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**TO:** MAYOR J. LEHMAN AND MEMBERS OF GENERAL COMMITTEE

**FROM:** Chris Marchant, Manager, Water Operations Branch

**NOTED:** J.F. Thompson, P.Eng., CMM, PMP, Director of Environmental Services

Richard Forward, MBA, M.Sc., P.Eng.  
General Manager of Infrastructure and Growth Management

C. Ladd, Chief Administrative Officer

**RE:** United Nations World Water Day

**DATE:** March 20<sup>th</sup>, 2017

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In 1993, the United Nations General Assembly officially designated March 22<sup>nd</sup> as the annual **World Water Day**. This date was set aside to shine a light on the continuing global water crisis and encourage people and communities worldwide to protect and conserve water resources. There are over 663 million people around the world who currently live without a safe water supply close to home, spending countless hours walking great distances and coping with the health impacts of using contaminated water as a result.

**World Water Day** is coordinated by United Nations Environment, United Nations Human Settlements Programme, United Nations University, and the World Health Organization (WHO) on behalf of UN-Water.

The United Nations ‘2030 Agenda for Sustainable Development’ and its “17 Sustainable Development Goals and 169 targets” aim to aid in achieving these goals were released following the September 2015 Sustainable Development Summit. The declaration and celebration of World Water Day aligns with many of the Sustainable Development Goals, in particular Goal #6 of the agenda: “**Ensure availability and sustainable management of water and sanitation for all**”.

The **2017 World Water Day** theme has been established as “Why Wastewater?” with a focus on the need to reduce water use (i.e. conserve water) and reuse wastewater in all applications and beginning to view it as a valuable resource rather than a disposable commodity.

Barrie has an admirable history of proactively promoting Water Conservation with significant ongoing success – attested to by the fact that our average per capita consumption is some 30% less than Canada’s national average. Despite the fact that Water Conservation has the net effect of significantly reducing Barrie’s water sales revenues, it is still the intelligent approach for good environmental stewardship and therefore it is embraced by our environmentally conscious community. The valuable nutrients recovered from Barrie’s wastewater treatment processes are directed to area agricultural requirements and reduce the requirement for manufactured fertilizers on a significant scale with both positive environmental and economic benefits. The judicious protection of our local water resources is actively promoted through Barrie’s commitment to the approved area Source Protection Plan (SPP) formulated and enforced under Ontario’s Clean Water Act (CWA).

Staff in the Water, Wastewater, and Environmental Operations Branches of the Environmental Services Department support this annual initiative and would like to encourage Council, Staff and Barrie Residents to do the same in the days leading up to March 22<sup>nd</sup>, 2017 and throughout the year.

Additional information and World Water Day promotional materials can be found by visiting [www.worldwaterday.org](http://www.worldwaterday.org).