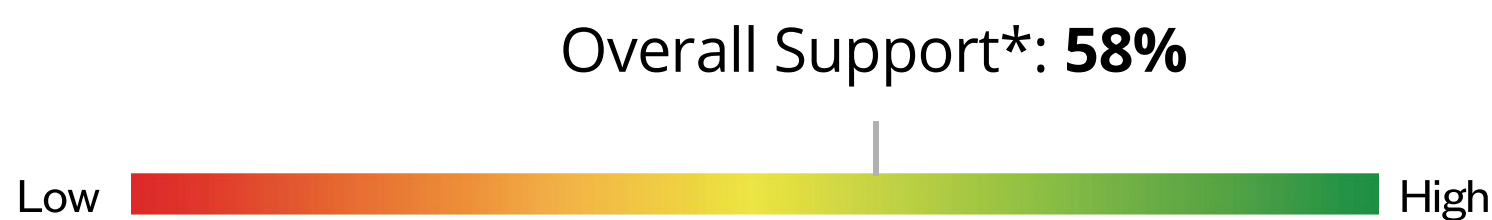
- Recommended Target: 50%
- GHG Reduction: 2,274 tonnes GHG by 2030



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Municipal Vehicles

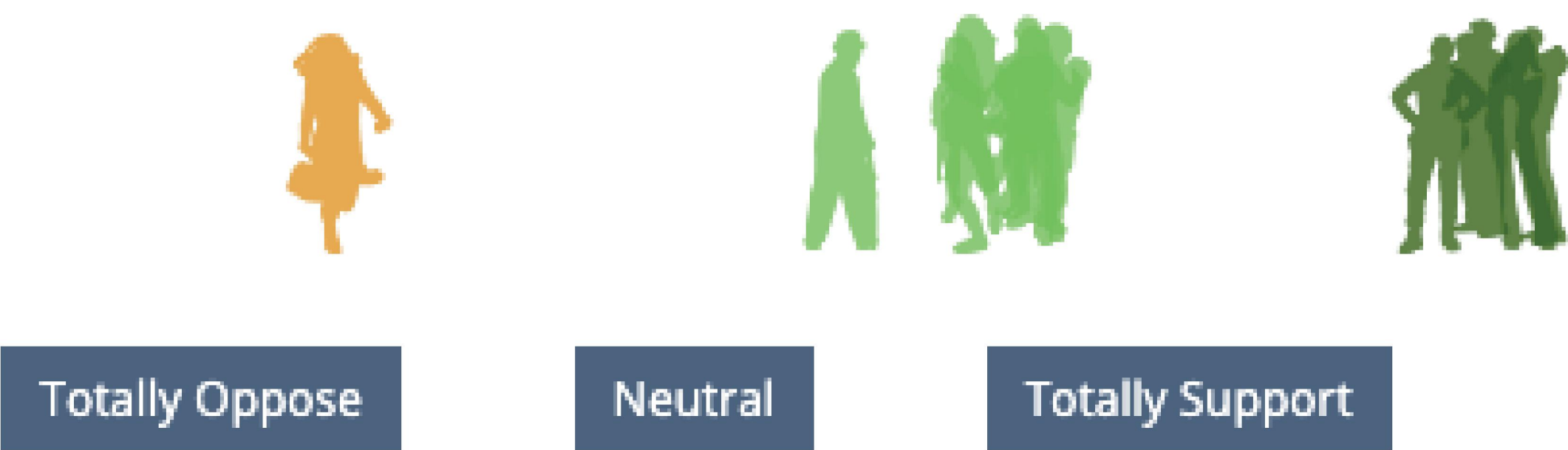
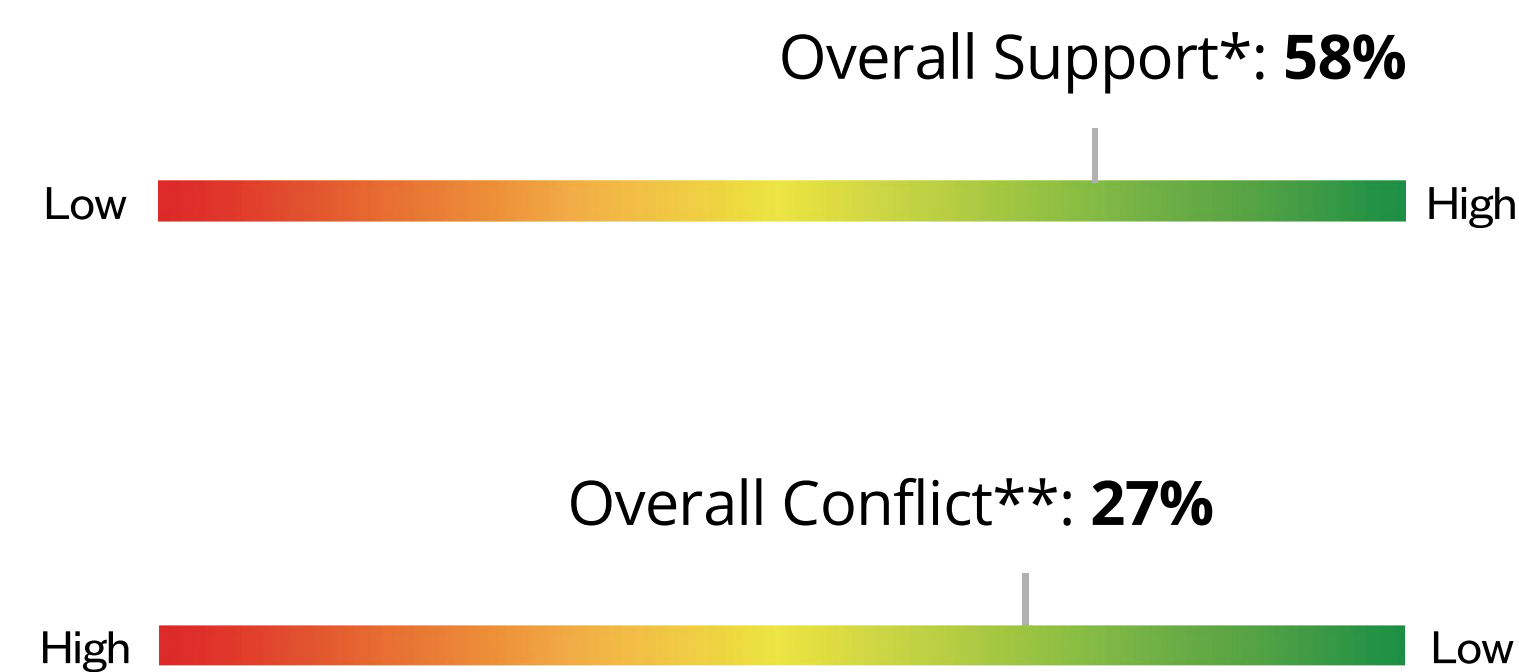
- Recommended Target: 50%
- GHG Reduction: 58 tonnes GHG by 2030



***Support** is the average value of all participant votes where 0 represents a totally opposing vote, and 100 represents a totally supportive vote.
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Composting

- Recommended Target: 75%
- GHG Reduction: 386 tonnes GHG by 2030



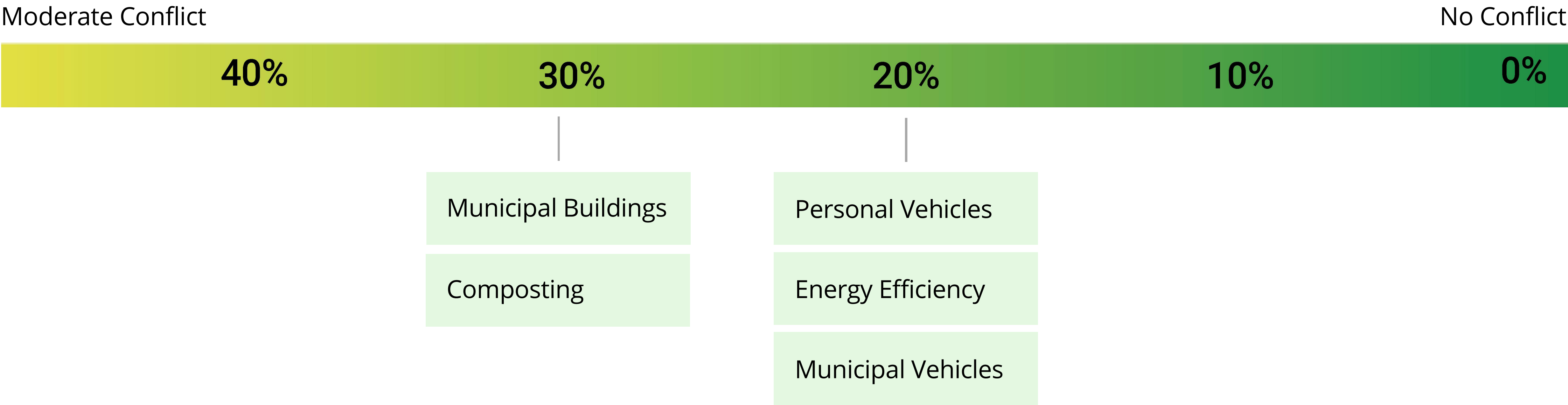
***Support** is the average value of all participant votes where 0 represents a totally opposing vote, and 100 represents a totally supportive vote.
****Conflict** is a measure of the level of disagreement in a group. Higher conflict scores represent higher likelihood of internal resistance and failure.



Conflict

Photo credit to Craig Jackson.

Conflict*



*Conflict is a measure of the level of disagreement in a group. Higher conflict scores represent internal resistance and risk of failure.

