

MAYOR'S YOUTH FORUM - Fall 2010

Climate Change - Preliminary Report December 7, 2010

Overview and summary

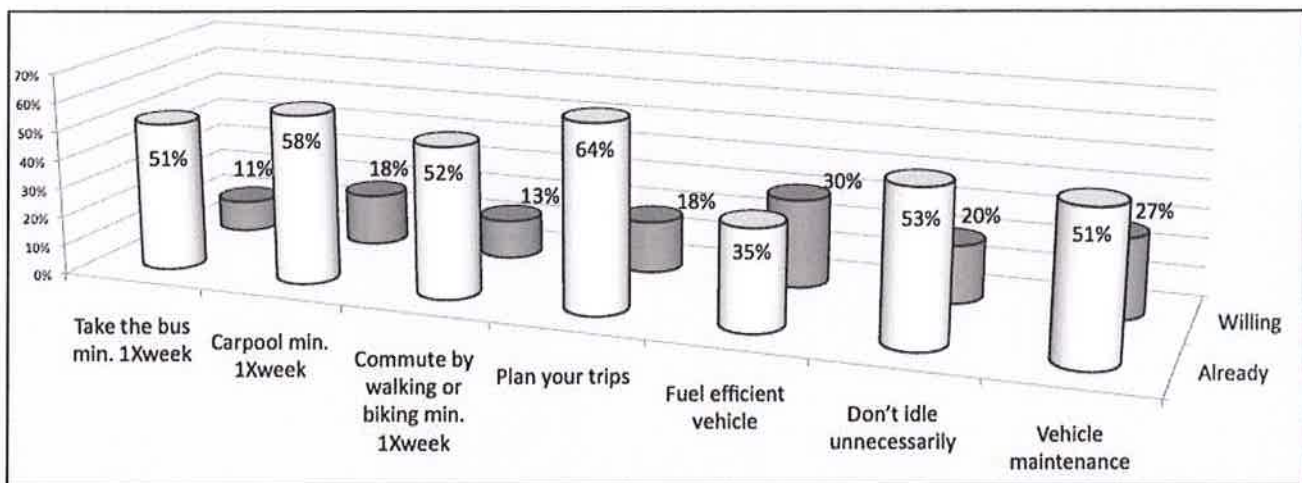
The City of Kelowna Mayor's Youth Forum is a remarkable opportunity for local youth (grades 9 through 12) in the City of Kelowna to share their thoughts, criticisms and ideas about local social planning issues. The focus of this tenth forum, held November 25th, 2010, was on climate change.

Methodology in brief

- the Steering committee met between August and November, 2010
- five of the eight participating schools created a leadership team responsible for reporting on a small sample of survey data representing local adult behaviour as it impacts climate change (driving their car, heating their house, etc). The remaining three schools participated in an alternate transportation challenge for one week to learn what it took to implement greener choices into every day life.
- on-line surveys (over 600) were completed representing about 23% of all grades 10-12 students in the school district.
- twenty five students completed one-week logs recording their use of vehicle transportation and residential optional energy consumption (plugged in electrical units, showering, etc.).
- over 60 youth took part in the full day forum May 26th, 2010 at Okanagan College campus.
- preliminary report to Council December 7, 2010.
- presentation to Council December 13, 2010, final report to council December 2010.

Findings

It is clear that youth understand the issues of climate change and the impact of GHG (Green House Gases) on current and future populations. From the survey, 82% believed climate change will affect them and 78% felt a responsibility to take action. On the other hand, when asked if they are willing to change current patterns and use their vehicle less there was less commitment.



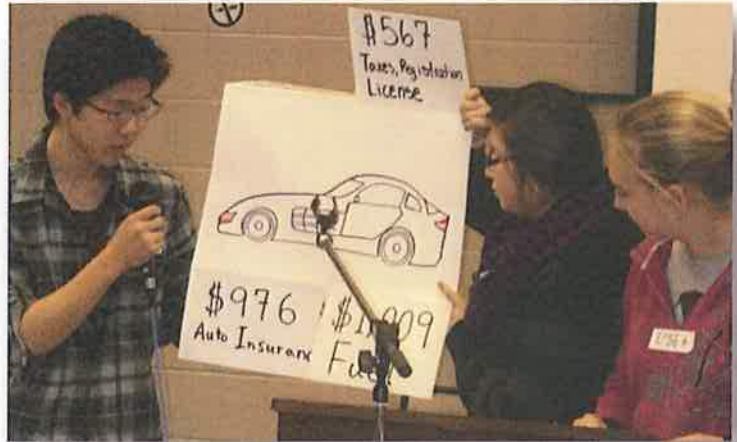
For example, while about one half of youth use the bus at least once a week for travel, only 11% were definitely willing to increase that frequency.

