



YOUTH ADVISORY COMMITTEE

**Presentation to Kelowna City Council
Mayor's Youth Forum on
"Youth Speak Out on Water Conservation"
Monday, November 24th, 1:30 PM
City Council Chambers**

AGENDA

1. **Introduction and general overview**
 - Partnership Development & Research Manager, Strategic Initiatives & Intergovernmental Partnerships - Reid Oddleifson
2. **Present information from the forum, participation, partnerships, and results**
 - Marathon Communications – High Culver & Linda Abbott-Simons
 - Introduce youth leaders
3. **Presentations by Youth Leaders**

Youth from the Steering Group will share their knowledge and experience from the **"Youth Speak Out on Water Conservation"** youth forum held November 7, 2008
4. **Comments from the Utilities Services Branch** – Don Degen & Neal Klassen
5. **Information on future forums**

Youth Advisory Committee:

Committee Members: Mayor Shepherd, Councillor Rule and School Trustee Nicholl

Steering Group: Reid Oddleifson, Don Degen, Neal Klassen, Linda Abbott-Simons, and Hugh Culver

Youth Steering Group Representatives: Amanda Kraft, Michael McDonald, Shane Hickey, Taylor Clarke, Lesley Williamson, Rachel Price

Preliminary report

CITY OF KELOWNA 6th Mayor's Youth Forum - Winter 2008

Date of Forum: 7 Nov. 2008 Topic of Forum: Water Conservation

Overview and summary

The Mayor's Youth Forum is an opportunity for local youth (grades 10 through 12) to share their thoughts and ideas about local social planning issues. The focus of the sixth forum held November 7, 2008, was on water conservation.

Methodology in brief

1. Steering committee met between August and October 2008.
2. The leadership teams at each of the seven high schools participated in unique educational and research experiences in the month leading up to the Forum. Each team presented their findings at the Forum.
3. 50 youth recorded "Water Logs" of their daily water use activities and were asked to make some observations about their water use. These summaries will be presented in the final report.
4. Over 600 on-line surveys completed, including representation from all high schools.
5. 70 youth took part in the full day forum Nov. 7th at the Kelowna Curling Club.
6. Presentation to Mayor and Council November 24th.
7. Report prepared on findings from the forum and pre-forum research.



Findings

The following are preliminary findings only. A complete report will be completed and delivered to Mayor and Council following the presentation to Council Nov. 24th.

1. Water conservation is an issue that youth are very familiar with, but not necessarily well informed about. Youth know that this is an important issue globally and locally (80% think that water conservation is either 'somewhat important' or 'important').
2. Local youth are not greatly impacted by water conservation messages (including those from teachers, Internet and TV). Similarly conservation messages appear to only have a minor impact on their family's activities. On the other hand, of those families with water meters, 30% have reduced irrigation usage and 32% have reduced water use in the house.
3. Some misperceptions exist about greatest areas of waste, for example, most youth think that showers/bath and laundry/washing dishes use more water than lawn irrigation in the home.
4. Youth prefer bottled water. Over 22% of families have water delivered to their home. About 43% of youth buy/drink at least one bottle of water per day (one in five youth drink two or more bottles/day) whereas only 40% of youth say they drink tap water without reservation and over 40% never drink tap water.

