
CITY OF KELOWNA

MEMORANDUM

Date: October 19, 2005
File No.: 0360-20 EMC
To: City Manager
From: Electrical Manager/Energy Management Coordinator
Subject: **Proposal for Funding Support for a National Television Program called "Code Green Canada"**

RECOMMENDATION:

THAT Council supports the request for funding in the participation of a National Television Program called "Code Green Canada" in the amount of \$15,000.00;

AND THAT the funds for this program be transferred from exiting moneys available in the 2005 electrical operations budget.

BACKGROUND:

The City of Kelowna have been approached by Code Green Canada which is a television series consisting of 6 x1 hour shows which will be airing on CBC Network (nationally), CBC Newsworld and CBC Country Canada, and SCN – 4 TV channels in total, in May- July 2006. In the series, 12 homeowners from across Canada will be each given \$15,000 to retrofit their homes with energy saving devices and appliances. Each home's energy consumption (electricity and natural gas/heating oil) will be measured, and EnerGuide for Houses "A" Audits will be conducted before the retrofits, and then 6 weeks after the retrofits, and the homeowner who manages to increase their EnerGuide for Houses score the most, as well as reduce their overall energy expenditure the most, will win a brand new hybrid car (courtesy of Toyota Canada). Kelowna has been selected as one of the 12 communities participating in the program and one lucky resident of Kelowna will be given the opportunity to retrofit their home.

The series will be filmed during the "heating season of 2005/2006 – November through March – in BC, AB, SK, ON, and NS. Each homeowner will be educated around the EnerGuide for Houses audit system and given expert advice by utility consultants in their region as to how to best upgrade the energy efficiency of their home.

The shows will provide a step-by-step look at what each and every one of us can do to reduce energy consumption in our homes, and will educate the viewers as to what an EnerGuide for Houses audit is, where they can apply for one, and what rebates and incentives are available.

CODE GREEN CANADA is the national version of the highly successful CODE GREEN BC, a 2-part mini series filmed in BC last year whereby 4 homeowners in the Lower Mainland competed against each other for greatest energy savings. (see attached back ground document)

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The electrical operating budget allocates \$30,000/year for consulting assignments and currently has funds available that could be transferred over in order to support this Energy Efficiency Program.

Staff have reviewed the proposal and recommend Councils support which ties directly in to the GO Green Action Items adopted by Council and the City of Kelowna Sustainable Building Program.



Rod Carle, Electrical Manager

Approved for inclusion:
John Vos
Director of Works & Utilities

cc: Financial Planning Manager

Attach: Proposal for Funding Support for Code Green Canada
Press Release: CBC Network TV "Green" Lights Environmental Home Retrofit Show

PROPOSAL FOR FUNDING SUPPORT FOR CODE GREEN CANADA

What is CODE GREEN CANADA?

CODE GREEN CANADA is a television series consisting of 6 x 1-hour shows which will be airing on the CBC Network (nationally), CBC Newsworld and CBC Country Canada, and SCN - 4 TV channels in total, in May-July 2006. In the series, 12 homeowners from across Canada will be each given \$15,000 to retrofit their homes with energy saving devices and appliances. Each home's energy consumption (electricity and natural gas/heating oil) will be measured, and EnerGuide for Houses "A" Audits will be conducted before the retrofits, and then 6 weeks after the retrofits, and the homeowner who manages to increase their EnerGuide for Houses score the most, as well as reduce their overall energy expenditure the most, will win a brand new hybrid car (courtesy of Toyota Canada).

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What is being requested of the City of Kelowna?

The producers of CODE GREEN CANADA wish to formally request from the City of Kelowna a sum of \$15,000 which will be added to a large list (attached) of support from across the country to bring this television show to life. The funds will go strictly towards production costs and will ensure that a homeowner in Kelowna is chosen to be one of the twelve competitors in this Television series.

What will the City of Kelowna receive as a result of being involved in CODE GREEN CANADA?

As a municipality represented in the show, the following positive returns can be expected:

- Tremendous Media attention to the area.
- Tremendous interest by residents of the area to apply for the competition.
- Increased awareness by residents around energy conservation in the home.
- A clear demonstration by Council members that they have an interest in education and awareness around energy conservation.
- Highlighting the issues that the area faces around energy use and specific needs to conserve.
- Highlight the beauty and appeal of Kelowna.
- Provide for one homeowner to receive \$15,000 towards renovations, provide that homeowner with an Energuide for houses rebate of up to \$3000 for the retrofits.
- Provide the opportunity for that homeowner to win a Hybrid car in a national TV series competition.
- Show the country that Kelowna can go head to head in a national competition for greatest energy savings.

