



**FINAL REPORT**

# **YDAY 2018**

# OVERVIEW

This year, based on feedback from previous YDAY participants, YDAY was held in late September on a Saturday and in rural Prince Edward Island to encourage inclusivity and rural reach. Transportation was provided out of Charlottetown and Summerside to ensure the event was accessible to participants across PEI.

There were 63 participants and overall the event received positive feedback.

Throughout the day the conversations focused on turning ideas into action, with key ideas coming from the group discussions in the afternoon addressing topical and core issues facing youth on PEI and more broadly.

YDAY 2018 was coordinated and facilitated by VOLUME 18, in partnership with the Youth Futures Council. YDAY 2018 sourced services from young entrepreneurs including; Mellowdough, Meadow Farms, Confound Films and Cheryl Perry Photography.

The day was inspiring, with an engaged and energetic group excited to connect and get to work. Participants started the day hearing from Premier Wade MacLauchlan and Minister Sonny Gallant, before welcoming the highly anticipated keynote address by Heather Moyse.



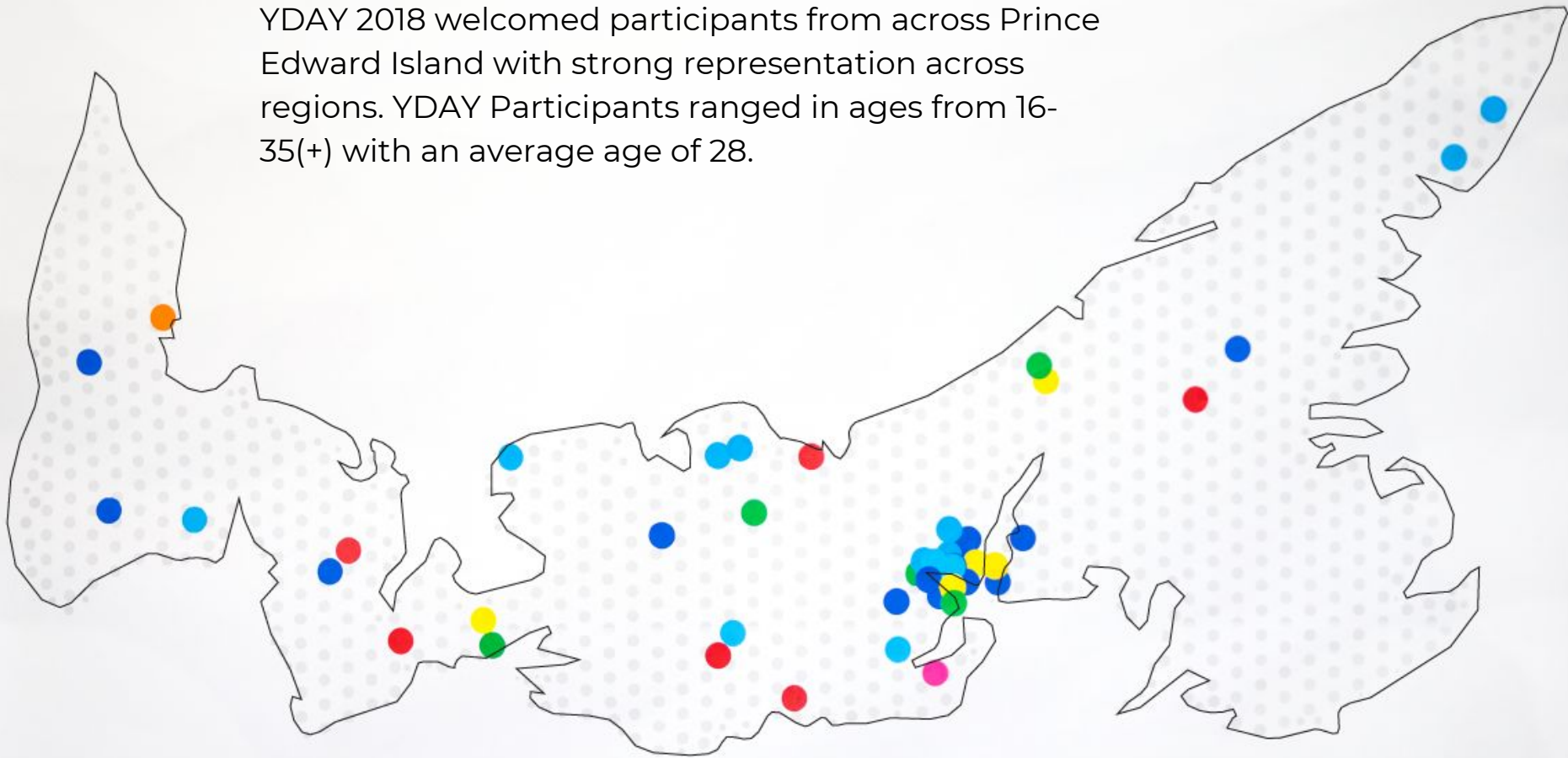


**86.6%**

of the participants  
rated the day as  
excellent or very good

## Participants

YDAY 2018 welcomed participants from across Prince Edward Island with strong representation across regions. YDAY Participants ranged in ages from 16-35(+) with an average age of 28.



