

OBIAA Achievement Awards 2022  
Reduce, Reuse, Rehydrate

Sparks Street BIA & Mall Authority

Sparks Street

# Sparks Street

Reduce, Reuse, Rehydrate on Sparks

## Project Description



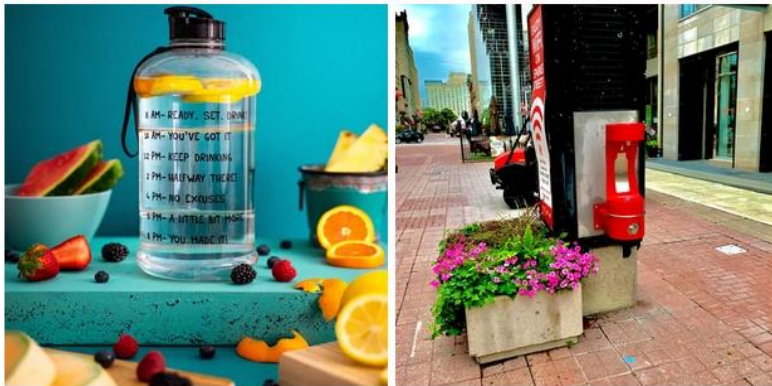
*For the first time in decades – free and accessible drinking water is now available on Sparks Street*

- Sparks Street introduced water bottle fill stations attached to some of the existing infrastructure. These structures house our water and electric supply which fuel our festivals as well as these awesome little refill stations. They run on Ottawa's city drinking water which "is treated at two purification plants and subsequently distributed through more than 3,000 kilometres of water mains before arriving at your tap"
- Ottawa's water supply continues to be of the highest quality and safest drinking water in the world, according to a report received by the city's Standing Committee on Environmental Protection, Water and Waste Management
- The water bottle fill stations are of a lead-free design and mechanically-activated with minimal splash. They are corrosion protected using base material constructed from marine-grade 316 stainless steel with a sealed Freeze Resistant Valve System, minimizing any chance of ground water contamination, and prevents drain water from mixing with fresh water

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### REDUCE REUSE REHYDRATE BOTTLE FILLING STATIONS

- The bottle filling units are GreenSpec listed, and installed to accessibility requirement standards
- In addition, we partnered with a local distributor to procure reusable bottles made from 100% recycled plastic. Through a partnership with 1% For ThePlanet, one percent of sales of EcoSmart® products will be donated to environmental non-profits
- Public access drinking water is an important element brought forward by the amazing local community participation in the development and implementation of the City of Ottawa's Public Realm Plan for Sparks Street
- Bottle filling stations are available at two locations on Sparks Street, from April through October



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## Funding



- Sparks Street was delighted to receive \$35,000 in funding towards Reduce Reuse Rehydrate Bottle Filling Stations with the My Main Street Community Activator Grant program through the Canadian Urban Institute and Economic Developers Council of Ontario and Federal Economic Development Agency for Southern Ontario
- Remaining funds were supplied and supported by Sparks Street BIA Membership



Canadian  
Urban  
Institute

Institut  
Urbain du  
Canada



Economic  
Developers  
Council  
of Ontario

Canada 

Sparks Street

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## Impact



- Sparks Street assists the City of Ottawa and the world's effort in ensuring there are sufficient and safe water supplies are available for everyone. Sparks Street's Bottle Filling Stations are actively strengthening relations with local organizations and the municipality, developing solidarity in the promotion of quality drinking water and contributing to local development of additional locations to reimagine and reshape public space to maximize its shared value
- Bottle Filling Stations foster the sustainable consumption of no-plastic-waste water. Instead of buying one time use plastic containers, we are encouraging our community to carry a reusable bottle to drink water when exercising or on-the-go. The new water stations are part of our strategy to promote the social cohesion of accessible and high quality drinking water and the investments that the City of Ottawa makes to protect its quality



