



Financial Arguments for Water Conservation & Green Infrastructure

Healing Our Waters Conference,
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The Greater Lakes Project



Great Lakes
Protection Fund

The Fractured Water Cycle: The Problem - The Solutions

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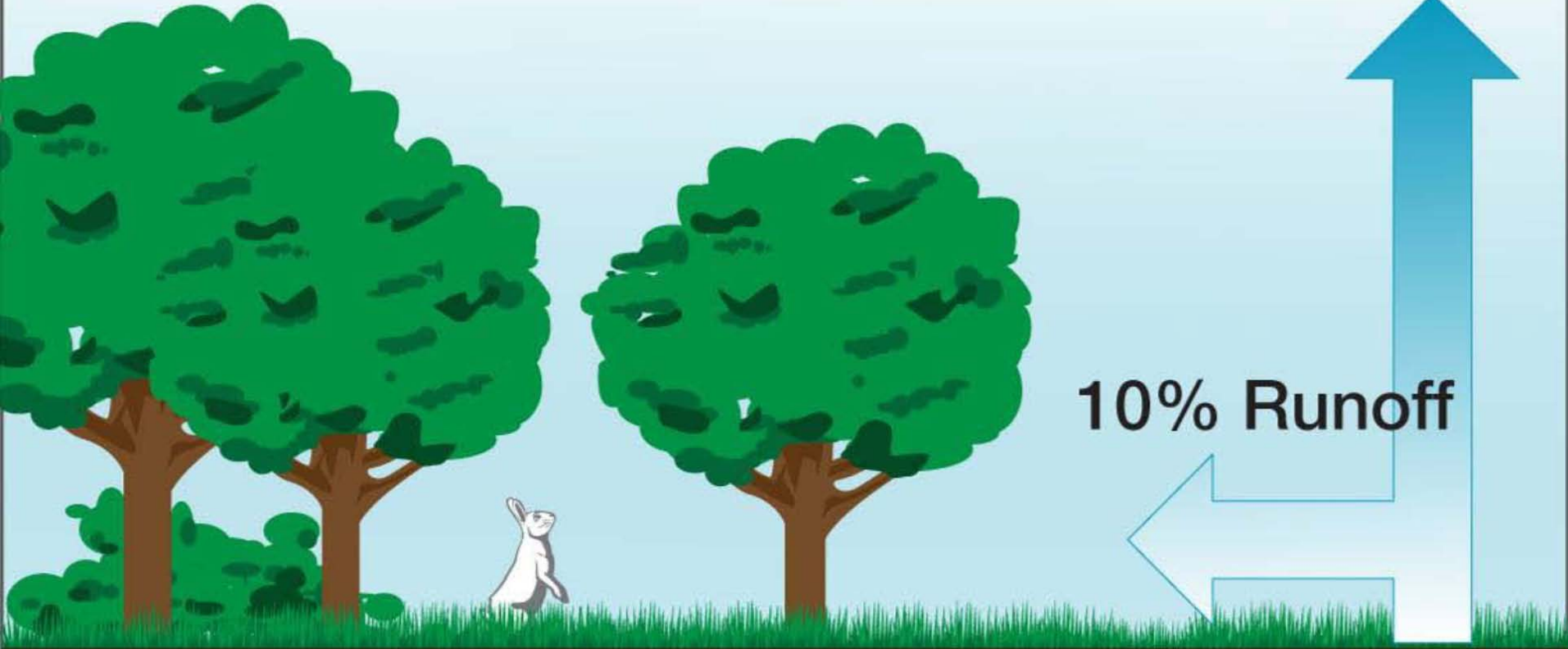
The Problem

In urban areas, we have fractured water systems that disrupt natural water flows.

