

TRIECA | 2017 CONFERENCE

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Media Partners



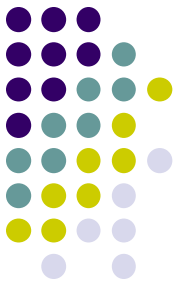
Hosts



A Market-based Approach to Stormwater Management



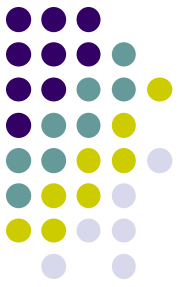
The Challenge



- **Securing uptake of LID practices on residential private property**



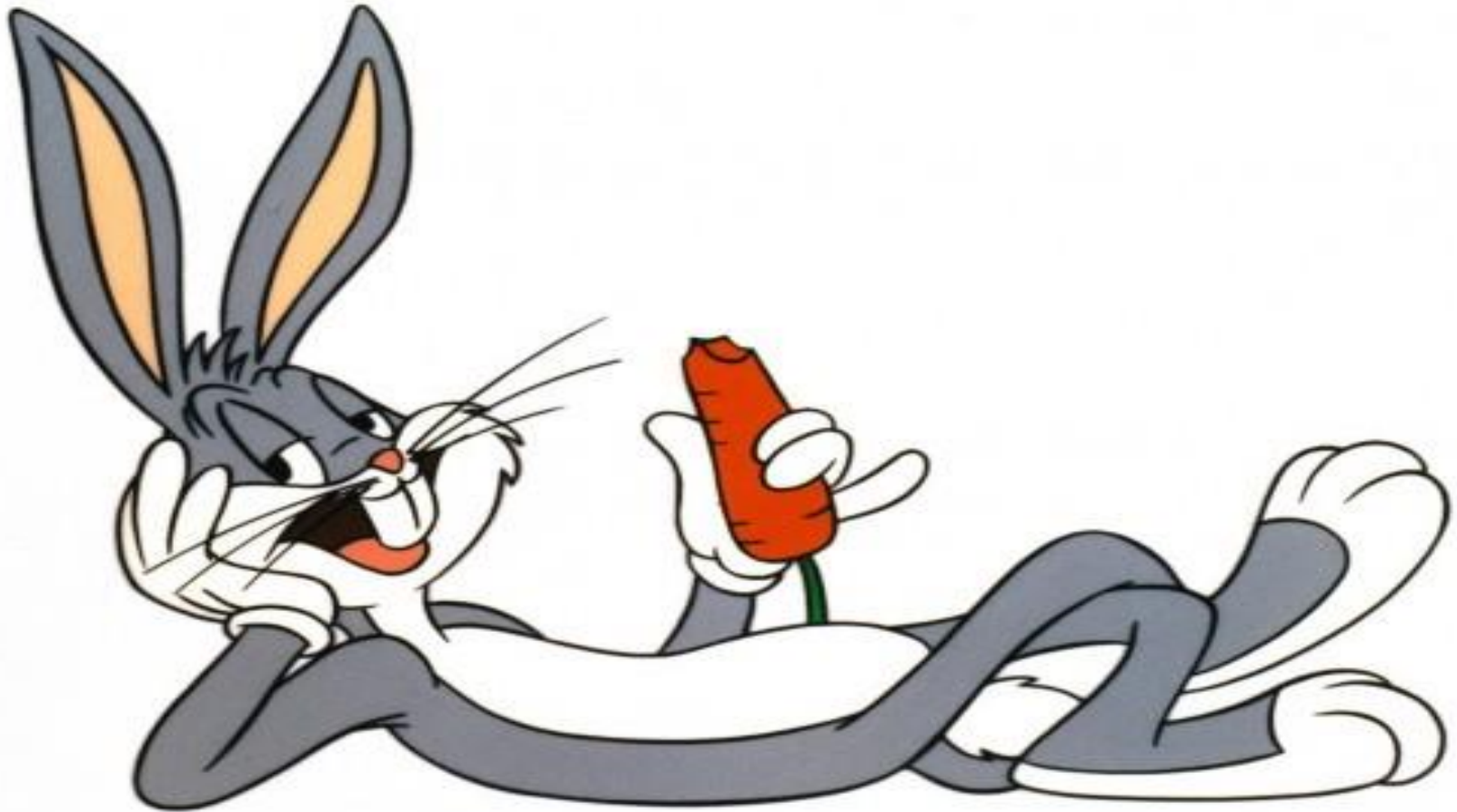
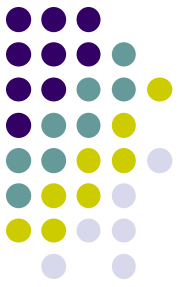
The Solution



Carrots + Sticks



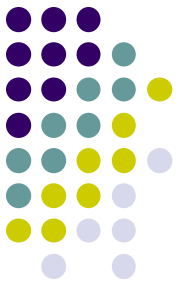
What carrots will entice homeowners to make changes?



