

City of Guelph Outside Water Use Program and By- Law Review



Prepared by Lura Consulting for:
The City of Guelph

July 2013



Highlights of Survey Findings

Outside Water Use Program and By-law Review
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This report was prepared by Lura Consulting for the City of Guelph. If you have any questions or comments regarding the information included in this report, please contact:

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1. INTRODUCTION

1.1 Background

In 2003, Guelph City Council approved the City's Outside Water Use Program (OWUP) and By-law. The OWUP and By-law is administered in accordance with the Ontario Low Water Response Plan and was implemented to address peak demand challenges and sustain local water resources. Since implementation of the OWUP and By-law, daily annual peak day demands have decreased by over 11,800 m³/day through voluntary and mandatory measures to reduce outside water use.

Persistent dry weather conditions during 2012 necessitated further outside water use restrictions under the OWUP and By-law. At the time, businesses and residents brought forward concerns regarding the impact of enhanced restrictions. Earlier this year, the City of Guelph initiated a phased review of the Outside Water Use Program (OWUP) and By-law, in part to address stakeholder concerns, and to:

- Identify aspects of the By-law and Program that are working well; and
- Examine opportunities to improve the By-law and Program to ensure the City's water supply is being managed effectively and responsibly.

1.2 Report Contents

This report presents the results of a residential survey conducted during Phase Three of the Outside Water Use By-law and Program Review.

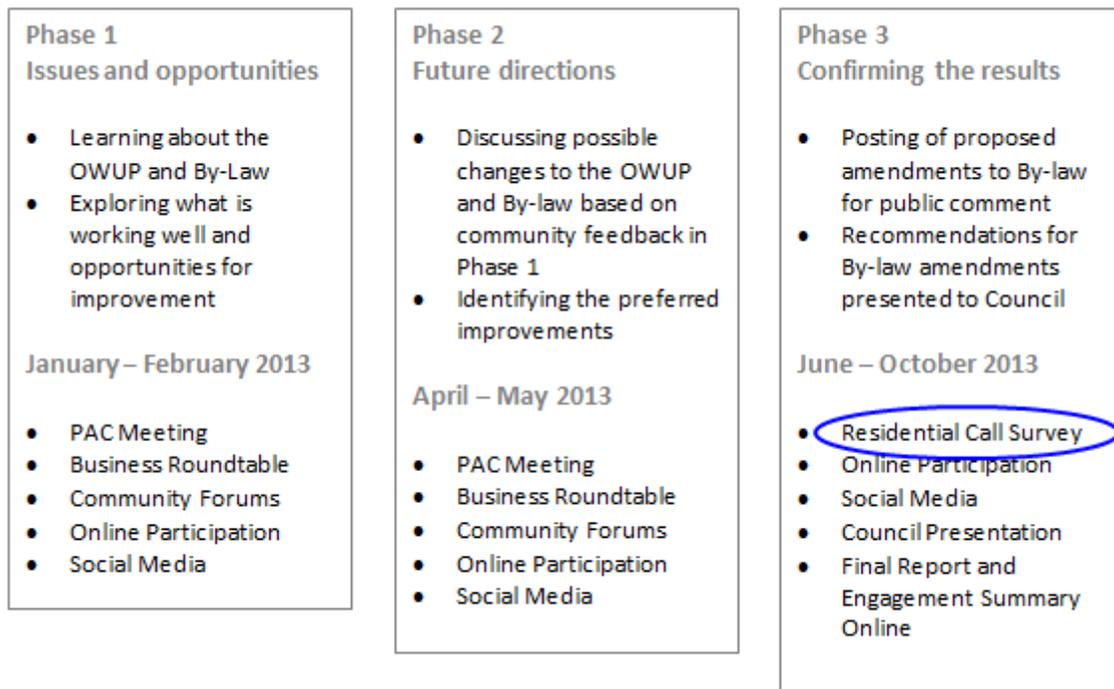


Figure 1: Outside Water Use By-law and Program Review Process

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The survey was used to collect feedback about community perceptions and awareness about local water conservation initiatives and to explore preferences relating to potential changes to the OWUP and By-law.

The report has been organized into the following sections:

- Section 2: Survey Objectives and Methodology – describes the approach used to collect and analyze the survey data;
- Section 3: Summary and Insights – provides a high level synopsis of the survey findings and outlines considerations for the Outside Water Use By-law and Program Review; and
- Section 4: Survey Results – presents the raw survey results and an interpretive summary under the following headings:
 - Demographics and Dwelling Characteristics;
 - Awareness and Perceptions;
 - Restrictions and Exemptions;
 - Outside Water Use Program Levels;
 - Enforcement; and
 - Sources of Information.

2. SURVEY OBJECTIVES AND METHODOLOGY

2.1 Survey Objectives

The objectives of the survey were to:

- Analyze community awareness, participation, and attitudes regarding local water conservation initiatives;
- Determine residents' receptiveness to municipal efforts to enhance local water conservation measures, and how to address potential barriers; and
- Identify where residents currently access information about water conservation and how they would like to receive information from the City.

The survey results will be used by the City of Guelph's Water Services Department as it reviews the Outside Water Use Program and By-law.

2.2 Methodology

The survey was conducted by telephone between July 2nd and July 9th 2013. To ensure statistical accuracy and equal participation from the City's six wards, 400 randomly selected residents were interviewed using a stratified sampling method. The results can be considered accurate to within $\pm 4.9\%$, 19 out of 20 times (95% confidence interval).

Qualifying questions were used to verify eligibility requirements and specifically targeted:

- Residents of the City of Guelph;
- Residents connected to the municipal water supply;
- Individuals responsible for paying the household water bill; and
- Adults, 18 years of age or older.

Survey questions were designed to elicit feedback regarding local water conservation initiatives and potential changes to the OWUP and By-law. A combination of closed and open-ended questions, as well as Likert-scale questions, were used to capture a respondent's level of agreement with different statements. The survey was designed to take between 8 to 10 minutes to complete.

A total of 47 questions surveyed residents about the following topics:

- Awareness of and perspectives on the OWUP and By-law;
- Levels of support for proposed measures and/or changes to OWUP and By-law (car washing, pools, automated sprinklers, water times, etc.);
- Levels of support for proposed water use exemptions under the By-law;
- Perspectives on current enforcement and fine levels and appetite for increased fines; and
- Perspectives on water response levels.

The survey questions are attached to this report as Appendix A.

3. SUMMARY AND INSIGHTS

Report Highlights

The survey results are summarized below according to the headings in the questionnaire. The survey results are generally consistent with the feedback and comments received during community engagement as part of Phases 1 and 2 of the OWUP review, however they also reveal a wider range of public opinions regarding proposed changes to certain elements of the OWUP and By-law.

Awareness and Perceptions

- The majority of Guelph's residents (75%) are aware of the source of the city's municipal water supply.
- Respondents' awareness of the OWUP and By-law was nearly universal (97%).
- While the majority of residents (70%) polled believe the OWUP and By-law effectively promote water conservation, nearly half (42%) perceive them as being restrictive.
- Despite this last point, the majority of respondents (86%) indicated they always comply with the OWUP when it is in effect, and would support further actions to enhance local water conservation (76%).

Restrictions and Exemptions

- While nearly all the residents (94%) surveyed reported having a lawn on their property, the majority of respondents (62%) also indicated they do not water their lawn.
- Relatively few respondents use a rain barrel (29%) or rainwater harvesting system (1.5%). Respondents who don't use either a rain barrel or rainwater harvesting system indicated they hadn't thought about using one before or cited cost as the primary reason. The majority (55%) however did indicate interest in purchasing a rainwater harvesting system if the City offered them an incentive.
- Time Periods for Watering:
 - The majority of respondents expressed a preference to maintain existing timeframe restrictions for lawn watering by time (58%) and day (53%). Respondents generally opposed changing lawn watering restrictions to certain times of the day or week as suggested in the feedback received in Phase 2 of the review.
 - Consistent with the feedback collected during Phase 2 of the OWUP review, respondents indicated support for exemptions to permit watering private food gardens (55.8%), and trees (44.6%).
- Automated Sprinklers:
 - Of the respondents who do water their lawns, nearly all use a manual sprinkler or hose (91%), while a small percentage use an automatic irrigation system (6.4%) or a rain barrel/rain water harvesting system (2%).
 - Feedback from Phase 2 indicated a preference for incentives to encourage water efficient automatic irrigation systems and requiring a master valve to control water flow from them. The survey results however suggest relatively few households that use an automated sprinkler system would consider installing a master valve (33.3%) if the City provided a

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rebate, or participating in a City-offered audit service (33.3%) to help them reduce their system's water use.

- **Car Washing:**
 - Although car ownership is nearly universal amongst respondents (97%), relatively few indicated they wash their cars regularly. The majority of respondents (86%) indicated they would support total restrictions on car washing while level 2 of the Outside Water Use Program is in effect. This feedback was not consistent with the comments received during Phase 2 of the review which emphasized maintaining current car washing restrictions and the need for more City-led education regarding water-efficient car washing practices.
- **Pools:**
 - Relatively few respondents (19.8%) reported having a pool. The majority (81.0%) of respondents with a pool use a pool cover. Pool covers were also the most preferred action chosen by respondents to conserve pool water.

Outside Water Use Levels

- While nearly all respondents (97%) reported awareness of the OWUP and By-law, just over half (54.5%) indicated they are aware of the program's three water restriction levels.
- Respondents receive information about the program levels primarily from billboards/signs (44.8%), newspaper (23.3%), and radio (14%) during the summer dry season.
- Consistent with the feedback collected during Phase 2, the majority of respondents (52.3%) would support the introduction of a new restriction level. Slightly more respondents (62%) believe the terms (voluntary vs. mandatory) of the colour-coded levels of the OWUP should remain the same.

Enforcement

- The survey results provided new information about public opinion regarding fines for non-compliance. Overall, the majority of respondents (58%) believe the current fine level for non-compliance is appropriate. More than three-quarters of respondents (83%) however would support an increase of fines for repeat offenses. Only 42% felt that the City should investigate seasonal changes to water rate structures to support water conservation.
- Respondent opinion indicates that more enforcement and education and outreach is required to encourage compliance with the OWUP and By-law. The majority of respondents (60.8%) also indicated they would report by-law non-compliance, primarily by telephone (72.1%).

Sources of Information

- The three top mechanisms respondents use to receive information about the OWUP are: newspaper (37%), roadside signs (19.5%) and radio (9%). These mechanisms are slightly different than the ones residents rely on for information about restriction levels for water use.
- Survey results also suggest that the City should continue to provide the same level of information about the OWUP and By-law, using a combination of communication methods, including the top three – newspaper, roadside signs and radio – reported by respondents.

4. SURVEY RESULTS

Survey Sample Profile and Description

A summary of the respondents' demographic information and dwelling characteristics is captured in the following tables.

Table 1: Respondent Demographics

AGE	
18-34	17.3%
35-54	39.3%
55 and over	21.5%
Don't know/Declined	21.5%

GENDER	
Male	48.5%
Female	51.5%

Table 2: Dwelling Characteristics

TYPE OF DWELLING	
Detached	93.3%
Semi-detached	0.8%
Townhome/Condo	6.0%

OWNERSHIP	
Own	94.0%
Rent	4.5%
Don't know/ Refused	1.5%

LENGTH OF TIME LIVING IN GUELPH	
Less than 2 years	0.8%
2 – 5 years	0%
5 – 10 years	8.0%
10 – 20 years	23.8%
More than 20 years	67.5%

Awareness and Perceptions

Q9. Where do you think the water that Guelph uses comes from?

