

metrovancover

**EVER WONDER WHERE
YOUR WATER COMES FROM?**

Water conservation at Metro Vancouver

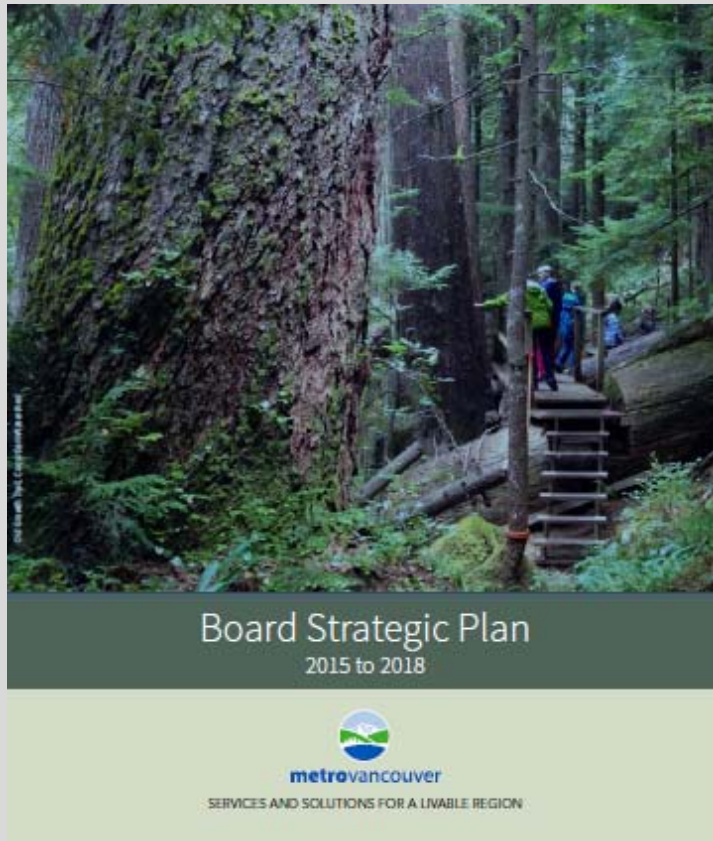
Larina Lopez

DIVISION MANAGER, CORPORATE COMMUNICATIONS

Blue Cities Conference, Toronto, May 1, 2018



The need



- *‘Expand public awareness of the quality of Metro Vancouver drinking water and the importance of conserving it’, and*
- *‘Promote water conservation through public education campaigns and other tools.’*

