



Transitioning neighbourhoods to carbon neutrality
One neighbourhood at a time.

2012 HOUSEHOLD CARBON FOOTPRINT SURVEY: SUMMARY OF RESULTS

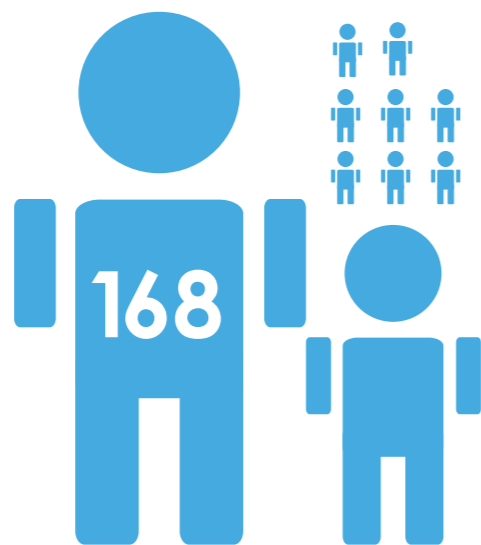


Thank you to all households that completed the 2012 Household Carbon Footprint Survey. With your help we reached our goal of 400 surveys – a 200% + increase in one year!

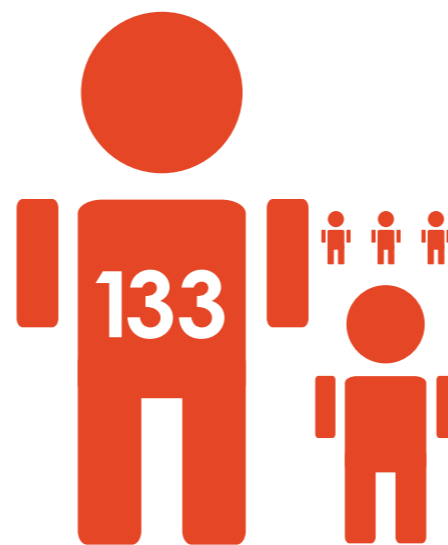
NUMBER OF SURVEY PARTICIPANTS

Surveys completed by May 2013

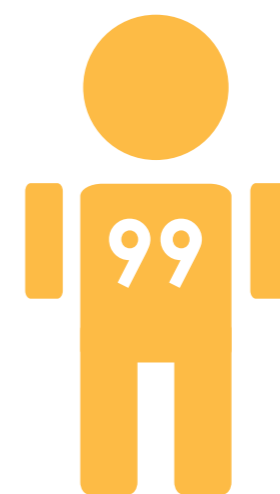
400 Participant goal reached!



Riverdale + Ward 30



Junction + Ward 13



Other Neighbourhoods

Riverdale and Ward 30 The Junction and Ward 13



Two years ago, neighbourhood leaders in Riverdale and the Junction joined forces with Project Neutral to see who could get the most residents in their neighbourhoods to complete the survey. Riverdale and The Junction tied in the first year, so the competitive energy was flowing! In 2012, we expanded the survey boundaries to include all households in the entire ward. Ward 30 pulled ahead with 168 surveys submitted, compared to 133 in Ward 13. Way to go Riverdale PN and Green13 for getting the word out!



Humberside Environmental Action Team schools the competition!

Last year, schools in Ward 30 and Ward 13 were invited to be involved in Project Neutral's school contest. Teachers, students, and admin took a leadership role in helping get the word out about the survey. In the end, almost 30% of the surveys were submitted through the school contest (well over 100). The contest was a great success, and we want to recognize the hard work of everyone that took part.

Thank you everyone at Humberside, Earl Grey, Pape, Riverdale, Runnymede and Mountview for your support!



- **Humberside: 44**
- **Earl Grey: 40**
- **Pape: 27**
- **Riverdale: 2**
- **Runnymede: 1**

Final results (total surveys submitted by November 25th, 2012)

Congratulations to the HEAT students at Humberside—winners of the \$500 first place prize and a pizza party!

