

## Education and Information Sharing

### B. 'Soft' Conservation Measures

#### I. Federal and Provincial Initiatives

#### 3. Education and Information Sharing

"Soft" conservation measures are less harsh or onerous than hard measures. Their approach to water use efficiency reflects more negotiation, conciliation, voluntarism and teaching. Soft measures include planning tools, voluntary restrictions, educational and information sharing initiatives (targeting residential, commercial/industrial and school audiences), government "lead by example" initiatives, and partnership and cooperation initiatives.

"Educational and Information Sharing Initiatives" presented in this section includes: technology transfer seminars, national action plan awareness seminars and the province wide Water Use Efficiency Committee.

#### Federal Government

- The Fraser River Action Plan (FRAP) contributed to the public education component of the Kamloops water conservation program (Water Smart).

#### Water Use Efficiency Committee

#### Technology Transfer

The committee organized Technology Transfer Seminars in conjunction with the 1993 and 1994 Annual BCWWA Conferences. The themes of the seminars were "Water Conservation Strategies and Experiences", and "Planning and Implementing Water Conservation".

#### 3-Year Seminar Program

- A 3-year program of Annual Seminars was organized to raise awareness of the National Action Plan and the implications for Provincial Policy, and established a link with the California Urban Water Conservation Council. The year, location, and theme of each conference follows.
  - 1995, Rossland, "Why Bother to Reduce Water Demand in B.C.?"
  - 1996, Kamloops, "What is a Water Use Efficiency Plan (WUEP)?"
  - 1997, Nanaimo, "How Can Local Government Implement a WUEP?"

## Province-wide Committee

- The Water Use Efficiency Committee (WUEC) expanded its membership to encompass all four levels of Government, including the complete size range of Municipalities, and achieve Province-wide representation. Committee membership includes

Environment Canada	City of Kelowna
Ministry of Water, Land and Air Protection	City of Kamloops
Ministry of Agriculture, Food and Fisheries	City of Vernon
Ministry of Community, Aboriginal and Women's Services	City of Rossland
Greater Vancouver Water District	City of Port Alberni
Greater Victoria Water District	District of Campbell River
Nanaimo Regional District	BC Hydro
City of Vancouver	Water Supply Association of B.C.
City of Surrey	Simon Fraser University

## II. Regional and Municipal Initiatives

### 3(i). Education and Information Sharing — Residential

"Soft" conservation measures are less harsh or onerous than hard measures. Their approach to water use efficiency reflects more negotiation, conciliation, voluntarism and teaching. Soft measures include planning tools, voluntary restrictions, educational and information sharing initiatives (targeting residential, commercial/industrial and school audiences), government "lead by example" initiatives, and partnership and cooperation initiatives.

"Educational and Information Sharing (Residential) Initiatives" presented in this and the following section includes: workshops and seminars, news supplements and media announcements, public service announcements, internet information, billing supplements, publications and brochures, outdoor advertising, community and special events, public displays and exhibits, public opinion surveys, focus groups, voluntary in-home low-flow fixture and home retrofit programs, toilet leak detection tablet distribution programs, water line insulation programs, waterwise gardening programs, rain barrel programs, logos, speakers' packages, bike patrol programs, citizens task forces, door to door canvassing, community based water stewardship committees, and eco-education programs.

## Burnaby, City of

### Workshops and Seminars

- Various educational opportunities are offered through Greater Vancouver Water District.

## Capital Regional District — Water Department

### Media

- Assisted with the production of monthly newspaper "Environews" supplements since 1994
- In 1994, produced a video entitled "Water, Our Most Precious Resource"
- Costs: \$15,000/yr

### Information with Billing

- Brochure inserts included with bills
- Costs: \$2,000

### Publications

- Including the production of region-specific brochures such as:
  - (a) "How Can This Butterfly Help You Save Water?", 1994
  - (b) "A Guide to Backyard Water Conservation", 1995
  - (c) Waterwise Gardening Program brochure series, 1997: 1. Mulch, 2. Lawns and Irrigation, 3. Outdoor Water Conservation, 4. Waterwise Plants, and 5. Rain Barrels.
- Costs: \$45,000

### Community Events

- Water conservation booth for display at trade shows (started in 1993)
- Distribution of "Just Ask" tents to local restaurants (started in 1994)

### Public Opinion Survey

- A Public Opinion Survey designed to assess public perceptions of water conservation practices and issues, and to determine local preferences in terms of conservation techniques was completed in 1997.

