

CASE STUDY

# Youth Environmental Policy

Helping students enter civic spaces prepared.

Many students care deeply about environmental issues, but city councils, boards, and advisory spaces can feel intimidating. Students often arrive with passion but without a clear ask, a policy frame, or public language that decision-makers can use.

Top College USA helps students turn broad concern into specific issues, local solutions, draft resolutions, public comments, talking points, and civic-facing materials.



Clear on the issue.  
Clear on the ask.



**Challenge**  
Students cared about environmental issues but found civic participation intimidating and abstract. The challenge was making local government spaces feel accessible and helping students identify a specific issue, a clear ask, and language that resonated with decision-makers.

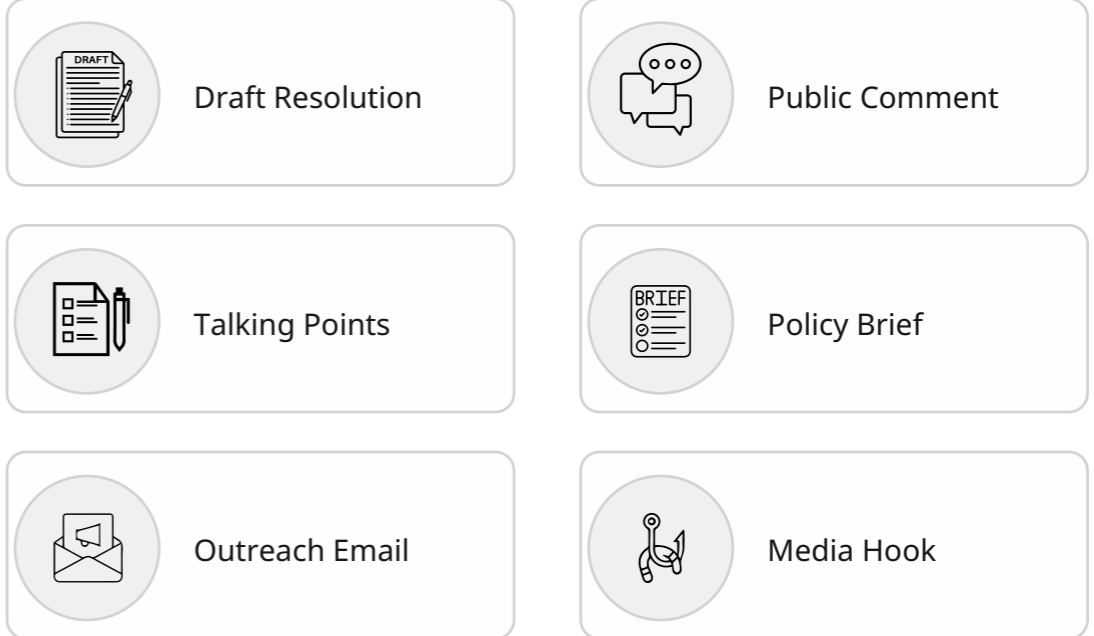
**Narrative Shift**  
We moved the story from general concern to focused proposals. Students learned to frame local environmental problems, connect them to community impact, and present practical solutions that local government can act on.

**Communications Assets**  
We developed a full suite of materials to support student participation across civic settings:

- Draft resolutions
- City council talking points
- Public comment language
- Student testimony
- One-page policy briefs
- Media hooks
- Outreach emails

**Outcome**  
Students now have a clear, repeatable pathway into local government. They feel prepared, heard, and effective, advancing real environmental solutions in their communities and building lifelong civic confidence.

## What We Built



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*The strongest youth testimony explains what students see, what they are asking for, and why the issue belongs in local government.*  
— Top College USA



Resolution Draft



City Council Agenda



Student Testimony



Policy Brief