

SNAP Program

Measurement Strategies and Needs

October 12, 2018

Sustainable Neighbourhood Retrofit Action Plan (SNAP) Program



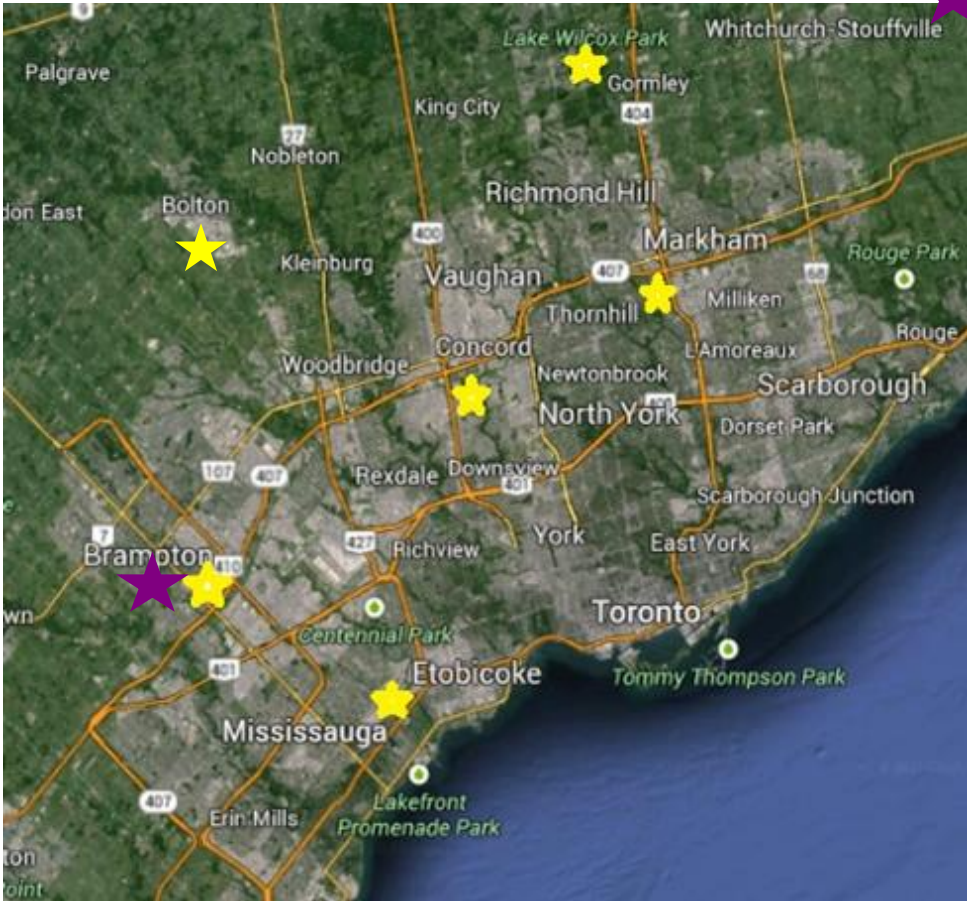
A neighbourhood-based solution for sustainable urban renewal and climate action.



- ✓ Brings efficiencies
- ✓ Draws strong community support
- ✓ Builds innovative partnerships for implementation

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Six SNAPs in TRCA – and growing



