



Report to: General Committee

Date Report Authored: December 6, 2011

SUBJECT: Report on Markham's Water Trailer - Water on Wheels ("WOW")

PREPARED BY: Eddy Wu, Manager, Operations and Maintenance,
Waterworks Division
Mavis Urquhart, Manager, Environmental Policy and
Programs, Waste and Environmental Management

RECOMMENDATION:

- 1) That the report entitled "Report on Markham's Water Trailer – Water on Wheels ("WOW") Pilot Project" be received;
- 2) That Markham's Water Trailer be at the following events in 2012:
 - Sedan Chair Challenge
 - Unionville Festival
 - Markham Village Music Festival
 - Taste of Asia
 - Canada Day
 - Ribfest
 - Night It Up
 - Milliken Children's Festival
 - Thornhill Festival
 - Applefest
 - Markham Fair
- 3) That the attached Water Trailer Use Policy (Schedule 2), be adopted;
- 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 report on the 2011 pilot program for Markham's mobile water trailer, "Water on Wheels - "WOW" and recommend a policy for its future use and deployment.

BACKGROUND:

The WOW trailer was purchased in late 2010, to serve as a valuable tool to promote confidence in Markham's tap water, raise awareness about water conservation, and discourage overuse of bottled water in the community. It is intended to engage the public in these and other Markham environmental programs and initiatives.

To ensure success and cost effectiveness in the long-term use of the water trailer, Council directed a pilot program be undertaken in 2011 and a formal policy developed for approval after completion of the pilot. The pilot is now complete and the attached Policy is recommended for adoption, with implementation beginning in 2012.

OPTIONS/ DISCUSSION:

The trailer and accompanying display tent was used at 12 events (18 event days) in 2011. The project was executed by a staff team including representatives from Waterworks, Fleet, and Waste and Environmental Management. The following is a brief overview of the program:

i) Technical Protocol

A technical protocol was developed by Waterworks Staff to ensure Markham's 'WOW' trailer met all necessary public health and safety standards related to municipal drinking water. This protocol was used successfully over the course of the season. Region of York Health Department inspected the trailer and issued a Public Health certificate for 2011.

ii) Educational materials

The portable water trailer was used both as 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 water programs were provided to the public in an accompanying tent set up next to the trailer. Displays were developed specifically for these events and resources from regional water programs, information about water conservation rebates and incentives were also available.

iii) Attendance, Survey and Pilot Program Cost

An estimated 4,500 visits were made to the WOW trailer. In a survey, 36% percent of respondents who did not drink Markham tap water indicated they would try to do so as a result of visiting the water trailer. 78% said they were going to try to conserve water. Actual cost of the program was estimated to be approximately \$1,200 per event day for transport of the water trailer, setup, testing of the water, hookup, as well as staffing, based upon using seasonal staff, a student and water operators.

iv) Events

At the beginning of the pilot, Staff developed criteria as a general guide for determining the events where the water trailer could best be used:

- Major established Town/Town sponsored events
- 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

Based on these criteria, a proposed schedule of events was developed and approved by Council.

The events that were attended included: Remington Sedan Chair Challenge, Unionville Festival, Markham Village Music Festival, Taste of Asia, Canada Day, Art in the Park, Milliken Children's Festival, Employee Appreciation Day, Thornhill Festival, Thornhill

Terry Fox Run and Markham Fair. The trailer was also at the funeral for York Region police officer Garrett Styles, and Council's official opening of Markham's Multi-Use Pathway.

Selecting the events for water trailer use in advance worked very well given the technical protocol required for trailer operation (i.e. water sampling, record keeping, washing and sanitizing fixtures on the water trailer, etc.) and arranging staff schedules for weekend events. It also avoided last minute conflicting requests for its use.

As a result, staff is recommending that a schedule of events be pre-approved for 2012. The proposed policy (Schedule 2) identifies the criteria for event selection. In addition, there is an opportunity for some educational events to be added that meet the proposed policy requirements. Dates and events would be subject to confirmation, once the Town's 2012 event schedule is finalized.

v) Recommended Policy

To govern consistent use of the WOW water trailer, a policy is recommended. Priority use of the water trailer would be for emergencies first and then Town events and finally, Department Educational Outreach events. The operational requirements for trailer use contained in the proposed policy include:

- Dates of Operation – May 1 to November 1 (except for emergency use)
- Multi-Day Events – require covering and securing trailer in a location approved by the Manager, Fleet and Supplies
- Hours of Operation – generally 8 hours/daylight hours

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

Based on attending a limited number of events, as recommended in this Staff report and as defined in the proposed policy, the maintenance and operation costs of the water trailer will be accommodated through the reallocation of funds from other Waterworks Operating budget accounts.

HUMAN RESOURCES CONSIDERATIONS

Not Applicable

ALIGNMENT WITH STRATEGIC PRIORITIES:

Aligns with Environmental Strategic priorities.

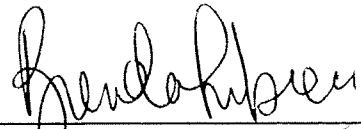
BUSINESS UNITS CONSULTED AND AFFECTED:

Financial Services

**RECOMMENDED
BY:**



Peter Loukes, P.Eng.
Director, Environmental Services



Brenda Librecz,
Commissioner, Community
and Fire Services

ATTACHMENTS:

- Schedule 1- Recommended 2012 Events
- Schedule 2- Recommended Water Trailer Use Policy
- Schedule 3- Picture of Markham's Water Trailer – "WOW"

Recommended 2012 Events

Name of Event	Month	Anticipated Date
Sedan Chair Challenge	May	TBD
Unionville Festival	June	2 - 3
Markham Village Music Festival	June	16 - 17
Taste of Asia	June	23 - 24
Canada Day	July	1
Ribfest	July	6 - 8
Night It Up	July	13 - 15
Williken Children's Festival	September	TBD
Thornhill Festival	September	15
Applefest	September	16
Markham Fair	September	27 - 30

Community and Fire Services Water Trailer Use Policy	
Name and Contact Community and Fire Services	December __, 2011

The Town-owned and operated water trailer, called “Markham’s Water on Wheels”, is part of the Community and Fire Services Commission’s water conservation education program and is intended as a communication tool to promote municipal tap water and as an alternative to bottled water. It is to be used as a tool for educational outreach and as a water source for the public. This policy governs its use.

