

Adopted by Council at its meeting held May 22, 2012 [M254-2012]

/AA

Windsor, Ontario May 22, 2012

**REPORT NO. 59** of the  
**ENVIRONMENT & TRANSPORTATION STANDING COMMITTEE**  
of its meeting held April 25, 2012

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**Present:** Councillor Hatfield, Chair  
Councillor Halberstadt  
Councillor Sleiman  
Councillor Valentinis

**Regrets:** Councillor Payne

That the following recommendations of the Environment and Transportation Standing Committee **BE APPROVED:**

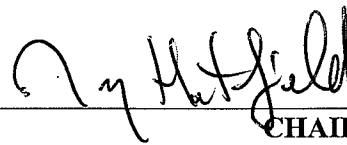
Moved by Councillor Halberstadt, seconded by Councillor Sleiman,  
**THAT** City Council **ENDORSE** the Blue W Program as a method to promote the use of municipal tap water, and

**THAT** City Council **ENCOURAGE** all City of Windsor buildings and agencies that are accessible to the public to participate with the Blue W Program.

Carried.

Clerk's Note: The administrative report from the City Engineer dated March 23, 2012 entitled "Blue W Program" is attached as background information.

Livelihood #15847, MU2012



CHAIRPERSON



DEPUTY CLERK

NOTIFICATION:				
Name	Address	Email Address	Telephone	FAX



**THE CORPORATION OF THE CITY OF WINDSOR**  
**Environment & Transportation Standing Committee - Administrative Report**

**MISSION STATEMENT:**

*"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"*

<b>LiveLink REPORT #: 15847 MU2012</b>	<b>Report Date: March 23, 2012</b> (3291 jc-03/29/12:ebr)
<b>Author's Name: Karina Richters</b>	<b>Date to Council: April 25, 2012</b>
<b>Author's Phone: 519 253 7111 ext. 226</b>	<b>Classification #:</b>
<b>Author's E-mail: krichters@city.windsor.on.ca</b>	

**To: Mayor and Members of City Council**

**Subject: Blue W Program**

**1. RECOMMENDATION: City Wide:  Ward(s): \_\_\_\_\_**

- 1) That City Council **ENDORSE** the Blue W program as a method to promote the use of municipal tap water, and,
- 2) That City Council **ENCOURAGE** all City of Windsor buildings and agencies that are accessible to the public to participate with the Blue W program.

**EXECUTIVE SUMMARY:**

N/A

**2. BACKGROUND:**

On September 2, 2008, City Council approved a policy to promote the use of municipal tap water (CR357/2008). Immediately following the approval of the policy, many departments discontinued the use of bottled water. In addition, 'Lunch and Learn' sessions were offered to staff to highlight the environmental and social benefits of municipal tap water as well as provided information on the legislative requirements to ensure safe and reliable tap water.

**3. DISCUSSION:**

Numerous campaigns have been initiated across the province and in the Windsor-Essex region to promote the use of municipal tap water as the more environmentally acceptable option to bottled water.

These campaigns have been successful, which is evident by the numbers of people that use reusable bottles filled with tap water instead of single use water bottles. Unfortunately, this is occurring at the same time as the number of public drinking fountains is decreasing, leaving individuals wondering where they will be able to fill up their bottles.

In response to this dilemma, the Blue W program was created.

The Blue W is a unique community based program dedicated to promoting municipal tap water as a healthy, easily accessible alternative to purchasing bottled drinks. The program uses a website ([www.bluew.org](http://www.bluew.org)) and a smart phone application to provide mapped details on where to find a location to fill your reusable water bottle without feeling the pressure to make additional purchases.

The program was started as a pilot program in the City of Guelph and has since expanded to communities across Canada, including other Ontario municipalities such as London, Collingwood, Oakville and the Region of Waterloo. A presentation from Blue W is included in Appendix A.

