



# Water Efficiency and Customer Service

Civic Works Committee

April 8, 2015

Water Service Area



# Report Recommendations

## Water Efficiency

Cause for celebration  
– City wide water use  
and leak reduction

By-law change to  
eliminate outdoor  
water use restrictions  
on weekends and  
statutory holidays

## Customer Service Review

Numerous points of  
customer contact

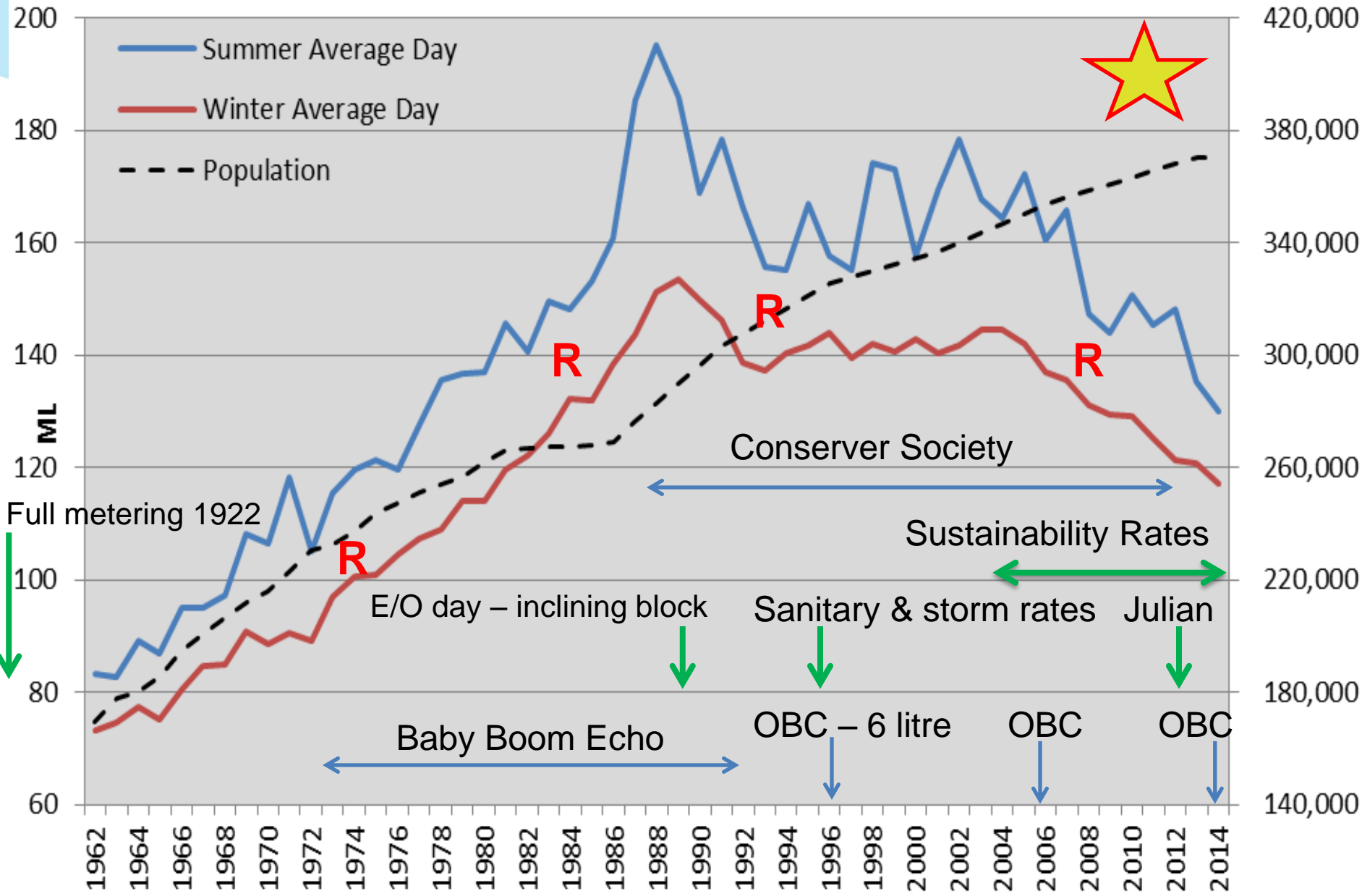
Investigate reward  
opportunities such as  
Aeroplan

# Customer Service Points of Contact



# Average Daily Trends

(1962 to 2013)



# Outreach Efforts

- The Clear Choice
- Home Shows & Festivals
- Julian & Value of Water/New Funding Model
- Website – Teaching Toolkit, Water Conservation House & Water Conservation Videos
- Growing Naturally
- Thirst Mobile
- Social Media





# Latest Campaign



**CHECK  
YOUR TOILET  
FOR LEAKS**

LONDON TAP WATER  
*The Clear Choice*



London  
CANADA

[London.ca/leaktest](http://London.ca/leaktest)

# Objectives of Outdoor Water Use Restrictions

- Supply water for fire protection & critical customers, e.g. health care;
- Meet legislative requirements re: water conservation;
- Easy to understand and administer;
- Flexibility to use water when capacity is available;
- Consistency with other local watering communications.