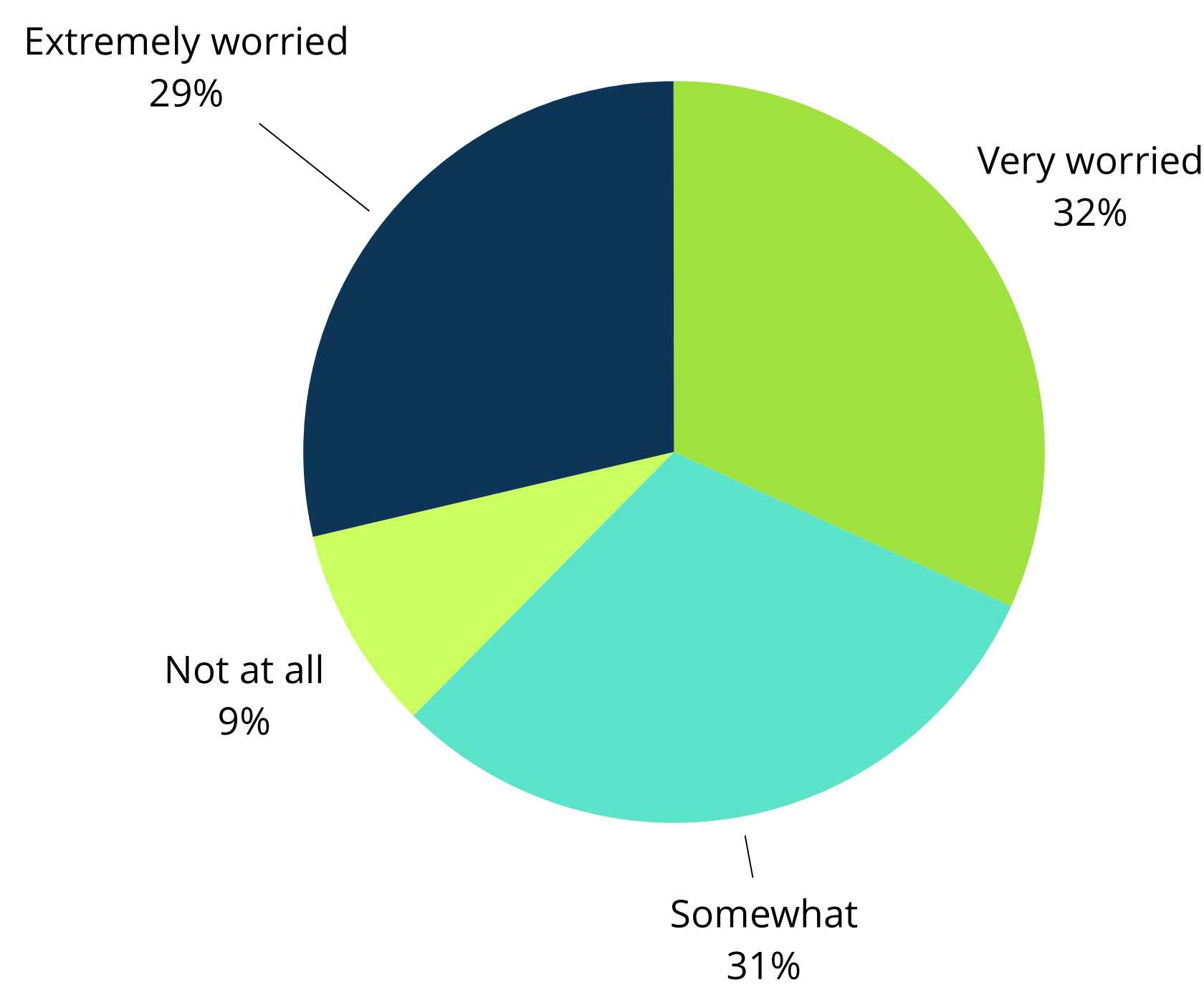
A photograph of a cyclist wearing a red shirt, a blue helmet, and sunglasses, drinking from a white water bottle. The cyclist is standing on a metal bridge railing, looking down at a waterfall in the background. The scene is surrounded by lush green trees and foliage, with some autumn-colored leaves visible. The text "Survey Overview" is overlaid on the image in a large, bold, green font.

Survey Overview

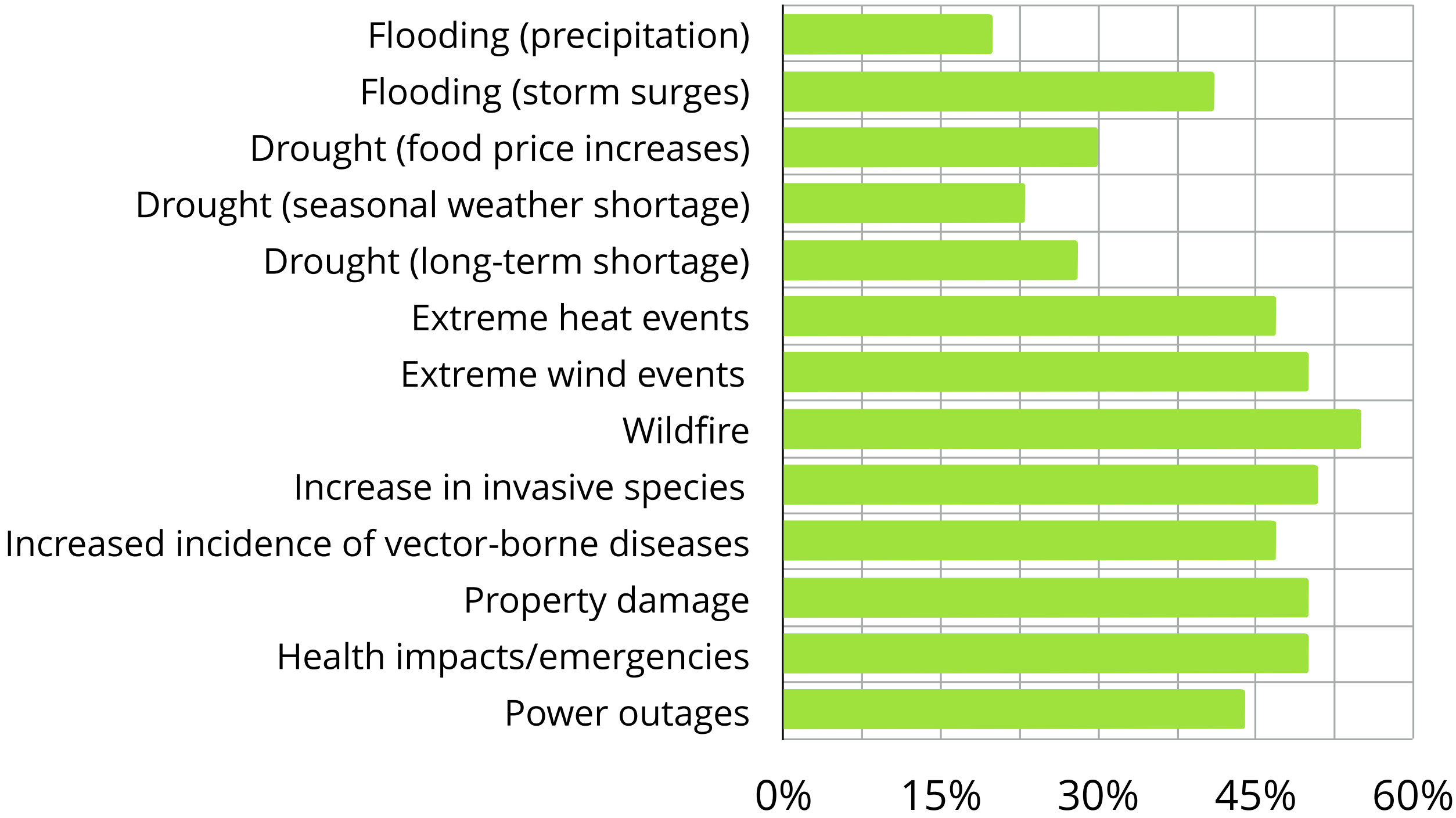
Photo credit: James Smedley

Climate Change

How worried are you about climate change?

