

Landlords as Communications Partners: Extreme Heat Alerts

Climate Communications Case Story



Accessibility



Social Influence



Timing and Tipping Point

PROJECT AT-A-GLANCE

Project Title: Extreme Heat Alerts

Location: Hamilton, Ontario

Project Partners: City of Hamilton, Institute for Catastrophic Loss Reduction, Hamilton Landlords

Date: Launched in 2016

Climate Issue: Extreme heat

Action Area: Extreme heat mitigation

Behavioural Theme(s): Accessibility, Social Influence, Timing and Tipping Point

Audience: Landlords and tenants



We are aware of areas in Hamilton that have populations with increased vulnerability to the effects of heat, so buildings in these areas were targeted for communicating with landlords regarding steps they can take to help residents within their buildings to avoid adverse health impacts from hot weather.

— Matthew Lawson, Manager of the Health Hazards Program at the City of Hamilton¹⁹

IMPACT STORY

In an innovative approach to extreme heat mitigation, the City of Hamilton engages landlords as key partners in protecting tenants from heat-related climate risks. Recognizing that property owners and building managers are in an ideal position to educate residents about the risks of extreme heat, the city developed targeted messaging and resources for landlords to distribute to tenants before and during extreme heat events.

PROJECT OBJECTIVES INCLUDE...

- Mitigating extreme heat impacts on tenants; and
- Encouraging landlords to take proactive measures to maintain safe indoor temperatures.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Outreach:** Targeted resources are provided to landlords.
- **Dedicated Webpage:** Information for landlords about their responsibilities during hot weather is conveniently collected and made available online on a dedicated webpage.
- **Customizable Posters:** Free poster templates are provided to landlords to inform tenants about cooling locations within buildings and throughout the neighbourhood.



BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Accessibility:** Information is made accessible to landlords on a dedicated website. Landlords use the free poster templates to produce posters and post them within apartment buildings so that residents can easily access the information.
- **Social Influence:** Landlords hold a position of influence in their tenants' lives due to the nature of their contractual relationship. Messaging delivered by landlords is likely to be taken seriously.
- **Timing and Tipping Point:** Communication campaigns are launched in May, before the peak heatwave season, enhancing the effectiveness of messaging. This timing allows residents to proactively consider and prepare for extreme heat events.

SOURCES

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CONCLUSION

This initiative demonstrates the effectiveness of engaging landlords in concrete efforts to protect tenants from the risks of extreme heat. By educating landlords about their responsibilities and providing them with actionable resources, landlords become key players in the dissemination of important information within multi-unit residences throughout the city.

MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at icleicanada.org/project/climate-communications-toolkit

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CLIMATE COMMUNICATIONS TOOLKIT