# A GRATEFUL HEART

YDAY 2018 opened with an icebreaker activity called 'A Grateful Heart'. Participants were asked to share what they're grateful for about living on Prince Edward Island. This set a tone for the day that fostered positive conversations and productive outcomes.





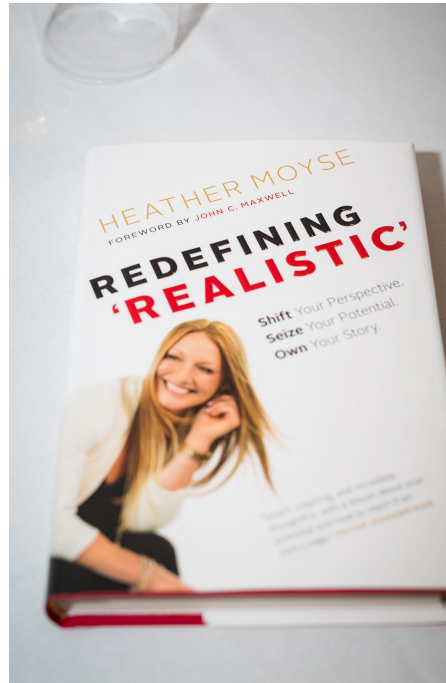
# HEATHER MOYSE

## ‘Unlikely, but Possible’

Heather Moyse’s keynote address was engaging and inspiring. She asked participants to imagine the possibilities for themselves and their Island communities by looking beyond typical expectations and setting the bar higher.

As an Olympic gold medalist, Heather brought the wisdom and insight of someone with exceptional talent, work ethic and dedication and at the same time presented a very genuine, relatable keynote that truly resonated with participants.

Heather’s ultimate message to YDAY 2018 participants encouraged them to shift their mindset when it comes to what is possible; for themselves, for their communities, and for Prince Edward Island.



# THE DISCUSSION



The panel discussion was lively and dynamic, highlighting various industries and opportunities across Prince Edward Island. Panelists Neally Currie, Adam Gauthier, Adam MacLean, Paige Hart and Julia Kun brought perspectives from farming and agriculture, education, environmental science, retail and entrepreneurial sectors, making for a diverse and engaging discussion.

Panelists were asked their best advice for turning ideas into action (aligning with the theme of YDAY 2018), to share the opportunities and successes specific to life on PEI and finally what issue they would address if they had one day in office as Premier of PEI.

Themes that emerged through the conversation included; life on Prince Edward Island, the opportunity for professional growth and the benefits of moving back to the Island to bring ideas that were acquired while travelling. Despite diverse backgrounds and industries the panelists unanimously cited community support and strong networks as incredible advantages to their own businesses and to life on PEI.

# POLICY HACKATHON

The afternoon focused on tackling some of the issues facing Prince Edward Island and beyond including: climate change, rural development, arts and culture, food security in schools, mental health, multiculturalism, public transportation and affordable housing.

All participants were asked to join a table based on a topic they were interested in. Each group was given 45 minutes to come up with a two-minute pitch presentation on what the problem was, possible solutions and a process for implementing. After 15 minutes of preparation, each participant was given a limitation such as no additional financial support, a spending limit of \$10,000 or \$1,000,000 budget, policy solution only, or only community support. This allowed the participants to think creatively and with limits that can exist when tackling social problems.

After 45 minutes of collaboration each group was asked to present their two-minute pitch and presentation. Following the pitches, participants voted on their top presentations: affordable housing, public transportation and rural development.

The top three pitches were awarded the opportunity to present to Premier Wade MacLauchlan and Minister Sonny Gallant, Minister Paula Biggar with Transportation, Infrastructure and Energy, Minister Tina Mundy with Family and Human Services, Minister Heath MacDonald with Finance, and Minister Pat Murphy with Rural and Regional Development after YDAY.





# ARTS AND CULTURE

## PROBLEM

Inaccessibility and lack of awareness of local arts and culture.

## SOLUTION

- Grassroots change in encouraging involvement in arts in the younger generations
- Centralized collection of activities and opportunities for arts and culture across Prince Edward Island

## PROCESS

- Create a network
- Make this network accessible to the public



# CLIMATE CHANGE

## PROBLEM

Transportation and vehicle emissions represent the largest source of greenhouse gas emissions on Prince Edward Island.

## SOLUTION

- Encourage Islanders to use active transportation
- Create a Provincial bikeshare system (to reduce emissions and as a long-term means of generating power via kinetic energy to storable power)
- Create a smart grid system to be developed from multiple energy sources
- Incentivize active power for community members

## PROCESS

- Promote active transportation across the island; create a bike-share program to support this
- Begin developing a 'smart grid' system for use in larger centers on PEI
- Incentivize active transportation for Islanders to help 'fuel' the smart grid.



