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 Subject: **Homeowner Research Report**

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# City of Guelph Water Efficiency Strategy Update

## HOMEOWNER RESEARCH REPORT

**C3 WATER INC.**

**22 September 2015**

VERSION	DATE	DESCRIPTION OF REVISIONS	REVISED BY	REVIEWED BY
1	September 7, 2015	Draft Homeowner Research Report	Tracy Patterson	Sam Ziemann
2	September 21, 2015	Final Homeowner Research Report	Tracy Patterson	Sam Ziemann

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## 1.0 EXECUTIVE SUMMARY

### 1.1 Background & Context

The City of Guelph is a leading municipality in water conservation and efficiency in Canada. As an integral part of their proactive approach to water management, the City undertook a Water Supply Master Plan (WSMP), which was endorsed by Council in 2006. This detailed WSMP evaluated the water demand associated with projected growth over a 50 year planning horizon, as well as alternative sources of new water supply. Water conservation was identified as the most cost-effective and immediately available source of new water supply and was ranked as the top priority. The WSMP included three reduction targets based on 2006 daily water production volumes. These water saving targets are currently being met through a combination of City programs and natural market decline.

With the goal of continuing to meet the ambitious water demand reduction targets, the City is currently updating their Water Efficiency Strategy which has been in place since 2009. As markets and technology change and some of the City's water efficiency programs reach saturation. Therefore, it is important to review options, evaluate new opportunities and identify, via market research with Guelph businesses and residents; measures and approaches to secure additional water savings in the years ahead.

This report provides a summary of the findings from the research session with homeowners. These findings will be evaluated in conjunction with findings from key informant interviews with industrial and commercial businesses, builders/developers and relevant service providers (plumbing and landscaping contractors/retailers), and with research findings from a review of leading jurisdictions in water efficiency to determine recommendations for programming and measures to be set out in the strategy update.

### 1.2 Project Description

City staff and the project consultants worked together to identify potential opportunities and constraints for uptake of water efficiency practices by homeowners and to determine needs for future programming. A research session was held with a demographically representative sample of single-family homeowners from the City of Guelph on June 16, 2015. The objectives of the research were as follows:

1. Determine the underlying motivations of homeowners regarding the landscaping preferences for their yards.
2. Test the appeal of design options for water efficient home landscapes.
3. Measure the understanding that homeowners have regarding various terms, including: "Blue Built Home", "City of Guelph's Healthy Landscape Visit", "grey water", "rain water harvesting system", "Level 1 Yellow watering restriction".
4. Determine homeowners' perspective of an "Ideal landscape" and a "healthy landscape"<sup>1</sup> for their home.
5. Identify opportunities and constraints for water efficiency practices by homeowners in the City of Guelph.

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<sup>1</sup> City of Guelph offers a "Healthy Landscape" visits. A trained advisor provides homeowners with guidance on ways to reduce the water demands of their landscape.

## 1.2.1 Research Sample

A demographic profile of single-family home-owners in the City Guelph was developed using a combination of Statistics Canada census data (2011) and City economic and planning demographic data. A recruitment screener was developed from the demographic profile. A recruitment screener is a series of questions asked of potential participants for the homeowner research such as age, gender, income level, education, number of children living at home, country of origin, etc. This process ensures that the research sample of homeowners recruited for the research session mirrors the demographic of homeowners for the entire City.

A research sample of thirty-two homeowners (n=32), reflecting the single-family homeowner demographic for the City, were recruited for the research session. Homeowners were asked over 80 questions with over seventy of those questions being open-ended, thereby allowing respondents to provide more than one answer to any of these given questions. The close demographic match of the research sample with single-family homeowners in Guelph coupled with asking more than seventy open-ended questions provides a sound basis upon which to draw conclusions about the homeowners' motivations regarding their homes and landscapes.

## 1.3 Research Description

Participants were provided with a blank questionnaire and a facilitator guided them through a series of questions. Participants provided written answers to verbally asked questions within a limited timeframe. This approach ensures top-of-mind, non-rationalized responses which is critical to securing insights into the intrinsic values and beliefs of homeowners. Intrinsic values are at the root of all decisions and perceptions individuals hold and therefore are the key to determining constraints and opportunities amongst similar demographic groups. Respondents are also asked to draw pictures, a right brain, creative exercise which provides quality data about homeowners' perceptions and visions for their home and home landscape.

As mentioned, over seventy of the questions asked during the research session were open-ended, with homeowners often providing more than one response to any given question. Therefore, frequency distribution (quantification) of responses may total more than 100%.

## 1.4 Research Findings

Early in the questionnaire, participants were asked: "What does the City of Guelph mean to you?" The responses are overwhelmingly positive: 62 out of 63 (98% of responses). Fifty-six percent of the responses say the City of Guelph means "home." Guelph is viewed as a "classy community" that is "friendly", "safe", "green", and family-oriented with a "small town feeling". On the negative side, one third of these homeowners feel that property taxes are high, there is increasing "sprawl and traffic congestion", and they have concerns regarding "downtown bars, crime and poverty".

When asked, "What does your home mean to you", these Guelph homeowners indicated their homes are a "safe and secure place" for their families, a "peaceful and relaxing sanctuary". Respondents feel "pride and joy" in their homes.

Respondents were asked a series of questions about their home's landscape. The single most important motivation for homeowners regarding their home's surrounding landscape is its "appearance, curb appeal, and beauty." This motivation is repeated throughout the responses, including the reasons why landscape design, landscape maintenance (including irrigation), gardens, lawns and trees are important.

The four most important aspects of respondents' home landscape were identified as follows:

47%	Gardens and flowers
35%	Lawn
32%	Trees
26%	Plants/balance

Eight out of ten responses for why their gardens are important relate to their beauty and colour as indicated in one homeowners response; "It [garden] looks beautiful". Nine out of ten responses for why homeowners think lawns are important pertain to aesthetics: "Nice lawn makes a house look better." Trees offered three identified benefits: "Beauty, shade and nature."

The importance of landscape maintenance was rated highly at 8.1 out of ten. The main reason why homeowners gave this rating (34%) was; "Curb appeal, makes a good impression." Other reasons provided were: "It adds value", "it requires maintenance and shows pride". The most important aspects of home landscape maintenance: Weeding (75%), cutting the grass (63%), trimming (32%) and watering (16%).

Gardens also rated highly (8.0 out of 10) as an important aspect of these homeowners' landscapes. Nine out of ten homeowners have gardens, and they have five motivations:

50%	Beauty
38%	Grow food
22%	Love flowers
16%	Nature
13%	Enjoy, relax

Lawns are the largest part of these homeowners' landscapes, with three out of four homeowners indicating their lawns make up more than half of their property. The importance of lawns rated highly with a mean of 8.2 out of ten. The overwhelming reason for the high rating is appearance/aesthetics.

The importance of trees to the home landscape rated relatively high, with a mean rating of 7.8 out of ten. While trees are also seen as an important ingredient for beautiful landscapes (53%), respondents identified additional benefits of the provision of shade (41%) and environmental health (19%).

Homeowners were asked a number of questions regarding their current landscape, an "ideal landscape" for their front yard and a "healthy landscape" for their front yard. The main differences between these homeowners' current, ideal and healthy landscapes include:

- Flowers and colour are much more important for the ideal front yard.
- Trees and curb appeal are more important for the healthy landscape.
- The lawn is most important for the current landscape, somewhat less for the healthy landscape and the least important for the ideal landscape.
- Plants and perennials are more important for the current and ideal landscape than the healthy landscape.
- The ideal landscape is perceived to require more maintenance than their current landscape.
- Driveways, walkways and stone work are more important for the ideal landscape.

The ideal front yard has a much higher emphasis on “beauty and appearance”. Nevertheless, beauty or curb appeal is the single most important motivation for homeowners regarding all aspects of their landscapes. These homeowners enjoy their current landscapes. The ideal and healthy landscapes are seen to require less maintenance and the healthy landscape will use less water.

Homeowners were asked “what constraints or reasons might prevent you from having an ideal or healthy front yard landscape.” Money or cost is the main constraint, with time and maintenance as distant second-place constraints. Water is viewed as the third constraint.

Respondents were provided with two sets of photos: four flower gardens, and four rain barrel options (research photos are included in Section 5.7, and 5.8). They were asked to consider the images in the photos and then to rank them on a scale of 1 to 10, with 1 being low and 10 being high. Images given the highest rating (an average of 7.6 out of 10 for both sets of images), by respondents were considered aesthetically attractive. Images given the lowest ratings (an average of 5.5 and 5.6 for the images of gardens and rain barrel/drainage, respectively), were described by respondents as “messy”, “busy” and “ugly”.

The repeating motivation for homeowners’ landscapes was “appearance” or “curb appeal”. Homeowners’ definition of a landscape that has curb appeal consists of a combination of colourful flower gardens, a well maintained lawn and a balance of trees and plants.

In order to gauge homeowners’ understanding of terminology and program identifiers used by the City, respondents were asked to define a number of water efficiency-related terms. The majority of respondents could not accurately define the meaning of a “Blue Built Home” (81%) nor the “Healthy Landscape Visit” program (53%).

The descriptions homeowner respondents provided for the meaning of a “Level 1 Yellow watering restriction” may be summarized as follows:

40%	Using water on alternate days
25%	Use with caution
16%	Reduce water use
6%	Normal water use

One quarter of homeowner respondents indicated that Guelph gets its water supply from Arkell Springs. The same number of respondents indicated that the water supply is from an underground aquifer. The remaining residents had various answers including: no response (13%), and artesian wells, rivers, springs, lakes and reservoirs (27%).

### 1.5 Summary

The insights gained through the research with single-family homeowners in Guelph will be analysed in combination with the results of research being conducted with key informants in the industrial/commercial, builder/developer, and service provider sectors (plumbers, landscaping designers/installers). The findings will inform the development of a market-based strategy to enhance uptake of water efficiency practices amongst property owners in all sectors.

## 2.0 BACKGROUND AND CONTEXT

Guelph is a community that depends on groundwater to meet potable water needs. Progressive water management has been the cornerstone of water supply master planning and water conservation programming at the City. As a result of this progressive approach, the City is a leader in water conservation and efficiency, boasting one of the lowest per capita demands in Canada.

To ensure the City could meet projected growth over a 50-year planning horizon, a Water Supply Master Plan (WSMP) was undertaken and endorsed by Council in 2006. The WSMP identified water conservation and efficiency as the most cost-effective and immediately available source of new water supply and was ranked as the top priority. The WSMP included three reduction targets based on 2006 daily water production volumes, as follows.

- Reduction of 10 percent (5,300 m<sup>3</sup>/day) in average day water use by 2010;
- Reduction of 15 percent (7,950 m<sup>3</sup>/day) in average day water use by 2017; and
- Reduction of 20 percent (10,600 m<sup>3</sup>/day) in average day water use by 2025.

The City has to date met the targets set out in the WSMP via water efficiency programs and natural market declines. In order to continue to meet these ambitious targets in the coming years, the City is updating its Water Efficiency Strategy. Growth, climate and weather variability, changes in water use behaviour by end-users, the development and availability of new more water efficient technology, products and processes, and evolving means of engaging the marketplace to secure greater water efficiency will impact water demand moving forward. The Water Efficiency Strategy Update is intended to respond to changing conditions and to address a plateauing of uptake of some City water efficiency programs and market saturation of others.

A review of leading jurisdictions in water efficiency and conservation and primary research with residential and industrial/commercial property owners, builders/developers, and relevant service providers has been undertaken to determine constraints and opportunities for increasing uptake of water efficiency practices amongst end users. This report provides a summary of findings from research conducted with single-family homeowners. These findings, the results of the primary research with key informants in the business sector and the information collected through the leading jurisdictions review will inform the development of the City's Water Efficiency Strategy Update.

The City of Guelph worked in co-operation with project consultants to identify opportunities and constraints for uptake of water efficiency practices by homeowners. A research session was held with a demographically representative sample of single-family homeowners in the City on June 16, 2015. The objectives of the research were as follows:

1. Determine the underlying motivations of homeowners regarding the landscaping preferences for their yards.
2. Test the appeal of design options for water efficient home landscapes and options such as rain barrels.
3. Measure the understanding that homeowners have regarding various terms, including: "Blue Built Home", "City of Guelph's Healthy Landscape Visit", "grey water", "rain water harvesting system", "Level 1 Yellow watering restriction".
4. Determine homeowners' perspective of "Ideal landscapes" and "healthy landscapes"<sup>2</sup>
5. Identify opportunities and constraints for water efficiency practices by homeowners in the City of Guelph.

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<sup>2</sup> City of Guelph offers a "Healthy Landscape" visits. A trained advisor provides homeowners with guidance on ways to reduce the water demands of their landscape.

### 3.0 PROJECT DESCRIPTION

The Water Efficiency Strategy Update Project Team worked together to determine an appropriate sample of homeowners for the focus group held on the evening of June 16, 2015. Using a combination of Statistics Canada information and the demographic profile from the City, demographic quotas were determined and thirty-two homeowners that met the demographic quotas were recruited (please refer to Table 4.1: Sample Description, on page 5). The homeowners were recruited by phone using a “screener” that ensured the sample was representative (women and men, age, education level, household income, marital status, and country of birth). A one hundred dollar cash stipend was offered to help secure participation.

Each homeowner completed an open-ended questionnaire (please refer to Appendix 1.0) using a facilitated inquiry method. Homeowners provided written answers within a limited time frame to verbally asked questions. This assured top-of-mind, unbiased responses reflecting homeowners’ intrinsically held beliefs and perceptions. Homeowners were also asked to draw a picture of *“your ideal front yard landscape for your home”* and a picture of *“an ideal healthy landscape front yard for your home”*. These drawings were grouped by visual theme and representative drawings are provided in the main findings section of this report.

The homeowners rated their level of satisfaction with the focus group session high, with two-thirds of people providing a rating in the 8 to 10 range, resulting in an average rating of 7.8 out of ten, and a mode rating of 8. Homeowners found the session “interesting, enjoyed drawing, quick paced, easy to follow, good questions, and inclusive.” Four homeowners were less satisfied with the session (providing ratings of 6 or lower): “there was no discussion, it was a bit fast-paced”, and they wanted “better information”.

Upon completion of the research sessions, the homeowners’ verbatim (word-for-word) questionnaire responses were entered into a database, compiled, and grouped. Responses were then quantified (percentage frequency distribution) and qualified (idea, subject, theme, meaning) allowing for an unbiased analysis of the results. A copy of the verbatim report is included in Appendix 2.



### 3.1 Research Sample

Table 3.1 provides a comparison of the demographic variables from Statistics Canada (2014), the recruiting quotas that were set for this focus group research, and the actual homeowners who participated in the focus group on June 16, 2015.

**Table 3.1: Sample Description**

Demographic Variable (Guelph)	Statistics Canada 2011		Quota		Sample	
Total population (City)	121,688	87%				
Total population (Metropolitan area)	139,670	100%				
Total population aged 25 to 74 (City)	75,065	62%				
Total Households (City)	48,115	100%				
Owner-occupied dwellings (Metropolitan area)	39,860	73%				
Single-detached homes (City)	26,305	55%				
Single-detached homes (Ontario)		56%	<b>Quota</b>	<b>n=34</b>	<b>Sample</b>	<b>n=32</b>
Homeowners			100%	34	100%	32
Female (of total City population)	62,690	52%	50%	17	50%	16
Male (of total City population)	59,000	48%	50%	17	50%	16
<b>Age (City)</b>	<b>75,065</b>	<b>100%</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>32</b>
25 to 34 (of population aged 25 to 74)	17,515	23%	10%	3	9%	3
35 to 54 (of population aged 25 to 74)	35,710	48%	55%	19	53%	17
55+ (of population aged 25 to 74)	21,840	29%	35%	12	38%	12
<b>Education (Metropolitan area)</b>	<b>114,880</b>	<b>100%</b>	<b>100%</b>	<b>34</b>		<b>32</b>
Completed high school or less	50,530	44%	35%	12	19%	6
College or trade certificate	30,255	26%	30%	10	41%	13
University degree or certificate	34,095	30%	35%	12	41%	13
<b>Income (Metropolitan area)</b>	<b>54,875</b>	<b>100%</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>32</b>
Under \$30,000	9,870	18%	5%	2	0%	
\$30,000 to \$79,999	20,785	38%	45%	15	44%	14
\$80,000 to \$149,999	17,125	31%	35%	12	38%	12
\$150,000 or more	7,095	13%	15%	5	19%	6
<b>Households with children at home (City)</b>		<b>63%</b>	<b>60%+</b>	<b>21</b>	<b>59%</b>	<b>19</b>
<b>Marital Status (City)</b>	<b>100,145</b>					
Married/common law	57,890	58%	65%	22	75%	24
Single	28,115	28%	25%	9	6%	2
Divorced/Separated/Widowed	14,140	14%	10%	3	19%	6
<b>Birth Country (Metropolitan area)</b>	<b>139,874</b>	<b>100%</b>	<b>100%</b>	<b>34</b>		<b>32</b>
Canada	111,345	79.6%	80%	27	84%	27
United Kingdom	4,680	3.3%	3%	1	6%	2
Italy	1,850	1.3%		0	6%	2
Various outside of Canada	15,364	11.0%	17%	6	3%	1
<b>Language spoken at home (City)</b>	<b>121,139</b>					
English	105,850	87.4%			100%	32

The total sample size of thirty-two homeowners (n=32) coupled with asking over seventy open-ended questions provides a good basis upon which to draw conclusions about homeowners' motivations regarding their homes and landscapes.

The sample recruiting target was a 50/50 split between women and men, and this was the result for the actual sample: (16/32) women and (16/32) men. The other demographic recruitment targets that were met include:

- 100% homeowners (29/34 single-detached homes and 5/34 semi-detached homes),
- A good mixture of age, education, household income, and children at home.

The age groups for homeowners were chosen to represent both the stage of life in which people generally own homes (ages 25 to 75), and the demographic influence of the baby boom generation (born between 1946 and 1961 or 52 to 66 years old) on Ontario's population.

The education and income levels in the sample are consistent with what we would expect for owners of single family homes (generally households with higher levels of income and education). This sample has a higher level of married households (75%) than the quota (65%). This skew to married/common law recruits again is reflective of single-family homeowners.

Eighty percent of the City of Guelph's residents were born in Canada. In the Guelph research sample, twenty-seven out of thirty-two (84%) of the participants were born in Canada and five out of thirty-two (16%) were from various countries, including Italy, the United Kingdom, and the United States.

## **4.0 RESEARCH FINDINGS**

The research data that resulted from the focus group is rich in detail, emotion and meaning. The Verbatim Report includes all of the word-for-word responses that the homeowners provided without introducing any bias. It is recommended that individuals read the Verbatim Report to understand the context of individuals' responses. The Verbatim Report is provided in Appendix 2 as a separate report.

With an overall sample size of thirty-two and a demographically representative sample of owner-occupants of single-family homes, the overall percentage frequency distributions can be interpreted as representative of Guelph homeowners.

It is worth noting that the findings are presented in the order in which the homeowners were surveyed. The research methodology moves between alternative themes and concepts to avoid potential biasing of results due to respondents trying to formulate "correct" responses. In other words, questions move from topic to topic and back again to prevent respondents from trying to second guess the intent of the survey and provide what they perceive as the right or desired answer.

### **4.1 City of Guelph**

Homeowners were first asked to complete the demographic information on the questionnaire. Subsequently, respondents were asked over seventy open-ended questions that dealt with the perception and meaning of various terms associated with water use and related to the City of Guelph, their neighbourhood and being a homeowner. As the research was intended to capture the underlying motivations of the homeowners, it was necessary to understand the personal context they brought to their perceptions of their home, landscape and community.

The questionnaire was designed using a Socratic learning method and was sequenced to ensure that respondents complete most of the questionnaire without knowing the direction of the inquiry. The intent was to draw out the knowledge that respondents hold within themselves and to avoid the problem of respondents seeking to provide ‘correct’ answers.

Early questions involved broader concepts. As the research session progressed the questions became more specific, with successive questions building on the previous questions ensuring homeowners’ growing reflection. As discussed, it is important to note the total frequency percentages in open-ended questions are often greater than 100% because participants often provide more than one response for each question.

**Table 4.1: What does the City of Guelph mean?**

Meaning Description	% Frequency
Home	56%
Safe	19%
Community	16%
Friendly	16%
Green space, nature	16%
Family friendly	13%
Small town feeling	13%
Quiet	9%
Other positives	38%

The first open-ended question that participants were asked was: “What does the City of Guelph mean to you?” Fifty-six percent of the responses say the City of Guelph means “home.” Table 4.1 provides a summary of homeowners’ responses. Guelph is viewed as a “classy community” that is “friendly”, “green”, and family-oriented with a “small town feeling”. On the negative side, one-third of these homeowners feel that property taxes are high, there is increasing “sprawl and traffic congestion”, and some concern expressed about “downtown bars, crime and poverty”. Table 4.2 and 4.3 provide a summary of homeowners positive and negative feelings, respectively, towards living in Guelph.

**Table 4.2: List two things you like about living in Guelph.**

Description	First	Second	Total
Small town feeling	28%		28%
Green spaces, parks, trails	25%	13%	38%
Friendly community, diversity	19%	28%	47%
Amenities	9%	16%	25%
Clean	9%		9%
Safe	9%	9%	18%
Easy to get around		16%	16%
Total	99%	82%	181%

**Table 4.3: List two things you dislike about living in Guelph.**

Description	First	Second	Total
Taxes	19%	13%	32%
Traffic	16%		16%
Downtown bars	13%		13%
Construction	9%	6%	15%
Politics	6%	6%	12%
Sprawl	6%	13%	19%
Bad roads / Transit	6%	9%	15%
Shopping / Recreation	6%	6%	12%
Crime & poverty		13%	13%
No answer		28%	28%
Total	81%	94%	175%

## 4.2 Home and Landscape

Respondents see their homes as a “safe and secure place” for their families, a “peaceful and relaxing sanctuary”. Homeowners view their homes with “pride and joy” (Refer to Table 4.4 for a summary of responses).

As indicated in Table 4.5 below, respondents’ home landscapes are seen as adding “beauty and curb appeal” to their homes, and are considered a reflection of them as indicated by the following comment; “...a reflection of myself and home”. Respondents consider their home landscape as “important, natural, and lots of work.” The home landscape is also a functional space of which homeowners are proud and enjoy using.

**Table 4.4: What does your home mean?**

Description	Total
Peace, quiet, sanctuary	31%
Safe	31%
Pride & joy	25%
Relaxing	22%
Family	19%
Everything	13%
Investment	6%
<b>Total</b>	<b>147%</b>

**Table 4.5: What does your home's landscape mean?**

Description	Total
Beauty, curb appeal	25%
Reflection of owner	19%
Important	16%
Natural	16%
Lots of work	13%
Pride	9%
Comfort, relax	9%
Enjoy	9%
Functional	9%
<b>Total</b>	<b>125%</b>

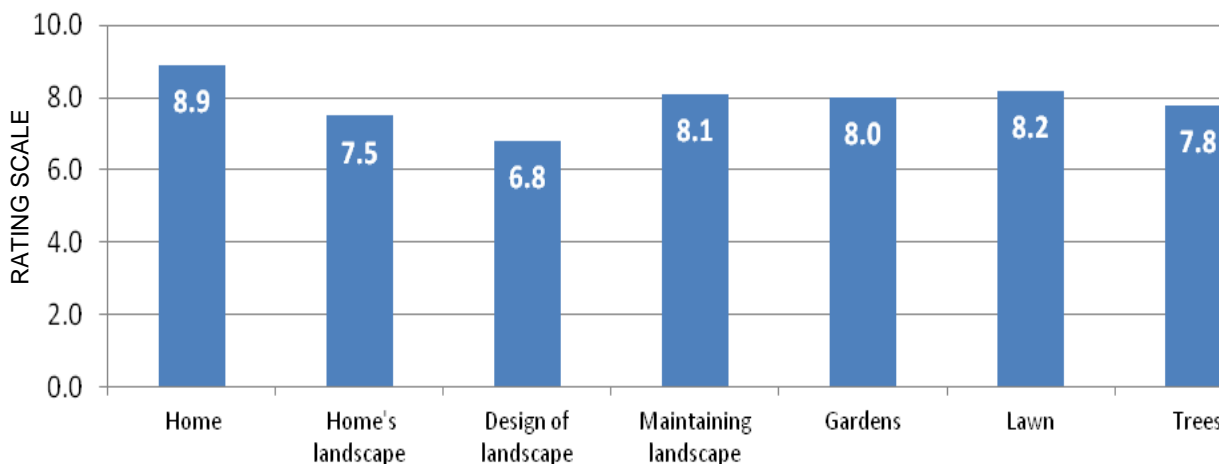
Respondents see their neighbourhoods as a safe place to raise a family as indicated by the comment; “[neighbourhood means] a safe, friendly, close knit community” as indicated in Table 4.6 below. Again, the term “safe” is used to describe the meaning of neighbourhood by thirty-one percent of respondents

**Table 4.6: What does your neighbourhood mean?**

Meaning Description	%
Community	28%
Safe	31%
Friendly	22%
Peace, quiet, comfort	19%
Home, love it	16%
Convenient	9%
Beautiful	6%
<b>Total</b>	<b>130%</b>

Figure 4.1 below shows the average ratings given by these homeowners for the importance of various aspects of their home's landscape. With a mean rating of 8.9 (out of ten), the importance of their homes is rated very high (with 9 out of ten people providing ratings in the range of 8 to 10). The importance of respondents' home landscapes has a mean rating of 7.5 out of ten. Maintenance, gardens and lawn are all rated at 8.0 or better in terms of their importance to the overall look of the home landscape while design has was given a relatively low rating of 6.8 out of ten.

**Figure 4.1: Importance Rating for Home and Landscape (Rating Scale, 1 to 10)**



The reasons for the ratings homeowners proved are summarized and compared in Table 4.7 below. People's social relationships with their family, friends and neighbours are the centre of their home life, and a "safe and comfortable" neighbourhood is important to them.

The single most important motivation for homeowners regarding their home's landscape is its "appearance, curb appeal, and beauty" (particularly for the lawn and gardens). This motivation is repeated throughout the responses, including the reasons why landscape design, landscape maintenance, lawns, gardens and trees are important. Nine out of ten responses for the reasons why lawns are important to their home's landscape can be summarized with this quote: "green lawn looks manicured and is aesthetically pleasing."

Thirty out of 32 respondents (94%) have gardens. The reasons why gardens were given a high rating (8 out of ten) for the importance to the overall look of their homes: "appearance is important and gardens are more appealing." Trees have a triple benefit: "Appearance, shade and nature." Homeowners also have pride in their home's landscapes and enjoy them.