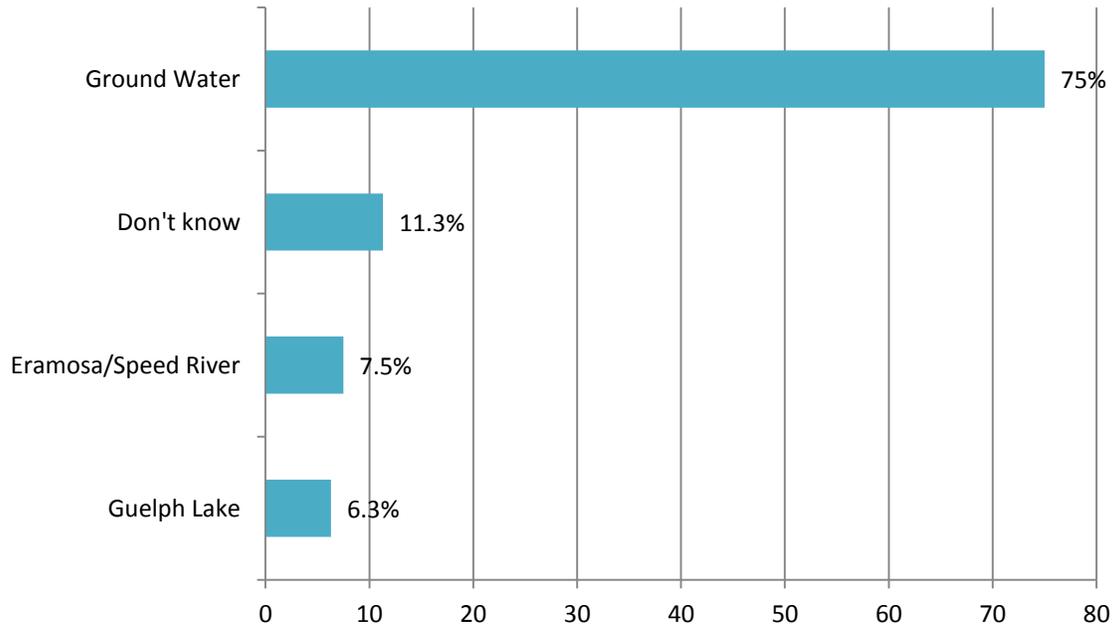


Figure 2: Respondent Awareness of Municipal Water Source (n=400)

Highlights:

- Overall, three quarters of the residents surveyed (75%) are aware that municipal water in Guelph is supplied from local ground water sources. Approximately 10% of respondents indicated they don't know the source of the city's municipal water supply.

Q10. Are you aware that the City of Guelph has a program and By-law that addresses outside water use in Guelph?

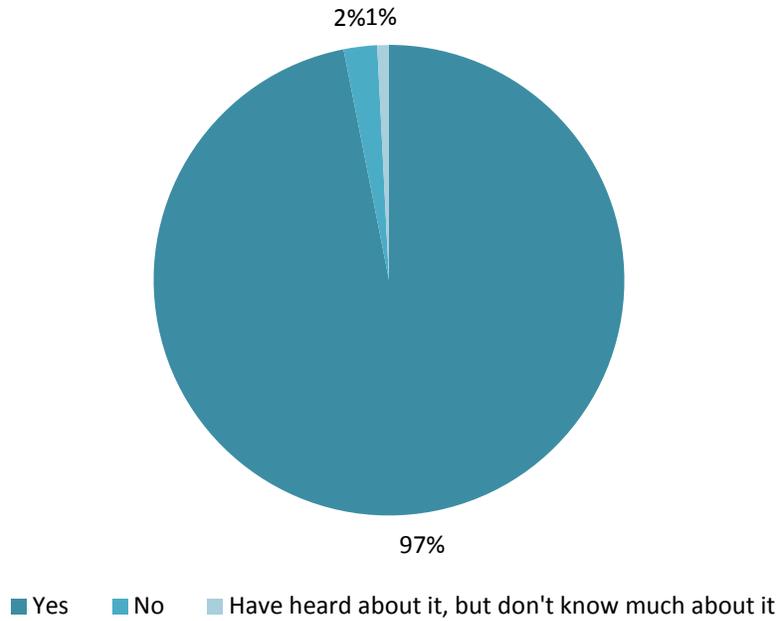


Figure 3: Respondent Awareness of OWUP and Bylaw (n=400)

Highlights:

- Nearly all the respondents surveyed (97%) reported awareness of the City's OWUP and By-law.

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Q11. On a scale of 1 to 5, where one is ineffective and 5 is very effective, please rate how effective you think the Outside Water Use Program and By-law are at encouraging water conservation in Guelph.

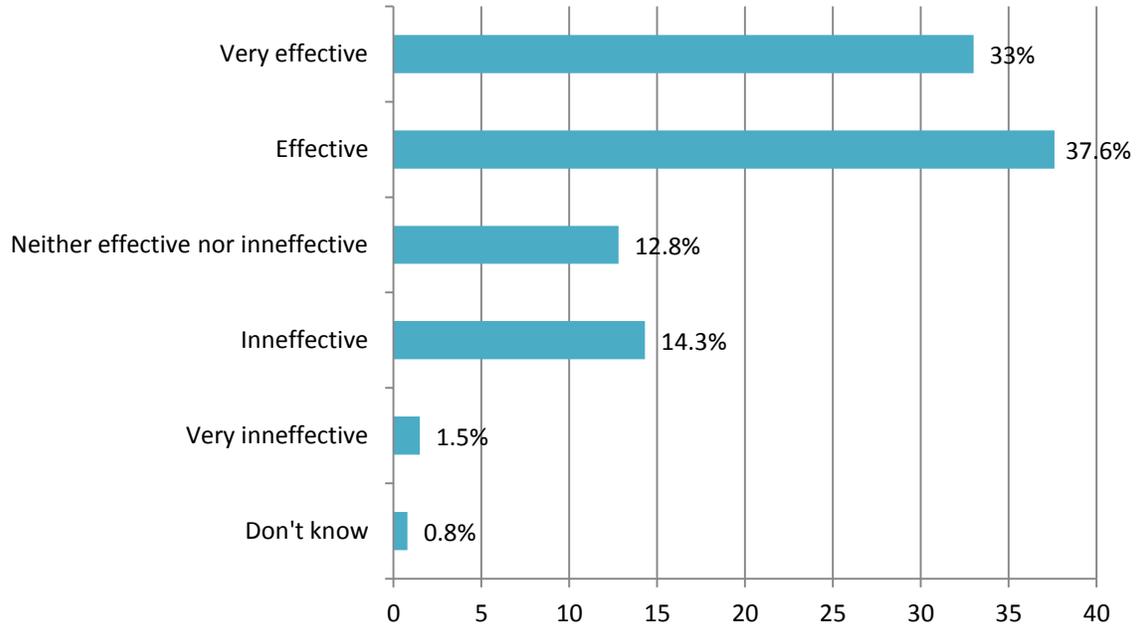


Figure 4: Respondent Perception of OWUP and Bylaw Effectiveness (n=391)

Highlights:

- Overall, nearly three-quarters of residents (70%) surveyed agree the OWUP and By-law effectively encourage water conservation in Guelph.

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Q. 12 On a scale of 1 to 5, where 1 is not restrictive and 5 is very restrictive, please rate how restrictive you feel the By-law is on outside water use.

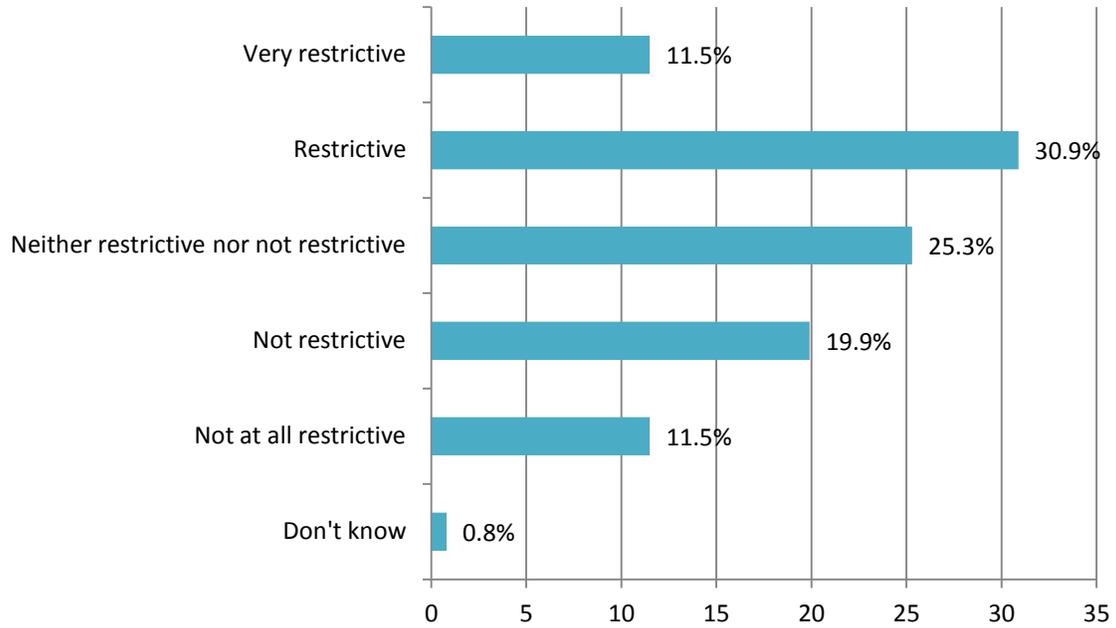


Figure 5: Respondent Perception of OWUP and By-law Restrictiveness (n=391)

Highlights:

- While almost one third of the residents surveyed (31%) indicated the OWUP and By-law are not restrictive, nearly half of the respondents (42%) reported they are.

Q.13 How frequently would you say you comply with the Outside Water Use Program when it is in effect?

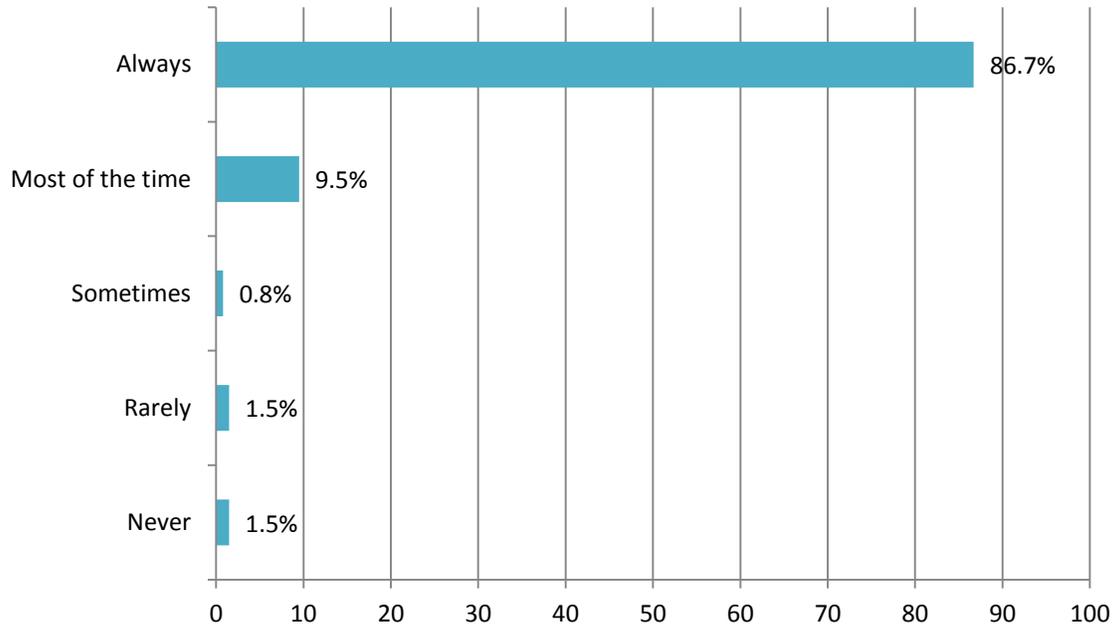


Figure 6: Frequency of Compliance Reported by Respondents (n=391)

Highlights:

- Overall, the majority (86%) of respondents indicated they always comply with the OWUP when it is in effect.
- The results are consistent with the level of awareness of the OWUP and By-law reported by respondents in Q.10.

Q.14 Would you support the City considering additional actions and steps to protect the City's water supply during drought conditions?

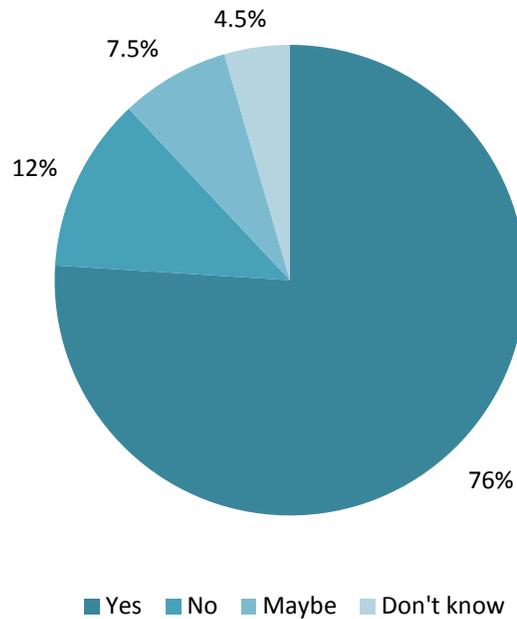


Figure 7: Respondent Support for Additional Actions and Steps to Enhance Local Water Conservation (n=400)

Highlights:

- Respondent support for additional actions and steps to enhance local water conservation was overall positive (76%).

