



City of Seattle  
Mike McGinn, Mayor

## BRIEFING MEMO

**Date:** April 15, 2010

**To:** Seattle City Council

**From:** Environmental Sub-Committee: Lydia Lippold-Gelb, Catherine Quinn, Adrian Alejandro, Selam Ainalem, Adrienne Johnson, Alex Curtis  
Sub-Committee Advisor: Sara Wysocki

**Subject:** One Ton Challenge Youth Component Proposal

**Briefing Objective:** The environmental sub-committee of the Seattle Youth Commission is proposing a youth campaign to support the existing One Ton Challenge. This youth campaign would be a pilot program for one year that is evaluated upon completion.

---

**Policy Objectives:** To inform and engage youth (grades 9-12) in active environmental awareness, specifically what they can do to reduce their carbon footprint.

**Background:** The One Ton Challenge is a recently launched marketing and outreach campaign housed under Seattle's Climate Action Now program—an effort designed to bring the issue of reducing our carbon footprint to a community level. The purpose of the challenge is to have individuals pledge to reduce the CO<sub>2</sub> emissions by one ton with the goal of bringing Seattle's emissions of CO<sub>2</sub> to 7% below 1990 levels, a reduction by 638,000 metric tons, by 2012.

Currently most of the suggestions are directed to adults and are not realistic goals that youth can commit to. By launching a youth component of the One Ton Challenge youth will become aware of the negative effects that their emissions cause on the environment and be given methods of how to reduce their carbon foot print.

**Outreach:** The Seattle Youth Commission facilitated youth community meetings earlier this year in order to get youths' opinions about issues that needed to be addressed. One issue that repeatedly came up was the environment and what can be done to ensure that it is protected. Many of the youth at the meeting were aware that if they don't make changes in their lifestyle then global warming will continue to occur and have negative effects on the environment. This idea stemmed our proposal; that youth needed to be aware of changes they can make in their everyday lives to improve the environment.

We administered surveys, such as the one in Attachment A, to determine the interest level that youth had in the One Ton Challenge. We administered 310 surveys at 5 of schools. Of these surveys 87% of youth stated they would be willing to make changes in their lifestyle in order to reduce their CO<sub>2</sub> emissions. 90% were interested in participating in the One Ton Challenge.

Despite the success of the One Ton Challenge to Seattle's adults, there has little or relatively unorganized efforts to reach out to Seattle's youth. Furthermore, most of these strategies are not goals that youth can commit to. We recommend adding a youth component to the One Ton Challenge so that youth can become aware of the negative effects that their emissions cause on the environment and be given example methods of how to reduce their carbon footprint. In order to achieve this we are proposing a campaign with various aspects to involve youth. These aspects include:

**Recommendation:** We recommend adding a youth component to the One Ton Challenge. In order to achieve this we are proposing a campaign with various aspects to involve youth. These aspects include:

- **Information** - Providing youth with information in the form of leaflets and flyers about the negative effects of CO<sub>2</sub> emissions and what actions youth can take in order to reduce their carbon footprint.
- **Green Ambassador Program** - two or three representatives (most likely active members of their school environmental groups) from at least 8 schools around the city who would be responsible for outreach (distributing posters, advertisements in school newspapers, etc.) and encouraging youth to pledge to decrease their carbon footprint.
  - Training Program by Carbon Coaches
    - Carbon Coaches are community members (volunteers) who have been specifically trained to teach others how to reduce their carbon footprint. The carbon coaches can train the GA on how to conduct outreach, and engage students on how to live a greener lifestyle and reduce their carbon footprint. The carbon coaches are a program managed by the OSE.
  - Meetings
    - Kickoff event: Green Ambassadors receive information on what they are expected to accomplish.
    - Second meeting: Networking event where they are given a chance to discuss their progress and methods.
    - Final event: Celebration with all participants of the One Ton Challenge.

**Implementation:** To successfully implement the above recommendations we would propose the timeline referenced in Attachment B. The Green Ambassador program would be organized and lead by an Earth Corps member. This coordinator would be work for 32 hours/week for ten and a half months. The coordinator would work with the Seattle Youth Commission and the Green Ambassadors to plan meetings and keep up with their process. The coordinator would be in charge of the online advertisement. This involves creating a Facebook, Myspace, and Twitter page that is available to youth before the kick-off event.