This ratio was repeated for the likelihood of increasing car pooling, commuting by bicycle or walking and for increasing frequency of planned vehicular trips that had multiple destinations. It seems that, like adults, youth have set patterns of travel and travel 'attitudes' and are not easily persuaded to change them.

The top five suggestions for how they would reduce energy use at home:

- Unplug things/Turn off lights (45)
- Monetary compensation (29)
- Already Do (24)
- Appliances/windows that are more energy efficient and affordable (15)
- Reminders (13) More effort (3)
- Family Meeting/cooperation (11)

"There are a lot of youth interested in creating positive change in our community. We need to make use of this." Youth Participant



Preliminary conclusions

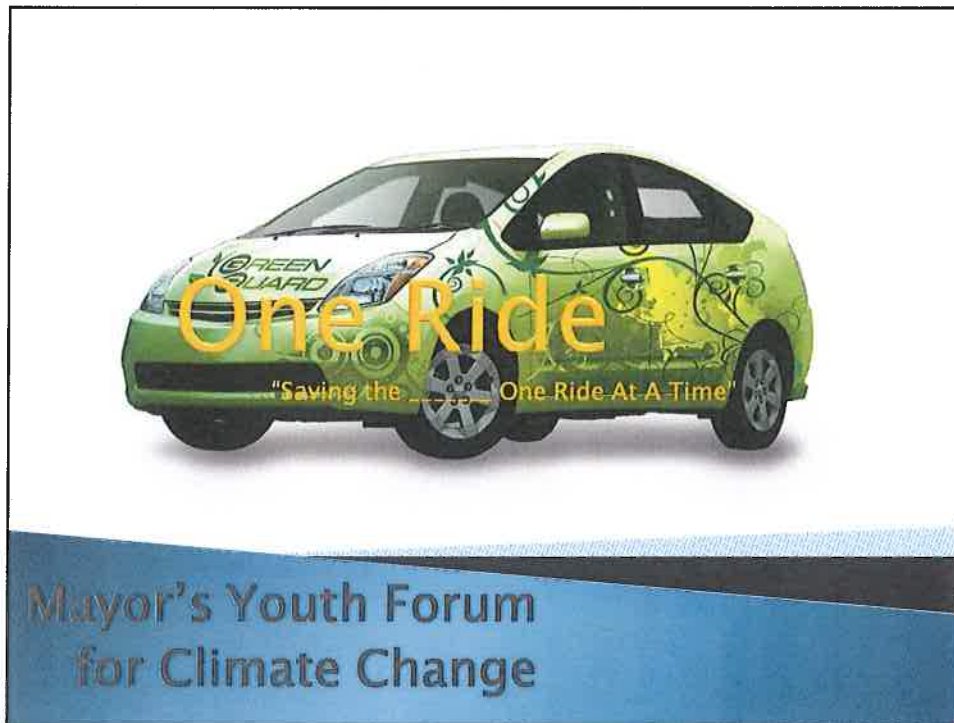
Although this generation has likely received more propaganda about climate change issues than any generation previous, there is still an opportunity for them to learn more about the scope and local reality of the issues. For example, many youth reported that they were impressed to learn about the wide range of small changes that homeowners could make to reduce energy consumption.

Once informed and motivated (and perhaps incentivized) youth are willing to make changes in their behavior to reduce climate change impact. For example, about 40% of youth would be willing to: reduce time in showers, unplug electrical devices in their home when not needed, and hang clothes to dry. Similarly, about 30% of youth would be willing to change to 'greener' school commuting choices (use the bus more often, carpool, or cycle/walk to/from school).

Youth are not going to respond to generalized, global, or slick advertising campaigns designed to motivate their travel, home, or consumer behavior. They have been exposed already to (as one youth said) "...the same environmental propaganda being shoved down my throat for the last 7 years." What they are more likely to respond to are messages delivered in "their media" (social media online, YouTube videos, etc.), composed in a language they can relate to, and motivating them for reasons they care about.

For example, instead of promoting issues of global degradation caused by GHG's they might respond to a campaign that dramatizes the "vampire" power loss that electrical devices are secretly "stealing" from their home. Or a campaign that explains in simple dollar amounts the money they are saving in their home every time they hang clothes to dry, instead of using the electrical dryer. Or a campaign that shames their parents for excessive idling of their vehicles.