This program has the opportunity to provide a number of benefits to the community including;

- Helping to address the lack of public fountains
- Elevates rather than eliminates consumer choice
- Increases public awareness and support for municipal tap water

Registering a public building or commercial business as a location providing public access to tap water is completely free. In exchange for providing this public access to tap water, Blue W gives free promotional business listings in their website database, smart phone applications so that users can find their business easily.

Participating businesses have identified some benefits for participating in the program including;

- Increasing foot traffic in an area
- Attracting new people to their business
- Opportunity for tourists to the area that are already familiar with Blue W to find your business
- Free promotion of the business through the Blue W program

Blue W has already added nearly 4000 locations since 2009 with many more municipalities becoming interested in the program for 2012. The program has seen a wide variety of businesses signing up in various municipalities, including coffee shops, fast food restaurants, hair salons, book stores and local small businesses.

The Blue W program supports the actions of numerous programs underway, including actions under the Environmental Master Plan, Windsor Utilities Commission, Windsor-Essex County Health Unit and the Stay Cool Windsor Essex Campaign.

The Blue W program provides various opportunities for municipalities to become involved. The no-cost option to the municipality is to promote the program from existing resources such as Environmental Master Plan activities. Businesses or public facilities that register will receive a standard Blue W decal and will be added to the website at no cost.

Alternatively, the City of Windsor can engage Blue W to complete a community outreach campaign with the community at a reasonable cost. This outreach is based on a 16-week project delivery plan which includes Blue W staff time to consult with various groups, including Local NGOs, BIA members and local water staff.

Under this campaign, the Blue W decals are adapted to include the corporate logos as well as additional daily promotional messaging about tap water. Blue W will continue to work within the community until a targeted number of businesses are registered (approximately 100), at which point the program is expected to be sustainable. The total program cost is \$9,240 for the City of Windsor or \$12,240 for the City of Windsor and outlying areas. The request for support letter with program costs is attached in Appendix B.

At this time, it is being recommended that the City of Windsor proceed with initiating the Blue W under the free initiative. If after a couple of months, the program does not gain traction on its own, the Environmental Coordinator will seek out partners to assist with the funding required to bring the Blue W campaign staff to the area.

**4. RISK ANALYSIS:**

N/A

**5. FINANCIAL MATTERS:**

At this time, it is being recommended that the City Council endorse the Blue W program and that the City of Windsor and its agencies self-promote the Blue W program with no additional cost.

If this self promotion of the Blue W program is ineffective, it is recommended that the Environmental Coordinator look to finding partners to share the costs associated with bringing the Blue W campaign to the City of Windsor.

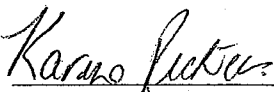
Total Program Costs (City of Windsor core)	\$ 9,240 (+HST)
Total Program Costs (City of Windsor and outlying areas)	\$12,240 (+HST)

**6. CONSULTATIONS:**

Windsor-Essex County Health Unit  
Windsor Essex County Environment Committee

**7. CONCLUSION:**

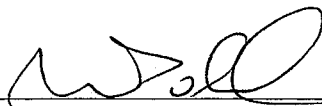
The Blue W program supports the numerous actions currently underway in the region.



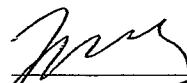
**Karina Richters**  
Environmental Coordinator



**Greg St. Louis**  
Senior Manager of Pollution Control



**Mike Palanacki**  
Executive Director Operations



**Mario Sonogo**  
City Engineer and Corporate Leader  
Environmental Protection and  
Transportation

/jc:ebr

**APPENDICES:**

**Appendix A: Community-Based Tap Water Promotion presentation**

**Appendix B: Blue W Request for Support and Program Costs**

**DEPARTMENTS/OTHERS CONSULTED:**

**Name:**

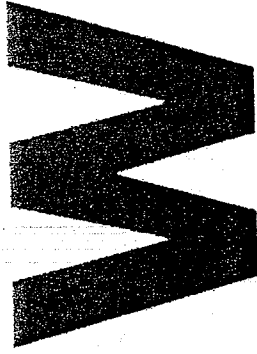
**Phone #: 519            ext.**

**NOTIFICATION :**

Name	Address	Email Address	Telephone	FAX

# Community-based Tap Water Promotion

Presented by:



Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

# Background

## **Evan Pilkington**

- Decade, water management consultant
- Focus on Municipal WLM, ICI water efficiency and technology
- Local and international experience (TZ,PH,UK)
- Director of Blue W



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[www.bluew.org](http://www.bluew.org)



# What is the Blue W?

## Blue W Program

- A national tap water refilling network
- Website, smart phone application, window decals
- Provide mapped details on shops, cafes and public facilities willing to fill your reusable bottle without compelling you to make additional purchases

## Blue W Program Principles

- Social awkwardness trumps common sense
- Provide simple access to a public resource
- Address market imbalance with positive promotion



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[www.bluew.org](http://www.bluew.org)

# Blue W Website Functionality



Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

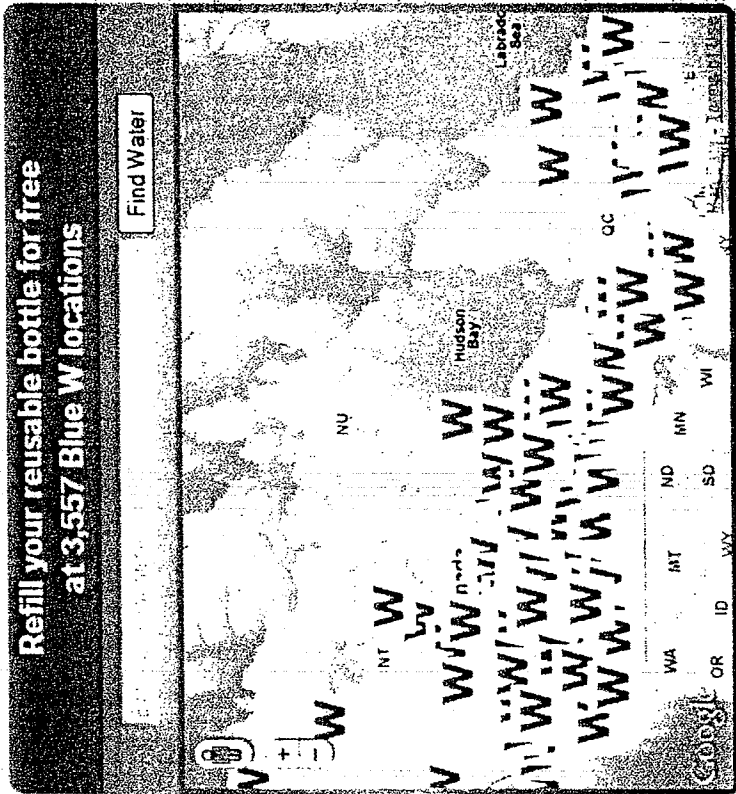
Tap Water Map

Register

About Us

Contact

Smart Phone Users



find tap water anywhere

[Terms of Use](#)



Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

# Blue W Website Functionality

**W**

Refill your bottle here  
www.bluew.org

Tap Water Map

Register

About Us

Contact

SmartPhone Users

**You searched for:**  
Lunenburg, NS, Canada

**Closest locations:**

- 174 Lincoln St  
Denny Rd  
543m East
- 79 Pelham Street  
(Corner Pelham & Duke)  
Lunenburg Art Gallery  
620m East
- 230 Lincoln Street  
LUMS in Lunenburg  
652m East

lunenburg, NS

Find Water

Map data ©2011 Google, Terms of Use

find tap water anywhere

[Terms of Use](#)

**W**

Refill your bottle here  
www.bluew.org

# Blue W Website Functionality

**W**

Refill your bottle here  
www.bluew.org

Tap Water Map

Register

About Us

Contact

Smart Phone Users

**Refill your reusable bottle for free  
at 3,557 Blue W locations**

Lunenburg, NS

**LUVLY in Lunenburg**  
LUVLY in Lunenburg  
230 Lincoln Street  
Lunenburg, NS B0J 2C0

Retail - women's clothing/Room  
Temperature Tap Water  
Staff will fill from sink in store

