

Economic and Development Services Department

Date: December 6, 2022

To: Oshawa Environmental Advisory Committee (OEAC)

From: Branden Morris, Planner A
Economic and Development Services Department

Re: **2022 Fall Film Night Participant Survey Results**

The purpose of this memorandum is to share the results of the 2022 Fall Film Night participant survey undertaken at this years “Kiss the Ground” film screening, hosted by the Oshawa Environmental Advisory Committee in partnership with Ontario Tech University and the Regional Municipality of Durham.

A total of 16 people participated in the survey. The result of the survey are as follows:

How did residents see/hear about the KISS THE GROUND screening?

Outreach / Advertisement Method	Total Draw (Based on the 16 feedback surveys Completed.)
Newspaper Ad	2
Poster	1
City Website	1
Regent Theatre Newsletter/Website	5
Email	2
Facebook (City, Ontario Tech or Other)	1
Twitter (City, Ontario Tech or Other)	0
From a Friend	2
Word of Mouth	0
Other	2

Which of the following environmental areas are residents most interested in?

Environmental Areas	Total Interest (Based on the 16 feedback surveys Completed, Some Indicated Interest in Multiple Areas.)
Climate Change	12
Tree Planting / Community Clean Ups	7
Habitat and Biodiversity Conservation	7
Waste Reduction	8
Water Quality	6
Energy and Water Conservation	7
Air Quality	7
Local Food and Gardening	12
Other (Noise)	1

What did residents learn from attending the KISS THE GROUND screening?

Takeaway / Comment summary from the 16 residents who completed the survey:

- There is hope, we all must do our part
- How to better care for the land and environment
- Did not know that agricultural tiling was not good for the soil
- Soil is very important
- Alternatives to conventional farming, plus choices we make purchasing food
- Love the earth
- Learned a lot
- Soil regeneration must continue
- Never knew about regenerative agriculture
- Soil regeneration
- The ecological aspects of how dirt can become soil
- Didn't know about regenerative farming and what/how important a role soil plays in the fight against climate change
- That everyone has to put effort into looking after the earth
- Everyone can make a difference to improve
- One step at a time, spread the word and change will happen

What feedback did residents have that would help us improve future events?

Takeaway / Comment summary from the 16 residents who completed the survey:

- More events like this
- Excellent informative program
- Great seminar
- Subtitles for movie (Some speakers in the movie spoke in another language)
- Let's start a club
- Keep doing what you're doing
- More speeches (presentations)
- Shorter movie
- Movie should be shown to children in schools
- Keep the films balanced between entertaining (celebrities, cinematography and science)
- More advertising
- Broader advertising

That Report OEAC-22-45 dated December 6, 2022 concerning the OEAC Fall Film Night be received for information.