- Costs: \$20,000

### **Voluntary In-home Low-flow Fixture and Retrofit Programs**

- **Bathroom Rebate Program**

- A bathroom rebate program was initiated in 1994 to encourage the installation of ULF toilets, showerheads and faucet aerators. A \$50 rebate per bathroom, with a maximum rebate of \$100 per household was offered. Homeowners and contractors were offered the rebate for installing water efficient CSA Approved fixtures that met the maximum flow criteria:

- (a) toilets 6.0 litres/flush

- (b) showerheads 9.5 litres/minute at 55 kPa

- (c) faucets 8.3 litres/minute at 415 kPa

- To obtain the rebate, the following documentation must be provided:

- 1. Completed Rebate Application Form

- 2. A copy of the building/plumbing permit where required by the local municipality. Permits are required by the City of Victoria and the municipalities of Oak Bay, Central Saanich, North Saanich and Metchosin.

- 3. Receipts confirming purchase of fixtures.

- The GVWD reserves the right to inspect all installations.

- Costs: In 1998 approximately \$350,000 is available for the water efficient fixtures rebate program.

### **Other**

- **Waterwise Gardening Program**

- The Waterwise Gardening Program was established in 1995 by the Victoria Compost and Conservation Education Society to help educate residents of Greater Victoria about outdoor water conservation, and to help reduce the amount of water used in the garden. The program is supported by CRD Water, Environment Canada - Action 21, and the Environment Youth Team.

- **Toilet Leak Detection**

- Toilet leak detection tablets were distributed to residents starting in 1994.

### Central Kootenay, Regional District of

#### Stand-on-own Publications

- Information relating to sprinkling restrictions

### Chase, Village of

#### Other

- BC PowerSmart program

### Clinton, Village of

#### Publications

- Public communications are maintained through a newsletter, advertising in two local newspapers, and mail outs.

### Columbia Shuswap Regional District

#### Information with Billing

- Billing inserts specific to sprinkling regulations

#### Stand-on-own Publications

- An informative brochure, "Water...Our Number One Resource", was produced for area residents. The brochure provides general conservation oriented information and useful tips for wise water use in the home, yard, and garden.

### Cowichan Valley Regional District

#### Voluntary In-home Low-flow Fixture or Retrofit Programs

- Showerheads and toilet fixture `add ons' were available to residents.
- Keys to Success: Cowichan Valley shared the costs with another utility. Program participants got the fixtures for free.
- Costs: \$5,000

### Delta, Corporation of

#### Media

- **Water-wise Ad Series (1997)**
  - A series of seven ads was created to promote water conservation in Delta. Water conservation tips included both indoor and outdoor topics such as toilet leaks and xeriscaping. An artist was commissioned to create a water conservation figure ("Spout") and a graphic artist developed a series of seven ads for placement in the Delta Page and Indo-Canadian papers. The cartoon character was a very economical and aesthetic style for ads.
  - In addition to newspaper advertising, the Delta Recycling Society and the Water Conservation Team produced a four minute promotion of water conservation including ways to conserve water indoors and outdoors. This production was aired approximately 15 times on DCTV between regular programming.

### **Community Events**

- **Special Events Education (1997)**
  - The Water Conservation Team presented water-wise gardening and water conservation displays at four community events:
    - Fraser River Festival , June 1
    - Sanderson Nursery, June 28
    - International Bog Day, July 28
    - Tsawwassen Sun Festival, August 4
  - Both ready-to-use displays were borrowed from the Greater Vancouver Regional District Communications Department.

