

Cowichan Water Conservation Challenge

David Slade
Cowichan Watershed Board
June 2014

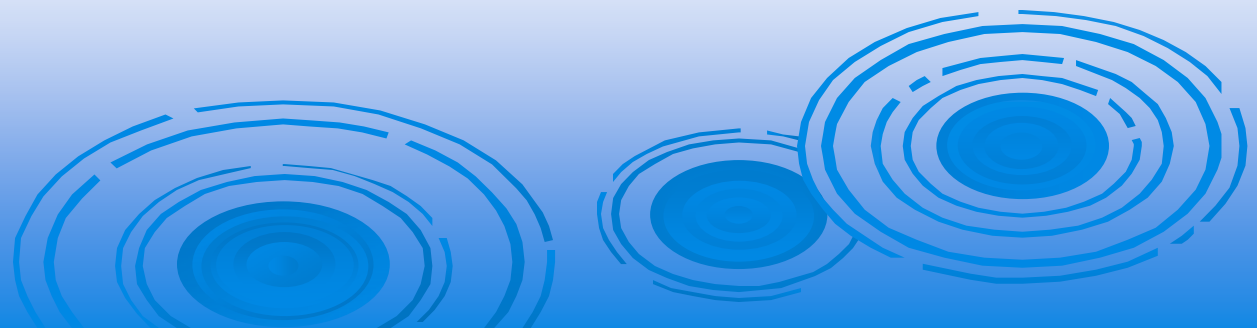


Cowichan Watershed Board



Established in 2010 to

- Provide leadership/ direction for managing the Cowichan watershed
- Implement the Cowichan Basin Water Management Plan
- Engage community



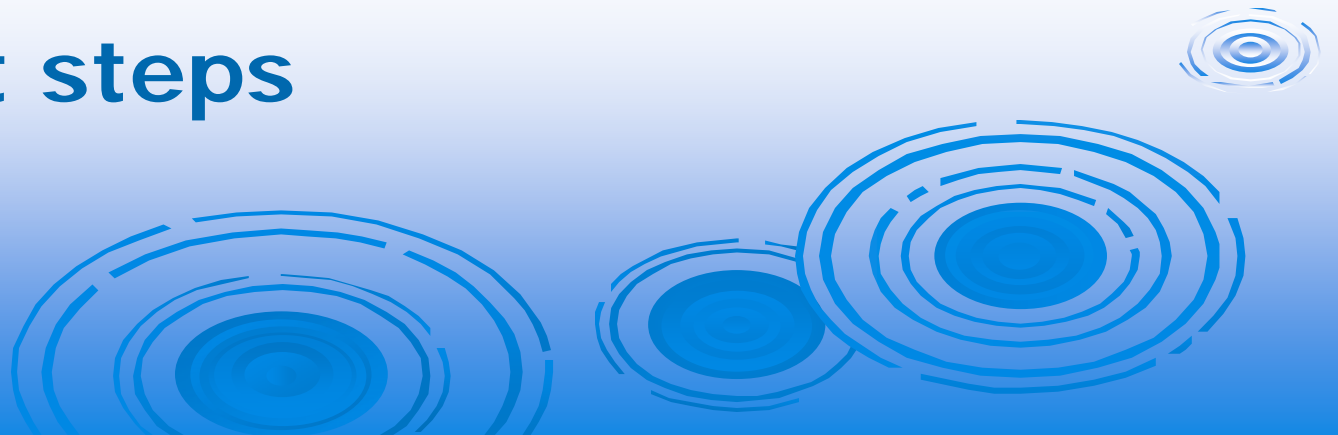


**Cowichan Basin Water
Management Plan Goal #1:
Reduce Water Demand**



Today...

