

#### Thank you to all of our 2017 sponsors:



A Market-based Approach to Stormwater Management







#### **The Challenge**



 Securing uptake of LID practices on residential private property

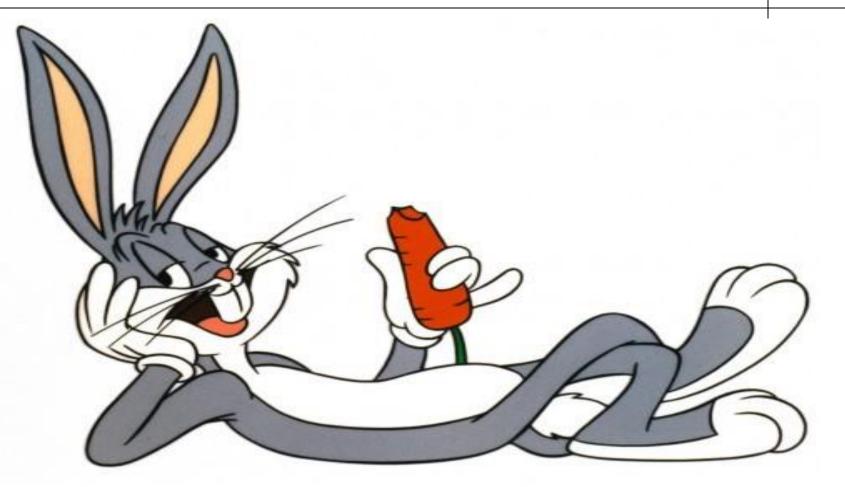


#### **The Solution**





# What carrots will entice homeowners to make changes?



#### **Intrinsic Beliefs**







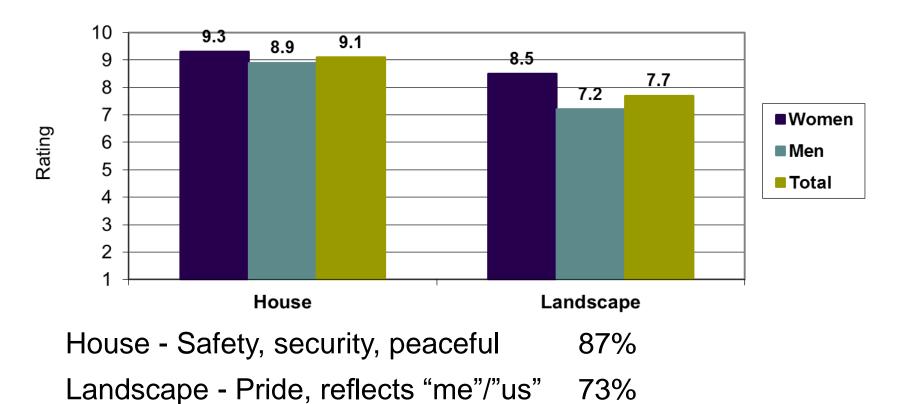
#### A Market-based Approach

#### 1 **PROJECT / INITIATIVE** 2 **MARKET SEGMENTATION & ANALYSIS** Market research and analysis Criteria and screening Target markets 3 **CONTRAST & COMPARE ROI** assessment and scoping ٠ 4 **TARGET MARKET PROFILES Detailed as possible** Intermediate market players (influencers) • 5 **MARKETING STRATEGY** 6 **ROLL-OUT** Market-based instruments •

Measured

#### Home & Landscape

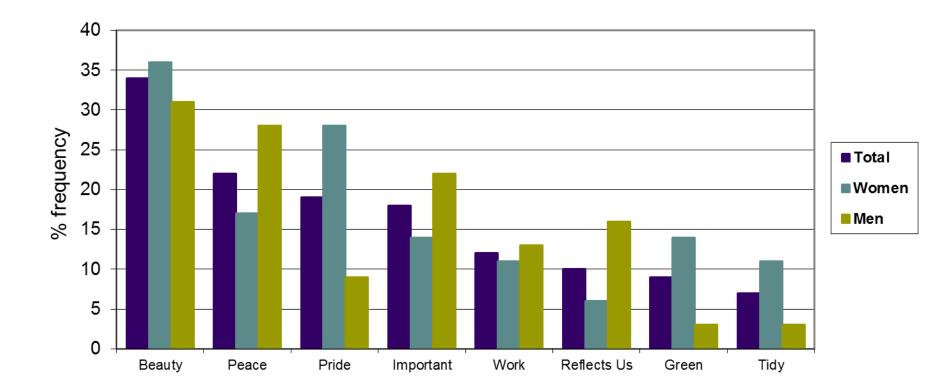
Chart 3: Average Ratings for "House" and "Landscape"