The water trailer is intended to be accompanied by the tent, educational resources and trained staff. It will be deployed at Town, or Town-Sponsored community events and Departmental Educational and Outreach events. First priority for its use, however, shall be for emergencies.

Given mandatory health regulations and procedures that must be followed to ensure the safety, quality and cleanliness of the water and the trailer, its use shall be subject to the following requirements. Any conflicts or issues over its use shall be resolved by the Commissioner, Community and Fire Services, or designate. The policy contains definitions for clear interpretation.

Definitions

Department Educational and Outreach Events: For this policy, shall mean large public community events held by Town of Markham Departments within Markham. They must be intended for education or outreach purposes for Markham residents with attendance generally exceeding 150 persons and shall be a minimum duration of 4 hours per event day.

Emergency Use: For this policy, shall mean situations where the Town’s potable water supply is temporarily compromised and another drinking water source is required (i.e. boil water advisory), as determined by the Director of Environmental Services.

Town Events: For this policy, shall mean large public events primarily held by, or sponsored by, the Corporation of the Town of Markham, located in Markham, including festivals, annual celebrations and other similar events that are “resident focused” with attendance generally exceeding 500 persons and a minimum duration of 4 hours per event day.

Policies

1. Use of Water Trailer:

The priority for use of the water trailer, in order, shall be:

- 1. Emergency Use**
- 2. Town Events**
- 3. Departmental Educational and Outreach Events**

2. Requirements

- i) The water trailer shall be available for emergencies year round
- ii) All Events shall meet the following requirements to qualify for use of the water trailer:
 - Be open to general public
 - Be held between May 1 and November 1
- iii) Multi-Day Events shall require:
 - Covering and securing the trailer in a location approved in advance by the Fleet Manager, or designate;
- iv) Hours of Daily Operation of the Water trailer shall be:
 - Maximum 8 hours, during daylight, or as determined by Manager, Operations and Maintenance, Waterworks;

Council will approve a list of recommended events. Staff reserves the right to cancel this service at any time due to health and safety concerns, mechanical problems, or any other unforeseen issues.

Staff will endeavor to ensure events are geographically distributed across the municipality.

Any conflicts and/or questions of interpretation of this policy, appeals to a decision, or special exceptions with respect to the trailer use will be resolved by the Commissioner of Community and Fire Services, or designate.



Schedule 3 – Markham's Water on Wheels Water Trailer

REPORT ON MARKHAM'S WATER TRAILER WOW PILOT PROGRAM

**Presentation to General Committee
Community and Fire Services Commission**



January 16, 2011

Purpose of this Report

- Report back on results of 2011 Pilot Program
- Recommend Policy on future use and deployment of WOW Water Trailer
- Recommend a schedule of events for trailer to be at in 2012



Background

- Water trailer was purchased in late 2010
- Staff Project Team was set up
- Pilot program delivered in 2011 (May-October) and is now complete



Purpose of WOW

- To promote value and consumer confidence in Markham's tap water
- Potable water for Town emergencies
- To raise awareness about water conservation
- To encourage drinking municipal tap water as an alternative to bottled water use
- To engage community in environmental programs/initiatives

Events - 2011 Pilot Project

- Staff team established criteria for event selection (i.e. type of event, location, duration of event, number of attendees, etc).
- An event schedule for the season was developed and approved by Council.
- This worked well for event planning, program delivery, arranging Staff schedules and avoiding conflicting requests.

2011 Pilot Program

- The water trailer and accompanying display tent was used successfully at 12 Town community events (18 event days) in 2011 (May-November)



Program Overview

- Technical Protocol
 - Health and safety standards
- Educational materials
 - Promoting awareness
- Attendance
 - 4,500 visitors
- Feedback
 - Positive survey results & public comments



Operating Costs & Budgeting

- \$1,200 per event day for program delivery (staffing, transport of water trailer, set up, testing, etc.)
- Pilot program delivered within 2011 water operating budget



Policy and Events - 2012

- Formalize criteria from pilot into a Policy to govern trailer use and operation
- Recommend 2012 schedule of events



Policy Overview

Trailer Use:

Emergencies #1 priority

Large Town/Town-Sponsored Events #2

- +500 persons
- Minimum duration of 4 hours per event day

Department Educational and Outreach Events #3

- Held by Town Departments
- +150 persons
- Minimum 4 hour duration per event day

Policy Overview

Operational Requirements:

- Dates of operation, hours of operation, securing the trailer for multi-day events, etc.



Recommendations of this Report

1. 2012 schedule of public Town events for deployment of water trailer be approved
2. Proposed Policy for water trailer use be adopted



Recommended Events	Month	Anticipated Date
Sedan Chair Challenge	May	TBD
Unionville Festival	June	2-3
Markham Village Music Festival	June	16-17
Taste of Asia	June	23-24
Canada Day	July	1
Ribfest	July	6-8
Night It Up	July	13 - 15
Milliken Children's Festival	Sept.	TBD
Thornhill Festival	Sept.	15
Applefest	Sept.	16
Markham Fair	Sept.	27-30

