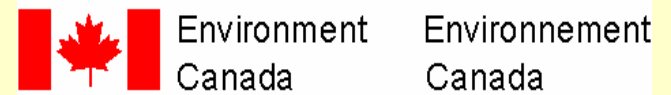


Evaluation of Success: The Region of Waterloo's Business Water Quality Program

Canadian P2 Roundtable – June 1, 2005



Presentation Overview

- ◆ Description of BWQP: What? Why? How?
- ◆ Program Assessment by Joanna Hickling, OCETA & Tammy Middleton, RMOW
 - Profile of participants
 - Spill prevention opportunities
 - Initial research confirmed by data
 - Participation rate
- ◆ Summary and conclusions



What is RMOW's BWQP?

- ◆ 5-year program for RMOW businesses
- ◆ 50% grants - review & implementation
- ◆ Beyond-compliance spill prevention
- ◆ Objectives:
 - Assist businesses to implement BMPs to prevent spills to groundwater, surface water & sewers
 - Increase business awareness water protection issues



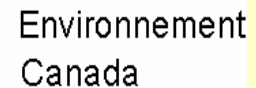
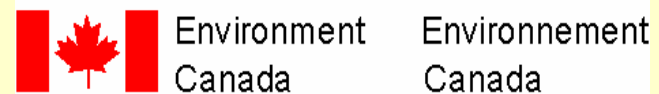
Benefits of BWQP

- ◆ Protects water resources
- ◆ Awareness & education
- ◆ Reduces risk & liability
- ◆ Improves performance
- ◆ Leverages spending
- ◆ Encourages action
- ◆ Promotes source reduction
- ◆ Reduces frequency & severity of spills



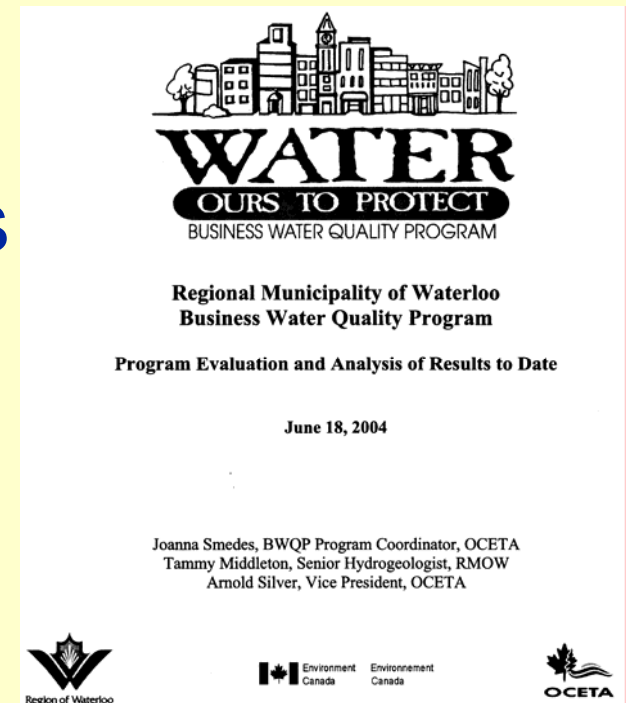
Program Funding & Delivery

- ◆ \$1.5 million over 5 years from the RMOW
- ◆ \$60K annually from Environment Canada
- ◆ Designed by a local Steering Committee
- ◆ Delivered by OCETA under RMOW contract
- ◆ 3rd party consultants
- ◆ Review Committee
- ◆ Network Partners



Year Four Program Assessment

- ◆ In-depth evaluation of performance, including:
 - Profile of participating businesses
 - Recommended Best Management Practices
 - Chemicals of concern
- ◆ Based on 23 completed reviews
- ◆ Completed June 2004
- ◆ Update planned for 2005



Who is Participating?

- ◆ Mostly **medium-sized** (50 – 200 employees)
- ◆ Successfully targeted **'risky' sectors**
- ◆ 74% of participants present a moderately high to moderate risk to groundwater



21 Participating Sectors

- ◆ Beverage
- ◆ Textile mills
- ◆ Paper products
- ◆ Printing
- ◆ Plastics products
- ◆ Steel product
- ◆ Iron foundries
- ◆ Fab.metal product
- ◆ General purpose
- ◆ Computer/peripheral
- ◆ Electronic component
- ◆ Motor vehicle parts
- ◆ Freight trucking
- ◆ Support for air transport
- ◆ Waste treat. /disposal
- ◆ Hospitals
- ◆ Automotive repair
- ◆ Precision equipment
- ◆ Dry cleaning & laundry

Spill Prevention Opportunities

- ◆ 5 categories of Best Management Practices:
 - management of personnel
 - material and waste management
 - protective and corrective maintenance
 - spill control
 - toxics reduction



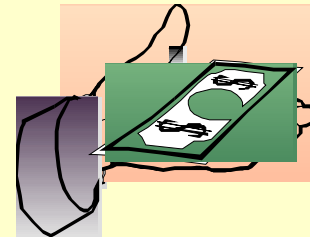
Spill Prevention Opportunities

- ◆ Original expectation: participants would implement big-ticket items to max. out on available funding. BUT
 - Data show that industry choose to implement BEST VALUE projects first



Spill Prevention Opportunities

- ◆ 162 P2 opportunities valued at \$1.6M were identified through 23 facility reviews
- ◆ 24 implementation projects were approved and ~\$96K in grants were committed to 13 facilities
- ◆ Overall, businesses paid more than 50% due to category maximums and taxes





Hydraulic Oil Tank with roof and secondary containment

Spill Response Training

with new spill kit



Spill Kits





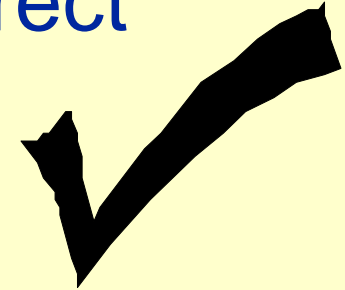
MW Canada reduces pollution risk by replacing underground brine tanks with above ground

Formalin Recycler



Previous Research Confirmed

- ◆ Most original assumptions were correct
- ◆ Careful research and participation of steering committee, including local business people
- ◆ Chemicals of concern and risky practices present as expected in industrial sectors
- ◆ Types of BMPs recommended to industry



Participation Rate

- ◆ Less than expected, BUT original expectations during design were too high – lack of timely data
- ◆ **BWQP participations similar to other environmental business programs**
- ◆ Continuous improvement of marketing techniques did not increase participation

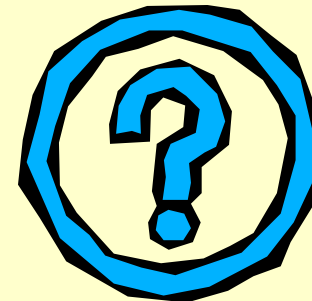
Summary and Conclusions

- ◆ Many P2 opportunities: 162 worth \$1.6M
- ◆ Successfully targeted SMEs & risky sectors
- ◆ Training & cost-effective projects valued
- ◆ Initial research supported by data
- ◆ Client uptake comparable to similar programs



Discussion and Questions

- ◆ Are there any other similar business programs out there now, or being planned for the future?
- ◆ What special considerations can you suggest to encourage the participation of small businesses?



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Contact:

Joanna Hickling, OCETA

Tel: 905-822-4133 x237

jhickling@oceta.on.ca

www.oceta.on.ca