# Interim Restrictions - 2015



Opportunity to relax existing by-law since we have capacity available:

- Stays the same:
  - Even-odd during the week
  - City Engineer retains the authority to invoke restrictions if water supply is interrupted
- **New** - No restrictions on weekends and statutory holidays



# Long-term Restrictions - 2016

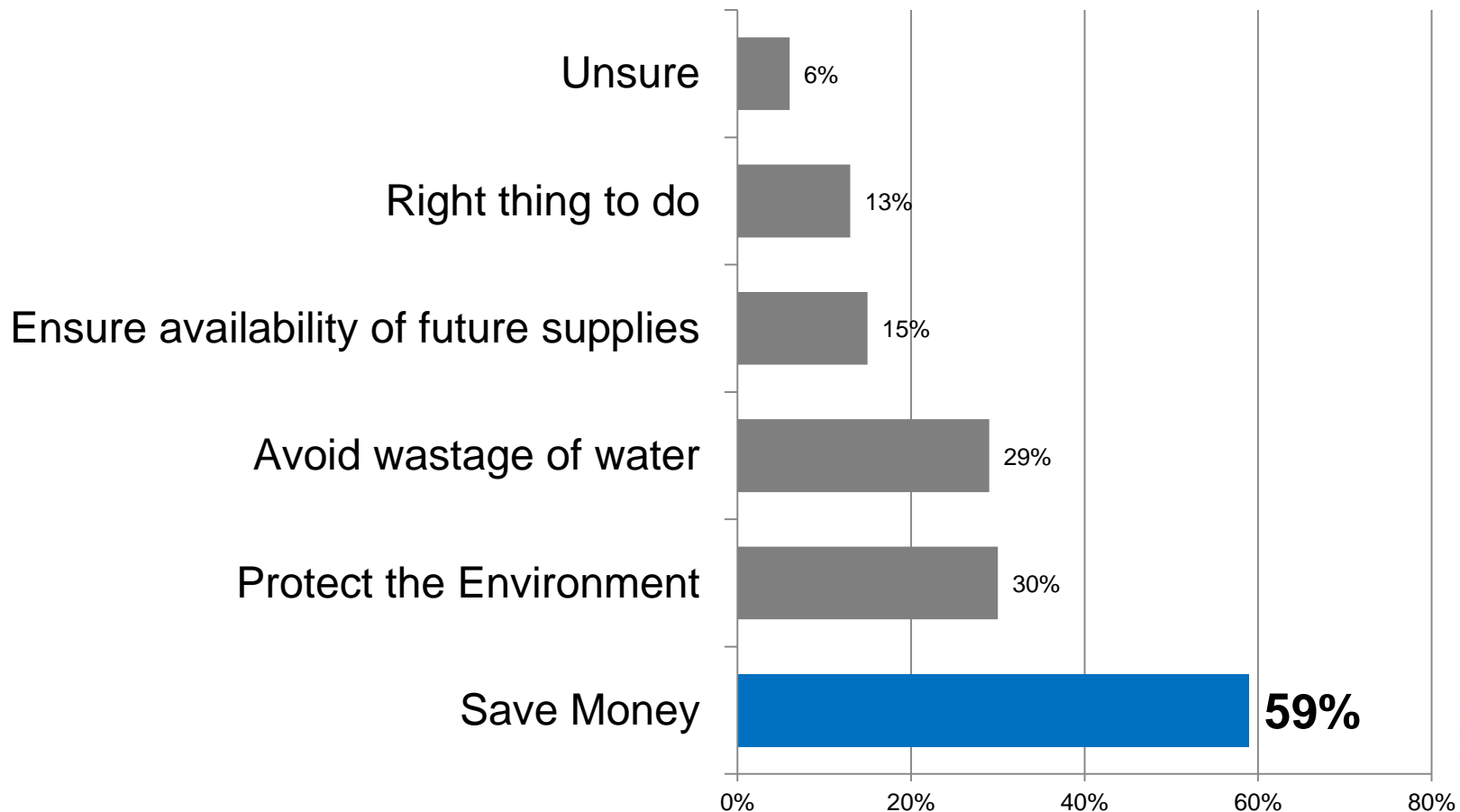
- Consult with stakeholders – public, UTRCA, the City’s Urban Watershed Manager, and the City’s Urban Forester;
- Consider fines for violators;
- Recommend by-law changes to the Municipal Council;
- Hold a public meeting;
- Revise and enact bylaw.



