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), 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:

<table>
<thead>
<tr>
<th>Facility</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sir Allan MacNab Recreation Centre</td>
<td>April 2011</td>
</tr>
<tr>
<td>Coronation Arena</td>
<td>February 2011</td>
</tr>
<tr>
<td>Coronation – new outdoor Pool</td>
<td>June 2011</td>
</tr>
<tr>
<td>Inch Park Arena</td>
<td>December 2011</td>
</tr>
<tr>
<td>Inch Park – new outdoor Pool</td>
<td>June 2011</td>
</tr>
<tr>
<td>Turner Park</td>
<td>June 2011</td>
</tr>
<tr>
<td>Morgan Firestone Arena</td>
<td>September 2011</td>
</tr>
<tr>
<td>Beemer Park</td>
<td>March 2012</td>
</tr>
<tr>
<td>Lower Stoney Creek Recreation Centre</td>
<td>Spring 2012</td>
</tr>
<tr>
<td>Westmount Recreation Centre</td>
<td>Spring 2012</td>
</tr>
</tbody>
</table>

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
Have you got your fill today?

Try it

www.hamilton.ca/water