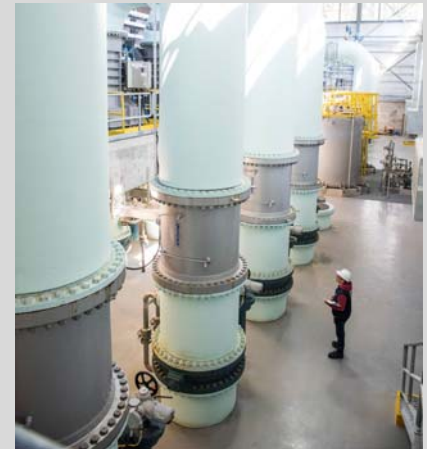
What we heard



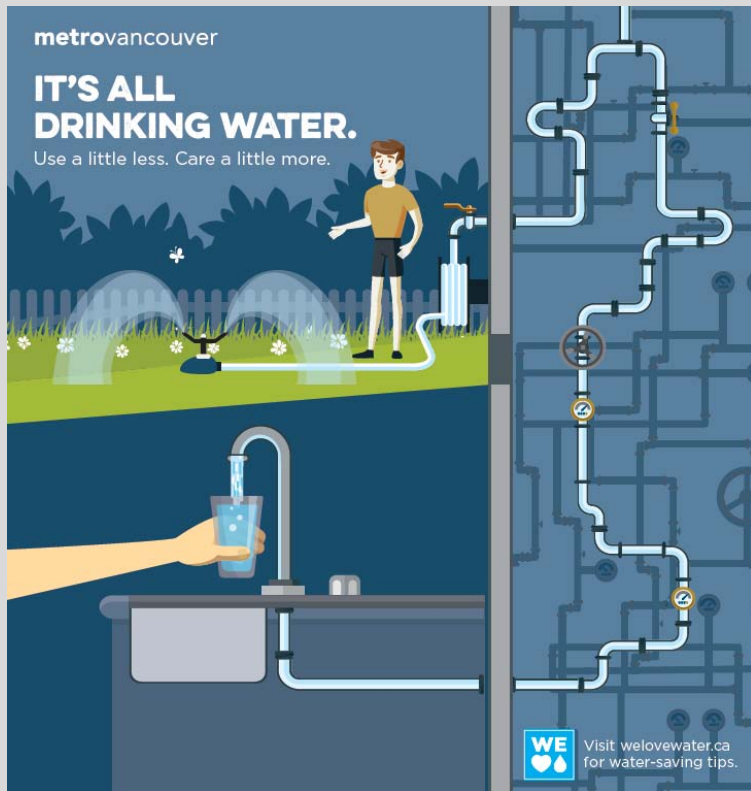
WE



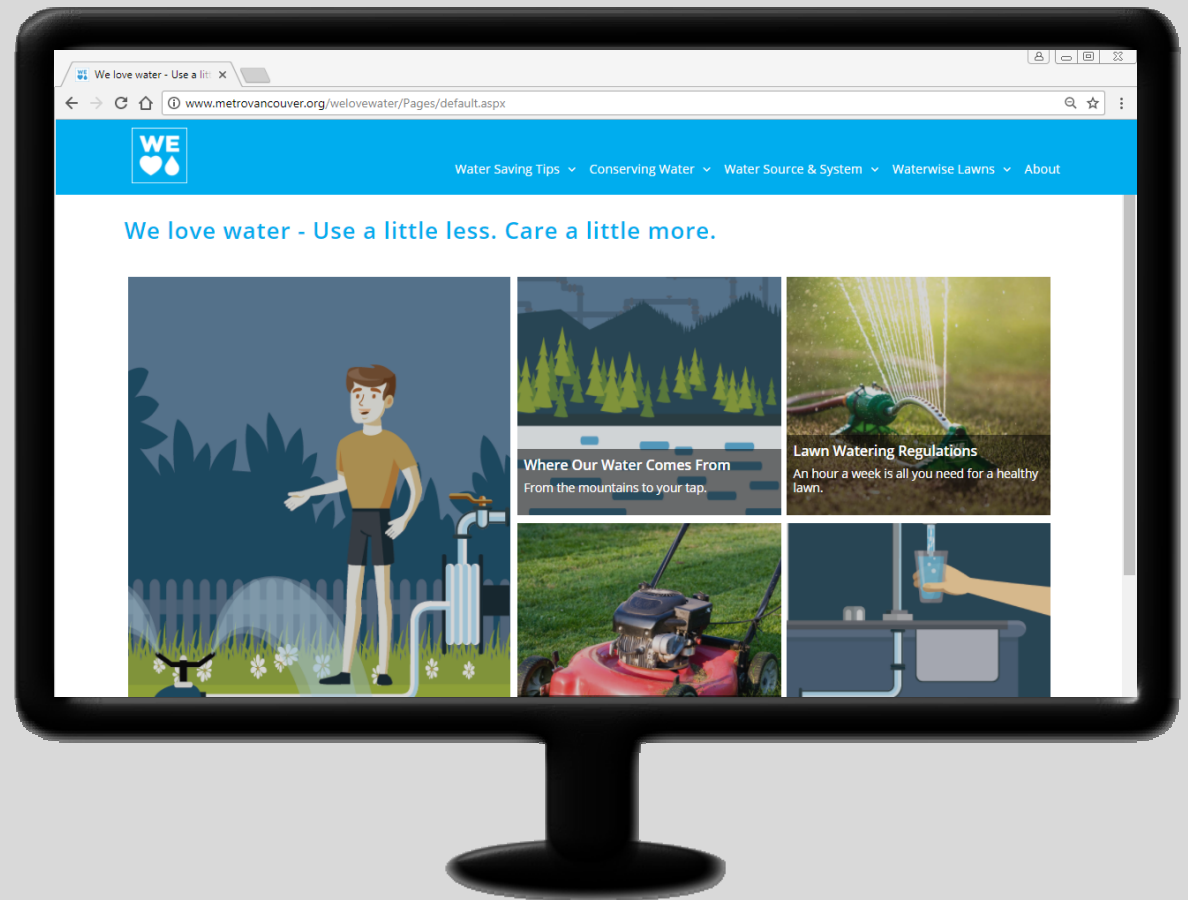
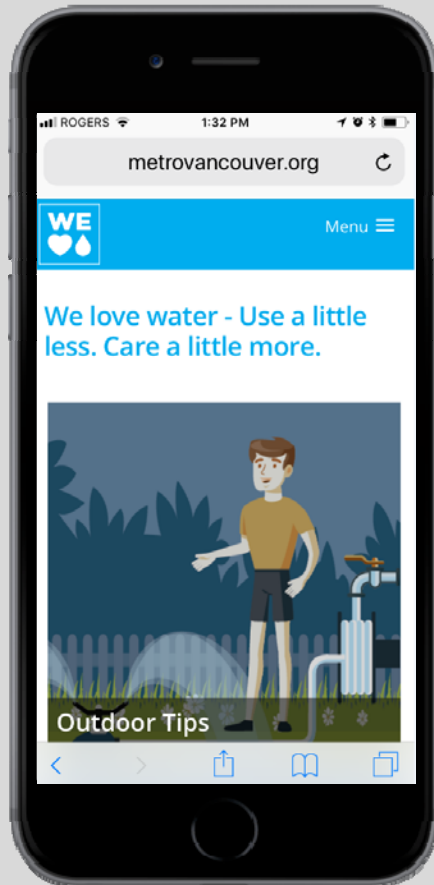
From the mountains to your tap



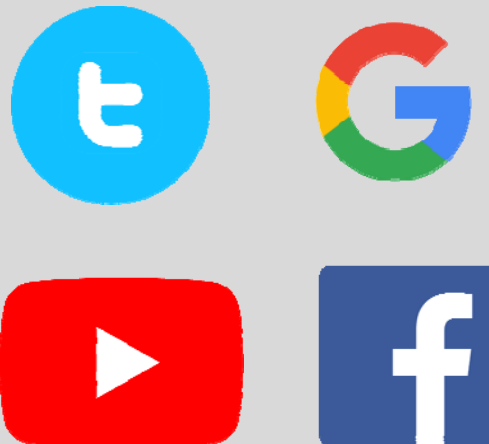
It's all drinking water



welovewater.ca



Promotion



Ongoing strategy



Value

Respect

Protect





Thank you



metrovancouver
SERVICES AND SOLUTIONS FOR A LIVABLE REGION