



York Region Long Term Water Conservation Strategy

Use of Social Innovation to Guide Public Engagement
Latonnell Conservation Symposium 2011

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22.4 million

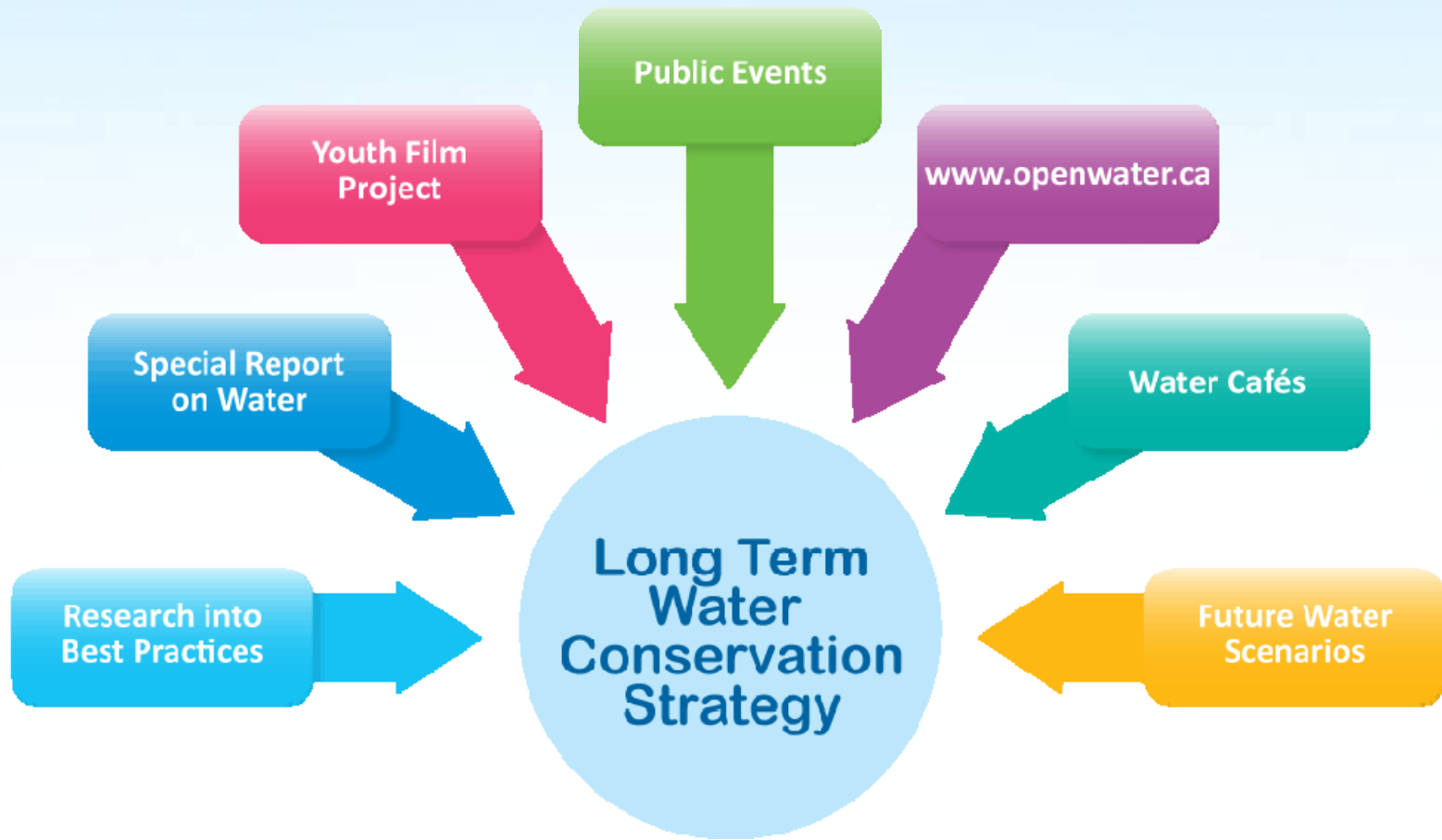
Through Water for Tomorrow, York Region has saved an estimated 22.4 million litres of drinking water per day, which translates to a total water savings sufficient to supply a community of about 88,000 people.