**Table 4.7: Homeowners' Reasons for Ratings**

Ratings	Home	Landscape	Design	Maintenance	Gardens	Lawn	Trees
<b>Why?</b>	Family (44%)	Curb appeal (41%)	Curb appeal (22%)	Appearance (34%)	Appearance (78%)	Appearance (88%)	Appearance (53%)
<b>Top 3</b>	Love my home (25%)	Enjoy (16%)	Could be better (22%)	Pride/\$ Value (31%)	Not major (13%)	Neighbours (6%)	Shade (40%)
	Safe/Secure (19%)	Work & Money (13%)	Important (19%)	Required (19%)	Enjoy (9%)	Prefer garden (6%)	Nature (19%)

### 4.3 Landscape Design

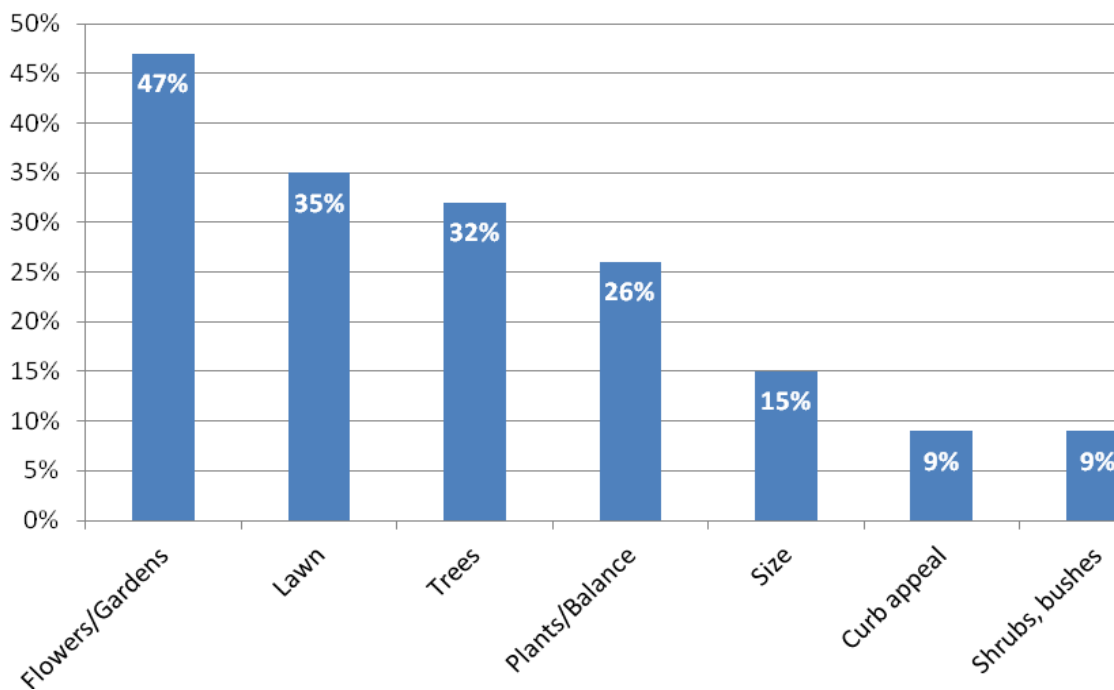
Landscape design received the lowest rating from homeowner respondents at 6.8 out of ten, which is a marginal or below average rating. Only one-third of these homeowners gave a rating of eight or higher. Nevertheless, the majority of responses regarding why landscape design is important included:

- 25% Usefulness and enjoyment of space
- 22% Curb appeal, visual appearance, aesthetics, first impression
- 22% The landscape design “could be better if done professionally”
- 19% Professionally done by experts

Three out of four homeowners either designed their own landscape (50%) or simply accepted the design of the previous homeowner (22%). Six homeowners (19%) hired a professional to design and install their home landscape.

Figure 4.2 shows the most important aspects of a home’s landscape. Gardens with flowers, perennials, and vegetables are the most important aspect for homeowners. A “healthy well-groomed lawn” is next in importance, with trees rated closely behind. The “balance” and “layout” of the landscape is identified by homeowners as bringing the whole landscape together.

**Figure 4.2: Most Important Aspect of Home Landscape**



The reasons provided by homeowners for the ratings they gave concerning the importance of various aspects of their home landscape are summarized in Table 4.8. “Beauty, aesthetics, or curb appeal” are the most important reasons why the conventional components of a home’s landscape – gardens, lawns and trees – are important. The functional aspects of the home landscape and its enjoyment ranked next (“a place we spend time with family and friends during the summer; BBQs; and enjoy flowers”). “Nature” is also an important motivation: “Environmentally better, brings birds into the trees, habitat for wildlife, and low impact on resources such as water.” Homeowners also appreciate the privacy of their landscape

**Table 4.8: Reasons Why Aspect Important**

Reason	%
Beauty	53%
Functional	19%
Enjoy	16%
Nature	13%
Privacy	9%
TOTAL	110%

Half of these homeowners seek advice regarding both landscape or garden design and plant selection from friends, neighbours and family members as indicated in Table 4.9. About one-third find their information for both landscapes and plants on the Internet. More than one-third (38%) of homeowners seek professional advice for landscapes versus advice for plants (6%). Plant, tree and shrub selection advice is generally sought at nursery or garden centre retail stores (28%).

**Table 4.9: Where Seek Advice About Landscape and Plant, Tree and Shrub Selection**

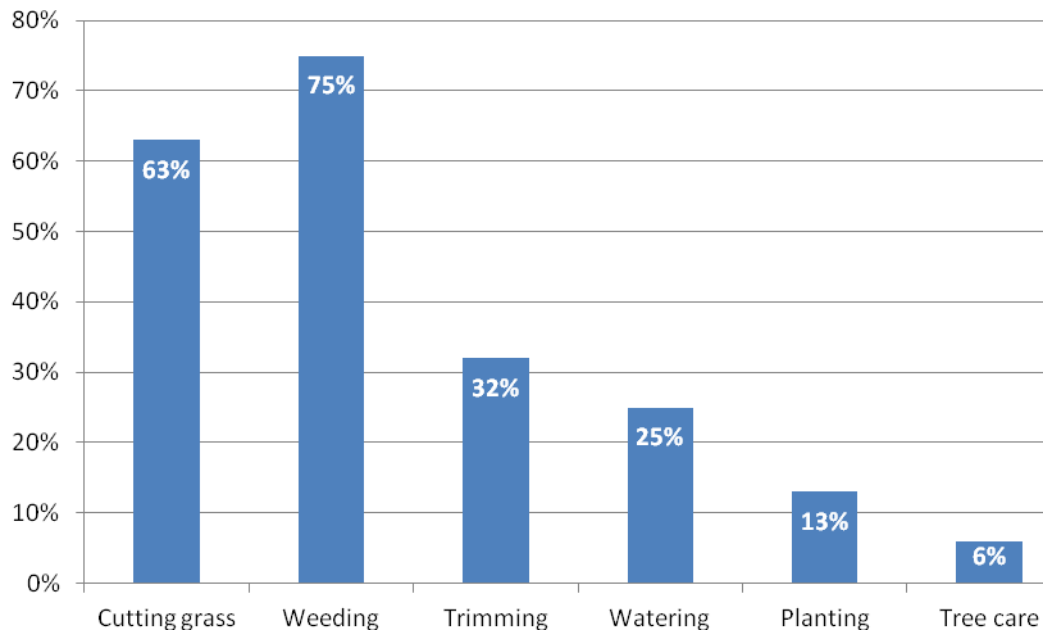
Source	Landscape	Plants
Friends & family	47%	50%
Professional	38%	6%
Internet	31%	31%
City of Guelph	9%	9%
Books & Mags	9%	13%
Nursery		28%
Garden Centre		25%
<b>Total</b>	<b>134%</b>	<b>163%</b>

#### 4.4 Landscape Maintenance

The importance of landscape maintenance was rated very high by respondents at 8.1 out of ten. Appearance and curb appeal (34%) are the main reasons why such a high rating was provided by homeowners as indicated by responses such as: “We want to make a good impression”; “I like it to look nice neat, curb appeal again”. Other reasons for the ratings provided by homeowners are reflected in the following comments: “I have worked hard to maintain it (19%)”; “shows pride in my home (16%)”; “it adds value to property (16%)”; and “I care what the neighbours think (9%).” Five homeowner respondents say they “do it [maintenance] when we need to”, and “I keep it neat but not pristine.”

Figure 4.3 below shows the combined top two important aspects of home landscape maintenance. Weeding (74%) and cutting the grass (63%) are the most important, with trimming (32%), watering (25%), planting (13%) and tree care (6%) following in that order.

**Figure 4.3: Most Important Aspects of Landscape Maintenance**



**Table 4.10: Reason Given for Importance Rating**

Reason	%
Appearance	113%
Weed control	41%
Healthy	16%
TOTAL	170%

Appearance is the overwhelming reason (“appearance” was the first or second response for two out of three homeowners) as to why the tasks identified in Figure 4.3 are the most important for landscape maintenance as indicated in Table 4.10. Homeowner respondents provided comments such as; “[the landscape] looks neat and tidy”, to make [the landscape] look green; “not to have dandelions everywhere”; “I hate weeds and dandelions, they take over grass and gardens.” Homeowners (and their family members) do most of the landscape maintenance themselves.

## 4.5 Lawns

Lawns are the largest and most important aspect of these homeowners’ landscapes, with a high mean rating of 8.2 out of ten and with three out of four homes having lawns that make up more than half the total area of their property (See Table 4.11).

Some of the reasons homeowners gave such high ratings to lawn are reflected in their verbatim responses below:

- “Perfect grass is beautiful to look at.”
- “100%, the most important look for landscaping.”
- “Very visible when uncut. It’s what people see first.”
- “Better to sell house. Because a nice lawn makes it look better.”

Table 4.12 provides a summary of the reasons why lawn rates so high in importance for resident respondents.

**Table 4.11: Area of Property Comprised of Lawn**

Area of Lawn	% Frequency
up to 1/4 of property	25%
1/2 of property	50%
3/4 or more of property	25%
TOTAL	100%

**Table 4.12: Reason Why Lawn is Important to Home Landscape**

Reason for Rating	% Frequency
Appearance	88%
Neighbours	6%
Prefer gardens	6%
Weeds	6%
TOTAL	106%



## 4.6 Gardens

Only two homeowner respondents indicated they did not have a garden at their home for the following reasons; “I can’t look after them, health-wise” and “I have dogs, they make it harder to maintain.” Thirty homeowners indicated they have gardens and the reasons they provided for having them are summarized in Table 4.13, and reflected in respondents’ verbatim comments such as:

- “They look beautiful.”
- “Makes house look good.”
- “To grow food.”
- “Love flowers.”
- “Help the ecosystem; birds, bees, butterflies, etc.”
- “I love gardening, my place of calm.”

**Table 4.13: Reasons for Having Gardens**

Reason Given	% Frequency
Beauty	50%
Grow food	38%
Love flowers	22%
Nature	16%
Enjoy, relax	13%
Total	139%

**Table 4.14: Where Purchase Flowers, Trees and Shrubs**

Source	% Frequency
Nursery	53%
Garden Centre	22%
Home Depot	13%
Grocery Store	13%
Meadowvale GC	9%
Zehrs	9%
Costco	9%
Friends	9%
Total	137%

When asked from where they purchase flowers, trees and shrubs, homeowner respondents indicated they buy from a variety of retailers as illustrated in Table 4.14. The most frequent response provided by homeowners was “nursery”, including Royal City Nursery, Terra Nursery, Sherwood Nursery, and Belgium Nursery. The next most frequent response given by homeowners was “garden centre”, followed by “Home Depot” and subsequently, “grocery store”.

## 4.7 Trees

The importance of trees to respondents’ home landscapes had an average rating of 7.8 out of ten. When homeowners were asked why they gave their ratings for trees, the most common answer was beauty or aesthetics, the second most common response was the shading or cooling effect of trees and the third most common answer the environmental benefits of trees. Verbatim responses by homeowners indicate the reasons for the ratings they provided:

- 53% “Trees add beauty and character.”
- 41% “Provide shade.”
- 19% “Adds diversity, attracts birds, habitat, oxygen.”
- 13% “Like trees; Children love them.”

## 4.8 Home or Landscape Improvements

The homeowners were asked if they had made any home or landscape improvement projects costing under \$5,000 and over \$5,000 in the past five years. Only two homeowner respondents had not completed a project costing under \$5,000 and five respondents had not completed a more expensive project.

For projects under \$5,000, fifty percent were landscape related (mostly garden related or planting new trees), thirteen percent were built-landscape (back deck, dog run, and laid flagstones), and the remainder were inside the home (electrical work, bathrooms, flooring, and painting). Nine out of ten of the under \$5,000 projects were either “do-it-yourself” (DIY) or a combination of DIY and a contractor, while three out of four projects costing over \$5,000 used a contractor.

**Table 4.15: Home and Landscape Improvement Projects Under and Over \$5000**

Home improvements	House	Landscape	No answer
1) First under \$5,000	34%	63%	6%
2) Second under \$5,000	38%	50%	16%
3) Third under \$5,000	25%	50%	25%
1) First over \$5,000	41%	13%	47%
2) Second over \$5,000	28%		72%
3) Third over \$5,000	22%		78%
TOTAL	187%	175%	244%

As shown in the Table 4.15 above, people are spending more money on their houses than their landscape (including built-landscape). Only seventeen of the 32 homeowners had undertaken an improvement project costing more than \$5,000 in the past five years, and only four of these were landscape related (and three of these four were built landscape projects, such as deck, patio, or swimming pool). The remaining projects were improvements to the house, including bathroom and kitchen renovations, and roofing, flooring, and windows installations. The primary reason why contractors were hired to complete the more expensive projects was: “It was a recommendation of family, friends or neighbours, and we needed a professional because we couldn’t do it ourselves.”

The homeowners were asked for the two most important considerations when selecting a contractor. Their responses are shown in Table 4.16. Contractor reputation and references (word of mouth) are the most important considerations of homeowners when selecting a contractor. Price, experience, quality of work and trustworthiness in that order are the subsequent responses.

In nine of ten responses, homeowners used word of mouth through friends, family and neighbours to find a contractor. An Internet search represented 25% of homeowner responses.

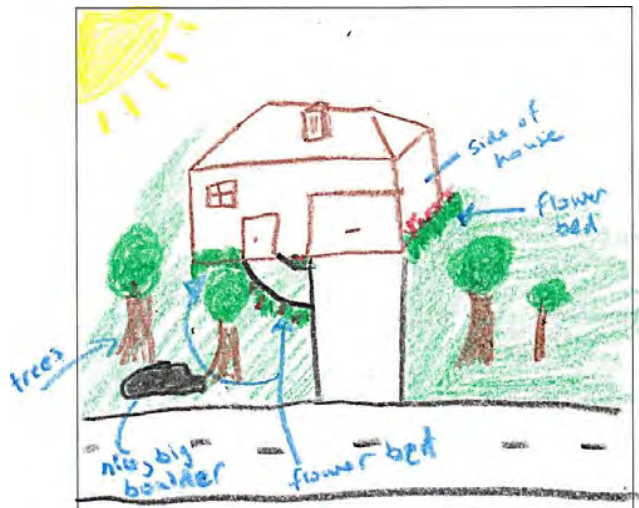
**Table 4.16: Considerations When Selecting a Contractor**

Response	% Frequency
Reputation/references	72%
Price	50%
Experience	28%
Quality work	28%
Trustworthy	22%
Total	200%

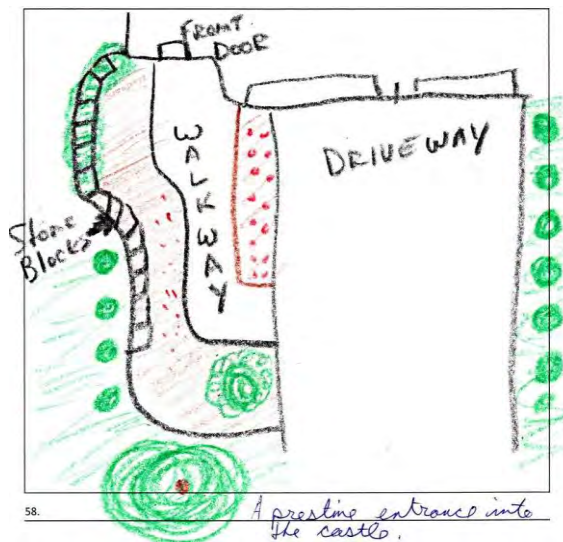
## 4.9 Ideal Front Yard Landscape

Homeowners were asked to “draw a picture of your ideal front yard landscape for your home.” Fifteen out of thirty-two people (47%) drew a picture of a conventional residential landscape, i.e., their home in the background; a lawn with trees; a driveway; a walkway to the front door; and flower gardens. The second group of drawings (13/32 or 41%) showed more elaborate designs with larger gardens and less grass. The third group of homeowner drawings (4/32 or 13%) included a water feature.

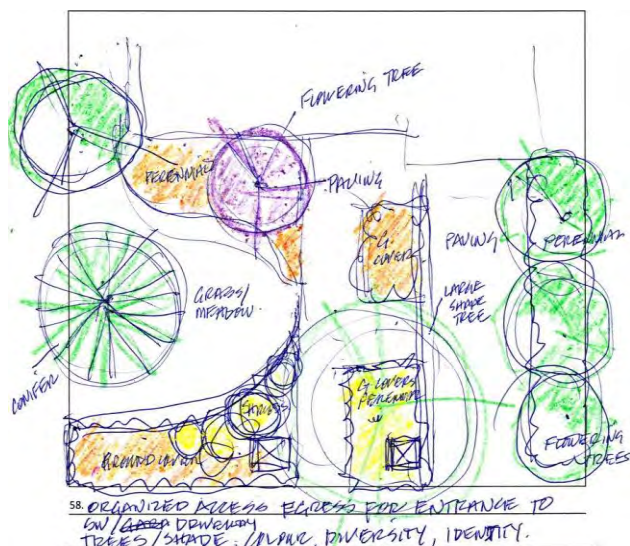
**Group 1 – Conventional (15/32):** “Several large and small trees, flower bed & a big boulder.”



**Group 1 – Conventional (15/32):** “A pristine entrance into the castle.”



**Group 2 – Elaborate (13/32):** “Organized access egress for entrance to SW driveway, trees/shade, colour, diversity, identity”

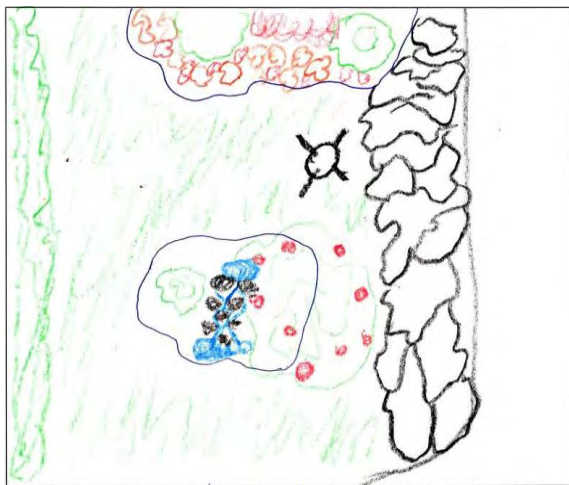


**Group 2 – Elaborate (13/32):** “No grass – lots of plants & flowers”





**Group 3 – Water feature (4/32):** “Slate side walk, trickling water, lot of shade”



58. Slate side walk, trickling water, lot of shade

**Group 3 – Water feature (4/32):** “Ideal landscape, integrates nature and civilization”



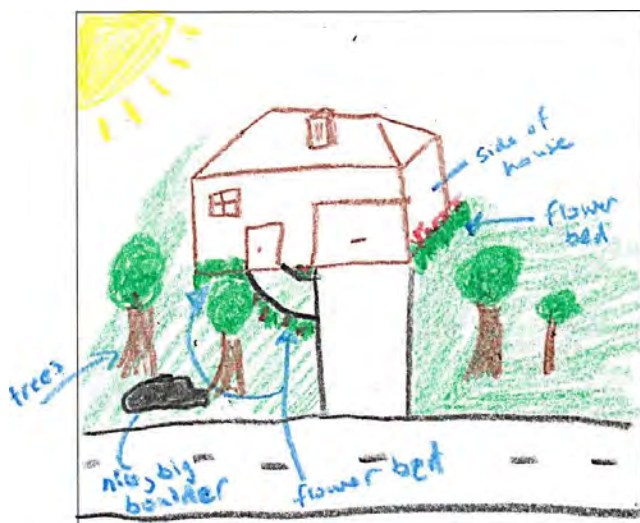
58. IDEAL LANDSCAPE - INTEGRATES NATURE + CIVILIZATION

#### 4.10 Comparing Current Home Landscape with Ideal and “Healthy” Landscape

Homeowners were asked to “draw a picture of an ideal healthy landscape front yard for your home”. The drawings below show samples of the “ideal” and “healthy” landscapes, with each pair drawn by the same participant. Seventeen out of thirty-two people (53%) said their ideal “healthy” landscape was the same as their “ideal” landscape drawing. The second group of drawings (10/32 or 31%) eliminated the manicured lawn in favour of wild grass, flowers and trees. The third group (3/32 or 13%) included a water feature (again, the same as the ideal).

##### IDEAL LANDSCAPE DRAWINGS

**Group 1 – Conventional (15/32):** “Several large and small trees, flower bed & a big boulder”



##### HEALTHY LANDSCAPE DRAWINGS

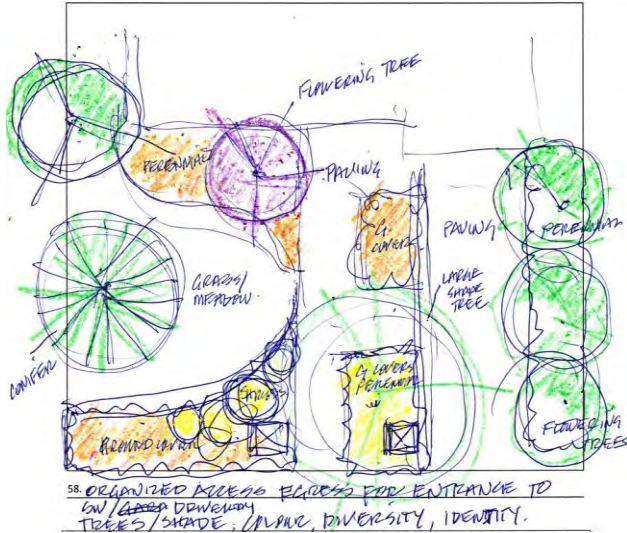
**Group 1 – Same as Previous (17/32):** “Large and small trees, big boulder & flower beds; makes the home look more appealing.”



64. large & small trees, big boulder and flower beds; makes the home look more appealing.

**IDEAL LANDSCAPE DRAWINGS**

**Group 1 – Same as Previous (17/32):**  
 “Organized pedestrian/vehicular spaces & circulation.”



**HEALTHY LANDSCAPE DRAWINGS**

**Group 2 – Elaborate (13/32):** “Organized access egress for entrance to SW driveway, trees/shade, colour, diversity, identity”



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 ORGANIZED PEDESTRIAN/VEHICULAR SPACES + CIRCULATION

**Group 3 – Water feature (4/32):** “Ideal landscape, integrates nature and civilization”



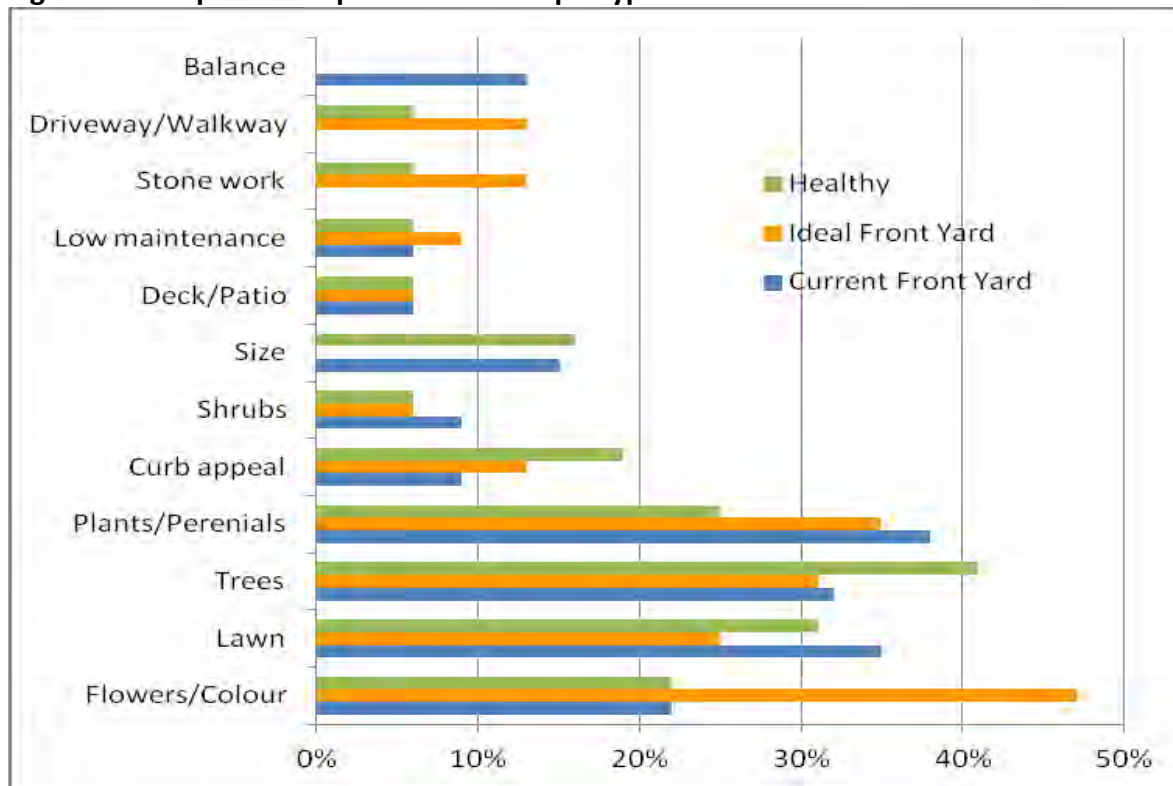
**Group 2 – Wild grasses, flowers, trees (10/32):** “Wildflower lawn, stone driveway, tree cover.”



WILDFLOWER LAWN, STONE DRIVEWAY, TREE COVER.

The homeowners were asked a number of questions regarding their current landscape, their “ideal” front yard landscape, and an ideal “healthy” landscape. Figure 4.4 shows the most important aspects of their current front yard landscape as compared with their ideal and healthy landscapes.

Figure 4.4: Important Aspects of Landscape Type



The main differences between these homeowners’ current, ideal, and healthy landscapes include:

- Flowers and colour are much more important for the ideal front yard.
- Trees and curb appeal are more important for the healthy landscape.
- The lawn is most important for the current landscape, somewhat less for the healthy landscape and the least important for the ideal landscape.
- Plants and perennials are more important for the current and ideal landscape than the healthy landscape.
- The ideal landscape is perceived to require more maintenance.
- Driveways, walkways and stone work are more important for the ideal landscape.

Figure 4.5 shows the reasons why the elements or aspects identified above are important for the current, ideal and healthy landscapes. The ideal front yard has a much higher emphasis on “beauty and appearance”. Nevertheless, beauty or curb appeal is the single most important motivation for homeowners regarding all aspects of their landscapes. Homeowner respondents indicated an enjoyment of their current landscapes. The healthy landscape is perceived to use less water.



