



Cochrane, Alta., reduced water consumption by 15 per cent and deferred a multimillion-dollar pipeline by giving away toilet dams, low-flow showerheads and faucet aerators. Vancouver's Sylvia Hotel replaced toilets, showers, urinals and installed aerators. The result was a 47 per cent reduction in water use.

#### - MAKE MANAGING DEMAND PART OF DAILY BUSINESS

This step involves developing the capacity to design and implement long-term, comprehensive water management programs. Just as pipes, pumps, concrete and steel are critical parts of our urban water system, so are the programs and initiatives that manage water demand.

Polis points out that managing water demand involves a complexity that differs from supply-side management and projects, and requires professionals with specific training, skills and resources.

While the traditional disciplines of water management are important to maintain safe, reliable urban water infrastructure, an expanded disciplinary perspective is required to effectively manage demand. Demand management professionals draw heavily on the social sciences, integrating expertise from economics, psychology, sociology and education. Investing in professionals with these specialized qualifications is critical to effective urban water management.

Responding to a booming population and a limited water supply, water managers in Calgary have developed one of Canada's most elaborate water efficiency programs. Involving six staff supported by communications and customer service personnel, the program targets residential, commercial and civic water use and ranges from educational campaigns to technology rebate programs to repairing leaks in city water mains.

The program takes a broad-based approach, with elements designed to foster change both in the water system and in social behaviour. Seven theme areas include: Leading by example; aligning policy with conservation objectives; source substitution; technology retrofit and incentives; providing technical assistance; developing a water ethic; and community outreach.

Credit: Paul Hanley; The StarPhoenix

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