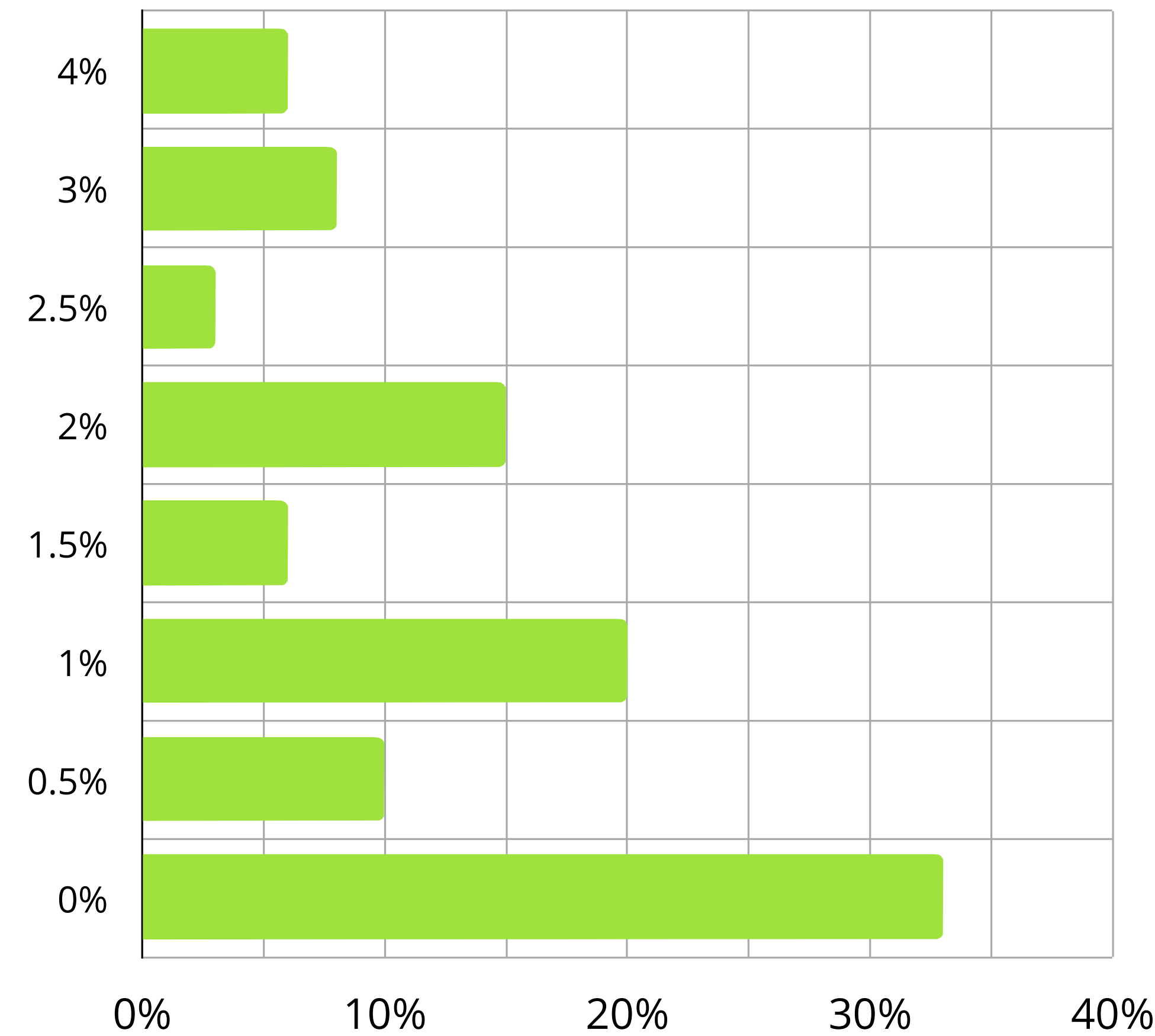


Tell us the top 5 hazards and impacts that concern you most?



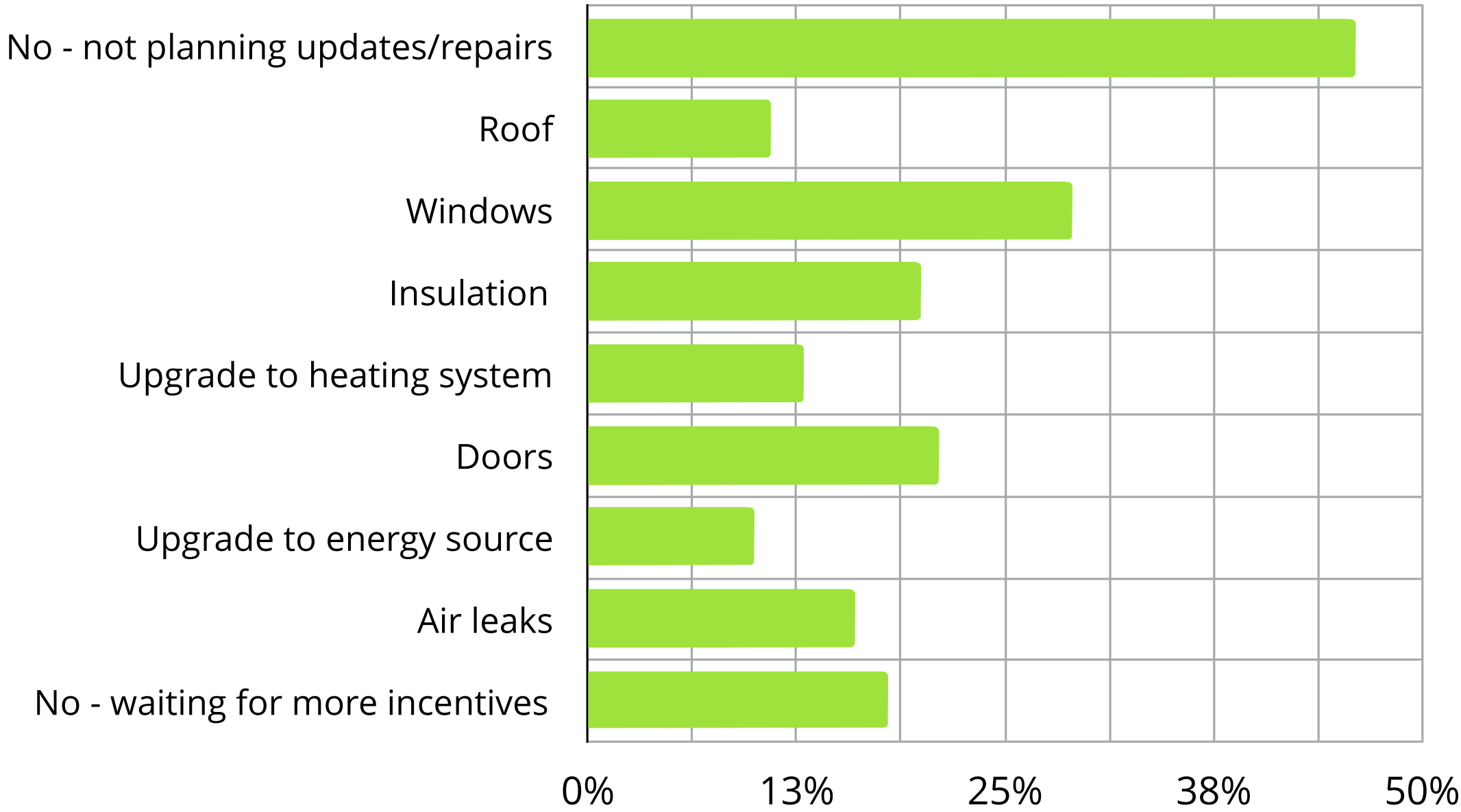
Funding Climate Action

Would you support a tax increase if it went directly to climate change mitigation and adaptation projects we have outlined in this survey?

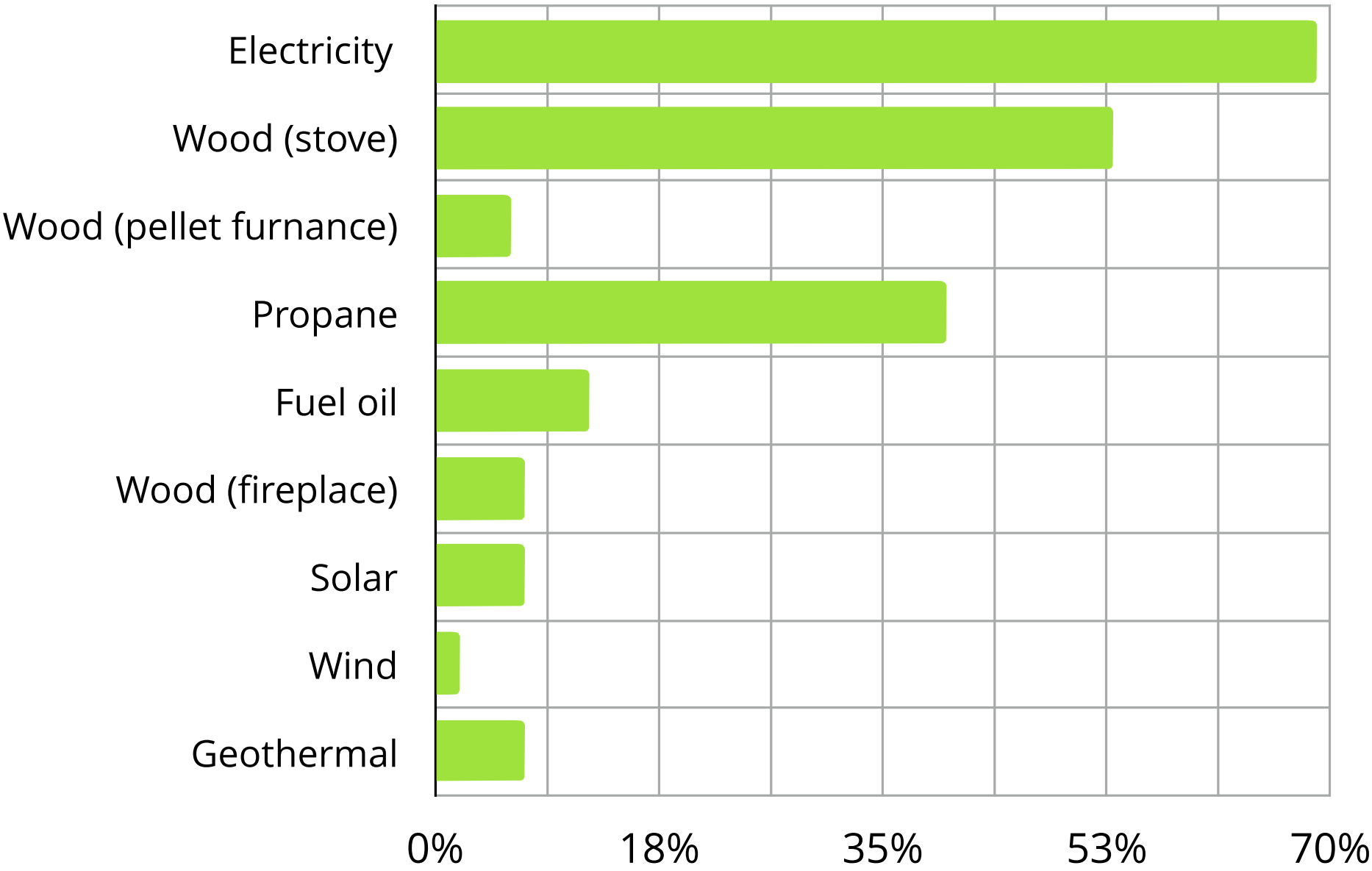


Homes, Buildings and You

In the next 5 years do you have any plans on making repairs or upgrades that will improve the energy efficiency of your home?