Restrictions and Exemptions

Q15. Do you have a lawn?

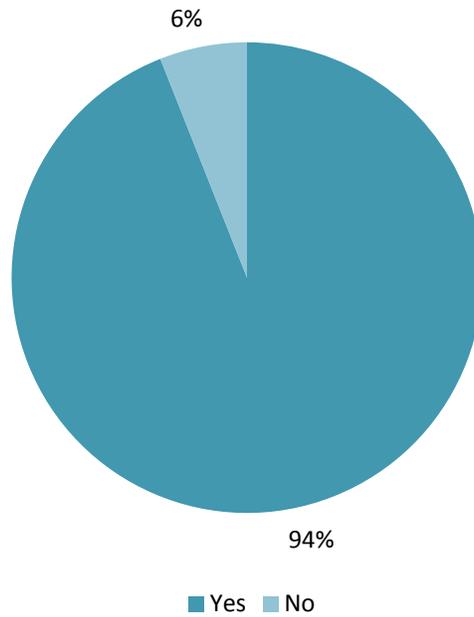


Figure 8: Percentage of Respondents with a Lawn (n=400)

Highlights:

- Nearly all the respondents (94%) surveyed reported having a lawn.

Q.16 Do you water your lawn?

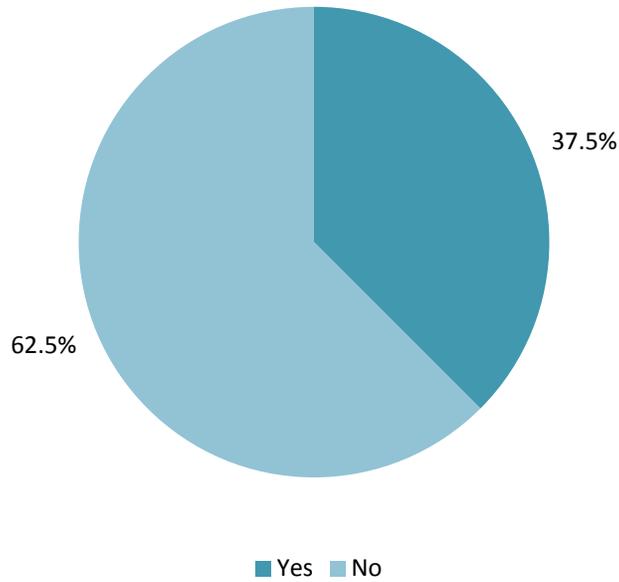


Figure 9: Percentage of Respondents who water their Lawn (n=376)

Highlights:

- Of the respondents who reported having a lawn, more than half (62%) indicated they do not water them.

Q17. How frequently do you water your lawn?

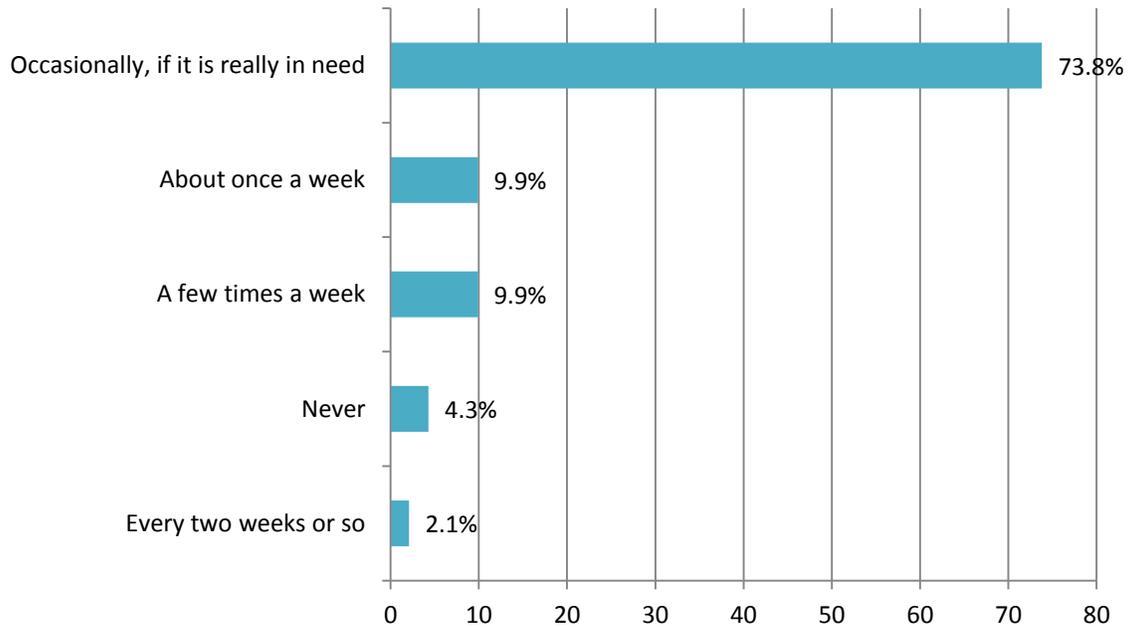


Figure 10: Frequency of Lawn Watering by Respondents (n=141)

Highlights:

- Of the respondents who reported watering their lawns, nearly three quarters (73%) water their lawns occasionally. The percentage of respondents who reported watering their lawns a few times a week (9%) was the same as the percentage of respondents who reported watering their lawn about once a week (9%), while 4% of respondents indicated they never water their lawn.
- Overall, few residents indicated they water their lawns regularly (a few times a week).

Q.18 By what means do you water your lawn?

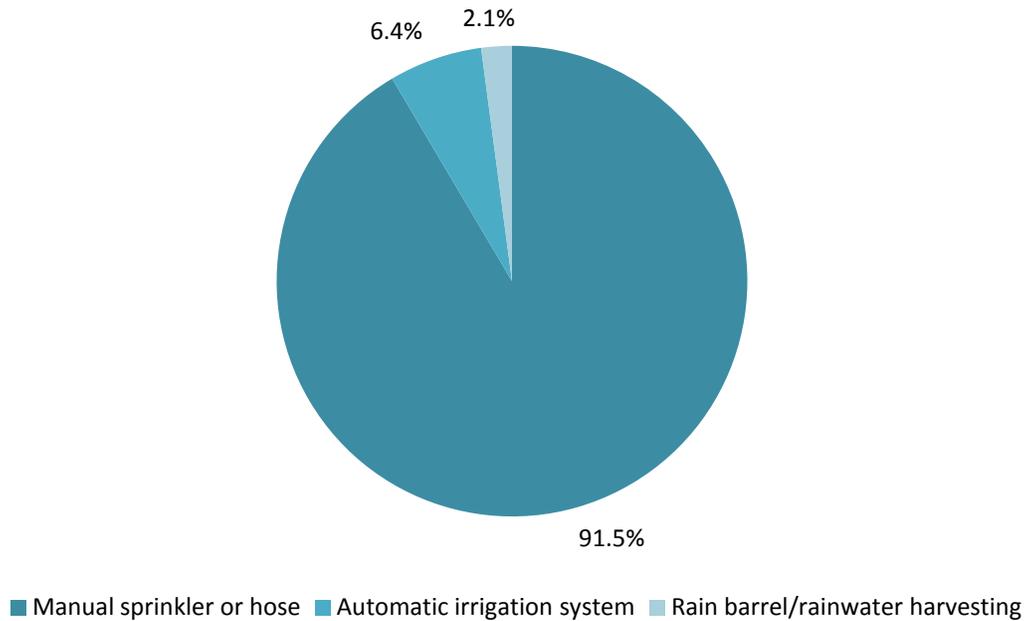


Figure 11: Method of Lawn Watering (n=141)

Highlights:

- Nearly all of the respondents who reported they water their lawns use a manual sprinkler or hose (91%).
- The survey results suggest automatic sprinkler systems (6%) are slightly more popular amongst respondents than rainwater harvesting systems (2%).

Q.19 If the City provided a rebate to install a device on your existing automated sprinkler system to help reduce water use or potential for leakage, would you consider installing such a device?

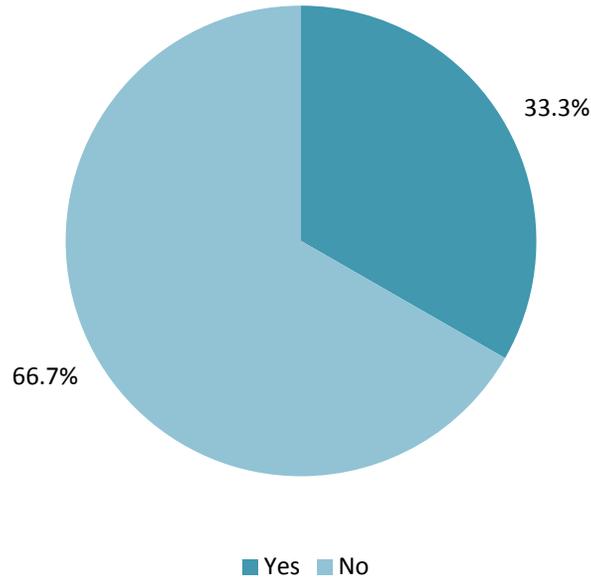


Figure 12: Likelihood of Respondent Consideration to Install a Device to Reduce Water Loss from Automated Sprinkler Systems if Given a Rebate (n=9)

Highlights:

- Of the respondents who reported using an automated sprinkler system to water their lawns, two-thirds (66%) indicated they would not consider a rebate to reduce potential water loss.

Q.20 If the City were to offer an audit service to help irrigation system owners reduce their system's water use, would you participate in such a service?

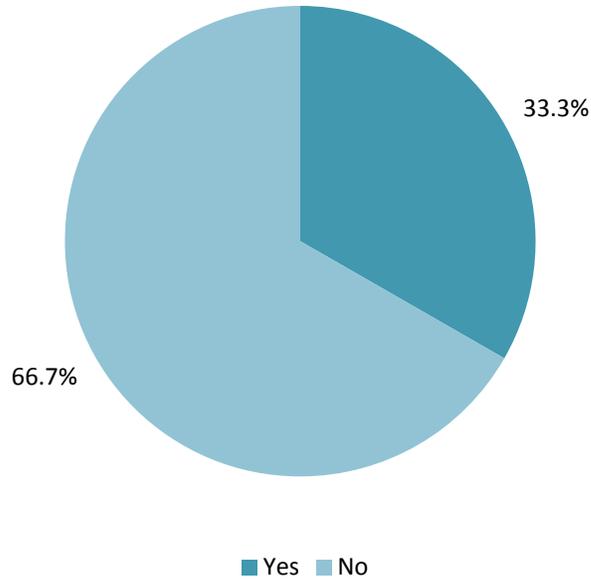


Figure 13: Likelihood of Irrigation System Owners to use an Audit Program to Reduce Water Consumption (n=9)

Highlights:

- The results to this question are identical to the results from Question 19. Automatic irrigation system owners generally do not perceive the need to change their lawn watering habits.

Q.21 Would you be supportive of the City requiring specific design requirements, such as master control valves to reduce water leakage, for property owners installing new automated sprinkler systems?

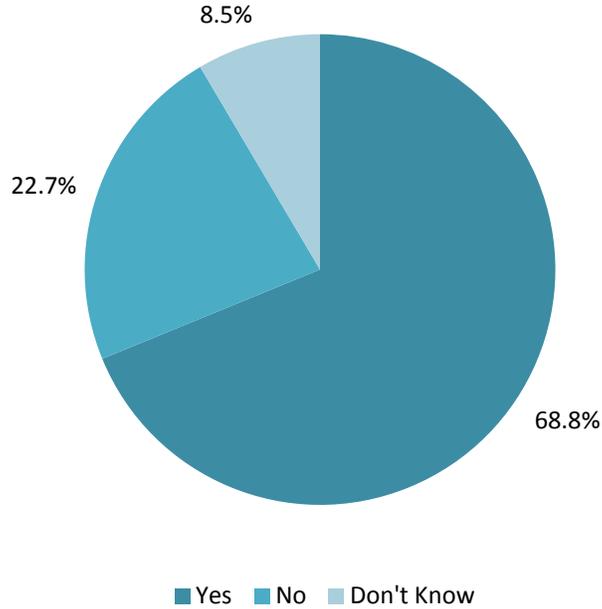


Figure 14: Respondent Support for Specific Design Requirements for New Automated Sprinkler Systems (n=141)

Highlights:

- Overall, more than two-thirds (68%) of the respondents who reported they water their lawns indicated they would support specific design requirements for the installation of new automated sprinkler systems.