The Natural Water Cycle



40% Evapotranspiration



10% Runoff

50% Deep & Shallow Infiltration

Natural Ground Cover



Urban Hydrology



Credit Valley
Conservation

Typical development: Stormwater management using
End of Pipe SWM Pond

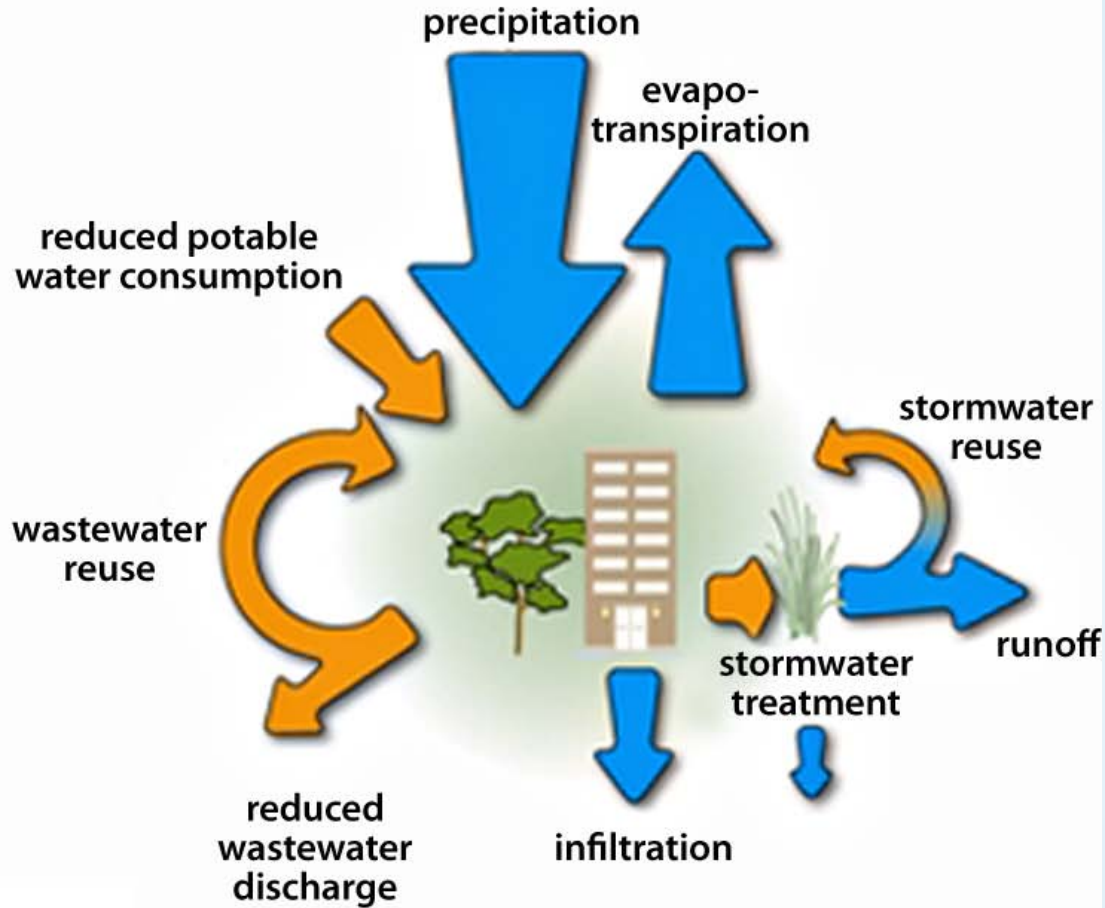


35% evapotranspiration

30% runoff

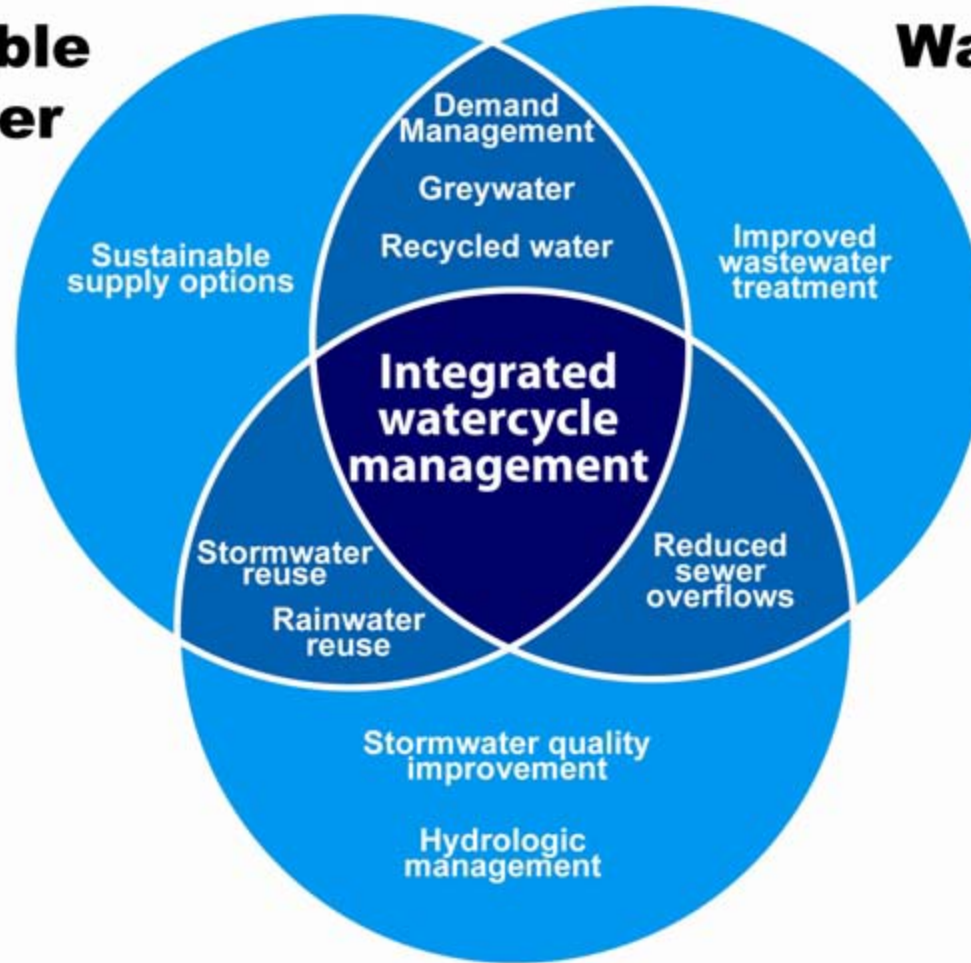
SWM Pond delays
and treats runoff
but does not
control increase
in runoff volume

Reconnecting the Water Cycle



**Potable
Water**

Wastewater



Stormwater

Take Actions towards Integrated Water Management

- Set up strong source water protection programs
- Engage in water efficiency and conservation
- Set up waste water reuse systems
- Use drinking-water quality water only for uses that require that level of purity
- Reduce impervious surfaces so that water can infiltrate into the ground

Action (cont.)

- Treat green and grey infrastructure as one system
- Set up cistern and rainbarrel systems to capture stormwater for indoor and outdoor uses