### **Voluntary In-home Low-flow Fixture and Retrofit Programs**

- **Water-wise Home Retrofit Program (1997)**
  - Potential Water Savings: 10.4 million litres of water annually, with a projected annual savings of 39,000 litres of water per home
  - Costs: Retrofits were performed for approximately \$14 per household.
  - In June, July, and August, 260 water-wise home retrofits were conducted in Delta homes. The program was advertised in the Delta Page for three consecutive weeks. The Optimist also produced a story as a result of a press release sent in June. Response to this advertising was very positive with over 100 residents calling after the first Delta Page advertisement.
  - Advertisements instructed residents to contact the Water Conservation Team at DRS to book an appointment for a free retrofit. Each appointment took approximately 20 minutes and was conducted by a team of two Water Conservation Officers.

- A retrofit involves the installation of one showerhead, one toilet pop flush, one swivel aerator and one bathroom sink aerator. Residents were offered additional products at the following prices:

Shower Head: \$7.00 Swivel Aerator \$4.00

Bathroom Aerator: \$1.00 Toilet Pop Flush: \$5.00

- Retrofit inventory sheets were printed in duplicate on NCR paper. This documentation included the resident name, address, home appliances, and products installed. A copy was given to the home owner with feedback on how much annual water savings resulted from the home-retrofit.
- A liability waiver was also developed in case of plumbing damage (particularly on older model toilets) to be signed by each resident before work commences.

## Other

- **Rain Barrel Program (1997)**
  - Potential Water Savings: 900,000 litres of water annually, and up to 4,500 litres of water per barrel annually
  - Costs: \$80 per barrel (cost shared as detailed below)
  - Two hundred rain barrels were distributed to Delta residents in July and August resulting in a projected savings of 900,000 litres of water annually. Fifty barrels remain in stock from residents who did not claim reserved barrels. Five of these barrels are reserved for water diversion testing and one is reserved for installation at the compost demonstration garden.
  - Rain barrels were subsidized at a cost of \$40 to the Corporation of Delta and Environment Canada's Action 21 Program and \$40 to Delta residents. It is estimated that each rain barrel will save up to 4,500 litres of water annually.
  - Rain barrels were advertised in the Delta Page for one weekend. The Optimist also ran an article on the rain barrel program the same week.
  - Response to the rain barrel program was extremely positive, possibly due in part to the lawn sprinkling ban. The Delta Recycling Society received approximately 300 requests for rain barrels after only one advertisement. Though the actual water-savings are relatively low, the program provides the following benefits:
    - i. The municipality is viewed as proactive and providing a solution to watering restrictions in place each year.
    - ii. As with composters, many residents who would not normally purchase a composter or rain barrel are inclined to purchase the product when it is subsidized and offered through the municipality.

iii. Like the blue box, the rain barrel is a social marketing tool that provides a visible reminder at the point of action (i.e. an outdoor water tap) to conserve water. The visibility of barrels also serves to create social norms of water conservation within communities.

### **East Kootenay, Regional District of**

#### **Media**

- Costs: \$300

#### **Information with Billing**

- Costs: \$500

### **Enderby, City of**

- Enderby is developing a new water conservation program. A six month program, focusing on public awareness, participation, and education, began in April, 1998. The program includes a low-flow fixtures program, community outreach, water plant tours, and educational initiatives in conjunction with sprinkling restrictions.
- The goal for 1998 is to reduce water consumption by 30%. The water conservation program will be ongoing; it is anticipated that reductions will continue the following year.

### **Golden, Town of**

#### **Media**

Costs: \$200 per year

- In addition, information was placed on Cable TV's Information Channel at no cost.

#### **Voluntary In-home Low-flow Fixture or Retrofit Programs**

- Low-flow fixtures were made available to residents through PowerSmart.