The Regional Municipality of York:
Long Term Water Conservation Strategy



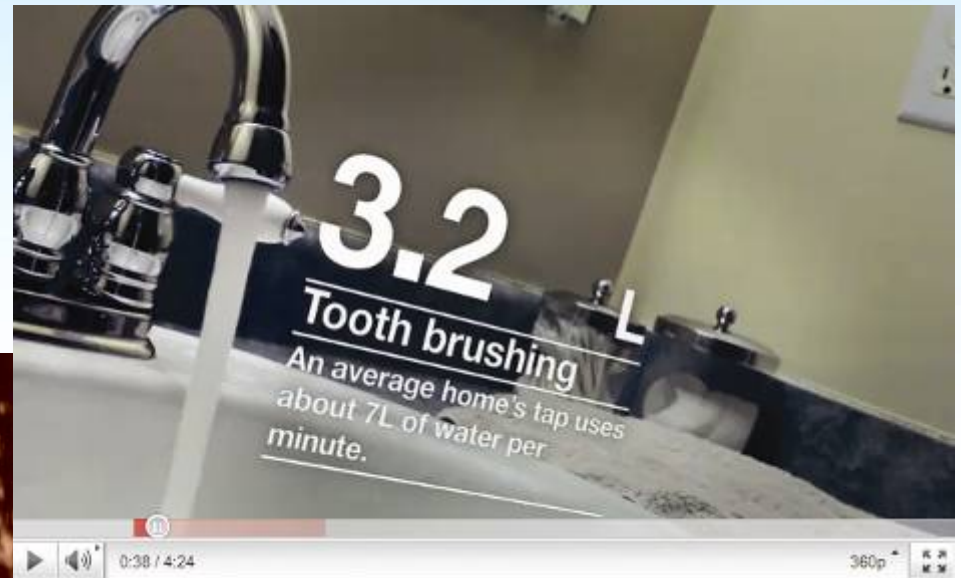
Using Social Innovation to Guide Public Engagement





Youth Film Projects

The Spring House



A Day in the Water Life

Films can be viewed at www.openwater.ca

Our Water Future



Water Cafes



The Water Soft Path



Vision for the Future

CREATE A GLOBAL RESPONSIBILITY MINDSET - WE NOT ME.
flowing ideas
innovators, creators, and teachers
REALIZING EVEN OUR SMALLEST CONTRIBUTION MATTERS.
Leader in water understanding, education and teaching.
STEWARDS OF THRIVING ECONOMY ECONOMIC OPPORTUNITY
Conscious about water.
Environmental job creation World leader in water technology
RESPONSIBLE CITIZENS
Self contained, self sustaining community.
CONNECTED TO WATER
BELIEF THAT I CAN MAKE A DIFFERENCE.

Visions

Water positive. One water shared by all.

Water BALANCE
Loving it and treasuring it. Engaging and empowering.
THE SPIRITUAL AND EMOTIONAL CONNECTION
Enhanced water quality and ecosystem productivity. We all care about water here - we value it, we learn from it, we take value from it
YORK REGION IS A CENTRE OF EXCELLENCE - BEST "IN CLASS".
Take ownership of the problem. Ecological diversity and economic prosperity.
leaders in water sustainability