Figure 4.5: Reasons Why Landscape Aspects Important

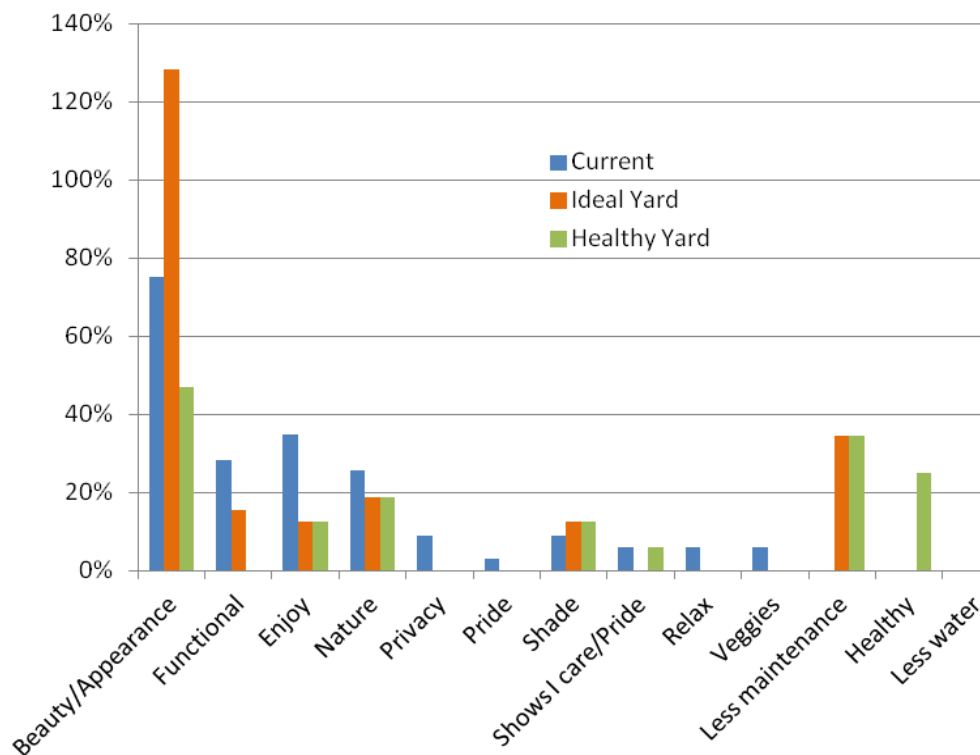
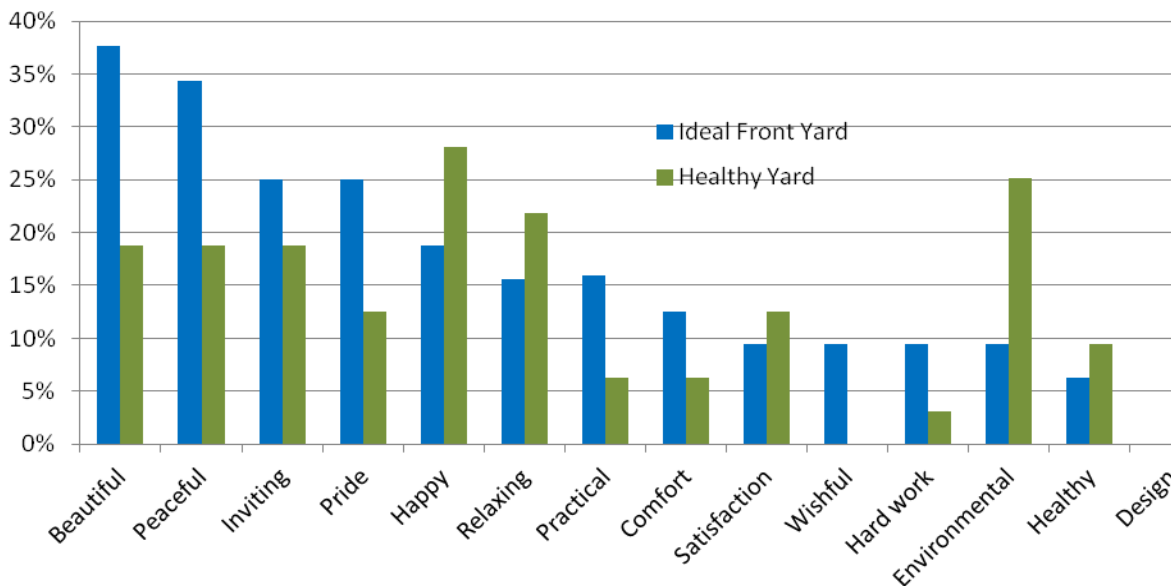


Figure 4.6 compares the emotions evoked by the ideal front yard and “healthy” landscape drawings by the homeowners. There are some significant differences:

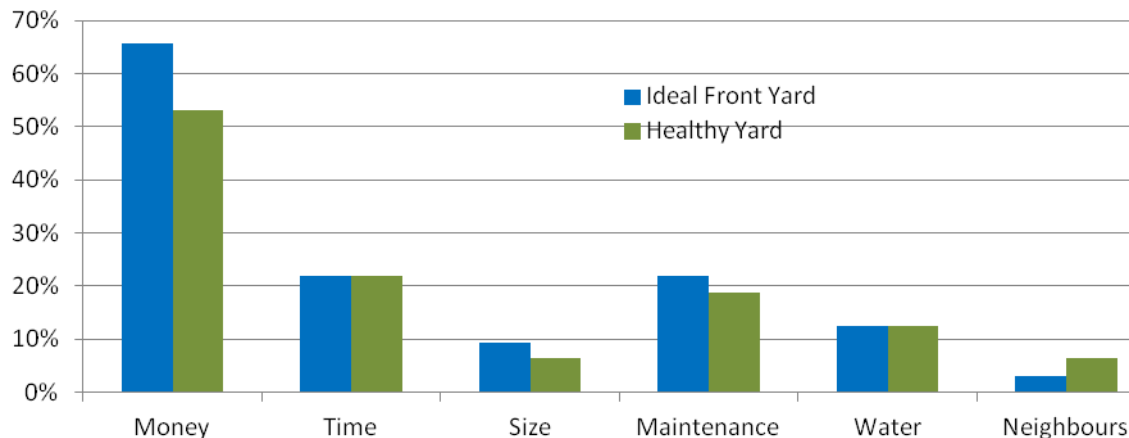
- The ideal landscape taps into the emotional motivations of “beauty, peacefulness, and pride” to a larger extent than the healthy landscape drawings.
- The healthy yard drawings evoke higher levels of “happiness” and “environmental”.

Figure 4.6: Emotions Evoked by Ideal and Healthy Landscapes



Homeowners were asked “what constraints or reasons might prevent you from having an ideal or healthy front yard landscape.” As shown in Figure 4.7, money or cost is the main constraint, with time and maintenance as distant second- and third-place constraints. Water is viewed as the fourth constraint.

**Figure 4.7: Constraints**



### 4.11 Appliances and Fixtures

A number of questions were asked regarding the homeowners’ appliances and fixtures. Only one resident had an automatic sprinkler system for their yard and that was because it came with the house when they bought it. The remaining 31 homeowners see no need for automatic in-ground sprinkler systems and consider them to expensive and wasteful.

Just over half of the homeowners have replaced their washing machines (with front-loading machines), toilets, in the last five years. Just under one-third of the homeowners have appliances and fixtures that are over ten years old.

Various independent appliance stores (38%), Sears (25%), Home Depot (22%), and other big box stores (19%) were identified by the residents as the places where they purchase large home appliances such as washing machines. Home Depot (63%) is the most frequent destination for the purchase of plumbing fixtures, with various other big box stores (Canadian Tire, Rona, and Home Hardware) sharing second or third place.

Homeowner respondents were asked the question, “Do you have a water softener?” Of those respondents who answered “yes” to the question, eight out of ten indicated they have a water softener for the following reasons:

- 31% Guelph’s water is hard
- 28% Better for washing
- 22% Less mineral build up
- 16% Better for skin and hair
- 16% Protects plumbing
- 16% Better for appliances
- 13% Showers are nicer



### 4.12 Ratings of Gardens

Four photographs of single family home gardens were tested for “appeal” with the homeowners.

PICTURE 1



PICTURE 2



PICTURE 3



PICTURE 4



Table 4.17: Ratings of Garden Images

Concept Appeal Rating: Gardens	Mean	Mode	Range
Picture 1	5.6	5	1 to 10
Picture 2	6.5	6	2 to 10
Picture 3	7.7	9	1 to 10
Picture 4	7.6	7	2 to 10

Homeowners rated pictures 3 and 4 the highest with a mean of 7.7 and 7.6 out of ten respectively. However, 70% of homeowners provided ratings of eight or higher for picture 3 versus only half of respondents providing a rating above eight for picture 4. Table 4.7 summarizes the *mean*, *mode* and *range* of the ratings for the four pictures given by homeowners

Table 4.18 provides a summary of the reasons homeowners provided for the ratings they gave garden pictures 3 and 4. Picture 3 was rated higher in every category by homeowner respondents.

Homeowners rated picture 1 the lowest because it is “too busy, messy, cluttered, and wild” (44%) and would require too much work (25%). Picture 2 also rated low, for the same reasons as Picture 1 and that the garden is “too rocky” (2/32 or 6%). The seven homeowners who rated pictures 3 and 4 lower did so because the lawns are “too manicured” and “not natural”.

**Table 4.18: Reason Given for Garden Picture Rating**

Why Rating?	Garden Picture 3	Garden Picture 4
Appearance	47%	28%
Lawn	19%	3%
Colour	19%	9%
Trees	9%	3%
Less maintenance	9%	3%
Total	103%	47%



### 4.13 Ratings of Rain Barrels and Drainage Options

Four pictures of rain barrels and drainage shown below were shared with the homeowners and they were asked to rate their appeal.

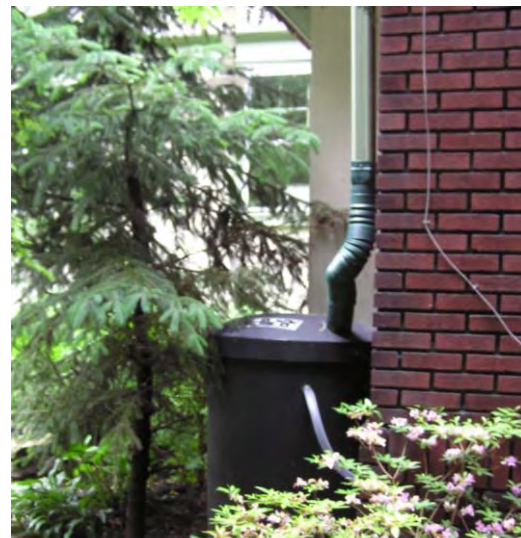
**PICTURE 1**



**PICTURE 2**



**PICTURE 4**



**PICTURE 3**



**Table 4.19: Appeal Rating of Rain Barrels and Drainage Options**

Concept Appeal Rating: Rain Barrels	Mean	Mode	Range
Picture 1	7.6	9	1 to 10
Picture 2	7.1	8	1 to 10
Picture 3	5.5	6	1 to 10
Picture 4	6.0	5	1 to 10

Picture 1 was rated the highest by homeowner respondents with a mean of 7.6 out of ten, and a mode of 9. Picture 2 received the second highest rating of 7.1 out of ten and a mode of 8. Appearance was the primary reason picture 1 rated highly (and to a lesser extent picture 2). Pictures 3 and 4 were rated significantly lower by respondents because the options depicted look “ugly, cluttered, and too busy” (75%), while picture 4 is “utilitarian” (16%) in appearance.

Table 4.20 below summarizes the overall responses for why homeowners provided the highest and lowest ratings for the images of both the gardens and the rain barrels/drainage.

**Table 4.20: Summary of Reasons for Rating Given for Garden and Rain Barrel Images**

Why Ratings?	Garden: Highest Rating	Garden: Lowest Rating	Rain Barrel: Highest Rating	Rain Barrel: Lowest Rating
Response 1	Appearance (34%)	Messy/busy (53%)	Appearance (75%)	Ugly (75%)
Response 2	Natural (25%)	Too much work (34%)	Functional (34%)	Utilitarian (16%)
Response 3	Colour (22%)	Too manicured (22%)		Pointless (13%)
Response 4	Nice lawn (19%)	Too rocky (6%)		Safety (9%)
Response 5	Rocks (16%)			
Response 6	Less maintenance (16%)			

The repeating motivation for homeowners’ landscapes is appearance. Homeowners consistently define appearance or curb appeal as having a combination of colourful flower gardens, a well maintained lawn and a balance of trees and plants.

#### 4.14 Understanding

Homeowners were asked the meaning of a number of water related terms and program identifiers.

**Table 4.21: What is a Blue Built Home**

Meaning Description	% Frequency
No answer	59%
Energy efficient	13%
Water efficient	13%
Recycled materials	9%
<b>Total</b>	<b>94%</b>

Six out of ten homeowners (19/32) did not know the meaning of a “Blue Built Home” as indicated in Table 4.21. Four respondents thought the term related to energy efficiency and four felt it had to do with water efficiency. Three homeowners thought a Blue Built Home was a house made of recycled materials.

**Table 4.22: What is the City of Guelph's Healthy Landscape Visit?**

Meaning Description	% Frequency
No answer	53%
Home visit & improvements	34%
Various	13%
<b>Total</b>	<b>100%</b>

Over half (17/32) of the homeowners did not know the meaning of a Healthy Landscape Visit. One third (11/23) of respondents defined the term by restating it as, “a visit to look at your landscape and offer advice”.

**Table 5.23: What is a demand regenerated water softener?**

Meaning Description	% Frequency
On demand	69%
No answer	28%
Total	97%

When asked, “What is a demand regenerated water softener, the most frequent response provided by homeowners (22/32) simply repeats the “on demand” language provided in the questions or the aspect that “it only regenerates when needed.” Nine homeowners did not have an answer.

**Table 5.24. What is grey water?**

Meaning Description	% Frequency
Washing water	31%
No answer	25%
Used water	22%
Not clean	9%
Total	88%

As illustrated in Table 5.24, grey water is described by 31 percent of homeowner respondents as “waste or washing water from sinks, showers and appliances”. Seven of the homeowners (22%) defined grey water as “used water”. One quarter of the respondents did not have an answer, and three homeowners described it was “not clean.”

**Table 4.25 From where does the City of Guelph get its water supply?**

Meaning Description	% Frequency
Arkell springs	25%
Underground aquifer	25%
No answer	13%
Rivers	9%
Springs	9%
Wells	9%
Total	91%

When asked, “From where does the City of Guelph get its water supply?”, one quarter of homeowner respondents indicated that Guelph gets its water supply from Arkell Springs. Another one quarter of homeowners indicated the water supply is from an underground aquifer. The remaining residents had various answers including: no answer, artesian wells, rivers, springs, lakes and reservoirs as shown in Table 4.25

**Table 4.26: What is a rain water harvesting system?**

Meaning Description	% Frequency
Rain barrel	50%
Collect rainwater	38%
Water from downspouts	13%
No answer	9%
Total	109%

As shown in Table 4.26, half (50%) of homeowner respondents described a rain water harvesting system as rain barrels. Twelve residents indicated that rain water harvesting was a way to capture rainwater for irrigation. Four respondents described rain water harvesting as was water from downspouts.

**Table 4.27: What does a Level 1, Yellow watering restriction mean?**

Meaning Description	% Frequency
Alternate days	25%
Alternate days 7-9	16%
Use with caution	25%
Reduce water use	16%
Unrestricted water use	6%
Total	88%

When asked, “What does a Level 1, Yellow watering restriction mean?”, four out of ten homeowners indicated that it means using water on alternate days. One quarter of homeowner respondents said it means “use with caution.” Five out of 32 (16%) homeowners indicated it means “reduce water use”, and two respondents indicated it means “you can use the water as you normally would.”

Homeowner respondents were asked to identify up to three native plants. The most frequent responses provided by homeowners may be summarized as follow:

- 28% Trillium
- 25% Maple Tree
- 22% Dandelion

A number of other trees were identified by homeowner respondents including, oak, evergreen, ash, elm, willow, walnut and birch, as well as a variety of bushes and plants.

## 5.0 SUMMARY

The findings from the research with single-family homeowners discussed in this summary will be further analysed in conjunction with research findings from key informant interviews currently being conducted with industrial and commercial businesses and service providers. In order to determine the most cost effective approach or approaches to generating desired water use efficiency actions amongst property owners, it is necessary to identify synergies and interrelationships in the market as a whole. Ultimately, the findings from the residential research and the research currently being conducted with industrial and commercial businesses and services providers will inform the development of a market-based strategy to enhance uptake of water conservation and efficiency practices amongst property owners in all sectors.

**Facilitator Questionnaire**

**Facilitator:** (read each statement aloud)

- Thank you for coming to our research session tonight.
- All answers made during this workshop are confidential; ***please do not put your name on the form.***
- **Every answer is correct.** Your honest feelings, perceptions, needs and opinions are important to us.
- Keep your answers as short as possible, just a few words or a short phrase on the line provided.

**Please write or print legibly. We have to be able to read your answers.**

- If no answer comes to mind, place a line in the space provided. This is also a correct answer.
- Please keep your answers to yourself. Do not speak them out loud.
- Please shut off your phone if you have one.
- At the end of the session, we will provide your \$100 cash payment.

**DEMOGRAPHICS**

1. In which city do you live?  
 Guelph [  ]  
 Other \_\_\_\_\_
2. In which community or neighbourhood do you live?  
 \_\_\_\_\_
3. Are you . . . Female [  ]                      Male [  ]
4. Do you live in a single-family detached home that you own?  
 Yes [  ]                      No [  ]
5. What is the age of your home?  
 Under 5 years [  ]                      16 to 30 years [  ]  
 5 to 15 years [  ]                      31 or more years [  ]
6. How long have you lived in your current home \_\_\_\_\_
7. What is your age?  
 25 to 34 [  ]                      35 to 54 [  ]                      55+ [  ]
8. What was the last year of education you completed?  
 High School Graduate (or less) [  ]  
 College or Trade Certificate [  ]  
 University Degree or Certificate [  ]
9. What is your marital status?  
 Married/cohabitation [  ]                      Single [  ]                      Divorced/Separated/Widowed [  ]
10. How many children live in your home? \_\_\_\_\_
11. Which of the following best represents your total household income per annum?  
 Under \$30,000 [  ]                      \$80,000 to \$149,999 [  ]  
 \$30,000 to \$79,999 [  ]                      \$150,000 or more [  ]

12. In which country were you born? \_\_\_\_\_

13. What language is most often spoken in your home? \_\_\_\_\_

14. What does the City of Guelph mean to you?  
\_\_\_\_\_

15. List two things you like about living in Guelph.  
(1) \_\_\_\_\_  
\_\_\_\_\_

(2) \_\_\_\_\_  
\_\_\_\_\_

16. List two things you dislike about living in Guelph.  
(1) \_\_\_\_\_  
\_\_\_\_\_

(2) \_\_\_\_\_  
\_\_\_\_\_

17. What does your neighbourhood mean to you?  
\_\_\_\_\_

18. What does your home mean to you?  
\_\_\_\_\_

19. On a scale from 1 to 10, rate the importance of your home.  
\_\_\_\_\_ (where 1 is low and 10 is high)

20. Why did you give this rating?  
\_\_\_\_\_

21. What does your home's landscape mean to you?  
\_\_\_\_\_

22. On a scale from 1 to 10, rate the importance of your home's landscape.  
\_\_\_\_\_ (where 1 is low and 10 is high)

23. Why did you give this rating?  
\_\_\_\_\_

**In the table below, please write the two most important aspects or features of your home's landscape in the first column, and the corresponding reasons why in the second column.**

24. Most important aspects of your home's landscape?

25. Why?

1.

1.

2.

2.

26. On a scale from 1 to 10, rate the importance of the design of your home's landscape.  
\_\_\_\_\_ (where 1 is low and 10 is high)

27. Why did you give this rating?



28. Who designed your home's landscape?

29. On a scale from 1 to 10, rate the importance of maintaining your home's landscape.  
 \_\_\_\_\_ (where 1 is low and 10 is high)

30. Why did you give this rating?

**In the table below, please write the two most important tasks to maintain your home's landscape in the first column, and the corresponding reasons why in the second column.**

31. Most important tasks to maintain your home's landscape?	32. Why?
1.	1.
2.	2.

33. Who maintains your home's landscape?

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

35. Do you have gardens?  
 Yes [ ]      No [ ]

36. If "Yes", briefly explain why you have gardens?

37. If "No", briefly explain why you do not have gardens?

38. On a scale of 1 to 10, rate the importance of gardens to the overall look of your home's landscape?  
 \_\_\_\_\_ (where 1 is low and 10 is high)

39. Why did you give this rating?

40. From where or whom would you seek advice about plant selection?

41. About how much of your property is comprised of lawn? **(Please check one).**

¼ or less of the property [ ]

About ½ of the property [ ]

About ¾ of the property [ ]

42. On a scale of 1 to 10, rate the importance of your lawn to the overall look of your home's landscape.  
 \_\_\_\_\_ (where 1 is low and 10 is high)

43. Why did you give this rating?

44. On a scale of 1 to 10, rate the importance of trees to the overall look of your home's landscape.  
\_\_\_\_\_ (where 1 is low and 10 is high)

45. Why did you give this rating?  
\_\_\_\_\_

46. Where do you purchase flowers, trees and shrubs?  
\_\_\_\_\_

47. Do you have an automatic in-ground irrigation system?

Yes \_\_\_\_\_ No \_\_\_\_\_

48. If yes, briefly explain why?  
\_\_\_\_\_

49. If no, briefly explain why not?  
\_\_\_\_\_

50. Please identify **up to** three home or landscape improvement projects costing **under** \$5,000 you have completed in the past 5 years.

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

51. For the home or landscape improvement project or projects **under** \$5,000 you identified above, please check the most appropriate box from the following statements:

Hired a contractor to complete the project

I or a family member did the project (do-it-yourself or DIY)

A combination of contractor and do-it-yourself or DIY)

52. Please identify up to three home or landscape improvement projects costing **over** \$5,000 you have completed in the past five years.

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

53. For the home or landscape improvement project or projects **over** \$5,000 you identified above, please check the most appropriate box from the following statements:

Hired a contractor to complete the project

I or a family member did the project (do-it-yourself or DIY)

A combination of contractor and do-it-yourself or DIY)

54. If you did hire a contractor for any home or landscape improvement project, please briefly explain why you chose to hire a contractor.

---

55. List the 2 most important considerations when selecting a contractor?

(1)

---

(2)

---

56. How do you typically find a contractor to hire?

57. Have you hired any of the following contractors in the past 5 years

Plumber

Landscape designer

Landscape maintenance contractor

General Contractor

Automatic Irrigation System Contractor/installer

Other (please specify) \_\_\_\_\_

**IDEAL LANDSCAPE**

Please use all the crayon colours you consider to be appropriate.

Take a few moments to think about the various landscapes (lawns, gardens, walkways and driveways) you have seen, including your own. Please draw a picture of your *ideal front yard landscape* for your home.

58. Describe the picture you drew.

---

In the table below, please write the two most important elements or aspects of your home’s ideal front yard landscape in the first column, and the corresponding reasons why in the second column.

59. Most important aspects of your home’s ideal front yard landscape?	60. Why?
1.	1.

2.

2.

61. Use up to three words to describe the feelings and emotions evoked by your drawing.

---

62. What constraints or reasons might prevent you from achieving your home's ideal front yard landscape?

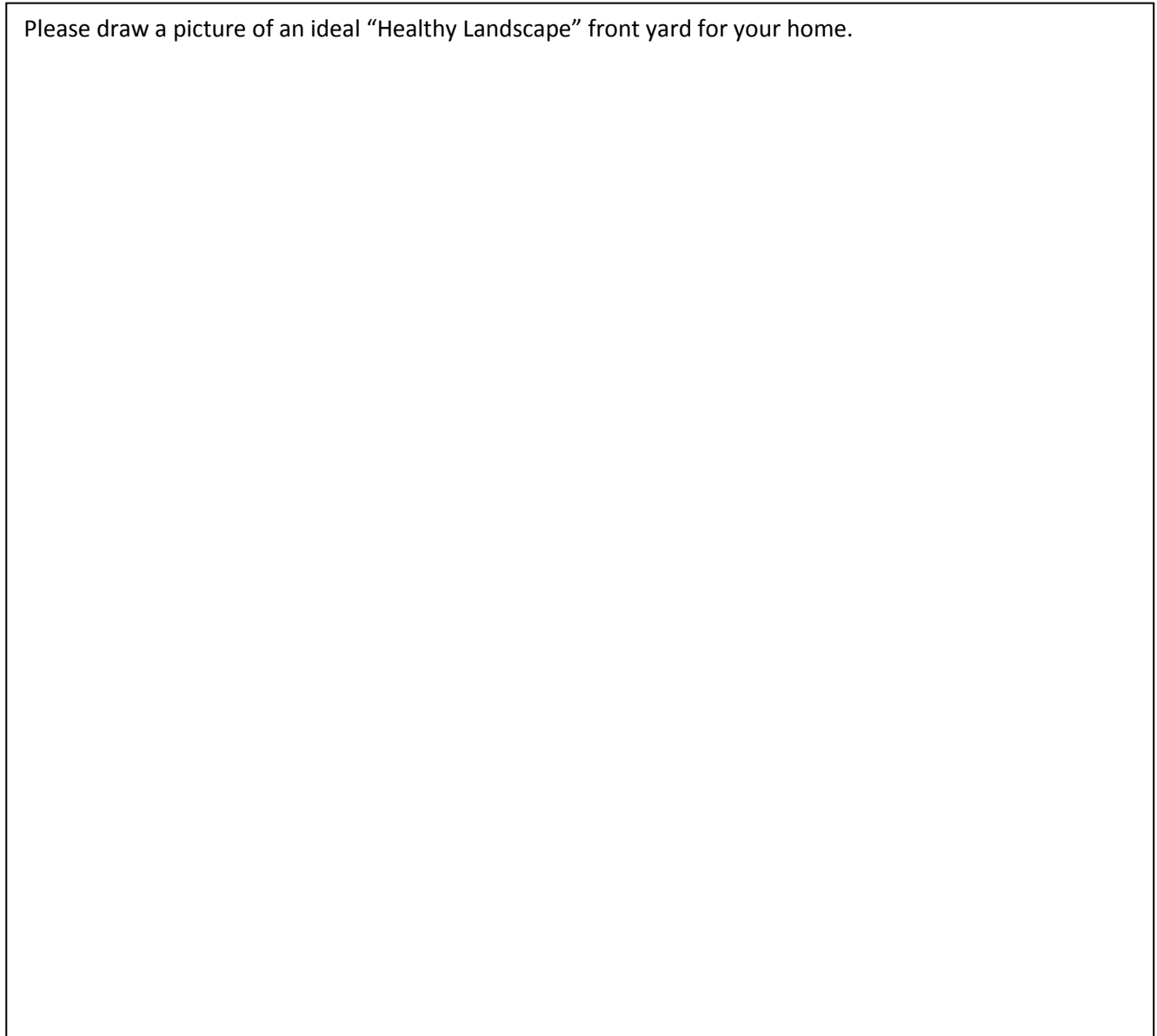
---

63. What does a "Healthy Landscape" for your home mean to you?

---

Please use all the crayon colours you consider to be appropriate.

Please draw a picture of an ideal "Healthy Landscape" front yard for your home.



64. Describe the picture you drew.

---

**In the table below, please write the two most important elements or aspects of your home's ideal Healthy Landscape front yard in the first column, and the corresponding reasons why in the second column.**

65. Most important aspects of your home's ideal front yard Healthy Landscape?	66. Why?
1.	1.

2.

2.

67. Use up to three words to describe the feelings and emotions evoked by your drawing.

---

68. What constraints or reasons might prevent you from having an ideal healthy landscape front yard?

---

**OPPORTUNITIES/CONSTRAINTS**

**Facilitator: Please turn over the top sheet of the handouts. Turn over only the top sheet. It should read "HANDOUT 1" in the upper left corner. Please raise your hand if you don't have handout 1.**

**Please take a moment to look at the numbered pictures 1, 2, 3 and 4.**

On a scale of 1 to 10, rate the appeal of each of the gardens in the four pictures.