#### **Other**

- Informed customers of high water usage, comparing their situation to similar users



## Greater Vancouver Regional District — Water District

### Brochures, Public Displays, Education Programs, Workshops and Seminars

- **Brochures**
  - The GVRD develops and distributes a variety of brochures related to water supply and conservation. In particular, the following three brochures are currently being widely distributed and provide detailed information related to water conservation: Waterwise Gardening; Use Water Wisely; Lawn Sprinkling Regulations.
- **Public Displays**
  - The GVRD develops public display and exhibit materials to describe and illustrate the various components of the water supply system. These displays provide visitors with opportunities to obtain information from the visuals, as well as from attendant staff. Different venues offer opportunities to educate different public audiences throughout the region, including home and garden shows, community centres and municipal halls, retail malls, and educational facilities like Science World.
- **Water System Exhibit**
  - This exhibit-class display has three dimensional elements with information, photographs and scale models. It can be combined with other creative and educational tools for use at venues such as Science World.
- **Public Education Programs**
  - An extensive public education program is provided by Education Coordinators throughout the region. Services include workshops, presentations, displays and printed material on the region's water supply system and water conservation. The education program is delivered to community leaders and special interest groups, EAL adults(English as an additional language), parents and school teachers. Additional information on this program is provided in section B.3iii - Education.
- **Citizen Committee/Task Force**
  - A Regional Water Advisory Committee exists, to provide input on Water District programs and issues related to water quality, supply and conservation, and watershed management.

## Kamloops, City of

The effort to increase public awareness of water conservation issues includes the following:

### Media

- Worked with local media (newspapers and radio) on a series of articles/releases, advertising, contests, and other activities.

- A "Tip of the Week" contest was run over the irrigation season, with weekly and monthly prizes given.
- A poster contest was offered to Kamloops elementary schools through the Kamloops Daily News, and winning entries were published in the paper.
- A 15 minute video and a series of 30 second clips for television were produced.
- Costs: \$3,000/yr

### **Information with Billing**

- Costs: \$2,000/yr

### **Publications**

- An informative, colourful brochure was distributed to all households.
- Brochures on the principles, benefits and plant materials germane to xeriscaping are prepared and distributed throughout the community.
- Costs: \$2,500 to date

### **Community Events**

- High-traffic community events and venues throughout the City are utilized to display WaterSmart information (e.g., displays at conferences, local home shows, local stores, garden centres, and special events such as Canada Day, Art in the Park, and River Family).
- Costs: \$2,000/yr

### **Outdoor Advertising — Banners**

- Costs: \$200/yr

### **Internet**

- Development of WaterSmart material to add to the City's web page

### **Workshops and Seminars**

- On xeriscaping

### **Eco-education Programs**

- **Xeriscape Demonstration Gardens**
  - Given the emphasis on reducing summer water use, it follows that a key focus of the WaterSmart program is water use in the landscape. A xeriscape demonstration garden was designed and built on McArthur Island. The City also

contributed to the addition of a xeriscape and composting demonstration area at the Kamloops Wildlife Park.

- Costs: \$270,000 (for building two demonstration gardens)

### **Focus Groups**

- Costs: \$5,000

### **Public Opinion Survey**

- Costs: \$7,500

### **Other**

- **Logo**
  - Developed the easily-recognized WaterSmart logo
- **Speakers Package**
  - A Speakers Package was developed, so that anyone addressing community groups will have a standard package of information to use for their presentations.
- **Bike Patrol Program (1997)**
  - An expanded Bike Patrol program was implemented in 1997. Two of the four students were hired through an Environmental Youth Team grant from the Provincial government. All four team members were supervised by Kathie Bryenton, who works for the co-op education department at University College of the Cariboo, and under her direction, the Bike Patrol played a much larger role in WaterSmart education.
  - Patrol members were asked to think of more productive ways to spend their time on rainy days; in previous years, static displays had been set up in shopping malls when the weather was bad, but this was not seen as a very good use of their time. The response of the Bike Patrol team exceeded expectations. They contacted the media and arranged for appearances on local TV, arranged and ran a "Tips" contest on CFJC, and made regular appearances on the "Erin and Allan" radio show. The team promoted and ran a coloring contest through local grocery stores, arranged a press conference with the Mayor to declare a *Watersmart Week*, did face-painting in the park, and took part in a display at the Farmer's Market. At the end of the summer, they prepared a report on their activities. The City looks forward to having the Bike Patrol continue in its present expanded format.

## Kelowna, City of

- Cost: Approximately \$110,000 per year is spent on public communications, education, participation and consultation for all users (residential, commercial, industrial and agricultural).

