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DATE 13 May 1999

TO/DEST. The Chair and Members of Council

FROM/EXP. Director, Water Environment Protection Division
 Environment and Transportation Department

SUBJECT/OBJET **OTTAWA-CARLETON WATER QUALITY COMMITTEE
SUMMER SURFACE WATER QUALITY AWARENESS
TELEVISION CAMPAIGN**

DEPARTMENTAL RECOMMENDATION

That Planning and Environment Committee receive this report and video presentation for information.

DISCUSSION

The Ottawa-Carleton Water Quality Committee was formed in 1989 to co-ordinate inter-jurisdictional and inter-governmental surface water quality projects within the Region and near its boundaries. This Committee's membership is comprised of all area municipalities, provincial and federal agencies, as well as conservation authorities. At the February meeting of the Water Quality Committee, a decision was made to focus 1999 communications efforts on non-point pollution education and reduction.

Thirteen Water Quality Committee member agencies (see Annex A) have provided funding to initiate a summer television public awareness campaign designed to raise awareness of environmentally responsible practices supporting healthy water quality and reducing non-point source pollution. The cost to each participating agency was \$2,000 and all participating agencies will be identified as campaign sponsors. The Chair of the Water Quality Communications Sub-Committee continues to seek interested partners to increase the project budget for more campaign time.

The campaign consists of a 30 second commercial that will air approximately 500 times on CJOH, CBOT, CHRO, CBOT, and CBOFT from June to August, with week long rotating breaks from station to station.

Due to the high cost of quality television production and airtime, this public awareness and education campaign could not have been developed or implemented without the Ottawa-Carleton Water Quality Committee partnership.

FINANCIAL COMMENT

Funds for this initiative are available in the 1999 Capital Budget Account No. 93-4312 (Order No. 900257), Water Environment Short Term Initiatives.

*Approved by
Nancy B. Schepers, P. Eng.*

GA/

Organizations Participating In Summer 1999 Water Quality Television Campaign
(as of 06 May 1999)

1. City of Kanata
2. City of Gloucester
3. City of Nepean
4. City of Ottawa
5. Region of Ottawa-Carleton
6. Canadian Museum of Nature
7. Rideau Valley Conservation Authority
8. Ontario Ministry of Natural Resources
9. Ontario Ministry of the Environment
10. Parks Canada
11. South Nation River Conservation
12. Mississippi Valley Conservation
13. National Capital Commission