69. Picture 1 \_\_\_\_\_

70. Picture 2 \_\_\_\_\_

71. Picture 3 \_\_\_\_\_

72. Picture 4 \_\_\_\_\_

73. For the picture of the garden you gave the highest rating, briefly explain why?

---

74. For the picture of the garden you gave the lowest rating, briefly explain why?

---

**Facilitator: Please turn over the next sheet – the top sheet only – of the handout. It should read "HANDOUT 2" in the upper left corner. Please raise your hand if you do not have handout 2.**

**Facilitator: Please take a moment to look at the four photos. These pictures are of different options for rain barrels or drainage from your downspout.**

On a scale of 1 to 10, please rate the appeal of the rain barrel or drainage option in the pictures (where 1 is low and 10 is high).

75. Picture 1 \_\_\_\_\_

76. Picture 2 \_\_\_\_\_

77. Picture 3 \_\_\_\_\_

78. Picture 4 \_\_\_\_\_

79. For the rain barrel/drainage option you gave the highest rating, briefly explain why?

---

80. For the rain barrel/drainage option or options you gave the lowest rating, briefly explain why?

---





Facilitator: Please read all responses before checking the most appropriate box.

By checking the appropriate box or boxes, please indicate the approximate age of the following plumbing fixtures or appliances in your home?

81. Washing machine  Over 10 years  5 years or newer  5 to 10 years

82. Microwave  Over 10 years  5 years or newer  5 to 10 years

83. Toilet in main bathroom (most used)  Over 10 years  5 years or newer  5 to  years

By checking the box, please indicate what type of washing machine you have

84.  Top loading washer  Front loading washer

85. From where or from whom do you typically purchase large home appliances, such as a washing machine?  
\_\_\_\_\_

86. From where or from whom do you typically purchase plumbing fixtures, such as toilets and faucets?  
\_\_\_\_\_

87. Do you have a water softener?

Yes   No

88. If "yes", provide up to three reasons you have a water softener

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

89. If "no", briefly explain why not?  
\_\_\_\_\_

**UNDERSTANDING**

90. What is a Blue Built Home?  
\_\_\_\_\_

91. What is the City of Guelph's Healthy Landscape Visit program?  
\_\_\_\_\_

92. What is a demand regenerated water softener?  
\_\_\_\_\_

93. What is grey water?  
\_\_\_\_\_

94. From where does the City of Guelph get its water supply?  
\_\_\_\_\_

95. Identify up to three native plants?  
\_\_\_\_\_

96. What is a rain water harvesting system?  
\_\_\_\_\_

97. What does a Level 1, Yellow watering restriction mean?



**EVALUATION**

98. On a scale from 1 to 10, rate your level of satisfaction with this session?  
\_\_\_\_\_ (where 1 is low and 10 is high)

99. Why did you give this rating?

---

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# Demographics

1. In which city do you live?

Guelph 100% (32/32)

2. In which community or neighbourhood do you live?

28.1% (9/32)

Guelph. downtown. Sunny Acres. . Eramosa/Victoria. Guelph, Boulder Cres..  
. Hales Manor. St. George's Park.

---

East 18.8% (6/32)

Eastside. East end. East end. East end. East central.

---

Grange 6.3% (2/32)

Grange Road. Grangehill.

---

Kortright Hills 9.4% (3/32)

Kortright Hills. Kortright Hills. Kortright Hills.

---

North 6.3% (2/32)

North (Woodlawn & Victoria). Northend Hilltop.

---

South 21.9% (7/32)

South side. South end. old South end. South end. South end Kortright.  
South. Clairefields, South end.

---

West 3.1% (1/32)

West end.

---

Ward 6.3% (2/32)

The Ward. Ward.

---

Total: 100.0% (32/32)

---

3. Are you...

Female 50.0% (16/32)

Male 50.0% (16/32)

---

Total: 100.0% (32/32)

---

4. Do you live in a single-family detached home that you own?

Yes 100.0% (32/32)

---

Total: 100.0% (32/32)

---

5. What is the age of your home?

Under 5 years 3.1% (1/32)

5 to 15 years 31.3% (10/32)

16 to 30 years 25.0% (8/32)

31 or more years 40.6% (13/32)

---

Total: 100.0% (32/32)

---

6. How long have you lived in your current home?

<5 18.8% (6/32)  
5-9 21.9% (7/32)  
10-19 34.4% (11/32)  
20-35 9.4% (3/32)  
35+ 9.4% (3/32)  
No answer 6.3% (2/32)

Total: 100.0% (32/32)

---

7. What is your age?

25-34 9.4% (3/32)  
35-54 53.1% (17/32)  
55+ 37.5% (12/32)

Total: 100.0% (32/32)

---

8. What was the last year of education you completed?

High School graduate or less 18.8% (6/32)  
College or Trade certificate 40.6% (13/32)  
University degree or certificate 40.6% (13/32)

Total: 100.0% (32/32)

---

9. What is your marital status?

Divorced/separated/widowed 18.8% (6/32)  
Married/cohabitation 75.0% (24/32)  
single 6.3% (2/32)

Total: 100.0% (32/32)

---

10. How many children live in your home?

0 40.6% (13/32)  
1 21.9% (7/32)  
2 21.9% (7/32)  
3 9.4% (3/32)  
4 6.3% (2/32)

Total: 100.0% (32/32)

---

11. Which of the following best represents your total household income per annum?

\$30,000-\$79,999 43.8% (14/32)  
\$80,000-\$149,000 37.5% (12/32)  
\$150,000 or more 18.8% (6/32)

Total: 100.0% (32/32)

---

12. In which country were you born?

Canada 84.4% (27/32)  
England 3.1% (1/32)  
Italy 6.3% (2/32)  
Northern Ireland 3.1% (1/32)  
USA 3.1% (1/32)

13. What language is most often spoken in your home?

English 100.0% (32/32)

---

## City of Guelph

14. What does the City of Guelph mean to you?

3.1% (1/32)  
where my wife made me move.

---

community 15.6% (5/32)  
community. responsible, conscientious. community living,. good community.  
community,.

---

everything 6.3% (2/32)  
awesome place to live. everything,. love this city.

---

family 12.5% (4/32)  
raise kids. raise my family. family friendly. family.

---

friendly 15.6% (5/32)  
friendly. friends. great social. friendly,. friendly,.

---

green 15.6% (5/32)  
open spaces,. green initiatives,. green space. natural environment.  
environmentally friendly. nice trails,.

---

home 56.3% (18/32)  
home. home. It's my home, born and raised. home,. my home,.  
born and raised. it is my home. home,. home,. home,. home,.  
born and raised here. home,. home. my home town of which I'm so proud.  
home,. home,. home,. home. home,.

---

positives 25.0% (8/32)  
classy community that blends business and culture. central.  
my place to be unbusy. my heritage. it is a university city.  
growing young city. beautiful,. innovative.

---

quiet 9.4% (3/32)  
quiet,. quiet community. peace,. quiet,.

---

safe 18.8% (6/32)  
safety,. safe,. security,. safe,. safety,. safe,.

---

small town feeling 12.5% (4/32)  
pleasant. small town feeling with city features. caring. quaint,.

---

work 6.3% (2/32)  
a place where I work. employment,.

---

Total: 196.9% (63/32)

---

15.1 List the first thing you like about living in Guelph

6.3% (2/32) overall appearance of city. proximity to Toronto,.

---

amenities 9.4% (3/32)  
University. the shopping. restaurants.

---

clean 9.4% (3/32)  
cleanliness. clean city. it's clean.

---

community 18.8% (6/32)  
friendly. community feel. good neighbours. the people. community spirit.  
somewhat friendly.

---

green 25.0% (8/32)  
green spaces. green space. many trees. green space. Riverside Park.  
all the parks and trails. trails and river. parks.

---

safe 9.4% (3/32)  
safety. safe. safety.

---

small town 28.1% (9/32)  
nothing is that far away. small town feel. small town like. small.  
still small enough. small town feel. close to shops, pubs, parks.  
ease of movement around. size of the city,.

---

Total: 106.3% (34/32)

---

#### 15.2 List the second thing you like about living in Guelph

9.4% (3/32)  
close to Toronto. density (current. Basilica of our Lady.

---

No answer 9.4% (3/32)

---

amenities 15.6% (5/32)  
good economy. a lot to do, mall, sports. amenities. restaurant choice.  
good services.

---

easy to get around 15.6% (5/32)  
easy to get around. not a lot of traffic. easy to get around.  
easy to get around (size). bike lanes.

---

parks 12.5% (4/32)  
lots of trails, green spaces. parks. number of parks. greenspace.

---

people 28.1% (9/32)  
friendly. friendly. good people. great people. diversified cultures.  
closeness to family and friends. diversity. friendly. diversity.

---

safe 9.4% (3/32)  
low crime rate. safe. quiet.

---

Total: 100.0% (32/32)

---

#### 16.1 List the first thing you dislike about living in Guelph.

15.6% (5/32)  
no beach (real beach). seems small sometimes. public transit.  
far from family. it's cold in winter.

---

construction 9.4% (3/32)  
construction. construction. too much construction.

---

expensive 3.1% (1/32)  
expensive living.

---

people 12.5% (4/32)  
downtown bars. neighbours are not friendly. downtown people.  
not very diverse.

---

politics 6.3% (2/32)  
City of Guelph bylaws for landlords/homeowners. politics.

---

roads 6.3% (2/32)  
roads, poorly maintained. bad roads in my neighbourhood.

---

shopping 6.3% (2/32)  
often need to leave for shopping, socializing. shopping (lack of).

---

sprawl 6.3% (2/32)  
getting bigger. south end sprawl.

---

taxes 18.8% (6/32)  
taxes. high taxes. high taxes. high property taxes. taxes too high.  
high property taxes.

---

traffic 15.6% (5/32)  
traffic. traffic. bad drivers. traffic (Hanlon).  
too much congestion on South Gordon St.

---

Total: 100.0% (32/32)

---



---

16.2 List the second thing you dislike about living in Guelph.

6.3% (2/32)  
a little boring sometimes. not made many friends in 7 yrs in Guelph.

---

No answer 28.1% (9/32)  
.....

---

construction 6.3% (2/32)  
construction, east/west always at same time. construction galore.

---

crime & poverty 12.5% (4/32)  
crime. clothing bins. lack of clothing stores.  
too many homeless (similar) downtown.

---

politics 6.3% (2/32)  
discordand council, not working together. too many rules.

---

recreation facilities 6.3% (2/32)  
park planning and rec facility provision.  
lack of rec centre in South end.

---

sprawl 12.5% (4/32)  
too spread out. far commute to work. busier than I like.  
Hanlon Expressway.

---

taxes 12.5% (4/32)  
high taxes. taxes too high. taxes. high municipal spending.

---

transit 9.4% (3/32)  
there is no direct way to travel anywhere. transit system.  
public transportation, both within and intercity.

---

Total: 100.0% (32/32)

---

17. What does your neighbourhood mean to you?

9.4% (3/32)  
. old. anonymity, everyone minds own business.

---

beautiful 6.3% (2/32)  
nice trails. beautiful.

---

comfort 9.4% (3/32)  
comfort. comfortable. comfort.  
community 28.1% (9/32)  
community. community,. sharing. a place where I know mostly everyone.  
it's a nice community,. close community. extended family.  
means close neighbours. close knit,. community.

---

convenient 9.4% (3/32)  
close to amenities. central, convenient,. close to schools.

---

enjoyment 6.3% (2/32)  
enjoyment. enjoyment.

---

friendly 21.9% (7/32)  
feels like a small town. friendly safe place,. friendly.  
good people, friends. friendly neighbours. family friendly,. friendship.

---

home 9.4% (3/32)  
home. home sweet home. home,.

---

love it 6.3% (2/32)  
it means a place I love. love my neighbourhood,.

---

negatives 3.1% (1/32)  
a lot but sadly we live in an area where people are anti-social.

---

peace, quiet 9.4% (3/32)

---

peace, quiet, refuge,. quiet,. quiet, peaceful.

---

safe, secure 31.3% (10/32)  
a place where I can raise my kids safely. safety. friendly safe place,.  
good place to raise kids. secure place for my family. safe environment.  
it is very clean. a safe environment to live alone in. safety,. safety,.

---

Total: 150.0% (48/32)

---

## Home and Landscape

18. What does your home mean to you?

12.5% (4/32)  
fun. new build, right size for my age. upscale homes and professionals.  
beauty,.

---

everything 12.5% (4/32)  
everything,. everything. where everything I care about it. everything,.

---

family 18.8% (6/32)  
family space. making memories. family.  
a place where my children and grandchildren can relax. family.  
safe place of love, family and friends.

---

investment 6.3% (2/32)  
investment. upscale homes and professionals.

---

peace, quiet 31.3% (10/32)  
peace. peace and tranquility,. my sanctuary.  
it is my refuge from fast pace. my sanctuary. sanctuary.  
my home is my sanctuary. quiet, peaceful,. calmness. peaceful.

---

pride and joy 25.0% (8/32)  
it is a place I can be proud to say it is mine. pride,.  
my pride and joy,. I love my home. my pride and joy.  
my pride like to take care of it. accomplishment,. hard work,.  
pride of ownership.

---

relaxing 21.9% (7/32)  
safe place to relax. comfortable and as we like it.  
my place of rest and comfort. relaxing. comfort,. comfort,.  
my comfortable place,.

---

safe, secure 31.3% (10/32)  
shelter. place to call home, secure. safe place to relax. security,.  
my fortress. security. safety. safety,. safety,.  
safe place of love, family and friends.

---

Total: 159.4% (51/32)

---

19. On a scale from 1 to 10, rate the importance of your home, where 1 is low and 10 is high.

5 3.1% (1/32)  
6 6.3% (2/32)  
7 3.1% (1/32)  
8 18.8% (6/32)  
9 18.8% (6/32)  
10 50.0% (16/32)

---

Total: 100.0% (32/32), Mean: 8.9 (286/32), Mode: 10

---

20. Why did you give this rating?

3.1% (1/32)

---

family most important 43.8% (14/32)  
without home I have nowhere to raise my family and teach values.

children born and raised there. a home is where your family is.  
I live there with my family, so it's important to all of us.  
safety/security for my family and I.  
I will move to a cheaper city once my kids grow.  
need a place for my family to feel safe.  
family and friends than home important.  
only family and health are above it.  
a home is just a home, love is more important in life.  
safe place where kids grew up.  
home should be where you want to be, with your family.  
it's very important to keep the family together.  
the home itself is amazing but the family in it is what makes it special.

---

investment 9.4% (3/32)  
investment for the future.  
it is my anchor both emotionally and financially.  
most important expenditure, ownership.

---

location, neighbourhood 12.5% (4/32)  
great neighbourhood. location, adjacency to jobs and transportation.  
neighbourhood. access to parks, amenities.  
close to school for my daughter, near trails, nice area.

---

love my house 25.0% (8/32)  
I love my house, nice big yard. I really love my house.  
anywhere can be home, but we like where we are.  
my place that is my own space, well decorated. very clean home.,  
you have to live in it so you want it to be enjoyable.  
I would never want to live in an apt etc. I love my independence.  
love my home, bright, open plan, well laid out, nice gardens.

---

place to live 6.3% (2/32)  
it's just a building, have lived in many communities.  
a place to live and relax,.

---

safety/security 18.8% (6/32)  
safety/security for my family and I.  
need a place for my family to feel safe. safe environment.  
it is my anchor both emotionally and financially.  
safe place where kids grew up. nice home but life more about people.

---

worked hard for home 6.3% (2/32)  
we worked hard to save to buy this home, it's our blood sweat and tears.  
worked very hard for my home.

---

Total: 125.0% (40/32)

---

## 21. What does your home's landscape mean to you?

beauty, curb appeal 25.0% (8/32)  
a visually attractive place. colour, beauty.,  
I like it to be very well kept and look nice.  
I love flowers so I have gardens all around me. curb appealing.  
nice to look at, dislike my decor.  
a lot of work but beautiful and enjoyable. beautiful trees.

---

easy to maintain 3.1% (1/32)  
natural, ease of maintenance, diversified.

---

enjoy 9.4% (3/32)  
I love the green, hate the work. source of pride and great enjoyment.  
a lot of work but beautiful and enjoyable.

---

functional 9.4% (3/32)  
functional,. great place to be outside, recreational.  
efficiency, functionality.

---

important 15.6% (5/32)  
quite important, needs to be nicer. it's important.,  
important, well maintained. love it to be the best on the block.  
a lot, should be maintained like the inside.

---

lots of work 12.5% (4/32)  
needs work and constant upkeep. I love the green, hate the work.  
lots of work but my therapy place.  
need to keep it maintained for my neighbours sake, hate the dandelions.

---

natural 15.6% (5/32)  
a little bit of personal greenscape,. good mix of plants and trees.  
green. natural, ease of maintenance, diversified.  
park like setting, greenspace,.

---

neat, clean 3.1% (1/32)  
neat,.

---

negatives 9.4% (3/32)  
could be better. indifferent. it's too small.

---

pride 9.4% (3/32)  
it shows I take pride in home. pride of ownership.  
source of pride and great enjoyment.  
reflection of owner 18.8% (6/32)  
welcome to our home, smiles, happiness. reflection of the homeowner.  
represents who I am and what I am to the outside world.  
it is part of my imagine. a lot, should be maintained like the inside.  
reflection of myself and home, proud.

---

relaxed, calm, peace 9.4% (3/32)  
zen, peace. lots of work but my therapy place.  
landscape, means pretty relaxed,.

---

Total: 140.6% (45/32)

---

22. On a scale from 1 to 10, rate the importance of your home's landscape, where  
1 is low and 10 is high.

2 3.1% (1/32)  
4 6.3% (2/32)  
5 6.3% (2/32)  
6 6.3% (2/32)  
7 15.6% (5/32)  
8 31.3% (10/32)  
9 21.9% (7/32)  
10 9.4% (3/32)

---

Total: 100.0% (32/32), Mean: 7.5 (240/32), Mode: 8

---

23. Why did you give this rating?

curb appeal 40.6% (13/32)  
curb appeal is a status symbol.  
it's the first thing we see when we come home and it shows how well we take care of our house.  
I feel as thou the outside appearance is very important.  
I want it to look nice.  
looks are important to neighbourhood and functioning ..?.  
it could be a more visually attractive location.  
nice to come home to an appealing landscape.  
like when it stands out to people.  
should be inviting and well maintained.  
it is important for aesthetics and peace but it is only what it is.  
I like it to look nice, curb appeal.  
it should be appealing to yourself and those around you.  
part of reason home was purchased, yard.

---

enjoy 15.6% (5/32)  
to sit outside on a quiet evening is recharging.  
having 3 kids, I'd like to have a big nice property, but I don't.  
enjoy looking at it. it isn't perfect but we like it.  
I like the green space, trees.

---

lots of work & money 12.5% (4/32)  
I spent a lot of money to have it landscaped.  
too much work, too many hrs required to keep it groomed.

like it but there's a lot of maintenance.  
I love spending time in my yard but 2 young children keep me busy with other priorities.

---

needs improvement 9.4% (3/32)  
lots of weeds, not much grass. there is so much I would like to do.  
transition, change and construction.

---

not that important 12.5% (4/32)  
it's important, but not everything. don't attach myself much to things.  
I try to be weed free but not obsessed.  
natural is importance, appearance is not.

---

peace 6.3% (2/32)  
it is important for aesthetics and peace but it is only what it is.  
creates environmentally relaxation and serenity.

---

reflection of owner 9.4% (3/32)  
represents who I am and what I am to the outside world.  
pride of ownership, it's important to reflect well on the neighbourhood.  
Total: 106.3% (34/32)

24.1. What is the first most important aspect of your home's landscape?

12.5% (4/32)  
rocks/steps. dog friendly. pool and hardscape. good drainage.

---

curb appeal 9.4% (3/32)  
curb appeal. weed free. curb appeal.

---

deck 6.3% (2/32)  
having a nice, large deck. my lovely deck.

---

flowers 21.9% (7/32)  
nice lawn and flowers, lush. flower beds. plants and flowerbeds.  
garden (flower/food). nice flowers.  
flowers and pretty things like bushes. flowers (green).

---

good sized yard 9.4% (3/32)  
big back yard to turn vehicles around. good sized yard. backyard.

---

lawn 18.8% (6/32)  
grass. the lawn. lawn. nice lawn and flowers, lush. grass.  
healthy lawn, well groomed.

---

plants 12.5% (4/32)  
trees and plants. garden (flower/food). perennials.  
natural indigenous plants.

---

shrubs, bushes 9.4% (3/32)  
biological fencing (hedge). shrubbery.  
flowers and pretty things like bushes.

---

trees 15.6% (5/32)  
trees and plants. 3 big cedars. trees,. trees. mature trees.

---

Total: 115.6% (37/32)

---

25.1. Why?

6.3% (2/32)  
resale value. they anchor the backyard.

---

curb appeal 46.9% (15/32)  
makes an inviting place to visit. weeds just do not look very nice.  
the look of the home. beautiful. it looks nice when maintained.  
appearance. curb appeal. viewing pleasure.  
it is aesthetically nice to look at. best grass on the street.  
I like pretty things. aesthetics. nice to look at. good to look at.  
beauty,.

---

enjoy 15.6% (5/32)  
place we can spend time with family and friends during the summer, BBQ's.  
my dogs health and happiness. enjoy cooking and using it.

enjoy flowers, especially roses. built by family and for family use.

---

functional 18.8% (6/32)

live on busy street so don't have to back out.  
give 'live' feeling and shade so grass can be used.  
food production, flower production, pollination. easy to maintain. shade.  
well suited to area.

---

nature 12.5% (4/32)

it is green, environmentally better. oxygen. brings birds into the trees.  
large, park like, backs onto greenspace,.

---

neat and tidy 6.3% (2/32)

looks neat and tidy. don't like moss and dampness in the grass.

---

pride of ownership 3.1% (1/32)

green grass, lush without weeds shows pride of ownership.

---

privacy 9.4% (3/32)

feeling of personal space. privacy,. privacy,. peaceful.

---

Total: 118.8% (38/32)

---

#### 24.2. What is the second most important aspect of your home's landscape?

15.6% (5/32)

pool. environmentally sustainable. gently sloped in rear.  
not a golf course. paving at the front.

---

no answer 6.3% (2/32)

. don't know.

---

balance 12.5% (4/32)

layout. balanced plants. set up and flow.  
healthy plants, shrub and flowers with few weeds.

---

easy to maintain 6.3% (2/32)

easy to maintain. easy to keep.

---

garden 25.0% (8/32)

nice veggie gardens. garden, backyard. perennials.  
all the nice gardening. gardens. gardens. back garden. space for gardens.

---

lawn 15.6% (5/32)

green lawn, nicely cut. grass. grass. my green lush lawn.  
that the grass is neat and green.

---

size 6.3% (2/32)

large property, very big. size of lot.

trees 15.6% (5/32)

big tree. shade tree on front yard. trees. a red bud tree. trees.

---

Total: 103.1% (33/32)

---

#### 25.2. Why?

9.4% (3/32)

I do not spend a lot of time maintaining. we are older.  
represents my granddaughter.

---

no answer 9.4% (3/32)

. ?. .

---

appearance 15.6% (5/32)

looks appealing. it looks nice when maintained. best looking when cut.  
looks. lots of room for beauty.

---

design 6.3% (2/32)

it helps to design the landscape that fits our budget and needs.  
appropriate in my minds eye.

---

enjoy 18.8% (6/32)  
somewhere for the kids to play. recreational space.  
room to do lots with the kids. good place to entertain people.  
makes the feel of the home better. creates flow and feels.

---

functional 9.4% (3/32)  
allows for rear entrance. looks lived in, not pristine.  
easy to walk up to the door.

---

nature 12.5% (4/32)  
birds/animals. low impace on resources such as water.  
birds, animals visit it. habitat for wildlife. seasonality,.

---

neat and clean 6.3% (2/32)  
clean. I am a neat person.

---

relax 6.3% (2/32)  
just love to relax and look at it. to relax in.

---

shade 9.4% (3/32)  
cool shade. summer shade, reduces money for air conditioning. shade,.

---

shows I care 6.3% (2/32)  
shows I care about property. show how much I care about where I live.

---

veggies 6.3% (2/32)  
fresh veggies,. love to grow our own veggies.

---

Total: 115.6% (37/32)

---

26. On a scale from 1 to 10, rate the importance of the design of your home's  
landscape, where 1 is low and 10 is high.

2 3.1% (1/32)  
4 6.3% (2/32)  
5 12.5% (4/32)  
6 9.4% (3/32)  
7 31.3% (10/32)  
8 28.1% (9/32)  
9 3.1% (1/32)  
10 6.3% (2/32)

---

Total: 100.0% (32/32), Mean: 6.8 (219/32), Mode: 7

---

27. Why did you give this rating?

3.1% (1/32)  
I'm not very involved in evolution of yard.

---

could be better 21.9% (7/32)  
could be better. its not designed well, but its still green!.  
in transition. it could be better if done professionally.  
I'm no professional just do my best.  
it came with the house so I work with it.  
I like the way I have landscaped but could improve.

---

curb appeal 21.9% (7/32)  
I want it to look better than normal.  
first impression to people passing by.  
visual appearance means a lot to me. curb appeal. it is simple but clean.  
good design is more pleasing to eye and functions better.  
aesthetics, makes it have great curb appeal.

---

design not important 12.5% (4/32)  
design is different to everybody so what I like others may not.  
as long as it looks nice design doesn't matter.  
as long as layout is simple and organized will look good.  
appearance/design is not important.

---

enjoy 12.5% (4/32)  
it is to help us feel better about living there.



usefulness and enjoyment of space.  
enjoy raised deck and rear entrance below.  
to enjoy it's good to relax in after work.

---

functional 12.5% (4/32)  
designing property means cutting the grass efficiently.  
usefulness and enjoyment of space.  
good design is more pleasing to eye and functions better. good drainage.

---

important 18.8% (6/32)  
design brings ideas into practice and balances summer and winter views.  
it's important because we are living there.  
it's important to maintain and be proud of it.  
gives open space, privacy, shape.  
had professionally done by experts, it is important.  
room to grow veggies is important.

---

reflects owner 9.4% (3/32)  
it helps to show our character as homeowners,our Green Belief.  
its a reflection of who lives there. reflects who you are,.

Total: 112.5% (36/32)

---

## 28. Who designed your home's landscape?

3.1% (1/32) my friend who is an enthusiastic gardener.

---

Me 25.0% (8/32)  
me. I did. me. me, a bit of last owner. me. me. I did. myself.

---

no answer 9.4% (3/32)  
don't know, like that when we moved in. n/a. ?.

---

previous owner 21.9% (7/32)  
old residents and us. first home owners. previous owners (mostly).  
me, a bit of last owner. previous owner. previous owner.  
there when I bought house.

---

professional 21.9% (7/32)  
landscaper. professional originally. builder.  
home builder, landscape company. landscape architect, appearance.  
not sure, was done professionally before we got there.  
builder and mother in law.

---

spouse 6.3% (2/32)  
my husband. my wife.

---

spouse and I 18.8% (6/32)  
its a work in progress, me and hubby. old residents and us.  
my wife and I. myself and my wife. ourselves (husband and me).  
partner and I.

Total: 106.3% (34/32)

---

## 29. On a scale from 1 to 10, rate the importance of maintaining your home's landscape, where 1 is low and 10 is high.

5 9.4% (3/32)  
7 21.9% (7/32)  
8 25.0% (8/32)  
9 25.0% (8/32)  
10 18.8% (6/32)

---

Total: 100.0% (32/32), Mean: 8.1 (260/32), Mode: 8, 9

---

## 30. Why did you give this rating?

added value 15.6% (5/32)  
adds value. paid a lot to have it done.  
try to keep it presentable, for added value to property. spent money.

value for home,.

