



# INFORMATION REPORT

<b>TO:</b> Chair and Members Emergency & Community Services Committee	<b>WARD(S) AFFECTED:</b> CITY WIDE
<b>COMMITTEE DATE:</b> March 2, 2011	
<b>SUBJECT/REPORT NO:</b> Bottled Water (CS10035(a)) (Outstanding Business List Item)	
<b>SUBMITTED BY:</b> Joe-Anne Priel General Manager Community Services Department	<b>PREPARED BY:</b> Coralee Secore 905.546.2424 ext 4689 Elizabeth McPhee 905.546.2424 ext 4521
<b>SIGNATURE:</b>	

## Council Direction:

Committee of the Whole (COW), at its meeting of April 13, 2010, authorized the implementation of a strategy to reduce the City's reliance on bottled water at its facilities and events. The strategy entails a social awareness campaign and increasing accessibility to municipal drinking water. Staff was directed to report back with timelines associated with implementing actions.

The purpose of this report is to provide Emergency and Community Services Committee (E&CS) the timelines associated with strategies identified in Report CS10035/PW10035 to conclude this matter and remove this item from the General Issues Committee Outstanding Business List.

## Information:

This report serves two functions:

- to provide the public education campaign to promote and educate our community on the safety quality of our municipal drinking water system and water resources
- to incorporate access to municipal drinking water in Recreation facilities.

### **Re-Usable Water Bottle Filling Stations**

In our efforts to ensure sufficient opportunities exist to access municipal drinking water in all recreation centres and arenas, the Recreation Division is incorporating reusable water bottle filling stations into the design of new recreation centres, and to upgrades of existing facilities. Costs associated with the provision of filling stations and water fountain retrofits, \$8 – 10K, are included as part of the capital costs. It should be noted that the Minor Hockey group at Rosedale Arena have enjoyed the ease and accessibility of the new filling station just recently installed as part of the RINC capital project completed this past summer.

### **Public Education Campaign**

The “I Drink Hamilton Tap Water” initiative is a communication campaign of the Public Works Department, Water and Waste Water Division, to encourage general public awareness to adopt the principle and philosophy of choosing tap water over bottled water.

The Recreation Division’s public education campaign “Try It!” (Appendix A to Report CS10035(a)) builds on the City’s campaign initiative and will be launched in early 2011 using the following tactics:

- Website “Try It” Fact Sheet
- Sale of reusable water containers
- Signage
- National Tap Water Promotion Project

Various channels and vehicles will carry the “Try It” campaign message. This includes a web-based fact sheet, posters and signage with all efforts to direct participants, general public and staff to make the “Clear Choice” and to use the Recreation facility’s water bottle filling stations.

Participants will be encouraged to bring reusable containers and/or purchase a reusable water bottle at the concession stands.

Additionally, the City of Hamilton will partner with *BlueW* ([www.bluew.org](http://www.bluew.org)), a not-for profit organization dedicated to promoting municipal tap water as a safe, healthy and environmentally friendly choice. In registering with *BlueW*, the City’s recreation facilities will gain representation through *BlueW*’s online maps, accessible through their website and smart phone applications, as well as a Blue “W” window decal identifying each of our facilities as having accessible water bottle filling stations available to the public.

Costs associated with this initiative were included as part of Report CS10035/PW10035 to launch the public education and communication plan.

The following highlights the current plan for water bottle filling stations:

<b><u>Capital Plan for Reusable Water Bottle Filling Stations</u></b>	
<b><u>Facility</u></b>	<b><u>Timeline</u></b>
Sir Allan MacNab Recreation Centre	April 2011
Coronation Arena	February 2011
Coronation – new outdoor Pool	June 2011
Inch Park Arena	December 2011
Inch Park – new outdoor Pool	June 2011
Turner Park	June 2011
Morgan Firestone Arena	September 2011
Beemer Park	March 2012
Lower Stoney Creek Recreation Centre	Spring 2012
Westmount Recreation Centre	Spring 2012

Currently there are about 30 recreation facilities without water bottle filling stations; however, filling stations will be added in future renovations to these facilities.

**Appendices:**

Appendix “A” to Report CS10035(a): “Try It” Campaign

# Try it!

## I Drink Hamilton Tap Water

[www.hamilton.ca/water](http://www.hamilton.ca/water)

*Hamilton*  
*Water is Life*



Hamilton



# Have you got your fill today?

# Try it



Hamilton

*Hamilton*  
Water is Life

[www.hamilton.ca/water](http://www.hamilton.ca/water)