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Q.22 At restriction levels blue and yellow, the current By-law restricts lawn watering to between 7 and 9 in the morning and between 7 and 9 in the evening. If the allowable timeframes for lawn watering were to change, please rate your level of support for each of the following options on a scale of 1 to 5, where 1 is not supportive at all and 5 is very supportive.

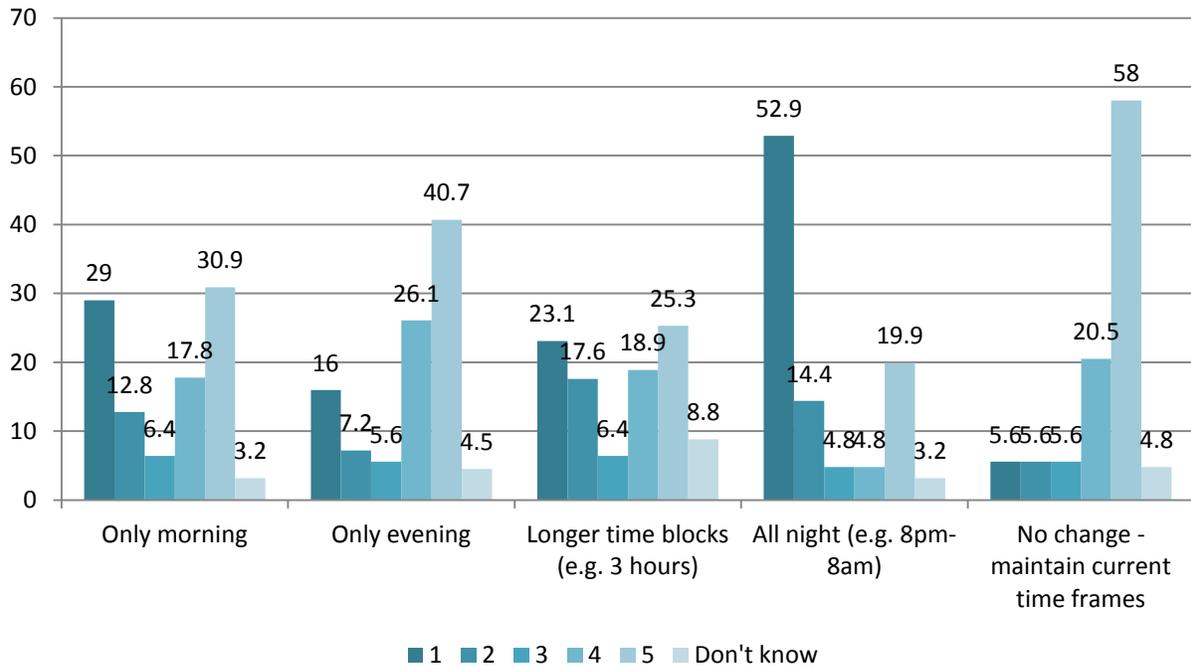


Figure 15: Support for Potential Changes to Allowable Timeframes for Lawn Watering (n=376)
(results are percentages)

Highlights:

- Respondents were most supportive of the option to maintain the current lawn watering timeframes.
- Respondents were least supportive of the option to only permit lawn watering overnight.
- The next most favourable option amongst respondents was lawn watering only in the evening.
- Respondent opinion was more evenly split for the morning only option and the longer time blocks option.

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Q.23 At restriction levels blue and yellow, the current By-law restricts lawn watering to alternate days – odd and even days based on each households’ street address. If the alternate day watering system were to change, please rate your level of support for each of the following options on a scale of 1 to 5, where 1 is not supportive at all and 5 is very supportive.

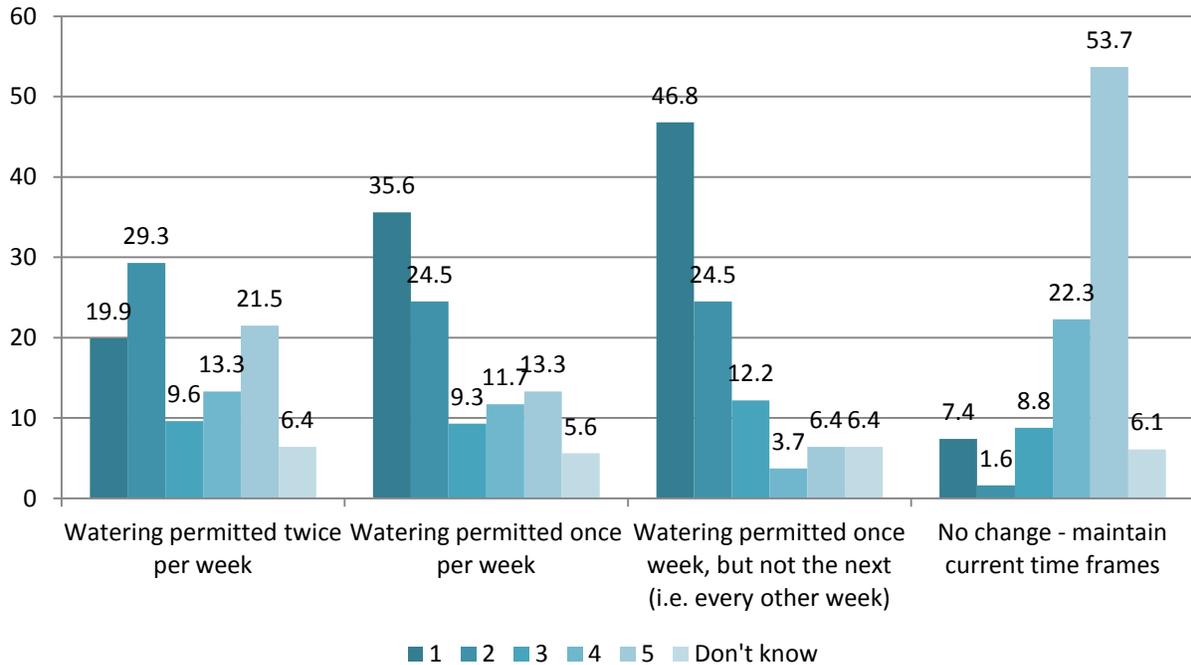


Figure 16: Support for Potential Changes to the Alternate Watering Day System (n=376) (results are percentages)

Highlights:

- Once again, the most preferred option amongst respondents was to maintain the current time frames for lawn watering. There was generally very little support for the other options presented.
- Of the other options presented, respondent opinion was the most receptive towards the option to permit watering twice per week, although there were still mixed responses to this option.
- Respondents were least supportive of the option to permit lawn watering every other week.
- Respondents were more supportive of the option to permit watering once a week than every other week, but less supportive of the option when compared to watering twice per week.

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Q24. Currently all outside watering is restricted during the highest restriction level 2 – red. On a scale of 1 to 5, where 1 is not supportive at all and 5 is very supportive, please rate how supportive you would be of allowing an exemption for each of the following.

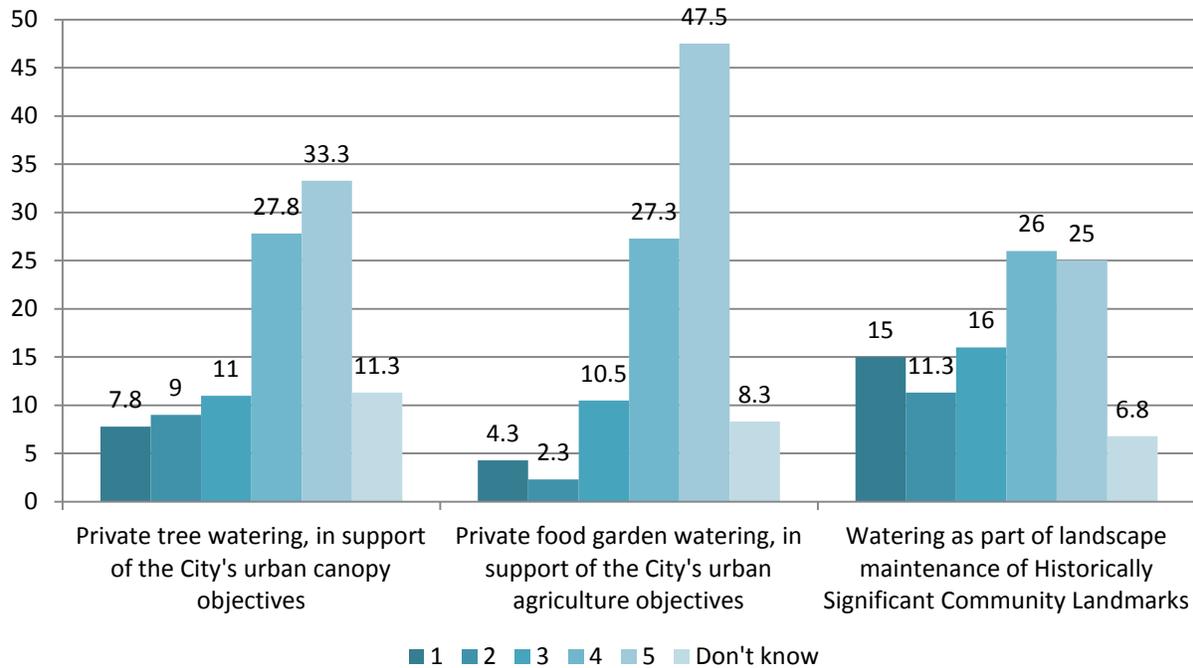


Figure 17: Support for Potential Exemptions (n=400) (results are percentages)

Highlights:

- Overall, respondents were most supportive of exemptions to permit watering for private food gardens, followed by private tree watering and then watering to maintain Historically Significant Community Landmarks.

Q.25 Do you own or lease a vehicle?

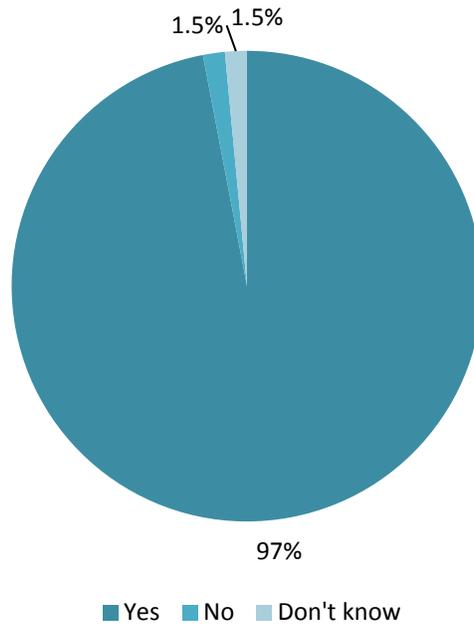


Figure 18: Percentage of Respondents who Own or Lease a Vehicle (n=400)

Highlights:

- Possession of a personal vehicle in Guelph is nearly universal with 97% of respondents reporting they own or lease a car.

Q.26 How frequently do you wash your vehicle?

