
CITY OF KELOWNA

MEMORANDUM

Date: January 2, 2003
File No.: 5280-15
To: City Manager
From: Environment Manager
Subject: 2003 Living Greener Calendar

RECOMMENDATION

THAT Council receive for information the 2003 Living Greener Calendar developed by the City of Kelowna Environmental Division as attached to the report from the Environment Manager dated January 2, 2003.

BACKGROUND

Up until 2001, the Environment Division's Pollution Prevention Program focused on small businesses encouraging them to adopt environmentally friendly practices to reduce pollutants entering the wastewater stream. Statistics, however, show that up to 85% of our natural resources are used at the household level, and more than 75% of these resources are wasted. In fact, a significant portion of household waste is potentially toxic. To help combat these statistics the Pollution Prevention Program's focus shifted to the general public in 2001 with the introduction of the Living Greener Calendar pilot program. Working with the Regional Waste Reduction Office, the program was expanded in 2002 with the first Living Greener Calendar being delivered to 40,000 Central Okanagan homes. In 2003, the partnership continued and the program was further expanded to deliver the "Living Greener" calendar to 50,000 homes in the Central Okanagan. Distributed in the Sunday, January 5th edition of the Capital News, the calendar is full of easy tips on how to minimize energy consumption, limit waste and reduce air and water pollution.

The illustrated calendar, complete with environmental facts and important "green" dates, is part of the pollution prevention program designed to help Central Okanagan residents adopt environmentally friendly habits. Many people don't realize that a significant amount of pollution to our air and water is caused by the combined effect of smaller non-point sources such as households, small businesses, farms, roads and vehicles. This non-point source pollution is one of the major sources of water and air quality degradation.

The "*Living Greener*" calendar suggests easy lifestyle changes that can have a positive impact on sustaining our quality of life. Residents are encouraged to fill out the pledge form in each calendar to confirm which "green" practices they intend to adopt at home. It can be as simple

as pledging to irrigate with less water, planting a tree in one's yard or improving the energy efficiency of one's home. To encourage residents to be part of the solution, Art Knapp Plantland has donated \$500 in plant material to be given to one lucky pledge entry on March 28th.

The cost for the development, graphics, printing and delivery of 54,000 calendars was \$18,700. These costs were covered by a variety of sources as shown.

Source	Amount
Ministry of Water, Land and Air Protection	\$5,000.00
Regional District of Central Okanagan	\$2,000.00
Canadian Waste	\$500.00
Art Knapps	\$250.00
South East Kelowna Irrigation District	\$750.00
Water Smart	\$750.00
City of Kelowna – TDM Budget (313-0-8037)	\$750.00
City of Kelowna – Air Quality Budget (308-0-81143)	\$500.00
City of Kelowna – Parks Budget (331-10-3605-0-055 and 331-10-3613-0-137)	\$500.00
City of Kelowna – Pollution Prevention Budget (308-0-8108)	\$7,686.87

The resulting cost to City accounts was \$10,186.87, or a cost of 19.0¢ per calendar.

Mark Watt, B.Sc.
Environment Manager

John Vos, P.Eng.
Director, Works and Utilities

Attach.