

This is an invitation from Responsible Corporate Citizens of Montréal to join us in the creation of a carbon neutral city by our 400th anniversary in 2042.

Responsible Corporate Citizens of Montréal see great opportunities in the move towards carbon neutrality by Montréal's 400th anniversary. We also recognize the risks of not making this transition, including economic, social and environmental consequences to our city, our province, our country, and beyond.

We are joining a growing number of diverse cultural, religious and professional communities across our city to call for Montréal to join the Carbon Neutral Cities Alliance, a global movement of cities who have set ambitious targets for carbon neutrality at or before 2050. We call on fellow Responsible Corporate Citizens for their support by signing this declaration and sharing publicly their own vision for a more sustainable and prosperous city.

Responsible Corporate Citizens (RCCs) are herein defined as traditional, profit-driven enterprises which strive to operate in a socially responsible or environmentally sustainable manner.

Why

This collective effort serves to mitigate our contribution to climate change, and to render our city more efficient and more competitive. By implementing best practices around energy efficiency, congestion management, and land use, Montréal can greatly reduce its carbon footprint while raising its international profile as a world-class city in terms of quality of life.

The massive shift into a low carbon economy has already begun. We as responsible business owners and citizens of Montréal have to look at the risks and rewards, the current and emerging trends and look into the future to best position our businesses, our city and ourselves in order to capitalize on this transition. Many businesses will succeed and excel. Many new businesses will be created. Many others will be caught off guard and may not survive the transition.

This is a collective effort, demanding changes on almost every level of the way the city, it's people and businesses coexist and collaborate. The carbon economy is a part of everything we do as a city. This will take a lot of creativity and capital, incentives and innovation, policy and partnerships. We will begin to outline suggested changes, potential benefits and what is needed in order support making them happen.

Some Specifics:

- New business opportunities, local businesses, economic development, job creation and growth.
- Improving, environmental quality, public health, livability/quality of life
- Attract and keep talent and businesses.
- Improving efficiencies – including energy, eliminating waste, saving money

New business opportunities, jobs and growth can be created when existing businesses, startups, entrepreneurs and the city work together to help identify new products and services to help ease and profit from the transition from a carbon economy.

Improving environmental quality, public health, livability and quality of life all helps make Montréal an attractive place for businesses and people to locate and helps the health of all its citizens reducing costs of missed work due to health problems. Improving public health—This includes the health benefits of reduced air pollution; the physical activity of walking and biking, which impact obesity, chronic disease, and reduced risk of crash-related injury, etc.; improved nutritional quality; and reduced risk of heat-related illness.¹

Many cities are conducting inventories of carbon dioxide, methane, and other GHG emissions to serve as the foundation for informed and effective climate action plans. Cities are finding that these projects also save money, reduce air pollution, improve public health and boost a city's reputation for livability.²

A vibrant, progressive, clean and green city, with a strong, visible commitment to sustainable practices and principles improves the city's reputation, which in turn helps keep existing talent that look elsewhere for work. This also attracts new talent and business, including businesses opening new headquarters, potentially bringing hundreds or thousands of new jobs, employees and families into Montréal's ecosystem.

Improving efficiencies happens on many levels of a business and cities operation. Businesses reduce costs through more energy efficient buildings. Retrofitting buildings creates consulting and engineering jobs. Energy savings reduce our overall carbon footprint. Efficiencies on a city level include operations, transportation, delivering of services. Montréal and businesses can become more efficient in many ways, reducing energy use and wear and tear on the city's infrastructure, transportation corridors, Creating cost savings for consumers/households and businesses

How

- Catalyze Montréal's innovation community by setting an ambitious carbon neutral target of 2042 and provide long-term industry guidance well in advance of policy changes.

¹ Carbon Neutral Cities Alliance - Framework for Long-Term Deep Carbon Reduction Planning.pdf <http://usdn.org/public/page/13/CNCA>

² International League of Cities Municipal Action Guide http://www.sustainablecitiesinstitute.org/Documents/SCI/Report_Guide/Guide_NLC_Measuring_Emissions_2010.pdf

- Reduce the \$1.7 billion cost of congestion in Montréal by facilitating alternatives to solo-driving: public transit, active transit, and carpooling
- Take advantage of the \$17 trillion global opportunity (by 2050) that shifting to a low-carbon economy represents by leading the transition and exporting solutions.
- Amend construction and renovation bylaws to align with energy efficiency standards in leading cities: Copenhagen (52.5 kWh/m²), Stockholm (55 kWh/m²)
- 30% of Montréal's territory is consumed by transportation infrastructure (roads, parking lots, railways, airport, port, etc), only 7% is green space. Improve quality of life and make the city more attractive to investors and families by shifting land usage policy such that this ratio is improved.