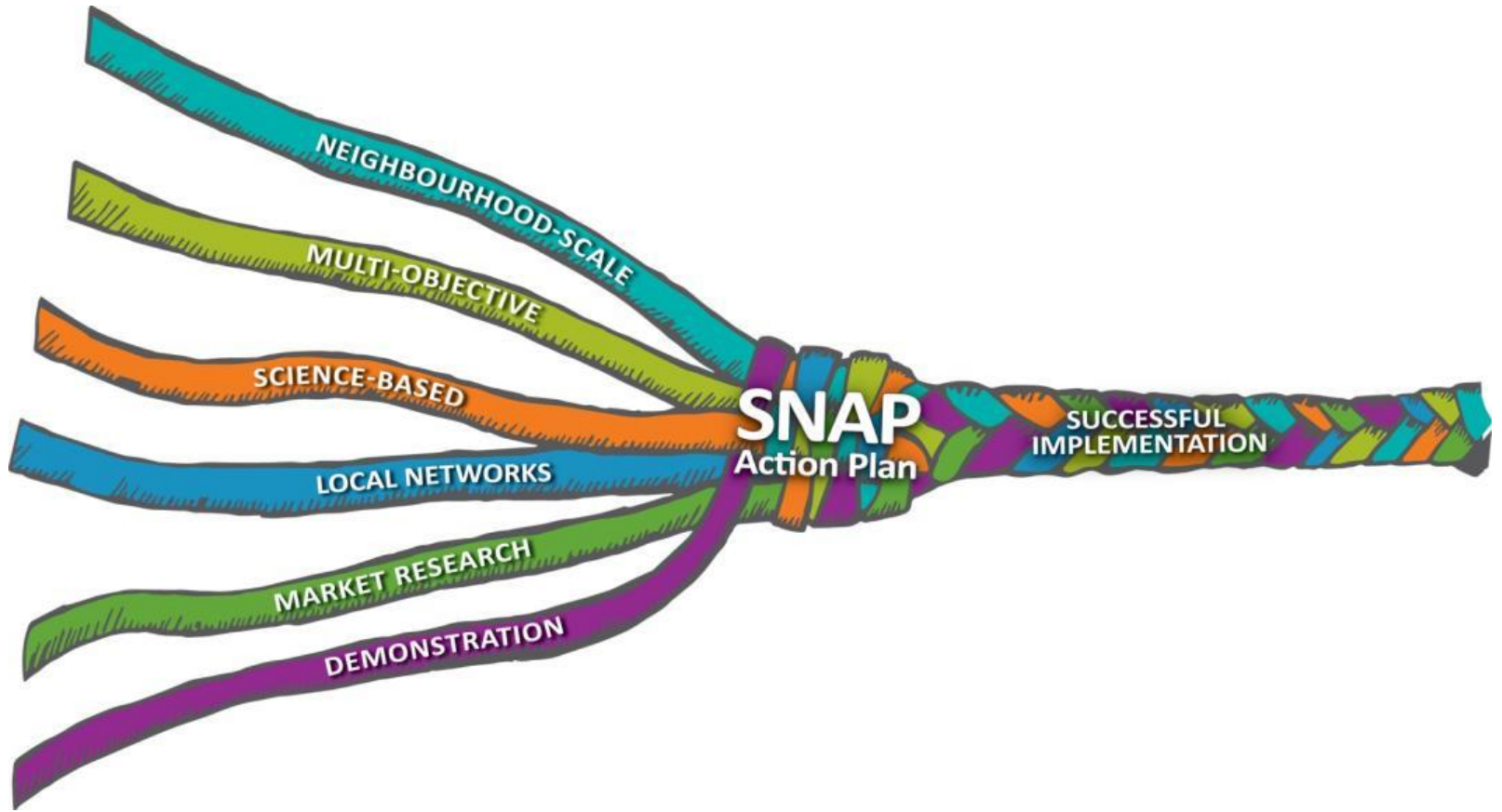
SNAP Program Partners



And hundreds more partners...

...community groups, businesses, utilities etc.

Critical Elements of the SNAP Approach



1. Measurement Context – Established in the Neighbourhood Action Plan

Sustainability Framework

- Goals, objectives, targets
- Baseline
- Applies existing municipal and partner plans and integrates them with local priorities