- **The Challenge**
- **Benefits of water conservation for purveyors**
- **What works to reduce water use?**
- **Next steps**



The Challenge



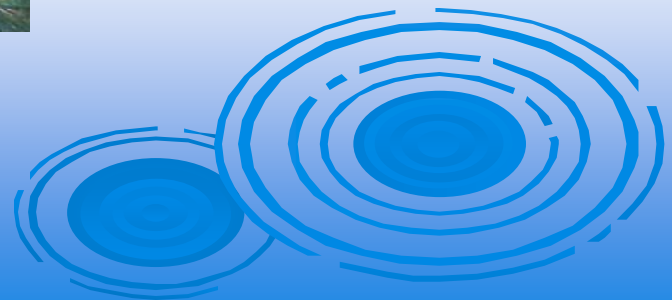
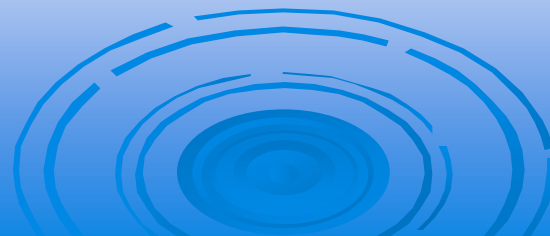
**Meet or beat Ladysmith's
daily average domestic water use
level of 246L /person/day**



Why Conserve?



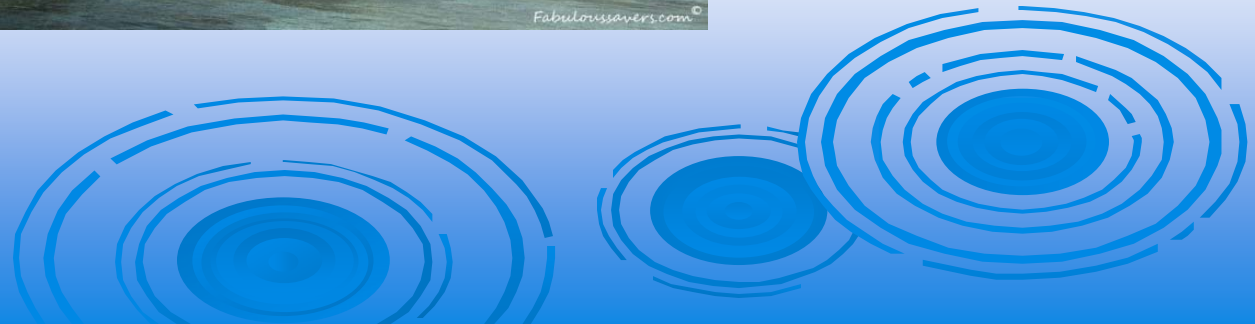
Its not about having less, but wasting less, so its there when we need it.



Why Conserve?



**Dinosaur
Pee: The
world's
fresh water
is all we've
got.**



Why Conserve?



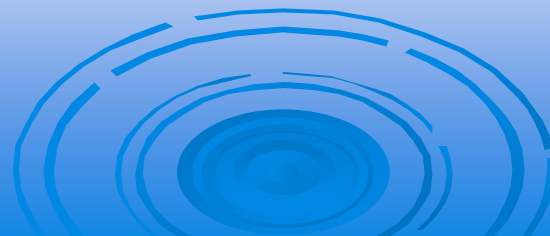
- Be prepared for future growth
- Reduce impacts of climate change, which is trending towards drier summers.



Why Conserve?



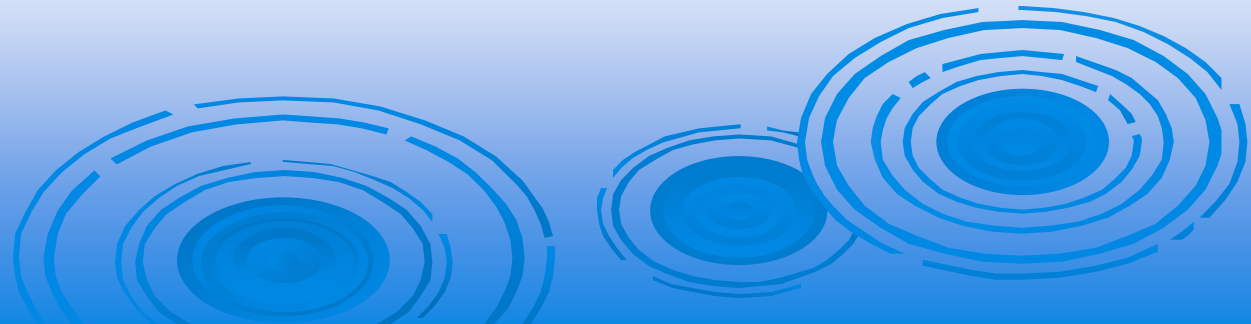
- Protecting riparian ecosystems
- Free ecological services (e.g. sewage dilution)



Why Conserve?