### Citizen Committee Task Force

- **Kelowna's Water Quality Task Force**
  - In 1997 the City formed a task force to explore the issues and options available to enhance drinking water quality for the 50,000 customers of the Kelowna Water Utility. Water Quality Task Force (WQTF) members - who were selected by Council in August after the City invited applications for participation - will review the *Report on Water Quality Assurance Options* presented to council in the spring of 1997. They will also develop a water management strategy including recommendations for future policies on water quality standards, watershed management, and water conservation. Comprised of 16 local residents from technical agencies, medical practitioners, stakeholder groups and the general public, the task force is also expected to provide cost estimates and schedules for its proposed actions.
  - Task force participants will receive input from the City's Water Conservation Committee (which is an offshoot of the City's metering program), the Watershed Committee (which is intended to enhance and integrate watershed initiatives inside and outside City boundaries). The task force will report to Council's Water Committee, which was appointed to oversee the task force. It is chaired by councillor Robert Hobson and includes Councillors Colin Day and Sharon Shepherd.
  - Council's Water Committee will facilitate public education and involvement, ensure the Water Quality Task Force gets needed resources, review recommendations made by the task force, and solicit Council support for these recommendations. An integrated approach including technical solutions, watershed management, and conservation is envisioned.

### Public Opinion Survey

- In December 1997, a survey was distributed in the *PipeLine* newsletter to residents whose water is supplied by the City of Kelowna's Water Utility. The purpose of the survey was to give residents an opportunity to provide feedback on water quality issues affecting them. Residents' input will be used to help the Water Quality Task Force develop recommendations for Council. A total of 557 surveys were returned.

**Keremeos, Village of****Publications**

- Costs: \$7,500

**Voluntary In-home Low-flow Fixture or Retrofit Programs**

- A voluntary in-home low-flow fixture and retrofit program has been implemented. The majority of home owners responded well to this program, but a few residents did not want to participate.
- Keys to Success: The conservation devices were supplied and installed for the residents.
- Costs: \$4,000

**Other - Door to Door Canvassing**

- Costs: \$300

**Logan Lake, District of****Media**

- Cost: \$50

**Community Events**

- Cost: \$500 per year
- Constraints: lack of participation in events

**Merritt, City of****Media**

- Advertisements, contests

**Montrose, Village of****Publications**

- Communication with residents is maintained through a monthly newsletter.
- Cost: \$40 per mailing

**Voluntary In-home Low-flow Fixture or Retrofit Program**

- West Kootenay Power and the BC 21 Power Smart program provided low-flow fixtures for faucets and toilets. The Montrose Fire Department went door-to-door and installed the fixtures for residents, and at the same time performed a fire prevention check.

### **Nakusp, Village of**

#### **Media**

- Costs: \$1,500

#### **Information with Billing**

- Costs: \$1,000

#### **Publications**

- Costs: \$250

#### **Public Opinion Survey**

- Costs: \$250

### **North Okanagan Regional District**

#### **Citizen Committee/Task Force**

- Water Stewardship Committee
  - The Water Stewardship Committee has recently come under the jurisdiction of the North Okanagan Regional District. The committee, formerly the Vernon & District Water Conservation Committee, has evolved over the past 15 years into a "community-based" organization, comprised of 15 members. The members consist of political representatives from the local service area, technical representatives from the utility members, and local citizens. This program involves Vernon, Coldstream and North Okanagan Water utilities. The committee has had many successes in implementing water conservation initiatives.
- A comprehensive public education program has been implemented. The goal of the Water Stewardship Committee in developing the education program has been to encourage stewardship in quantity and quality of local water resources. The committee has had major successes in implementing the following:

#### **Media**

- Water conservation tips appear regularly in local newspapers; monthly "wise water use" newspaper articles are published; logo "Think Water: Every Drop Counts".

### **Community Events**

- Drinking Water Week will take place the first full week in May. The goal is to advance public education and awareness through an intensive media campaign, signage, and other means.
- A mall display takes place the last week in April, as part of the Committee's effort to educate community on water stewardship ideas.