Joining the Carbon Neutral Cities Alliance alongside Copenhagen, Stockholm, Berlin, Boston, New York, San Francisco and Vancouver, among others, would give an much-needed boost to the innovation community in Montréal, setting out a vision that would spur technological and economic development. An ambitious target of carbon neutrality must be accompanied by long-term industry guidance so that RCCs can accurately plan for the future.

The \$1.7 billion cost of congestion in Montréal³ represents over 1% of the city's economy but doesn't include the health and psychological costs that weigh on drivers and residents. Implementing solutions such as parking cash-out, whereby parking becomes a taxable benefit and employees that elect to carpool, take transit, or cycle, see significant economic advantages. On average there are 1.2 passengers per vehicle in Montréal - or the equivalent of 4/5 cars circulating with a single-occupant. Parking Cash-Out has been shown to reduce single-occupancy vehicles by 30%⁴ and encourage drivers to opt for alternative forms of transportation that are healthier physically and psychologically for themselves and society. Implementing congestion tolls that discourage rush-hour drivers from entering the downtown core and crossing bridges onto the island should also be studied closely. Alongside these disincentives to drive alone must come the improvement of alternatives: more investment in public transit, establishing safer bicycle infrastructure in job-dense areas, prioritizing mixed use developments to encourage living in proximity to work, and clear regulations to facilitate car sharing and carpooling services.

Economists at the New Climate Economy evaluate the opportunities of transitioning to renewable energy at \$17 trillion for cities worldwide in the next 35 years⁵, or approximately half a billion dollars per year for a city the size of Greater Montréal.

³ Canadian Ecofiscal Commission, 2015. <http://ecofiscal.ca/wp-content/uploads/2015/10/Ecofiscal-Commission-Pricing-Traffic-Congestion-Report-November-2015.pdf>

⁴ United States Environmental Protection Agency, 2005. http://www.bestworkplaces.org/pdf/ParkingCashout_07.pdf

⁵ New Climate Economy, 2015. http://2015.newclimateeconomy.report/wp-content/uploads/2015/09/NCE2015_workingpaper_cities_final_web.pdf

The economic stimulus inherent in - among other things - retrofitting oil and gas-heated buildings, electrifying transport, and installing carbon sequestration technology in industrial settings is significant and should flow from a master plan to maximize efficiencies and provide clear guidance to the business community.

Cost savings of implementing more rigorous energy efficiency standards could be immense as the price of carbon increases and with it the demand for our hydro-electricity south of the border, where it could offset significant carbon emissions. Given that the 2009 inventory of GHG emissions recorded a 34% increase over the 1990-2009 period⁶) such measures could also reduce significantly costs related to natural gas and mazout consumption. We recommend that Montréal bring its building and renovation bylaws in line with leading cities such as Copenhagen (52.5kWh/m²), Stockholm (55kWh/m²) or Paris (57.5kWh/m²)⁷ for multi-unit residential buildings and benchmark similarly for commercial, office, and other residential spaces.

Land use policy is fundamental to the energy transition, and mixed use development of walkable and cyclable neighbourhoods is at its core. At present, emissions from transportation on the island of Montréal are increasing (+5% in the 1990-2009 period⁸) and the number of automobiles is growing a twice the rate of the population.⁹ Building more attractive, mixed-use developments makes for healthier citizens who can walk or cycle to do their office, day care, school, and grocery store. Implementations of recommendations laid out in the PMAD should be accelerated across the CMM.

These and many more opportunities will surface as we work together as city and Responsible Corporate Citizen have a platform for engaging with each other to offer solutions, suggestions, feedback and support for this initiative.

RCC Declaration

We Responsible Corporate Citizens of Montréal call for a collective effort to mitigate our contribution to climate change, and to render our city more efficient and more competitive. By implementing best practices around energy efficiency, congestion management, and land use, Montréal can greatly reduce its carbon footprint while raising its international profile as a world-class city in terms of quality of life.

⁶ Ville de Montréal, 2009.

http://ville.montreal.qc.ca/pls/portal/docs/PAGE/ENVIRO_FR/MEDIA/DOCUMENTS/INVENT_COLLECTIVITE_2009_VF.PDF

⁷ Integral Group, 2015. <http://www.integralgroup.com/wp-content/uploads/2015/05/Advanced-Energy-Efficiency-Requirements-for-Buildings-in-BC.pdf>

⁸ Ville de Montréal, 2009. <http://rapportdd.ville.montreal.qc.ca/gaz-effet-de-serre.php>

⁹ Felix Gravel, 2015. (lien à trouver)