# FOOD SECURITY IN SCHOOLS

## PROBLEM

Students are disconnected from food production and distribution. Schools across the Island have contracts with for-profit, large corporations who provide food that is neither nutritious nor affordable.

## SOLUTION

- Create self-sustaining gardens that can be used in school lunch programs
- Create a committee to oversee acquisition and delegation of funds
- Pilot the program in a few schools to launch

## PROCESS

- Develop self-sustaining community gardens to supply schools
- Select pilot schools to roll out new food/lunch programs to students
- Based on round-one feedback from the pilot, expand gardens and schools involved in programs across the Island.



# MENTAL HEALTH CARE

## PROBLEM

There is a need to increase awareness and improve services for mental health across the Island.

## SOLUTION

- Create awareness campaigns, therapy/treatment options, cultural awareness
- With limited funding available we can utilize existing services and improve awareness surrounding mental health
- Educate youth at a young age;
- Potential to be more collaborative as a province
- Break free from silos
- Current system is reactive rather than preventative

## PROCESS

- Collaboration between departments. Get everyone on the same page through a stakeholder summit
- Break down silos
- Increase awareness
- Leverage existing stakeholder resources



# MULTICULTURALISM IN PEI

## PROBLEM

Lack of resources for welcoming and integrating newcomers to all parts of PEI. Additionally, there is a lack of welcoming attitudes with regards to newcomers.

## SOLUTION

- A first part centered on educating newcomers and other immigrants as to resources already available
- A second part focused on communities so as to inform them of the benefits of immigration and multiculturalism on the island, be it with regards to markets or culture

## PROCESS

- Gather feedback from immigrant communities:  
What are their needs and stories?  
Would they like to contribute to the campaign?  
What benefits and shortcomings have they noticed with regards to resources on the island so far?
- Targeted Campaigns:
  - A. Schools: video campaigns and other ways to express their stories
  - B. Rural Areas: Community engagement to develop a sense of belonging and allow newcomers to express their culture
- Work on expanding services offered based on feedback obtained in the beginning.
- Enlist the help of volunteers to have more people hitting the ground and reach out to newcomers and the community at large





# PUBLIC TRANSPORTATION

## PROBLEM

Public transportation is limited on PEI. This makes it challenging to get to work, school, health care providers and fun activities unless you have a car.

## SOLUTION

- 24/7 buses in Charlottetown
- Decrease bus wait times in Charlottetown
- Expand bus route to the rest of the Island (hop on, hop off)
- Dual function, i.e transporting produce etc.
- Create more car share programs

## PROCESS

- Approaching the government and applying for more funding
- Working on expanding the bus routes  
Implementing more buses and workers  
This would help create more jobs and make PEI more accessible.
- Identify a champion who can market and make it more public  
Target the student population, can help decrease parking issues and crowds in town



# AFFORDABLE HOUSING

## PROBLEM

Increasing Immigration: 2200-2600 newcomers come to PEI/year  
Labour shortage for construction- increasing development times  
Web platforms that contribute to increased short-term rental options. Senior population moving to urban areas due to amenities.

## SOLUTION

- Utilize locations such as Prince Edward Home
- Incentivize long-term rental properties
- Focus Group: community orientated to work with municipalities on their development plans that support more long-term rentals; solutions to balance short and long term rentals
- Create a Not-for-Profit to development under-utilized buildings such as the PE Home or Holland College building in Summerside

## PROCESS

- Outreach to Communities
- Find local champions
- Bring community together



# RURAL DEVELOPMENT

## PROBLEM

This issues related to rural development include; a large amount of Islanders are leaving PEI therefor rural areas are not going to have the same allotted resources as Charlottetown. There is rural insecurity due to a lack of incentives to stay in rural areas, which leads to a mass exit of Islanders. And lastly, the majority of PEI's land is unincorporated.

## SOLUTION

- Community profiles featuring the local incentives for Islanders to live in or move to those rural areas.
- Community tours to highlight different parts of PEI to urban newcomers, international post-secondary students, etc.
- Incentives to businesses/Islanders from municipalities to spark rural growth and retention.

## PROCESS

- Pool existing information about municipalities into one directory.
- Update content and increase visibility and accessibility of information on rural PEI.
- Promote new tax incentive for primary rural residence.

# YDAY 2018 RECOMMENDATIONS\*

## FOR FURTHER ACTION



Create an arts & culture network to expand reach and visibility to communities across PEI



Implement initiatives that reduce carbon emissions on PEI



Explore local and self-sustaining options for sourcing school food programs



Develop a transportation network to aid in rural area servicing.



Gather feedback from immigrant populations to accurately assess resource needs



Incentivize long-term rentals over short-term to help immediately address the housing crisis



Develop collaborative processes for mental health support services to fortify existing resources

\*VOLUME 18 provided an overview of the recommendations from the ideas presented