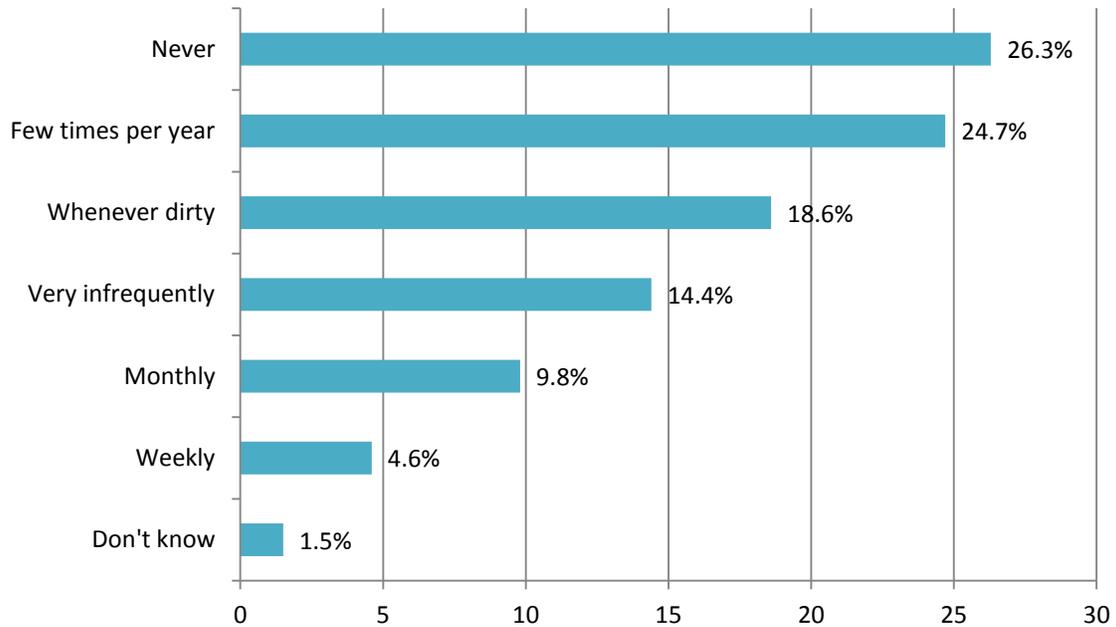


Figure 19: Frequency by which Respondents Wash their Cars (n=388)

Highlights:

- More than a quarter of respondents (26%) reported never washing their cars.
- A relatively small percentage (4%) of respondents indicated they wash their cars weekly.

Q.27 By what method do you wash your vehicle?

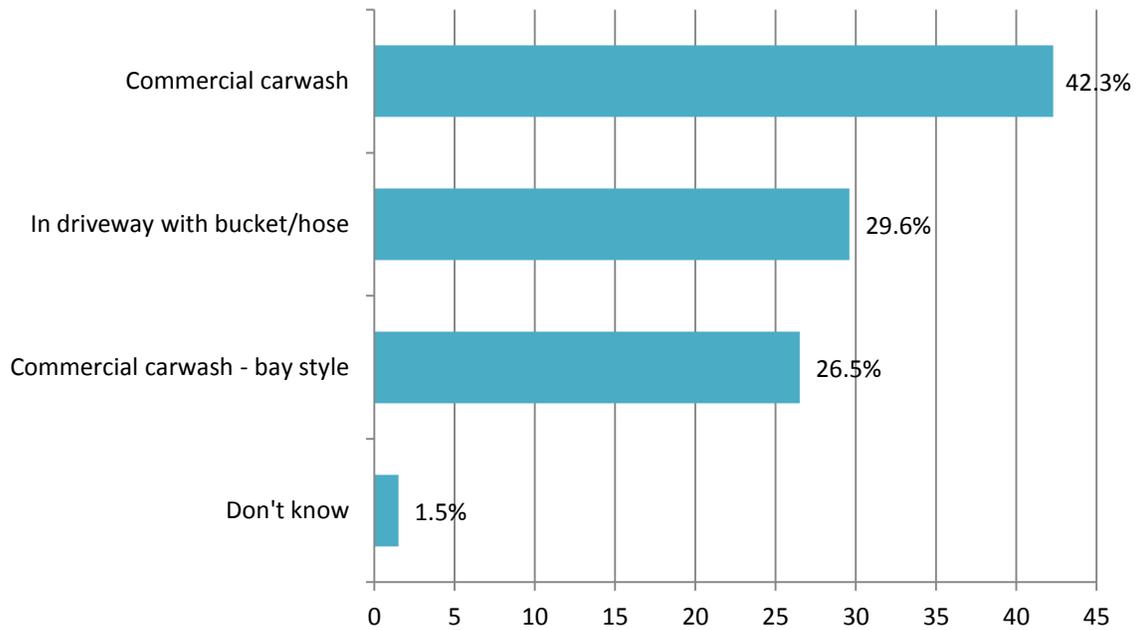


Figure 20: Method Respondents Use to Wash their Cars (n=388)

Highlights:

- More than two-thirds of respondents reported using a commercial carwash to wash their cars (automated drive through were 42% and bay style were 26%).
- Less than one-third of respondents (29%) wash their cars at home.

Q28. Currently, the highest restriction level – red – restricts residential vehicle washing to odd/even days based on each households' street address, and to the mornings and evenings. Would you be in favour of having a total restriction on vehicle washing during the highest restriction level?

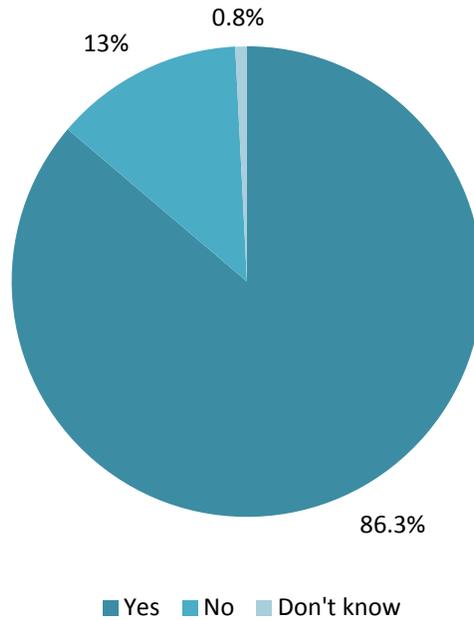


Figure 21: Participant Support for a Total Restriction on Vehicle Washing During the Highest Restriction Level (n=400)

Highlights:

- Overall, more than three-quarters of respondents (86%) indicated they would be in favour of a total restriction on car washing.

Q29. Do you have a pool on your property?

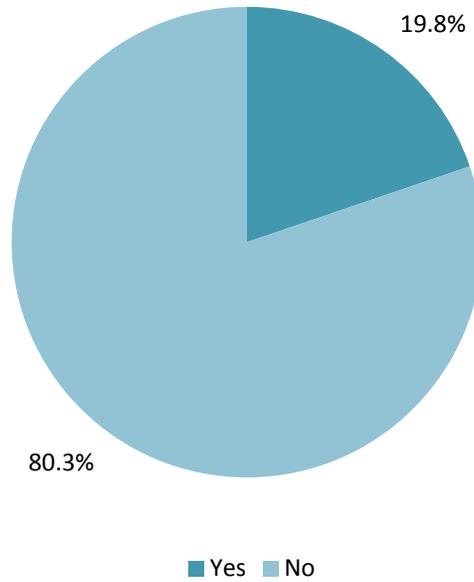


Figure 22: Percentage of Respondents with Pools on their Properties (n=400)

Highlights:

- Approximately one-fifth of the respondents (19%) reported having a pool on their property.

Q30. Do you own or use a pool cover?

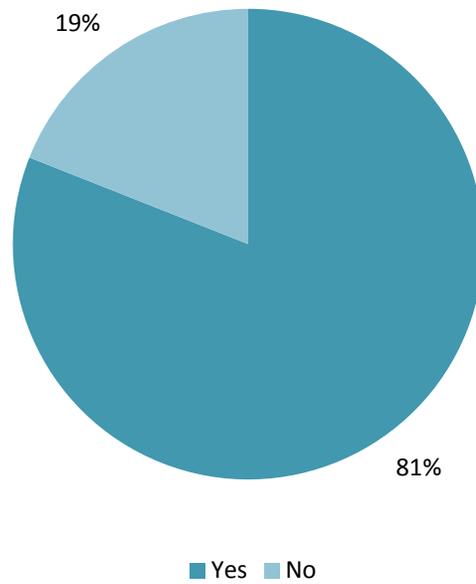


Figure 23: Percentage of Respondents who use a Pool Cover (n=79)

Highlights:

- Of the respondents who reported having a pool on their property, the vast majority (81%) own or use a pool cover.

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Q.31 Please rate your level of support for each one of the following from 1 to 5, where 1 is not supportive at all and 5 is very supportive.

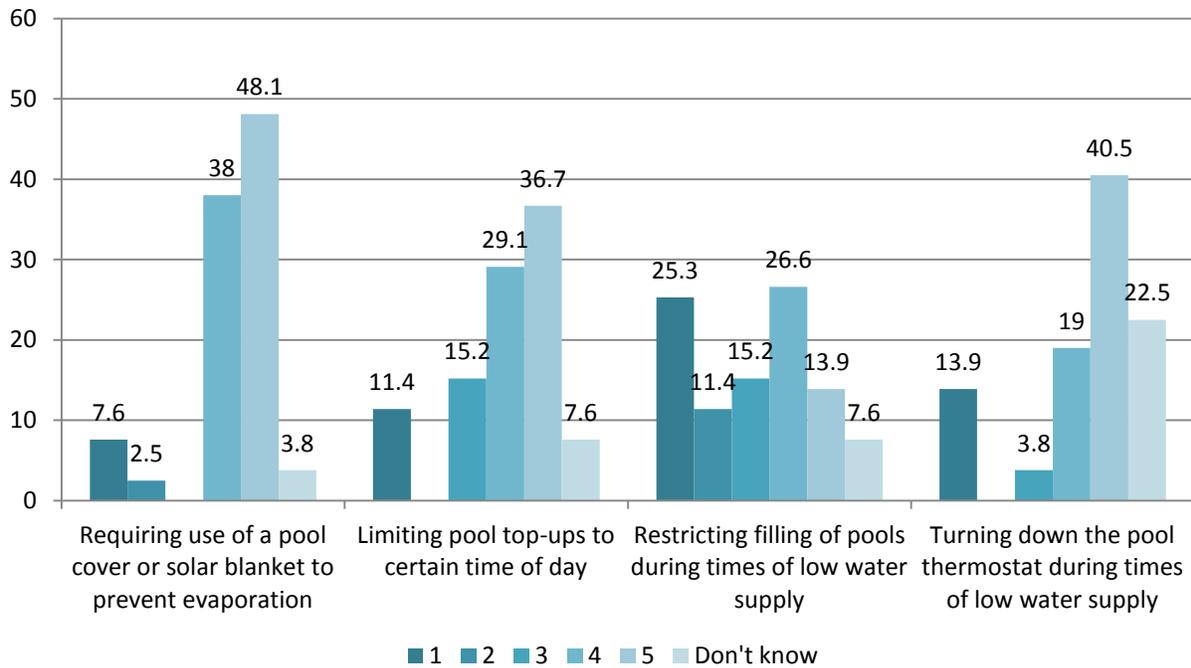


Figure 24: Respondent Support for Actions to Help Conserve Water Used by Pool Owners (results are percentages) (n=79)

Highlights:

- Respondents were most supportive of actions requiring the use of a pool cover (48%), followed by turning down the pool thermostat (40%) and limiting pool top-ups (35%) as measures to conserve pool water.
- Respondents were least supportive of the idea to restrict filling pools during times of low water supply than any of the other possible actions (25%).
- Nearly a quarter of respondents (22%) were unsure about the action to turn down the pool thermostat as an action to conserve pool water, which may indicate the need for more education and awareness.

Q.32 Do you use a rain barrel or other rainwater harvesting system?

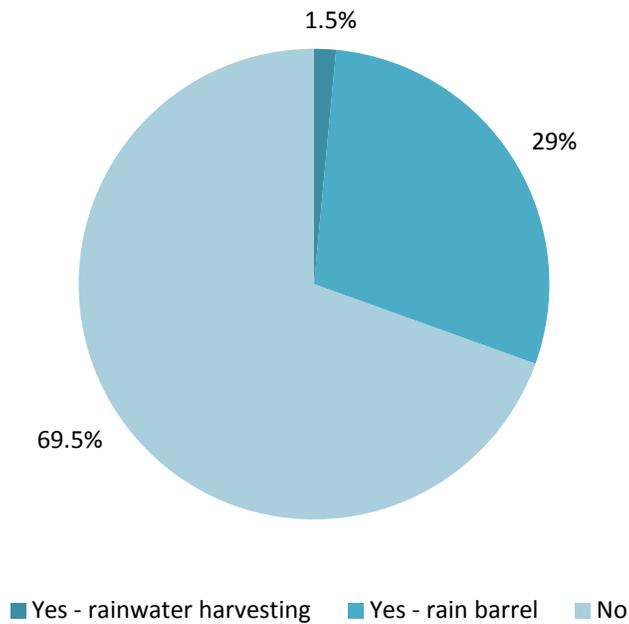


Figure 25: Respondents who use a Rain Barrel or Rainwater Harvesting System (n=400)

Highlights:

- Overall, approximately one-third of the residents (29%) surveyed use a rain barrel, while relatively few use a rainwater harvesting system (1.5%).

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Q33. Why do you not use a rain barrel or other rainwater harvesting system?