Each municipality will also receive recognition in print press, as end credits in the show, and on the Code Green website.

In addition, the municipality's name will be present in all press releases, heard on local radio and TV interviews, promotional and advertising avenues, DVD copies of the shows, etc.

Being part of this series offers an excellent opportunity to inform the audience as to the parties behind the series, and reiterates constantly government departments and crown corporations that truly care about the issue of energy conservation and reducing green house gas emissions. This will be an easy connection in and around the overall CODE GREEN message.

Where will the “City of Kelowna’s name or logo be seen?”

CODE GREEN CANADA has a very large ongoing public relations and major publicity program planned which will be implemented by publicity officers at Vibrance Alive Entertainment Inc.

The publicity starts with press releases that will be sent to national, provincial, and municipal newspapers, general consumer magazines, trade/technical journals and publications, websites belonging to the 30+ show sponsors, as well as to web-based environmental groups, radio and TV stations, etc. It is expected that, based on the amount of recipients that the series of press releases will go to, and the interest that currently exists for providing coverage on exciting upcoming TV series as well as issues of importance to do with the environment, there will be at least 200 articles printed that will list each of the municipalities names and the homeowners participating in the series.

Following is a list of the targeted media and anticipated numbers of viewers/readers, etc.

ANTICIPATED NUMBER OF AUDIENCES EXPECTED TO SEE OR HEAR THE NAMES OF THE MUNICIPALITIES INVOLVED IN “CODE GREEN CANADA”

Item	Media Type	Product	Exposure type	Number of exposures
1	Television	CODE GREEN airing CBC Network	Opening title sequence	1,000,000 viewers
2	Television	CODE GREEN (Second broadcaster)	Opening title sequence	4 million viewers
3	Television	CBC News	Sponsor Mention	1,000,000 viewers
4	Television	Global News	Sponsor Mention	300,000 viewers
5	Television	Channel M News	Sponsor Mention	10,000 viewers
6	Television	SHAW TV – Greater Vancouver.com	Sponsor mention	20,000 viewers
7	Television	SHAW TV – The express	Sponsor Mention	20,000 viewers
8	Television	SHAW TV – Outlook TV	Sponsor Mention	20,000 viewers
9	Television	SHAW TV – Urban Rush	Sponsor Mention	20,000 viewers
10	Newspaper	The globe and Mail	Sponsor Mention	500,000 readers
11	Newspaper	National Post	Sponsor Mention	500,000 readers
12	Newspaper	The Province	Sponsor Mention	250,000 readers
13	Newspaper	The Vancouver Sun	Sponsor Mention	250,000 readers
14	Newspaper	The Vancouver Courier – Downtown Edition	Sponsor Mention	100,000 readers
15	Newspaper	The Vancouver Courier – Eastside edition	Sponsor Mention	50,000 readers
16	Newspaper	Abbotsford times	Sponsor Mention	10,000 readers
17	Newspaper	Burnaby Now	Sponsor Mention	20,000 readers
18	Newspaper	Delta Optimist	Sponsor Mention	10,000 readers
19	Newspaper	Chilliwack Times	Sponsor Mention	5,000 readers
20	Newspaper	Coquitlam Now	Sponsor Mention	10,000 readers
21	Newspaper	Langley Advance	Sponsor Mention	5,000 readers
22	Newspaper	Maple Ridge/Pitt Meadows Times	Sponsor Mention	5,000 readers

