

# COMMUNITY-BASED LEADERSHIP IN SUSTAINABILITY ANNUAL REPORT

## 2014-2015



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## Overview

The Community-based Leadership in Sustainability (CLS) initiative was created in the Fall of 2014 as a joint initiative between a number of groups and organizations with the goal to develop a culture of sustainability through education, community engagement, and collaboration that inspires practical implementation. The central focus of the initiative was to host a series of educational and networking events between November 2014 and May 2015. The events were designed to take a unique approach to teaching and learning about, as well as engaging in, sustainability that would provide value to individuals, groups, organizations, institutions, businesses, and the City of Hamilton. Furthermore, we hope that through this initiative, connections were made and new ideas generated that may provide benefit to the city of Hamilton as a whole.

In line with Forward with Integrity, McMaster's directional letter written by President Patrick Deane, one of the main objectives of the CLS initiative was to engage all members of the community. As such these educational and networking events were free of charge and open to all.

## Objectives

1 Develop a culture of sustainability through education, community engagement, and collaboration that inspires practical implementation

2 Form and foster a collaborative and formal working relationship between individuals, groups, institutions, and organizations who share a common mission to advance sustainability within the city of Hamilton

3 Offer opportunities for sustainability education and involvement that is inclusive of various groups and individuals within the city's diverse and unique communities

4 Communicate and report on the outcomes of each event and the initiative as a whole

## Reporting

The CLS initiative achieved all of its objectives through successfully hosting four events over a period of six months between November 2014 and April 2015. The events were as follows:

- Love Your Streets: Hamilton's Changing Transportation Network
- Claiming Green: Fact or Greenwashing?
- Green Buildings, Resource Conservation, and Urban Regeneration
- Green Jobs Networking Event



Each event focused on a unique topic that was of interest to students, local businesses, city staff, and community members. Various experts in the respective topic fields contributed, resulting in a total of 22 different speakers participating in the four events. The initiative also engaged 11 volunteers to help out during the events; this included university and college students as well as community members.

Over 400 people attended the events. In a survey sent to attendees after each event, they identified themselves mostly as students, professionals, and business owners. A small percentage of attendees were also educators and community members. Overall, when asked, 39% were "Very Satisfied" with the events, 41% were "Satisfied", and 14% were "Neutral". A total of 97% of event attendees said they were interested in attending another CLS event in the future.

To ensure that events were free of charge and open to all who wanted to attend, the CLS committee reached out to various individuals, groups, and organizations to request in-kind and/or financial support to make this initiative possible. A special thanks goes to those listed in the Collaborators section below, as well as to the 400+ community members who attended the CLS events.

## Collaborators

The success of the CLS initiative was, in part, due to the partnership that formed between various groups who have a strong belief in the capacity that can be built from community empowerment and social change through education. These groups include:

- **Hamilton Sustainability Professionals Network (SPN):** SPN Executive Board provided joint leadership along with McMaster University in bringing this initiative from idea to implementation. The SPN maintains a CLS sub-committee consisting of nine dedicated individuals. The working group is led by Kate Whalen, SPN Education Coordinator, and McMaster's Senior Manager of Academic Sustainability Programs.
- **McMaster's Academic Sustainability Programs (ASP) Office:** provided joint leadership along with the SPN in developing and implementing the CLS initiative
- **McMaster undergraduate student representatives:** Chitman Josan, Moeed Ahmed, and Zeinab Rahal contributed to the implementation of the CLS initiative through planning and hosting events
- **McMaster Faculty representative:** Dr. Brent McKnight: provided guidance and mentorship and acted as a liaison to McMaster faculty members
- **McMaster's Committee on the Minor in Sustainability:** provided continuous support during the development and implementation of this initiative
- **Forward with Integrity:** provided generous financial support to help make the implementation of the CLS initiative possible
- **Art Gallery of Hamilton:** provided generous support in hosting all four CLS events
- **McMaster Office of the Provost:** provided generous financial support for the CLS initiative
- **McMaster Faculty of Engineering:** provided generous financial support for the CLS initiative
- **McMaster W. Booth School of Engineering Practice:** provided generous financial support for the CLS initiative
- **McMaster Alumni Association:** provided generous financial support for the Green Jobs Educational and Networking Event
- **McMaster School of Graduate Studies:** provided generous financial support for the Green Jobs Educational and Networking Event
- **McMaster Student Success Centre:** provided generous financial support for the CLS initiative
- **City of Hamilton's Economic Development Department:** supported the CLS initiative through financial sponsorship and speaker participation for the Green Buildings, Resource Conservation, and Urban Regeneration event
- **Sustainable Hamilton:** worked with SPN and McMaster to jointly host the Claiming Green CLS event
- **Smart Commute Hamilton:** provided generous financial support for the Love Your Streets event
- **Grand & Toy:** provided generous in-kind donation of all speaker gifts
- **Ontario Public Interest Research Group (OPIRG) McMaster:** provided Fair Trade gift baskets used as survey prize incentives to support participation, event feedback, research, and continuous improvement of the CLS initiative