# Customer Survey 2013 by

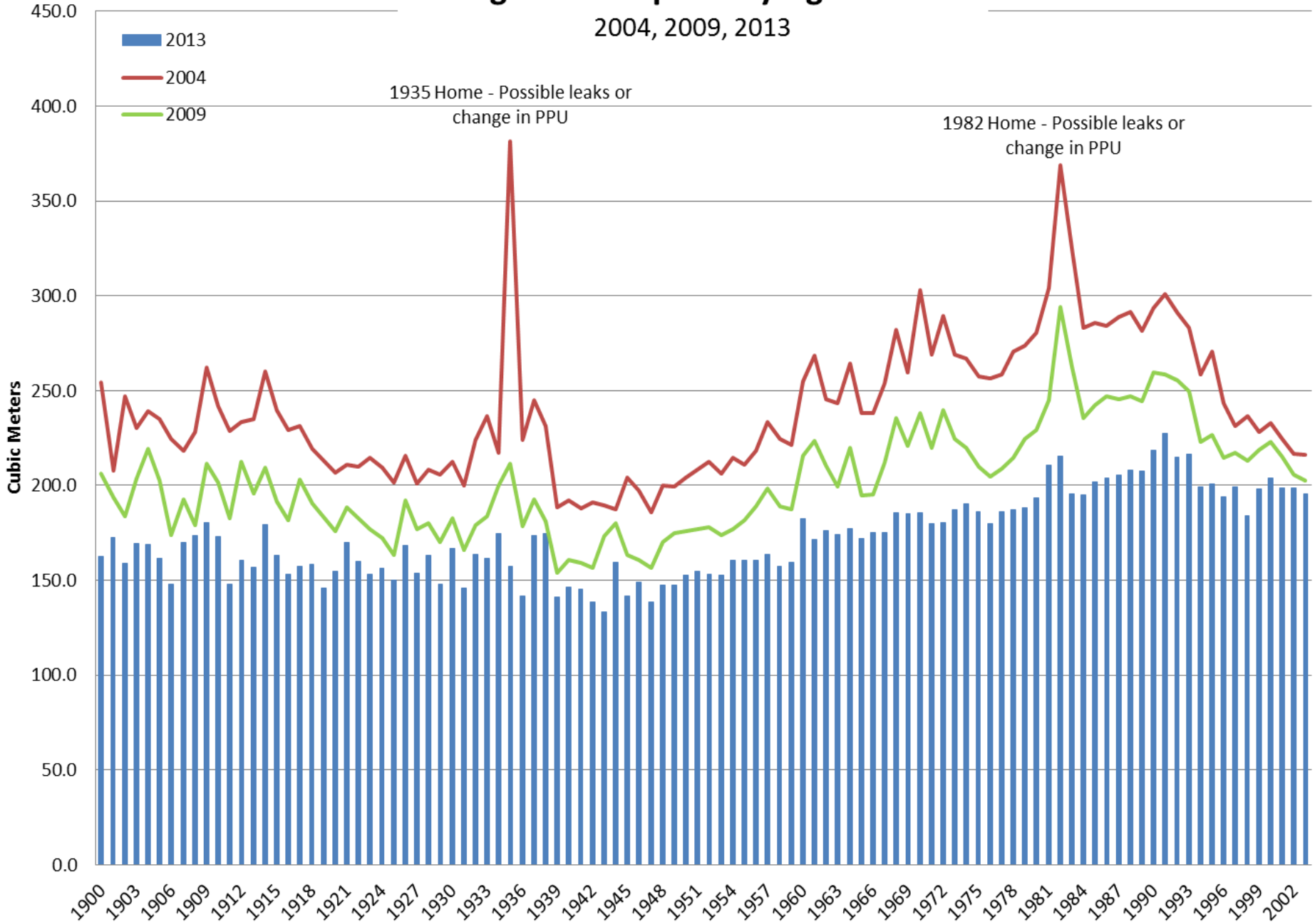
Probe Research Inc.