Which neighbourhood has the smallest footprint?

We've taken the results of the survey and created a comparison of the average household carbon footprint depending on housing type.

The results tell us that if you live in a single family detached or semi-detached, your footprint is more likely smaller if you live in the Junction. On the other hand, if you live in a townhouse or apartment, your footprint is smaller if you live in Riverdale.

We've also shown the average of the efficient households – or the average of the top 30%.

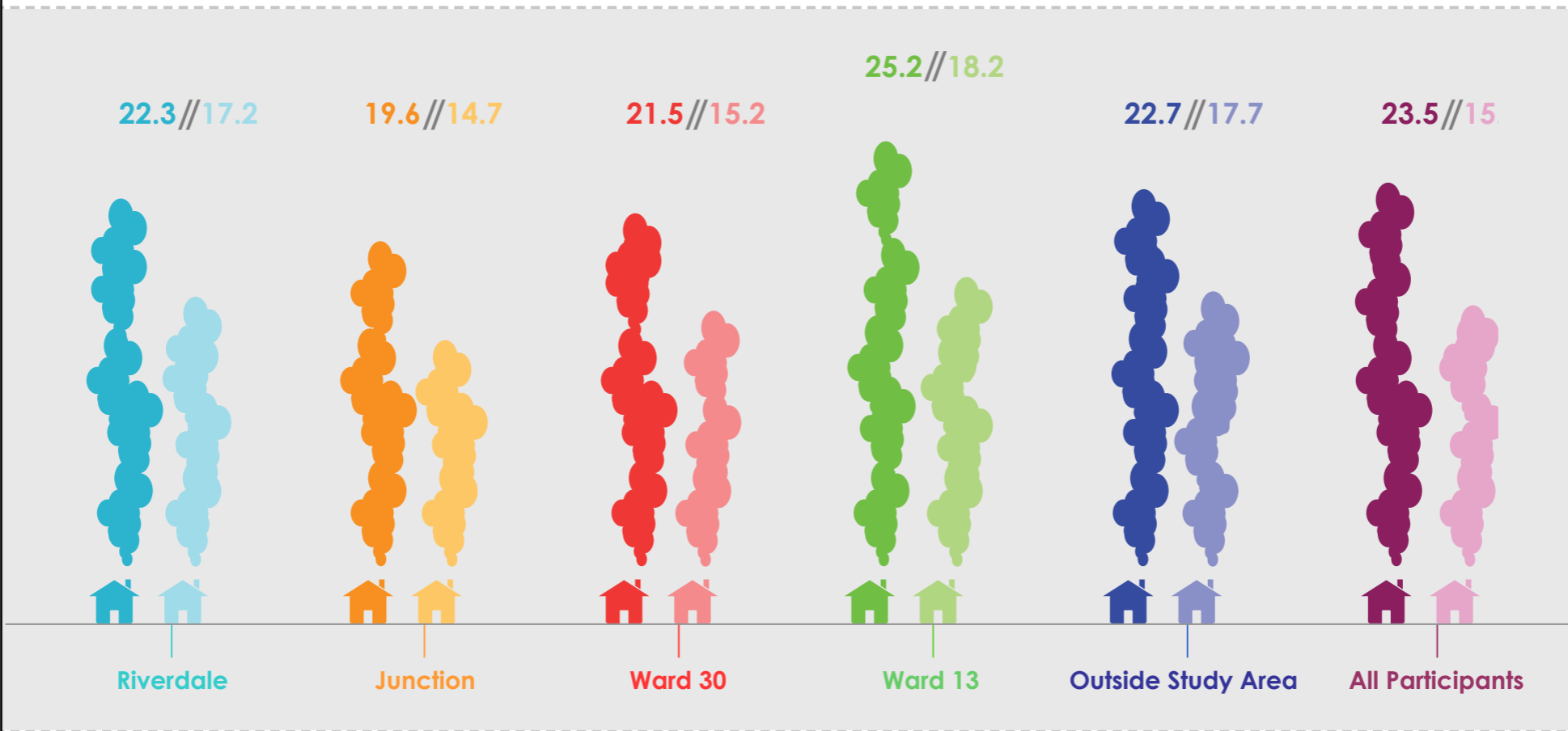
*Dark colour represents the average of all households

