



2023 Summer Conservation Education Program



Who are the 2023 Conservation Educators?

The 2023 Educator Team consisted of Abby Murray, Georgia Edey, Josh King, and Taylor Tulissi

Our Team has backgrounds in Environmental Sciences, Engineering, Biology, Conservation Sciences, and Education!

Each Educator had a specific task portfolio; Waste, Biodiversity, Water, and Energy



Major 2023 Conservation Educator Objectives



1. Visit all 2022/23 new utility accounts/residents
2. Deliver Eco Education programs to schools
3. Visit the top High Water Users
4. Raise awareness of the Town's Water Conservation Programs
5. Host educational webinars, workshops, and class visits on sustainability topics
6. Host information tables at Town Events

Additional Conservation Educator Tasks

01

Organize Environment Week and Pollinator Week events

02

Eco Education Programs for community groups

03

Event Waste Diversion

04

Summer Day Camp programs

05

Hosting Nature Fridays at the Environmental Education Centre

06

Promote and Book the DIY Energy Audit Kits

07

Booking and Completing Irrigation Assessments

08

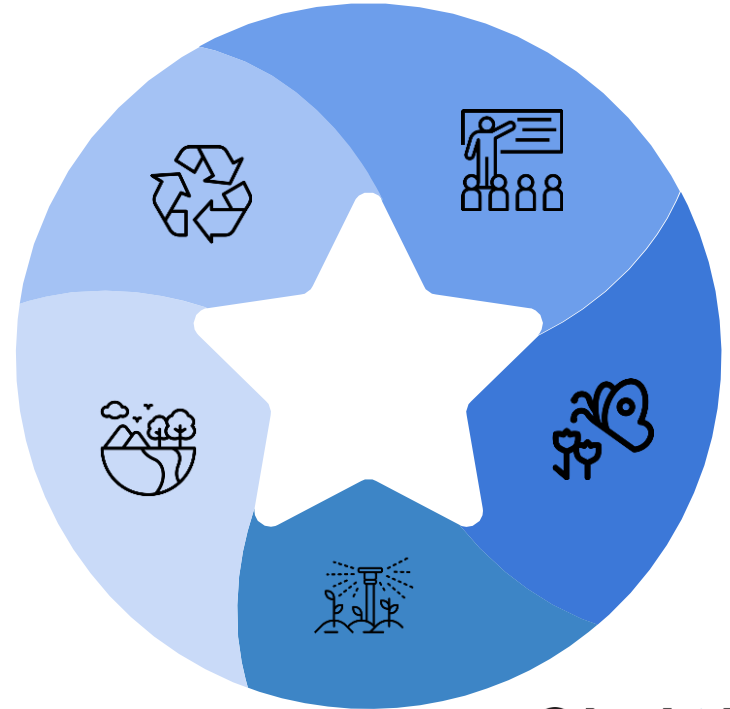
Water Conservation Rebate Program application processing

09

Xeriscape program application processing and inspections

10

Creation of website content



Eco Education Programs

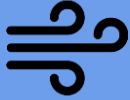
We held programs
about Compost,
Pollinators, Storm
Water Systems, Water &
Wastewater, Okotoks
Trees & Forests, and
Yellow Fish Road!

30 School Programs
862 Students

27% increase in school
programs & **14%
increase** in students
reached!

Town of Okotoks Day Camps!

Week 1 - Air



Week 2 - Waste



Week 3 - Animals



Week 4 -
Pollinators



Week 5 - Energy



Week 6 -
Compost



Week 7 - Water



Week 8 - Robot
Fashion Show



Education at Town Events!

Events

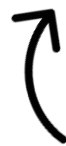
- Children's Festival
- Busker's Festival
- Teddy Bear Hunt
- Canada Day
- Taste of Okotoks
- Chili Fest

Our Goals

- Educate Residents about Town programs and initiatives
- Promote sustainable living
- Raise public awareness of water conservation strategies
- Education on waste diversion
- Answer residents questions



New to Town Events!



