

ATTACHMENT 1

Brampton's Business Climate Partnership Program Detailed Outline for Phase 1 & Phase 2

Phase 1:

The pilot will consist of three components: (1) the development of program intake forms and planning calls with each participating business; (2) site assessments for up to seven businesses (3) post-site assessment reports and project implementation support.

Phase 1 will be delivered in Q4 2024 with an expected completion of March 31, 2025.

Phase 2:

Phase 2 of the program will consist of five components: (1) a full marketing and social media campaign; (2) one capacity building workshop/event highlighting testimonials from those who participated in phase 1; (3) intake forms and planning calls with each participating business; (4) site assessments for up to 10 businesses; and (5) post-site assessment / project implementation support.

Phase 2 will be delivered from Q2 2025 to Q4 2025.

The Toronto Region Conservation Authority's (TRCA) Partners in Project Green (PPG) will be involved in all aspects of the program including:

- Coordinate facility walk-throughs with the support of additional technical advisors;
- Compile recommendations into a customized report for each business;
- Provide participants with post-site assessment advisory support;
- Produce one 2–3-minute testimonial video filmed at one of the participating facilities in phase 1 to bolster marketing efforts;
- Support in the recruitment of program participants and promotion of program events and benefits for phase 2 by leveraging Region of Peel funds to develop a comprehensive marketing and communications strategy for program promotion;
- One program kick-off / capacity-building event in 2025. The workshop will focus on providing quality education and learning opportunities for participants, as well as action-oriented takeaways to motivate climate action;
- Create branded certificates of completion for all program participants. In addition, an award will be created and provided to one participant that is selected for making the most significant efforts on climate action over the program duration;
- A participant feedback survey will be distributed at the conclusion of each phase.

Each post-site assessment will include a summary report that identifies actions the business can take to reduce its greenhouse gas (GHG) emissions, improve its energy efficiency, and increase its climate change resilience through natural infrastructure and stormwater management.

The site assessments will be led by TRCA with support from additional technical advisors/ partners such as: ***Region of Peel, Alectra Utilities, Enbridge Gas, Sheridan College and SaveOn Energy***. Site assessments involve visiting and touring participant facilities to observe potential opportunities based on existing machine inventory and lines of operation. The opportunities identified during the site assessment are collected in a summary report. The TRCA

will leverage Region of Peel funding to provide each participant with post-site assessment advisory services that help them navigate next steps towards project implementation.