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## Impact



## The Attainable Sustainable

- Sparks Street's sustainable strategy endeavors to improve awareness, access and use of public water and drinking fountains to help improve public health, social and economic disparities and to protect the environment
- The bottle fill stations are an above grade improvement/adaptation to our streetscape, design, a new amenity that reimagines and reshapes public space to maximize its shared value by providing safe, high quality, public access drinking water with the goal of encouraging individuals to eliminate use of single-use plastics

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## Partners



Branded bottles for Spring launch, made 100% Recycled materials

- The Sparks Street BIA was able to create and engage in this project with the Board of Directors, we designed and implemented the project, with approval from City of Ottawa
- After installation of the Bottle Filling Stations, City of Ottawa Public Works Communications team proposed a promotional partnership with public messaging located at fountain locations illustrating the excellent quality of the City's public drinking water
- In Spring 2022, we will be adding an additional water station in conjunction with our launch a communications strategy for the public and invited stakeholders



Tap Water  
Delivers

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## Innovation & Outcomes



- The right to water entitles everyone to have access to sufficient, safe, acceptable, physically accessible and affordable water for personal and domestic use. Good water quality is essential to human health, social and economic development, and the ecosystem
- The success of our newest capital improvement of the Bottle Filling stations is to contribute to our area as a more usable, accessible, and inviting place to be. Though these projects are difficult to economically calculate, their purpose is to increase the amount of quality time that individuals spend in our area. The retail uplift of these positive visits will lead to the purchase of goods and services
- We hope our area's main street services and businesses will see an increase in patronage and positive public sentiment with this new foot traffic



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## Innovation & Outcomes



### Capital and Environmental Improvements: A Win-Win

- Investing in main street infrastructure such as Bottle Filling stations, ensures that Sparks Street and other communities in Ontario can continue to be a viable and attractive area for businesses to start and evolve
- We are changing public perception as a welcoming inclusive space for all pedestrians
- Sparks Street's sustainable strategy endeavors to improve awareness, access and use of public water and drinking fountains to help improve public health, social and economic disparities and to protect the environment



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## Innovation & Outcomes

-  **B Vallillee** @BlankaVallillee · Aug 17, 2021  
Replying to @SparksStreet @ottawacity and 3 others  
Love this. Tha you!  
    1 
-  **sixrunthree** @sixrunthree · Aug 17, 2021  
Replying to @SparksStreet @ottawacity and 3 others  
A runner's dream come true!  
 1  1   4 

## Community Response

With the announcement of Bottle Filling Stations, Sparks Street had almost 4x the normal activity the month of August 2021. The average in the 20K range while August was 77.9K.



Aug 2021 · 31 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 39K impressions

Reduce, Re-use, Re-Hydrate on Sparks!

Sparks Street's new water bottle filling stations are making a splash! Tap into H2O at Elgin & Sparks and O'Connor & Sparks. Just BYOB (Bring your Own Bottle)! 🥤💧

More info on the blog:  
[sparkslive.com/post/reduce-re...](https://sparkslive.com/post/reduce-re-use-re-hydrate-on-sparks/)  
[pic.twitter.com/MbKSGUfANX](https://pic.twitter.com/MbKSGUfANX)



### Content

Top performers: Reach



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3K  
Facebook post



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Reach 1  
3K  
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Type

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Reduce, Re-use, Re-Hydrate on Spa...  
Aug 16, 2021

Post

3K

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Innovation &  
Outcomes



## A Note of Cheers & Thanks

We thank OBIAA for the opportunity to share with our colleagues the process undertaken for Bottle Filling Stations and we thank you for the support provided through Grant, place making resources and weekly communication that allows us to access and advocate and collaborate with and for our membership

We hope we may offer guidance to those who may be interested in starting their own accessible drinking water program







Photos: Sparks Street Bottle Filling Stations. GreenSpec listed, and installed to accessibility requirement standards, water tested by City of Ottawa