

LEADERSHIP IN WATER CONSERVATION

Invitation to Participate on a Multi-Stakeholder Advisory Committee

In March 2011, York Region released its *Long Term Water Conservation Strategy (LTWCS)* – a 40-year strategy designed to enhance and extend the Region's commitment to innovative water conservation and efficiency, water resource protection, energy conservation and greenhouse gas reduction. The Strategy centres on a simple vision of "no new water" which relies on creating a culture of water conservation, coupled with advances in technology and system efficiencies that ultimately eliminate the need to expand York Region's water supply beyond existing levels. The Strategy aims to achieve the vision by enhancing existing programs or creating new ones in the following categories: governance models, policies and by-laws, rebate programs and incentives, programs and guidelines for new development, marketing, outreach and education, pilot projects and the municipal supply system.

Multi-Stakeholder Advisory Committee to be Formed

An essential part of creating a culture of water conservation and efficiency is to establish a Multi-Stakeholder Advisory Committee (MSAC) to be a forum for on-going advice, feedback and guidance to York Region with respect to specific water conservation and efficiency projects. The MSAC role will be to

- advise Regional programs on strategies and approaches related to implementation of the LTWCS;
- provide sector-specific insights and ideas;
- serve as water conservation program ambassadors to the larger Regional community; and
- help to identify champions in various sectors.

The MSAC will specifically provide input related to

- public perception on programs, initiatives, and by-laws;
- enhancements or modifications to existing programs;
- increasing uptake in sector specific areas; and
- public campaigns and messaging.

MSAC membership will include representatives from interested and affected stakeholder organizations, as well as members of the public.

Applications Invited

If you would like to be considered for membership on the Multi-Stakeholder Advisory Committee, please fill out an application form and submit it through one of the following methods.

Email: info@waterfortomorrow.ca

Fax: 905-830-6927

Mail: Water For Tomorrow, 17250 Yonge Street, Newmarket, ON L3Y 6Z1

Applicants are encouraged to review the draft Terms of Reference further describing the role of the MSAC and membership prior to completing the application form.

All applications should be received by January 27, 2012.

Water
for
Tomorrow

York Region