Strategic retrofit projects and programs

- Projected outcomes



Black Creek SNAP Action Plan

Growing Food and Green Opportunities

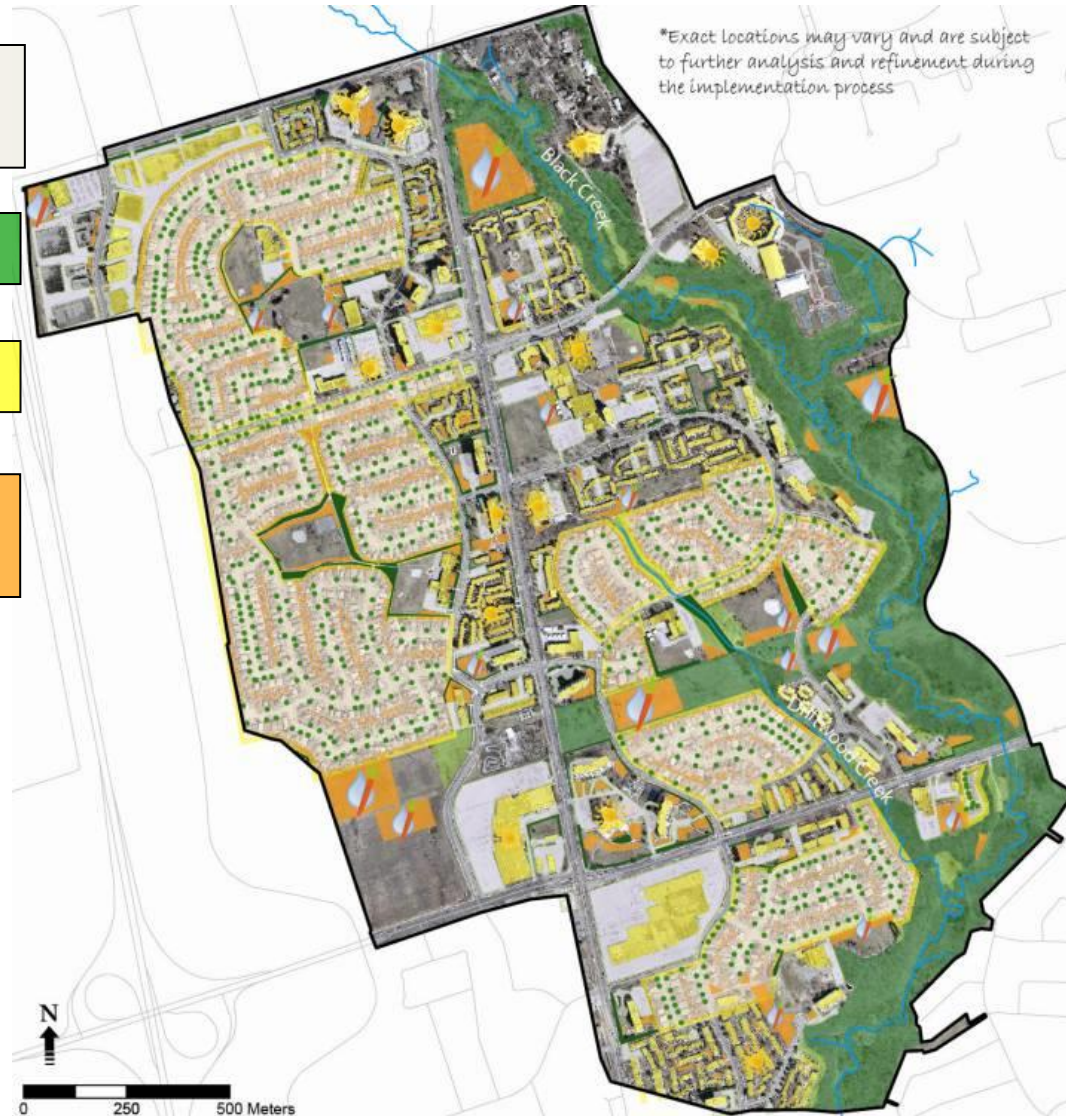
1. Stormwater Management & Basement Flooding Prevention