Water for Tomorrow
WATER NEUTRAL
a water inspired region
York Region

Water

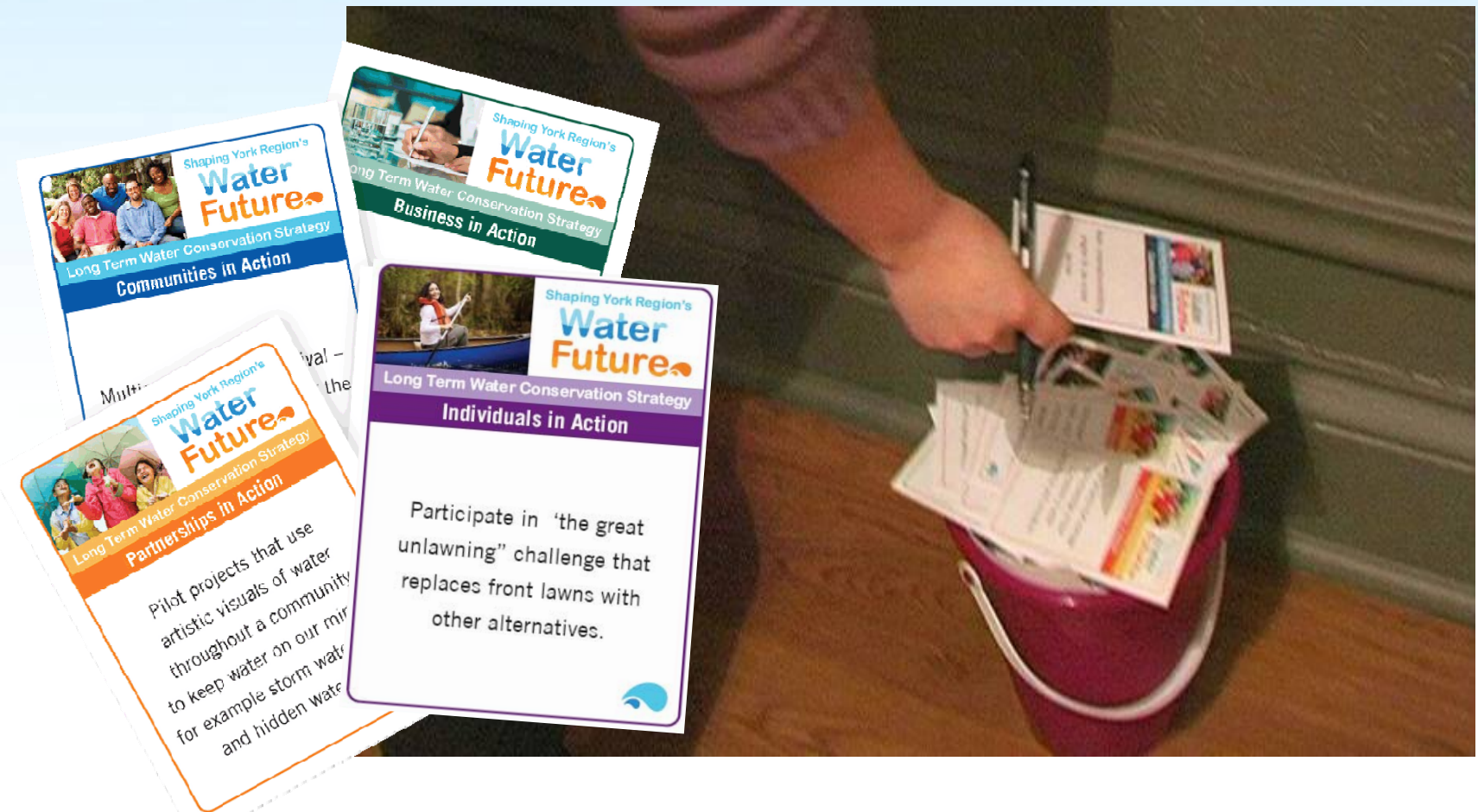
Reviving the Way We Live.

