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WATER FOR TOMORROW SUMMER WATER CONSERVATION UPDATE

The Transportation and Works Committee recommends the adoption of the recommendation contained in the following report dated June 3, 2009, from the Commissioner of Environmental Services.

1. RECOMMENDATION

It is recommended that:

1. The Regional Clerk forward a copy of this report to the Clerks of the nine local municipalities.

2. PURPOSE

This report provides an update on Water for Tomorrow, the Region's award winning water-efficiency program, and summer water conservation initiatives.

3. BACKGROUND

Water for Tomorrow, York Region's innovative water-efficiency program has been designed to help our residents conserve water in the home, garden and at work.

4. ANALYSIS AND OPTIONS

Renewed Water for Tomorrow branding was launched in April 2009

On April 1, 2009, Water for Tomorrow launched the new branding (Figure 1) and improved website (www.waterfortomorrow.ca). The branding reflects the values of the Region, local municipalities and residents towards water efficiency and conservation.

Figure 1



Water for Tomorrow's website reflects an innovative water-efficiency program that has been designed to provide tools our residents need to conserve water in the home, garden and at work. The site is packed full of information such as:

- Where does your water come from
- Link between water conservation and energy efficiency
- Information on rebates
- Community events, workshops and seminars
- Water conservation bylaw
- Upcoming contests and more

Applying for a \$75 Rebate is a straightforward, Region-wide process

Rebates are now available starting May 15th, 2009 to all York Region residents and businesses for water saving fixtures including high efficiency toilets. The following simple steps will provide residents with a \$75 rebate.

Step One is:

- Purchase qualifying HET (High-Efficiency) or DF (Dual Flush) toilet to be installed in a private residence located within York Region (maximum 5 toilets per location)

Step Two is:

- Online go to www.waterfortomorrow.ca and complete the online application and fax or upload a scan of your proof of purchase, or simply pre-register before you mail your proof of purchase

OR

- Mail – in if you choose the mail-in option, forward this completed form and a legible copy of your valid proof of purchase (sales receipt) to "Water For Tomorrow \$75 Toilet Rebate", PO Box 6038, STN A, Dept. 257, Toronto, ON M5W 1P4.

Approach to Removal and Disposal of Old Toilets

Solid Waste Management staff solicited feedback from local municipal staff regarding curbside collection of used toilets associated with the Toilet Rebate Program. Residents can obtain information for disposal of used toilets from the Region's website, www.york.ca and through their local municipalities. Disposal options include:

- If the toilet is being replaced by a professional installer, request that the used toilet be taken away as part of the service provided by the installer
- Toilets can be disposed of, for a fee, at the Region's [Waste Transfer Station & Household Hazardous Waste Depot in Georgina](#). At this time, toilets brought to this facility will be treated as garbage
- Once the McCleary Court Community Environmental Centre in Vaughan opens Saturday, July 4, 2009 used toilets can also be disposed of at this location, for a fee

Given the current market situation, used toilets are considered residual waste. In recognition that a separated stream of used toilets could be recycled, Region staff in conjunction with local municipal staff will continue to investigate options for future diversion of used toilets.

Summer water conservation is being promoted through advertisements and events

- Advertisements at bus stops in Richmond Hill, Newmarket, Markham and Vaughan starting May 15th throughout the summer (*see Attachment 1*)
- Posters in municipal buildings and newspaper advertising
- Rain barrel sales on May 30th, 2009 in Georgina at Keswick High School, Newmarket at Ray Twinney Complex and Vaughan at the Joint Operation Centre. This year rain barrels will be priced at \$25.00 each
- Landscape advisors will visit 1,500 homes to inspect lawns and gardens and provide advice on how to reduce water demands in the landscape
- All 15 free water efficient garden workshops and seminars sold out

5. FINANCIAL IMPLICATIONS

Funding for these programs has been included in the 2009 budget and 10-year capital plan.

6. LOCAL MUNICIPAL IMPACT

Over the past 11 years York Region, the local municipalities and residents have demonstrated leadership in the field of water efficiency and conservation. The next phase of the Water for Tomorrow program promises to strengthen this leadership role by providing even more opportunities to demonstrate efficiency and conservation throughout the Region.

- \$75 rebate on approved high efficiency toilets
- \$25 rain barrel during rain barrel sales events
- Free landscape visits
- Free water efficient garden workshops and seminars

Locations for water efficient garden workshops and seminars are confirmed early each year and are based on providing the greatest coverage and access for. Local municipalities are encouraged to contact Water for Tomorrow staff before the end of December 2009 if they are interested in hosting an event in their community.

7. CONCLUSION

Water for Tomorrow continues to provide the tools our residents need to conserve water in the home, garden and at work. Information on all of the initiatives and other innovative ideas like contests and more will be available at www.waterfortomorrow.ca. For more information on this report, please contact Laura McDowell, Director of Environmental Promotion and Protection at Ext. 5077.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)

Over watering your lawn?



York Region

Did you know?

In the summer, water demand more than doubles! Much of this water is wasted from over-watering lawns and gardens.

Here's what you can do!

Lawns only need one inch of water per week. Turn off your automatic sprinkler. Use a watering can if possible. Follow your local watering bylaw for odd/even day watering.

waterfortomorrow.ca
A program of The Regional Municipality of York
1-888-967-5426