**-Local food security.
More summer water = more food potential.**

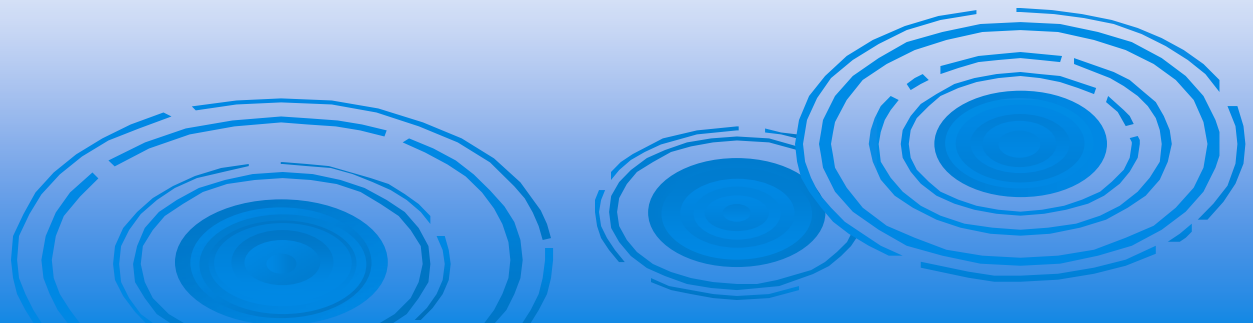


Why Conserve?



- Responsible Water Purveying!

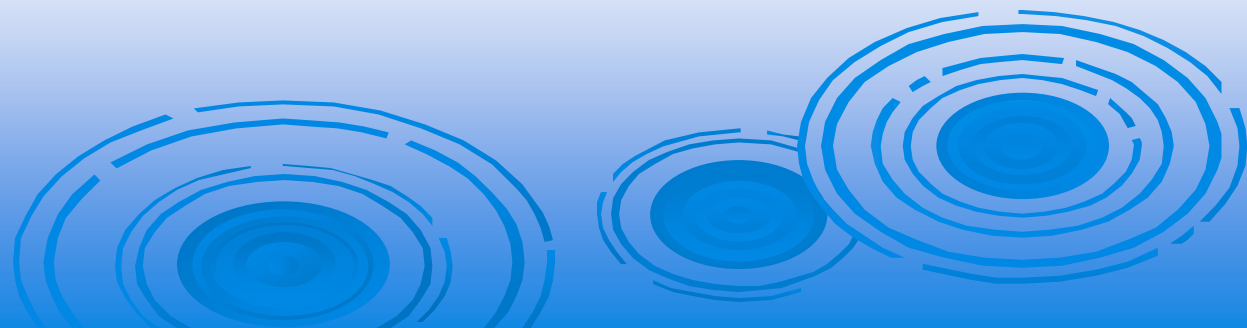
- Cost Avoidance – pumping, piping, treatment, disposal infrastructure
- Cost Savings - energy
- Economy – industry, recreation and tourism etc.