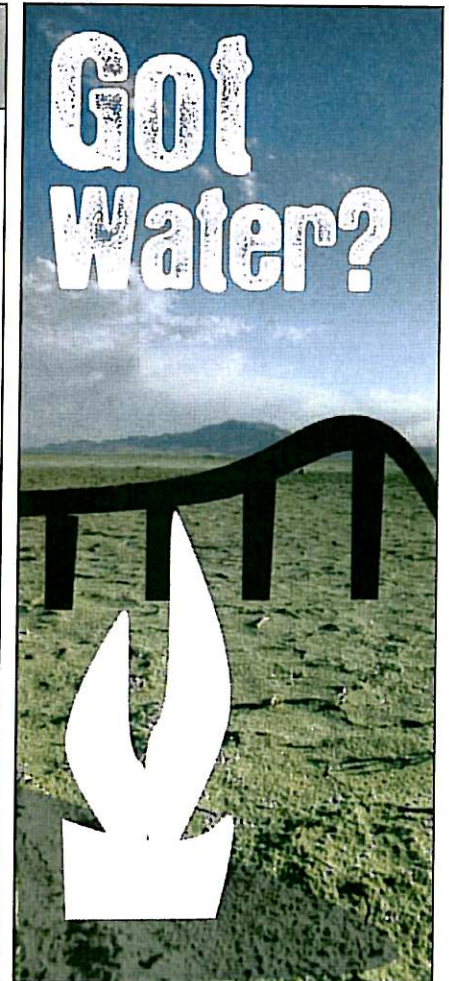
Preliminary report

CITY OF KELOWNA 6th Mayor's Youth Forum - Winter 2008

Date of Forum: 7 Nov. 2008 Topic of Forum: Water Conservation

The youth delegates at the Forum were asked what keeps local residents from conserving water and how to convince decision makers (government, businesses and, residents and homeowners). The following summary of results is listed from most popular suggestions to least:

Barriers to conserving water?	How to convince decision makers?
<ul style="list-style-type: none">• Needs vs. Want (people are using more of the resource than they need)<ul style="list-style-type: none">- Convenience and cost and time are factors- Competition of other issues (conservation messages are getting lost)• Appearance/Pressure<ul style="list-style-type: none">- Social Issues/ Life Style<ul style="list-style-type: none">- green lawns- Lack of pressure to jump on 'bandwagon'• Lack of education, lack of knowledge (apathy)• Attitude, mindset• Industry / big companies - restaurants (are not committed to the social issue)	<ul style="list-style-type: none">• Pressure elective representatives<ul style="list-style-type: none">- Make it a City priority ex: tax breaks city by-laws• Help develop a conservation mindset in youth<ul style="list-style-type: none">- Educating kids to educate parents- Change of values/mindset 2• Set limits, have extra cost for extra water usage• Provide statistics and supporting facts<ul style="list-style-type: none">- Use creative Advertising- Educate- Scare them through advertising- Awareness events/ alternative method convention



The previous youth forums have focused on:

1. Transportation: bus services, bicycle access, etc.
2. Teen social issues: a look into drugs, drinking and where to go when in trouble
3. Environmental waste management: study of volume and content of waste products
4. Parks and Green spaces: what gets used and what is needed
5. Arts and Culture: who's involved and how it happens