Find Water

**You searched for:**  
Lunenburg, NS, Canada

**Closest locations:**

- 174 Lincoln St  
Lunenburg
- 543m East
- 79 Palham Street  
(Gomer Palham & Duke)  
Lunenburg Art Gallery  
520m East
- 230 Lincoln Street  
LUVLY in Lunenburg  
552m East

find tap water anywhere

[Terms of Use](#)

**W**

Refill your bottle here  
www.bluew.org

# Blue W Website Functionality

# W

Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

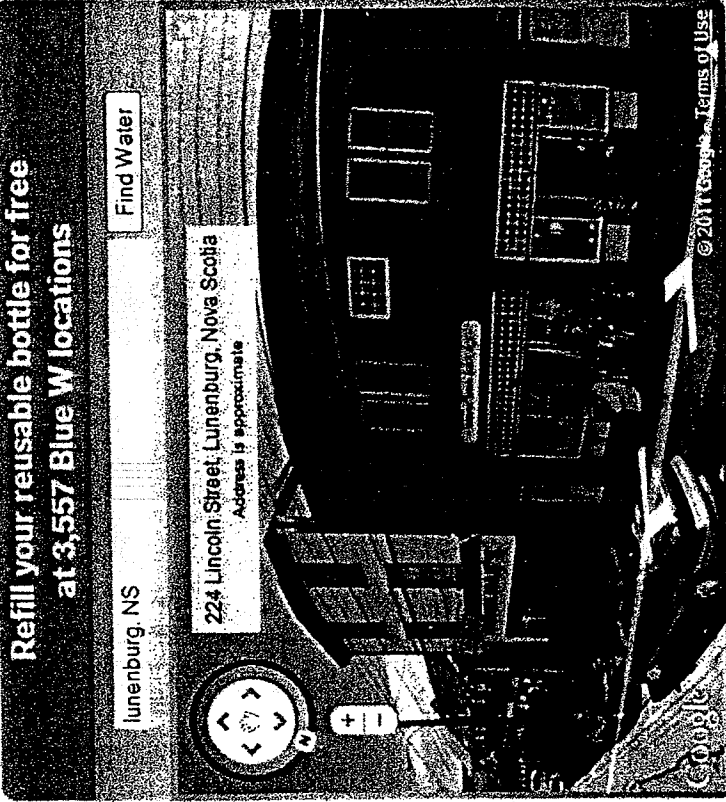
Tap Water Map

Register

About Us

Contact

Smart Phone Users



You searched for:  
Lunenburg, NS, Canada

Closest locations:

- 174 Lincoln St  
Army Jib  
513m East
- 79 Pelham Street  
(Corner Pelham & Duke)  
Lunenburg Art Gallery  
620m East
- 230 Lincoln Street  
LUMAX in Lunenburg  
652m East