Intrinsic Beliefs







A Market-based Approach

- 1** **PROJECT / INITIATIVE**
- 2** **MARKET SEGMENTATION & ANALYSIS**
 - Market research and analysis
 - Criteria and screening
 - Target markets
- 3** **CONTRAST & COMPARE**
 - ROI assessment and scoping
- 4** **TARGET MARKET PROFILES**
 - Detailed as possible
 - Intermediate market players (influencers)
- 5** **MARKETING STRATEGY**
- 6** **ROLL-OUT**
 - Market-based instruments
 - Measured

Home & Landscape

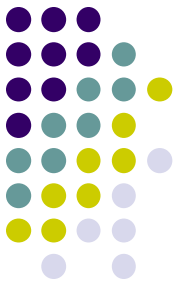
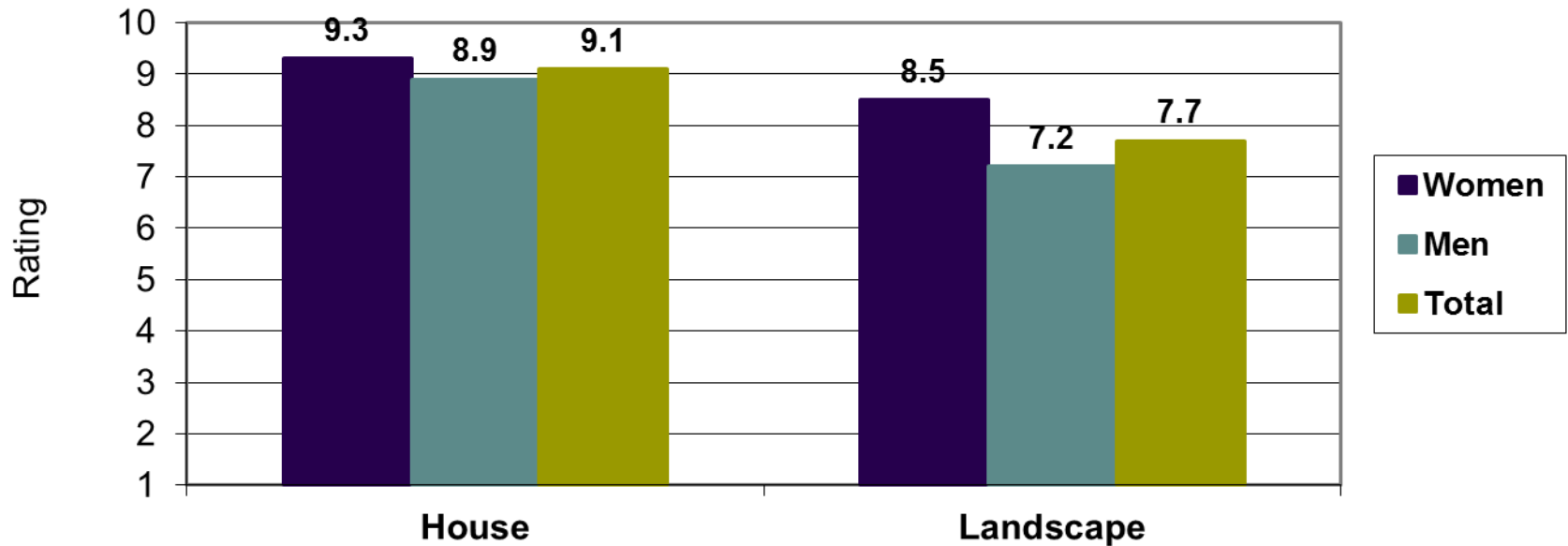


Chart 3: Average Ratings for "House" and "Landscape"