## LEARNING SERIES

The four events that comprise the 2014-15 CLS initiative together are a robust community learning series spanning a variety of important sustainability topics including Hamilton's transportation network, greenwashing, urban and natural regeneration, and careers in sustainability. The following pages present the highlights of each event.





## LOVE YOUR STREETS: HAMILTON'S CHANGING TRANSPORTATION NETWORK

### Overview

The Love Your Streets: Hamilton's Changing Transportation Network event was held on Wednesday, November 26, 2014 from 7:00 p.m. to 10:00 p.m. at the Art Gallery of Hamilton.

The evening's agenda was scheduled as follows:

- 7:00 – 8:00: Speakers
- 8:00 – 9:00: Panel Discussion
- 9:00 – 10:00: Networking

### Speakers and Expert Panel

Moderating the event was **Ryan McGreal**. Ryan is editor of Raise the Hammer and works as a web programmer, consultant, writer, and editor.



He lives in Hamilton with his family.

The speakers and expert panel included: Sara Mayo, Justin Jones, Peter Topalovic, and Matthew Sweet.

**Sara Mayo** is a Social Planner at the Social Planning and Research Council of Hamilton. She specializes in making data accessible and useful for social change, especially through visualization and mapping. She also leads the SRPC's advocacy for a Complete Streets policy for Hamilton as a tool to improve health disparities between Hamilton's neighbourhoods. Sara's presentation highlighted data about Hamilton's riskiest streets, what Hamilton's road spending priorities have been, and what an equity lens on modes of travels reveals about our city. Sara also spoke about creating a balanced transportation network in Hamilton and how a Complete Streets policy would improve the transportation network for all users.



**Justin Jones** is a project manager, sustainability professional, and rabble rouser with nearly a decade of experience in the sustainability field. His work with student groups, municipal governments, and NGOs has taken him all over the country, and he is currently the Manager of the Bicycle Friendly Communities Program with Share the Road Cycling Coalition. Justin is passionate about civic engagement, with a special focus on active transportation issues and the creation of livable cities through better infrastructure and education. Justin's presentation focused on cycling as an integral component of Complete Streets and the importance of community engagement and action in helping move projects forward.



**Peter Topalovic** works in the Public Works department of the City of Hamilton where he oversees the implementation of a wide range of programs, policy implementation, and infrastructure projects to promote active and sustainable modes of transportation, bike sharing, carsharing, and carpooling throughout the city. Peter received his masters in Engineering and Public Policy from McMaster University in '08, specializing in transportation and energy policy, corporate social responsibility, and sustainable infrastructure, and has worked in the transportation planning field since. In addition to his work at the City, Peter teaches at McMaster University and has written and published academic papers relating to corporate social responsibility and transportation policy. He is also the Chair of the Greater Toronto and Hamilton Area Transportation Demand Management Coordinating Committee. Peter's presentation focused on the concepts of Complete Streets and what Hamilton is already doing to advance the Complete Streets agenda. He provided clear examples of Complete Streets projects in the City and provided insight into what the future holds for the Complete Streets movement. The challenges as well as the benefits were discussed and the importance of achieving balance in road design was focused upon.