#### Home & Landscape



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





#### "IDEAL" LANDSCAPE alteric pices step to backyoid (Step Idenie Storac Q HOME Area

#### "NATURALISED" LANDSCAPE

HOME

500

**TRCA 2009:** 50/121 Respondents or 41%



#### "IDEAL" LANDSCAPE



#### "NATURALISED" LANDSCAPE



#### **TRCA 2009: 30/121 Respondents or 25%**



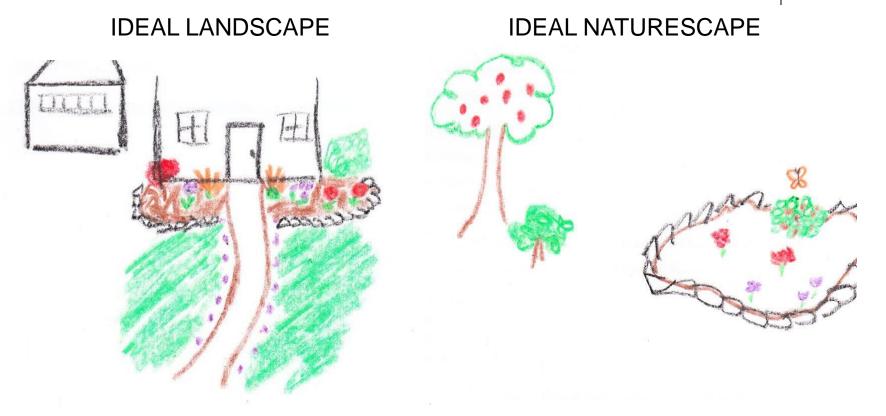
#### IDEAL LANDSCAPE

#### IDEAL NATURESCAPE



Kitchener 2016: 20/32 Respondents or 62%





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%

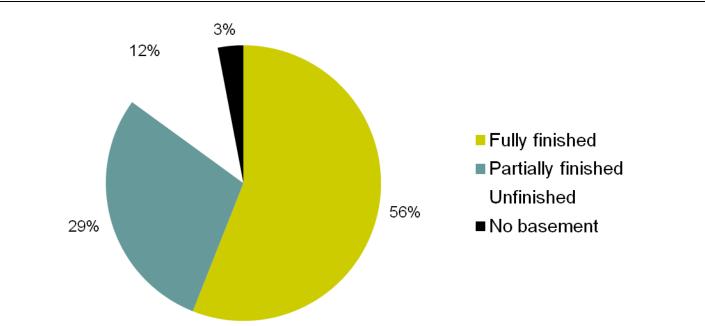
#### **Sources of Plants**



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 Likelihood of Flooding – Rate (out of 10)

- No 56 %
- Yes 44 %

- 6/10 or lower 91%
- 0/10 9 %

Mean - 3.5/10



## APPLYING RESEARCH FINDINGS

# fusiongardening®

CULTIVATE TRANQUILITY

Creating a Gardening Trend



## Kleinburg

Targeted market based pilot

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

MACE SALON

**fusiongardening.ca** CULTIVATE TRANQUILITY





#### **Contractor Certification**



# Retail Incentives

fusiongardening

Cambeaut

#### easycomfort

#### Your garden. Your escape.

Express yoursel and beautity your property to ceale your ideal ceals. Fusion guidrangs uses the latest gardening tends, a batch bland of cellours and textures, combined with your unique stylls. Learn hose **ritaiongardening** can ceaté the peeteful landscace you've been determed of

# **Fusion Gardens**













#### an evening of fusion













# Local Events

# **Targeted Marketing**

#### fusiongardening

#### CULTIVATE TRANQUILITY

Fusion Gardening® is a new trend that can help you create your dream garden through unique combinations of colours and textures Every design is tailored to fit your property and reflect your personal style One of the first steps to a fusion garden is to determine the right amount of water needed for your landscape. Book a personalized consultation with a certified water needed for your landscape. Book a personalized consumation write certified Water Smart Irrigation Professional (WSIP) to keep your landscape beautiful and healthy. Want to be more creative this year? Visit one of our retail partners to learn how #fusiongardening can create the beautiful landscape you've been dreaming of For a list of retail partners, Certified WSIP contractors or to learn more about

the program, please visit fusiongardening.ca or call 1-898-967-5426

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York Region

fusiongardening.ca CULTIVATE TRANQUILITY

THE YEAR OF ONTO: FROM BLUE JAYS TO DRAKE

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dreambeautifu

# Targeted Marketing Geo-Fencing





### Thank you

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