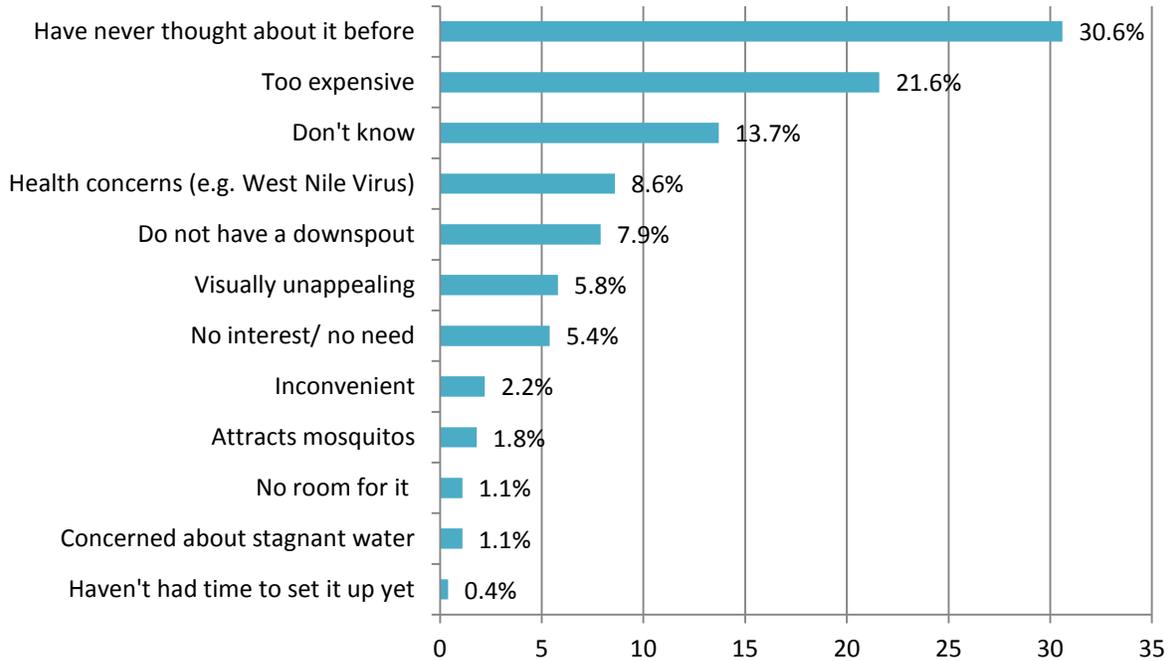


Figure 26: Barriers that Prevent Respondents from using Rain Barrels or Rainwater Harvesting Systems (n=278)

Highlights:

- Of the respondents who indicated they do not use a rain barrel or rainwater harvesting system, nearly one-third (30%) responded they had never thought about using one before, nearly a quarter (21%) indicated they are too expensive and some just did not know (13%).
- Other barriers reported by respondents include: health concerns (8%), lack of downspout connection (7%) and visual aesthetics (5%).

Q34. If the City provided an incentive (e.g. rebate) to encourage you to purchase a larger rainwater harvesting system, would you consider doing this?

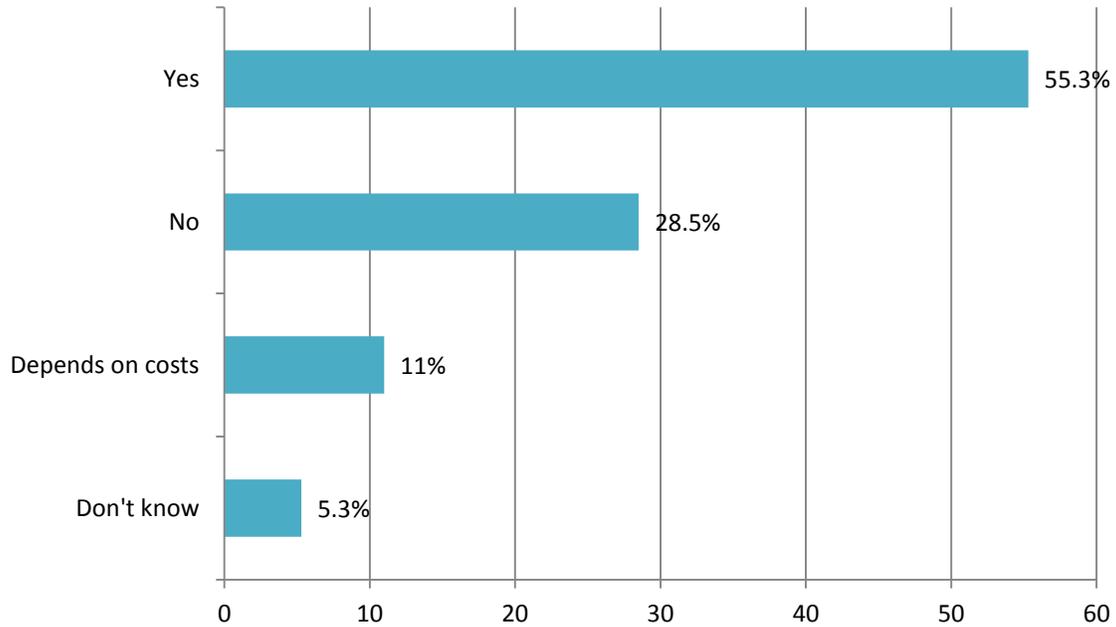


Figure 27: Respondent Interest in Incentives to Promote the use of a Rainwater Harvesting System (n=400)

Highlights:

- The majority (55%) of respondents indicated they would be interested in a rebate toward the purchase of a rainwater harvesting system, but nearly one-third also indicated they would not (28%), and roughly 10% reported it would depend on the cost.

Outside Water Use Levels

Q35. The Outside Water Use Program currently has three levels of water restrictions that are triggered depending on dry weather and local watershed conditions. How familiar would you say you are with the requirements of the three levels of the Program?

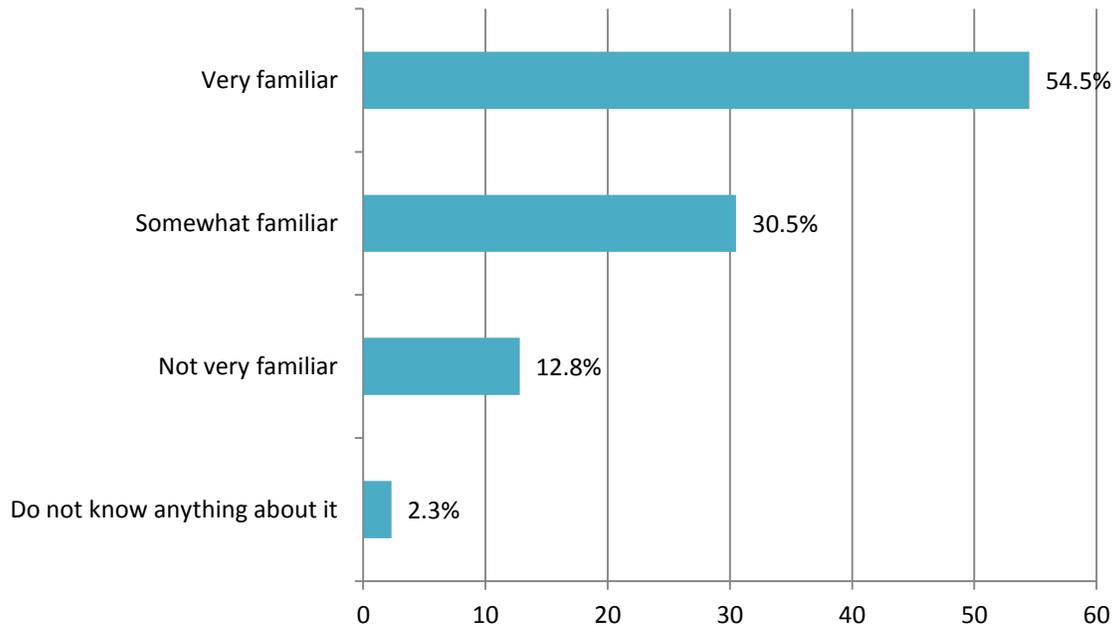


Figure 28: Respondent Awareness of the OWUP Water Restriction Levels (n=400)

Highlights:

- Overall, just over half of the respondents (54%) indicated they are familiar with the requirements of the tiered program. Very few (2.3%) respondents reported that they completely unfamiliar with the program.

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Q.36 Where do you get updates about the program level during the summer dry season?

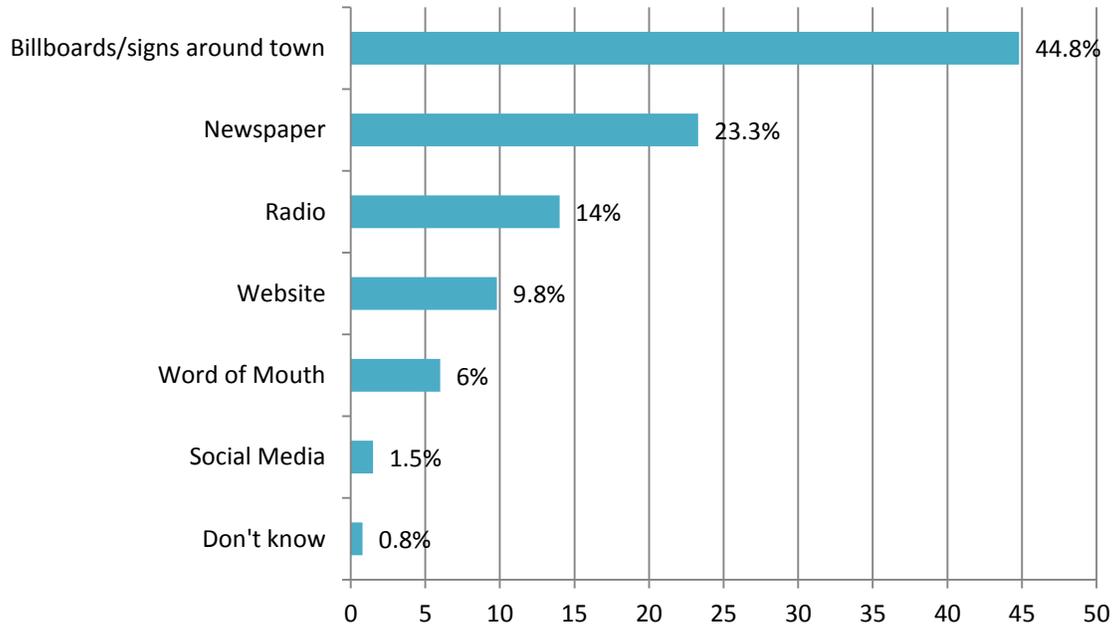


Figure 29: Mechanisms by which Respondents Access Information about the Program Level During the Summer Dry Season (n=400)

Highlights:

- Respondents indicated they receive updates about the program level during the summer dry season primarily from billboards/signs (44.8%), newspaper (23.3%), and radio (14%).

Outside Water Use Program and By-law Review
Highlights of Survey Findings

Q.37 As the program moves from the middle level (yellow) to the highest level (red), restrictions on non-essential outside water use (such a lawn watering) change from every other day (under set times) to no watering. On a scale of 1 to 5, where 1 is not supportive at all and 5 is very supportive, please rate how strongly you support including a new level, to occur prior to the full outside water use restrictions, where a basic amount of water use would be permitted for outdoor activities prior to total restrictions on use?