**Matthew Sweet** is the Transportation Demand Management Coordinator for the City of Cambridge, a sessional faculty member at Mohawk College teaching the Active Transportation course in the Transportation Engineering Technology program, and is a graduate of both Mohawk and McMaster. Matthew enjoys implementing programs, whether they be active infrastructure or educational and encouragement programs to entice people to try walking, cycling, and taking transit. In his role teaching at Mohawk College, Matthew works to make the case for active transportation to students who have been immersed in auto-centric courses for the vast majority of their college careers. Matthew's presentation focused on the traffic engineers perspective towards Complete Streets;



highlighting the challenges faced by traffic engineers as well as the progress being made within the field in developing the paradigm shift that needs to continue to ensure roads are designed using a balanced approach rather than a car-centric one.

### Engagement Techniques

The following engagement techniques were used to encourage attendee participation:

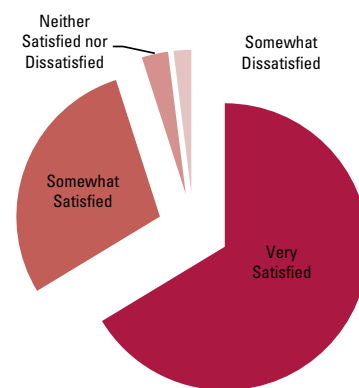
- Question and answer period after the panel discussion
- Transportation Showcase that encouraged participants to place sticky notes about how they would improve various components of the transportation network

### Results, Attendance, and Feedback

In a follow-up survey sent to event participants, the highest percentage of attendees (34%) identified themselves as community members, followed by undergraduate students at 14%. The lowest percentages consisted of business owners/representatives and university/college faculty members, at 4% and 1% respectively.

A total of 89% of event attendees described themselves as Hamiltonians.

When asked about which aspects of the event attendees found most appealing, 58% indicated that "Interesting/relevant content" was the most appealing, followed by "Community engagement" at 27%. The least appealing aspects of the event were "Networking" at 41.2% and "Personal and/or professional development" at 24.1%.



Attendee Overall Satisfaction with Event

When asked if they were interested in attending another CLS event in the future, 98% of participants answered "Yes".

Participants were also asked to rate elements of the event on a five-point Likert scale with the following options: Very Poor, Poor, Fair, Good, and Excellent. The following table summarizes the results.

	Very Poor	Poor	Fair	Good	Excellent
<b>Communication of Event</b>	0%	3.1%	3.1%	43.8%	50%
<b>Quality of Speakers</b>	0%	0%	10.9%	40.6%	48.4%
<b>Relevance of Content</b>	0%	1.6%	3.1%	45.3%	50%
<b>Value of Discussion</b>	0%	1.6%	28.1%	48.4%	21.9%
<b>Opportunity for Networking</b>	3.1%	6.2%	37.5%	37.5%	15.6%
<b>Accessibility of Location</b>	0%	0%	1.6%	25%	73.4%
<b>Promotion of Event</b>	1.6%	1.6%	18.8%	42.2%	35.9%
<b>Quality of Food</b>	1.7%	1.7%	22.4%	48.3%	25.9%



## Event Photographs



## CLAIMING GREEN: FACT OR GREENWASHING?

### Overview

The first event of 2015, Claiming Green: Fact or Greenwashing was held on Thursday, January 15, 2015 from 7:00 p.m. to 10:00 p.m. at the Art Gallery of Hamilton Design Annex.

The evening's agenda was scheduled as follows:

- 7:00 – 8:00: Speakers
- 8:00 – 9:00: Panel Discussion
- 9:00 – 10:00: Q&A and Networking

### Speakers and Expert Panel

Moderating the event was **Sandi Stride**. Sandi is Founder and CEO of Sustainable Hamilton. Sandi presented a new certification program for Hamilton-area businesses to help promote genuine sustainability actions.



The speakers and expert panel included: Mike Sawchuk, Peter Baraniecki, and Roger Abbiss.

**Mike Sawchuk** is Global Sales & Business Development Manager, Environment – Supply Chain & Sustainability at UL Environment. Michael explained the “Sins of Greenwashing” to help



marketers and consumers understand the difference between genuine or greenwashing claims, as well as shared insights into ECOLOGO certification. Michael also touched upon UL Environment's just released White Paper “Under the Lens: Claiming Green”: a survey of green product claims and assessment of the impact that green product claims have on consumer preference and perceived brand value.