Invest
Inspire
Respect
Adapt

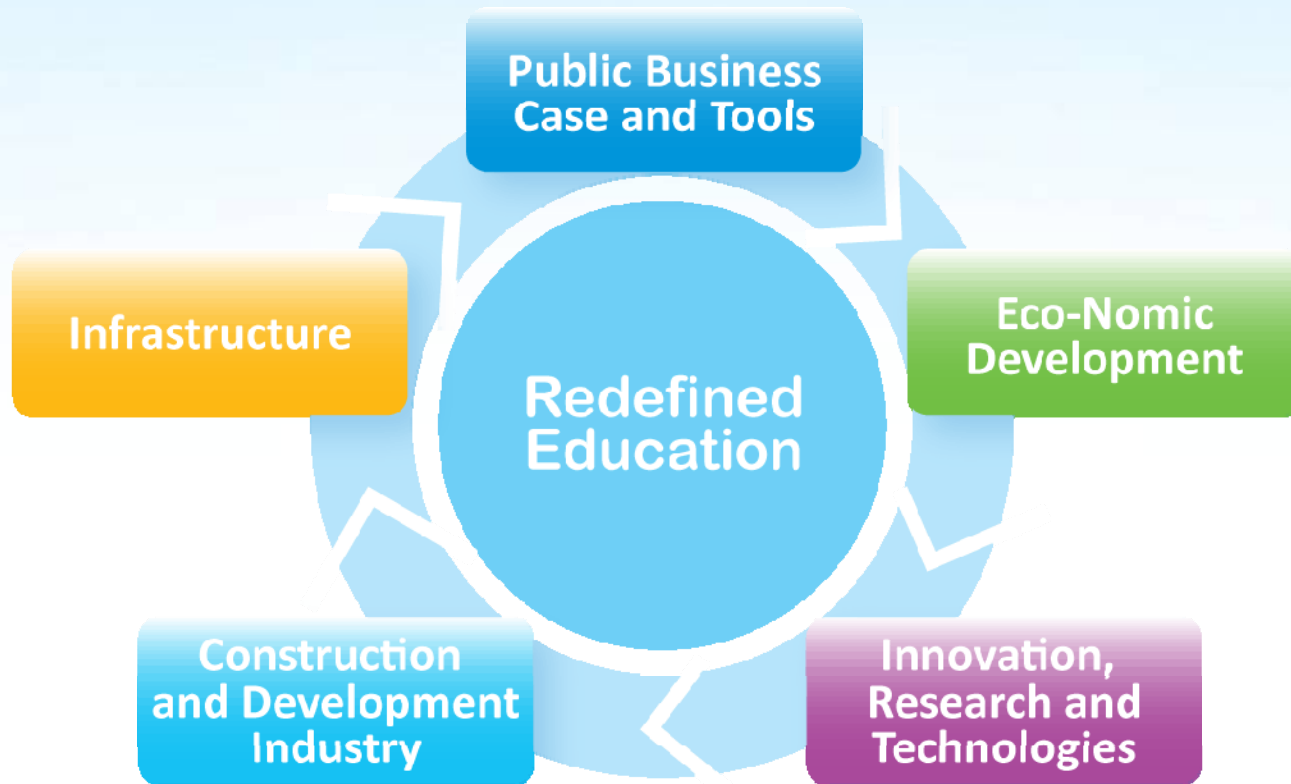
Over 175

Over 175 leading water conservation programs, policies and initiatives covering hard infrastructure through pricing, outreach and education were reviewed for our best-in-class research.

Creating Scenarios for the Future



Forty Year Action Plan



No New Water

The aspirational target scenario of no new water by 2051 used a back-casting methodology by assuming total water used across all sectors in 2051 is equivalent to that used in 2011.

Public View of Implementation

0 - 5 YEARS

The Testing and Initial Implementation Phase

- Small scale implementation through Pilots and Demonstration Projects
- Development and Testing of Monitoring Programs

5 - 10 YEARS

The Implementation Phase

- Testing and Evaluation of Programs and Initiatives
- Innovation beginning to take root in water conservation and in connected domains eg. energy
- Partnerships are forming for continued and wider implementation
- Comprehensive data gathering and program monitoring

10 - 20 YEARS

Continuous Improvement Phase

- Water Innovation embedded in decision making, links to energy apparent
- Program/initiatives enhanced as technologies and opportunities arise
- Partnerships are the collaborative delivery infrastructure
- Monitoring in full force to determine what's working and what can work better

2051

The Long Term Water Conservation Strategy enhances and extends, to 2051, the Region's commitment to innovative water conservation and efficiency programming, water resource protection, energy conservation and greenhouse gas reduction.

Progress

- Multi-Stakeholder Advisory Committee
- Value of Water Campaign
- Rebate Programs
- Water Efficiency Landscaping Contest
- Detailed Implementation Planning
- Water Billing Data
- Develop Partnerships

- Received OWWA Water Efficiency Award - Public Education and Awareness

Thank you

- More detail on the public engagement, best practices, water soft path and implementation plans can be found in the Long Term Water Conservation Strategy
- www.openwater.ca