



Report to: General Committee

Date Report Authored: January 26, 2011

SUBJECT: Markham's Portable Water Trailer for Public Events – Pilot Project
PREPARED BY: Eddy Wu, Manager of Operations and Maintenance, Waterworks Division
Mavis Urquhart, Manager, Environmental Policy and Programs, Waste and Environment

RECOMMENDATION:

- 1) That the report entitled “Markham's Portable Water Trailer for Public Events – Pilot Project” be received; and,
- 2) That as part of the pilot project, Markham's portable water trailer, called ‘WOW - Water on Wheels’ be at the following events in 2011:
 - Sedan Chair Challenge
 - Unionville Village Festival
 - Markham Village Music Festival
 - Taste of Asia
 - Canada Day
 - Art in the Park
 - Unionville Jazz Festival
 - Milliken Children's Festival
 - Employee Appreciation Day
 - Thornhill Festival
 - Terry Fox Run (Thornhill – with alternating locations annually)
 - Markham Fair
- 3) That following completion of the pilot project, Staff report back with a recommended policy on use and deployment of the water trailer for Council's approval;
- 4) And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

Not Applicable.

PURPOSE:

To recommend a pilot project in 2011 (May through October) for Markham's portable water trailer in order to develop a policy on its use and deployment in the community promoting Markham's tap water and water conservation.

BACKGROUND:

Clean drinking water is in short supply globally and water has been identified as one of the top 10 global environmental issues. It has also been a long-standing concern among Canadians. A recent survey conducted by the Royal Bank and Unilever, “*2010 Canadian Water Attitudes Survey*”, found that:

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- only 49% of Canadians drink water directly from the tap (vs. from bottles, coolers and through water filters),
 - there is a low awareness of local water conservation programs by Canadians,
 - 25% of Canadians have no idea where their tap water comes from.

To encourage improved stewardship of our water resources, the provincial government recently passed new legislation, the Water Opportunities and Conservation Act, 2010, which encourages efficient water use, calls for development of water sustainability plans by municipalities and promotes water technology development. In addition, Markham's Green Print, our Community Sustainability Plan, identifies water efficiency and conservation as one of its priorities.

Markham hosts hundreds of public events each year – often at venues without access to potable water which results in significant bottled water use and litter. A portable water trailer for public events is a valuable tool to promote confidence in Markham's tap water, raise awareness about water conservation, and discourage overuse of bottled water.

DISCUSSION/OPTIONS:

Development of Pilot Program

As part of the action plan stemming from a 2010 Capital Project, Special Events Water Wagon, a water trailer was acquired by the Community and Fire Services Commission to promote Markham's tap water quality and service. It was purchased from the City of Vancouver where it had been used successfully at the Olympics. Specifications of the potable unit are:

- 1000 litre holding tank
- Direct connection to municipal water source
- 8 taps + 8 drinking fountains
- 2 dog bowls at rear
- 1 child access platform
- Wheelchair accessible
- Waste water holding tank
- 10 watt solar panel on roof that powers decorative LED lights around the trailer and 12 volt pump that is used to pump water through taps/fountains

In late 2010, a cross-commission staff working group was formed with representation from Waterworks, Fleet, Communications & Community Relations, and Waste & Environment departments to develop a pilot program for its use.

To ensure deployment of the unit is successful and cost effective in the long-term, it was agreed a formal policy should be developed for Council approval after completion of the pilot project. This project will also provide the opportunity to determine types of events, community acceptance, actual program delivery costs and staffing requirements.

Measurement of the program's success would be accomplished through a survey and feedback at events and a Staff Team assessment at the end of the season. Photos of the water trailer are appended as Attachments A and B.

I. Technical Protocol

To make certain Markham's 'WOW' meets all of the necessary public health and safety standards related to municipal drinking water, a technical protocol has been developed by Waterworks Staff which identifies the process for commissioning the water trailer at the beginning of the season, water sampling, record keeping, identifying suitable locations with a potable water source for the trailer hookup at events (if available), delivery and set up at the event site, washing and sanitizing fixtures on the water trailer, and finally, storing it at the end of the operating season. A protocol for maintenance and repair, driver training, and onsite security has also been developed.

II. Recommended Events

A maximum of twelve events are being recommended for the 2011 season. They include Unionville Village Festival, Milliken Children's Festival, Unionville Jazz Festival and other major established Town events. By approving the events now, Staff will be able to plan and schedule for them as part of their work programs. (Please see Attachment C for a full list and tentative dates).

These events have been selected based upon specific criteria:

- Located within Markham
- Minimum of 4 hours duration (per day)
- Minimum of 500 attendees in size (per event day)
- Open to the general public
- Held between May 1 and November 1

III. Educational materials

The Staff Team agreed that the portable water trailer should be both a tool for educational outreach and a water source for public events. Promotion, awareness and education about Markham tap water quality and service, water conservation initiatives and related Town water programs are planned to be provided in an accompanying tent set up next to the trailer. Materials from regional and provincial water programs, including information about rebates and incentives would also be available to residents.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

The following table is a summary of the financial considerations for this report:

Original Budget for Trailer Purchase (Account #057-5350-10300-005 Special Events Water Wagon)	\$50,000.00	
Current Budget Available (unspent)	\$267.00	
Less Cost		Awarded to Kewl Earth
Less Contingency		
Capital Budget Remaining 2010	\$267.00	

Based upon attending only the 12 events recommended in this Staff report, maintenance and operation of the water trailer can be delivered within the 2011 Operation's operating budget with no additional funding being required for 2011.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Aligns with Environmental Strategic priorities.

BUSINESS UNITS CONSULTED AND AFFECTED:

Communications & Community Relations

RECOMMENDED BY:

Jerry Klaus
General Manager, Waterworks,
Community and Fire Services

Peter Loukes, P. Eng
Director, Operations
Community and Fire Services

Brenda Librecz, Commissioner
Community and Fire Services

ATTACHMENTS:

Attachment A – Markham's Water Trailer – "WOW"

Attachment B – Close up of Water Trailer Taps and Fountains

Attachment C – Recommended Events for 2011 Pilot Project