

April 06, 2011

The Town of the Blue Mountains  
C/O Mayor Ellen Anderson  
26 Bridge Street East, Box 310  
Thornbury, ON N0H 2P0

RE: Request for Support

Mayor Anderson,

As you know, the Blue W is a not-for-profit program dedicated to promoting municipal tap water as a healthy, easily accessible alternative to purchasing bottled drinks. Using our website and smart phone application, we are the only program in Canada to provide details on where to find clean, free sources to fill your reusable bottle without compelling you to make additional purchases. We would like to see the Blue W decal at the entrance of our favourite cafes and restaurants throughout the Town of the Blue Mountains.

It is with this goal in mind that we request your support for our work in a variety of capacities to help advance the implementation of our program locally. Your endorsement of our initiative will be a critical factor in broad community acceptance and successful delivery of services. The document below provides more detailed information about the Blue W and the expected needs associated with local delivery.

As the Director of the Blue W, I have been highly motivated by our partnerships with a variety of Canadian communities, like Guelph, London, Collingwood, Metro Vancouver and Waterloo Region. Our initiative would be further energized by a formalized partnership with the Town of the Blue Mountains, given your experience with successfully implementing leading-edge municipal water programs.

For any inquiries or clarifications, please consider reviewing our website [www.bluew.org](http://www.bluew.org) or contacting me directly at (226) 979-0166 or [evanp@bluew.org](mailto:evanp@bluew.org).

Thank you for considering our request for support. We look forward to hearing from your office soon.

Sincerely,



Evan Pilkington, Director

## **Program Overview**

You might think that it's easy to avoid purchasing drinks in disposable containers: grab a glass from the kitchen cabinet and fill it from the tap. But what about when you're away from your home or office? We're pulling thousands of local shops and cafes together into a national network that lets people who want tap water connect with the people willing to provide it.

Blue W tap water refilling network was founded as a not-for-profit organization in 2009 to give Canadians free access to clean, healthy tap water while away from home. The Blue W's online map, smart phone application and trademarked storefront window decal helps the thirsty, health-conscious and environmentally aware consumer to easily locate thousands of places to refill their reusable water bottle with tap water for free.

The Blue W network is not just about avoiding disposable containers; it's about understanding that we support the hard work of our municipal and regional water departments, and the water they provide is a common good that should be easily accessed beyond individual fence lines.

We're working hard to develop a strong market competitor for bottled beverages, for people who want to stay healthy, save money and live in a sharing and sustainable community.

## **What Key Concerns Will Be Addressed?**

It's very easy to drink tap water while in your home or at your workplace, but the most discouraging aspect to the bottled beverage vs. tap water debate is the invisible barrier to access that people perceive when trying to stay hydrated while out and about. Asking a staff person to refill your reusable bottle in a shop or restaurant can be awkward and unnerving for many people, especially when an alternative is readily available to purchase in the form of a disposable bottle of spring water. It seems that social discomfort can swiftly trump common sense. The Blue W is a community-based initiative to help rectify this issue. Using our website ([bluew.org](http://bluew.org)) and smart phone application, we work in partnership with municipalities, local businesses and conservation groups to provide online mapped details on where to find clean, free sources across the nation to refill your reusable bottle without feeling compelled to make any additional purchases.

## **How Will Participating Businesses Benefit?**

We believe we have a special responsibility to support our network of participating businesses. In exchange for their willingness to provide public access to tap water for free, we give them free promotional business listings in our website database and our smart phone applications, so that our thousands of users can find their business easily. As a participating business, they benefit from increased walk-in foot traffic and receive positive recognition through our marketing efforts, identifying them as a progressive, community-oriented business. By signing up with the Blue W they help to support the hard work of local municipal water suppliers, make water more accessible to the public, raise awareness about water issues, and help their community meet its sustainability goals.

## **How can I learn more?**

Visit Blue W's website: [www.bluew.org](http://www.bluew.org) . For further details, email: [info@bluew.org](mailto:info@bluew.org) .

## Project Information

**Project:** Blue W – Town of The Blue Mountains

**Project Time-frame:** April 2011 – July 2011

**Related Documents:** Letter of Introduction  
Program Overview Statement

**Process impact:** Based on the anticipated 14-week project delivery plan, we require the following funds to successfully register commercial and municipal properties across the Blue Mountains, exposing a significant number of residents and visitors to local municipal tap water promotional messaging daily.

## Project Pricing Overview

Component	Resources	Cost	Subtotals
<b>Program Development</b>			
Local Project Management	Blue W Staff	\$620	
Local Program Design	Blue W Staff	\$300	
Local Content Development	Blue W Staff	\$295	
Local Registration QA	Blue W Staff	\$185	
Consultation with Local NGOs	Blue W Staff	\$195	
Consultation with CoC/BIA Members	Blue W Staff	\$160	
Consultation with Local Water Staff	Blue W Staff Blue Mountains Staff	\$180	
Local Promotion Strategy	Blue W Staff Blue Mountains Staff	\$330	\$2265
<b>Marketing and Outreach</b>			
Local Marketing Materials Development	Blue W Staff Blue Mountains Staff	\$180	
Localized Window Decals	Blue W Staff	\$230	
Point of Use Posters	Blue W Staff Blue Mountains Staff	\$140	
Localized Public Awareness Posters	Blue W Staff Blue Mountains Staff	\$140	
Broad Marketing and Promotion Delivery	Blue W Staff	\$475	
Local Registration Solicitation	Blue W Staff	\$335	
Local Volunteer Supervision	Blue W Staff	\$195	
Local Community Liaison	Blue W Staff	\$180	\$1875
<b>Total Program Cost</b>			<hr/> \$4140 (+HST)

## Refill your reusable bottle for free at 3,181 Blue W locations

Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

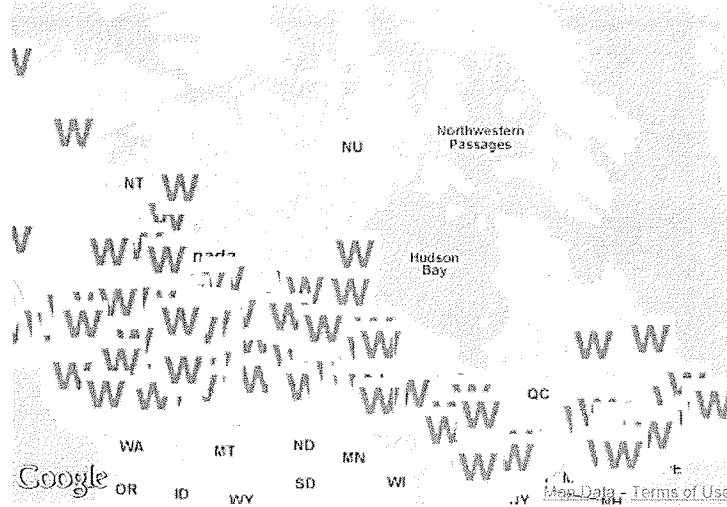
[Tap Water Map](#)

[Register](#)

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[Smart Phone Users](#)



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Refill your bottle here  
[www.bluew.org](http://www.bluew.org)

Tap Water Map

## About Us

Register

The Blue W is a not-for-profit organization driven by a genuine appreciation for the hard work of municipal water providers. We supply detailed information on where to find healthy, safe municipal tap water anywhere around the globe.

About Us

Registered businesses represented on our map have agreed to refill your reusable container with water from their tap, without compelling you to make any additional purchases.

Contact

Smart Phone Users

When you are thirsty, just look for the Blue W decal in participating shop and restaurant windows. When travelling in the US, take a look at our American partner Tapit Water.