Water Conservation Ads

OKM Secondary



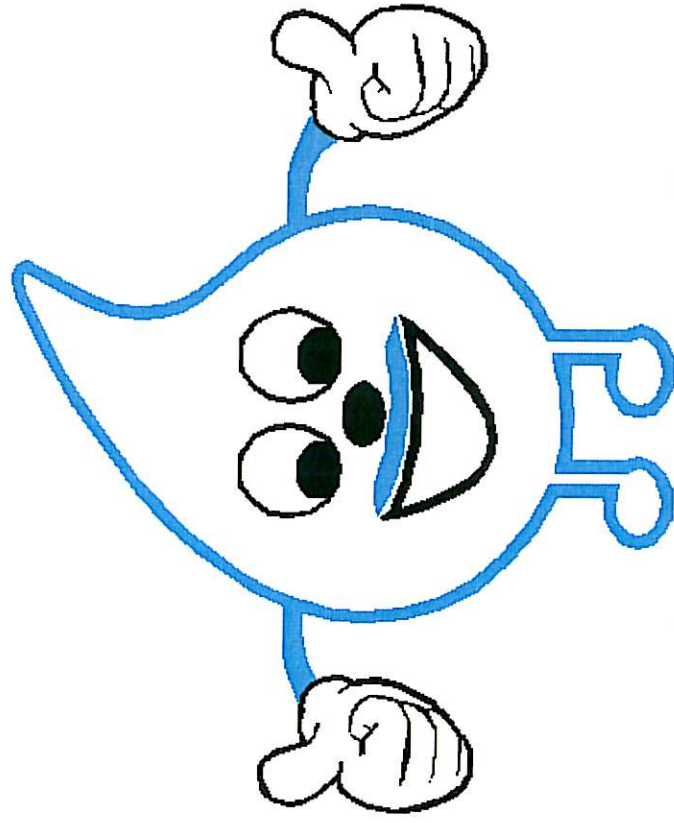
Ad #1



Ad #2

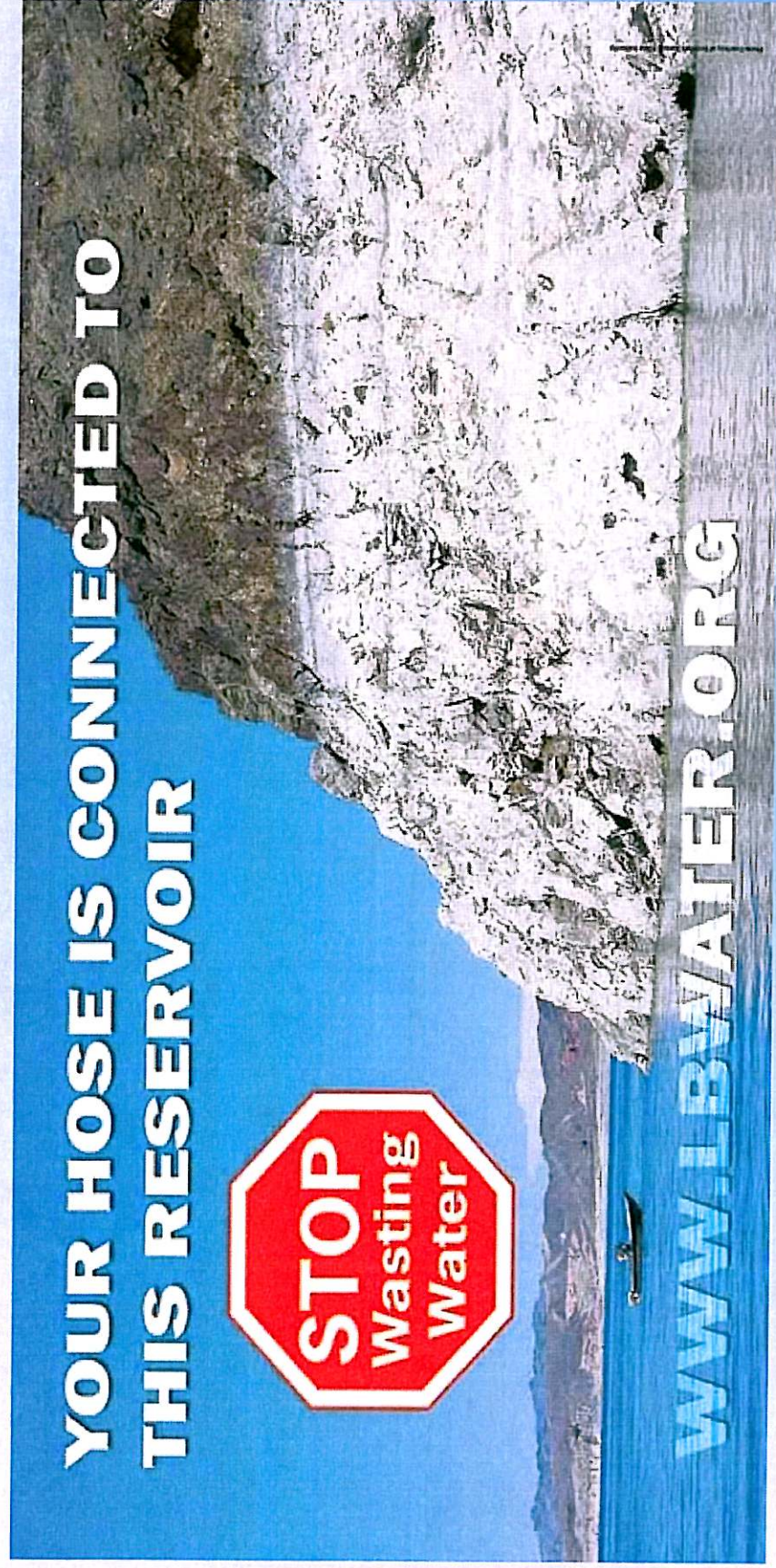


Ad #3



got water?
Do your part, be water smart!