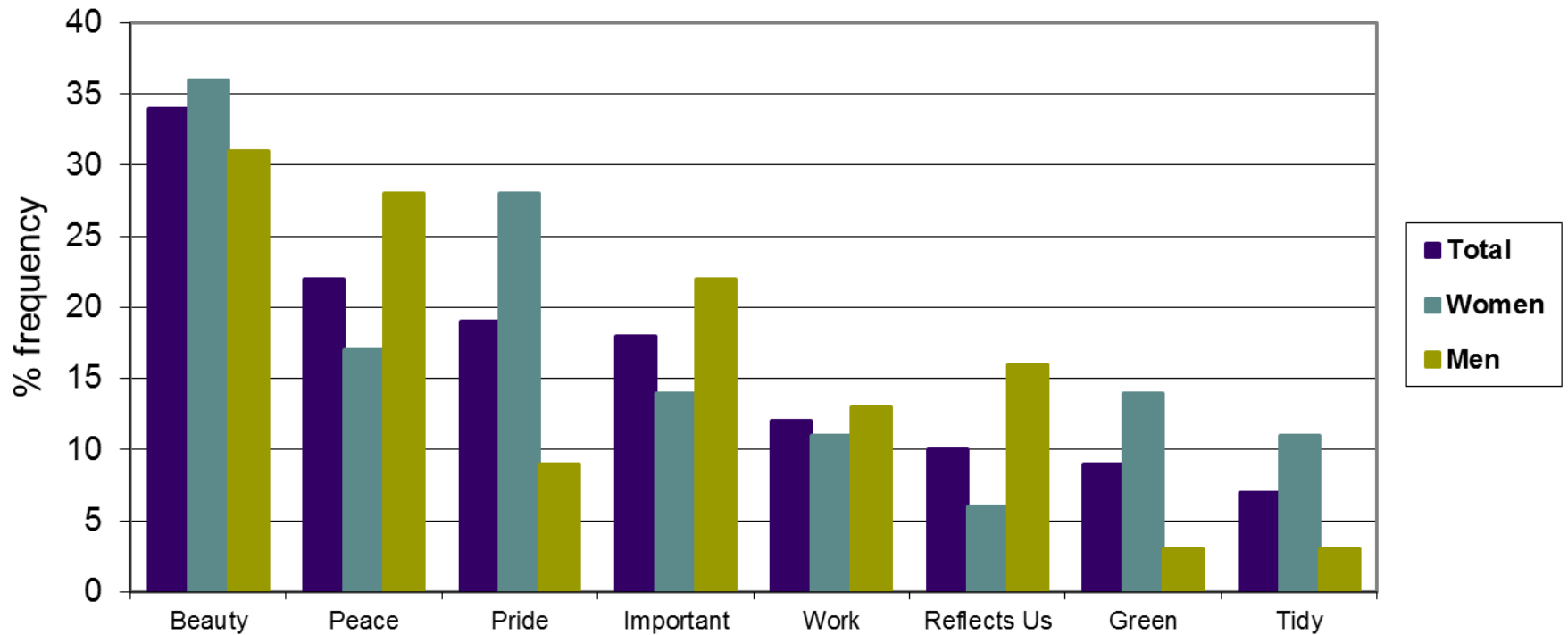
House - Safety, security, peaceful 87%

Landscape - Pride, reflects "me"/"us" 73%

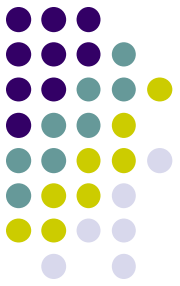
Home & Landscape



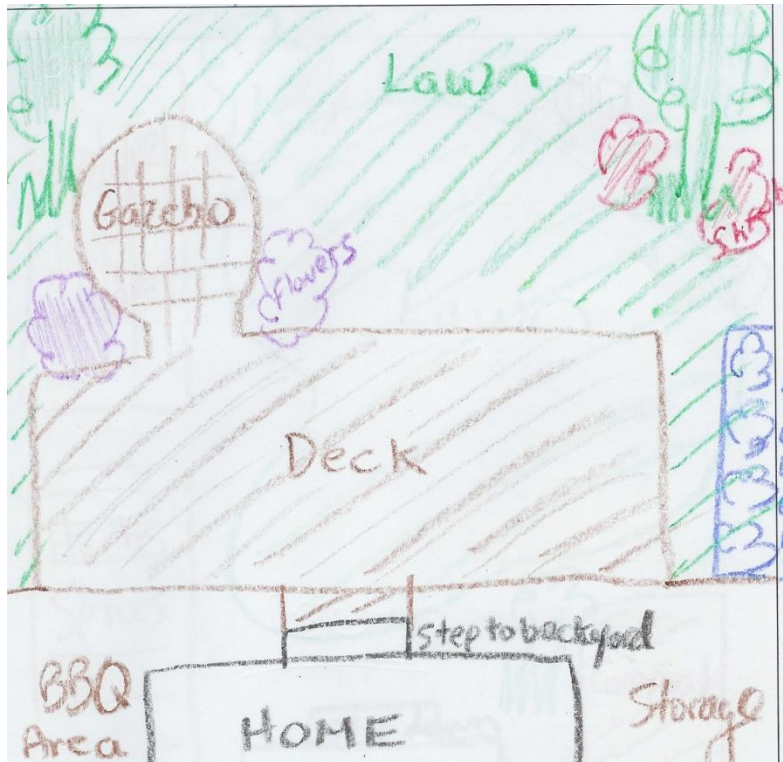
Chart 4: What does your home's landscape mean to you?