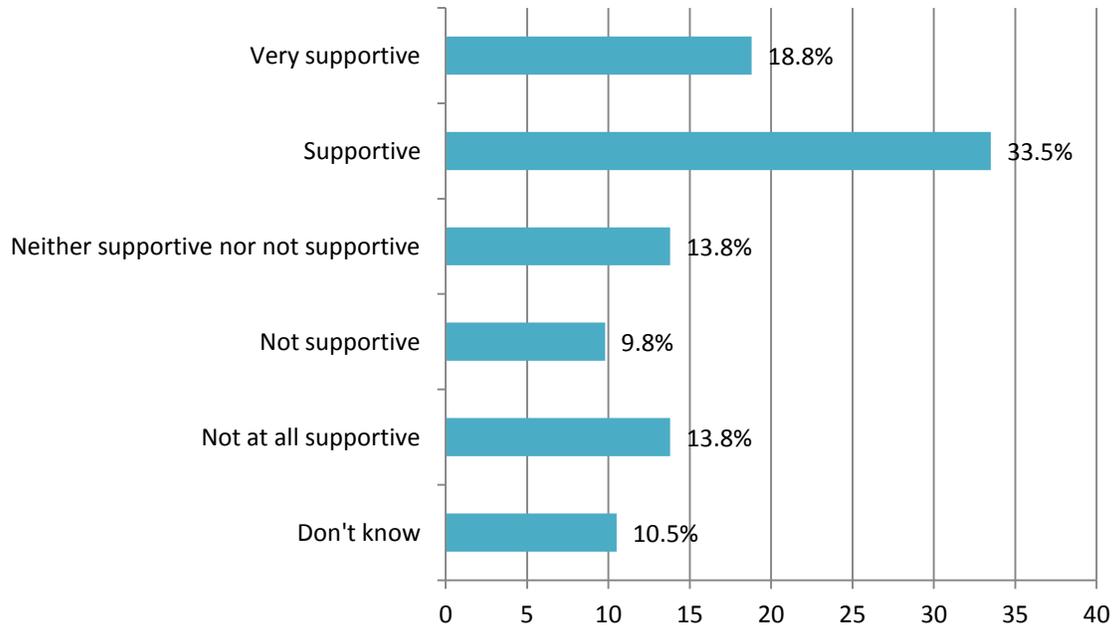


Figure 30: Respondent Support for a new Restriction Level (n=391)

Highlights:

- Overall, just over half of the respondents (52%) indicated they would support a new restriction level in the OWUP. Approximately one quarter of respondents (23%) indicated they are not supportive, while 10% reported they are unsure.

Outside Water Use Program and By-law Review
Highlights of Survey Findings

Q.38 Currently, the terms of lowest program level – blue – and the medium level – yellow – are very similar (voluntary vs. mandatory actions). In your opinion, should...

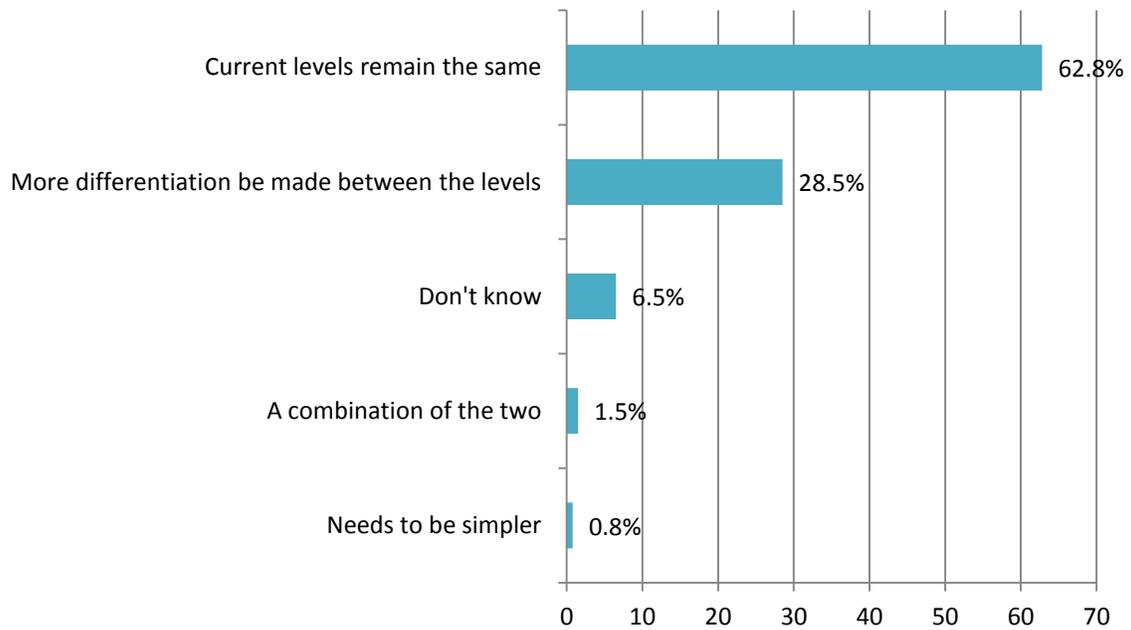


Figure 31: Participant Opinion about the Need to Change/Maintain the Terms of the Lowest and Medium Level Restrictions (n=400)

Highlights:

- Overall, while the majority of respondents (62%) believe that colour-coded levels of the OWUP should remain the same, nearly two-thirds (28%) reported more differentiation is necessary.

Enforcement

Q.39 The current fine for non-compliance with the Water Use By-law is \$130. Do you feel that the fine level is...

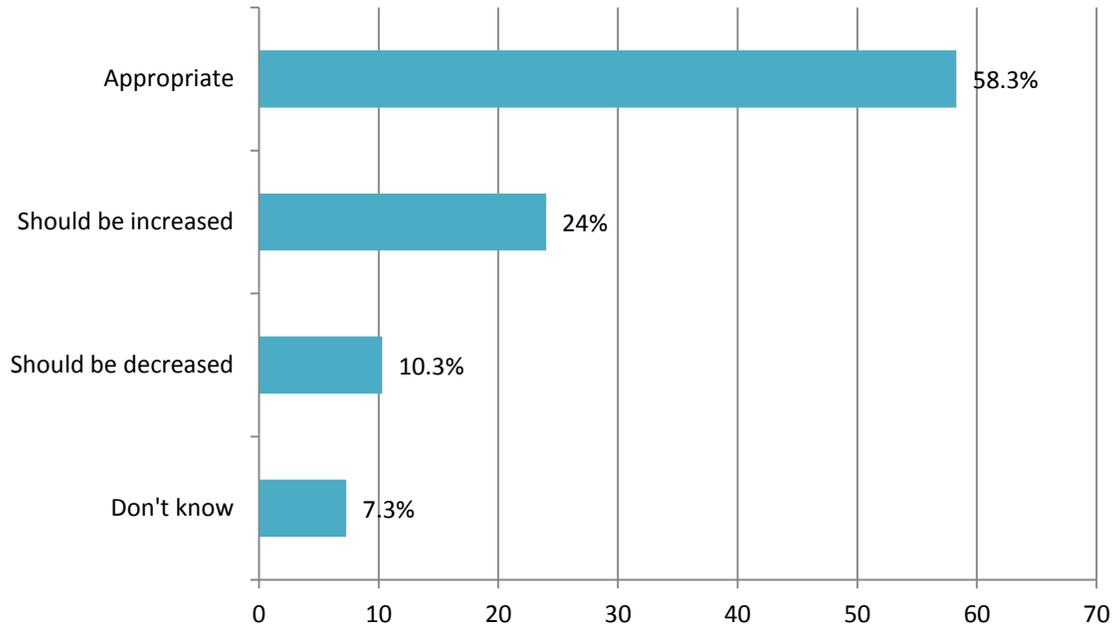


Figure 32: Respondent Opinion about Current Fine Levels (n=400)

Highlights:

- Overall, the majority of respondents (58%) believe the current fine level is appropriate, while nearly one-quarter (24%) believe it should be increased. Less than one-fifth of respondents believe the fine should be decreased (10%) or were not sure (7%).

Q.40 In your opinion, should fines be increased for repeat offenses?

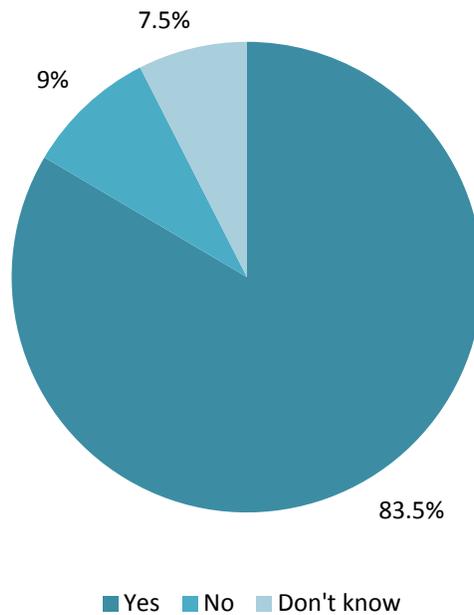


Figure 33: Respondent Opinion about Fine Levels for Repeated Offenses (n=400)

Highlights:

- More than three-quarters of those surveyed (83%) agree that fines for repeat offenses should be increased, while less than 10% percent said they should not.

Q.41 How can the city help to encourage By-law compliance?

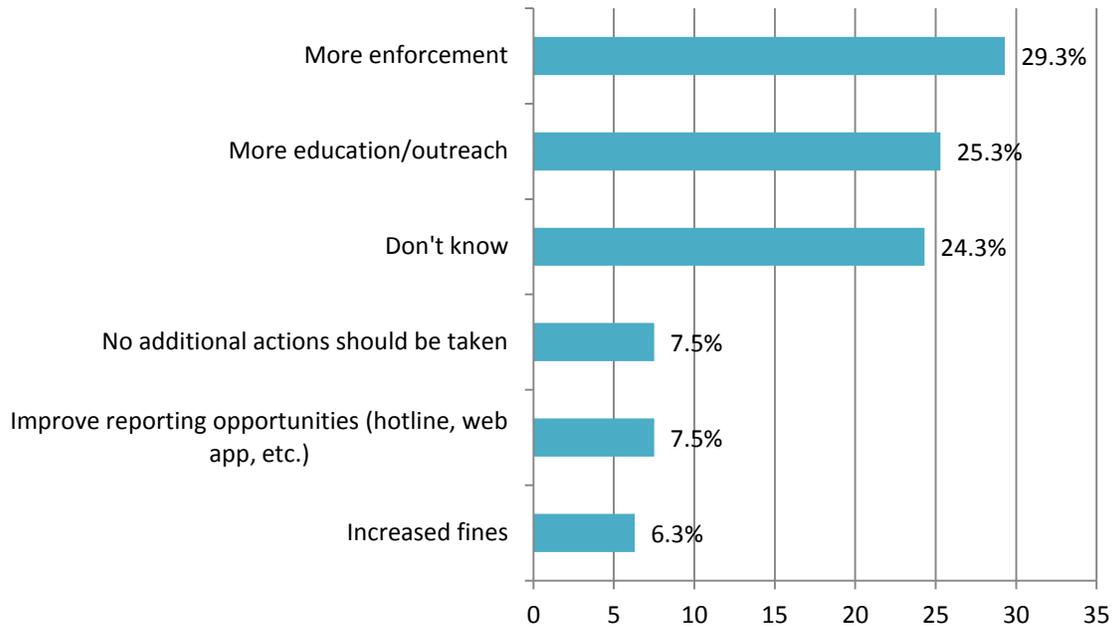


Figure 34: Respondent preference for Methods to Encourage Bylaw Compliance (n=400)

Highlights:

- Nearly two-thirds (29%) of respondents believe more enforcement is necessary to encourage By-law compliance amongst residents.
- The need for more education/outreach was cited by a quarter of respondents (25%), while nearly a quarter don't know (24%).

Q.42 Would you report a violation of the By-law, such as wasting water, if you were to observe it?

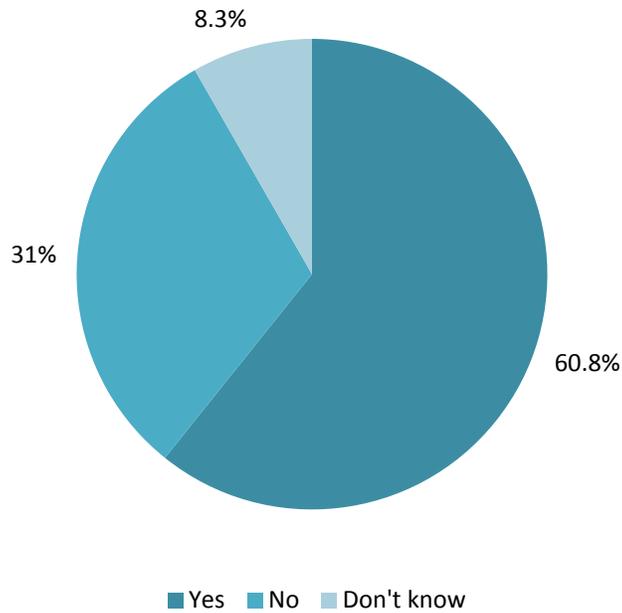


Figure 35: Likelihood of Respondents Reporting a By-law Violation (n=400)

Highlights:

- Overall, nearly two out of three respondents indicated they would report a violation of the By-law if they observed one.

