

Education and Information Sharing

B. 'Soft' Conservation Measures

II. Regional and Municipal Initiatives

3(ii). Education and Information Sharing — Commercial / Industrial

"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 (Commercial/Industrial) Initiatives" presented in this and the following section includes: workshops and seminars, publications, billing supplements and media announcements.

Burnaby, City of

Workshops and Seminars

- Offered through Greater Vancouver Water District

Clinton, Village of

Publications

- Communications are kept up through a newsletter, advertising in two local newspapers, and mail outs.

Greater Vancouver Regional District — Water District

Workshops and Seminars

- A series of industrial, commercial and institutional (ICI) user workshops were completed in 1995. To facilitate the presentation of relevant case study information, audits were conducted at Lions Gate Hospital and three City of Vancouver Parks.
- Plans are in place to run the ICI workshops again, in 1998, for the local hotel industry, and in 1999 for restaurants.

- A seminar series has been developed in conjunction with the B.C. Nursery Trades Association, Irrigation Association of B.C., Western Canada Turfgrass Association, and B.C. Society of Landscape Architects, which provides landscape professionals with water-use efficiency information and resources specific to their profession. A full day workshop and trade show was held on January 31, 1997, entitled "Efficient Landscapes"; a full day workshop and trade show was held March 6, 1998, entitled "Efficient Irrigation"; a full day workshop and trade show is scheduled for 1999, entitled "Efficient Turf", and; in 2000, the series will culminate with "Efficient Landscape Design".

Keremeos, Village of

Publications

- Costs: \$300

Other - Door to Door Canvassing

- Costs: \$100

Nakusp, Village of

Media

- Costs: \$1,500

Information with Billing

- Costs: \$1,000

Port Hardy, District of

Other (planned)

- Audits will be offered to commercial users.

III. Irrigation and Improvement Districts' Initiatives

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Black Mountain Irrigation District

Publications

- Communication is facilitated through a newsletter, Water Matters.

Lakeview Irrigation District

Other

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