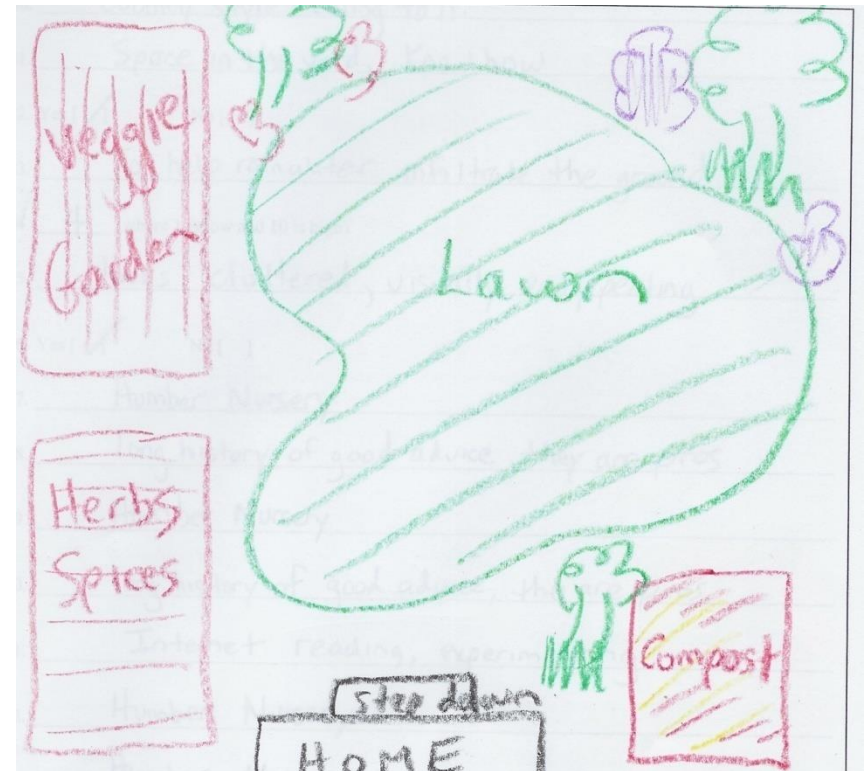
Ideal Landscape



“IDEAL” LANDSCAPE

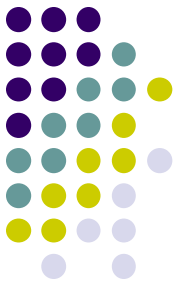


“NATURALISED” LANDSCAPE



TRCA 2009: 50/121 Respondents or 41%

Ideal Landscape



“IDEAL” LANDSCAPE

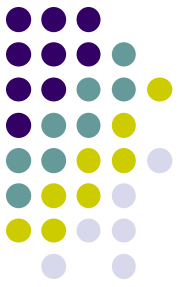


“NATURALISED” LANDSCAPE



TRCA 2009: 30/121 Respondents or 25%

Ideal Landscape



IDEAL LANDSCAPE

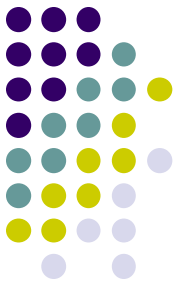


IDEAL NATURESCAPE



Kitchener 2016: 20/32 Respondents or 62%

Ideal Landscape



IDEAL LANDSCAPE

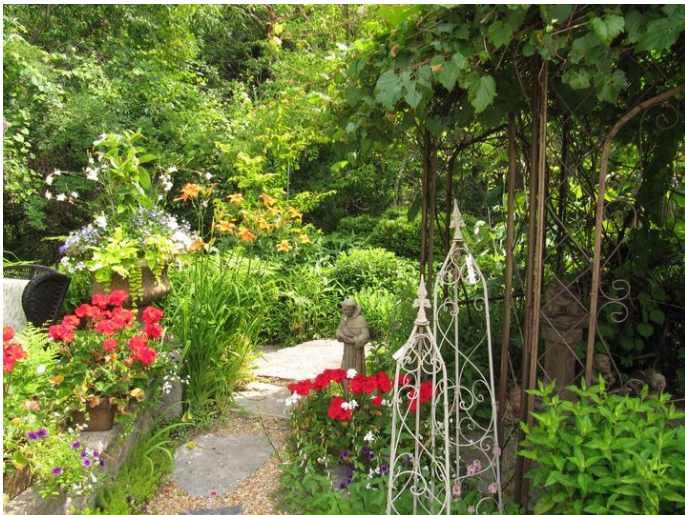