---

curb appeal 34.4% (11/32)

it's the first thing someone sees, it keeps up appearances.  
we have family and friends over, so we want to make a good impression.  
it is important to keep things looking nice, visual effect.  
curb appeal again. I like it to look nice and neat.  
want to contribute to overall appeal of neighbourhood.  
maintain appearance, to look nice.  
to keep it look good, I respect the landscape. aesthetics.

---

enjoy 6.3% (2/32)

makes me feel good.  
spend lots of time in the yard with friends and family.

---

minimal 15.6% (5/32)

we do it when we need to. I am not a messy person, but it is not my life.  
working towards lower maintenance efforts.  
could use more maintenance (weeds) but time consuming.  
I keep it neat but not pristine.

---

neighbours 9.4% (3/32)

I care what the neighbours think but I have better things to do.  
your neighbour. want it to fit in with neighbourhood.

---

pride 15.6% (5/32)

shows pride again in my home. pride.  
it is considered an outdoor room of my home. to be proud of my property.  
pride, satisfaction of job finished.

---

requires maintenance 18.8% (6/32)

if you don't stay on top of it, weeds will take over.  
a good maintenance reduces problems.  
lots of weeds and no product to kill it.  
doesn't matter what layout is, don't maintain it it will not last.  
I have worked hard to maintain it but it is what it is.  
I pay to get the grass cut and major repairs and I weed the beds.

---

safety 6.3% (2/32)

ensures safety. safety.

---

Total: 121.9% (39/32)

---

### 31.1. What is the first most important task to maintain your home's landscape?

cutting grass 43.8% (14/32)

cut grass. grass. grass cutting/edging. cutting the grass. lawn care.  
cutting grass. cutting grass. cutting grass. grass cutting. cut grass.  
keep lawn trim. cut grass. cut lawn. cutting the grass.

---

prune, trim 15.6% (5/32)

pruning. trimming. cutting/trimming hedge. grooming and trimming. trim,.

---

water 9.4% (3/32)

care of lawn, ie fertilize, water. care of lawn, ie fertilize, water.  
watering. water.

---

weeding 40.6% (13/32)

weed. weeding. mulching annually. weeding. pulling weeds. keep weeds out.  
weeding gardens. pulling weeds. keep weeds to minimum. weeding.  
weeding garden. weeding. lawn care (weeding).

---

Total: 109.4% (35/32)

---

### 32.1. Why?

9.4% (3/32)

grows fast. most important. .

---

appearance 62.5% (20/32)

to prevent it from looking bad.

crappy grass looks horrific like you don't care about your home.  
looks nice. just feel as though weeds make it look bad. cut is clean.  
1st thing people see. looks good and allows to see problem areas.  
to make it look green, not to have dandelions everywhere.  
visually unattractive if not maintained.  
to keep it lush and green, nice to look at. do not like long grass.  
clean appearance. maintain good yard view. keep the shape.  
no overgrown look. they look terrible. looks neat and tidy, appealing.  
appearance. for a neat appearance.  
big property, so it doesn't get out of hand.

---

health 15.6% (5/32)

keeps moisture in, weeds out. plants, flowers, lawn require it.  
water to live. keep lawn healthy. keep perennials vibrant.

---

weed control 18.8% (6/32)

can't kill weeds. increase in weeds and srebs(?).  
weed control and propogation of useable turf. don't like weeds.  
I hate weeds and dandelions. terrible dandelions (despise them).

---

Total: 106.3% (34/32)

---

### 31.2. What is the second most important task to maintain your home's landscape?

6.3% (2/32)

mulching. .

---

cutting grass 18.8% (6/32)

grass cutting. cutting grass. cut grass to keep neat.  
keep grass cut nicely. cutting grass. cutting grass.

---

planting 12.5% (4/32)

plants/foliage. planting flowers. plant. plant annuals.

---

tree care 6.3% (2/32)

tree care. maintain trees and shrubs.

---

trimming 15.6% (5/32)

trimming perennials. trimming trees. trim hedge. keep shrubs trimmed.  
pruning shrubs/trees.

---

watering 15.6% (5/32)

water. watering/. watering. watering my beds.  
keeping gardens well watered and weedless.

---

weeding 34.4% (11/32)

control weeds. weeding. weeding. deweeding. weeding. weed control.  
weed garden. pulling weeds. get rid of weeds. weed garden.,  
keeping gardens well watered and weedless.

---

Total: 109.4% (35/32)

---

### 32.2. Why?

9.4% (3/32)

add decor and style, thus potential value. my roses need lots of water.  
enjoy growing our food.

---

no answer 9.4% (3/32)

...

---

appearance 50.0% (16/32)

add decor and style, thus potential value. keep it green and weed free.  
feels as though a nicely cut lawn looks good. add colour. looks good.  
keep it beautiful. to make it look nice. to keep lawn maintained.  
to keep it neat, visually appealing. like it neat. colour annuals.  
makes house look more appealing. appearance. aesthetics.  
keep in good appearance with rest of property.  
keep trees/shrubs healthy and looking good.

---

privacy 6.3% (2/32)

like the privacy the hedge provides. shade, privacy.

---

safety 6.3% (2/32)  
safety for people and property and longevity of tree.  
safety, maintain sight lines to road.

---

taking over 21.9% (7/32)  
taking over. to preserve vegetation. lawn has too much.  
take over grass and gardens.  
reduction of noxious cumbersome nuisance weeds. things need to grow.  
so other plants can grow.

---

Total: 103.1% (33/32)

---

33. Who maintains your home's landscape?

hired help 6.3% (2/32)  
Guelph gardener cuts, I do everything else.  
I hire someone to cut the grass and pull weeds.

---

me 56.3% (18/32)  
I do. I do. me. I do. me. I do. I do. me. me. me. me. me. I do. I do.  
me. Me. I do.

---

spouse 6.3% (2/32)  
husband. my husband.

---

spouse & I 31.3% (10/32)  
wife/myself. we do. myself and husband. fiance and I. husband and I.  
self and husband. myself and my husband. my sister and myself.  
my husband and me. myself and my spouse.

---

Total: 100.0% (32/32)

---

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

3.1% (1/32)  
ran a nursery and flower shop.

---

books & magazines 9.4% (3/32)  
books. books. magazines.

---

family & friends 46.9% (15/32)  
brother. family,. relatives. neighbours.  
my friends whom I admire their homes. neighbours that have nice lawns.  
friends,. friends/family. my parents. friends,.  
my granddaughter, she is studying it. friend, mother.  
friends, neighbours,. my sister. mother in law,.

---

online 31.3% (10/32)  
internet. internet. internet. internet. Google,. YouTube,. online.  
online ideas, pictures. internet. internet.

---

professional 43.8% (14/32)  
landscape company, designer. Guelph City Hall Tree Service,.  
nursery if I had the money. friends in the business,.  
my neice who owns a landscaping business.  
my brother, landscape architect. landscape arch, contractors.  
Royal City nursery. from a local nursery or grounds keeping company.  
my grass maintenance manager. landscape architect.  
I have sought advice from City of Guelph. Guelph City Nursery.  
master gardener next door,.

---

Total: 134.4% (43/32)

---

## Gardens

35. Do you have gardens?

No 6.3% (2/32)  
Yes 93.8% (30/32)

---

Total: 100.0% (32/32)

---

36. If "Yes", briefly explain why you have gardens.

6.3% (2/32) shade plants,, front yard all garden, grass wouldn't grow.  
brings value to home,.

---

no answer 6.3% (2/32)

---

appearance 50.0% (16/32)

curb appeal. beauty,. pretty flowers,.  
appearance look good if maintained. I like the look of them.  
they look beautiful. add colour to yard,. makes house look good.  
plants soften the exterior and balance hardscape.  
like the look of shrubs and plants. flowers are pretty.  
flower gardens for beauty. the different colors that add appeal.  
looks appealing,. looks nice, pleasing to eye to see different flowers.  
attractive,.

---

enjoy 6.3% (2/32)  
I love gardening,. enjoys it look after.

---

grow food 37.5% (12/32)  
fresh veggies,. herbs for cooking,. to grow food.  
fresh tomatoes, fresh garlic, chives, basil. grow food.  
food, herbs, flowers, vegetation diversity, pollinators. grow food.  
like fresh veggies. have few vegetables in summer. for veggies,.  
like to grow a few vegetables,. enjoy growing food , kids enjoy it too.

---

love flowers 21.9% (7/32)  
flowerbeds for pleasure. I like the smells and colours they provide.  
grew up with gardens, like flowers,. love flowers,. like flowers.  
love flowers. love perennials.

---

nature 15.6% (5/32)  
environment, help the ecosystem, environment. attract birds,.  
flowers sustain nature and wildlife. attract birds, bees butterflies etc.  
birds love it too.

---

relax 6.3% (2/32)  
relaxation,. my place of calm,.

---

there when purchased 9.4% (3/32)  
they were there when home was purchased, so we maintain them.  
previous owner, I added a few more myself.  
they were there when we purchased.

---

Total: 141.0% (45/32)

---

37. If "No", briefly explain why you do not have gardens.

100.0% (32/32)  
can't look after them, healthwise. . . . .  
I have dogs, they make it harder to maintain them. . . . .

---

38. On a scale from 1 to 10, rate the importance of gardens to the overall look of your home's landscape, where 1 is low and 10 is high.

1 3.1% (1/32)  
4 6.3% (2/32)  
5 3.1% (1/32)  
7 21.9% (7/32)  
8 15.6% (5/32)  
9 25.0% (8/32)  
10 25.0% (8/32)

---

Total: 100.0% (32/32), Mean: 8.0 (255/32), Mode: 10, 9

---

39. Why did you give this rating?

12.5% (4/32)  
it isn't perfect. practical. lots to maintain,. home value.

---

curb appeal 78.1% (25/32)  
curb appeal. because its the first thing we see.  
a house with poor gardens looks run down, cheap.  
flowers and greenery add to look of home. it adds character.  
gardens are important for looks and variety.  
beautiful, fits in with the overall look.  
appearance is important and gardens are more appealing.  
it makes the house look better. visual effect.  
house stands out when garden/grass looks good.  
adds character, looks great. appeal. balance of soft to hardscape.  
curb appeal, outside work is important.  
would look dull and unkept without. something pretty is good to look at.  
it looks beautiful,. gardens always make a house look better. appealing,.  
unique yard. it is the first thing you see.  
nice attractive gardens enhance appearance. our neighbourhood is nice.

improves attractiveness, well kept.

---

enjoy 9.4% (3/32)  
perennials enhance my life. enjoy it enough. satisfaction.

---

not major 12.5% (4/32)  
don't have much, overgrown. there's more importance on growing own food.  
no gardens present. they are not a major part of my landscape right now.

---

Total: 112.5% (36/32)

---

40. From where or whom would you seek advice about plant selection?

City of Guelph 9.4% (3/32)  
city. City of Guelph. Guelph City Nursery.

---

books 12.5% (4/32)  
books,. books,. books (Dirr, hightshoe). books,.

---

friends & family 50.0% (16/32)  
sister. wife. friends in landscaping,.  
my neighbour, she has a green thumb. my brother. neighbours/friends.  
friends,. parents. my granddaughter. my friend. family. friend,. mother.  
friends,. neighbours. sister,. master gardener next door,.  
mother in law,. coworkers.

---

garden centre 25.0% (8/32)  
garden centre. garden specialist. garden store (Meadowville).  
gardening centres. garden sites. garden centre,. greenhouse staff.  
garden centre.

---

internet 34.4% (11/32)  
online. internet,. internet. Google,. internet. online. online.  
internet,. internet,. Google,. internet,.

---

landscape co. 6.3% (2/32)  
landscaper. land arch,.

---

me 6.3% (2/32)  
me,. previous property experiences.

---

nursery 28.1% (9/32)  
nursery,. nursery. nursery. nursery,. nursery where I purchase.  
local nursery,. a nursery manager. Brock Nursery,. local nursery,.

---

Total: 175.0% (56/32)

---

## Lawns

41. About how much of your property is comprised of lawn? Please check one.

1/4 or less of the property 25.0% (8/32)  
about 1/2 of the property 50.0% (16/32)  
about 3/4 of the property 25.0% (8/32)

---

Total: 100.0% (32/32)

---

42. On a scale from 1 to 10, rate the importance of your lawn to the overall look of your home's landscape, where 1 is low and 10 is high.

2 3.1% (1/32)  
3 3.1% (1/32)  
6 6.3% (2/32)  
7 15.6% (5/32)  
8 21.9% (7/32)  
9 18.8% (6/32)  
10 31.3% (10/32)

---

Total: 100.0% (32/32), Mean: 8.2 (262/32), Mode: 10

---



---

43. Why did you give this rating?

3.1% (1/32)  
kids can play.

---

appearance 87.5% (28/32)  
perfect grass is beautiful to look at.  
100%, the most important look for landscaping at a basic level.  
I think open grassy areas look nice,.  
feel as though a nice lush green lawn looks good. makes it look nice.  
very visible when uncut. its what people see first.  
close to road as people go by. appearance makes our home look nicer.  
visual aesthetics, want it to match neighbourhood.  
more weeds than lawn but still looks good.  
completes the package, lush, green. makes the house stand out,.  
better to sell house. because a nice lawn makes it look better.  
adds to overall appeal and looks good.  
green and trim lawn looks better than weeds. I like it to look nice.  
we have great grass/weed free/ naturally maintained.  
looks great, well manicured. it looks better when cut, maintained etc.  
green lawn looks manicured and is aesthetically pleasing.  
nice lawn makes a house look better. love to look at green lawn, grass.  
proportions to beds and trees, balance.  
an unhealthy or long lawn can make property look rundown.  
lawn provides greenery not just grass. aesthetics, looks good.  
lush lawn looks great, keep pace with neighbours.

---

neighbours 6.3% (2/32)  
visual aesthetics, want it to match neighbourhood.  
lush lawn looks great, keep pace with neighbours.

---

prefer gardens 6.3% (2/32)  
gardens more important.  
prefer flowers and vegetables but lawn requires less work.

---

weeds 6.3% (2/32)  
mostly weeds not grass. weed happen, brown is normal in summer.

---

Total: 109.4% (35/32)

---

## Trees

44. On a scale from 1 to 10, rate the importance of trees to the overall look of you home's landscape, where 1 is low and 10 is high.

2 6.3% (2/32)  
4 3.1% (1/32)  
5 3.1% (1/32)  
6 6.3% (2/32)  
7 15.6% (5/32)  
8 18.8% (6/32)  
9 21.9% (7/32)  
10 25.0% (8/32)

---

Total: 100.0% (32/32), Mean: 7.8 (251/32), Mode: 10

---

45. Why did you give this rating?

9.4% (3/32)  
East end, don't have many big trees. takes away water to root system.  
weather permitting (hot summers).

---

appearance 53.1% (17/32)  
it breaks up the visual picture and adds depth to the picture.  
trees are nice for shade, food and overall look but not necessary.  
trees block the view but look good.  
trees are beautiful and shady, houses where they are removed look bleak.  
trees always adds character to the home.  
they form the majority of large visual components of yard.  
contributes to rest of area,. balanced look from curb,.  
it adds to the overall look. texture, shape of property.  
adds beauty, character.  
I don't like to rake leaves so I planted evergreens, they look good.  
trees create shade and look great. many mature evergreens, beautiful.  
looks lovely to see mature trees in neighbourhood.  
frames house and provides shade, shelter for birds. fills out yard,.

---

love trees 12.5% (4/32)  
I like my trees and hedge. enjoy trees I have, but new, not.  
like trees, have quite a few. children love them.

---

nature 18.8% (6/32)  
smells nice, birds come. my trees are mature, tall, a home for.  
adds diversity, flowering, attracts birds. seasonality, habitat.  
love to see trees, for nature, birds, oxygen.  
frames house and provides shade, shelter for birds.

---

not necessary 9.4% (3/32)  
trees are nice for shade, food and overall look but not necessary.  
trees are not essential to overall look.  
I had all my trees cut down for more yard.

---

shade 40.6% (13/32)  
provide shade.  
trees are nice for shade, food and overall look but not necessary. shade.  
trees are beautiful and shady, houses where they are removed look bleak.  
provide shade and keep house cool. shade for plants and gardens. shade,.  
creates shade. shade,. shade,. shade,. trees create shade and look great.  
frames house and provides shade, shelter for birds.

---

Total: 143.8% (46/32)

---

46. Where do you purchase flowers, trees and shrubs?

9.4% (3/32)
landscaper. Cannon,. seeds.
Costco 9.4% (3/32)
Costco,. Costco. Costco,.
Home Depot 12.5% (4/32)
Home Depot. Home Depot. Home Depot,. Home Depot,.
Meadowvale Zehrs 15.6% (5/32)
Meadowvale/Zehrs
Meadowville Hwy 24. Meadowville. Zehrs,. Zehrs,.
arboretum 6.3% (2/32)
arboretum. plant exchanges. the arboretum at U of G, plant swaps.
friends 9.4% (3/32)
split. friends. friends (donate).
garden centre 21.9% (7/32)
garden centres. garden centre. garden centers around Guelph.
garden center,. garden centre. garden centre,. garden centers,.
grocery store 12.5% (4/32)
grocery store,. annuals @ No Frills,. grocery store.
seasonal in grocery store parking lots.
hardware store 6.3% (2/32)
hardware store. hardware stores.
nursery 53.1% (17/32)
nursery,. nursery,. nursery,. nursery. nursery. nursery. nursery.
nurseries,. Terra. Sherwood Nursery Kitchener. nursery.
Royal City Nursery. Terra Nursery,. Royal City. nursery. nursery.
Brock Nursery. Guelph City Nursery. Belgium Nursery,.
Total: 156.3% (50/32)

## Sprinkler System

47. Do you have an automatic in-ground sprinkler system?

No 96.9% (31/32)
Yes 3.1% (1/32)
Total: 100.0% (32/32)

48. If yes, briefly explain why.

96.9% (31/32) No answer
.. n/a. n/a
3.1% (31/32) came with house when bought. . . . .
Total: 100.0% (32/32)

49. If no, briefly explain why.

not needed 43.8% (14/32)
weeds don't need help to grow,.
property doesn't warrant one, too small 32x114.
not enough lawn and flowerbeds to worry about.
no need, never thought of it. not needed.
not needed, large tree creates enough shade. don't really need it.
do not need it, small property,. did not come with house when bought.
don't know, not needed. do not feel it is necessary.
rarely if ever water our perennials and lawn. never thought about it.

never thought to, no enough lawn to justify.

---

too expensive 56.3% (18/32)

too expensive. can't justify cost of installation or water bills.  
would if I could afford it, too expensive. high cost,. cost.  
don't have the cash to do so, too expensive. can't afford to waste money.  
cost, not worth it. can not afford. never installed, money to install.  
cost maintenance, commone hose sprinkler system OK. too expensive. cost.  
too expensive,. never thought about it, maybe cost?.  
too cheap to put one in. too expensive. expensive,.

---

wasteful 18.8% (6/32)

water bans. too wasteful.  
more important things to use water on, precious resource.  
waste of water for a small property. waste of water.  
wasteful, usually rain and rain barrel enough.

---

Total: 121.9% (39/32)

---

## Home or Landscape Improvements

50.1. Please identify the first home or landscape improvement project costing under \$5,000 that you have completed in the past 5 years.

6.3% (2/32) none. .

---

inside home 34.4% (11/32)

replaced ceiling fixtures. new electrical switches, timers.  
electrical work. bathroom reno. new flooring on main floor. kids bedroom.  
wood flooring home. new windows. gas fireplace instead of wood. painting.  
bathroom renovation.

---

landscape 50.0% (16/32)

full front landscaping, last year.  
removed front lawn, planted shrubs/flowers and added rocks. flower bed.  
redo of all gardens around house. mulching all of my gardens/trees.  
grading of backyard. added trees. added plants. gardens, dug our own.  
removed old overgrown bushes and shrubs.  
took out front hedge and planted a variety of plants.  
planted 4-5 maples in backyard. tree planting.  
new flower bed on front yard. new gardens.  
backyard, trees put in (apple).

---

outside built 12.5% (4/32)

back deck, lighting. dog run. eavestroughs.  
laid flagstones to the front step.

---

Total: 103.1% (33/32)

---

50.2. Please identify the second home or landscape improvement project costing under \$5000 you have completed in the past 5 years

9.4% (3/32)

tankless hot water heater. basement partly finished.  
relaying wall support.

---

no answer 15.6% (5/32)

---

bathrooms 12.5% (4/32)

new bathrooms, complete. new bathroom sink and vanity. bathroom. toilets.

---

interior paint 9.4% (3/32)

painting bedrooms. painted house (interior). painted interior.

---

landscape 21.9% (7/32)

removal and replacement of trees and shrubs. hedge. garden beds.  
trees for landscaping. took out dead trees that fell and replanted.  
removal of dead trees. backyard veggie gardens.

---

outside built 28.1% (9/32)

walkway. pool liner. backyard patio. asphalt driveway. painted porch.  
new deck. repaired fence. painted the deck. deck.

---

roof 6.3% (2/32)  
new roof. new roof.

---

Total: 103.1% (33/32)

---

50.3. Please identify the third home or landscape improvement projects costing under \$5000 you have completed in the past 5 years.

3.1% (1/32)  
roof.

---

no answer 25.0% (8/32)

---

inside home 21.9% (7/32)  
new flooring throughout house. new duct work. laundry room renovation.  
tap faucets, paint basement. did backsplash in kitchen. repair windows.  
resurfaced kitchen cupboards.

---

landscape 28.1% (9/32)  
planted a tree. garden addition. gardens.  
tree, plantings, perennials, annuals. added flowers, trees.  
added mulch, annuals. removed dead trees. removed 3 old cedars.  
front yard tree and shrub gardens.

---

outside built 21.9% (7/32)  
new shed with concrete floor. deck. driveway. redid driveway. deck.  
patio stones. fixed back deck. patio stones.

---

Total: 100.0% (32/32)

---

51. For the home or landscape improvement project(s) under \$5000 please check the most appropriate box from the following statements.

No answer 6.3% (2/32)

---

I/family member (DIY) 43.8% (14/32)

---

combo of contractor and DIY 46.9% (15/32)

---

hired contractor to complete 3.1% (1/32)

---

Total: 100.0% (32/32)

---

52.1. Please identify the first home or landscape improvement project costing over \$5000 you have completed in the past 5 years.

bathroom 9.4% (3/32)  
upstairs bathroom. new bathroom. bathroom renovation.

---

inside home 9.4% (3/32)  
complete renovation of our home. flooring, tile. renovated attic.

---

kitchen 6.3% (2/32)  
kitchen renovation. upstairs kitchen.

---

landscape 3.1% (1/32)  
planted more trees to replace dead ones.

---

none 46.9% (15/32)  
none. n/a don't have the funds. . . . none, relatively new home. . .  
none, new build, not much to do. . . . .

---

outside built 9.4% (3/32)  
updated swimming pool. new deck. paving stones, patio, walkway.

---

roof 9.4% (3/32)  
roof. roof. new roof.

---

windows 6.3% (2/32)  
replaced windows. windows.

---

Total: 100.0% (32/32)

---

52.2. Please identify the second home or landscape improvement project costing over \$5000 you have completed in the past 5 years.

71.9% (23/32) No answer

---

inside home 18.8% (6/32)  
living room, hall floor. downstairs bathroom. floors hardwood.  
installed a pool. new living room. refurbished broken bricks.

---

3.1% (1/32)  
Kitchen renovation.

---

roof 6.3% (2/32)  
roof replacement. roof.

---

Total: 100.0% (32/32)

---

52.3. Please identify the third home or landscape project costing over \$5000 you have completed in the past 5 years.

No answer 78.1% (25/32)

---

inside home 9.4% (3/32)  
changed oak railing to steel. family room. new kitchen.

---

outside built 3.1% (1/32)  
solar panels.

---

roof 9.4% (3/32)  
roof. replace roof. repaired eaves and new roof.

---

Total: 100.0% (32/32)

---

53. For the home or landscape improvement project(s) over \$5000 please check the most appropriate box from the following statements.

No answer 46.9% (15/32)

---

I/family member DIY 3.1% (1/32)  
combo of contractor and DIY 9.4% (3/32)  
combination of contractor and DIY. combination of contractor and DIY.  
combination of contractor and DIY.

---

hired contractor to complete 40.6% (13/32)  
hired contractor. hired contractor. hired contractor. hired contractor.  
hired contractor. hired contractor. hired contractor. hired contractor.  
hired contractor. hired contractor. hired contractor. hired contractor.  
hired contractor.

---

Total: 100.0% (32/32)

---

54. If you did hire a contractor for any home or landscape improvement project, please briefly explain why you chose to hire a contractor.

3.1% (1/32) internet.

---

no answer 31.3% (10/32)

---

estimates 9.4% (3/32)  
3 different estimates. best quote., got a variety of quotes.,

---

interviews 12.5% (4/32)  
my husband interviewed, researched contractors for roof as he is not a roofer.

interviewed 3 contractors from resources.  
best personality by representative.  
deck build, interviewed went with references (checked).

---

need professional 15.6% (5/32)  
we could not do everything ourselves.  
needed a professional to do the roof. they had done work for us before.  
new build, asked those trades to do projects.  
chose a local company as I couldn't do the work myself.  
price 6.3% (2/32)  
bought coupon from paper auction for windows. good price.

---

references 9.4% (3/32)  
expensive, prior work, review of qualifications. research, references.  
deck build, interviewed went with references (checked).

---

word of mouth 31.3% (10/32)  
word of mouth, neighbour recommended. friends referral. word of mouth.,  
word of mouth and personal knowledge of contractor.  
through advice given by Uncle. referral from parents, family member.  
recommendation from neighbours.  
neighbours, son has own business -landscaping company.  
recommendation of friends. asked neighbours.

---

Total: 118.8% (38/32)

---

55.1. List the first most important consideration when selecting a contractor.

6.3% (2/32)  
. his proposals and offers.

---

experience 18.8% (6/32)  
years in business. check resumes (other projects done). experience.  
qualifications. have they done a lot of work.  
word of mouth, knows what they are talking about.

---

price 18.8% (6/32)  
cost. price/cost. cost. pricing. price. price.

---

quality of work 15.6% (5/32)  
quality of work. quality work.,. quality of work. quality of work.  
portfolio, example work.

---

reputation 34.4% (11/32)  
reputation, references. reputation. reputation. reputation. referrals.  
reputation. references I can speak with.  
high recommendation by people you trust. recommendations. references.  
referrals, testimonials, can be checked.

---

trustworthy 12.5% (4/32)  
trustworthy. trustworthy. reliability. reliability.

---

Total: 106.3% (34/32)

---

55.2. List the second most important consideration when selecting a contractor.

No answer 6.3% (2/32)

---

experience 9.4% (3/32)  
knowledge. pictures of past projects. experience.,

---

price 31.3% (10/32)  
value. price. price. price. competitive prices. costs. pricing. cost.  
price. quote.

---

quality 12.5% (4/32)  
skilled and knowledgeable. workmanship. skill. quality of work.

---

reliability 9.4% (3/32)  
reliability. reliability. honesty.,

---

reputation 37.5% (12/32)  
customer reviews, referrals, reputation, referrals.  
previous experience with someone I know, recommendations from others.  
referrals, good reference, reputation, comes with a reference, referral.  
references, reference checks.