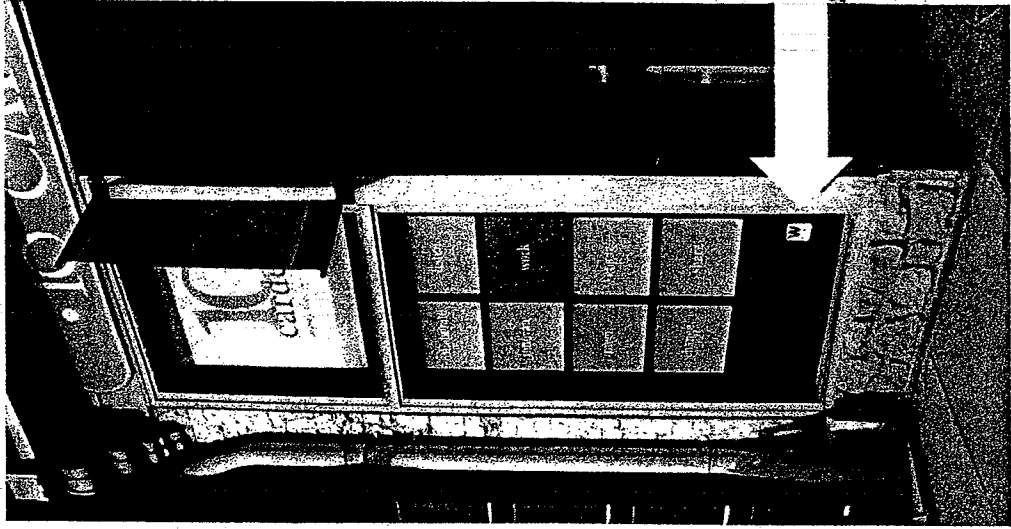
## find tap water anywhere

Terms of Use

# W

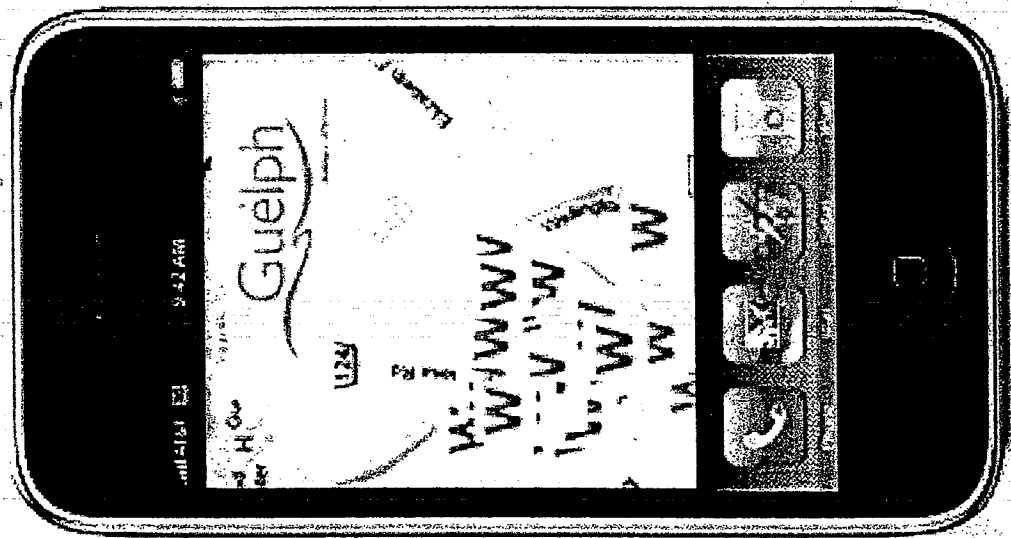
Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

# Small, Unobtrusive Decals to Identify Participant Locations



Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

# Blue W Smartphone Functionality



Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

# Community Benefits

- Compensates for lack of public fountains
- Innovative response to requests for bottle bans, elevating rather than eliminating consumer choice
- Integrates well with municipal messaging
- Increases commercial foot traffic and aligns shop with community interests
- Personal dialog versus static marketing

**W**

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[www.bitew.org](http://www.bitew.org)



# Community Benefits

- Innovative connection with new demographic
- Broad spectrum: Starbucks, Wendys, Hair Salons, Book Stores, Tattoo Parlours
- Public awareness = public support
- Community-based delivery - minimal municipal resource demand (\$, time)
- Measurable impact
- Nearly 4,000 locations to date



Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

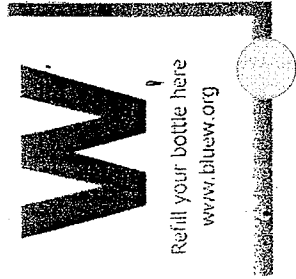
Thank you for your time.

