

## **Levers of Change (City Plan)**

Levers are the tools the City uses to make change happen and will be activated to different degrees to achieve an outcome. Levers are tools, actions or approaches that the City can use to achieve outcomes and the Big City Moves.

The City Plan levers are:

- Policy
- Partnerships and Advocacy
- Incentives, Pricing and Subsidies
- Infrastructure Investment

Policy is a municipal planning instrument that can guide, direct, manage or shape how we provide strategic direction for land, infrastructure or services to influence or change the behaviour of residents and markets or market groups.

Incentives, Pricing and Subsidies include applying a premium to cost or a reduction in cost to support a shared outcome or influence behaviour. This can include offsetting the costs of services and amenities for certain user groups or types of activities, or applying charges and fees for users through available funding mechanisms.

Partnerships and Advocacy require fostering relationships with private, community, institutional and not for profit entities to activate strategies, initiatives and actions to advance common goals, recognizing shared interests and aspirations.

Infrastructure Investment is about providing capital or operational investment in physical infrastructure, City assets, services and planning activities to activate and encourage specific City Building Outcomes.