*Lighter colour represents the average of efficient households



TOTAL EMISSIONS – SINGLE DETACHED HOMES

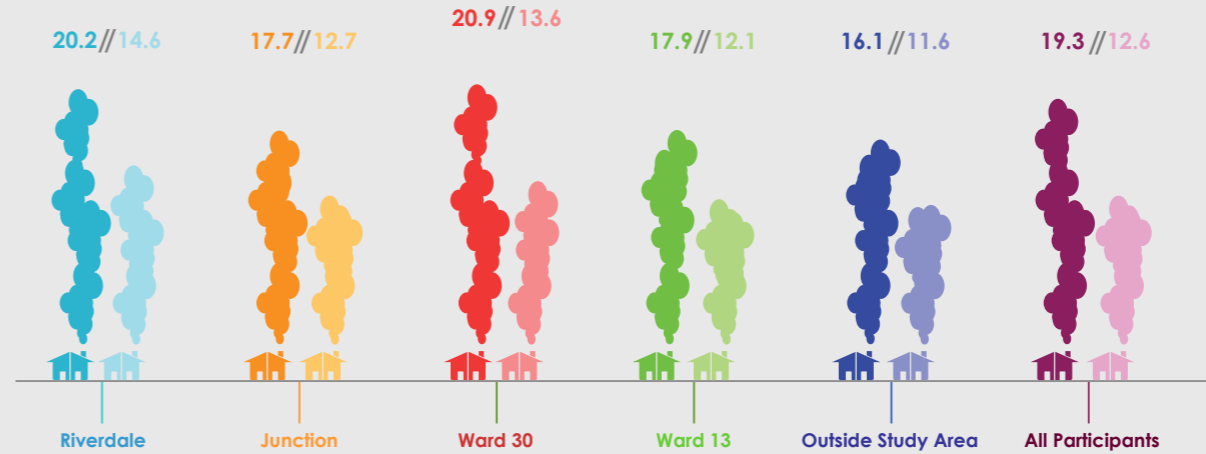
Measured in tonnes CO₂e



TOTAL EMISSIONS – SEMI-DETACHED HOMES

Measured in tonnes CO₂e

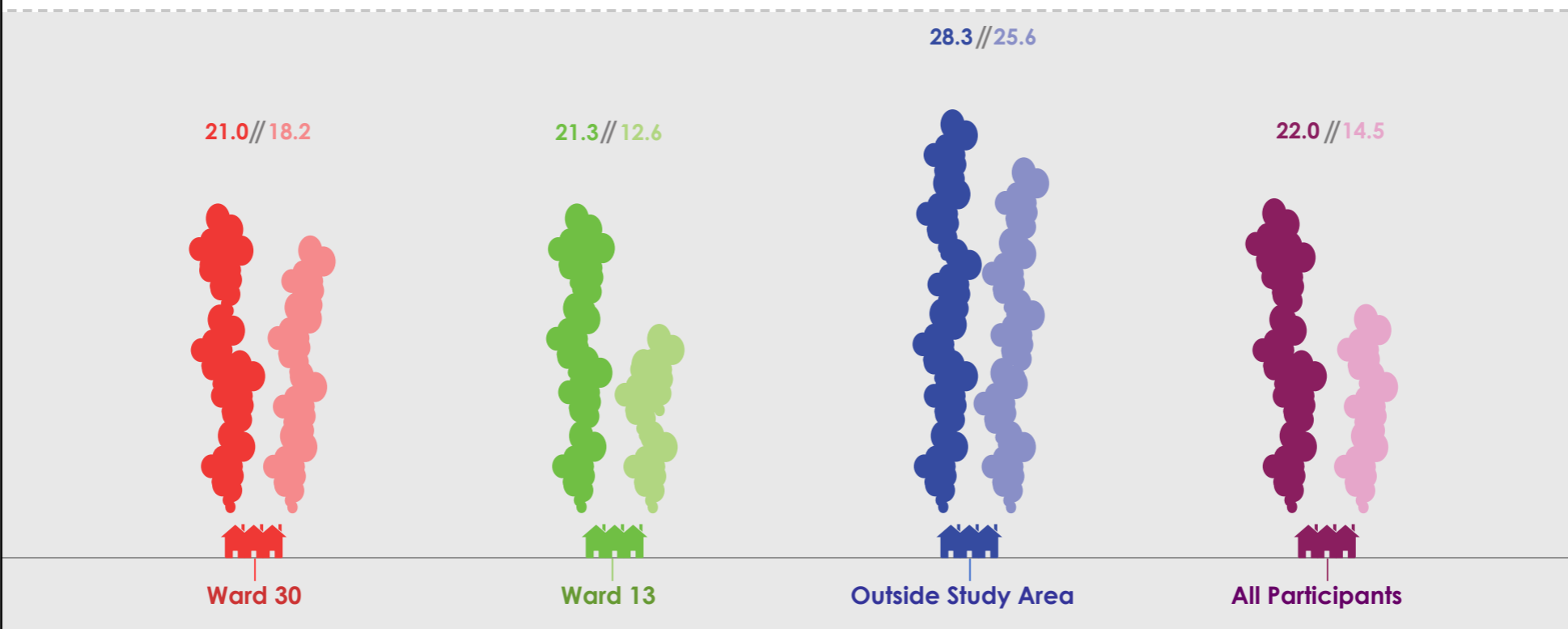
The trend is consistent at the neighbourhood level. When looking at semi-detached homes the Junction participants had average footprints of 17.7 tonnes while those in Riverdale were closer to 20.3 tonnes. At the ward level we see that the trends flip as participants of Ward 30 have the larger average footprint of 20.9 tonnes compared to Ward 13 at 17.9 tonnes.



TOTAL EMISSIONS – TOWNHOUSE

Measured in tonnes CO₂e

When looking at townhouses and mid/highrise apartments, we analyzed data at the Ward level only due to the small sample size at the neighbourhood level. Below are those results:





TOTAL EMISSIONS – APARTMENT

Measured in tonnes CO₂e

12.0//5.7

15.8//11.5

10.2//7.9

12.6//8.7



Ward 30



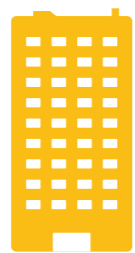
Ward 13



Outside Study Area



All Participants



TOTAL EMISSIONS – HIGH RISE APARTMENT

Measured in tonnes CO₂e

25.3//18.9

17.2//12.3

8.6 // 6.1

14.2 // 7.8



Ward 30



Ward 13



Outside Study Area



All Participants

Interesting, but what's this really all about?

We often encounter individuals that are overwhelmed by the complexity of climate change and frustrated by an inability to link actions to impact.



PROJECT NEUTRAL STRIVES TO ENABLE SYSTEMIC CHANGE IN RESPONSE TO ONE OF THE MOST PRESSING SOCIETAL CHALLENGES OF OUR TIME.

Project Neutral provides tools so you can benchmark your household carbon footprint and then compare yourself to your neighbours. The results give you an idea of how you are doing, what you should strive for, and where you can have the biggest impact.

Fun Facts

Based on the data from 400 survey participants.



Transportation

The average household transportation footprint in Riverdale was 12.7 tonnes, vs 11.9 tonnes for the Junction.