**Peter Baraniecki** is Manager at The Printing House in Hamilton. Peter's presentation focused on Forest Stewardship Council (FSC) certification and how buying FSC-certified paper products and services helps promote sustainable forestry practices.



**Roger Abbiss** is Owner and Chief Coffeecologist at Hamilton-based Coffeecology and Owner/operator of 4 coffee shops; My Dog Joe, Mulberry Street & Democracy in Hamilton, and Station One Coffeehouse in Grimsby. Roger is a passionate advocate of Fair Trade coffee and his presentation focused on Fair Trade certification.



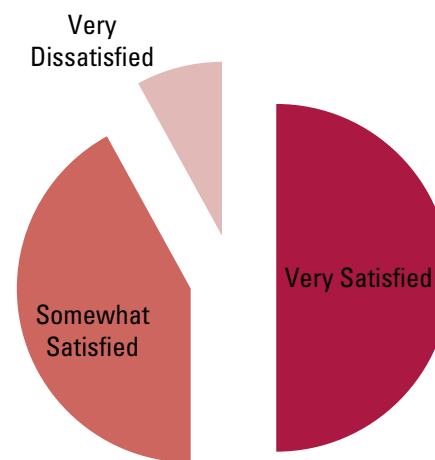
## Results, Attendance, and Feedback

In a follow-up survey sent to event participants, the highest percentage of attendees (23%) identified themselves as business owners/representatives, followed by community group representatives, City of Hamilton staff members, and undergraduate/college students each at 15%. The lowest percentages consisted of university/college staff members and recent graduates, each at 8%.

A total of 77% of event attendees described themselves as Hamiltonians.

When asked about which aspects of the event attendees found most appealing, 30% indicated that “Interesting/relevant content” was the most appealing, followed by “Personal and/or professional development” at 27.3%. The least appealing aspects of the event were “Speakers” at 27.3% and “Networking” at 22.2%.

When asked if they were interested in attending another CLS event in the future, 100% of participants answered “Yes”.



Attendee Overall Satisfaction with Event

Participants were asked to rate elements of the event on a five-point Likert scale with the following options: Very Poor, Poor, Fair, Good, and Excellent. The following table summarizes the results.

	Very Poor	Poor	Fair	Good	Excellent
<b>Communication of Event</b>	0%	8.3%	8.3%	50%	33.3%
<b>Quality of Speakers</b>	0%	8.3%	0%	66.7%	25%
<b>Relevance of Content</b>	0%	8.3%	25%	33.3%	33.3%
<b>Value of Discussion</b>	0%	0%	9.1%	72.7%	18.2%
<b>Opportunity for Networking</b>	0%	0%	50%	41.7%	8.3%
<b>Accessibility of Location</b>	0%	16.7%	8.3%	25%	50%
<b>Promotion of Event</b>	0%	8.3%	25%	41.7%	25%
<b>Quality of Food</b>	0%	0%	18.2%	36.4%	45.5%

Event Photographs





## GREEN BUILDINGS, RESOURCE CONSERVATION, AND URBAN REGENERATION

### Overview

The third CLS event, Green Buildings, Resource Conservation, and Urban Regeneration was held on Wednesday, February 25, 2015 from 7:00 p.m. to 10:00 p.m. at the Art Gallery of Hamilton.

The evening's agenda was scheduled as follows:

- 7:00 – 8:00: Speakers
- 8:00 – 9:00: Panel Discussion
- 9:00 – 10:00: Networking

### Speakers and Expert Panel

Moderating the event was **Graham McNally**. Graham is a co-founder of the architectural office Toms + McNally Design based in Hamilton. In addition to being an architect, Graham has a passion for cities and city building, an interest that he brings to the firm's work. Recently, Graham was a driving force behind bringing Tactical Urbanism to Hamilton. Graham is active in the Hamilton design community and is the incoming Chair of the Hamilton Burlington Society of Architects. He is also a member of the Young Architects of Hamilton and the Hamilton HIVE.



The expert speakers and panel included: Richard Allen, David Premi, and Judy Lam.