### **Other**

- Shopping centre displays exhibit low-flow fixtures and water efficient gardens.
- The Water Stewardship Committee sponsors poster and Science Fair projects related to water
- Winter Carnival Float

## **Parksville, City of**

### **Media**

- Costs: \$500

### **Information with Billing**

- Costs: \$1,000

### **Voluntary In-home Low-flow Fixture and Retrofit Programs**

- Costs: \$5,000

## **Port Alice, Village of**

### **Media**

- Advertisements are placed in the local paper and on television

## **Port Alberni, City of**

### **Information with Billing**

- Costs: \$5,000

**Community Events**

- Costs: \$15,000

**Voluntary In-home Low-flow Fixture and Retrofit Programs**

- Costs: \$50,000

**Port Clements, Village of****Other**

- **Rain Barrel Program**
  - The Village undertook a voluntary rain barrel program for residents. Unfortunately, the program could not be completed due to prohibitive costs. With a small number of residents participating, the cost of shipping the barrels to the community became very high (each barrel would cost \$120).
- **Insulation of Water Lines**
  - A public education campaign in the fall and winter promotes the insulation of water lines. Frequently people leave their taps running to prevent freezing. Residents are encouraged to insulate their lines rather than run water.

**Port Hardy, District of**

- A comprehensive public education program is planned for implementation in 1998, including various educational materials and voluntary low-flow fixture programs for residents.

**Other (planned)**

- **Public Information Package**
- Costs: \$15,000 (initial cost), \$5,000 (annual fee)
- Potential Water Savings: 5% reduction in water consumption is estimated

**Prince George, City of****Media and Other Information Sources**

- *Stage 1* of the three stage policy approval process, initiated in mid-1996, involved increasing public knowledge regarding water conservation through a media communicated program which is complemented by bill inserts and city publications.

**Princeton, City of**



- Public education and awareness campaigns include newspaper ads and other forms of print media.

### Qualicum Beach, Town of

#### Voluntary In-home Low-flow Fixture and Retrofit Programs

- In 1993 the Town of Qualicum Beach was the first community on Vancouver Island to offer free water saving devices to all its residences and businesses. Water conservation devices for toilets and showers were distributed by three volunteer community groups, each working to provide additional facilities. The groups that were involved in this program were the Train Station Society (working to restore the station), the Museum and Historical Society (planning to erect the second Museum building), and the Skateboarders Parent Group (wanting to construct a skate bowl).
- Residents could redeem a coupon for their water conservation kits. It was suggested that a donation be made to the distributing organization.
- If residents were unable or unwilling to install the devices themselves, they were supplied with the name of a local plumber, or one of the distributing organizations could send a volunteer to install the device in exchange for a donation to their organization. Utilizing volunteers not only saves the town staff time, but also helps the community groups attain their goals.

#### Potential Savings

1. The total amount of water saved could be an average of 40 gallons per household per day.
2. Of this amount approximately 10 gallons would be hot water, thereby saving each homeowner with electric hot water tanks over \$63.00 per year in hydro costs.
3. For the municipality, savings estimated at \$15,000 will result from a reduced usage of the water well pumps, thereby decreasing maintenance costs and easing the use of the water supply.
4. In addition, the amount of effluent arriving at the French Creek Treatment Plant will be reduced.

### Sidney, Town of

#### Media and Information with Billing

- In the event of watering restrictions, ads are placed in local papers and notices are mailed with billings.

### **Voluntary In-home Low-flow Fixture and Retrofit Programs**

- This program has been tried in the past, but response was poor.

#### **Squamish — Lillooet, Regional District of**

### **Stand-on-own Publications**

- A newsletter with wise water-use tips is distributed quarterly to residents.

#### **Sunshine Coast Regional District**

### **Media**

- Information regarding sprinkling restrictions is made available to the public through the media.

### **Information with Billing**

- Sprinkling restrictions and other water conservation information is provided in the pamphlet "1997 Public Utilities and Transit Information".

#### **Vancouver, City of**

### **Internet**

- A Waterworks Homepage has been set up on the Internet. It gives information on all Waterworks programs as well as specific information on conservation. The Homepage is found at: <http://www.city.vancouver.bc.ca/> and waterworks is under "services".