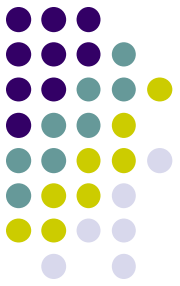


IDEAL NATURESCAPE

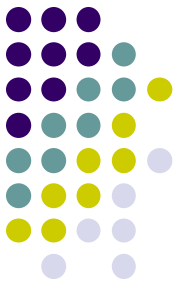


Kitchener 2016: 12/32 Respondents or 38%

Rating Gardens



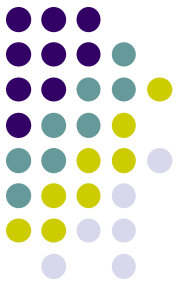
Sources of Advice



From where or whom would you seek advice about landscape or garden design?

Source of Advice	%
Friends	31%
Family	25%
Internet	25%
Professional	22%
Nursery	19%
Books & Mags	9%
Total	131%

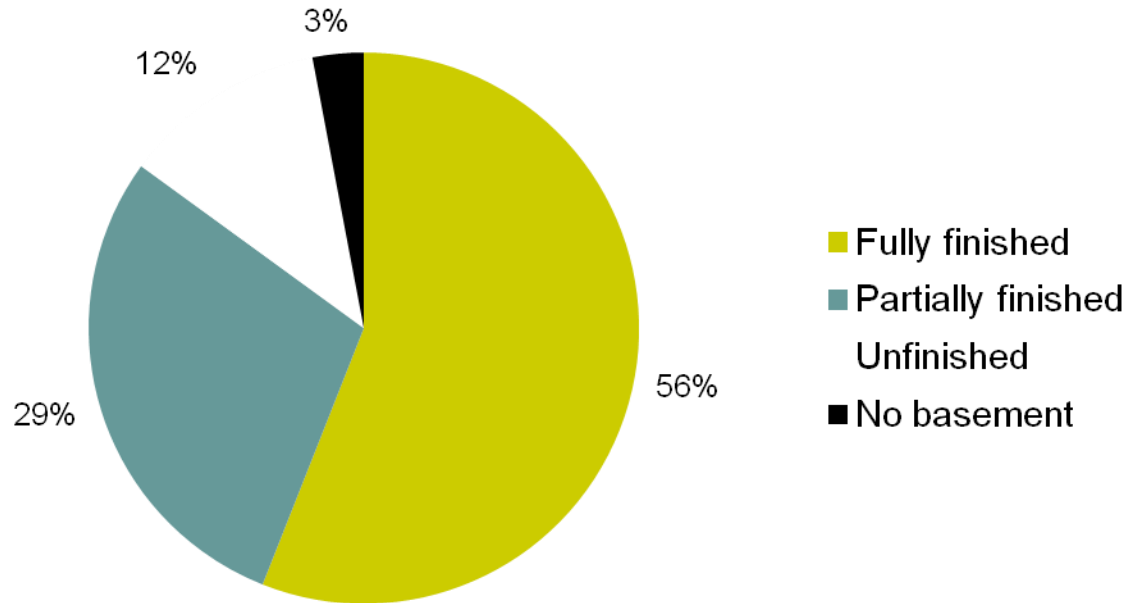
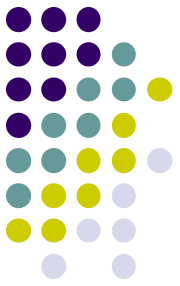
Sources of Plants



Where do you purchase flowers, trees and shrubs?

