

ALBERTA CLIMATE LEADERSHIP DISCUSSIONS
Report from Online Engagement
Appendix A: Script from Online Engagement

November 2015

APPENDIX A: SCRIPT FROM ONLINE ENGAGEMENT

As presented online at <http://climateleadershipsurvey.alberta.ca>
August 14, 2015 to September 18, 2015

PAGE 1: INTRODUCTION ■

The government is creating a plan to address climate change in Alberta. Alberta's Climate Change Advisory Panel is engaging Albertans, Aboriginal communities, and technical stakeholders on key issues related to climate change. This online survey is one of several opportunities for Albertans to help inform that plan.

Alberta's government is committed to creating a climate change action plan - with your input - that is ambitious, effective and achievable. During this process we will be discussing what Alberta's goals should be and how we can meet those goals. To learn more about the issues facing the province, read Alberta's Climate Leadership Discussion Document.

This survey should take between 10 and 15 minutes to complete. Your answers will be kept confidential and no personally identifiable information will be stored.

Information provided to Alberta's Climate Change Advisory Panel is collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act and will be protected under provisions of the Act. Survey responses will be used by Alberta's Climate Change Advisory Panel and the Government of Alberta for statistical purposes related to this initiative. Demographic information, and any comments provided in the survey will not be used or disclosed for any other purpose without consent or unless required to do so by law. Should you have any questions about the collection and use of this information, please contact the Alberta Climate Change Panel at ab.ccp@gov.ab.ca, or by mail at 11th Floor, South Petroleum Plaza, Edmonton Alberta, T5K 2G8.

1. How concerned are you personally about climate change? (Very concerned / Concerned / Not very concerned / Not concerned at all/ Prefer not to say)
2. Do you believe the government should take stronger action on climate change? (Yes / No / Prefer not to say)

PAGE 2: OUTLINE OF THE ISSUE ■

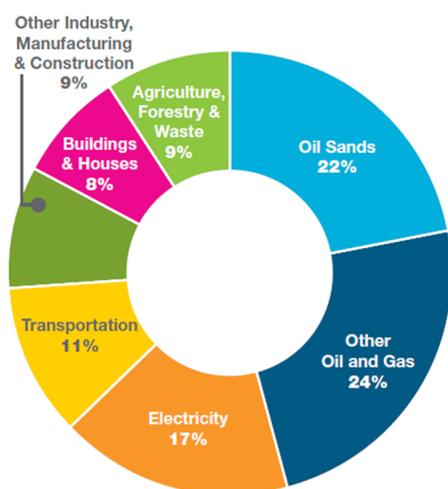
Before we ask further questions, we'd like to share some information to put into context the government's commitment to take action.

The world's climate has changed at an unprecedented rate since the 1950s. Increasing concentration of greenhouse gases have warmed the atmosphere, diminishing snow and

ice, warming oceans, raising sea levels, and causing more extreme weather, such as floods and droughts. We can also see its effects locally through impacts such as the spread of the mountain pine beetle.

Scientific evidence tells us that – without significant action on a global scale – the consequences of climate change will be severe.

The world is taking notice and taking action. In December 2015, the United Nations is hosting the Conference of Parties in Paris. The desired outcome is to create a binding treaty that will commit all nations to significantly reduce their greenhouse gas emissions.



In advance of the conference, the Government of Canada has proposed a commitment to reduce greenhouse gas emissions to 30 per cent below 2005 levels by 2030. While Alberta’s energy-based economy helps fuel economic growth across Canada, we also account for approximately 37 per cent of Canada’s total emissions. The reputational impact of Canada’s action on climate change is likely to fall heavily on our province, which has already drawn domestic and international criticism.

Reducing emissions in Alberta will be a complex challenge, but credible climate change policies are essential to securing Alberta’s future as a healthy community and a prosperous energy economy in a global marketplace.

Alberta’s energy economy depends on its ability to reach – and sell – our resources in markets throughout North America and around the world. These markets are increasingly demanding cleaner forms of energy. If we don’t take action on climate change locally, Alberta will find itself increasingly isolated and shut out of markets.

Reducing greenhouse gas emissions can also have very real benefits to the health of Albertans. Action on climate change can help ensure Albertans today, and for generations to come, have clean air to breathe, clean water to drink and a healthy environment to enjoy.

■ PAGE 3: OUTCOMES

The health, environmental and economic impacts of climate change mean that Alberta must act now. Your government was elected on a platform that included a promise to act and your government will be keeping this promise to Albertans. But before action can be taken, choices must be made. We will be asking you to help with those choices.

This survey will take you through several sections. In each section, you can provide as much or as little feedback as you'd like. At the core of the questions is our desire to hear your thoughts on the outcomes Alberta should strive for and actions we should take to reach them.

We'll also ask what you think Alberta's policy priorities should be and provide an opportunity for any other feedback you might have that wasn't covered by the questions in this survey.

Taking action on climate change is a complex challenge to which there is no one right answer. But we must act now to secure Alberta's future. Let's get started.