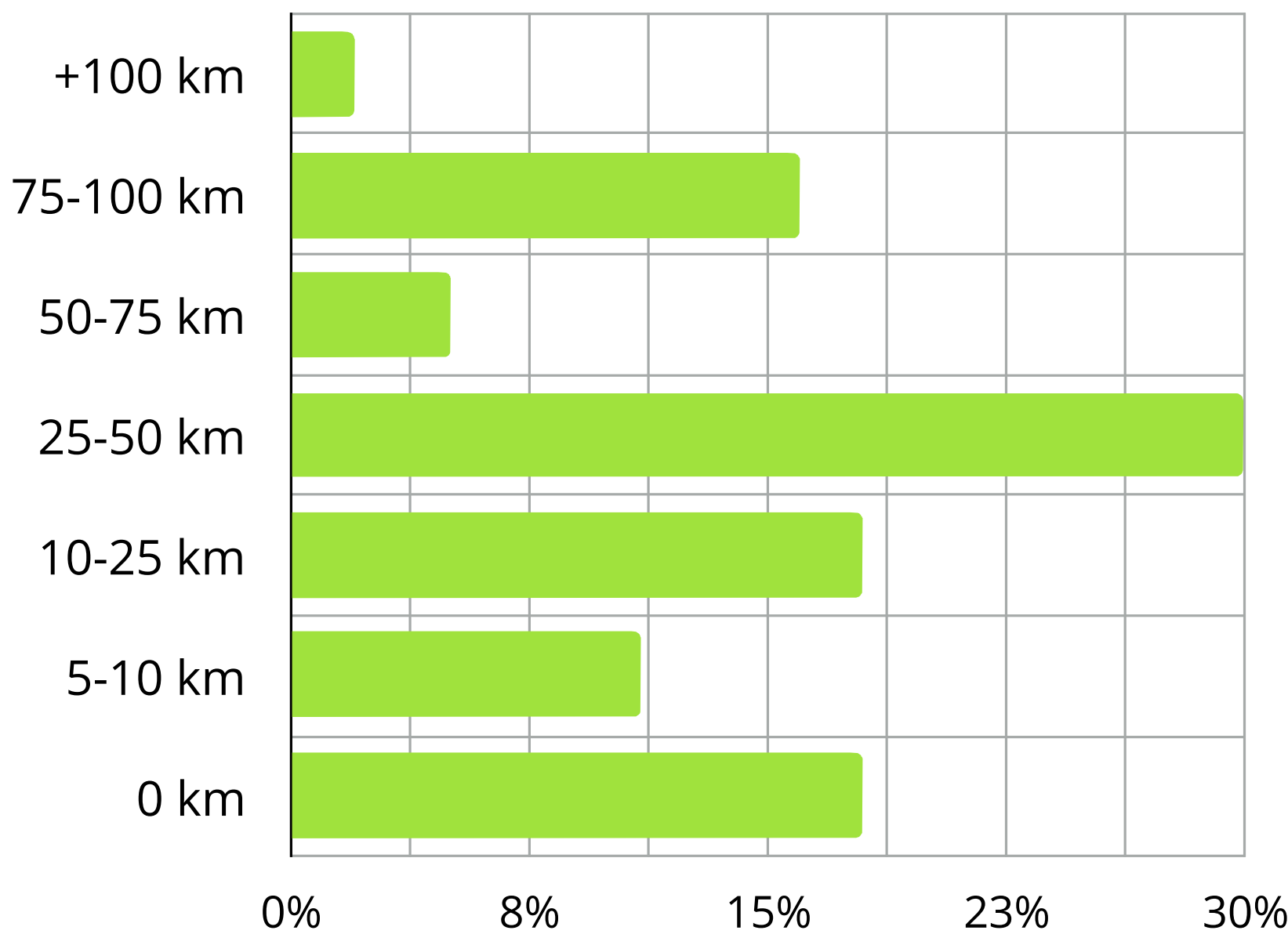


What type of energy source do you use to heat, cool, and power your home?

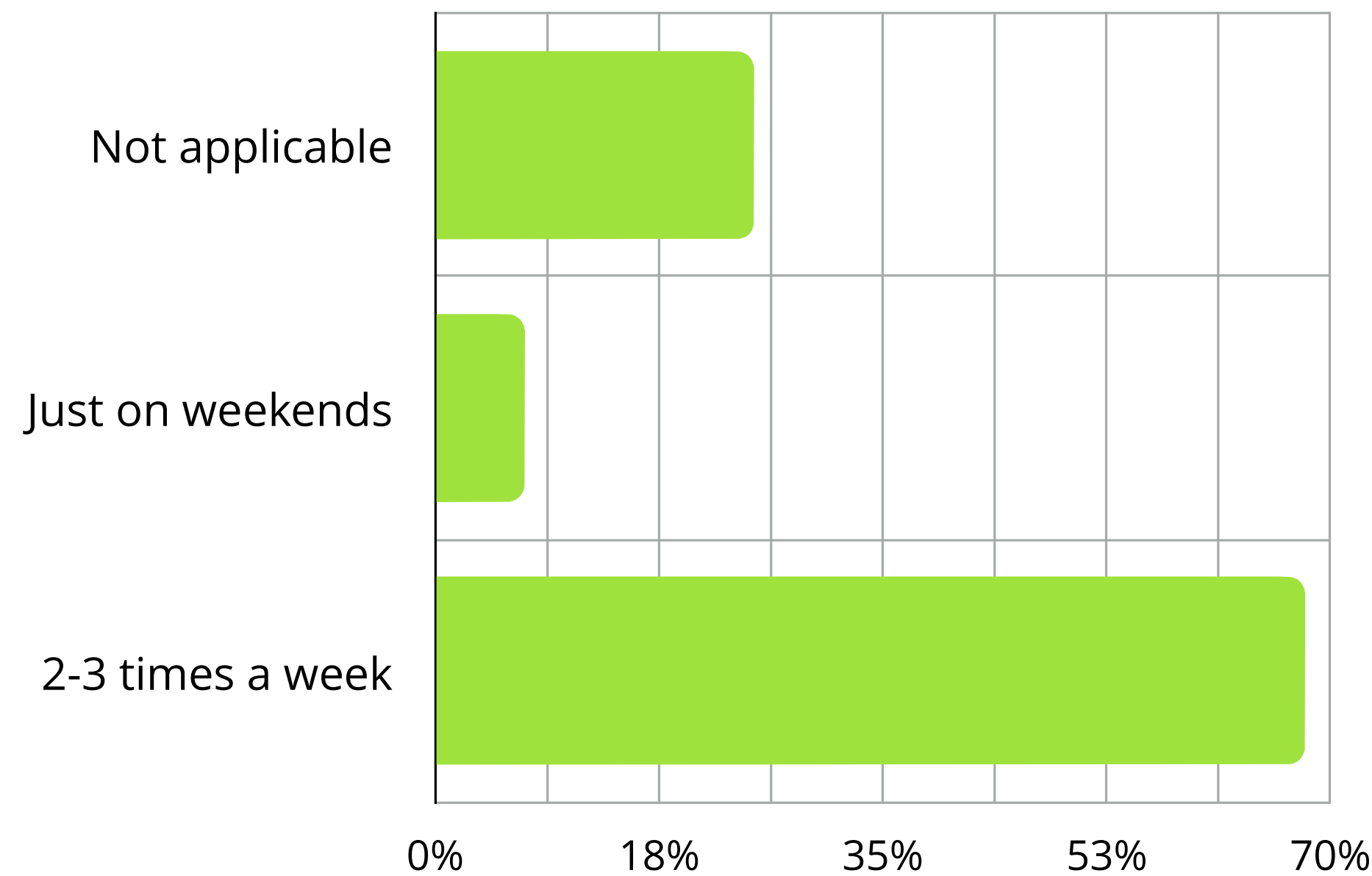


Transportation and You

If you are a regular commuter, how many kilometres is your round trip commute?

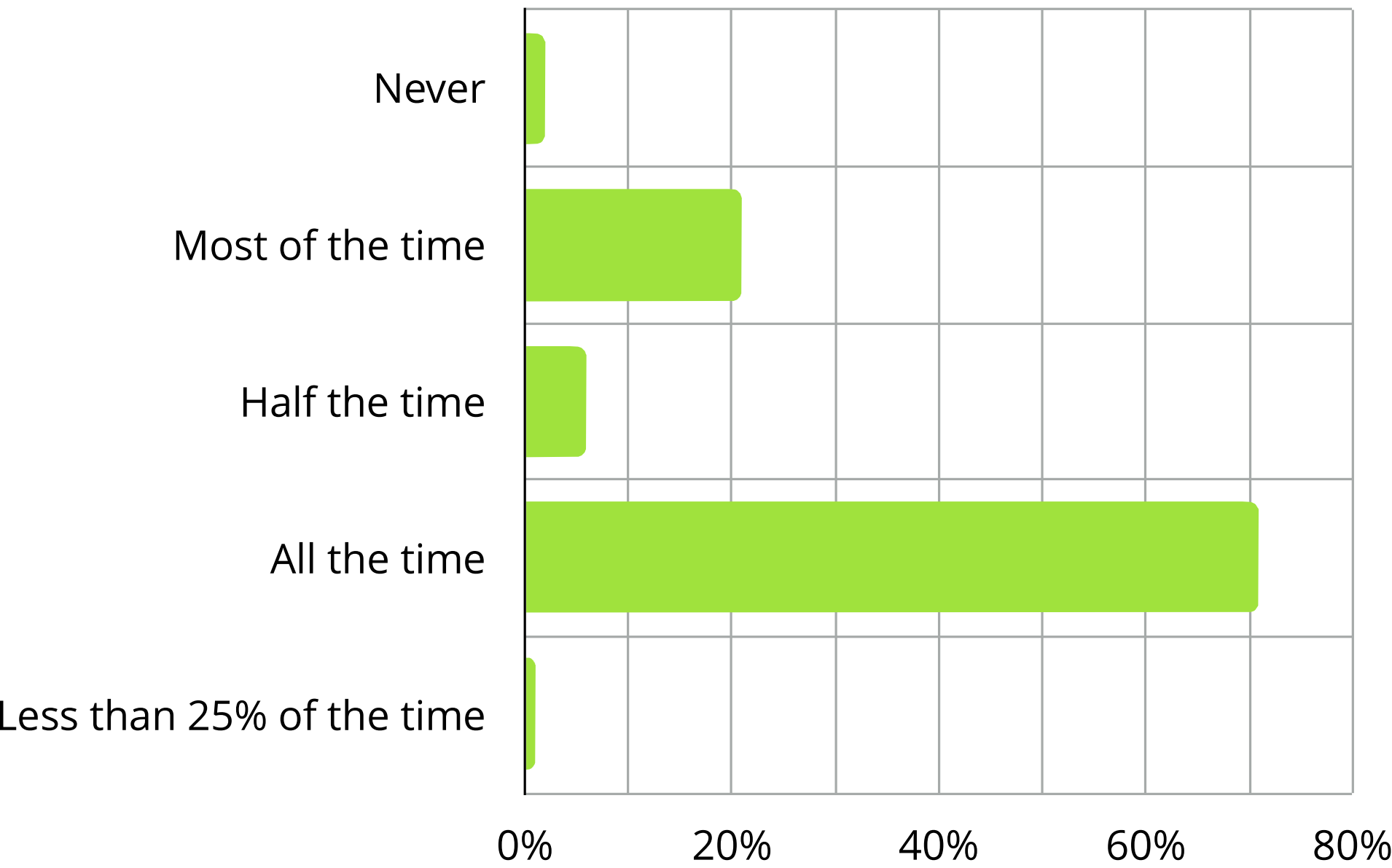


If you are an irregular commuter, how often do you drive?

