

Canadian National Water Efficiency Network

MEETING NOTES

Tuesday April 1, 2014

11:00 am – 2:00 pm

York Regional Municipality of York

17250 Yonge Street, Newmarket

Attendees:

Arlene Etchen

Steve Gombos

Vicki Puterbough

Corena Cane

Johann Manente

Julia Wagner

Bill Gauley

Kathy McAlpine

Kimberly Wright-Caraballo

Teleconference Attendees:

Wayne Galliher

John Keller

Kirk Stinchcombe

Brent Houle

Mathieu Laneuville

1. Review of February 2014 Meeting Notes

Glen still needs to forward links/attachments

No changes

2. Additions to the Agenda

Flushable Wipes

3. Administration: Financial Report

General ledger was emailed out for reference by Johann.

The account has \$22,933 standing. \$40,000 was spent on the Green Plumbers project with no more money earmarked for them. \$9,000 went to Peel Region for general research.

Meeting next week with an accountant for year-end reporting

4. Sustainable Plumbers Project Update

Kirk will send out an information update page to the team. Last week the final report was created which will be posted on the NWE website. 128 Plumbers went through the training in Toronto, Waterloo, and Vancouver.

The challenges which were highlighted are:

Recruitment for the program was difficult - although once enrolled the plumbers found it to be beneficial. This round it was determined that it took on average 8 hours of man time to enlist 1 plumber.

The project needs a home – currently the project does not have a leader who is willing to take over the roll to continue the project.

The next steps:

- Create a fact sheet specific to plumbers that can be posted online similar to CMHC's other sheets.
- Need to determine if promotions will continue for the program and advance it when there is no one to take the lead at this time
- Could offer a forum and invite potential leaders to promote the project. This could be held in Toronto as many participants are located around the area, but still keep it a national focus.

The steering committee will discuss other ways to generate interest aside from the forum.

5. Water Tap Update

The intent is to create benchmarks to promote efficiency. Current difficulty when discussing values is that size and type of business is not factored into the ICI number. Would like to assign values to the benchmarks which will be able to more accurately inform people how efficient they are compared to the average company of their size.

There is a list of benchmarks being created with aggressive targets, some of which include cost of water treatment expansion, operating costs, stormwater flows etc. The recommended benchmarks created by a sub-committee of 'Water Tap'. Will share the list for feedback once completed. Projected due date of a couple months.

Wayne has their master plan coming out next week which will include cost for supplies which can be used to assist with benchmarks.

6. 2014 Joint Research Projects

Johann sent out a list of potential projects out to the members to see what projects were of interest to continue with. There has been limited response back.

It may be of interest to determine how members budgets are established if they are from operating or capital.

Water Softener Performance Test & Field Study

On hold to see if there is more interest

Template Assisted Crystallization

On hold to see if there is more interest

Price demand Elasticity Study

There is no financial contribution needed, but still require 'in kind' contributions
Wayne will share the data already collected for next meeting

Green Plumbers

Will discuss other possibilities rather than the forum.

Leak Detection Research

On hold to see if there is more interest

Non-Revenue Reduction – Watermain Flushing

York Region is talking to the MOE about the required permits for this project to move forward.
The York Region OMM Team will be doing flushing in July on 'off-line' areas as a test once approved.

If there is interest from other municipalities/regions can share costs of having a No Des truck demonstration/pilot.

Drain Line Study

On hold to see if there is more interest

Value of Water

Would still like the project to go through the alliance. Creating a scope over the next couple of months.

7. CWWA Update (future conferences)

A sub-committee has been formed from the CWWA to review conferences as they have been losing money, and participation. They are looking into the possibility of having 1 conference with streams for different topics.

CWWA would like to know what CNWEN could contribute to this process.

- Issues that have been brought forth include the number of conferences that occur with little to no communication between.
- Cost of food and 5 star hotels are not needed, which will reduce the cost and possibly allow for more attendees
- If you can keep it local reducing travel and accommodation cost for municipalities it will make it easier for approval.

Overall CNWEN is in support of 1 large conference instead of many smaller ones.

8. York Region Value of Water Presentation: “Water Is...”

York Region has created a marketing campaign strategy which applies the Value of Water as a means to reach and educate its residents. Guided by the Long Term Water Conservation Strategy established for the Region it has set a target of ‘no new water by 2051’

Through focus groups and discussions it was determined that there is not just a single way to value water. Due to this the campaign title of Water Is... was established so people can fill in their own word and feel engaged with the campaign.

The campaign is following a 3 phase approach to educate residents on their water consumption behaviour:

- i. Unfreezing
- ii. Changing
- iii. Refreezing

Throughout each stage of the campaign the following 4 topics will be highlighted:

- o Ecology
- o Health
- o Recreation
- o Infrastructure

Cheri will forward the market research data, and the questions asked.

The success of this campaign so far has been incorporating the residents, allowing them to share their stories and images as the Region educates them on the safety and value of water.

9. Other Business

A handout by MESUG was given out regarding the flushable products. The concern is that flushable products such as wipes are not degrading and cause significant damage to the system.

There was a piece created by the CBC about what gets caught in the pipes. Links to water efficiency because some people assume their new HE toilets are clogging because they don't work – they don't realise it's because of the flushable wipes or high tensile toilet paper.

There is a fund which has been created to raise money so standards can be created, and education can be provided about this issue. There is no deadline to provide money to this as it is an ongoing fund. Will discuss at next meeting.

Bill did a study on Tab Diverters on 130 apartments that were built in the 1970's and 1980's. If you are interested in sponsoring this project the total cost was \$2500.00

10. Adjournment

Please send Kathy topics for the next meeting

11. Next Meeting: Tuesday June 3, Waterloo Region