Please contact:

Evan Pilkington, Director

226-979-0166

[evanp@bluew.org](mailto:evanp@bluew.org)



## APPENDIX "B"

December 08, 2011

Karina Richters, P.Eng, M.A.Sc.  
Environmental Coordinator  
City of Windsor

RE: Request for Support

Dear Ms. Richters,

As you know, the Blue W is a unique community-based program dedicated to promoting municipal tap water as a healthy, easily accessible alternative to purchasing bottled drinks. Using our website and smart phone application, we are the only program in Canada to provide mapped details on where to find clean, free public and commercial sources to fill your reusable bottle without compelling you to make additional purchases.

In addition to being the only program to deliver this service to communities, the Blue W is also unique in its dedication to positive promotion – **the Blue W is definitely NOT an anti-bottled water campaign.** This progressive program direction has yielded unparalleled commercial and retail participation. We would like to see the Blue W decal at the entrance of our favourite cafes and restaurants throughout Windsor and Region.

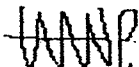
It is with this goal in mind that we request your support for our work in a variety of capacities to help advance the implementation of our program locally. Your endorsement of our initiative will be a critical factor in broad community acceptance and successful delivery of services. The document below provides more detailed information about the Blue W and the expected needs associated with local delivery.

As the Director of the Blue W, I have been highly motivated by our partnerships with a variety of Canadian communities, like Guelph, London, Collingwood, Oakville and Waterloo Region. Our initiative would be further energized by a formalized partnership with the City of Windsor, given your experience with successfully implementing leading-edge municipal water programs.

For any inquiries or clarifications, please consider reviewing our website [www.bluew.org](http://www.bluew.org) or contacting me directly at (226) 979-0166 or [evanp@bluew.org](mailto:evanp@bluew.org).

Thank you for considering our request for support. We look forward to hearing from your office soon.

Sincerely,



Evan Pilkington, Director

### **Program Overview**

You might think that it's easy to avoid purchasing drinks in disposable containers: grab a glass from the kitchen cabinet and fill it from the tap. But what about when you're away from your home or office? We're pulling thousands of local shops and cafes together into a national network that lets people who want tap water connect with the people willing to provide it, which could serve as a **cost-effective alternative to commissioning and servicing new public water fountains.**

Blue W tap water refilling network was launched with our City of Guelph pilot project in 2009 with the goal of giving Canadians free access to clean, healthy tap water while away from home. The Blue W's online map, smart phone application and trademarked storefront window decal helps the thirsty, health-conscious and environmentally aware consumer to easily locate thousands of places to refill their reusable water bottle with tap water for free.

The Blue W network is not just about avoiding disposable containers; it's about understanding that we support the hard work of our municipal and regional water departments, and the water they provide is a common good that should be easily accessed beyond individual fence lines.

We're working hard to develop a strong market competitor for bottled beverages, for people who want to stay healthy, save money and live in a sharing and sustainable community.

### **What Key Concerns Will Be Addressed?**

It's very easy to drink tap water while in your home or at your workplace, but the most discouraging aspect to the bottled beverage vs. tap water debate is the invisible barrier to access that people perceive when trying to stay hydrated while out and about. Asking a staff person to refill your reusable bottle in a shop or restaurant can be awkward and unnerving for many people, especially when an alternative is readily available to purchase in the form of a disposable bottle of spring water. It seems that social discomfort can swiftly trump common sense.

The Blue W is a community-based initiative to help rectify this issue. Using our website ([bluew.org](http://bluew.org)) and smart phone application, we work in partnership with municipalities, local businesses and conservation groups to provide online mapped details on where to find clean, free sources across the nation to refill your reusable bottle without feeling compelled to make any additional purchases.

### **How Will Participating Businesses Benefit?**

We believe we have a special responsibility to support our network of participating businesses. In exchange for their willingness to provide public access to tap water for free, we give them free promotional business listings in our website database and our smart phone applications, so that our thousands of users can find their business easily. As a participating business, they benefit from increased walk-in foot traffic and receive positive recognition through our marketing efforts, identifying them as a progressive, community-oriented business. By signing up with the Blue W they help to support the hard work of local municipal water suppliers, make water more accessible to the public, raise awareness about water issues, and help their community meet its sustainability goals.