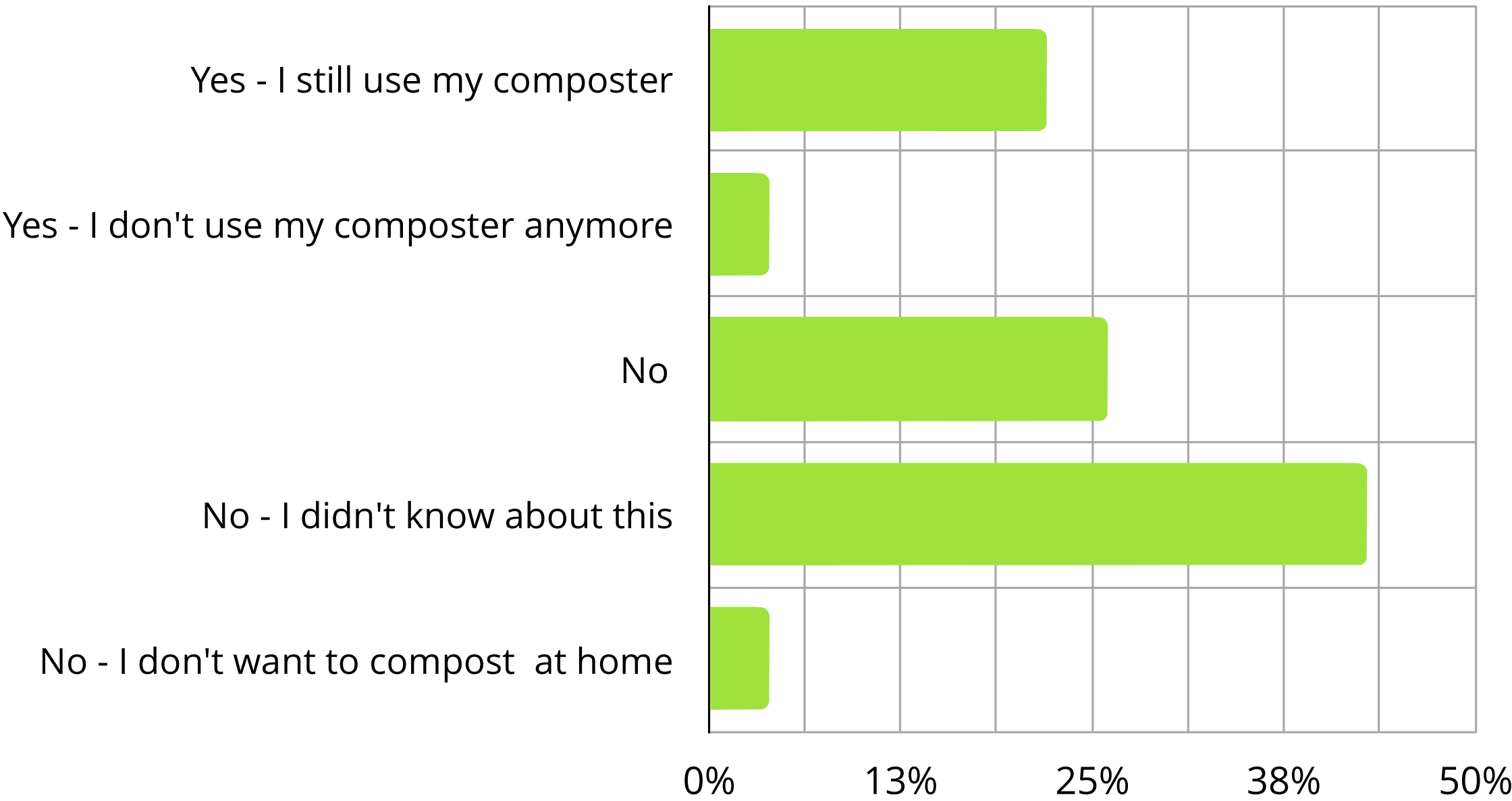


Waste Reduction and You

How often do you recycle?

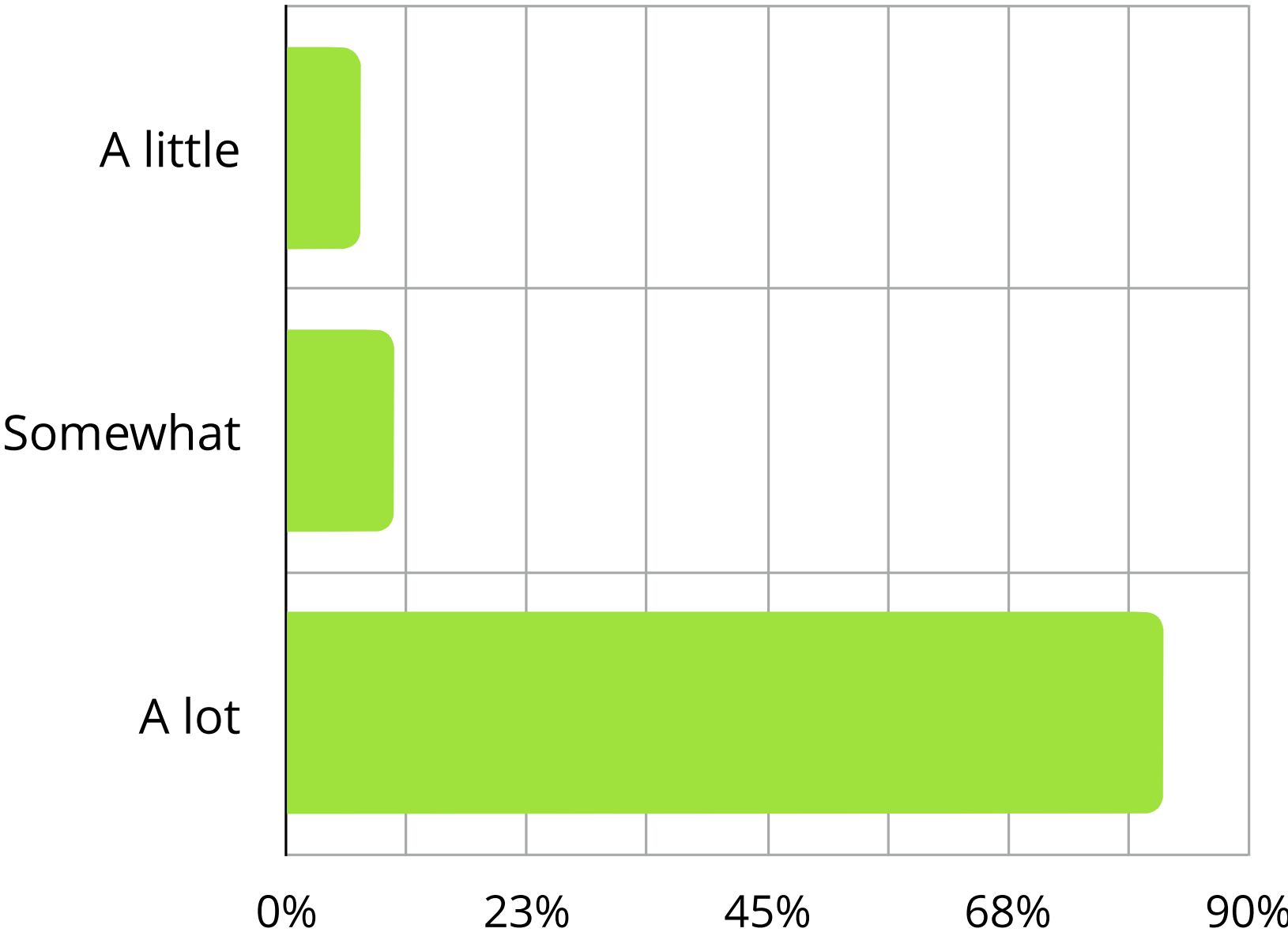


The Township of Billings had composters for sale at a subsidized price for residents. Did you participate in this program and do you still using your composter?



