

Day Two - Track One

Thursday, March 23rd, 2017

3:00 p.m. – 3:30 p.m.

A Market-based Approach to Stormwater Management

Presenters: Tracy Patterson, Freeman Associates and Tracey Carrigan, Regional Municipality of York

Biography



Tracy Patterson is a water management consultant with over 15 years of experience in the field. She leads strategic research and analysis in water management and has developed new business models for municipalities and utilities including Grid Low Impact Development (or Grid L.I.D.) for stormwater and Integrated Infrastructure Mapping. The focus of Tracy's work is infrastructure optimization, the use of market-based economic models, and the development of integrated water, or "one water", management processes.



Tracey Carrigan, Manager of Environmental Education and Promotion at York Region. This is her title, but in reality Tracey is a change agent who brings a new way of thinking to projects. It's not about constraints, it's about endless possibilities. Tracey takes this unique approach and navigates through the municipal government structure to deliver truly innovative projects. Her most recent challenge is to move a department's way of doing business to a more collaborative and innovative model.

Abstract

The presentation will discuss the use of market segmentation and market-based economic instruments to drive uptake of sustainable landscaping practices on private residential properties. Typical approaches to secure green infrastructure and sustainable landscaping practices by homeowners involve broad-based incentives and education and outreach-based programming. Uptake rates with such initiatives remain in the low single-digits across North America.

Over the period 2006 to 2015, market research studies were undertaken with over 350 single-family homeowners across the Greater Toronto Area and beyond. In conjunction, sector-specific research was undertaken with industry specialists in the landscaping industry. The culmination of this research has led to the development of a market-based landscaping initiative – Fusion Gardening™ – involving the

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Ontario landscaping industry and the Region's of York and Peel. The research studies revealed a host of market-related constraints and opportunities for sustainable landscaping. The presentation will provide an overview of the findings of the research and the rationale for the development and testing of a market-based approach.

The presentation will highlight a pilot study being undertaken by York Region in the Village of Kleinberg. The project is testing the use of market-based economic instruments and target marketing to drive uptake of fusion landscapes which are water efficient, make use of rain gardens and increased permeable surfaces to mitigate runoff, incorporate native plants encouraging greater biodiversity, and increased canopy cover to slow the rate of precipitation, reduce the heat island effect and increase carbon sequestration. The successes and challenges of this market-based approach will be discussed.

Learning Objectives

1. Understand the findings from market research undertaken with single-family homeowners and landscaping industry professionals and the implication of the findings;
2. Understand the constraints of the current approach to securing sustainable stormwater management practices on single-family residential properties; and
3. Understand the role of targeted marketing and the use of market-based economic instruments to drive uptake of sustainable landscaping practices by homeowners and the landscaping industry.