**Richard Allen** is the founder and director of the Renew Hamilton Project and is an award-winning social entrepreneur specializing in the development of sustainable communities. The Renew Hamilton Project is an initiative of the Hamilton Chamber of Commerce focused on creating jobs and prosperity through the regeneration of Hamilton's built and natural environments. Richard leads a multidisciplinary team with expertise in community planning, engineering, business, and communications to revitalize and promote Hamilton's urban core. Richard writes extensively on the topic of city building and economic development, and is active on various



community organizations and boards. He is a graduate of Queen's University, holds a Masters in Education, and is the recipient of the Queen's Golden Jubilee Award. Richard's presentation helped answer the question: How far have we come and what lies ahead on the road to renewal?

**David Premi** is the Principal of david premi Architects inc and is also a partner with Rethink Renewal, and is Board Chair of the Hamilton Arts Council. David founded DAVID PREMI ARCHITECTS INC (dp.Ai) in Hamilton in 2005 as an architecture and interiors studio with additional expertise in Urban Design. The primary focus of the work is on sustainability, urban renewal, and strengthening of community through design excellence in the built environment. David has an entrepreneurial approach to business and believes that design is uniquely informed by its context. dp.Ai has received local, national, and international recognition for its work. David's presentation focused on Hamilton renewal and leading by design, and highlights his belief that sustainability, innovation, and entrepreneurialism are key design approaches that must be embraced to make Hamilton a North American leader in urban regeneration.



**Judy Lam** is the Senior Business Development Consultant in the Urban Renewal Section of the Economic Development Department at the City of Hamilton. In addition to promoting the revitalization and development of properties within Hamilton's six downtowns and Business Improvement Areas, she is also responsible for administering the ERASE/Brownfields program, one of the first municipal brownfields programs in Canada. Judy has over 25 years of diverse experience that spans both the public (provincial and municipal) and private sectors that includes small and medium-sized business lending, leasing, commercial banking, and infrastructure financing. Judy has a Masters of Business Administration and Bachelor of Commerce Honours Degrees from Dalhousie University in Halifax, N.S. and is also a Certified Public Accountant of Ontario.





Judy’s presentation highlighted some of the key projects in downtown Hamilton leading to a revitalization of the area and explained some of the innovative programs available that were used to encourage redevelopment.

### Engagement Techniques

The following engagement techniques were used to encourage attendee participation:

- Question and answer period after the panel discussion
- Love Your City map (shown on right) encouraged participants to mark on a map of Hamilton what points of interest, streets, or neighbourhoods they love and why

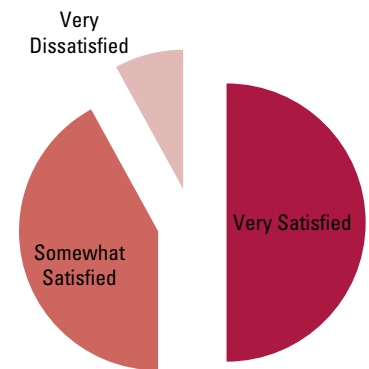


### Results, Attendance, and Feedback

In a follow-up survey sent to event participants, the highest percentage of attendees (23%) identified themselves as undergraduate students, followed by community members at 16%. The lowest percentages consisted of university/college faculty members and university/college staff members at 2% and 5% respectively.

A total of 65% of event attendees described themselves as Hamiltonians.

When asked about which aspects of the event attendees found most appealing, 45.5% indicated that “Interesting/relevant content” was the most appealing, followed by “Community engagement” at 24.3%. The least appealing aspects of the event were “Networking” at 43.8% and “Personal and/or professional development” at 18.8%.



Attendee Overall Satisfaction with Event

When asked if they were interested in attending another CLS event in the future, 98% of participants answered “Yes”.

Participants were also asked to rate elements of the event on a five-point Likert scale with the following options: Very Poor, Poor, Fair, Good, and Excellent. The following table summarizes the results.

	Very Poor	Poor	Fair	Good	Excellent
<b>Communication of Event</b>	2.6%	0%	2.6%	53.8%	41%
<b>Quality of Speakers</b>	2.5%	0%	20%	50%	27.5%
<b>Relevance of Content</b>	0%	0%	27.5%	47.5%	25%
<b>Value of Discussion</b>	0%	7.7%	17.9%	46.2%	28.2%
<b>Opportunity for Networking</b>	0%	12.8%	33.3%	35.9%	17.9%
<b>Accessibility of Location</b>	0%	0%	2.5%	35%	62.5%
<b>Quality of Food</b>	2.6%	2.6%	50%	31.6%	13.2%

## Event Photographs



## GREEN JOBS NETWORKING EVENT

### Overview

The Green Jobs Networking Event was held on Thursday April 2, 2015 from 8:30 a.m. to 11:30 a.m. at the Art Gallery of Hamilton.

