

## Energy Recommendations

This is a brief summary of some of the recommendations that were created along the lines of how the general public and the county could learn about energy conservation and the different areas of how you can educate the public. These recommendations are a part of a twenty-seven page policy report on sustainability the Youth Commission created for the Board of County Commissioners as an assignment they gave us. This summary of our recommendations was created for you, the reader, to review and understand the recommendation around an area that you might be interested in. You can also obtain the full copy of the report by calling Elizabeth Hill at her extension 5133. Having the full report on hand can give you a fuller explanation of our reasoning and process for each recommendation.

### *Educate the public on everyday energy conservation.*

- To increase the public's knowledge on what they can do as individuals is to advertise. The Youth Commission came up with some recommendations on how the county can do that.
  - Advertise in the movie theaters before the movie starts
  - Create fake movie posters about sustainability that include a protagonist who is sustainable and an antagonist who rejects the idea of sustainability but ultimately suffers at the hand of the protagonist.
  - Advertise on local television. A good candidate for advertisement is the channel that has young children's shows, since they get a lot of traffic.
  - Advertise along businesses, it could be a poster or sticker.
  - Advertise on clothes, each article of clothing could give a short blip of the positives of buying the shirt or pants.
  - Advertise along county roads with billboards. Each billboard could advertise tips to conserve energy or new ideas (the slogan could be "got green"). It needs to be direct and flashy so you can grab the public's attention.
  - Advertise on food items such as popcorn bins or soft drink containers at the movie theatres.

### *Take advantage of Clark County's geographical benefits.*

- Consider developing the facilities and technologies for wind power and turbine wave power energy generation.

### *Implement a plastic/non-biodegradable bag tax.*

- In order to encourage people to use the reusable bags, the county should charge a small amount, lets say 5 to 20 cents, per plastic bag issued in:
  - Grocery, convenience and drug stores
  - Food service business (like Taco Bell)

The revenues from the tax could be used to fund sustainable projects and technologies.