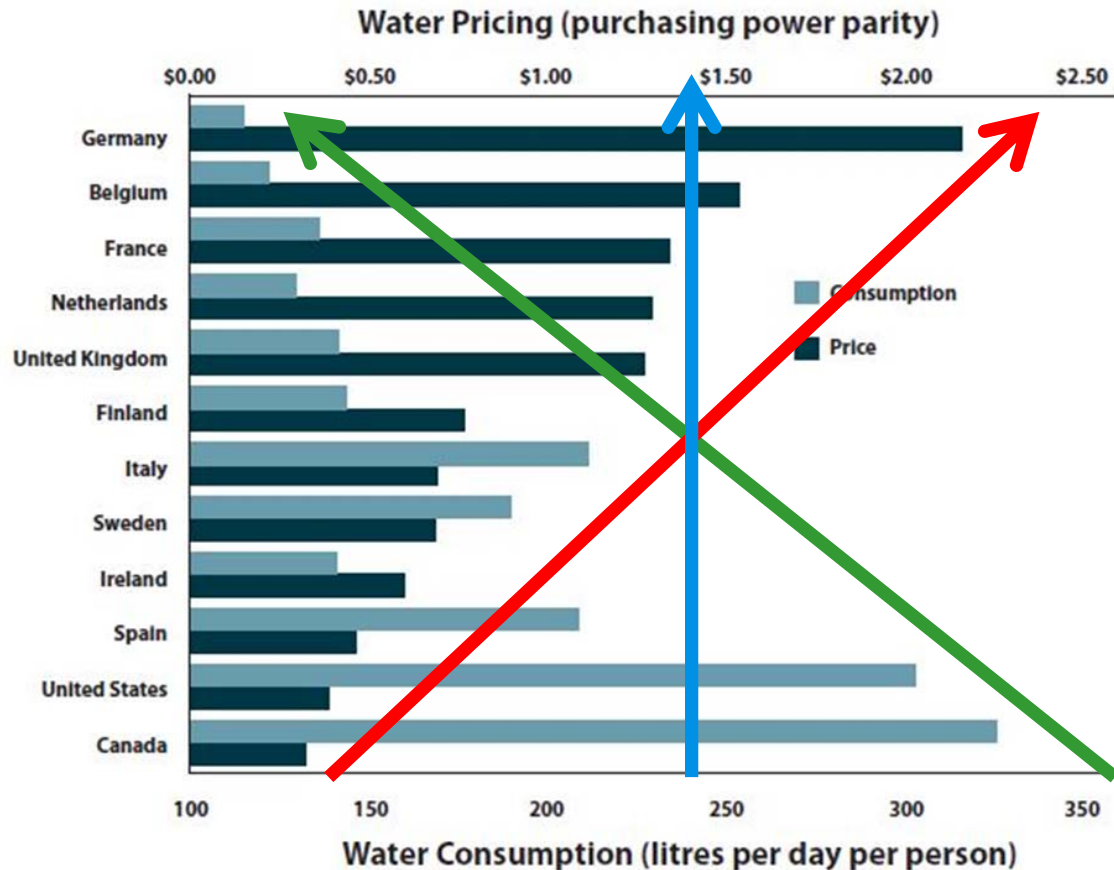
What Works?

Fix leaks!

- 15-70% of municipal water use is wasted through leaks.
- Cowichan Lake recently found a 1700m³/mo. leak!



What works?



Pricing

- Sustainable water isn't cheap.
- Raise prices to cover all admin, education, maintenance, upgrading, conservation-related operational and replacement costs.

Source: Adapted from Council of Canadian Academies. (2009). The Sustainable Management of Groundwater in Canada: Report of the Expert Panel on Groundwater. Ottawa, ON. p 115.

What works?



- **Metering**
- **Clear educational quarterly billing**
- **Tiered pricing**



What works?

e.g. Increasing block rate pricing structure - Ladysmith

RATES FOR SINGLE FAMILY DWELLINGS: EFFECTIVE APRIL 1, 2013

Amount of Cubic Metres Used	Rate per Cubic Metre	What You Pay Per Quarter	Number of Ladysmith Homes in Each Usage Block (2010)	Approx. Quarterly Cost \$	Approx. Monthly Cost \$
25	-	\$22.45	260	22.45	7.48
26-50	\$0.50	+12.50	844	34.95	11.65
51-75	\$0.60	+15.00	769	49.95	16.65
76-100	\$0.75	+18.75	384	68.70	22.90
101-125	\$1.00	+25.00	170	93.70	31.23
125 +	\$1.35		157	127.45 (25m ³)	42.48

Source: Town of Ladysmith. Fast Facts Water Consumption.