2. Urban Forest Enhancement

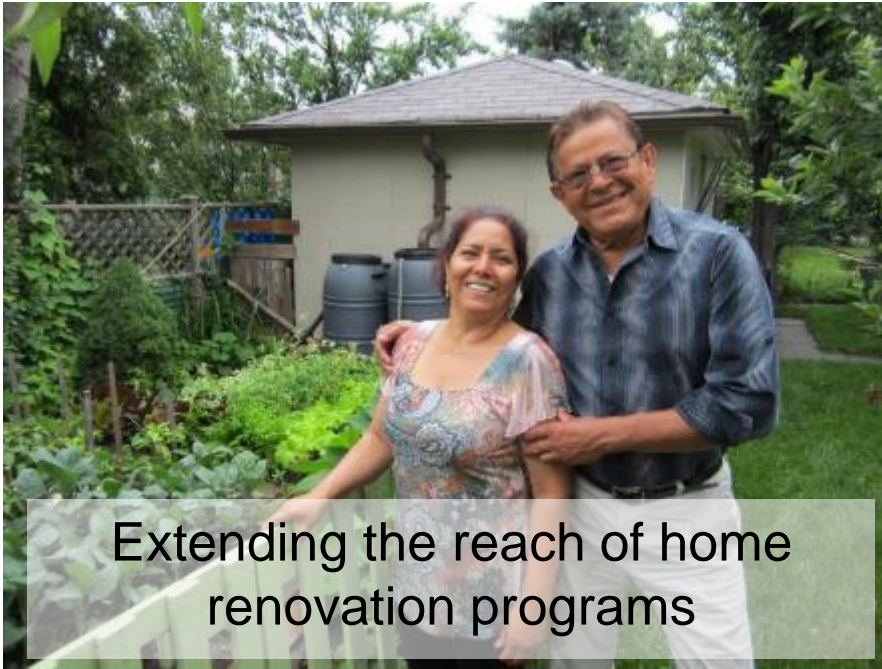
3. Energy Conservation

4. Food Production Supported by Rain Water Harvesting

**Green
Jobs**



Typical SNAP Action Areas



Extending the reach of home renovation programs



Leveraging public infrastructure renewal for multiple outcomes

Forging new partnerships for MUR & ICI renewal



Strengthening community resilience



2. Implementation Project Measurement and Tracking Framework

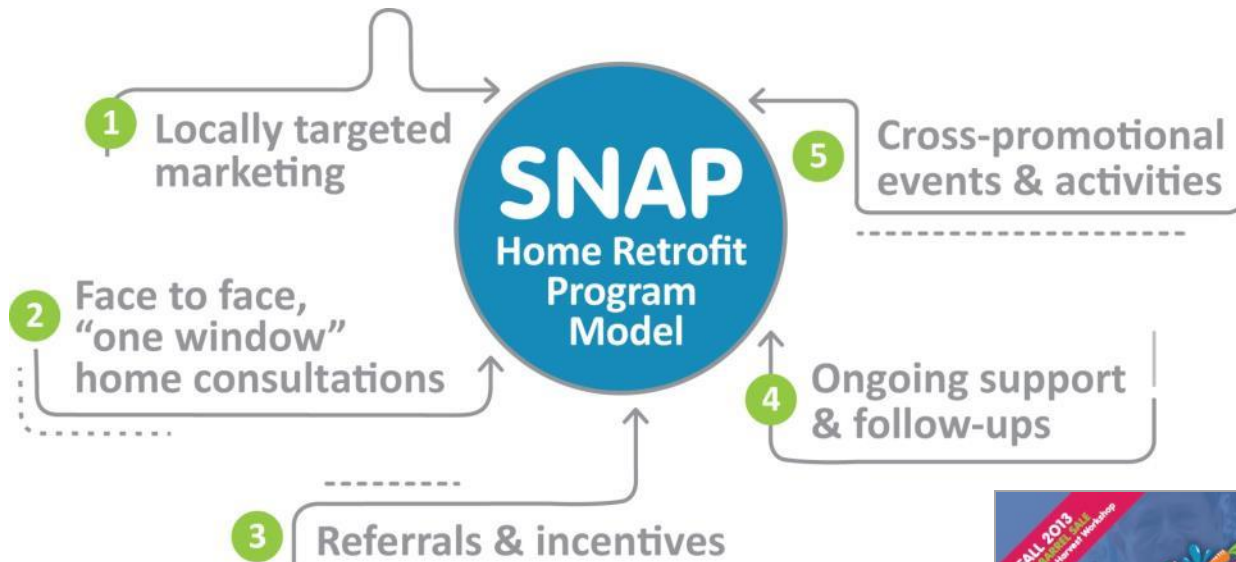
Measuring the “What”:

Indicator Domains	Project Outputs	Project Outcomes	Targets	Community Context
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Evaluating the “How”:

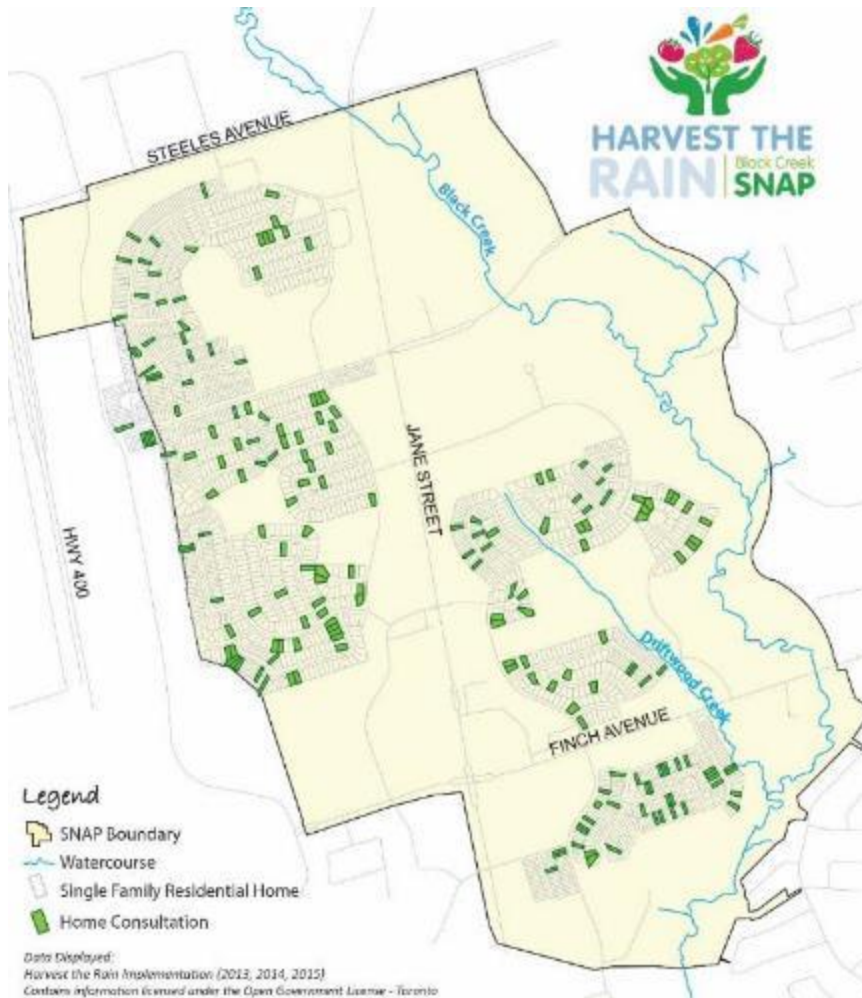
- Benchmarking against
 - Other SNAP neighbourhoods
 - Control neighbourhoods
 - Mass marketed programs
- Lessons learned
- Testimonials

Example #1: Black Creek SNAP Home Retrofit Program



Program Outputs

Home meetings 2013-2016 (seasonally, May to Dec)



Over 235 home consultations
(14% of homes)

Program Outcomes

Tracked through follow-up calls

235 home visits completed (14% of homes) seasonally 2013-2016

Out of 178 homes reached through follow up calls:

Energy:

- **30%** implemented **114** significant energy retrofits

Waste Diversion:

- **1027 lb** of Surplus Harvest were diverted from the landfill and donated to meal programs.

Trees:

- **51%** planted **130** trees

Water/ SWM:

- **79%** installed 395 Rain barrels
- **41%** of homes implemented basement flooding prevention measures

*Other Co-benefits
*We don't track spillover effects to non-participating residents.
*Benchmarking and further evaluation underway.

Example #2: County Court SNAP Empowering participants to become leaders

Responded to local interests and desire for a stronger sense of community



Demonstrations to engage, profile local champions and monitor outcomes

Green Home Makeover

Annual energy savings – 44%

Annual water savings – 41%

Permeable driveway captures runoff from 21 mm rain events

Raingarden captures runoff from 27 mm rain events



Foster regular participation and community connections



Monthly Coffee Nights



DIY home energy retrofit parties

Building capacity for leadership



Formation of resident-led Neighbourhood Association

Outputs and Outcomes



450+ residents participated in SNAP's 2017 County Court Neighbourhood Festival



60+ residents provided input to design of local SNAP stormwater pond retrofit project