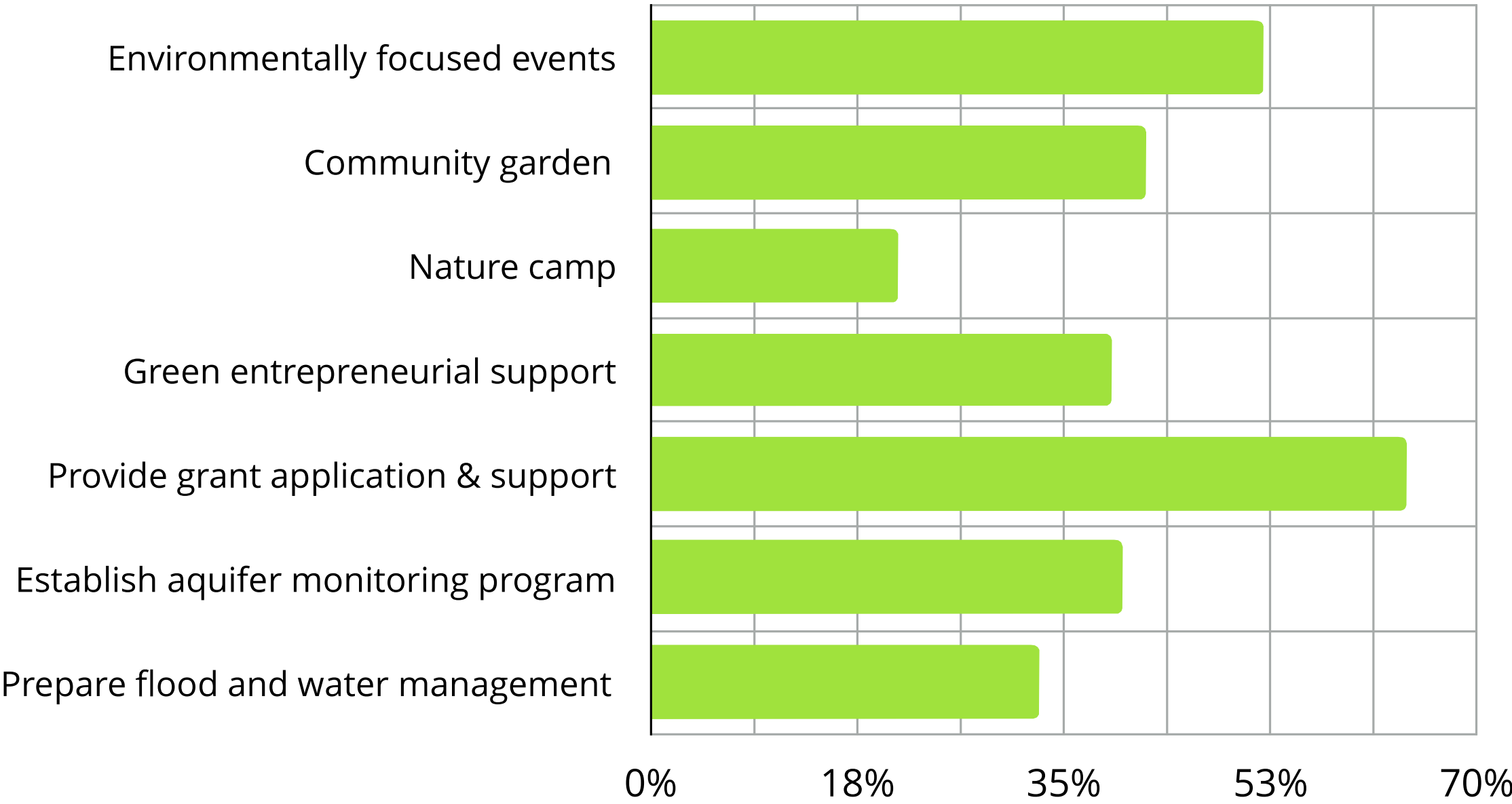
Shared Spaces

How much do you value our natural shared spaces?*



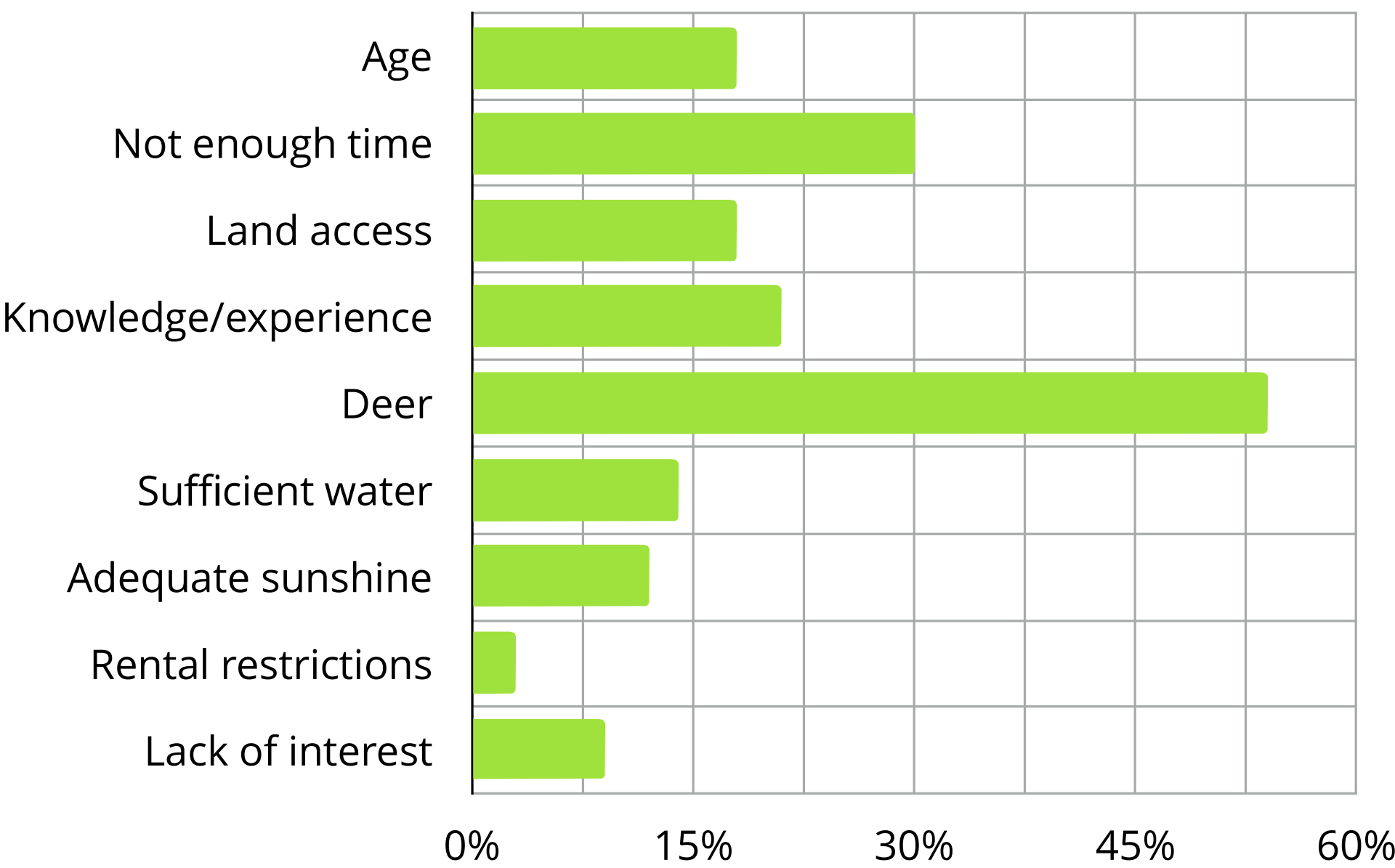
*Not Included: Not at all 0%

What are your top three priorities for our shared natural spaces?

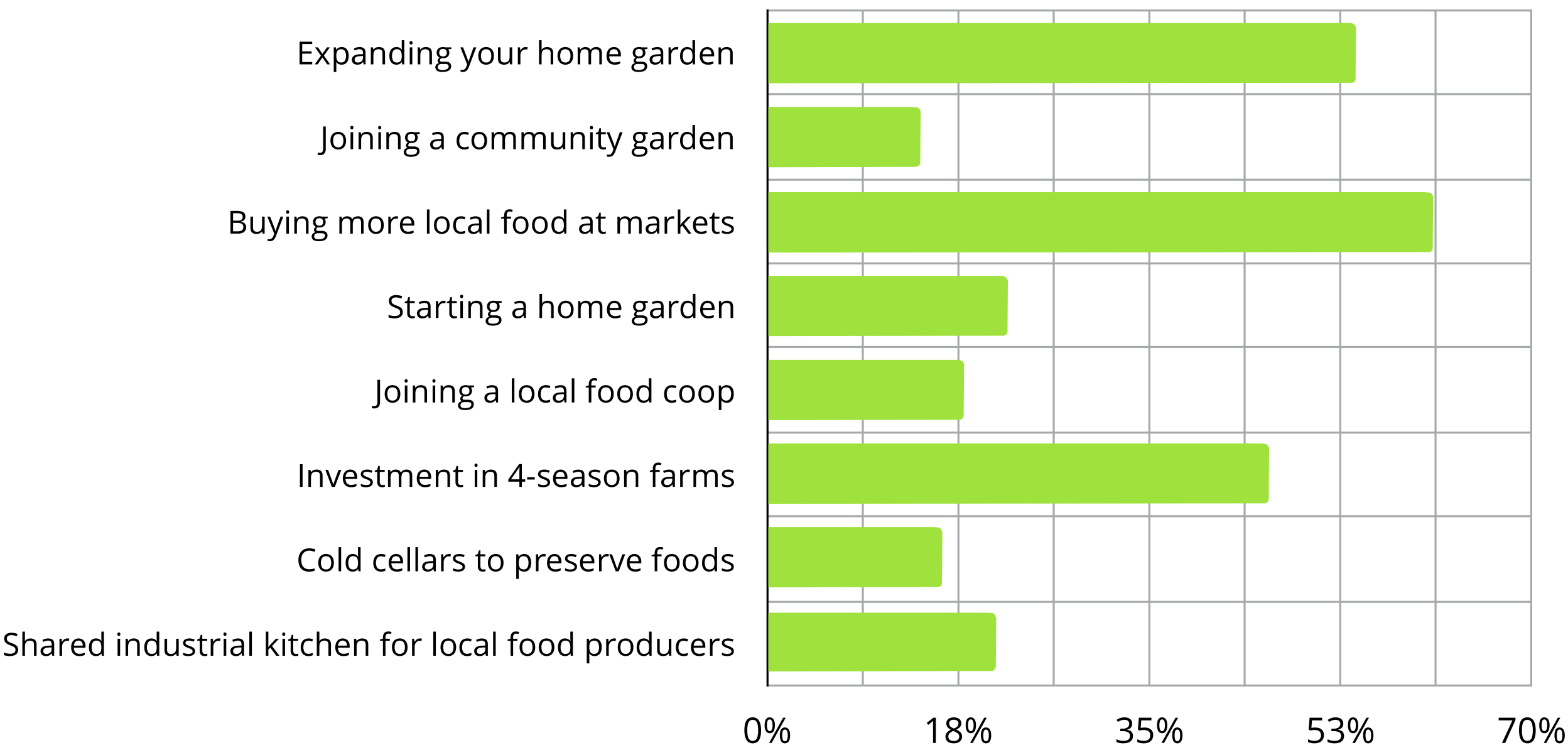


Food and Agriculture

What are the barriers for you to grow more of your own food and increase local food production?