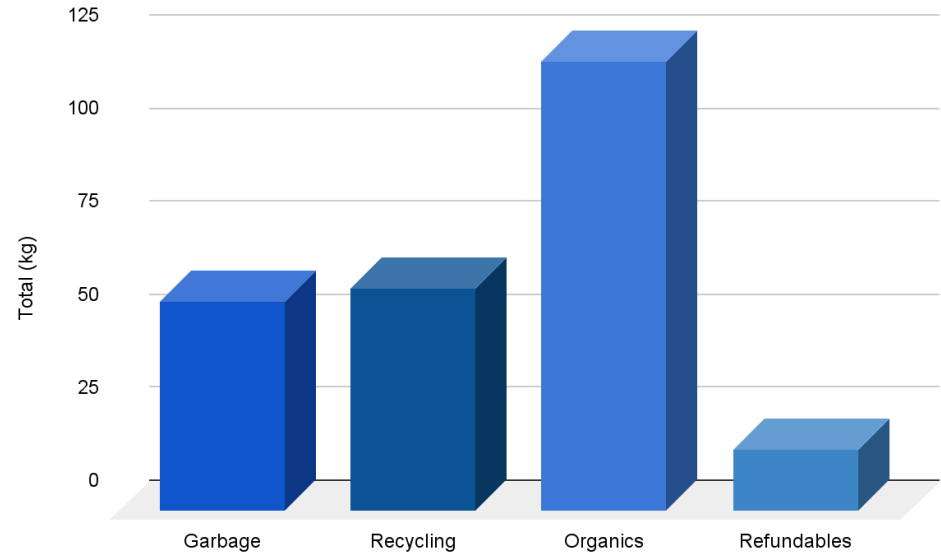
The Bike Valet!



The bike valet was well received by the community and is expected to grow in popularity for future events!

An average of 40 bikes were placed in the valet per event!

Waste Diversion at Town Events

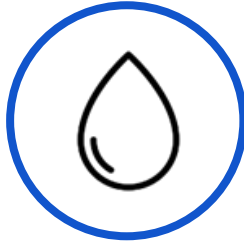


Environment Week '23

June 3:
Document
Shredding



June 7:
Water Day



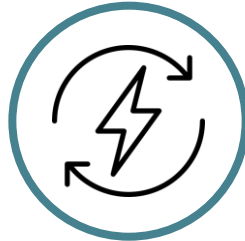
June 9:
Nature Friday



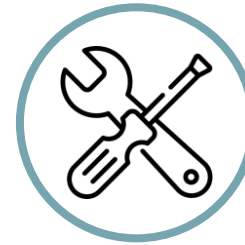
June 11:
Wild Okotoks



June 6:
Bike to Work Day



June 8:
Energy Day



June 10:
Repair Cafe

Highlights from Environment Week!

Wild Okotoks




Nature Friday



Bike to Work Day



Third Annual Pollinator Week



Pollinator walk
with local
Biologist!

Planted a
Pollinator
Garden at
Waller Park!

Handed out free
wildflower seeds!

Celebrating Pollinator Week is a part of our Bee
City commitment!

Pollinator Week BioBlitz!



280 OBSERVATIONS



175 SPECIES



39 OBSERVERS & 71
IDENTIFIERS



via KRAWLER



via GOUTBECK

Bee Boxes!



In order to help support our local and native bee species, we put up 11* bee boxes along the river valley pathway near our Operations building!

Highlights of Pollinator Week



Pollinator Garden!

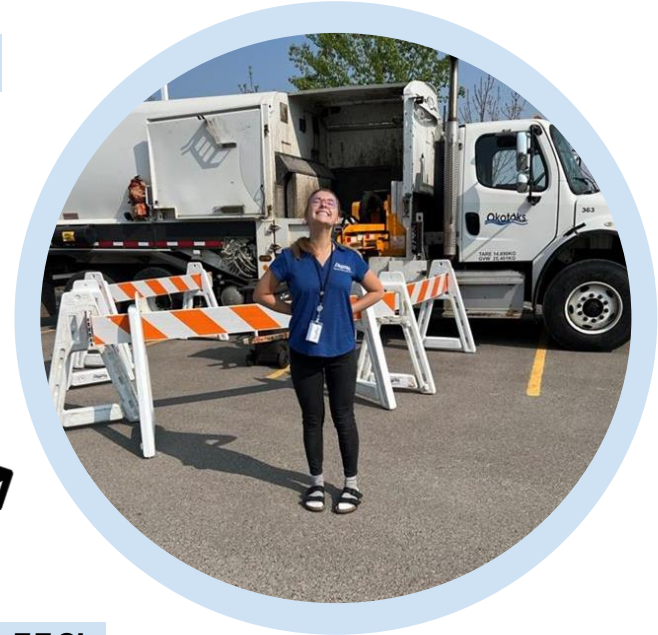
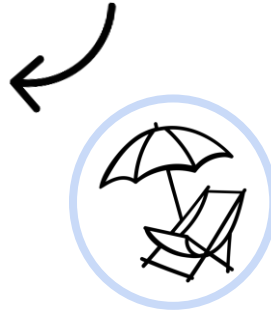


Pop-up Table!