### **Workshops and Seminars**

- Workshops on drought tolerant planting is offered through the Van Dusen Gardens.

### **Eco-education Programs**

- With funding obtained from Environment Canada we have undertaken the construction of a low irrigation (Xeriscape) demonstration garden at City Farmer. This garden will be irrigated by only natural means, or by using rain water from one of the City's rain

barrels. Educational materials will be available to the public and the garden will be included in City Farmer school tours. This alternative to the traditional lawn is growing in popularity in other areas and will become more attractive in Vancouver as summer watering continues to be restricted and general water conservation practices become more necessary. It is important to inform the public of this conservation option.

- Another water conservation demonstration garden, at the entrance way to Van Dusen Gardens, is in the design stage. It will be a joint project between Water Design, Van Dusen, and the Park Board. It's prominent location will gain excellent public exposure.

## Other

- **Public Service Announcements**

- Two public service announcements on 35mm film were made to play at selected theatres in the spring and summer of 1996. These films address lawn sprinkling, and water waste in the shower. The hope was to address a captive adult audience, as has already been done with children in the schools. One film played at the Ridge and Hollywood Theatres and was seen by around 40,000 people. The other ran on Rogers Cable. This project will be continued, by making additional films that address other aspects of water conservation. This form of raising public awareness is extremely cost effective, as the films can be shown year after year.

- **Rain Barrel Program**

- The rain barrel program continues. In 1996 300 barrels were manufactured, most of which were sold. The public's response to the barrel, its concept and design, has been extremely favourable. Many other municipalities are interested in this project, and some have inquired about the possibility of buying barrels through the City.
- The press and public relations from this project have been very positive and a feature runs regularly on the Weather Network. On request, we have exhibited the barrel at the PNE, Van Dusen Gardens, City Farmer, and University of British Columbia Open House.

## Vernon, City of

### Citizen Committee/Task Force

- **Water Stewardship Committee**

- The Water Stewardship Committee, formerly the Vernon & District Water Conservation Committee, has evolved over the past 15 years into a "community-based" organization, comprised of 15 members. The members consist of political representatives from the local service area, technical representatives from the utility members, and local citizens. This program involves Vernon, Coldstream

and North Okanagan Water utilities. The committee has recently come under the jurisdiction of the North Okanagan Regional District. The committee has had many successes in implementing water conservation initiatives.

In 1990 the Committee recommended that residential metering be implemented in the community. The recommendation was subsequently adopted by City council. Since metering was implemented in 1992 residential consumption has dropped by 34%.

- A comprehensive public education program has been implemented. The goal of the Water Stewardship Committee in developing the education program has been to encourage stewardship in quantity and quality of local water resources. The committee has had major successes in implementing the following:

### **Media**

- Water conservation tips appear regularly in local newspapers; monthly "wise water use" newspaper articles are published; and local radio stations carry 15 second water conservation tips throughout the summer.

### **Other**

- Shopping centre displays exhibit low-flow fixtures and water efficient gardens.
- The Water Stewardship Committee sponsors poster and essay contests.

## **III. Irrigation and Improvement Districts' Initiatives**

### **3(i). Education and Information Sharing — Residential**

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### Black Mountain Irrigation District

#### Publications

- Communication is facilitated through a newsletter, *Water Matters*.

### Kaladen Irrigation District

#### Publications

- Brochures, with water conservation tips and hints, are distributed to new owners

#### Other

- The District promotes dry-land landscaping, especially for new development.

### Lakeview Irrigation District

#### Other

- An annual letter, encouraging conservation, is sent to users.

### Osoyoos Irrigation District

#### Other

- The District communicates with property owners through mailed notices, especially in relation to bylaw changes and the annual meeting. When property ownership changes, the new owner receives a copy of the bylaws.

### Royston Improvement District

#### Voluntary In-home Low-flow Fixture and Retrofit Program

- Prior to the universal metering project, the District participated on a voluntary basis with BC Hydro in their BC 21 PowerSmart Project. BC Hydro installed, free of charge, low-flow shower heads, toilet dams, aerator taps, hot water tank blankets, etc. An estimated 50% of landowners participated.