## Why do you Conserve? % of Total Population

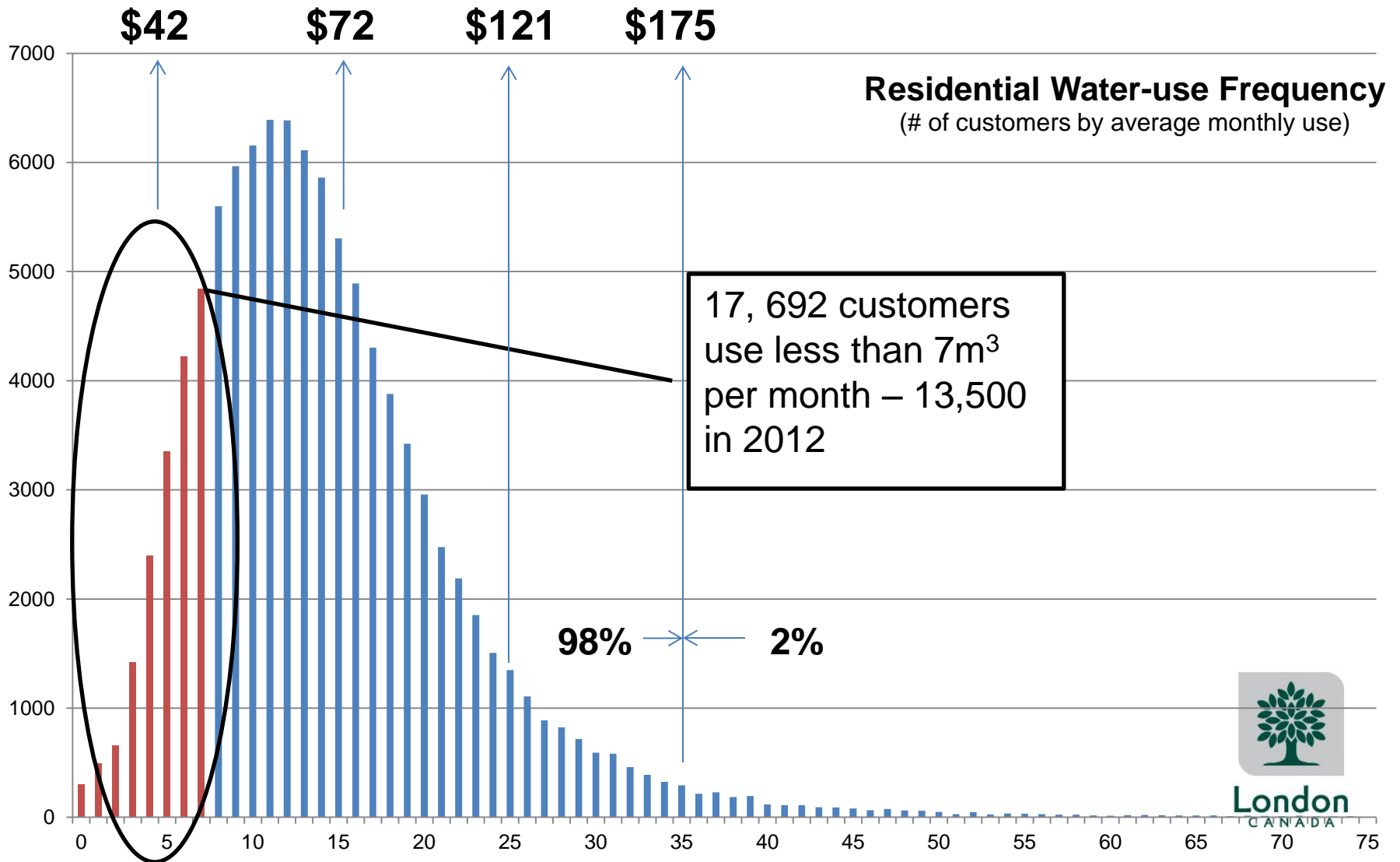


# Average Consumption by Age of House

2004, 2009, 2013



# More customers using less in 2014





# Reward Opportunity & Challenges

How should we reward/recognize conservation efforts (beyond having the lowest water bill)?

- Who should be rewarded?
  - Single person households?
  - People who are seldom home?
  - Large households who are actually conserving?
  - Any household which has reduced their consumption?
- It is hard to reward customers who use less than 8 cubic metres of water per month
  - Consider Aeroplan? LH offers it for paperless billing.
- Who subsidizes the reward?
- Minimize administrative effort

# Reward/Recognition Next Steps

- Consider other reward and recognition opportunities
- Consult with stakeholders
- Receive formal submission from Aeroplan
- Investigate further opportunities with London Hydro to ensure program is simple to implement
- Bring back recommendations to CWC



# Questions

Lower Flow Indicator indicates low flow (1.5 to 2.2 gallons per minute)

Sleepy Hand The needle can sag 1.5 to 2.2 gallons per minute

Obstruction Measures water that is not used

## CHECK YOUR TOILET FOR LEAKS

LONDON TAP WATER  
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### Water Conservation House

Click around to learn a lot more.

- 1. Bath & Shower
- 2. Toilet
- 3. Outdoor Washing
- 4. Dishwasher
- 5. Drinking Water
- 6. Water Meter
- 7. Washing Machine
- 8. Rain Barrel
- 9. Composter
- 10. Well
- 11. Outdoor Watering
- 12. Fire Hydrant
- 13. Stormwater System
- 14. Drinking Water System
- 15. Wastewater System
- 16. Contact Us

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