There are a number of different possible recruitment methods in order to determine who the Green Ambassadors are representing schools city-wide. These include:

- Advisors of environmental groups at schools select members to represent their school.
- Application process completed by interested students
- Peer nominated positions



**Budget Implications:**

Product	Cost
Program coordinator <ul style="list-style-type: none"> <li>• Salary</li> <li>• Transportation (monthly bus pass for 10 ½ months)</li> </ul>	<ul style="list-style-type: none"> <li>• \$5,000( 32hr/week, 10 ½ months)</li> <li>• \$756.00</li> </ul>
Marketing <ul style="list-style-type: none"> <li>• Carbon Pledge Cards(1,000)</li> <li>• Posters (100)</li> <li>• Adds in School Newspapers (5 ads in 8 schools)</li> <li>• Shirts for Green Ambassadors and coordinator (17)</li> </ul>	<ul style="list-style-type: none"> <li>• \$400.00</li> <li>• \$63.00</li> <li>• \$440.00</li> <li>• \$290.00</li> </ul>
Event food /supplies(all 3 events) <ul style="list-style-type: none"> <li>• 24 large pizzas</li> <li>• 9 two liter soda bottles</li> <li>• 9 bags of chips</li> <li>• Napkins</li> <li>• Cups</li> <li>• Plates</li> <li>• Venue rental (meetings/trainings)</li> </ul>	<ul style="list-style-type: none"> <li>• \$360.00</li> <li>• \$17.00</li> <li>• \$30.00</li> <li>• \$7.00</li> <li>• \$8.00</li> <li>• \$15.00</li> <li>• \$ 250-550</li> </ul>
Office supplies <ul style="list-style-type: none"> <li>• Markers</li> <li>• 2 Easels</li> </ul>	<ul style="list-style-type: none"> <li>• \$5.00</li> <li>• \$45.00</li> </ul>
Total budget=\$8,000	

**Customers/Constituency:** Seattle has been a pioneer when it comes to positive environmental changes and by funding this program we are ensuring that the environmental motivation of today's leaders carries on to the next generation. Youth in the greater Seattle area will have the opportunity to learn about actions they can take in order to reduce their carbon footprint. OSE will have greater responsibility because they will be overseeing the youth component of the One Ton Challenge.

**RSJI:** This proposal brings together youth of all ethnicities, and socio-economic backgrounds in accomplishing the same goal.

**Key Options/Alternatives Considered:** If funds aren't available for this program we propose creating a website directed to methods of how youth can reduce their carbon foot print.

**Communications:**

- Media
  - Earth Corps member reaches out to general media to engage youth interest.
  - School media (newspaper advertisements, posters, etc.) handled by the Green Ambassadors
- Legislation/Council – Outside of support there is no council action required.





## Seattle Youth Commission

---

Seattle Department of Neighborhoods

[www.seattle.gov/neighborhoods/syc](http://www.seattle.gov/neighborhoods/syc)

### Attachments:

- 1) Attachment A: Survey for One-Ton Challenge Proposal
- 2) Attachment B: Project Timeline

Attachment A

Survey for One Ton Challenge Proposal

1. How much do you know about the negative effects of CO<sub>2</sub> emissions?

0=nothing    3=moderate    5=expert

2. Would you like to reduce your CO<sub>2</sub> emissions?

3. If you know some methods to reduce emissions please name them.

4. If you knew methods to reduce emissions would you make minor changes in your lifestyle?

5. Would you be interested in participating in the one ton challenge?

The One Ton Challenge is a campaign managed by the city of Seattle's Office of Sustainability and the Environment. The purpose is to have individual pledge to reduce their CO<sub>2</sub> emissions by one ton. As members of the Seattle Youth Commission we are looking for youth input to develop our proposal.



**Attachment B**

Projected Time-line

April 2011	Submit Request for Application for Earth Service Corps
September 2011	Hire Earth Service Corps member
October 2011	Green Ambassadors chosen
November 2011	Kick-off event
2011-2012	Meetings held throughout the school year
May 2012	Final celebration with all youth participants