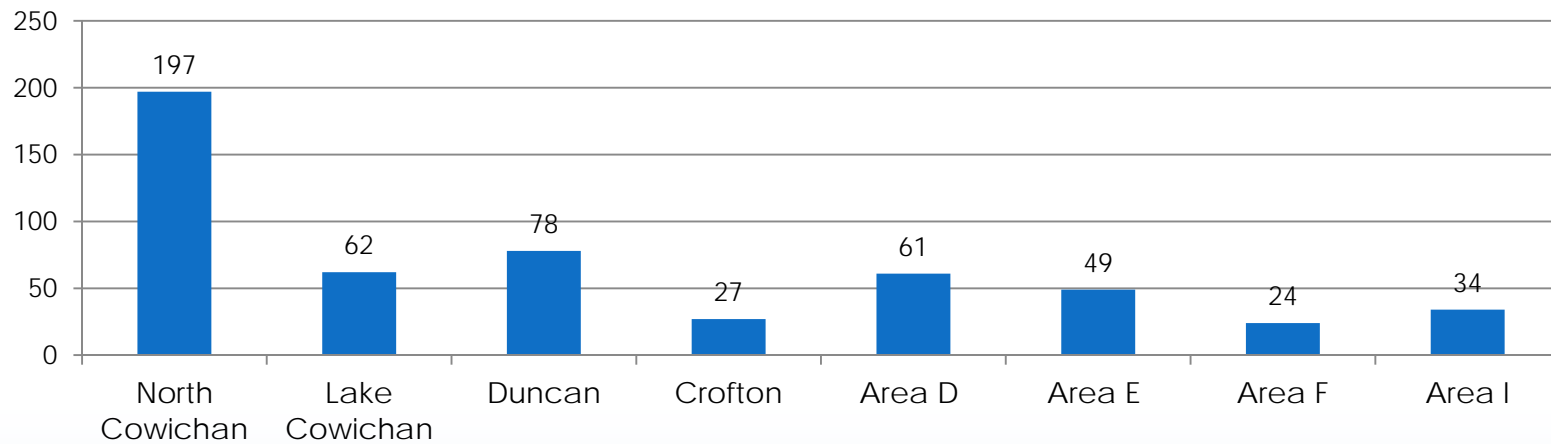
What Works?

- Improving water knowledge.
- Creating a culture of conservation.



What Works?

Knowledge



532 households were surveyed in August 2011 to assess the public's general knowledge about water and water conservation. We'll repeat that this fall.

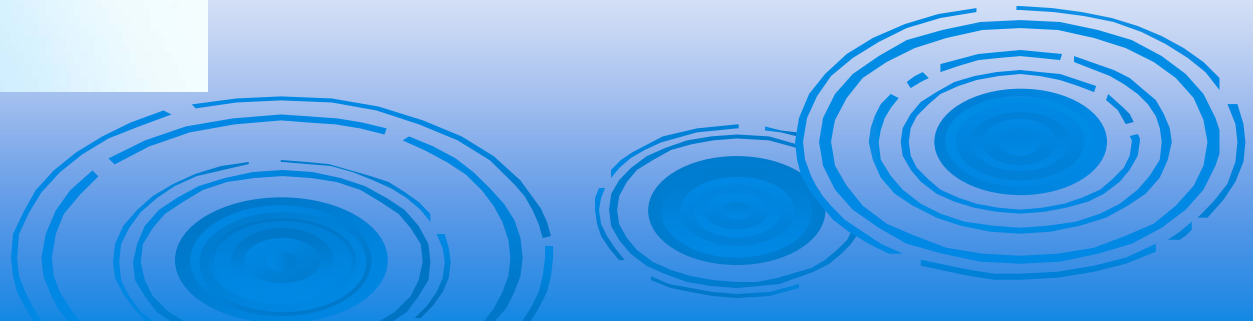
What Works?

Public Support



532 Residents have a good attitude about water conservation

- **61% think it is very important**
- **31% think it is fairly important**



Next Steps

Join the Challenge



- **Develop a game plan**
- **Partner on public education – public kick-off event in early July.**
- **Annual reporting.**



A view of Earth from space, showing the Americas (North and South America) against a starry background. The text is overlaid on the image.

**TOGETHER WE CAN
OVERCOME OUR WATER
CHALLENGES**