FortWhyte Alive
HUMAN. NATURE.

March 18, 2020

RE: Slow the Flow agreement with FortWhyte Alive

Dear members of the Executive Policy Commitee,

FortWhyte Alive has been the delivery agent of the City of Winnipeg *Slow the Flow* water conservation education program since 1997.

While we are thrilled that support for this successful program will continue, we are requesting a review of the subject 10% reduction in support as we feel we are a service provider on behalf of the City of Winnipeg.

Attached you will find a backgrounder on this relationship.

Many thanks, and continued good health to all during this unprecedented time.

J. Avent

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Background on Slow the Flow Contribution to FortWhyte Alive

Relationship background:

2014 - current	$60,000/year
2012 - 2013	$55,000/year
2011 - 2012	$50,000/year
2009 - 2010	$45,000/year
2005 - 2008	$40,000/year
1997 - 2004	$35,000/year

In the most recent PEG Report released January 2020 by the United Way and IISD highlights how water usage in Winnipeg has decreased by 22 percent since 2008, down from 286 litres per person to 223 litres, part of which can be credited to the Slow the Flow public education programming we do here at FortWhyte Alive.

In 2018/2019 the City of Winnipeg engaged **C3 Water** to conduct a **Water Efficiency Study**. C3 Water offered the following:

> ***Technical Memorandum #2 -Evaluation of Water Conservation Programs, Including Current and Future Water Conservation Needs***
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> *Water is essential to life so it is important that children are educated to use water efficiently. The benefit of continuing to educate upcoming generations about water conservation is valuable to help maintain low per capita water demands in the City into the future. It is therefore recommended that the City continue to financially support the Slow the Flow Program.*
>
> **The City of Winnipeg agrees with C3 Water's recommendation [***to continue to financially support the Slow the Flow Program***] and feels there is great value for the funding provided.**

- Water&Waste Funding is part of **FortWhyte Alive's core, annual operating budget,** employing one (1) FTE for program delivery, along with programming materials, leak detector kits and water conservation kits that are distributed to approximately 170 students per year.
- **Cancellation of the funding would result in:**
  - **FortWhyte Alive no longer being able to deliver specific water conservation programming or messaging with the Slow the Flow program brand,** and we would cease to offer free offsite presentations to schools about water conservation, or offer the Leak Detector Challenge promotions or additional public programming.
  - **Lay off of core staff at FortWhyte Alive**, which would impact ALL of our environmental education programming including wider waste reduction and sustainability education that aligns with priorities laid out in OurWinnipeg.
- The Slow the Flow program, along with other water-conservation related programming actively reaches over 30,000 students per year, along with over 1,150 teachers. Slow the Flow information is regularly circulated to FortWhyte Alive's e-mail contact list, on social media and on display material onsite, reaching over 150,000 individuals/year.
- Slow the Flow is an ideal way to integrate water conservation and water protection concepts important to City of Winnipeg mandate into K-12 school curriculum and the general public through education for sustainability.
- **Above all FortWhyte Alive serves an important role in the community to educate about the importance of sustainability and that water for human use comes from somewhere in nature and goes somewhere in nature after we use it.**

The *Slow the Flow* Program, created for the City of Winnipeg by the Development Team, began in 1994. In 1995, the program was pilot tested in six Winnipeg schools and final changes were made to the curriculum enrichment and resource binder. In 1997, realizing the demand for water conservation education on an on-going basis, the City of Winnipeg began a partnership with FortWhyte Alive to ensure the *Slow the Flow* message reached Winnipeg schools. FortWhyte Alive would like to acknowledge the City of Winnipeg for its ongoing support of *Slow the Flow* and water education in Manitoba.

City of Winnipeg has provided consistent support of *Slow the Flow* and water education in Manitoba to FortWhyte Alive, resulting in the following developments since 1997:

- transition from old to new technology: curriculum updates from paper binder format to electronic resources available to teachers online as well as through a USB format
- integration of water conservation education into environmental education school programs at FortWhyte Alive. Teachers booking onsite field trips also receive Field Trip Enhancement resources that reference Slow the Flow.
- **Development of supplemental programming:**
    - **Blue Planet, Water Watchers,** focus on pre-teens (Grade 8), an age group shown to have a greater water usage per capita on average – water conservation, water pollution – delivered to over 500 students in 2018-2019 school year alone.
    - **Cattails and Coots,** Grade 2 curriculum of water cycle, opportunity to connect to water's importance for humans and environment at early age – delivered to over 1650 students in 2018-2019 school year alone.
- Outreach Slow the Flow Classroom presentations and student workshops – K-12, delivered by Slow the Flow Coordinator on request within Winnipeg
- Teacher marketing of Slow the Flow program through teacher conferences and outreach to university education training programs.
- promotion of Slow the Flow to teachers through school brochure mailouts (8,528 sent) and online/e-newsletter marketing (contacts list stats below), and teacher survey promotion (470 per year)
- upgrade and strengthening of in-school hands-on water conservation projects offered, rebranded as school "Leak Detector Challenge" starting in 2012, involving 120-250 students per school year.
- development of Public "Leak Detector Challenge" including online webpage, resources and incentives for home owners to maintain toilets and fixtures to reduce water waste.