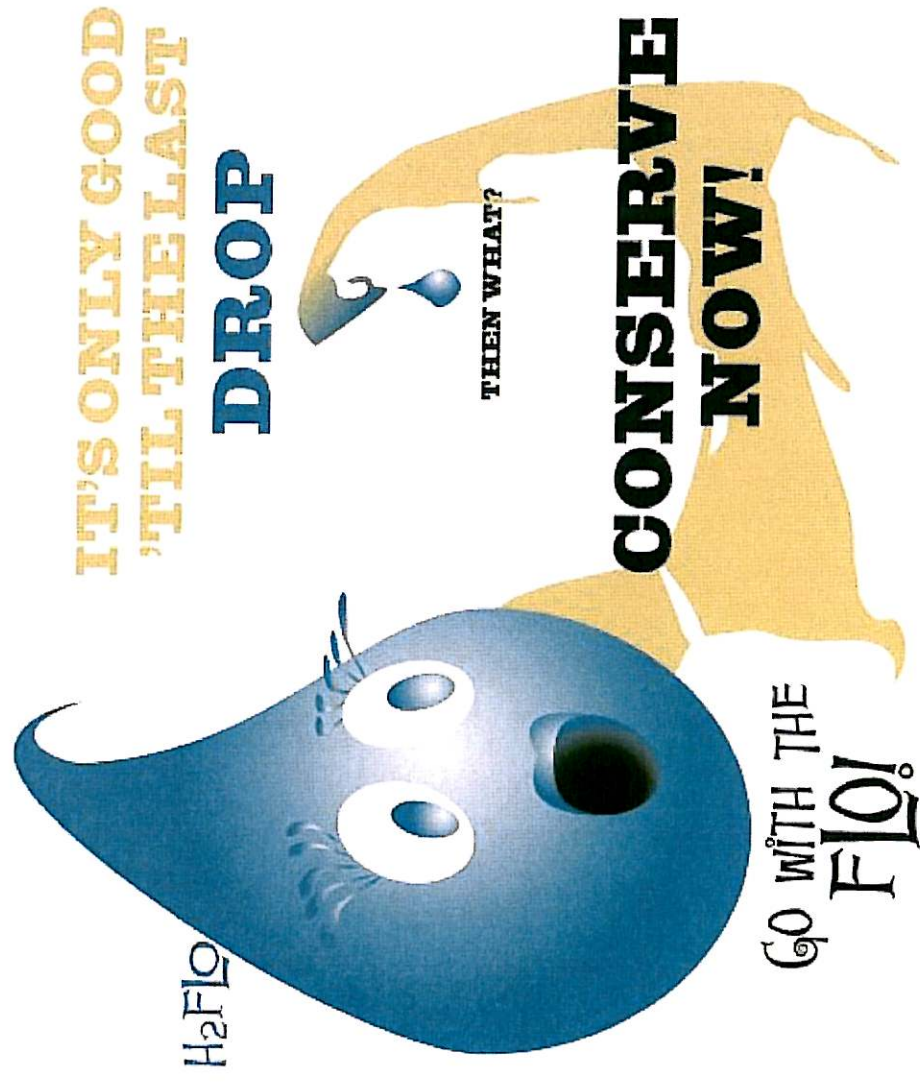
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Ad #5



Ad #6



Youth

#1

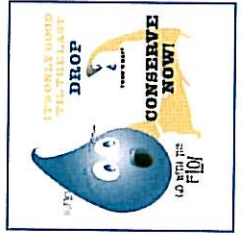
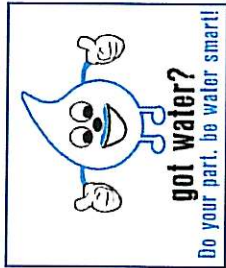
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Audits

#1

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