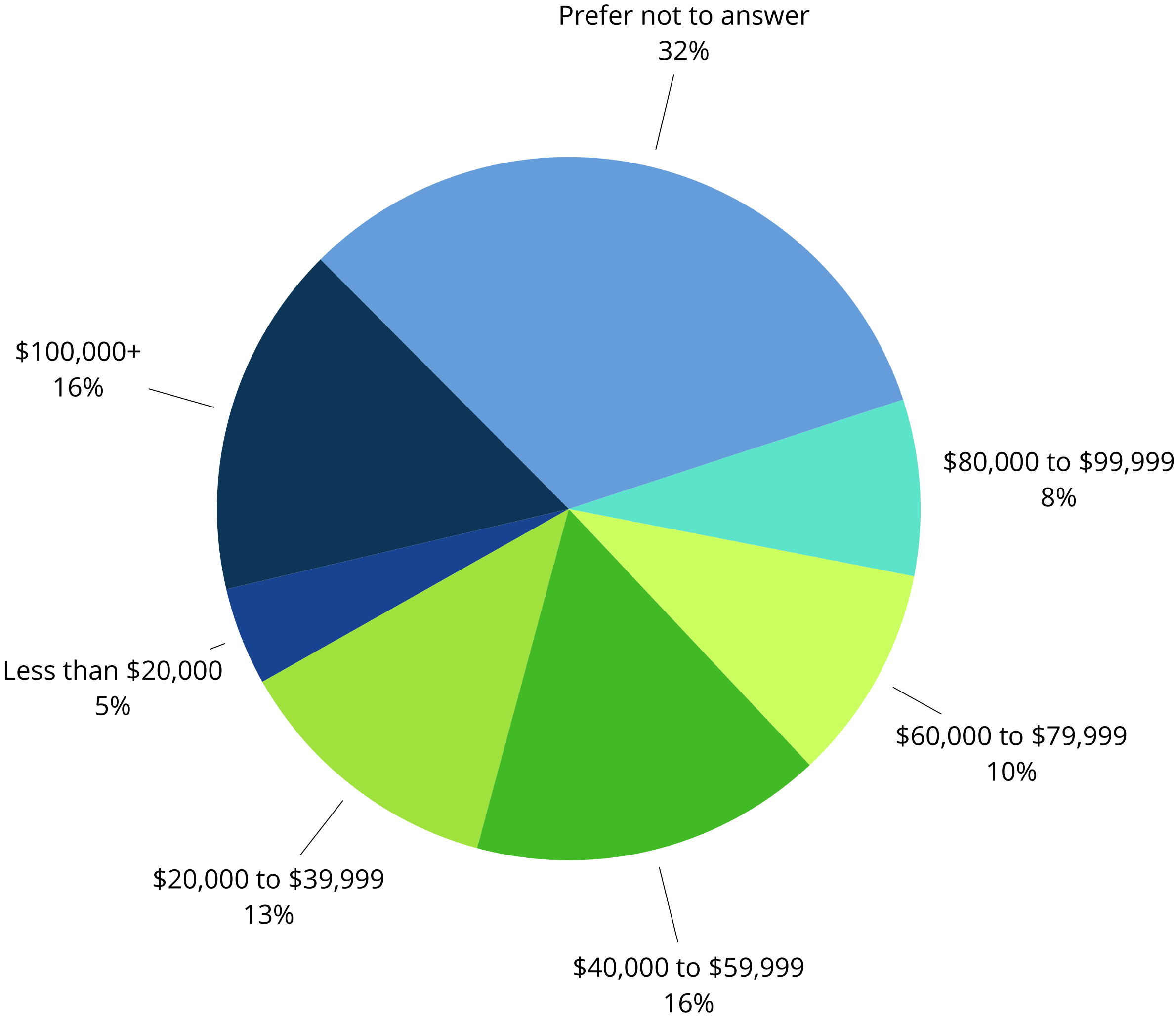
What method of local food production/consumption are you more interested in supporting