The morning's agenda was scheduled as follows:

- 9:00 – 9:15: Keynote Speaker
- 9:15 - 9:30: Introductions by Sustainability Professionals
- 9:30 - 10:30: Roundtable Discussions
- 10:30 - 11:30: Networking

The morning began with registration and breakfast followed by a keynote address from Stephanie McLarty, CEO of REfficient. Stephanie's inspirational speech focused on "The 5 Things I Wish I Knew, When I Was You". One key message Stephanie gave to the audience was to "get outside of your comfort zone, because that is where the magic happens".

Following Stephanie's keynote address, each of the 12 sustainability professionals introduced themselves and gave a brief overview about their professional role within the field of sustainability, as well as advice to students entering into a sustainability-related career.

### Sustainability Professionals

The sustainability professionals that participated in the Green Jobs Networking Event were:

- **Richard Allen**  
Director, The Renew Hamilton Project, Hamilton Chamber of Commerce
- **Laura Anderson**  
Organic Farm Manager and Education Coordinator, Common Ground Teaching Farm
- **Jay Carter**  
Hamilton Project Coordinator, Evergreen CityWorks
- **Chelsea Cox**  
Community Manager, SoBi Hamilton
- **Judy Lam**  
Senior Business Development Consultant, City of Hamilton

- **Jamie McHardy**  
CFO, LURA Consulting
- **Stephanie McLarty**  
CEO, REfficient
- **Michael Mikulak**  
Community Food Network Manager, Halton Food Council  
SUSTAIN 3S03 Instructor, McMaster University
- **Sandi Stride**  
President and CEO, Sustainable Hamilton
- **Serguei Tchertok**  
Manager, Sustainability, Grand & Toy
- **Maria Topalovic**  
Environmental Specialist, Holcim (Canada) Inc.  
Chair of the Hamilton Sustainability Professionals Network (SPN)
- **Peter Topalovic**  
Project Manager, Transportation Demand Management  
Program Manager, Smart Commute Hamilton Mobility Programs and Special Projects | Public Works Department (HSR) | City of Hamilton
- **Kate Whalen**  
Senior Manager, Academic Sustainability Programs

Each sustainability professional was seated at their own table, which included a place card with their name and professional title. Following introductions, attendees were encouraged to move around to find a table with a sustainability professional that was of interest to them. For the following half an hour, about seven attendees sat at each of the 13 tables and engaged in lively discussion. At the half hour mark, attendees were encouraged to move to another table for the remainder of the formal roundtable portion of the event. Following the formal portion of the event, professionals and attendees were encouraged to mingle and network.

## Results, Attendance, and Feedback

Over 90 students were in attendance, with nearly an even number from each the graduate and undergraduate levels. Following the event, the majority of the sustainability professionals communicated that they had received very encouraging and positive response from the students.

Although the committee planned to conduct a formal feedback survey, an administrative mishap prevented sending attendees the electronic survey link. To ensure that those who registered online for the event would indeed be in attendance, a small deposit of \$10 was implemented upon registration. At the event, all those who attended were automatically refunded their deposit through the electronic event registration service. However, through this process, all attendee email addresses were lost. While the opportunity to receive detailed feedback from the participants was missed, a nearly perfect attendance was achieved. Downloading all email addresses of registered attendees prior to refunding deposits will prevent this mishap at future events.

## Event Photographs





## NEXT STEPS AND LESSONS LEARNED

From the feedback received from follow-up surveys and through conversations with attendees and project collaborators, the following three items will be the main focus for revision during the 2015/16 CLS series:

### Event Length

- **Speaker Portion**

Many attendees found that the length of the speaker portion of the event ran too long. While the formal portion of the Love Your Streets event lasted the scheduled two hours, attendees felt that the speaker portion, which ran over the scheduled one-hour, was too much. This shows that attendees are only interested in listening to lecture-style presentation for a maximum of one hour. Feedback from following events for which speakers ended on time was positively noted. Future events will include three speakers who will present for 10-15 minutes each to ensure sustained interest and attention of attendees.