---

Total: 106.3% (34/32)

---

56. How do you typically find a contractor to hire?

6.3% (2/32)  
I don't, do work myself, tradesman, paper.

---

online 25.0% (8/32)  
online, in some cases internet, internet, internet, Internet, Internet,  
kijiji, online.

---

phone book 6.3% (2/32)  
phonebook, yellow pages.

---

word of mouth 90.6% (29/32)  
word of mouth referrals, word of mouth, word of mouth, referrals,  
word of mouth, referrals, through family and friends.  
word of mouth from friends, word of mouth, satisfied previous customers.  
word of mouth, word of mouth (friends/family), word of mouth,  
by family/friends, word of mouth, word of mouth through family,  
through contacts with friends and relatives, word of mouth,  
talk to other friends and relatives, referrals from friends, friends.  
word of mouth, ask friends, family for input, word of mouth from friends.  
word of mouth, referral, friend, word of mouth, ask friends and family.  
ask friends, ask friends, neighbours, associates.  
ask friends, neighbours, friends.

---

Total: 128.1% (41/32)

---

57. Have you hired any of the following contractors in the past 5 years?

Electrician 12.5% (4/32)  
General contractor 46.9% (15/32)  
Landscape designer 15.6% (5/32)  
Landscape maintenance contractor 12.5% (4/32)  
no answer 28.1% (9/32)  
plumber 40.6% (13/32)  
roofer 15.6% (5/32)  
Various 21.9% (7/32)  
flooring contractor, swimming pool, cement, solar panel company, Home Depot, Gas fireplace company,  
painters.

---

Total: 193.7% (62/32)

---

## Ideal Front Yard Landscape

58. Describe the picture you drew.

middle stairs with terraces of flowers each side and trees.  
plain landscape, vegetable garden, flower bed, grass.  
retaining wall of large rocks with 2 steps, interlocking path, 2 stone steps up, 80% grass, river rock, hostas, bushes.  
no grass, lots of plants and flowers.  
driveway outlined by pavers with gardens on either side.  
a pristine entrance into the castle.  
ideal landscape, integrates nature and civilization.  
simple but clean with shade around the home.  
my front yard, love it, perennials, grassy area, large tree, stone steps.  
several large and small trees, flower bed and a big boulder.  
section with Xeroscape to reduce water use, lot of rock and some layering of plants.  
grass, garden, rocks, poppies, cute garden.  
front lawn, lush and green, flowers and trees, with interlocking stone driveway and walkway.  
flower bed in front with large tree for shade in front of window.  
slate sidewalk, trickling water, lot of shade.



left driveway, grass to right, gardens around grass.  
organized access egress for entrance to sw, driveway. trees, shade, colour, diversity, identity.  
large tree for shade, small lawn, many smaller plants.  
weeping pea, white birch, hostas, fir tree.  
a mix of perennials, bushes, low and medium flowers, grass.  
lawn, foundation, perennials, big tall tree.  
mainly front of house with border of trees and shrub in back along fence.  
large maple on front lawn, flower garden and 2 bushes near house, planter near walkway.  
pine tree beside the house with circular flower garden of rocks.  
flagstones walkway with shrubbery and flowers, large pots with flowers, trees with mulch.  
large tree in front yard, flagstone walkway, green bushes, colour, floral accents.  
nice green lawn, lots of green trees, rose garden.  
pond at front, moving water, larger shade tree, comfortable sitting area.  
Blvd, green low perennials, flagstone walkway, gated hugging house and walkway.  
ferned, tranquil, colourful, peaceful, attracts birds bees, butterflies.  
green grass with flowerbed, flagstone walkway to the front door, evergreens in the back, trees to the side.  
interlocking driveway and walkway, lots of shrubs, 2 trees (maple and evergreen blue spruce).

---

Total: 100.0% (32/32)

---

59.1. List the first most important element or aspect of your home's ideal front yard landscape.

6.3% (2/32) no grass as we live on a hill. privacy.

---

appearance 12.5% (4/32) looks good. balance to porch and front door. neat, inviting,.

colour 12.5% (4/32)  
visually colourful, bee friendly. colour. colourful.  
bright coloured flowers.

---

flowers 15.6% (5/32)  
visually colourful, bee friendly. flower type. flowers.  
bright coloured flowers. flowerbed.

---

grass/lawn 18.8% (6/32)  
mostly grass. grass/lawn. lush green healthy lawn. condition of lawn.  
nice kept lawn. green grass.

---

low maintenance 9.4% (3/32)  
low maintenance. use of natural elements, rocks. low maintenance,.  
drought tolerant.

---

patio 6.3% (2/32) front patio. interlocking stone.

---

perennials 9.4% (3/32)  
perennial flowers. perennials. perennials, not shrubs.

---

plants 12.5% (4/32)  
diversity. plants. a lot of greenery (ferns, hostas). green space.

---

trees 21.9% (7/32)  
tree lover. large trees, large tree(s). large tree. large tree. tree.  
trees,.

---

Total: 125.0% (40/32)

---

60.1. Why?

6.3% (2/32)  
front windows are low to ground, want light. less water leakage.

---

adds value 6.3% (2/32)  
adds value. adds to home value.

---

appearance 62.5% (20/32)  
100% top priority green lush grass. colour invites people and bees.  
match the style of the house. beauty. beautifies,.  
will make the house more appealing. brightens up the house.  
looks healthy, different colours makes house pop.  
it is my show piece to people going by. adds appeal. looks nice.

curb appeal. like a neat appearance, colour adds life. looks good.  
love trees and a nice lawn. make home look welcoming.  
colours add to life. aesthetics. professional looking,.

---

enjoy 12.5% (4/32)  
makes me happy. plenty of space to sit and enjoy flowers.  
I like evergreens. love trees and a nice lawn.

---

less maintenance 21.9% (7/32)  
less upkeep. less trimming. less maintenance.  
good for environment, and my back. reduce amount of lawn.  
plant materials, seasonal drought resistance. less work,.

---

nature 6.3% (2/32)  
colour invites people and bees. good for environment, and my back.

---

shade 12.5% (4/32)  
shade. provides shade. for shade of lawn and house. shade.

---

Total: 128.1% (41/32)

---

#### 50.2. What is the second most important element or aspect of your home's ideal front yard landscape?

21.9% (7/32)  
practical. pond/waterfall. natural. layering. hedge. low maintenance.  
fenced.

---

no answer 6.3% (2/32)

---

driveway 6.3% (2/32)  
interlocking driveway. paving.

---

flowers 18.8% (6/32)  
a small flower bed for colour. flower beds. flower bed along patio.  
pretty flowers. flowers. colored floral accents.

---

grass 6.3% (2/32)  
grass. grass.

---

plants 12.5% (4/32)  
all perennials. variety of small plants. combination of plants and stone.  
Blvd green plants instead of grass.

---

shrubs 6.3% (2/32)  
shrubbery,. lots of shrubs.

---

stone work 12.5% (4/32)  
retaining wall/steps. stone steps and rocks. boulder.  
combination of plants and stone.

---

trees 9.4% (3/32)  
trees. tall deciduous. big trees.

---

walkway 6.3% (2/32)  
walkways. walkway and easy steps up to the door.

---

Total: 106.3% (34/32)

---

#### 60.2. Why?

no answer 9.4% (3/32)

---

appearance 53.1% (17/32)  
gets better each year.  
brings the yard together adds balance to the property.  
bring it all together. lovely sound and appearance, water is beautiful.  
lovely sound and appearance, water is beautiful. makes it look natural.  
adds character by adding/having something different. visual appeal.  
nice well maintained yard. visual appeal. deweeding. adds character.  
for interest and curb appeal. beauty.

natural, looks appealing and welcoming. grass always dies on Blvd.  
inviting,. like the look of them.

---

colour 12.5% (4/32)  
for colour. adds colour to driveway. flowers add colour and texture.  
add brightness.

---

ease of care 12.5% (4/32)  
needs less watering,. ease of care.  
I'm busy, don't want to maintain and water.  
low maintenance, just needing a trim,.

---

functional 15.6% (5/32)  
pathway to backyard. privacy from neighbours.  
organized access/egress to driveway and sidewalk.  
shade summer, sun winter. easy to walk, no big steps.

---

nature 12.5% (4/32)  
good for environment. natural, looks appealing and welcoming.  
love to hear birds in the trees.  
keep people out, protects animals, birds bees etc.

---

Total: 115.6% (37/32)

---

61. Use up to three words to describe the feelings and emotions evoked by your drawing.

18.8% (6/32)  
no emotion,. regret (that I never done this). character,.  
doesn't do it justice, not a good drawing. care. professional.

---

beautiful 18.8% (6/32)  
pretty. beautiful,. appealing,. beautiful,. beautiful,. beautiful,.

---

colourful 9.4% (3/32)  
colourful,. diverse/colour. colourful.

---

comfort 12.5% (4/32)  
comfort,. comfort,. comfortable,. comforting,.

---

elegant 9.4% (3/32)  
simple. organized,. order,. elegant,.

---

excitement 6.3% (2/32)  
excitement,. excitement,.

---

green 9.4% (3/32)  
environmentally friendly. green,. green.

---

happy, joy 18.8% (6/32)  
happiness,. happiness,. happy. happy.  
I really enjoy green space it makes me happy and smile. joy.

---

hard work 9.4% (3/32)  
hard work. hard work. work,.

---

healthy 6.3% (2/32)  
healthy,. well being.

---

inviting 25.0% (8/32)  
inviting,. inviting,. inviting,. welcoming. welcoming. inviting.  
inviting,. inviting,.

---

love 6.3% (2/32)  
love,. family,.

---

peaceful 34.4% (11/32)  
peaceful,. calm. peaceful,. calm. peacefulness,. peace,. serene,.  
peaceful,. peaceful,. serenity,. serenity,. peace,. tranquility,.  
serenity.

---

practical 15.6% (5/32)

---

playground. safety,. low maintenance. practical. efficient,.

---

pride 25.0% (8/32)  
proud,. pride,. pride,. pride,. pride. pride,. pride. pride,.

---

relaxing 15.6% (5/32)  
relaxing. my sanctuary,. relaxing,. relaxing,. relaxing.  
satisfaction 9.4% (3/32)  
satisfaction,. accomplishment,. pleasant,.

---

warm 6.3% (2/32)  
warm. warm,.

---

wishful 9.4% (3/32)  
want it. wishfull. aspirational,.

---

Total: 265.6% (85/32)

---

62. What constraints or reasons might prevent you from achieving your home's ideal front yard landscape?

12.5% (4/32)  
poor soil,. bylaws. neighbours. bugs,.

---

labour & maintenance 21.9% (7/32)  
ability. work involved,. maintenance,. maintenance,.  
work to do it ourselves. labour. too old to maintain it.

---

lack of space 9.4% (3/32)  
not much space, small lot. lack of space. space.

---

money 65.6% (21/32)  
money,. lack of money. money spent better elsewhere. money,. cost,.  
budget. cost. cost/budget. money, more than anything. money. money.  
costs. money. cost. money,. cost,. expense. money. budget, resources.  
money. cost,.

---

nothing 12.5% (4/32)  
nothing preventing this, I set the bar low. it's done, brand new 2014.  
nothing. none.

---

time 21.9% (7/32)  
time,. time. time. time,. time,. time,. time to maintain.

---

trees 6.3% (2/32)  
trees maturing. I have a current "city" tree which is terrible.

---

water 12.5% (4/32)  
nothing, perhaps lack of water. lack of water.  
I can no longer water everything. rain, lack of it, water.

---

Total: 162.5% (52/32)

---

63. What does a "healthy landscape" for your home mean to you?

add value 18.8% (6/32)  
increase in value of home,. cost effective,. ups value.  
higher resale value of home. adds value to property.  
increase property value. low cost,.

---

appearance 21.9% (7/32)  
more appealing. looks nice,. appearance. looks nice. curb appeal.  
organized. lush lawn and plants,.

---

everything 9.4% (3/32)  
everything is good, life is good,. everything,. everything,. important.

---

happiness 12.5% (4/32)  
makes me feel good as well. happier overall. enjoying outdoors,.  
happiness.

---

health - people, soil, environment 37.5% (12/32)  
good for pollinators. healthy person,. fresh air,. proper drainage,.  
lots of green,. fresh air,. no chemicals. safe for all (birds, people).  
healthy means growing and growth is good. health inside as well,.  
stress free,. good for health.  
self sustaining not requiring many pesticides or water.  
supporting the environment. safety for me and animals.  
trees and shrubs are pest free,. healthy soil.

---

less water use 9.4% (3/32)  
less water,. being water wise. low water maintenance.

---

less work 21.9% (7/32)  
less work,. less work to maintain ie. less weeds. ease of maintenance,.  
that it is easy to look after. easy maintenance,. low maintenance,.  
less work.

---

neighbours 6.3% (2/32)  
means to the neighbours that I care about my home,.  
a landscape that fits with the neighbourhood.

---

peace 6.3% (2/32)  
peacefulness, sanctuary, space to be. peace, serenity,.

---

pride 31.3% (10/32)  
shows pride of ownership 100%. pride in home ownership. pride.  
pride in ownership. a place that I can take pride in. pride in ownership.  
self expression. sense of pride. gives me a sense of accomplishment.  
leads to pride of ownership.  
useable 6.3% (2/32)  
useability of space. exercise.

---

Total: 181.3% (58/32)

---

## Ideal "Healthy Landscape" Front Yard

64. Describe the picture you drew.

rock gardens, native/local plants that need less water, provide more oxygen.  
a natural oasis complete with fountain, pond, stocked with fish.  
same as first picture but added a stamped concrete driveway.  
trees, plants (flowering/vegetables) no grass.  
driveway highlighted by pavers on one side with rocks and fountain.  
neat, tidy, simple. wildflower lawn, stone driveway, tree cover.  
sustainable food growth and place for kids to play.  
same as previous drawing as I feel mine is ideal as I have added and refined it over 36 years.  
large and small trees, big boulder and flower beds, makes the home look more appealing.  
has significantly more rock bed and lower maintenance grasses/shrubs.  
I didn't draw one because I like the way my first picture looked.  
lush green lawn, trees, flowers, pond. front of my house.  
same as other picture, green grass, lot of shade trees.  
same as previous picture.  
same picture as first, organized, pedestrian/vehicular spaces and circulation.  
same as first picture, large tree for shade, small lawn, many small plants.  
birch tree, weeping?, hostas.  
healthy lawn, perennials, same as previous picture. more "natural".  
same as previous image, because this home is new, we were able to start with a blank canvas, so what we have is exactly what we want..  
shade tree, green lawn, flower bed, see first picture.  
more natural grasses and extra trees surround the home for protection.  
just like first picture but would add a pond and waterfall, flagstones with flowers and shrubbery lining walk, trees and pond.  
lots of trees for shade and promote oxygen, shrubs.  
lots of green space, healthy trees, grass and flowers.  
hardy native trees and shrubs.  
Veg garden and small flowers in Blvd, the entire lawn covered in trees, shrubs, flowers.  
same as previous drawing, I already have a healthy front yard landscape, feeling I get in my front and backyard.  
healthy soil with tree and some landscaping.  
same as before with lush lawn and healthy plants, inground sprinklers with rainbarrel.

---

Total: 100.0% (32/32)

---

65.1. What is the most important element or aspect of your home's ideal Healthy Landscape front yard?

15.6% (5/32) fountain. drainage. shade. easy to maintain. walkway. drive/pave.

---

3.1% (1/32) healthy soil.

---

lawn 21.9% (7/32)

lawn. lush green lawn. healthy grass. grass. grass. lawn. lush lawn.

---

no grass 15.6% (5/32)

no grass. wildflower lawn. very little lawn. no lawn. no grass to water.

---

plants, garden 18.8% (6/32)

rock garden. perennials. gardens. colour. multiple colourful plants. plants.

---

trees 25.0% (8/32)

trees,. healthy large trees. tree. large tree. trees. tree. trees. tree.

---

visual 12.5% (4/32)

visual. no weeds. diversity. nice seating area on front patio.

---

Total: 112.5% (36/32)

66.1. Why?

15.6% (5/32)

100% critical and most basic part of landscaping.  
flowers and fruits/vegetables are better than grass. like the sound.  
diversity. visit with neighbours and friends and family on large space.

---

appearance 31.3% (10/32)

curb appeal. beautifies property. curb appeal.  
makes house look good (curb appeal).  
needs to have thick green grass, no weeds.  
aesthetically pleasing, beautiful, vibrant. look nice. good to look at.  
want colour in my life every day. attractive, curb appeal,.  
no dandelions.

---

healthy 12.5% (4/32)

much healthier for water supply and energy conservation (mowing).  
healthy lawn with worms for birds,. it gets lots of rain, water, healthy.  
to grow healthy plants and grass.

---

less maintenance 15.6% (5/32)

lower maintenance,. less pressure to have manicured lawn when no grass.  
they are hard to manage.  
low cost and physical effort, water, money, resources. easy to maintain,.  
less maintenance and water.

---

needs less water 18.8% (6/32)

need less water. too much standing water attracts mosquitoes.  
much healthier for water supply and energy conservation (mowing).  
low cost and physical effort, water, money, resources.  
water gathering system rather than runoff. less maintenance and water.

---

nature 6.3% (2/32)

adds oxygen into the air, provides place for insects and nature.  
plant materials provide diversity for colour, flower, habitat.

---

pride 6.3% (2/32)

pride. pride or ownership,.

---

shade 18.8% (6/32)

protection from the sun. provide shade. shade for lawn and house.  
for some shade and cooling. provide shade, shelter, cooling for house.  
shade protects the home and grass.

---

Total: 125.0% (40/32)

65.2. What is the second most important element or aspect of your home's ideal

Healthy Landscape front yard?

21.9% (7/32)

design. pathways. pond. surfaces. variety of plants. . .

---

appearance 6.3% (2/32)

curb appeal. lush green foliage.

---

drought resistant 6.3% (2/32)

plants that require little water. drought tolerant trees,.

---

flowers 21.9% (7/32)

flower beds. perennials. healthy flowers. hostas. flowers.

perennial plants. flowers.

---

lawn 9.4% (3/32)

manicured lawn. grass. lawn.

---

native plants 6.3% (2/32)

native plants. natural grass.

---

play area 6.3% (2/32)

fun place to be. play area.

---

rocks 6.3% (2/32)

rocks large. rocks, stone steps.

---

shrubs 6.3% (2/32)

shrubs. shrubs/.

---

trees 15.6% (5/32)

tree cover. trees. native trees. drought tolerant trees,. trees/.

---

water 6.3% (2/32)

water. water.

---

Total: 112.5% (36/32)

---

66.2. Why?

3.1% (1/32)

mobility.

---

no answer 6.3% (2/32)

---

curb appeal 15.6% (5/32)

a good design makes coming home nice. curb appeal.  
makes house look good, curb appeal. for interest and curb appeal.  
don't like the natural front yards as they often look unkempt.

---

easy to maintain 18.8% (6/32)

permanent borders. don't have to plant every year. ease of care.  
easy to look after. easier to grow, less cultured. easy to maintain.

---

enjoy 12.5% (4/32)

everyone likes fun. privacy. organized spaces and circulation.  
cut and bring inside when in bloom.

---

health 12.5% (4/32)

long grass attracts rodents and bugs. exercise for the kids.  
symbolizes health, and necessity to live. healthy inductors.

---

nature 12.5% (4/32)

suited to our environment. looks natural not artificial.  
air quality, climate control. home for birds, pollinators etc.

---

pride 6.3% (2/32)

clean cut, shows you care about your home. pride of ownership.

---

shade 12.5% (4/32)

trees give shade and cover. I like shade. shade,. cover for shade.

---

water 12.5% (4/32)  
precious resource water. water is essential for life. less water use.  
well watered.

---

Total: 112.5% (36/32)

---

67. Use up to three words to describe the feelings and emotions evoked by your drawing.

9.4% (3/32)  
love,. hard work. bored. .

---

beautiful 18.8% (6/32)  
pretty. beautiful,. beautiful. looks good. expression of colour,.  
naturally beautiful,. lovely,.

---

calm 15.6% (5/32)  
calm,. tranquil. calm. tranquility,. calm.

---

comfort 6.3% (2/32)  
comfort,. comforting,.

---

design 9.4% (3/32)  
structure,. strength,. right size.

---

easy 6.3% (2/32)  
low cost,. maintained,. easy. simple,.

---

environmental 18.8% (6/32)  
sustaining,. ecosystem,. responsible. environmentally friendly. nature.  
environmentally. wise,. environmental.

---

happy 28.1% (9/32)  
happy,. happiness,. happy,. fun,. happy,. happiness. happy,.  
contentment,. happy. happiness.

---

healthy 9.4% (3/32)  
health,. I know it's healthy. healthy,.

---

natural 6.3% (2/32)  
natural,. natural.

---

peace 18.8% (6/32)  
peaceful,. my sanctuary,. peaceful,. peace. peaceful,. peace.  
pleasure 12.5% (4/32)  
enjoyment. pleasant,. makes me feel good,. pleasure,.  
pride 12.5% (4/32)  
pride. pride,. pride,. accomplishment. pride,.

---

relaxing 6.3% (2/32)  
carefree and more relaxed. relaxing,.

---

warm 6.3% (2/32)  
warm,. warm,.

---

welcoming 18.8% (6/32)  
inviting,. welcoming. appealing,. inviting. welcoming. inviting.  
inviting,.

---

Total: 203.1% (65/32)

---

68. What constraints or reasons might prevent you from having an ideal healthy landscape front yard?

25.0% (8/32)  
kids playing all over it. bylaws,.  
my wife, don't think she would go for it. . climate.  
unnecessary sales(?). poor health.  
not wanting to redo what was done incorrectly.

knowledge 9.4% (3/32)  
ability. lack of imagination,. not always knowing how to do it.



<p>maintenance 12.5% (4/32)  can't maintain it. maintenance. fighting grubs. unable to tend to it.</p>
<p>money 53.1% (17/32)  money,. money. finances. money,. budget. cost/budget. money, lots of it.  \$\$\$,. costs,. cost. cost,. expense,. expense. costs. budget. money,.  money,.</p>
<p>neighbours 6.3% (2/32)  my peers opinions on neatness. different from neighbourhood.</p>
<p>size 6.3% (2/32)  loss of play space. physical limitations.</p>
<p>time 21.9% (7/32)  time to work on it,. time. time. time. time to maintain, upkeep. time.  time.</p>
<p>water 12.5% (4/32)  water ban. lack of water. no rain, no water,.  watering regulations, often dry out here, also lots of rock under top soil.</p>
<p>weeds 6.3% (2/32)  weeds. weeds,.</p>
<p>Total: 153.1% (49/32)</p>

## Opportunities/Constraints

69. On a scale from 1 to 10, rate the appeal of the garden in picture 1

- 1 6.3% (2/32)
- 2 9.4% (3/32)
- 3 3.1% (1/32)
- 4 12.5% (4/32)
- 5 18.8% (6/32)
- 6 15.6% (5/32)
- 7 9.4% (3/32)
- 8 12.5% (4/32)
- 9 6.3% (2/32)
- 10 6.3% (2/32)

---

Total: 100.0% (32/32), Mean: 5.6 (178/32), Mode: 5

---

70. On a scale from 1 to 10, rate the appeal of the garden in picture 2

- 2 6.3% (2/32)
- 3 3.1% (1/32)
- 4 6.3% (2/32)
- 5 9.4% (3/32)
- 6 25.0% (8/32)
- 7 15.6% (5/32)
- 8 18.8% (6/32)
- 9 9.4% (3/32)
- 10 6.3% (2/32)

---

Total: 100.0% (32/32), Mean: 6.5 (208/32), Mode: 6

---

71. On a scale from 1 to 10, rate the appeal of the garden in picture 3

- 1 6.3% (2/32)
- 2 3.1% (1/32)
- 5 9.4% (3/32)
- 7 12.5% (4/32)
- 8 18.8% (6/32)
- 9 31.3% (10/32)
- 10 18.8% (6/32)

---

Total: 100.0% (32/32), Mean: 7.7 (245/32), Mode: 9

---

72. On a scale from 1 to 10, rate the appeal of the garden in picture 4

- 2 3.1% (1/32)
- 5 6.3% (2/32)
- 6 9.4% (3/32)
- 7 28.1% (9/32)
- 8 21.9% (7/32)
- 9 18.8% (6/32)
- 10 12.5% (4/32)

---

Total: 100.0% (32/32), Mean: 7.6 (243/32), Mode: 7

---

73. For the picture of the garden you gave the highest rating, briefly explain why?

- appearance 34.4% (11/32)
- 3, bright and simple,. 3, lawn and rocks looks very neat.
- 1, nice balance of colour and height, courageous.
- 3, great variety, well maintained, easy to look at. 2, it is my style.
- 3,4, it looks pretty and very neat and tidy. 3,4, neat, manicured.
- 3,4, eye appealing.
- 3, nice lawn, got a lovely tree in it, nice flower bed.
- 2, natural and beautiful.
- 3, like the tidiness of it, simple shrubs, nice lawn.

---

clean 12.5% (4/32)  
3, looks clean, simple. 3,4, looks clean. 3,4, trimmed. 4, clean lines,.

---

colours 21.9% (7/32)  
3, nice colour but not overpowering. 2,3, colour,. 3,4, lots of colour,.  
3, beautiful colours and textures. 3,4, love the mix of colour,.  
3,4, colourful,. 1 colours, variety.

---

easy to maintain 15.6% (5/32)  
2, less maintenance. 3, easy to maintain. 3, easiest to maintain.  
3,4, easier to maintain. 2, looks like less maintenance.

---

flowers 6.3% (2/32)  
4, both shrubs and flowers.  
3, nice lawn, got a lovely tree in it, nice flower bed.

---

lawn 18.8% (6/32)  
3, lush green grass, not overfilled with plants,.  
3, I like the flat yard, nice grass, not too busy.  
3, nice green lawn, not busy,. 3,4, well manicured,.  
3, nice lawn, got a lovely tree in it, nice flower bed.  
3, like the tidiness of it, simple shrubs, nice lawn.

---

natural 21.9% (7/32)  
looks more natural. 2, most natural, sustainable.  
2, natural elements (rock),.  
2, like rocks, trees, ruggedness of the look. 2, very natural looking.  
2, natural and beautiful. 1, natural,.

---

organized 6.3% (2/32)  
organization, layout wasn't too cluttered. 3,4, organized,.

---

plants 9.4% (3/32)  
1,2, diversity of plant material, 3,4, plants and trees. 1, perennials,.

---

rocks 18.8% (6/32)  
3, love rocks. 2,3, rock formations,. 3,4, stone integrated nicely.  
1,2, use of structure (stone and fence).  
2, like rocks, trees, ruggedness of the look.  
1,4, lots of flowering plants for bees, pollinators.

---

shrubs 6.3% (2/32)  
4, both shrubs and flowers.  
3, like the tidiness of it, simple shrubs, nice lawn.

---

trees 12.5% (4/32)  
2,3, trees. 2, like rocks, trees, ruggedness of the look.  
3,4, plants and trees.  
3, nice lawn, got a lovely tree in it, nice flower bed.

---

useable 6.3% (2/32)  
2,3, usable green space,. 3, can actually play with kids.

---

variety 9.4% (3/32)  
3, great variety, well maintained, easy to look at. 3,4, variety.  
3,4, use of different components.

---

Total: 200.0% (64/32)

---

74. For the picture of the garden you gave the lowest rating, briefly explain why?

6.3% (2/32) 1, love the gate. 1, maybe bland looking at another time.