23	Newspaper	North Shore News	Sponsor Mention	10,000 readers
24	Newspaper	New West Record	Sponsor Mention	5,000 readers
25	Newspaper	Richmond News	Sponsor Mention	10,000 readers
26	Newspaper	Surrey Now	Sponsor Mention	10,000 readers
27	Trade Journal	Playback magazine	Sponsor mention	3500 readers
28	Newspapers	Georgia Straight	Sponsor mention	180,000 readers
29	Newspaper	Terminal City	Sponsor mention	15,000 readers
30	Newspaper	Westender	Sponsor mention	80,000 readers
31	Magazines	Shared Vision	Sponsor mention	40,000 readers
32	Magazines	Common Ground	Sponsor mention	40,000 readers
33	Magazines	Greenpeace	Sponsor mention	50,000 readers
34	Magazines	National Geographic	Sponsor mention	3 million readers
35	Newsletters/ pamphlets (printed)	Vancity	Sponsor mention/	300,000 recipients
36	Newsletters (printed)	Municipality x 12	Sponsor mention	500,000 recipients
37	Newsletters (printed)	GVRD	Sponsor mention	20,000 recipients
38	Newsletters (printed)	Gas Utility newsletters	Sponsor mention	3,000,000 recipients
39	Newsletters (printed)	Suzuki Foundation	Sponsor mention	50,000 recipients
40	Newsletters (printed)	Environment Canada	Sponsor mention	20,000 recipients
41	Internet/ website	CODE GREEN website	Sponsor mention	1,000,000 web browsers
42	Internet/ Website	Vancity Website	Sponsor mention	50,000 web browsers
43	Internet/ Website	Municipality Website x 12	Sponsor mention	400,000 web browsers
44	Internet/ Website	GVRD Website	Sponsor mention	5000 web browsers
45	Internet/ website	Natural Gas sponsor websites x 6	Sponsor mention	2,000,000 web browsers
46	Internet/ website	Hydro/Electrical sponsor websites x 6	Sponsor mention	2,000,000 web browsers
47	Internet/ website	CBC website	Sponsor mention	200,000 web browsers
48	Internet/ website	Environment Canada website	Sponsor mention	5,000 web browsers
49	Radio	CBC Radio	Sponsor mention	250,000 listeners
50	Magazines	Trade journals & Consumer magazines	Sponsor mention	Greater than 2,000,000 readers
51	Other Municipal news papers	Municipal news papers x 40	Sponsor mention	10,000,000 readers

What Guarantee is there that this kind of press can be achieved?

The publicity company supporting CODE GREEN CANADA, Vibrance Alive Entertainment Inc, has enjoyed extremely successful media coverage on all of its past projects. As a guide to the kinds of press coverage they have enjoyed, the projects and press are broken down as follows:

YEAR	PROJECT	PROJECT TYPE	Level of Media coverage	Publicist
2001	Momma's Moments 1 x 1 hr	Documentary	12 News Paper articles, 2 radio interviews, 5 TV interviews	Daniel Leipnik
2002	My Mother, My Hero 10 x 30 mins	Doc series	11 News Paper articles, 1 radio interview, 1 TV interview,	Pat Johnson
2003	OUT ON TV 22 x 30 mins	Magazine News Series	40 Newspaper articles, 2 radio interviews, 60 Internet Articles, 6 TV interviews	Daniel Leipnik
2004	The Mazel Tov Chronicles 13 x 30 mins	Reality Series	12 news paper articles, 2 radio interviews, 15 Internet articles	Daniel Leipnik
2005	CODE GREEN 2 x 60 mins	Docu-Reality series	25 Newspapers, 3 Television interviews, 2 radio interviews in BC.	Daniel Leipnik And the CBC
2006	CODE GREEN CANADA 6 x 60 mins	Lifestyle series	200 Newspaper articles, 20 Television interviews, 15 radio interviews, 50 CBC on air promo spots	Daniel Leipnik and the CBC communications team

These prior TV series have all been primarily localized events. CODE GREEN CANADA, which involves 12 competitors from five provinces, will in turn garner huge media coverage, given that there is shooting being done right across the country with residents of so many municipalities and provinces. This is going to interest far more media groups as the story is now far more exciting and of interest to all Canadians

Also, now that CODE GREEN is a national show airing on three CBC Networks, their PR team will be heavily supporting the overall PR efforts and will also be supplying on-air promo spots.

What messages will be sent out in the press releases?

There is a six-stage plan for publicity which involves writing and sending out press releases to the above listed media channels. These include:

Phase 1 – Advising the press that the show has been green lit by the CBC Network.

Phase 2 – Advising the press that we are looking for homeowners from across the country to apply to the competition via the website entry form.

Phase 3 – Advising the press that we are looking for a host for the series.

Phase 4 – Advising the press of who the selected home owners are.

Phase 5 – Advising the press of the airdates of the show.

Phase 6 – Advising the press of who the ultimate winner is.

Each one of these press releases will clearly identify which municipalities are represented in CODE GREEN CANADA.

Copies of the above press releases written for the BC version and sent out last year are available should you wish to see them.

Why should the City of Kelowna invest \$15,000 into CODE GREEN CANADA?

CODE GREEN CANADA represents an unrivalled opportunity to reach millions of Canadians and educate them around two vital points:

- 1) The immediate need that exists right across the country to create energy savings in the home and thus reduce our individual and cumulative green house gas emissions.
- 2) Using EnerGuide Audits as a means to professionally measure a home's energy efficiency, and then with this evaluation, know how to take steps to increase energy efficiency through retrofits within the home and the home's building envelope.