Q.43 How would you prefer being able to report violations?

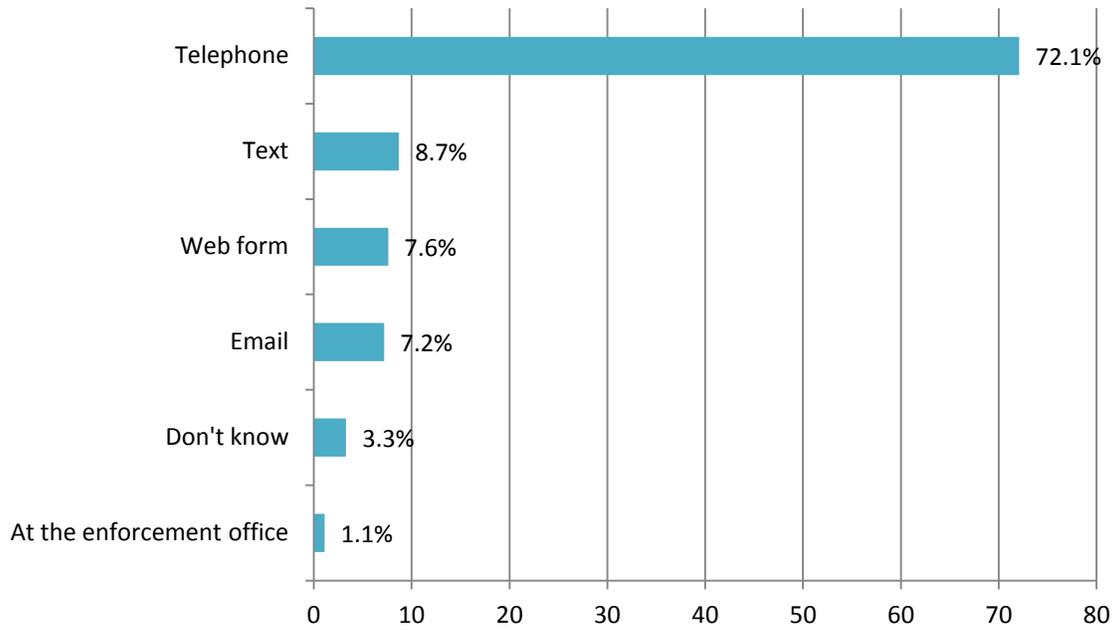


Figure 36: Respondent Preferences to Report Violations (n=273)

Highlights:

- The most preferred method to report violations according to survey participants is by telephone (72%).

Q.44 In your opinion, should the City investigate the implementation of higher water rates during the peak water use season? This could be a rate structure where water costs would be more expensive beyond what would be the normal internal usage for a household on a monthly basis.

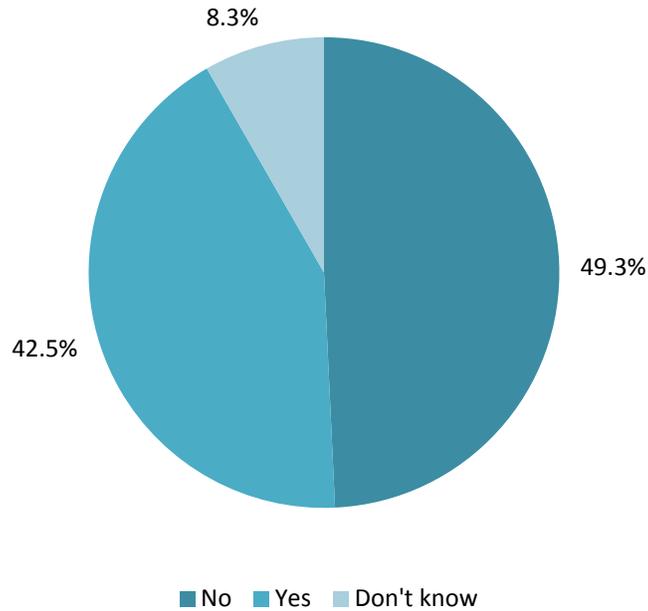


Figure 37: Respondent Opinion about Higher Water Rates during Peak Water Use Season (n=400)

Highlights:

- Respondent opinion about this question was nearly evenly split but with slightly more responses for no (49%) than yes (42%).

Sources of Information

Q.45 How do you receive your information about the Outside Water Use Program?

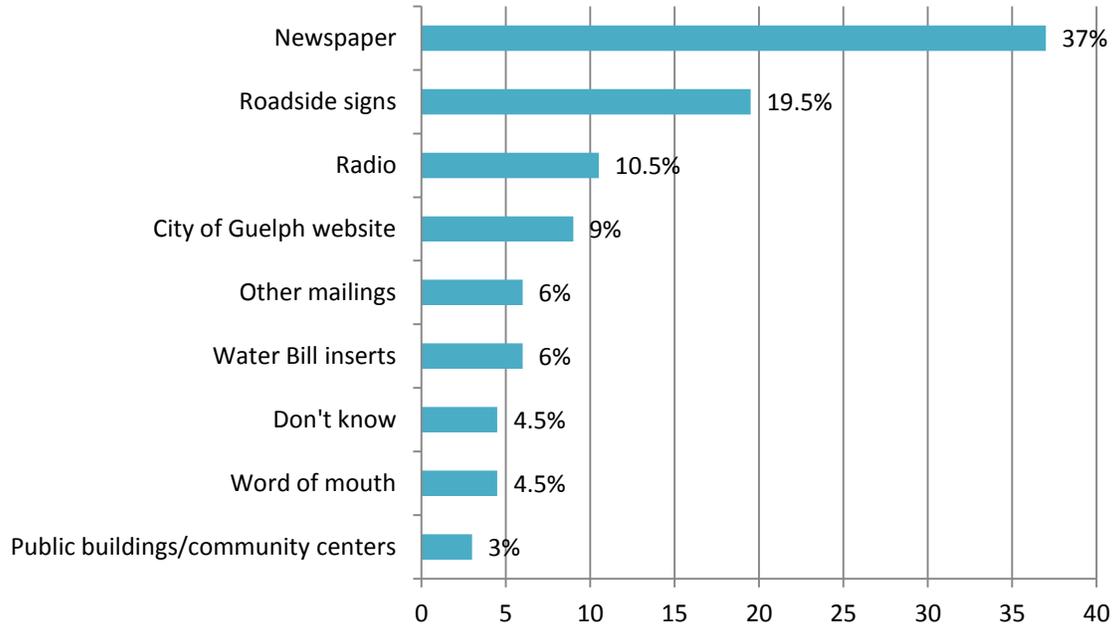


Figure 38: Mechanism by which Respondents Receive Information about the OWUP (n=400)

Highlights:

- Respondents indicated they received information about the OWUP primarily by newspaper (37%), roadside signs (19.5%) and radio (9%).

Outside Water Use Program and By-law Review
Highlights of Survey Findings

Q.46 Should the City provide _____ information and education about outside water use and the By-law than they do now?

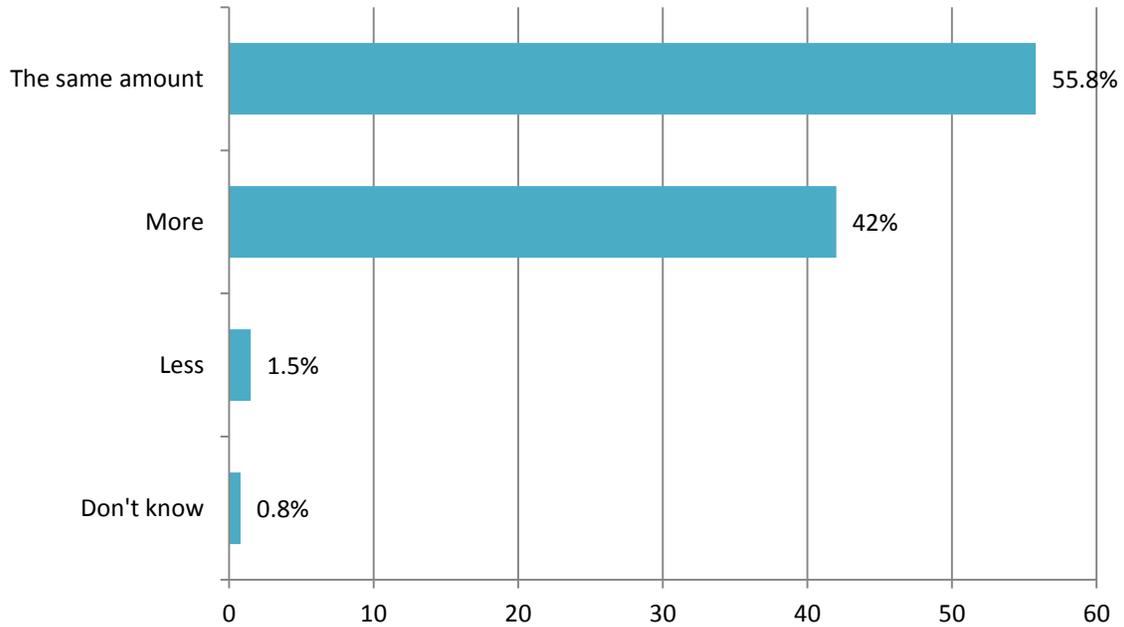


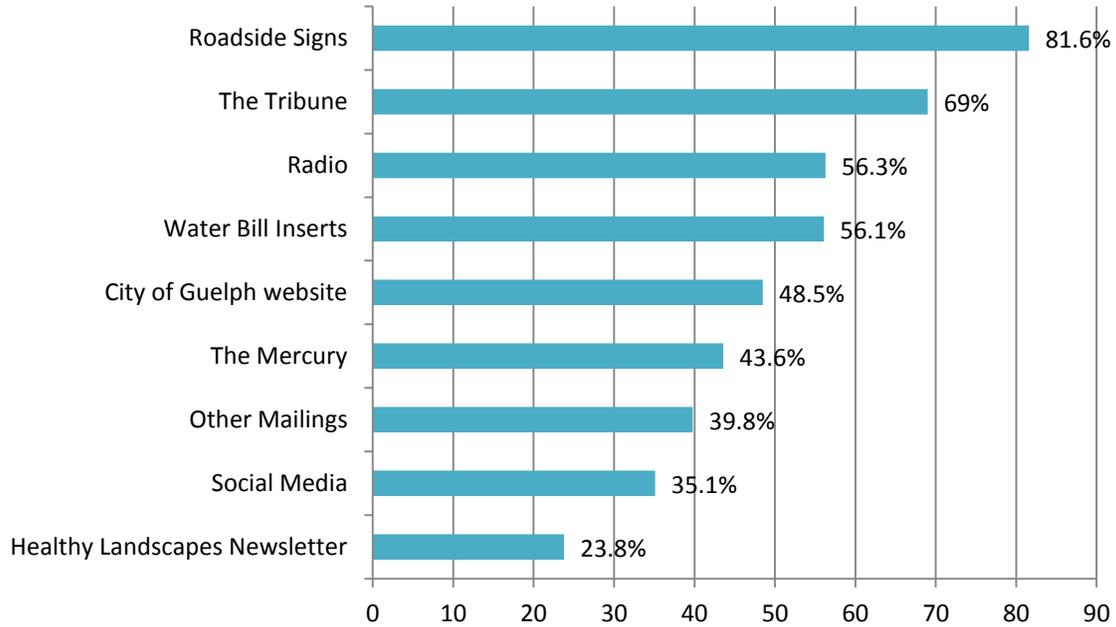
Figure 39: Respondent Preference for Information and Education about the OWUP and By-law (n=400)

Highlights:

- While more than half of the respondents (55%) indicated the current level of information outreach and education is satisfactory, nearly half (42%) reported the need for more information and education.

Outside Water Use Program and By-law Review
Highlights of Survey Findings

Q.47 On a scale of one to 5, please rate how effective you feel each one of the following mechanisms are to deliver information about outside water use and the By-law to residents, where 1 is not effective at all and 5 is very effective.



(Results displayed are based on the combined frequencies of 4 (effective) and 5 (very effective) for each mechanism)

Figure 40: Effectiveness of Mechanisms to Deliver Information about Outside Water Use (n=400)

Highlights:

- The top most effective mechanism as chosen by respondents is roadside signs (81%), followed by the Tribune (69%), Radio (56%), water bill Inserts (56%) and the City of Guelph website (48%).
- The top three mechanisms as chosen by respondents are consistent with the results from Q.45 which identify where residents access information about the OWUP, although the order is slightly different.