- **Networking**

While the attendees enjoyed the networking portion of the event, comments also highlighted that the event ran late into the evening. In speaking with many attendees, it was evident that many people would not be able to attend an event if it took place before 6:00 p.m. as it would not provide them enough time between work and the event. To ensure everyone has an opportunity to network, future events will include a half an hour of networking before the speaker portion, from 6:30-7:00 p.m., as well as during the last 30-45 minutes of the event, between 9:15 and 10:00 p.m. Not only will this allow attendees to leave early while also having an opportunity to network before the event, but it will also give people a chance to obtain food and beverage before they are seated for the duration of the formal speaker portion. This may also ensure that those coming directly from work do not have to forgo dinner completely.

### Event Structure

- **Interactive Discussion and Participation**

While the 2014/15 CLS series maintained a similar structure that focused on one hour of speaker presentations, a panel discussion, and networking, it was found that the audience was most engaged during the interactive portions. For example, during the Love Your Streets event, there were two specific instances where the speakers engaged with the audience to participate in a short activity that required active participation. Additionally, during the Green Jobs Networking Event, the structure was altered to promote active discussion in small groups. These instances were seen to be the most exciting for the attendees. During the 2015/16 series, a conscious effort will be made to include an interactive portion to each event. Furthermore, engaging the community to work in groups to discuss, plan, and/or provide feedback on the topic and information that was presented, so that it could be used to advance sustainability in Hamilton would provide value to everyone involved. This would expand on the CLS objective of “developing a culture of sustainability through education, community engagement, and collaboration that inspire practical implementation” to actually begin movement towards implementation.

### Initiative Funding

- One of the major challenges in being able to offer these events without barrier, is to obtain sponsorship and funding to secure high-quality venues, order catering, audio visual equipment, etc. Furthermore, including interactive components, as planned, will likely add to the costs in a fairly substantial way. Increasing the complexity and hard costs of this initiative will require new and innovative strategies of obtaining funding. Additionally, fundraising and grant writing must start much earlier than it had during the 2014/15 series.



## APPENDIX A - GENERAL FEEDBACK

Participants were asked to provide general feedback and comments on each event. The following are a selection of the comments received:

### Love Your Streets: Hamilton's Changing Transportation Network

*"I learnt a lot through this event, and was inspired to become more involved and spread the knowledge."*

*"There was A LOT of focus on new bike lanes, bike share, etc. All of the recent advances in Hamilton regarding cycling are great but a wider variety of focus and perspectives would have increased the value of the event. Overall I found all of the talks very engaging and informative. Very good content."*

*"Great turnout, great topics, some of the presentations were a bit redundant and could've been a bit better with time management to keep people engaged. Happy we attended and great use of social media during event."*

*"I loved the whole event, it was so interesting and engaging."*

### Claiming Green: Fact or Greenwashing?

*"The event was a pleasure to attend. The flow and time of the event went well I thought. The speakers were interesting and provided a mix of perspectives and insight that I enjoyed personally and academically. All and all, a very well run, and executed event. I look forward to more."*

*"Talks were very surfaced for degree of education and awareness of audience. Speakers should be asked not to read but to tell stories about their experience instead to better engage."*

*"It was informative. We are a green initiative company, so it was good to hear what others have to say."*

*"The information presented was both insightful and valuable. Sense of community was wonderful."*

### Green Buildings, Resource Conservation, and Urban Regeneration

*"I enjoyed the diversity of speaker's backgrounds and topics! Great event!"*

*"Overall, the conference was instructive, but if more time available for solving questions raised, that would be perfect."*

*"The relevance of the topic and applicability to Hamilton was really good."*

*"Fantastic event! Can't wait to attend more. I wished the speakers had more specific information in terms of what has been done and what plans/programs exist for the renewal of Hamilton."*

## Green Jobs Networking Event

*"I think the event was fantastic. Thank you and congratulations on being part of the organizing team. I really liked the list of professionals, the food, and the location".*

~ Email communication from a McMaster PhD student

*"I had a great time today, thanks again for organizing. I think it had a positive impact on the students and alumni who attended, I think they all left feeling really inspired".*

~ Email communication from a sustainability professional