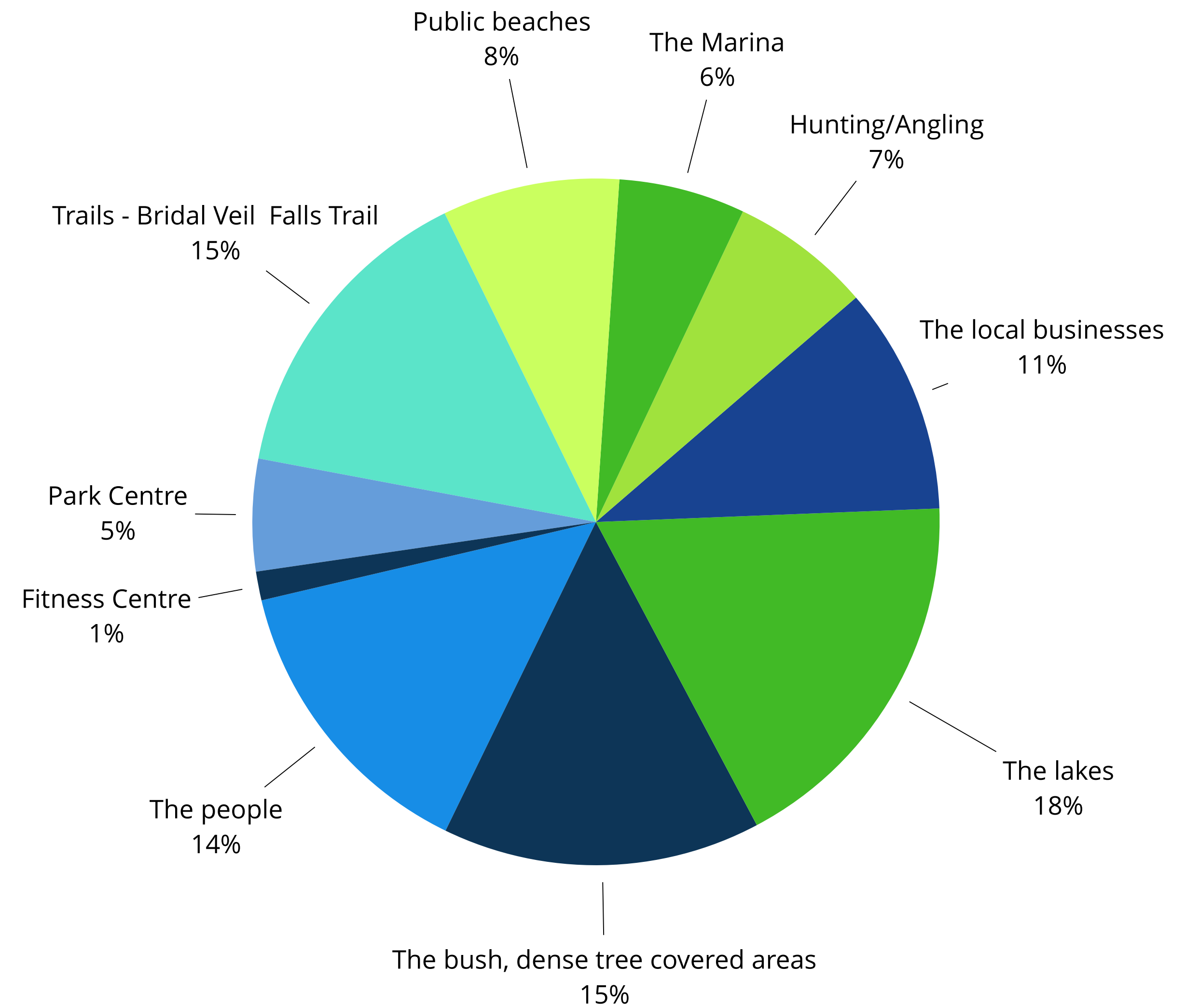
Demographic Information



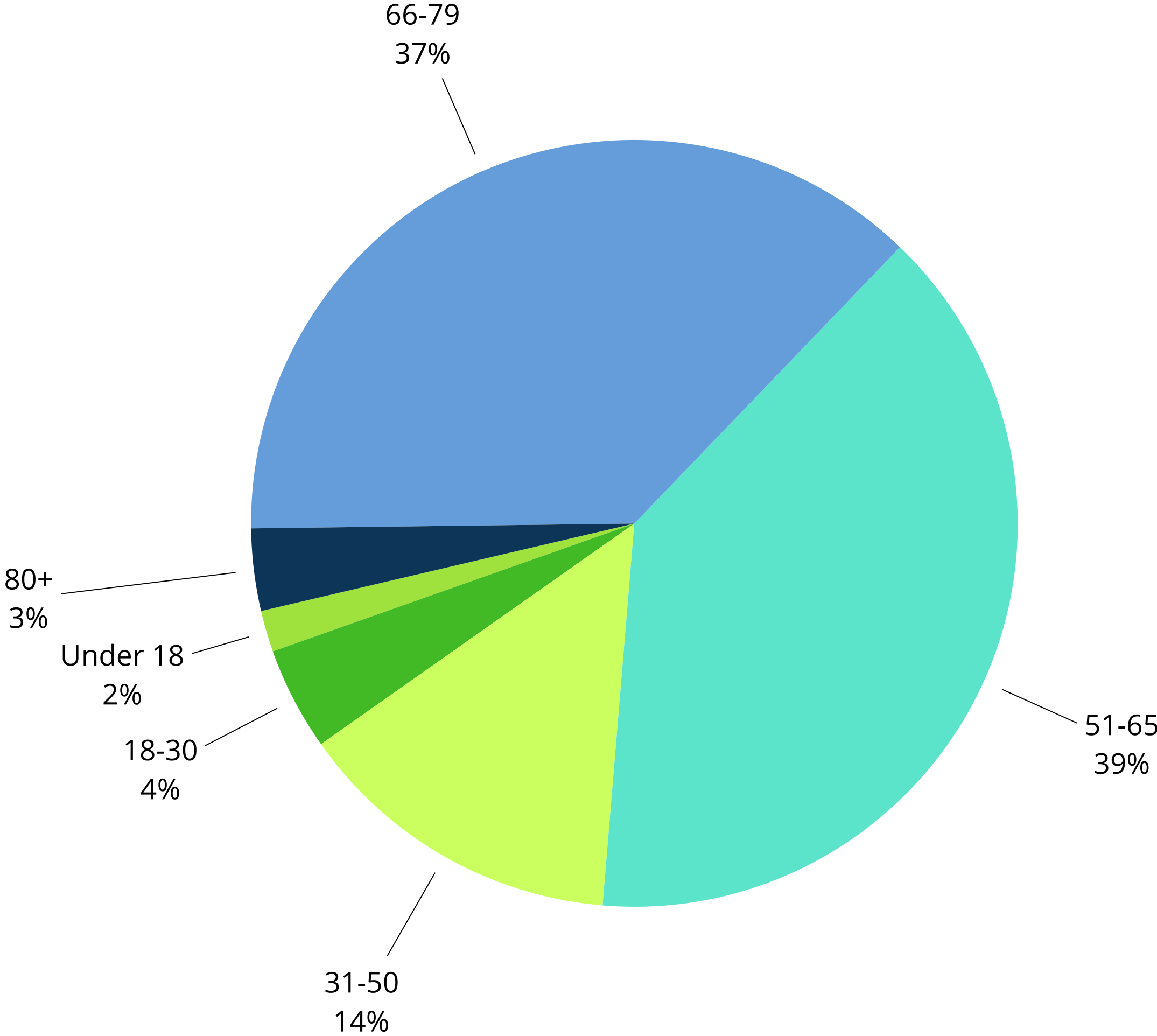
Household Income



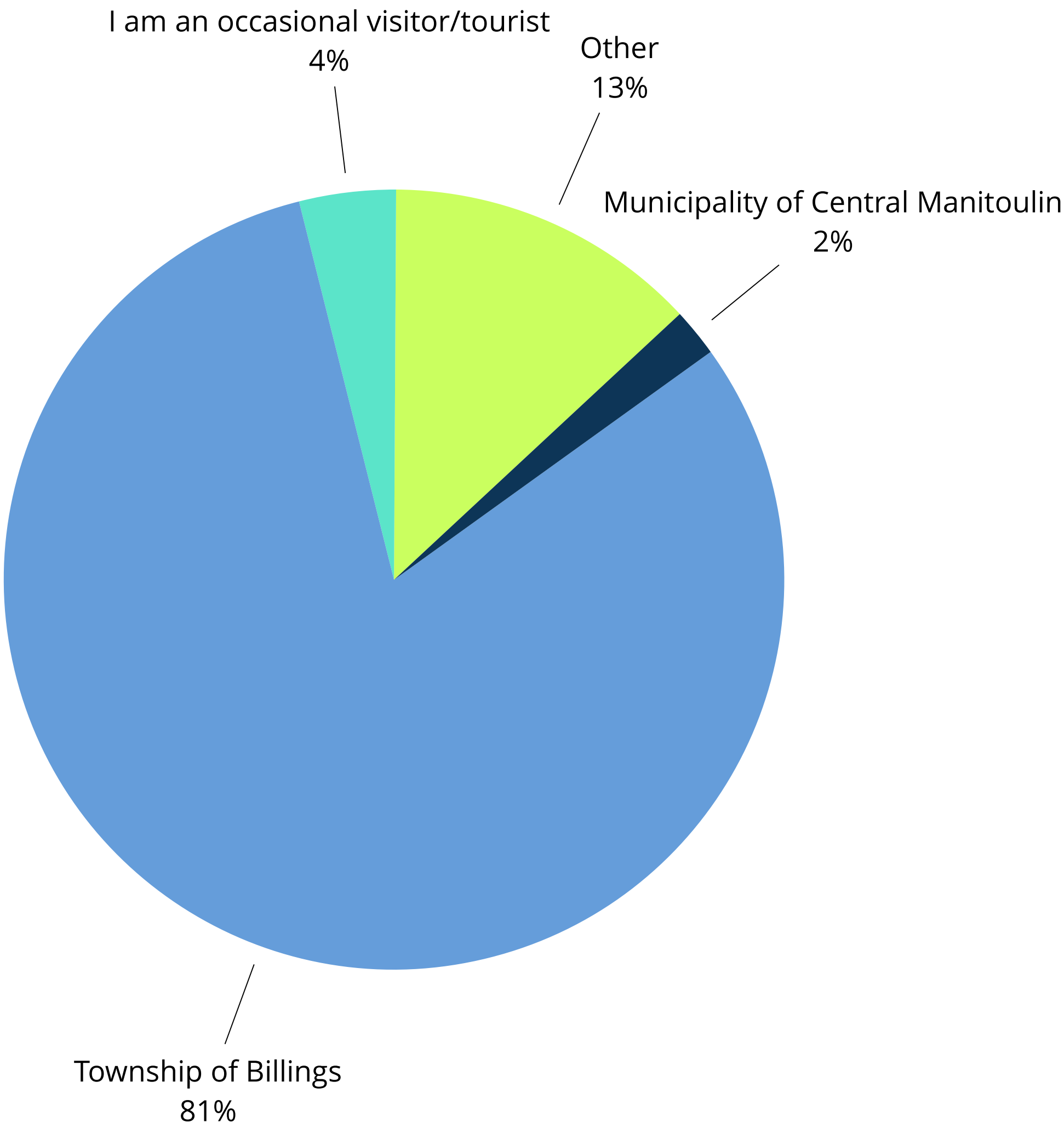
What do you like most about living in Billings?



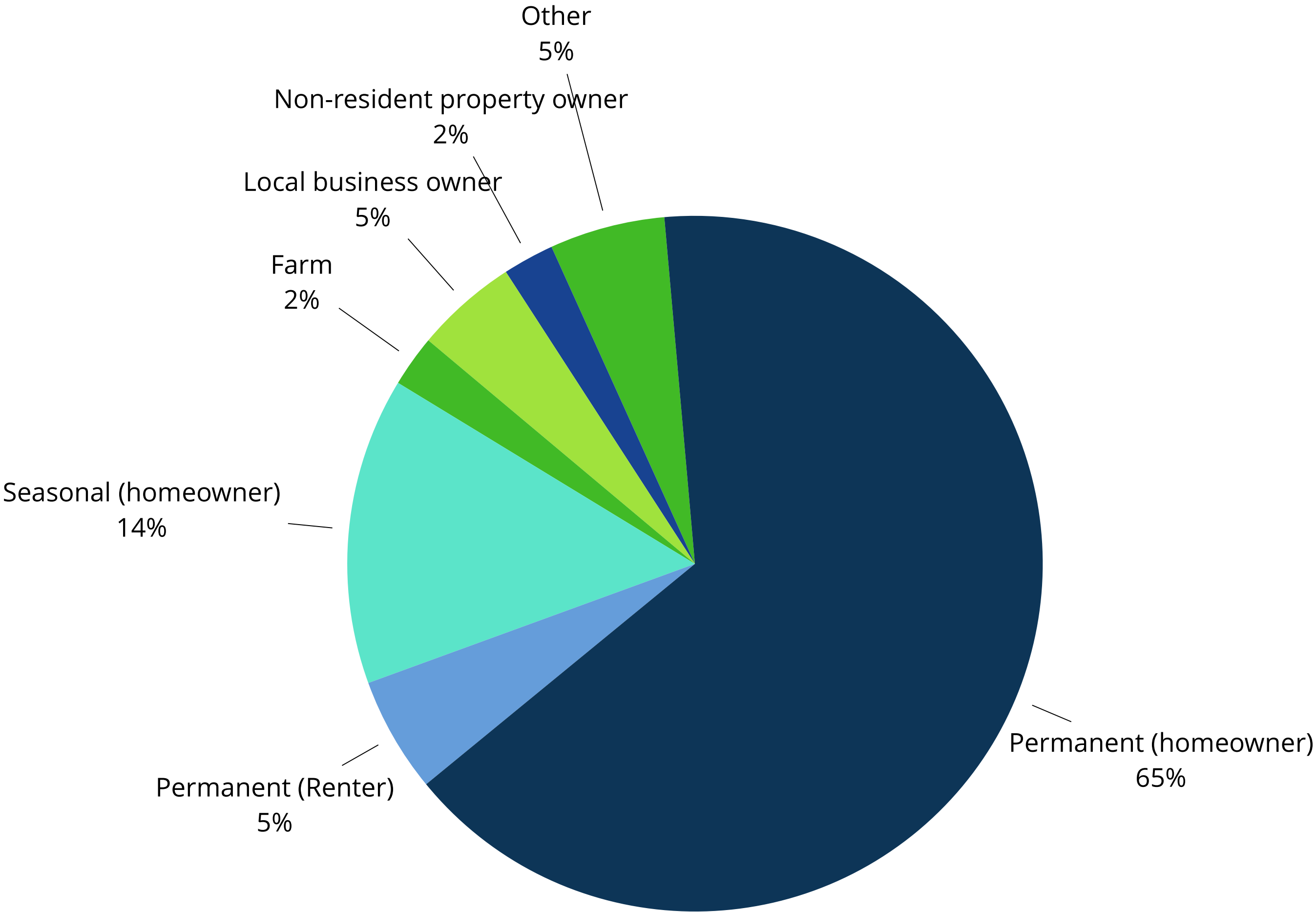
Age



Municipality/Township



Residency



ETHELO

Thank you!