

June 13, 2008

Sheila Birrell
Town Clerk
Town of Markham
101 Town Centre Boulevard
Markham ON L3R 9W3

Dear Ms. Birrell:

**Re: Information Memorandum
Water Conservation in York Region**

The Region of York in partnership with the nine area municipalities have been working together to develop clear and concise messaging around summer water use, conservation and municipal water use bylaws for the summer of 2008. The following initiatives have been aimed at lowering residential water use at home and outside, and enhancing public education towards water conservation.

Lowering Water Use at Home

A toilet truckload sale was hosted on the weekend of April 5 and 6, 2008 at all seven Home Depot locations throughout York Region. The event was coordinated with the City of Toronto and Peel Region which provided large scale advertising opportunities through the Toronto Star and local radio and television media. More than 1,300 toilets were sold during this event. Based on the success of this first event, a second toilet truckload sale is being planned for the fall of 2008. Additional retailer partnerships will be considered for the upcoming fall sale.

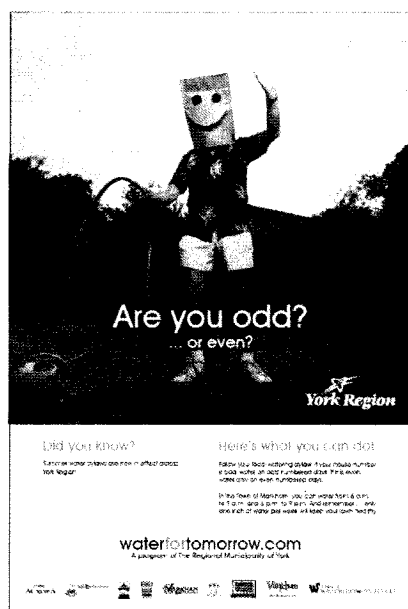
Lowering Water Use Outside

Water conservation messages have been on display throughout the Region in the form of newspaper ads, flyers and posters. The purpose of this campaign is to promote the responsible use of water during the peak summer demand period and to increase the awareness of the local municipal summer water use by-laws. A simple and consistent message to residents regarding summer water use has been developed for this campaign.

As of May 19th, all of York Region's municipalities are under a Water Conservation Notice, meaning that residents must follow local outdoor water-use bylaws until September 2nd.

Local water-use bylaws in all York Region municipalities stipulate that odd house numbers may use water outdoors only on odd numbered days of the month and even house numbers may use water outdoors only on even numbered days of the month.

The posters have been developed by the Regional and area municipal staff team and distributed to all Towns for display in all community facilities.



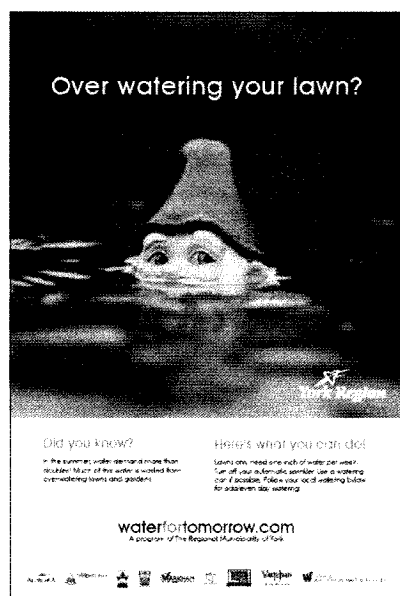
The 'Are you odd?' poster is the first in the series to educate the public on the local summer water use bylaws. Each poster has been customized to provide the correct bylaw information for each Town.

Did you know?

Summer water bylaws are now in effect across York Region.

Here's what you can do!

Follow your local watering bylaw. If your house number is odd, water on odd numbered days. If it is even, water only on even numbered days. And remember... only one inch of water per week will keep your lawn healthy.



The second poster, the Gnome is promoting the responsible use of water on your lawn and garden as well as providing the same bylaw information to residents.

Did you know?

In the summer, water demand more than doubles! Much of this water is wasted from over-watering lawns and gardens.

Here's what you can do!

Lawns only need one inch of water per week. Turn off your automatic sprinkler. Use a watering can if possible. Follow your local watering bylaw for odd/even day watering.



The third poster promotes awareness of emergency water supplies and the local by laws. If we use our water responsibly we can maintain emergency water storage to fight fires. Excessive outdoor water use can put these supplies at risk.

Did you know?

Fire departments rely on municipal water for emergencies. Over-watering your lawn can put water supplies in jeopardy.

Here's what you can do!

Please use water responsibly. One inch of water per week on your lawn will keep it healthy... and ensure there is water for emergencies.

On Saturday May 24, 2008 the Region hosted a one day, cash and carry rain barrel sale. Three locations were chosen across York Region – Markham Fairgrounds, Woodbridge Fairgrounds and Keswick High School. A discounted price of \$30 per barrel was offered to residents and achieved through bulk purchasing from a single supplier. Just less than 3,000 rain barrels were sold on this one day in less than 5 hours! Based on the success of this event, rain barrel sales will continue next year with locations chosen throughout the Region to match demand. Other opportunities for rain barrel sales and distribution will be discussed with area municipal town staff.

Public Education

May 12-16, 2008 marked the 10th Anniversary of the York Children's Water Festival. The Festival was again a huge success with over 5,000 Grade 4 students and 500 high school volunteers from across York Region participating in many events focused around water conservation, health and safety.

Water for Tomorrow displays are at a variety of community events, landscape seminars and workshops throughout the spring and summer providing tips on water conservation in the home and outdoors. Each year approximately 1,500 homes across York Region are host to a free landscape visit! Each participating home owner receives personalized advice from trained advisors for maintaining healthy lawns and gardens without using a lot of water as well as a free water-wise gardening kit.

A website overflowing with water conservation tips is available at www.waterfortomorrow.com.

The Longer Term Vision

The successful partnership between York Region and the Area Municipalities continues to provide our residents with the tools needed to become leaders in the field of water conservation.

The ten year goal for water conservation in York Region is to achieve an additional savings of approximately 23.4 million litres per average day through:

- Rebates for both residential and industrial, commercial and institutional customers
- Leak Detection on both regional and local watermains
- Industrial, Commercial and Institutional Capacity Buy-Back
- Education

Sincerely,

A handwritten signature in black ink, reading "Tracey Carrigan". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Tracey Carrigan
Manager Technical Support (Acting)

TM

Copy to: E. Mahoney, Commissioner of Environmental Services, York Region
J. Klaus, General Manager, Waterworks, Town of Markham