---

messy, busy, crowded 53.1% (17/32)  
1, looks dull and overgrown, you could lose small children in there.  
1,2,too many plants/bushes,. 1, looks messy.  
looks like a bunch of weeds to me. 1, looks messy. 1, looks overgrown,.  
1, too busy, too much going on, can't imagine playing with my kids there.  
1, too crowded,. 1, too busy,. 2, too much going on,.  
1,2, disorganized, overgrown. 2, not a fan of so many trees.  
1, wild, perennials are hard to keep control of.

- 1, I don't really like the wild look, that's too busy.
- 1, messy, overgrown, not manicured, looks sloppy.
- 1, hard to tell which is perennials and which is weeds.
- 1,2, wild, too natural looking.

---

too manicured 21.9% (7/32)  
too structured. 4, looks too manicured, no trees. 3, manicured.,  
3,4, lawn areas too large. 4, too formed.  
manicured lawns -lots of maintenance, water, seeding, cutting.  
3,4, not natural, contrived, golf course.

---

too much work 34.4% (11/32)  
1,2, needs a lot of work. 1, way too much upkeep.  
3, lot of maintenance required. 1, looks like a lot of work to maintain.  
1, looks somewhat unkempt, out of control. 1, too much for me.  
1, looks like a lot of work. 2, required maintenance.  
1,2, too hard to build it. 3, too much work. 1,2, too much work for me.

---

too rocky 6.3% (2/32)  
2, rocks are nice, but took up too much useful space.  
2, too rocky looking.

---

Total: 121.9% (39/32)

---

75. On a scale from 1 to 10, rate the appeal of the rain barrel or drainage option in picture 1

- 1 3.1% (1/32)
- 3 3.1% (1/32)
- 5 3.1% (1/32)
- 6 15.6% (5/32)
- 7 18.8% (6/32)
- 8 18.8% (6/32)
- 9 21.9% (7/32)
- 10 15.6% (5/32)

---

Total: 100.0% (32/32), Mean: 7.6 (242/32), Mode: 9

---

76. On a scale from 1 to 10, rate the appeal of the rain barrel or drainage option in picture 2

- 1 3.1% (1/32)
- 2 6.3% (2/32)
- 4 3.1% (1/32)
- 5 15.6% (5/32)
- 6 6.3% (2/32)
- 7 9.4% (3/32)
- 8 25.0% (8/32)
- 9 12.5% (4/32)
- 10 18.8% (6/32)

---

Total: 100.0% (32/32), Mean: 7.1 (227/32), Mode: 8

---

77. On a scale from 1 to 10, rate the appeal of the rain barrel or drainage option in picture 3

- 1 3.1% (1/32)
- 2 6.3% (2/32)
- 3 9.4% (3/32)
- 4 15.6% (5/32)
- 5 9.4% (3/32)
- 6 28.1% (9/32)
- 7 12.5% (4/32)
- 8 6.3% (2/32)
- 9 3.1% (1/32)
- 10 6.3% (2/32)

---

Total: 100.0% (32/32), Mean: 5.5 (176/32), Mode: 6

---

78. On a scale from 1 to 10, rate the appeal of the rain barrel or drainage option in picture 4

- 1 3.1% (1/32)
- 2 3.1% (1/32)
- 3 6.3% (2/32)
- 4 12.5% (4/32)
- 5 25.0% (8/32)
- 6 12.5% (4/32)
- 7 6.3% (2/32)
- 8 9.4% (3/32)
- 9 12.5% (4/32)
- 10 9.4% (3/32)

---

Total: 100.0% (32/32), Mean: 6.0 (193/32), Mode: 5

---

79. For the rain barrel/drainage option you gave the highest rating, briefly explain why?

- appearance 75.0% (24/32)
- 2, more natural better eye appeal.
  - 10, looks pretty, creates water feature in yard.
  - 2, love the looks, looks like it running into pond river.
  - 1, nice look, classy but still useful. 1, looks nice.
  - 2, looks natural, appealing.
  - 2, most appealing to look at, looks cool, insipuous.
  - 1, it looks interesting. 2, most visually appealing, looks tranquil.
  - 4, tucked in looks nicer (hidden away). 1, looks classy.
  - 1, highly detailed, high finesse solution.
  - 1, appealing container and not cluttered. 1, looks nicer.
  - 1, nice spout and barrel. 2, water feature, calming (but in the rain?).
  - 4, discretely hidden but useful. 1, looks nicer would fit in.
  - 1, looks nothing like a downspout, natural.
  - 1, very appealing to the eye, looks very nice and practical.
  - 1, aesthetically pleasing.
  - 2, like the idea of water going into pond, aesthetically pleasing.
  - 2, pond, natural appearance.
  - 1, unique looking, tidy, looks intentionally designed and placed.

---

functional 34.4% (11/32)

- 3 & 4, function over fashion.
- 3,4, I would love to have many barrels on our property.
- 2, I really like that it is draining into a pond not the grass.
- 1, nice look, classy but still useful. 1, is environmentally friendly.
- 2, uses drainage as part of landscape in yard.
- 4, great design to water full garden. 4, discretely hidden but useful.
- 4, covered lid, inconspicuous. 3, two barrels can collect more water.
- 4, looks functional.

Total: 109.4% (35/32)

80. For the rain barrel/drainage option you gave the lowest rating, briefly explain why?

pointless 12.5% (4/32)

- 1,2, pointless.
- 1, looks neither useful nor enhancing. looks like water, just goes into a pot.
- 2, not very good for collecting water/storage.
- 2, not sure what it is or how you would access the water.

---

safety concerns 9.4% (3/32)

- 2, I have 4 kids and this would be a constant problem in my house.
- 2, looks like a health hazard, breeds mosquitoes. 1, open lid.

---

ugly 75.0% (24/32)

- 3, too structured, not appealing.
- 1, looks neither useful nor enhancing. looks like water, just goes into a pot.
- 4, just looks ugly. 4, not appealing to the eye.
- 3, looks terrible, takes up too much space.
- 3 looks cluttered, 4 is visually ugly. 3, looks ugly, too large.
- 3, just plain ugly, aesthetically unappealing.
- 4, looks like a DIY job gone wrong. 3, too busy, not visually appealing.
- 2, not a fan of picture, looks like a fast fix. 3, too busy.
- 3, not organized, barrels all over place.
- 3, cluttered and too industrialized looking. 2, doesn't look nice.
- 3, looked overgrown. 4, looks like a garbae bin, utilitarian.
- 3,4, not at all attractive in the yard.

4, multicoloured attachment not aesthetically appealing, not pretty, rain barrel.  
4, looks terrible. 4, looks junky.  
3,4, looks too industrial, however, functional. 3,4, ugly, utilitarian.  
4, looks like my situation, have to hide it.

---

utilitarian 15.6% (5/32)

4, useful but utilitarian, plastic extension looks cheap.  
4, utilitarian approach, simplistic.  
4, looks like a garbage bin, utilitarian.  
3,4, looks too industrial, however, functional. 3,4, ugly, utilitarian.

---

Total: 112.5% (36/32)

---

81. Indicate the approximate age of your washing machine

3.1% (1/32) n/a.  
5 years or newer 53.1% (17/32)  
5-10 years 15.6% (5/32)  
over 10 years 28.1% (9/32)  
Total: 100.0% (32/32)

---

82. Indicate the approximate age of your microwave

3.1% (1/32) n/a.  
5 years or newer 50.0% (16/32)  
5-10 years 25.0% (8/32)  
over 10 years 21.9% (7/32)  
Total: 100.0% (32/32)

---

83. Indicate the approximate age of your toilet in main bathroom (most used)

5 yrs or newer 53.1% (17/32)  
5-10 yrs 18.8% (6/32)  
over 10 years 28.1% (9/32)  
Total: 100.0% (32/32)

---

84. Indicate what type of washing machine you have.

3.1% (1/32) n/a.  
front loading washer 53.1% (17/32)  
top loading washer 43.8% (14/32)

---

Total: 100.0% (32/32)

---

85. From where or from whom do you typically purchase large home appliances, such as a washing machine?

3.1% (1/32)  
hand me downs.

---

Home Depot 21.9% (7/32)  
wherever the sale is, Home Depot usually 0% credit card. Home Depot.  
Home Depot. box stores (Home Depot). Home Depot. Home Depot. Home Depot.  
Sears 25.0% (8/32)  
Sears. Sears,. Sears. Sears. Sears. Sears or TA. Sears,. Sears.

---

appliance store 37.5% (12/32)  
department store. appliance store. appliance store.  
appliance dealer (Ademan's),. appliance store, Vernon Smith's.  
washing machine from Eatons,. appliance store. Vernon Smiths.  
Goeman's Appliances. local businesses, independent.  
department store, appliance store. Shuh's,.

---

best deal 12.5% (4/32)  
I shop around and find the best deal. on sale, best deal.  
best quality at the best price. based on online reviews.

---

big box store 18.8% (6/32)  
Costco. I shop around big box stores. big box furniture store.  
Future Shop. The Brick.  
the cheapest of the big box stores, for the model I desire,.

---

internet 6.3% (2/32)  
kijiji. internet research,.

---

Total: 125.0% (40/32)

---

86. From where or from whom do you typically purchase plumbing fixtures, such as toilets and faucets?

6.3% (2/32) research, on sale, best deal.

---

Canadian Tire 15.6% (5/32)  
Costco 6.3% (2/32)  
Home Depot 62.5% (20/32)  
Home hardware 9.4% (3/32)  
Internet 6.3% (2/32)  
Lowe's 3.1% (1/32)  
Rona 15.6% (5/32)  
big box store 15.6% (5/32)  
plumber 6.3% (2/32)  
specialty stores 9.4% (3/32)  
Emco,. Marks Supply,. Noble Trade. specialty stores. Stan's Plumbing.

---

Total: 156.3% (50/32)

---

87. Do you have a water softener?

No 21.9% (7/32)  
Yes 78.1% (25/32)  
Total: 100.0% (32/32)

---

88.1. If yes, provide the first reason you have a water softener.

6.3% (2/32)  
been told we should have one. keep water soft.

---

no answer 21.9% (7/32)

---

came with house 6.3% (2/32)  
came with house. it was already in the house.

---

hard water 31.3% (10/32)  
hard water. terribly hard water in Guelph. Guelph's water is hard.  
water is hard. hard water. water in Guelph is too hard.  
Guelph water is hard. water in Guelph so hard. Guelph's hard water.  
hard water in Guelph.

---

less mineral build up 21.9% (7/32)  
reduces scum. better for plumbing. to prolong the life of appliances.  
to keep lime deposits down. lime deposits.  
keep the pipes clear of lime build up. less mineral build up.

---

shower 6.3% (2/32)  
shower. I like soft water to shower.

---

washing/cleaning 6.3% (2/32)  
makes cleaning easier. it's needed in our area, dishes.

---

Total: 100.0% (32/32)

---

88.2. If yes, provide a second reason you have a water softener

6.3% (2/32) it came with house. good for water quality.

---

no answer 28.1% (9/32)

---

appliances 15.6% (5/32)  
appliances. better for appliances.  
keep down corrosion on pipes and appliances.  
easier on dishwasher, washing machine. avoid damage to dishwasher.

---

plumbing 15.6% (5/32)  
protects pipes. plumbing to protect it (horrifying without it in Guelph).  
keep down corrosion on pipes and appliances.  
saves a lot of plumbing fixtures (lime). protect pipes.

---

shower 6.3% (2/32)  
showers. showers are nicer.

---

skin & hair 15.6% (5/32)  
for my wife's skin and hair. hard water, hair. easier on skin.  
better on skin and hair. dry skin.

---

washing 21.9% (7/32)  
make sure dishes are not scummy. cleaner washing. clothes washing.  
better for washing. cannot lather up. saves on detergent.  
I use less soap.

---

Total: 109.4% (35/32)

---

88.3. If yes, provide the third reason you have a water softener

9.4% (3/32)  
Guelph has hard water,. health. tastes better.

---

no answer 34.4% (11/32)

---



---

appliances 3.1% (1/32)  
better for dishwasher.

---

plumbing 18.8% (6/32)  
scale buildup is awful. hard water destroys plumbing fixtures. no stains.  
better for pipes. saves pipes wear and tear.  
to keep my pipes from plugging up.

---

showers 6.3% (2/32)  
water feels better in the shower. better for showers and.  
skin & hair 21.9% (7/32)  
healthy skin. feels better on skin,. skin.  
water feels better when bathing. feels better on skin. skin, hair,.  
water feels silkier.

---

washing 25.0% (8/32)  
for washing and dishwasher less soap. cleaner dishes,. dish washing,.  
saves soap. soap works. washing dishes, clothes.  
harsh feeling clothes without it. handwashing dishes, soap lasts longer.

---

Total: 118.8% (38/32)

---

89. If no, briefly explain why not?

9.4% (3/32)  
space, don't have enough for one in my basement. waste of water.  
drinking water, adding salt to waste water.

---

no answer 78.1% (25/32)

---

money 9.4% (3/32)  
can't afford it. just an added expense.  
money, doesn't bother me, use Brita filter.

---

not needed 6.3% (2/32)  
not needed,. lower on my list of improvements.

---

Total: 103.1% (33/32)

---

## Understanding

90. What is a Blue Built Home?

6.3% (2/32) up to date. water/moisture resistant.

---

energy efficient 12.5% (4/32)  
energy efficient. one with all energy saving components possible.  
one that uses natural insulation, eco friendly.  
home with the efficiency built in.

---

no idea 59.4% (19/32)  
?. don't know. . ?. don't know. no idea. ?. no idea. ?. . . don't know.  
not sure, efficient. don't know. don't know. . not sure. no idea.  
no idea.

---

recycled materials 9.4% (3/32)  
built with recycled goods. made of recycled material.  
made of recyclable materials.

---

water efficient 12.5% (4/32)  
water efficient home. one that minimizes water use/consumption.  
water conservation based.  
house built with water and environmentally friendly.

---

Total: 100.0% (32/32)

---

91. What is the City of Guelph's Healthy Landscape Visit program?

12.5% (4/32)

where you visit other people's houses and gardens.  
visit homes that meet healthy requirements.  
program run by City of Guelph. rainbarrel and toilets.

---

home visit & improvements 34.4% (11/32)  
they come look at your landscape tell how to improve.  
visit to look at your landscape, suggestions etc.  
a city worker comes and evaluates your landscape.  
free advice on landscape, maintenance.  
how to alter home property/landscape to reduce water use.  
will come to your house and help with healthy landscaping.  
review of current landscape and plans for revision.  
people visit and give landscape advice.  
free visit to discuss alternates to keeping green lawn.  
they come to your home and help you design.  
they will come to your home and help you design water wise gardens.

---

no idea 53.1% (17/32)  
don't know, they come and assess yards?. ?.  
don't know, Guelph will check lawn/landscape?. never heard of it.  
no idea. ?. ?. no idea. never heard of it. don't know. . . don't know.  
don't know. . no idea, someone from city visits home?. no idea.

---

Total: 100.0% (32/32)

---

92. What is a demand regenerated water softener?

3.1% (1/32)  
one that recycles water.

---

no answer 28.1% (9/32)  
. don't know. don't know. no idea. don't know. . . . no idea.

---

on demand 68.8% (22/32)  
only cycles after certain amounts of litres used. on demand.  
regenerates when hardness reaches certain level.  
only regenerates when needed by water usage.  
regenerates as soon as water is used.  
works on demand only not constantly.  
will not recycle continuously, only on demand. it is triggered by usage.  
ond demand w. replaces water only when used. comes on when needed.  
works on household demand and regens. only softens as needed.  
one that regenerates only when needed.  
it only refreshes when supply is low. operates on use only.  
only regenerates when needed. use when on demand turned on.  
only heats when water called. not sure, only works on demand?.  
on demand softener that only regenerates when required.  
processes water as used.

---

Total: 100.0% (32/32)

---

93. What is grey water?

12.5% (4/32)  
water that sits in a reserve. run off water. water from ground.  
toilet water and irrigation water (treated).

---

no answer 25.0% (8/32)  
no idea. . water that is gray? no idea. . . . ?. no idea.

---

not clean 9.4% (3/32)  
water that is not clean. dirty water? never heard. not clean.

---

used water 21.9% (7/32)  
used water, dishes. water that has been used within home.  
used, ie bath water. used water, partially dirty. used water.  
used water, sinks etc.. reuseable water.

---

water from sinks & appliances 31.3% (10/32)  
shower and sink water. toilet/dish water, washing machine water.

water from showers, sinks.  
re-used handwashing water etc. for toilets etc..  
shower, sink drain water. recovered shower, toilet water etc.  
water from tub etc. water not from toilets.  
water from sinks and washing machine.  
waste water from appliances like dishwasher and washing machine.

---

Total: 100.0% (32/32)

---

94. From where does the City of Guelph get its water supply?

Arkel Springs 25.0% (8/32)  
Arkel Springs. Arkel Springs., underground, Artell. Arkel Wells. Arkel.  
Arkel. Arkel springs. Arkel Springs.

---

no answer 12.5% (4/32)  
?. . . no idea.

---

artesian wells 9.4% (3/32)  
wells/artisan. artesian wells. artesian wells around the area.

---

lakes 6.3% (2/32)  
Lake Huron. Lake Erie.

---

other 9.4% (3/32)  
Kitchener. ground water. water plant.

---

resevoir 6.3% (2/32)  
rivers feeding Guelph Lake. reservoir? lakes.

---

rivers 9.4% (3/32)  
Eramosa River., rivers. Speed River.

---

springs 9.4% (3/32)  
springs. springs., Aberfoyle springs.

---

underground aquifer 25.0% (8/32)  
underground. aquifer. underground aquifer. aquifer. Aberfoyle?. aquifer.  
aquifer. Aberfoyle aquifer.

---

Total: 112.5% (36/32)

---

95.1. Identify up to 3 native plants

Various 43.8% (14/32)  
thistle. chicory., trefoil. sumac. bull rushes., sequoia. peonies.  
black walnut., red osier dogwood. snowdrops. St Annes lace., milkweed.,  
goldenrod., solomon seal., columbine. buckthorn trees., milkweed.  
clover., sedum., daisy., white birch. jack in the beanstock.,  
cherry blossom.

---

No answer 12.5% (4/32)  
Trillium 28.1% (9/32)  
ash 6.3% (2/32)  
blue spruce 6.3% (2/32)  
dandelion 21.9% (7/32)  
elm 6.3% (2/32)  
evergreen trees 9.4% (3/32)  
evergreen tree. balsom fir., black spruce., evergreen.  
ferns 6.3% (2/32)  
hostas 9.4% (3/32)  
iris 6.3% (2/32)  
lilac 3.1% (1/32)  
lily 9.4% (3/32)  
maple tree 25.0% (8/32)  
oak tree 9.4% (3/32)  
willow 3.1% (1/32)

---

Total: 206.3% (66/32)

---

96. What is a rain water harvesting system?

no answer 9.4% (3/32)  
don't know, I'm assuming it's different than a collector system. .  
to store water in?.

---

collect rainwater 37.5% (12/32)  
collects rainwater.  
a series of rainbarrels or catch basin to store water.  
collection of rainwater in a reservoir.  
method of collecting rainwater for a variety of uses.  
collect and use to water lawns, gardens.  
distribute rainwater to gardens around home.  
take roof and lot drainage, capture and reuse.  
one that holds rainwater for the homes use.  
using rainwater and reusing for every day use. large cistern to collect.  
catchment for irrigation purposes.  
water barrel another form of capturing rainwater for gardening purpose.

---

rain barrel 50.0% (16/32)  
water used from rain, rain barrel.  
rainbarrels and diversion of downspout runoff.  
rain barrels used to collect rain. rain barrels to gather rainfall.  
like a rain barrel, collects rain then reused in the home. rain barrels.  
water barrels that collect. waterbarrel, used to collect rainwater.  
from rainwater into a pail or pot. rain barrels?.  
collection of rainwater in barrels or large containers for reuse.  
a rain barrel or something hooked up to eaves downspout to save water naturally.  
using rainbarrel and hose as an irrigation. rain barrel. rain barrel.,  
rainbarrel.,

---

water from downspouts 12.5% (4/32)  
collects rain water from roof and stores to use for toilets and watering.  
rainbarrels and diversion of downspout runoff.  
brings water from downspouts to containers.  
collection of water from eaves.

---

Total: 109.4% (35/32)

---

97. What does a Level 1, Yellow watering restriction mean?

3.1% (1/32)

all levels mean don't water anything!

---

alternate days 25.0% (8/32)

use a hose with a nozzle, alternate days, careful use.  
only water lawns on even days even address, odd days odd address.  
only water on even/odd # days. you can only water every other day.  
warning, every other day. be frugal, water on house even or odd days.  
water on odd/even days. lawns alternating days but carwash, shrubs OK8.

---

alternate days 7-9 15.6% (5/32)

every other day, 7-9 am and 7-9 pm.  
alternate day watering, 7-9am 7-9pm, reduce usage.  
water on alternate days, pm and am.  
be careful with use, alternate days 7-9am 7-9pm.  
alternate days 7-9am 7-9pm to water, odd and even house numbers.  
don't know 12.5% (4/32)  
no idea. ?. don't know. don't know.

---

reduce water use 15.6% (5/32)

reduce water use and be aware of consumption. reduce consumption.  
refrain from unnecessary use. limited water use.  
reduce the use of outdoor water use.

---

unrestricted 6.3% (2/32)

you can use the water as you normally would. unrestricted.

---

use with caution 25.0% (8/32)

use with caution. caution. use with caution and care7.  
limit use, its not dangerously low be cautious, may fill pools etc.  
use with caution, store. use caution in water use. caution on water use.  
cautionary use,.

---

Total: 103.1% (33/32)

---

## Meeting Evaluation

98. On a scale from 1 to 10, rate your level of satisfaction with this session,  
where 1 is low and 10 is high

2 3.1% (1/32)  
4 3.1% (1/32)  
6 6.3% (2/32)  
7 21.9% (7/32)  
8 34.4% (11/32)  
9 18.8% (6/32)  
10 12.5% (4/32)

---

Total: 100.0% (32/32), Mean: 7.8 (249/32), Mode: 8

---

99. Why did you give this rating?

3.1% (1/32)  
would give it a 10 if not for the delayed start.

---

better information 9.4% (3/32)

want better info, seemed somewhat random.  
instruction on when to be here were all over the map.  
what are you looking for -opinion? options? feedback? water use? water conservation?.

---

easy 15.6% (5/32)

It was pretty standard and easy to follow. easy. easy..  
lady running it was quick and easy to understand,. easy to answer.

---

good facilitation 12.5% (4/32)

clear,. reasonable time and questions.  
facilitator was very good and kept everyone on track,.  
speaker was clear and loud enough to hear.

---

good questions 18.8% (6/32)

questions were clear and relevant.

questions thought out and wend well in order. good and fairly organized.,  
challenging questions. good questions,. clear questions,.

---

inclusive 9.4% (3/32)

not sure how info used but hope it will help make the city better.  
was allowed to provide input on an important topic. very inclusive.

---

interesting 31.3% (10/32)

learned more about water conservation. it was interesting. interesting.  
liked drawing. it does sound like a good topic.  
learned something, great things to contemplate.  
I realize what I don't know aobut my city. very informative.,  
made you think about your landscape choices. enjoyable.,  
makes you think about gardens, healthy gardens. made me think a lot.

---

no discussion 12.5% (4/32)

this could be done online at home, there was no vocal input or discussion.  
my opinion was not really asked. I wish we had a chance to dialogue.  
felt rushed (I get why) but wish we could discuss more than pen to paper. Discussion would opened up more discussion and

feedback from me..

---

on time 3.1% (1/32)

started on time,.

---

quick 21.9% (7/32)

quick pace,. I rated this an 8, It was quick. quick and timely. fast.  
lady running it was quick and easy to understand,. it was quick.,  
good pace,.

---

too fast 9.4% (3/32)

time constraints. a bit fastpaced. almost went too fast.

---

Total: 146.9% (47/32)

---



To: **Emily Stahl** Company: **City of Guelph**  
 From: **Sam Ziemann** Our File: **75-41-151088**  
 Cc: **Wayne Galliher, Tracy Patterson** Date: **9 December 2015**  
 Subject: **Final Business Research Report**

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# City of Guelph Water Efficiency Strategy Update

## **BUSINESS RESEARCH REPORT**

**C3 WATER INC.**

**9 December 2015**

VERSION	DATE	DESCRIPTION OF REVISIONS	REVISED BY	REVIEWED BY
1	November 9, 2015	Draft Business Research Report	Tracy Patterson Andrea Williams	Sam Ziemann
2	November 24,2015	Final Business Research Report	Andrea Williams	Sam Ziemann

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### **APPENDIX 1 Guiding Questions**

### **APPENDIX 2 Themes**

### **APPENDIX 3 Thematic Constraints and Opportunities**



## 1.0 EXECUTIVE SUMMARY

### 1.1 Background & Context

The City of Guelph's (City) Water Supply Master Plan has identified water conservation as the most cost-effective and immediately available method of sustaining water supply capacity. The City has ranked water conservation as a top priority through various strategies and strategic plans. The Water Supply Master Plan (2014) recommends the City's demand reduction target be revised to achieve 19,750 cubic metres per day by 2038 (coinciding with the timelines of the City's Official Plan). Water Services is updating the 2009 Water Conservation and Efficiency Strategy to identify program resources for this next planning period.

Since 2006, 7,116 m<sup>3</sup>/day of water/wastewater capacity has been reclaimed enabling the City to delay the need for about \$35.6 million in additional water and wastewater infrastructure. The Industrial, Commercial and Institutional Capacity Buyback Program has been reported to have contributed 1,565 million litres of water savings between the years 2006 to 2012<sup>1</sup>. While the Industrial, Commercial and Institutional Capacity Buyback and other water saving programs have provided savings for the City, their participation rates and water savings are beginning to plateau.

In preparation of the Water Efficiency Strategy Update, key informants in the business and industry sectors were asked to contribute via phone calls and online meetings. Their feedback on programming and future initiatives will continue to generate sustainable and economically beneficial water savings.

### 1.2 Project Description

Businesses in the industrial, commercial, and institutional sectors, including builders/developers, and relevant service providers (plumbers, landscaping contractors and retailers) in Guelph were invited to participate in market research for the Water Efficiency Strategy Update. From their responses, constraints and opportunities for future water efficiency programming were extracted.

#### 1.2.1 Research Objectives

The objectives of the key informant interviews with industrial/commercial/institutional property owners/managers, builders/developers and service providers are as follows:

1. Determine opportunities and constraints for industrial/commercial/institutional property owners/managers to implement water efficiency practices and/or measures.
2. Determine opportunities and constraints for builders/developers to implement enhanced water efficiency measures in new construction.
3. Determine operational priorities of industrial/commercial/institutional property owners/managers that could influence their decisions concerning water efficiency measures and practices.
4. Identify sustainability/environmental policies and programs in place at industrial/commercial/institutional businesses, including the rationale for such policies and programs and to what degree, if any, they have

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<sup>1</sup> City of Guelph: Assessing Effectiveness of Water Efficiency Strategy (January 22, 2014)

served or could serve as an impetus for water efficiency.

5. Determine the perceived value (and related insights) of the City’s Capacity Buyback Program to industrial/commercial/institutional property owners/managers.
6. Determine external initiatives – financial and non-monetary incentives, financing options and/or municipal policy, regulatory and operational changes – which could encourage higher uptake water efficiency practices and measures by residential (via service providers), industrial/commercial/institutional property owners/managers (and also via service providers), and builders/developers.
7. Determine the potential influence or role, if any, of service providers in landscaping, and plumbing in motivating uptake of water efficiency practices by industrial/commercial/institutional property owners/managers and/or single-family homeowners.
8. Identify and explore consistencies/inconsistencies with research findings from the best practices review.