"I think the forum is a great way to educate people on the real statistics and information about environmental issues, which is a huge topic that everyone should be aware of." Youth Participant



What is the problem?

- ▶ Vehicles on the road is the largest factor in Kelowna's environmental impacts. (Over 66% of all GHG emissions).
- ▶ Vehicles commuting to school is the largest factor in road congestion.
- ▶ Approximately 1/3 of students are driven to school by their parents.

CARS ON THE ROAD



What is the Plan?

- ▶ A **simple, ongoing** School Program getting parents to drive multiple kids to school.
- ▶ Targets Parents as well as Students.
- ▶ A plan to get parents who drive their kid to school, to **also** drive other kids to school.
- ▶ Tackles the major environmental transportation issue of Kelowna.



Promoting the Plan

- ▶ Flyers
- ▶ Facebook/Media
- ▶ Informational Meetings for Parents
- ▶ Parent groups in schools (PAC)
- ▶ Automated Messages



Benefits

- ▶ Approximately 1/3 of students get driven by parents – therefore, this plan has mass appeal.
- ▶ For example:
- ▶ 500 students who regularly get driven by their parents (500 cars) – if only 20% gets involved = Reduction of 100 cars equating to huge environmental benefits
- ▶ Practical and Convenient—
Saves Time and Money

THANK YOU

By: Ridge, Terry, Annie, William, Courtney,
Rachelle, Priscila, Courtnay, and Kaley

MAYOR'S YOUTH FORUM

IT'S AS EASY AS TURNING A KEY



GOAL

- Reduce Idling

STRATEGY

Create Awareness

- Video Ad
- Radio Ad
- Print Ad

Provide Information

- Facebook Page

Change Behaviors

- Get people to turn the key




VIDEO AD

- Put video on television and Youtube
- Shows individual health and environmental effects of idling



RADIO AD

- Run ad on local radio stations
 - Shows individual health effects of idling
- 

PRINT AD

- Run ad in local papers
 - Shows environmental effects of idling
- 

PROVIDING ADDITIONAL INFORMATION

- If every driver of a light-duty vehicle in Canada avoided idling for just five minutes per day, we would save 1.6 million litres of fuel worth more than \$1.2 million.
- Health Canada estimates that more than 5,000 Canadians die prematurely each year because of air pollution. Idling contributes to this sad figure.
- A recent study suggests that in the peak of winter, Canadians voluntarily idle their vehicles for a combined total of more than 75 million minutes a day. This is equivalent to one vehicle idling for 144 years.

CONCLUSION

- The message we are trying to convey is that it is as simple as turning your key back and making the change to reduce idling is barely an effort yet it makes all the difference.

Thank you for listening

IT'S AS EASY AS
TURNING A KEY.

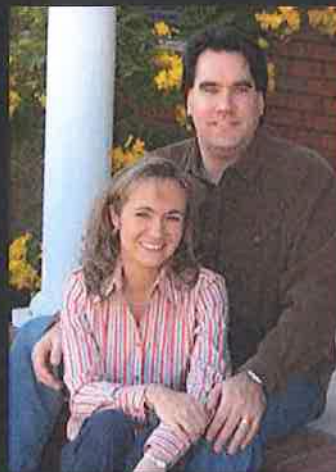


Dollar\$ & sense

Save your money.
Save our planet

THIS IS JOE & JILL

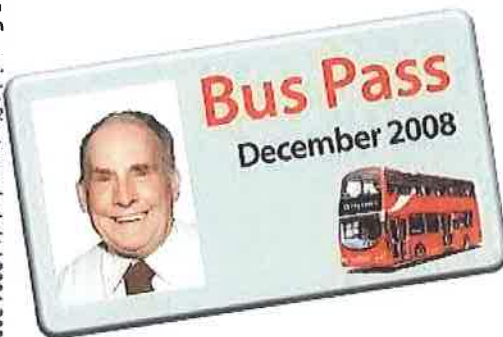
- Average
- 40 years old
- Full time job
- Business man