By SHOWING these two elements to Canadians, CODE GREEN can ensure that hundreds of thousands of Canadians order audits from licensed EnerGuide for Houses auditors and complete the necessary retrofits, so that each homeowner participating meets and exceeds the One Tonne Challenge set by the Canadian Government.

With the massive national TV exposure provided by the CBC's Networks, the tremendous press coverage constantly reiterating the message of energy savings in the home and the EnerGuide for House's brand (and websites), plus the flow of applicants to the CODE GREEN website, CODE GREEN CANADA provides for a marketing vehicle that will effectively and efficiently meet the current awareness goals of energy reduction set by the Federal, provincial, and municipal Governments right across the country.

Apart from people watching the show, how can we be sure that the public are actually getting EnerGuide for Houses audits and creating true energy savings in the home?

We propose an exciting new addition to the TV series that will ensure that the series will ensure significant, tangible, and fully measurable results.

We are proposing a home based competition for everyone who reads and learns about CODE GREEN CANADA and who isn't lucky enough to make it onto the show—a separate competition that offers Canadians everywhere a second chance at winning. We intend to include in our press releases and website information stating that there will be a four additional prizes of \$5000 plus a grand prize of a second Hybrid Car awarded to five lucky viewers from across the country who conduct A + B EnerGuide audits, increase their EnerGuide scores by a set (minimum) amount, then apply via the CODE GREEN CANADA website to be entered into a draw for these prizes.

We will make this promotion visible beginning with the ad breaks of the first episode of the CODE GREEN CANADA TV series. This will then ensure a program that has hundreds of thousands of Canadians working on energy upgrades in their own homes at the same time that the whole TV series competition is taking place.

Entrants would book EnerGuide audits through a link on the Code Green website, allowing us to measure precisely how many people are booking audits as a result of the Code Green publicity, and this information can then be reported to NR Can, i.e. through the show's publicity efforts and as a result of the at-home competition, a particular number of audits were booked.

After the information from the B audits is reported back to us, we can then provide a detailed report to NR Can as to the direct benefits that this program created.

When do we need to commit as a Sponsoring municipality ?

As per our production schedule, we are setting up our production offices this week and need to begin searching for homeowners immediately. This means sending out the first two phases of press releases; thus, in order to include your municipality as an area that people can apply to the show from, we will require an answer immediately – no later than Tuesday 25th October, 2005.

We will need written confirmation via an interim letter of commitment. A detailed contract outlining the specifics of name and placement will be drafted once the commitment of funds is advised of.

If you require any further information or documentation, please call us at 604.709.8098.

We thank you in advance for joining an incredible and very worthwhile nation wide experience

Daniel Leipnik

Producer



Media Advisory

For Immediate Release

**CBC NETWORK TELEVISION “GREEN” LIGHTS NEW
ENVIRONMENTAL HOME RETROFIT SHOW**

VANCOUVER, BC – October 10th, 2005 – CBC Television announced today that the Network has inked a deal with Vancouver-based producers Ric Beirsto and Daniel Leipnik to produce an environmental spin on the home renovation TV series genre titled “CODE GREEN CANADA.” The six one hour episodes, due to air nationwide in the spring of 2006, will see twelve homeowners from across the country compete against one another to retrofit and renovate their homes in an effort to reduce their energy consumption and greenhouse gas emissions. The homeowner who manage to reduce their consumption and emissions the most will win the highly celebrated 2006 hybrid Prius courtesy of Toyota Canada.

The show’s producers are now busy at work seeking twelve homeowners who wish to participate in this television special. Selected homeowners from British Columbia, Alberta, Saskatchewan, Ontario, and the Maritimes, will be provided with expert advice from EnerGuide for Houses auditors and Natural Gas and Electric consultants as to how their homes are currently consuming energy, then given follow up information on what changes they can make to lower this consumption. They will each receive \$15,000 to be spent on new furnaces, lighting fixtures, appliances, insulation, windows and other means possible of reducing energy consumption and lowering greenhouse gas emissions.

Once the retrofits have been completed, each family’s home will have its energy usage re-measured, and the family which has found a way to reduce their consumption the most will win the Toyota Prius hybrid car. As part of a federal government initiative called the “One Tonne Challenge” (a program that asks every Canadian to reduce their annual greenhouse gas emissions by one tonne), each homeowner will also qualify for a EnerGuide for Houses Retrofit Incentive grant worth as much as \$3000,.

Code Green Canada is the second such TV series of its kind. Last year Beirsto and Leipnik filmed Code Green BC in which four BC homeowners competed in the same competition which, after a successful airing in May and June of 2005, has given rise to this larger national competition

“It’s going to be a really fun and practical way for us to see how each and every one of us can do our part to reduce energy consumption”, suggests veteran TV producer Ric Beirsto.