There are a few electric vehicles, hybrids and ebikes driving around – here is the breakdown:

- o Riverdale: 1
- o Ward 13: 1
- o Ward 30: 9
- o Other areas: 3

Average distance travelled per household (bus/subway/streetcar):

- o The Junction: 63km
- o Riverdale: 51km
- o Ward 13: 73km
- o Ward 30: 39km
- o Other areas: 71km

Train travel per household:

- o The Junction: 230km
- o Riverdale: 389km
- o Ward 13: 254km
- o Ward 30: 294km
- o Other areas: 498km

According to Environment Canada: Transportation represents the largest single source of Canada's greenhouse gas emissions, accounting for 27% of the total.



Energy

Number of households purchasing renewable electricity

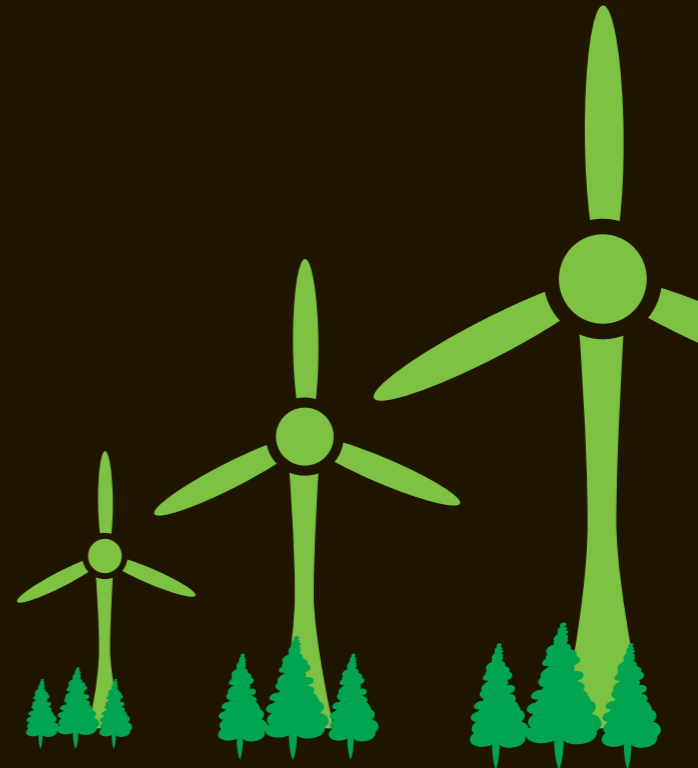
- o 4 in the Junction (11%),
- o 5 in Riverdale (12%);
- o 22 in Ward 13 (17%);
- o 29 in Ward 30 (17%), and
- o 12 outside the study area (12%)

Number of households purchasing Renewable Gas

- o 1 in the Junction (3%),
- o 5 in Riverdale (12%);
- o 4 in Ward 13 (3%);
- o 11 in Ward 30 (7%), and
- o 3 outside the study area (3%).

Number of households that purchase offsets:

- o 33 total overall (8%)
- o 3 in the Junction (8%),
- o 4 in Riverdale (10%);
- o 7 in Ward 13 (5%);
- o 19 in Ward 30 (11%), and
- o 3 outside the study area (3%).



Comments on the Survey



A lot of people have asked us about the information we aren't collecting, aren't like the distance you are walking or cycling. The answer is that, although we love these actions, they result in zero greenhouse gas emissions, this data is not needed to calculate your carbon footprint.

What's Next?

Keep up the GREAT work everyone! We can't wait to see what the survey results look like (to be launched September 2013) and how our new reporting system along with our soon to be released Household Challenge web tool gets everyone all geared up to reduce their footprints!

Meanwhile, we promise to continue to create and advocate for ways to help you reduce your carbon footprint, like **Getting to 80**, the City's **Residential Energy Retrofit** program and **BlueGreen Group's** air tightness tests. Watch for more details in the September newsletter.

Please Consider Supporting Project Neutral

Think we're doing valuable work? We'd appreciate your support and/or feedback.

E-mail us hello@projectneutral.org or [click here](#) to donate.



Sincerley,
Project Neutral
August 2013