Highlights of Summer '23

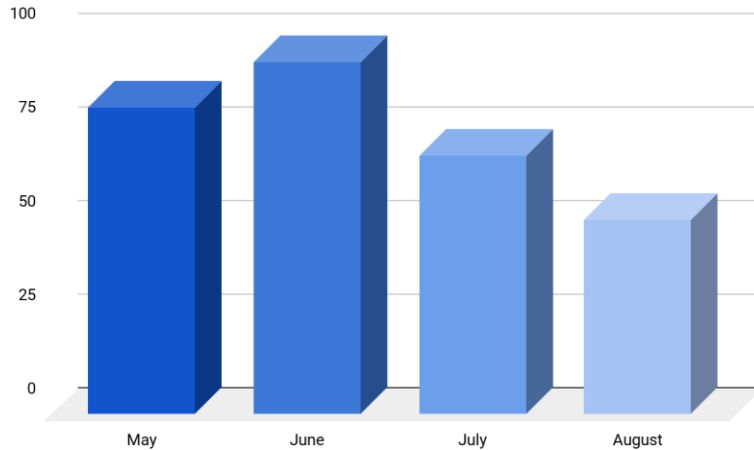


Teddy Bear Picnic!



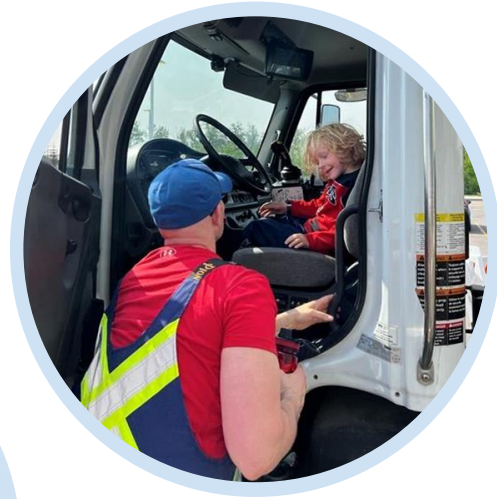
Garbage Truck Day at the EEC!

Nature Fridays at the Environmental Education Centre!



We averaged 74 visitors per month!

Garbage Truck Day!



Dreamcatcher Making!



Green Living Workshops



This past summer,
we've held workshops
on DIY Bike Repairs,
Recycling, a Pollinator
Walk, and Preserving &
Canning!

New Resident Visits

This summer, there were 820 New Homeowner Visits!

We directly connected with 320 Residents and left bags at 500 homes!

At the door, we discuss the watering schedule, the water rebate program, the water meter portal, the Okotoks waste app, and answer their questions!



High Water Users

Concerning Water Usage:

Anyone who consumed more than double the average amount for a billing period, averaged throughout the entire year

Approximately 49 homes watering off schedule without a water permit

This was a 67% DECREASE since last year!

Visits included educating residents about the Town's water resources and available tools to provide water wise choices

2023 Summer Program Impacts

Okotoks Waste App

There were 141 downloads
Up 23% since last year!



Water Meter Portal

345 households signed up
since August 2022



Info Tables

Interacted with 2116
residents at Town Events!



Community Education



Water Rebate Program

294 applicants on 458 items
This years program
SOLD OUT in mid-July!



Irrigation Assessments

26 free irrigation
assessments completed
Up 31% since last year!



Total Interactions

Directly spoke to over
4000 Okotokians!

Conclusions

Direct contact with residents is a very effective way of sharing information and reaching the community

Offering a friendly face to encourage sustainable actions was well received by residents

Expand capacity to permanently offer programs year round!

Questions?



Thanks for Listening!