Indeed other professionals in the business of energy savings feel the importance of promoting energy efficiency and the TV series has attracted the financial support of an unprecedented list of organisations that want to ensure all Canadians realise the critical need for energy savings in the home. They include The Government of Canada, Environment Canada, Natural Resources Canada, The Provincial Ministries of Energy & Mines in BC, AB, SK, ON, and NS, BC Hydro, Terasen Gas, Sask Power, Sask Energy, Ontario Power Authority, Embridge Gas, Union Gas, Toronto Hydro, Toronto Atmospheric Fund, Toyota Canada, Green Living Magazine, and many municipalities including the City of Vancouver, Central Saanich, Kamloops, Edmonton, Calgary, Regina, Saskatoon, Toronto, Chatham Kent, and Halifax.

Mike Krafczyk, manager of customer communications at BC Hydro’s Power Smart Program, couldn’t be happier: “CODE GREEN CANADA is going to enable every Canadian to see real people making real decisions as to how to apply some of the energy savings technology now available to us all.”

Families who wish to be considered for the CODE GREEN television challenge are invited to visit the show’s website at www.codegreen.tv, where an application form is available. To be eligible, homes must be typical single family dwellings, originally built before 1985, and heated by natural gas.

The show’s lead producer, Daniel Leipnik, is over joyed that the home grown BC version has gone national. “With energy prices escalating beyond control, its even more important that people are given all the right tips to how thy can reduce their electric and gas bills by making their homes more energy efficient.” states Leipnik, “what’s fascinating is that in addition to insulating well and having appliances that use less energy, there’s also a lot we can each do in our every day lives, our actual behaviours, to keep our energy bills down.” The behaviours that Leipnik alludes to can be as simple as hanging clothes instead of putting them in the dryer, turning lights and computers off when not in use, and ensuring that washing machines and dishwashers are full when turned on.

These days utilities companies right across Canada are stressing the need to conserve energy, following the Government of Canada’s signing of the Kyoto Protocol and its launching of an initiative intended to see Canada take a leading role in helping to reduce the effect mankind is having on climate change.

Beirsto, with a history of social issue filmmaking behind him, feels strongly about climate change; “Scientists around the world are in agreement that we must massively reduce the amount of greenhouse gas emissions we produce, which only increase the incidence of extreme weather patterns, pollution, floods, droughts, and irregular crop production. Through CODE GREEN, we hope to provide the public

with information in a new and entertaining way that will show how they can reduce energy consumption at home, where 40% of our use of fossil fuels are consumed to support activities like heating, cooking and drying clothes.”

The search for the twelve lucky homeowners begins in November 2005 and filming will commence in December. The producers expect to be inundated with e-mails.

“The best thing about CODE GREEN CANADA is that everyone wins. Each of the homeowners is going to have their homes energy usage audited as part of the EnerGuide for Houses audit system, then they’re going to have their homes made more energy efficient, qualify for a rebate from the federal government; and long term - they’ll see the value of their homes increase and for years to come, see reduced electricity and gas bills. And if all this isn’t enough of an incentive to apply, one homeowner will own a \$35,000 Toyota Prius hybrid car to complement their energy conscious lifestyle. That’s an incredible deal, never mind the good feeling that comes with helping the environment,” adds Leipnik.

Homeowners wishing to try their luck at being selected as one of the twelve competitors should fill out an online questionnaire at www.codegreen.tv

For more information about CODE GREEN contact:

Daniel Leipnik, Lead Producer, Tel 604-709-8098 or 604 788 0172

Email: daniel@vibrancealive.com www.codegreen.tv

Information on the Producers:

CODE GREEN CANADA is an inter-provincial co-production involving the following producers and their production companies:

Ric Beirsto is the President of Laughing Mountain Communications Inc, a Vancouver based Television Production Company specialising in documentaries, docu-dramas, and factual Television series. The company’s recent works include: STAND UP SAMURAI for CBC’s Rough Cuts (2002), SUPERKIDS for CBC’s Rough Cuts in 2003, and DARK PINES for CHUM’S BRAVO! Network in 2004 and CODE GREEN BC for the CBC in BC in 2005.

Daniel Leipnik is the President of Vibrance Alive Entertainment Inc, a Vancouver based Television Production Company specialising in Documentary and Factual TV series. The company’s recent TV Series credits include: MY MOTHER, MY HERO for SHAW Cable and Channel M (2002), OUT ON TV for SHAW Cable and PrideVision TV (2003), CODE GREEN BC for the CBC in BC (2004).

Ron

Paul

Edward