We'd like to present you with a series of statements related to possible outcomes of action on climate change. For each statement, please state whether you agree or disagree – and to what extent. [The order of the following questions is randomized. Each participant will be randomly given either the "A" or "B" frame for each question.] (Strongly disagree / Disagree / Neither agree nor disagree / Agree / Strongly agree / Prefer not to say)

3. [A] Companies should face as stringent greenhouse gas policies in Alberta as they do in other provinces.
[B] Companies should face less stringent greenhouse gas policies in Alberta than in other provinces.
4. [A] Alberta should take action to diversify towards a greener economy.
[B] Alberta should not take action to diversify towards a greener economy.
5. [A] If Alberta does not act on climate change it is likely new measures will be imposed on our province by other governments.
[B] Enacting new climate change policies will do nothing to keep other governments from imposing policies on Alberta.
6. [A] Alberta will have an easier time gaining access to global energy markets if we demonstrate to our global trading partners that we are serious about climate change.
[B] Alberta's climate change policies do not affect our ability to gain access to global energy markets.
7. [A] Moving towards a greener electricity generation mix will benefit the health of Albertans.
[B] Moving towards a greener electricity generation mix will not benefit the health of Albertans.

Are there any additional thoughts you would like to add on these topics? (Text box – 300 characters)

■ PAGE 4/5: POLICY DIRECTIONS AND TOOLS

As Alberta takes action on climate change, there are numerous policy directions and tools it can employ. In this section, we will ask you to consider some of these tools. At the end of this section, you will be able to comment further or suggest additional policy tools.

The following are some of the options available to Alberta to reduce greenhouse gas emissions. For each statement, please state whether you would agree or disagree with your government taking the course of action presented - and to what extent. *[The order of the following questions was randomized]*

8. Introducing a new carbon tax that applies to everyone, including me.
 9. Charging industrial operators a fee for greenhouse gas emissions.
 10. Providing incentives for renewable energy projects such as wind, solar and biomass.
 11. Aiding the retrofit of existing buildings and houses with greener technology through incentives, loans or grants.
 12. Negotiating to join Ontario and Quebec's cap and trade system.
-
13. Now, thinking about the options discussed above, please rank them by priority with the highest being the action you would most like to see taken. Drag the choices into your preferred order, or use the arrow buttons to move the options up or down..
 - Introducing a new carbon tax that applies to everyone, including me.
 - Charging industrial operators a fee for greenhouse gas emissions.
 - Providing incentives for renewable energy projects in wind, solar and biomass.
 - Aiding the retrofit of existing buildings and houses with greener technology through incentives, loans or grants.
 - Negotiating to join Ontario and Quebec's cap and trade system.

Next, we'd like you to consider a couple of specific electricity and energy efficiency-related initiatives the government could introduce to take action on climate change.

Currently, 55% of Alberta's electricity generation comes from coal, the highest proportion among Canada jurisdictions. While inexpensive, coal power produces high levels of greenhouse gas emissions and affects air quality.

Less than 10% of Alberta's electricity is generated using renewable sources of energy, such as wind, solar and biomass. Some say renewable energy sources should be championed as a much less carbon-intensive source of electricity. Others say the fact

that wind and solar are intermittent power sources makes them less suitable to meet our power needs.

Given this, please state whether you'd support or oppose the following initiatives – and to what degree. *[The order of the following questions was randomized]* (Strongly oppose / Oppose / Neither support nor oppose / Support / Strongly support / Prefer not to say)

14. Creating incentives for renewable energy generators to support their entry into the marketplace.

15. Incentives for municipalities and institutions such as universities to retrofit buildings and reduce emissions.

16. Pursuing a phase-out of coal-generated electricity.

17. An incentive program/loan support to make houses more energy efficient and reduce emissions.

18. Which of the following factors do you believe to be the most important potential of a greener electricity policy? (Reduced greenhouse gases / Better air quality / More renewable energy / Green job creation / Prefer not to say)

19. Would you personally make use of an incentive program to make your house more energy efficient? (Yes / No / Not a homeowner / Prefer not to say)

Are there any additional thoughts you would like to add on these topics? (Text box – 300 characters)

PAGE 6: CLOSE ■

Page 6: Close

Finally, we'd like to ask about possible tradeoffs and for any other feedback you might have on areas of climate change not covered in this survey. We'd also like to and ask you a bit about yourself for the purposes of analyzing responses.

20. Would you support action on climate change even if it means you pay more (e.g. fuels, transportation, electricity, products)? (Would definitely support / would probably support / unsure / would probably oppose / would definitely oppose / prefer not to say)

Do you have any other feedback for Alberta's Climate Change Advisory panel? (Text box – 1000 characteres)

The following demographic questions will help us analyze our results.

First three characters of postal code (e.g. T2E)

Age (0-17, 18-24, 25-34, etc.)

Gender

■ PAGE 7: THANK YOU AND SIGNUP

Thank you! This survey is now complete.

The feedback you've provided will inform the work of Alberta's Climate Change Advisory Panel and the Government of Alberta Climate Leadership Discussions, and help set the direction this province will take in the coming months and years.

Public consultation on Alberta's climate change action plan does not end with this survey. If you'd like to receive updates on the work of the Advisory Panel and the government in this area, you can provide your email address below to be added to our mailing list.

Your email address will not be tied to your survey results, which will be kept confidential. No personally identifiable information has been stored with your survey.

Email Signup

By clicking the "Subscribe" button you are agreeing to provide your email address to the Alberta Climate Change Panel and the Government of Alberta. The information will only be used for the express purpose of providing you with updates related to this initiative. The information is being collected under section 33 (c) of the Freedom of Information and Protection of Privacy Act and will be protected under provisions of the Act. Should you have any questions about the collection and use of this information, please contact the Alberta Climate Change Panel at ab.ccp@gov.ab.ca, or by mail at 11th Floor, South Petroleum Plaza, Edmonton Alberta, T5K 2G8.