Resident-led Emergency Preparedness Planning

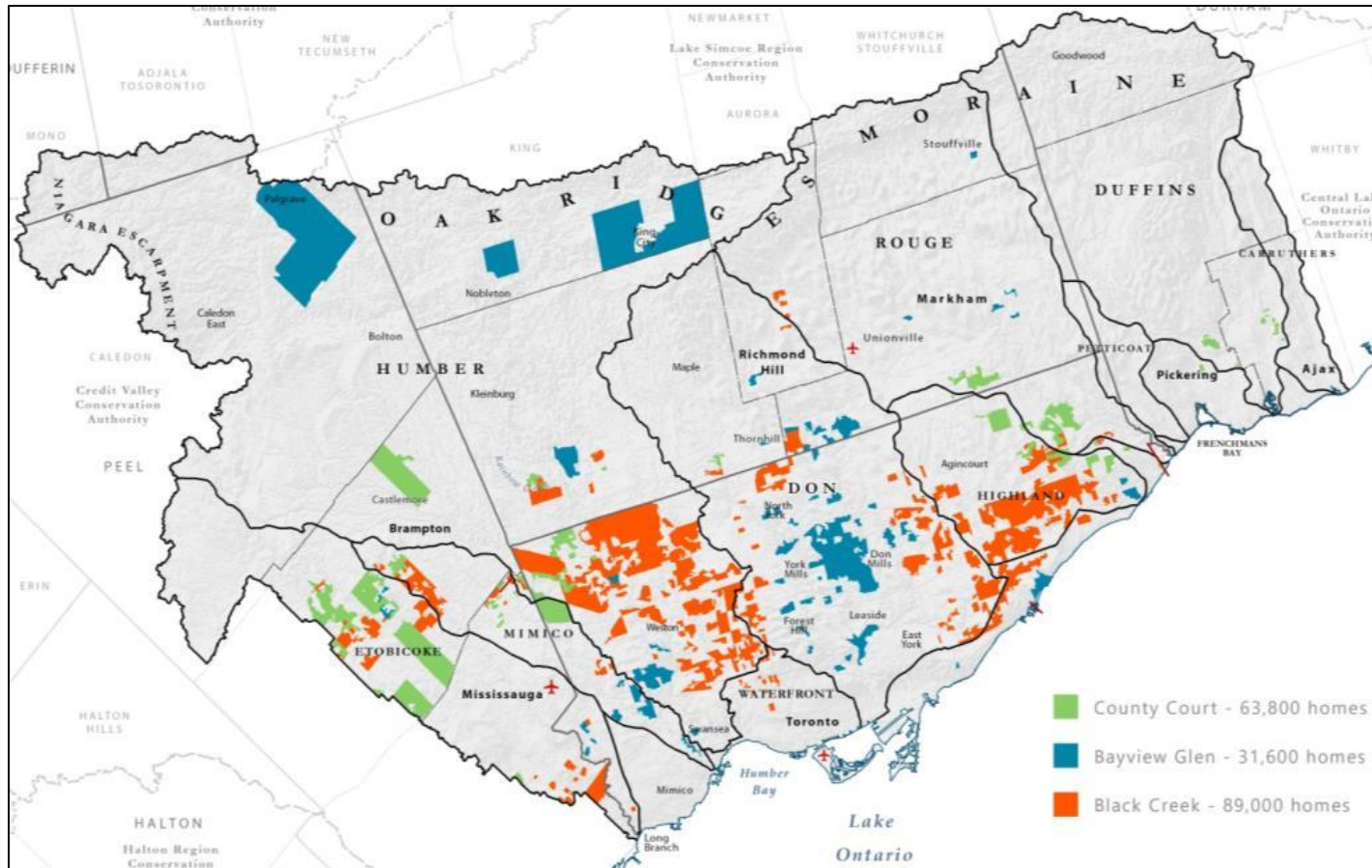
3. Refining the measurement framework: SNAP Socio-Economic Indicator Domains



CATEGORY	DOMAIN
SKILLS TRAINING & INCOME OPPORTUNITIES	<ol style="list-style-type: none"> 1. Knowledge, education & skills training 2. Local employment and entrepreneurships
ECONOMIC BENEFITS	<ol style="list-style-type: none"> 3. Financial benefits
COMMUNITY ENGAGEMENT & CAPACITY BUILDING	<ol style="list-style-type: none"> 4. Civic engagement 5. Community ownership 6. Partnerships & collaboration
COMMUNITY CONNECTIONS	<ol style="list-style-type: none"> 7. Community cohesion & inclusion 8. Sense of belonging 9. Civic pride
HEALTH & WELLBEING	<ol style="list-style-type: none"> 10. Healthy & local food availability 11. Active living 12. Mental health benefits

4. Projecting Potential Impacts

Scaling SNAP's Neighbourhood Home Retrofit Programs



Measurement Challenges

1. Allocating resources for delivery vs. tracking
 - Primary vs. secondary objectives
 - Likely timing and scale of impact
 - Quantitative vs. qualitative
2. Data collection
 - What we don't track (e.g. spillover to non-participants)
 - DIYers don't always show up in program records
 - Survey "fatigue"
3. Evaluation
 - Benchmarking data - availability, cost of additional data collection, willingness to share program info
 - Trends can be misleading – annual outputs proportional to resource inputs, other influences

Concluding Thoughts

1. **Mobilization takes time** – Commit to multi-year timeframes; invest where long term presence makes sense; seek acceleration strategies.
2. **Multi-objective co-benefits** - Environment and energy projects deliver social impacts; use a full scope of indicators to track these co-benefits.
3. **Complex systems** – Use multiple lines of evidence to overcome “noise”
4. **Neighbourhood context** - Respect different neighbourhoods warrant different approaches
5. **Collaborate!** – Academics can complement project tracking – inform measurement frameworks, benchmarking data, broader and longer term tracking and evaluation.

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