Where Purchased	%
Nursery	37%
Garden Centre	28%
Canadian Tire	16%
Grocery Store	19%
Farmers' Market	9%
Big Box (Costco, Home Depot, Rona, Walmart)	28%
Total	137%

Basements: State of Finishing / Flooding?



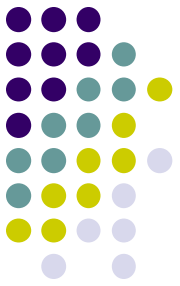
Experienced Flooding

- No – 56 %
- Yes – 44 %

Likelihood of Flooding – Rate (out of 10)

- 6/10 or lower – 91%
- 0/10 – 9 %

Mean – 3.5/10



APPLYING RESEARCH FINDINGS



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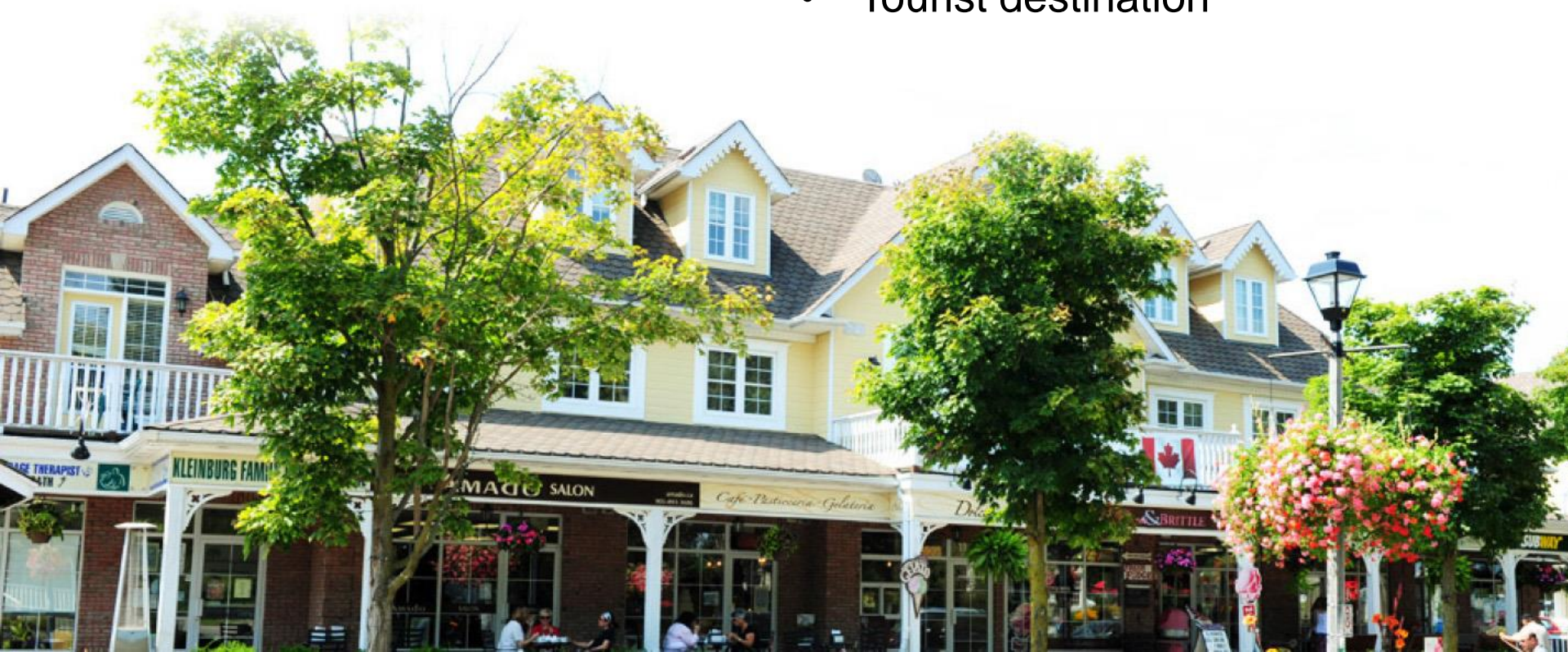
CULTIVATE TRANQUILITY

Creating a Gardening Trend

Kleinburg

Targeted market based pilot

- High water consumption
- Represents the target audience
- Close-knit community
- Tourist destination





Contractor Certification



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an evening
of fusion



Local Events



Targeted Marketing

Targeted Marketing Geo-Fencing



MEASURE



SUCCESS

Thank you

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