### **How can I learn more?**

Visit Blue W's website: [www.bluew.org](http://www.bluew.org) . For further details, email: [info@bluew.org](mailto:info@bluew.org) .

**Project Information****Project:** Blue W – City of Windsor (core)**Project Time-frame:** February 2012 – May 2012**Related Documents:** Letter of Introduction  
Program Overview Statement

**Process impact:** Based on the anticipated 16-week project delivery plan, we require the following funds to successfully deploy Blue W Community Outreach Coordinators on your behalf to actively register commercial and municipal properties across the community, exposing a significant number of residents and visitors to locally-branded municipal tap water promotional messaging daily.

**Project Pricing Overview**

Component	Resources	Cost	Subtotals
<b>Program Development</b>			
Local Project Management	Blue W Staff	\$1,120	
Local Program Design	Blue W Staff	\$900	
Local Content Development	Blue W Staff	\$295	
Local Registration QA	Blue W Staff	\$385	
Consultation with Local NGOs	Blue W Staff	\$295	
Consultation with CoC/BIA Members	Blue W Staff	\$360	
Consultation with Local Water Staff	Blue W Staff w/City Staff	\$480	
Local Promotion Strategy	Blue W Staff w/City Staff	\$530	<b>\$4,365</b>
<b>Marketing and Outreach</b>			
Local Marketing Materials Development	Blue W Staff w/City Staff	\$480	
Localized Window Decals	Blue W Staff	\$230	
Point of Use Posters	Blue W Staff w/City Staff	\$140	
Localized Public Awareness Posters	Blue W Staff w/City Staff	\$140	
Broad Marketing and Promotion Delivery	Blue W Staff	\$475	
Local Registration Solicitation	Blue W Staff	\$2,535	
Local Volunteer Supervision	Blue W Staff	\$495	
Local Community Liaison	Blue W Staff	\$380	<b>\$4,875</b>
<b>Total Program Cost</b>			<b>\$9,240 (+HST)</b>

**Project Information****Project:** Blue W – City of Windsor (and outlying areas)**Project Time-frame:** February 2012 – July 2012**Related Documents:** Letter of Introduction  
Program Overview Statement

**Process impact:** Based on the anticipated 24-week project delivery plan, we require the following funds to successfully deploy Blue W Community Outreach Coordinators on your behalf to actively register commercial and municipal properties across the community, exposing a significant number of residents and visitors to locally-branded municipal tap water promotional messaging daily.

**Project Pricing Overview**

<b>Component</b>	<b>Resources</b>	<b>Cost</b>	<b>Subtotals</b>
<b>Program Development</b>			
Local Project Management	Blue W Staff	\$2,120	
Local Program Design	Blue W Staff	\$900	
Local Content Development	Blue W Staff	\$395	
Local Registration QA	Blue W Staff	\$385	
Consultation with Local NGOs	Blue W Staff	\$395	
Consultation with CoC/BIA Members	Blue W Staff	\$360	
Consultation with Local Water Staff	Blue W Staff w/City Staff	\$480	
Local Promotion Strategy	Blue W Staff w/City Staff	\$630	\$5,665
<b>Marketing and Outreach</b>			
Local Marketing Materials Development	Blue W Staff w/City Staff	\$480	
Localized Window Decals	Blue W Staff	\$430	
Point of Use Posters	Blue W Staff w/City Staff	\$240	
Localized Public Awareness Posters	Blue W Staff w/City Staff	\$240	
Broad Marketing and Promotion Delivery	Blue W Staff	\$675	
Local Registration Solicitation	Blue W Staff	\$3,535	
Local Volunteer Supervision	Blue W Staff	\$595	
Local Community Liaison	Blue W Staff	\$380	\$6,575
<b>Total Program Cost</b>			<b>\$12,240 (+HST)</b>