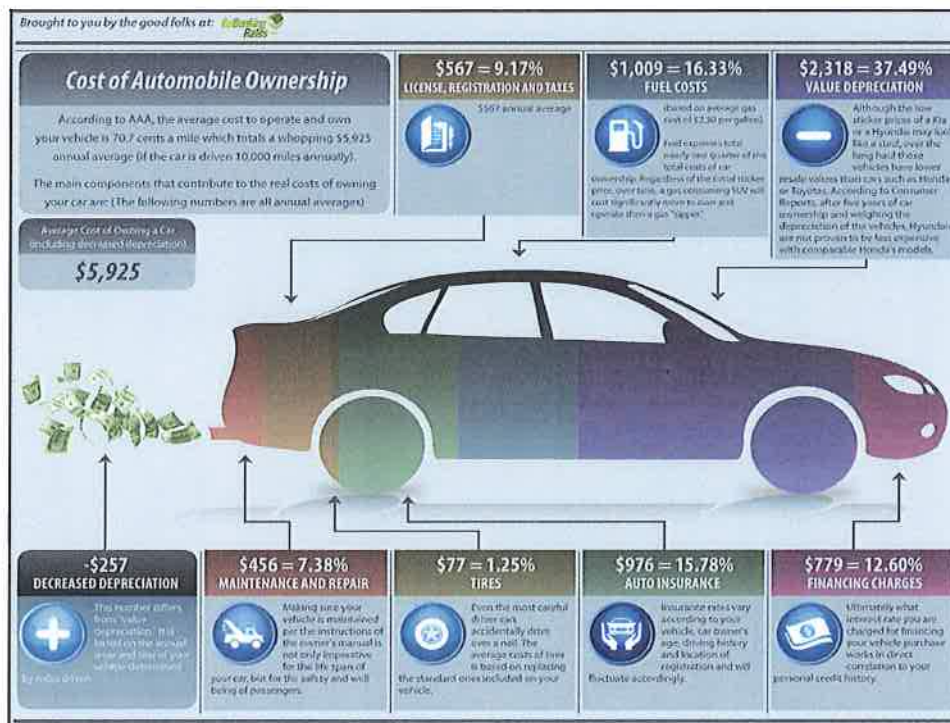
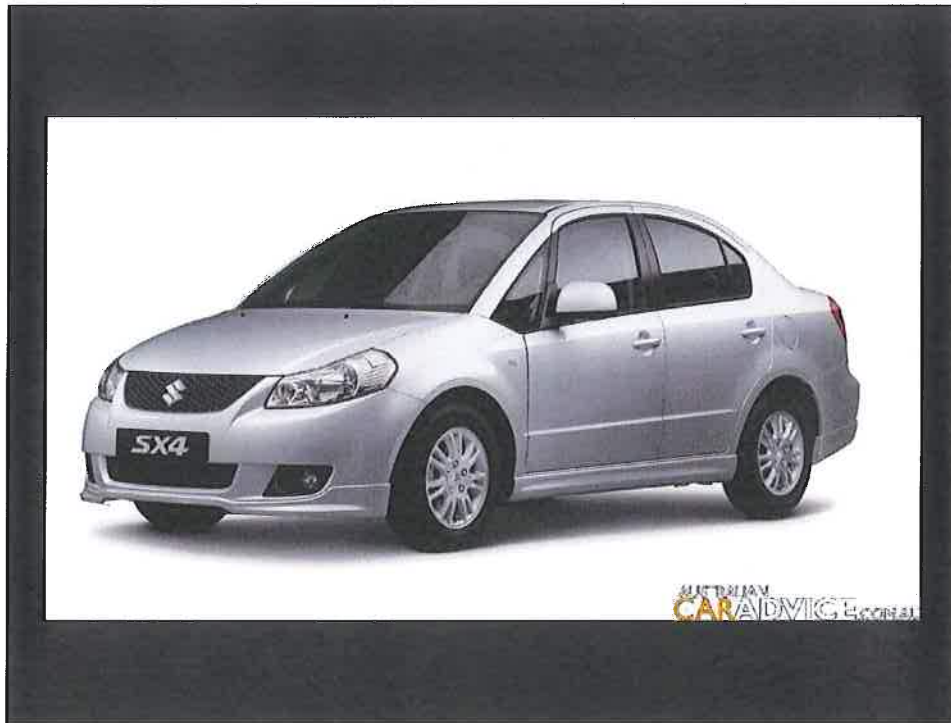


Many forms of transport



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Comparison

CAR

- \$494
- Includes:
 - Insurance
 - Tire
 - Monthly payments
 - Gas
 - Anti-Freeze
 - Oil

BUS

- \$53
- Includes
 - Bus pass
 - Comfort
 - Wi-Fi (sometimes)
 - Environmentally friendly
- Almost \$450 savings!

Why will it work?

- People like the idea of saving money
- We are hiding the “go green”
 - 55% think climate change is overrated
- Convenience



How we send out the message

- TV
- Radio
- Internet Media
 - Castanet
 - Facebook
 - Twitter



Thank you for your time!

**Remember,
Save your money.
Save our planet**