
CITY OF KELOWNA

MEMORANDUM

Date: October 19, 2005
File No.: 0360-02 EMC
To: City Manager
From: Electrical Manager/Energy Management Coordinator
Subject: **City of Kelowna Participation in the Code Green Canada Program**

Information Report:

On October 24, 2005, Council received a report from the Energy Management Committee recommending Kelowna's participation in the Code Green Canada Program. This new national energy initiative has now asked twelve (12) communities from across the country, including Kelowna, to participate in a series of national television broadcasts this winter to promote energy awareness. Each community selected is expected to contribute \$15,000 to the program which will be used to retrofit a single family home within the community with energy saving measures and will also provide the community with national exposure. The retrofits in each community will be evaluated and one community retrofit will be judged the national program winner. Council supported the spirit and intent of this program however requested that staff bring back a report that clarifies a number of program participation concerns. These were primarily related to the program's general selection criteria, the value of the \$15,000 investment to the community and the program exposure nationally (Attachment 1).

Program General Selection Guidelines and Criteria

The following general selection criteria will be used by the program producers.

- 1) Interested homeowners within the community will apply "on line" and are asked to complete a series of general questions related to their home (type and age of house, heating system, type of windows, doors, roof, among others)
- 2) On line applications will be received from as many homeowners as possible within the selected community and will be reviewed by a team of program producers.
- 3) A short list of applicants will be developed using selection criteria that include:
 - visual or historic significance of the home in the community
 - the potential number and significance of energy improvement opportunities within the home
 - A range 25 to 50 homes within each community is expected
- 4) Each of the 25- 50 homes will be visited by the production representatives and all information gathered is then reviewed by a team of technical advisors
- 5) A final shot list from each community is then developed based on the outcome of the review that has occurred and all selections are forwarded to the national program producers to make a final single national selection.

In addition the applicants will be expected to represent the community in a positive manner. Further the production group has a mandate to present the diverse make-up of Canadian society as it applies to ethnic origin, gender and age to also ensure a representative mix of participants. Council should be aware that the selection of short listed applicants and ultimately the winner of this national event are therefore contingent on:

- the number and diversity of homes and applicants that apply within the community
- the significance and variety of opportunities for energy improvements and reduction
- and the applicants ability to represent the community in a positive manner

If Kelowna is to participate it will be important to provide an adequate level of promotion of this event within the community to complement the national attention for Kelowna that will be received. Program producers also advise that an addition to the series is planned that will consist of an additional competition for those that learn more about Code Green Canada. There will be four additional offerings of \$5,000 plus a grand prize of a second hybrid vehicle to five individuals from across the country that participate in EnerGuide home energy audits and achieve the highest scoring for energy improvements based on program criteria. If Kelowna participates in the National Code Green Canada program this will also be promoted within the community, which reflects the City's commitment to moving forward on community sustainability

Rod Carle
Electrical Manager

Don Degen
Water Drainage Manager

cc: Director of Works & Utilities
Financial Planning Manager

Attachment #1

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

*** Plus our own local media list that will be sent to the Producers if this initiative is approved by City Council.**