**1.2.2 Research Methodology**

The project team identified priority business sectors/sub-sectors to target for the research based on securing a representative sample of Guelph-based businesses and ensuring higher water using customers were captured in the research sample.

The sixteen key informant interviews were selected from both the City’s Economic Development Department Business Listing and a listing of water using businesses operating in Guelph (determined through non-residential customer water demand analysis).

Interview summaries capturing key informants’ responses were generated upon completion of the interviews. Themes or consistencies in responses were identified and noted, as these are indicative of significant constraints or opportunities requiring more detailed analysis.

**1.2.3 Research Sample**

The research sample was comprised of property owners/managers in the industrial, commercial and institutional sector, including builders/developers, and service providers in plumbing and landscaping.

**1.3 Research Findings**

Numerous consistencies or themes arose from the interviews with key informants in the research sample. Table 1.1 groups the thematic constraints and opportunities by the following business categories: industrial/commercial/institutional, builders/developers and service providers found from the key informant interviews.

**Table 1.1: Constraints and Opportunities**

INDUSTRIAL/COMMERCIAL/INSTITUTIONAL	
Constraints	<ul style="list-style-type: none"> <li>- The return on investment is too long (greater than 3 years) for implementing water efficiency measures.</li> <li>- Currently the focus is on energy saving investments due to acceptable payback periods.</li> <li>- There is an administrative burden of participating in the City’s Capacity Buyback Program.</li> <li>- Inconsistent and generic communications and engagement of businesses by City Capacity Buyback programming representatives.</li> </ul>

Opportunities	<ul style="list-style-type: none"> <li>- Corporate-level environmental commitment.</li> <li>- Reducing operating costs is a primary driver.</li> <li>- Willingness to make water saving investments (with a return on investment under 3 years).</li> </ul>
BUILDERS/DEVELOPERS	
Constraints	<ul style="list-style-type: none"> <li>- Remaining cost competitive.</li> <li>- Perception that buyers do not consider water efficiency a worthwhile upgrade.</li> <li>- Delays in approvals due to beyond code construction.</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>- Willingness to “push the envelope”.</li> <li>- Most Net Zero homes qualify as a bronze Blue Built Home.</li> <li>- Builders are receptive to implementing water efficient measures as long as they are profitable.</li> <li>- Reduction in approvals time was identified as a potential driver.</li> </ul>
SERVICE PROVIDER	
Constraints	<ul style="list-style-type: none"> <li>- Cost competitive services.</li> <li>- Competition with City subsidized “free” services.</li> <li>- Homeowners’ preconceived priorities of aesthetics focused on “big flowery plants” and upgrades on finishes that they “can see and touch”.</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>- High awareness of the latest technology/concepts in the marketplace.</li> <li>- Service all sectors, usually from being recommended.</li> <li>- Pursue further education and certification.</li> <li>- For service providers, the quality of service and cost competitiveness are major considerations/ drivers.</li> <li>- Service providers consider regional and municipal water conservation and efficiency initiatives as being developed in silos, but there is opportunity for collaboration and consistency of message (e.g. Region of Peel with Fusion Landscaping and City of Guelph with Healthy Landscapes).</li> </ul>

**1.4 Summary**

Findings from research interviews conducted with key informants in the industrial, commercial and institutional sectors, including builders/developers, and service providers (plumbing and landscaping businesses) has been analysed separately and in combination with the findings from primary research with Guelph homeowners<sup>2</sup>. A culmination of the research findings analysis will inform the direction for future water efficiency programming to be recommended in the Water Efficiency Strategy Update.

<sup>2</sup> City of Guelph Water Efficiency Strategy Update: Homeowner Research Report (Nov 5, 2015)

### 2.0 BACKGROUND AND CONTEXT

In 2006, City of Guelph Council endorsed the Water Supply Master Plan. Water conservation was identified as the most cost-effective and immediately available method of sustaining water supply and was ranked as the top priority. The Water Supply Master Plan included three reduction targets based on 2006 daily water production volumes:

- Reduction of 10 percent (5,300 m<sup>3</sup>/day) in average day water use by 2010;
- Reduction of 15 percent (7,950 m<sup>3</sup>/day) in average day water use by 2017; and
- Reduction of 20 percent (10,600 m<sup>3</sup>/day) in average day water use by 2025.

To achieve these targets, the City developed the Water Conservation and Efficiency Strategy. Input and ideas provided by local businesses and residents set the direction for water conservation and efficiency programs set out in the strategy. The 2009 award winning strategy was endorsed by Council and positioned the City as a leader in water efficiency and conservation. It set the direction for policies, programs and initiatives to achieve an aggressive water use reduction target of 8,773 cubic metres per day by 2019.

In July of 2014, Guelph City Council endorsed the Water Supply Master Plan Update. Water capacity reclaimed through water conservation programs continues to be a top priority in achieving a sustainable and cost effective community water supply. The updated Master Plan recommends the City's demand reduction target be revised to achieve a total of 19,750 cubic metres per day by 2038 (coinciding with the timelines of the City's Official Plan) from the 2006 average day water use. Water Services is updating the 2009 Water Conservation and Efficiency Strategy to identify program resources for this next planning period.

Since 2006, the City has reclaimed 7,116 m<sup>3</sup>/day of water/wastewater capacity, enabling the City to delay the need for about \$35.6 million in additional water and wastewater infrastructure. The Capacity Buyback Program has been credited with saving 1,565 million litres of water between the years 2006 - 2012<sup>3</sup>. Other water conservation programs relating to the business sector include toilet and washing machine rebates. Even though these programs have provided savings for the City, their participation rate and water savings are approaching market saturation.

The 2015 Water Efficiency Strategy Update will identify preferred policies, programs and vehicles, including necessary supporting resources and monitoring protocols, to achieve the water demand reduction targets set out in the 2014 Water Supply Master Plan Update.

### 3.0 PROJECT DESCRIPTION

In preparation of the 2015 Water Efficiency Strategy Update, key informants in the business sector were again asked to contribute to the development of the strategy that will continue to generate sustainable and economically beneficial water savings.

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<sup>3</sup> City of Guelph: Assessing Effectiveness of Water Efficiency Strategy (January 22, 2014)

Businesses in the industrial, commercial and institutional sectors, including builders/developers, and relevant service providers (plumbers, landscaping contractors and retailers) in Guelph were invited to participate in market research for the Water Efficiency Strategy Update. Interviews were conducted in-person and on the telephone from August to October 2015.

### 3.1 Research Objectives

The objectives of the key informant interviews with industrial/commercial/institutional property owners/managers, builders/developers and service providers are as follows:

1. Determine opportunities and constraints for industrial/commercial/institutional property owners/managers to implement water efficiency practices and/or measures.
2. Determine opportunities and constraints for builders/developers to implement enhanced water efficiency measures in new construction.
3. Determine operational priorities of industrial/commercial/institutional property owners/managers that could influence their decisions concerning water efficiency measures and practices.
4. Identify sustainability/environmental policies and programs in place at industrial/commercial/institutional businesses, including the rationale for such policies and programs and to what degree, if any, they have served or could serve as an impetus for water efficiency.
5. Determine the perceived value (and related insights) of the City's Capacity Buyback Program to industrial/commercial/institutional property owners/managers.
6. Determine external initiatives – financial and non-monetary incentives, financing options and/or municipal policy, regulatory and operational changes – which could encourage higher uptake water efficiency practices and measures by residential (via service providers), industrial/commercial/institutional property owners/managers (and also via service providers), and builders/developers.
7. Determine the potential influence or role, if any, of service providers in landscaping, and plumbing in motivating uptake of water efficiency practices by industrial/commercial/institutional property owners/managers and/or single-family homeowners.
8. Identify and explore consistencies/inconsistencies with research findings from the best practices review.

### 3.2 Research Methodology

The project team identified priority business sectors/sub-sectors to target for the research based on securing a representative sample of Guelph-based businesses and ensuring higher water using customers were captured in the research sample.

Sixteen interviews with key informants was the original target for the business sector research with the provision that should there be significant inconsistencies in the information collected via the interviews, supplemental interviews with additional businesses would be undertaken.

The interviews targeted the industrial, commercial, and service sectors. Twenty commercial and industrial businesses were selected from both the City's Economic Development Department Business Listing and a listing of water using businesses operating in Guelph (determined through non-residential customer water demand analysis).

Guiding questions were developed for the key informant interviews with industrial/commercial property owners/managers, builders/developers and service providers. A copy of the guiding questions used for the

interviews is included in Appendix 1. The questions were reviewed and vetted by project personnel at the City. Although the guiding questions provided direction for the key informant interviews thereby ensuring the information sought from respondents was obtained, an open discussion approach to interviews was taken. This approach allowed the interviewer to follow a line of conversation and explore important areas of discussion in greater detail. All interviews were confidential. Confidentiality is an important aspect of research as it encourages a more open dialogue between the interviewer and the key informant.

Key informant interviews provide valuable insight into those facets of business functions – business models, priorities, operations, profit centres, prospecting, client support, environmental policies, etc. – that represent constraints or opportunities for uptake of water efficiency measures and practices by business owners/managers, and for promotion and application by service providers.

Interview summaries capturing key informants’ responses were generated upon completion of the interviews. Themes or consistencies in responses were identified and noted, as these are indicative of significant constraints or opportunities requiring more detailed analysis.

### **3.3 Research Sample**

The research sample was comprised of property owners/managers in the industrial, commercial and institutional sector, including builders/developers, and service providers in plumbing and landscaping. Table 3.1 provides a listing of the businesses contacted and the key informants for those organizations who were interviewed.

**Table 3.1: Business Research and Key Informants List**

ORGANIZATION	KEY INFORMANT
Owens Corning Canada	Robert Nixon
Gay Lea Foods	Jeff Miller
LPP Manufacturing (A division of Linamar)	Mike Russell, John Banks and John Zardo
Blount International	Dan Lawson and Les Kuczynski
Primaris (A division of H&R REIT)	Michael Roberts
Skyjack	Zachary Oliveira
Schlegel Villages	Aaron Orrell
St Joseph's Health Centre	Anne Groulx and Tony Ferreira
Sloot Construction	John Sloot
Gemini Homebuilders	Laurie Belanger
The Landplan Collaborative Ltd	Owen Scott
Brydges Landscape Architecture Design	Paul Brydges
Royal City Nursery	Tanya Olsen
AquaMaster (ACi Distributing Inc.)	Kyle Hicks
Jim-L Plumbing & Heating Inc.	James Rice
Wellington Plumbing & Heating Ltd.	George Elgersma

## **4.0 RESEARCH FINDINGS**

Numerous consistencies or themes arose from the interviews with key informants in the research sample. The most common or limiting factor for the uptake of water efficiency practices and measures identified by key informants across all groups is the long payback period associated with such investments. The greatest

opportunity for water efficiency resides in the fact that key informants in the industrial and commercial sectors, including builders/developers, indicated a willingness to address and/or promote water efficiency provided their efforts did not require significant investments with poor returns, undermine competitiveness, create delays (builders/developers), or result in long term maintenance costs/efforts.

A summary of findings from the key informant interviews with Guelph businesses is included in Appendix 2.

### 4.1 Themes

As discussed, responses provided by key informants to guiding questions about business operations and opportunities, and limiting factors to the uptake of water efficiency practices and measures were grouped and analysed to identify themes. Identifying general themes uncovers potential constraints and opportunities across business sectors. Themes are indicative of areas of focus for water efficiency planning by the City.

Thematic constraints and opportunities identified through interviews with key informants are summarized in tabular form in Appendix 3. Below are the main findings, by business category, from the key informant interviews.

#### 4.1.1 Constraints – Industrial, Commercial and Institutional

Respondents in the industrial, commercial and institutional sectors were unified in the view that an extended payback period was the primary factor limiting implementation of water efficiency measures. Efficiency investments with payback periods in excess of two years were identified as unlikely to occur. Only in the case of major process changes, where longer term investments are planned, would water efficiency upgrades with paybacks up to three years be considered.

Investments in efficiency upgrades are primarily focused on energy due to the short payback period associated with such investments. Both the cost of energy and the incentives provided by energy utilities were cited as reasons for investments in alternative energy or energy saving measures and practices.

Respondents in the industrial, commercial and institutional sectors also identified the administrative burden associated with the City's Capacity Buyback Program as a significant constraint. In contrast, numerous respondents indicated that the incentives offered by the energy service companies were quite straight forward and involved minimal paper work and reporting requirements.

A final constraint identified by respondents pertained to a perceived lack of consistency in the communications from City staff. Respondents described being contacted via telephone and email, rarely by the same individual at the City and with little new to offer. The energy utilities' programs were held up as examples wherein the respondents dealt with one individual over a period of years. The utility representatives would meet regularly with the respondents, and would identify new incentives and/or new measures/technologies to reduce energy use and operating costs. Respondents identified this relationship with energy utility representatives as productive, indicating this was not always the case with the City.

### 4.1.2 Opportunities – Industrial, Commercial and Institutional

Several opportunities for water efficiency in the industrial, commercial and institutional sectors were identified through the interviews with key informants. Opportunities reside in the following areas:

- Most respondents indicated a corporate-level environmental commitment reflected in environmental and/or sustainability policies and practices.
- Reducing operational costs is a primary driver for the majority of industrial and commercial facilities represented in the research, and this is particularly true for manufacturing facilities and property management firms.
- Respondents are willing to make investments in water efficiency provided such investments offer a reasonable payback period of under three years.

### 4.1.3 Constraints – Builders/Developers

Builders/developers in Guelph, as in all other communities, must deal with increasing costs of land, construction (labour, materials and energy) and expenses associated with securing approvals. These costs must be recovered through sales/occupancy rents and fees, so keeping costs in line with what the market will bear and remaining cost competitive creates constraints associated with beyond building code requirements for water efficiency.

A second significant barrier is the perception amongst respondents that new home buyers do not consider water efficiency an upgrade worth the additional cost. Builders believe that the majority of homeowners do not value beyond-code building (i.e. water efficiency measures beyond the Ontario Building Code). Their perception is that the Guelph marketplace is not receptive to paying for water efficiency upgrades, especially when in competition with more traditional upgrades such as granite countertops.

Delays in approval times for construction projects that go beyond code can add significant costs and delay the time to market. New technologies or measures can create problems and/or delays in securing approvals from one or more reviewers who either lacks the expertise to evaluate or isn't familiar with the particular technology.

Some respondents indicated that the real opportunity for water efficiency resides with the existing housing market (read, not with the new home market).

### 4.1.4 Opportunities – Builders/Developers

There is a willingness amongst builders/developers to “push the envelope”, particularly in the area of energy efficiency. It is worth noting that most Net Zero homes qualify as a bronze Blue Built Home, provided they install the required appliances. Builders/developers are open to enhanced water efficiency in new construction provided these measures can be implemented with a net benefit to the bottom line. Lastly, reduction in approvals time was identified as a potential driver for beyond code water efficiency measures in new construction.



### 4.1.5 Constraints – Service Provider

Service providers in both plumbing and landscape design/installation must offer cost competitive services on par with other comparable service providers. If the cost of the product, service or measure is significantly higher, it is a difficult “sell” to a customer. Another constraint identified by respondents was direct competition with the services they offer that is also provided by the City which are subsidized “free” services.

A final challenge for water efficiency is the priorities of homeowners that meet preconceived aesthetics focused on “big flowery plants”, and upgrades on interior finishes “that [homeowners] can see and touch” over any water efficient value such upgrades could provide.

### 4.1.6 Opportunities – Service Provider

In general, the service providers interviewed were very aware of the latest technology/concepts in the marketplace for water efficiency. They service all sectors and receive the majority of work from recommendations made from former clients. Of those interviewed, some had participated in further education such as completing a Green Plumbers certification or working with the Water Quality Association on water softeners.

Quality of service and cost competitiveness are major considerations for service providers. Water efficiency products, designs, and services that maintain their cost competitiveness and offer quality to the customer would be embraced by service provider respondents.

In general, some service providers commented that regional and municipal water conservation and efficiency initiatives are being developed in silos and with different water efficiency campaigns, programs and messages being delivered simultaneously. They therefore saw an opportunity for collaborative programming and delivery of common and consistent messages.

## 5.0 SUMMARY - INTEGRATED ANALYSIS

Findings from research interviews conducted with key informants in the industrial, commercial and institutional sectors, including builders/developers, and service providers (plumbing and landscaping businesses) have been analysed separately and in combination with the findings from primary research with Guelph homeowners<sup>4</sup>. A culmination of the research findings analysis, including the results of the “Literature Review of Best Practices in Water Conservation and Efficiency”, will inform the direction for future water efficiency programming to be recommended in the Water Efficiency Strategy Update.

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<sup>4</sup> City of Guelph Water Efficiency Strategy Update: Homeowner Research Report (Nov 5, 2015)

CITY OF GUELPH WATER EFFICIENCY STRATEGY  
KEY INFORMANT INTERVIEW – GUIDING QUESTIONS  
INDUSTRIAL, COMMERCIAL AND INSTITUTIONAL PROPERTIES

Key informant(s): \_\_\_\_\_

Company Name: \_\_\_\_\_

Type of Business: \_\_\_\_\_

QUESTIONS:

1. In your opinion, what are the most pressing issues facing your industry?
2. What if anything have you done to reduce operational expenses in your business?
3. What are your top 3 priorities for reducing operational expenses?
4. Does your company have any environmental or sustainability policies or initiatives in place?

Yes  No

- a. If “yes”, briefly describe these policies or initiatives.
- b. If “yes”, what are the primary reasons for these policies/initiatives?
- c. If “no”, why not?

5. Is energy saving/conservation a consideration for your company?

Yes  No

- a. If “yes”, why?
- b. If “no”, why not?

6. Is water saving/conservation a consideration for your company?

Yes  No

- a. If “yes”, why?
- b. If “no”, why not?

7. Has your company previously participated in Guelph’s Capacity Buyback (CBB) program for water conservation?

- a. If “yes”...
  - i. How many months or years ago was your company audited?
  - ii. Did your company implement any of the recommendations arising from the water audit of your facility? If “Yes”, briefly describe what was done. If “No”, please briefly explain why.
  - iii. Do you feel the level of financial rebate offered by the city is appropriate?
  - iv. What is your overall opinion of the City’s CBB program?
  - v. What could be done to improve the program?
  
- b. If “no”...
  - i. Are you familiar with the City’s CBB program?
  - ii. Were you ever contacted by the city to participate in this program? YES NO
  - iii. If “No”, would you like to be contacted by the city to participate in this program?

8. Has your company ever participated in any City of Guelph water conservation program?

Yes  No

a. If yes, briefly describe.

9. Is stormwater management a consideration for your company?

Yes  No

a. If “yes”, why?

b. If “yes”, briefly describe what water efficiency practices/technologies you have implemented.

c. If “no”, why not?

10. Briefly describe what, if any, future plans do you have for improving water efficiency at your business.

11. What would encourage you to undertake (additional) water efficiency/conservation measures at your business?

On a scale of 1 to 10, rate the significance of the following to your business decisions (where 1 is low and 10 is high):

12. Operational expenses \_\_\_\_\_
  - a. Why did you give this rating?
13. Liabilities \_\_\_\_\_
  - a. Why did you give this rating?
14. Environmental performance \_\_\_\_\_
  - a. Why did you give this rating?
15. Flooding/damage due to flooding \_\_\_\_\_
  - a. Why did you give this rating?
16. Any other comments?
17. Others whom you think we should interview?

CITY OF GUELPH WATER EFFICIENCY STRATEGY  
KEY INFORMANT INTERVIEW – GUIDING QUESTIONS  
SERVICE PROVIDERS (Landscaping & Plumbing)

Key informant(s): \_\_\_\_\_

Company Name: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Questions:

1. Do you service residential, commercial-industrial clients or both? Municipal clients?
2. Typically, how do projects come to you? Sole-source, bid, recommended...
3. What is/are the most significant factor(s) for potential clients in selecting your business for a project? (**Identify on if not mentioned:** design, cost (is it a lowest bid situation), sustainability, planning approval?)
4. As a service-provider business, what are the top three challenges in your industry? **Discuss:** primary source of business, prospecting, securing clients, value of installs/maintenance
5. Is water efficiency/conservation ever a consideration for your clients? Never, rarely, often? Why?
6. Is water efficiency/conservation ever a selling point for or promoted to potential clients?  
Yes  No 
  - a) If “yes”, how and why?
  - b) If “no”, why not?
7. What do you consider the primary barriers to increasing water efficiency/conservation amongst your clients?
8. If you were charged with increasing water efficiency practices of your clients, what would you do to address or overcome these barriers?
9. **Specifics:** What could the City of Guelph do to increase water efficiency practices? Are there any incentives the City of Guelph could provide that might be effective? (**If not raised, ask about the potential value of incentive mechanisms:** tax breaks, policy/regulatory changes, expedited approvals for beyond code new building/permitted renovations)
10. Other comments?
11. Are there any companies or organizations you would suggest I contact for an interview?

QUESTIONS	INDUSTRIAL, COMMERCIAL AND INSTITUTIONAL RESPONSES
1. In your opinion, what are the most pressing issues facing your industry?	
Themes	<ul style="list-style-type: none"> <li>• Manufacturing companies are continually looking for ways to be cost effective to remain competitive in an ever-increasing global market.</li> <li>• Commercial businesses are very aware of operational costs and are progressively seeking to increase efficiencies, mostly energy, in their buildings.</li> <li>• Institutional operations have other priorities that make water efficiency low on the priority list. - "Most of the buildings are older and are not in good shape (some in terrible shape) and we're not building new buildings as quickly as we need to."</li> </ul>
2. What, if anything, have you done to reduce operational expenses in your business?	
Themes	<ul style="list-style-type: none"> <li>• Industrial and Commercial businesses are continually looking for ways to reduce operating expenses, mostly through energy savings.</li> <li>• Companies are progressive thinkers in that they are looking to new technologies for ways to become efficient.</li> <li>• Institutional has not shown to be as proactive, even with energy.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Conducted energy and water audits, reduction or elimination of irrigation.</li> <li>• Installed low flow toilet, automatic taps, LED lighting, heat exchangers, etc.</li> <li>• Improved labour productivity, reduction of energy consumption on a per unit basis, buying more off-shore parts.</li> <li>• "Focusing on higher value products ("saving ourselves rich") – higher value achieved through automation which reduces labour costs and therefore unit value is increased."</li> <li>• "We have reward program for employees (Ideas Program)."</li> </ul>
3. What are your top 3 priorities for reducing operational expenses?	
Themes	<ul style="list-style-type: none"> <li>• Reducing operational expenses is always a priority.</li> <li>• Most businesses prioritize reducing energy use (hydro and gas), then labour/equipment costs, then water.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Have regular audits of our buildings through Building Owners and Managers Association and Risk Check."</li> </ul>
4. Does your company have any environmental or sustainability policies or initiatives in place?	
Themes	<ul style="list-style-type: none"> <li>• Most industrial and commercial businesses have environmental policies in place.</li> <li>• Institutional follows the government guidelines out of necessity.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "We share information on pilots. Operations teams get together and review projects and results. Pilot tests: One building has a garden on roof growing bamboo and using the bamboo for making furniture for use in our buildings."</li> <li>• "Yes, Policies – mandate to minimize impact on environment. Whatever is highest standard in the world is the standard held to for all facilities no matter where they are located – this is an on-going driver of sustainable practices."</li> <li>• ISO 14001 registered (Environmental Management), DOW Jones sustainability index, "net positive" company – triple bottom line accounting, Ontario Health and Safety Management Systems (OHSAS) 18001 company, file reports annually in accordance with sections 6 and 7 of the Green Energy Act, 2009.</li> <li>• "We also offer our employees financial rewards if they come up with a money-saving suggestion."</li> </ul>

QUESTIONS	INDUSTRIAL, COMMERCIAL AND INSTITUTIONAL RESPONSES
5. Is energy saving/conservation a consideration for your company?	
Themes	<ul style="list-style-type: none"> <li>• Most companies view energy saving/conservation as priority for their company.</li> <li>• Companies pride themselves on being energy efficient by using phrases like "triple bottom line accounting", "reducing carbon footprint", "net-positive company" saying that it's "the right thing to do" and that "our involvement in the community is very important to us."</li> </ul>
	<ul style="list-style-type: none"> <li>• "Company policy is that we need a return on investment of six months or less before we undertake an improvement, but sometimes we extend that to a return on investment of one year."</li> <li>• "Being efficient is part of the DNA of the company."</li> </ul>
6. Is water saving/conservation a consideration for your company?	
Themes	<ul style="list-style-type: none"> <li>• Water saving is a consideration for most businesses interviewed.</li> <li>• Even though a consideration, water savings do not take priority - "We don't want to sacrifice performance to save water."</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Some of our properties use chiller systems. These systems use to run 24 hours/day, 365 days per year, now they are shut down at overnight. We are also changing out lighting to reduce the heat generated by the lighting which in turn reduces our air conditioning demands."</li> <li>• "We track our water use but we don't use very much."</li> <li>• "Everything is important but water efficiency is much less important than energy savings because the cost to us is so much less."</li> </ul>
7. Has your company previously participated in Guelph's Capacity Buyback program for water conservation?	
Themes	<ul style="list-style-type: none"> <li>• The majority of companies had not participated in the City's Capacity Buyback program.</li> <li>• Of those that had, they considered the rebate appropriate, but viewed the process as administratively onerous.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Give option to perform assessment/audit and reporting internally."</li> <li>• "\$300 per m<sup>3</sup>/day of savings. We could save 10,000 L/day by installing new equipment which would be a \$3000 rebate but the equipment would cost us \$200,000 – so rebate is not enough. Like to have 12-month payback."</li> </ul>
8. Has your company ever participated in any City of Guelph water conservation program?	
Themes	<ul style="list-style-type: none"> <li>• None had participated in any City of Guelph water conservation program outside of the capacity buyback program.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "We changed from manual to sensor-operated flush valves on our urinals, but this was not part of the City program."</li> </ul>
9. Is stormwater management a consideration for your company?	
Themes	<ul style="list-style-type: none"> <li>• Not perceived to be an issue.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "We are testing green roofs in a few of our buildings which reduce energy demand but also captures rainwater falling on the roof."</li> <li>• "Yes, stormwater control to prevent it leaving our property with possible reuse. Have not implemented but are considering - if payback came down to 3 years would make it more viable."</li> </ul>

QUESTIONS	INDUSTRIAL, COMMERCIAL AND INSTITUTIONAL RESPONSES
10. Briefly describe what, if any, future plans do you have for improving water efficiency at your business.	
Themes	<ul style="list-style-type: none"> <li>• Most companies had company-led plans for improving water efficiency.</li> <li>• Interested in piloting and researching new technologies - "We would like to look at options such as reusing the reverse osmosis reject water, greywater, or rainwater and alternative water source.", "[We] want investigate the potential of installing a rain water harvesting system."</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "We are also looking at using dry cutting (mill or lathe) or minimum quantity lubrication as way to reduce costs. Not suitable for all parts but might be possible for some areas."</li> </ul>
11. What would encourage you to undertake (additional) water efficiency/conservation measures at your business?	
Themes	<ul style="list-style-type: none"> <li>• Financial incentives would be the main driver for uptake of programs in the ICI sectors.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Concerned that rainwater harvesting may not be viable since all of the water we get from the city is discharged as wastewater and it would be difficult to measure, however we would be willing to install a meter on the discharge if it were needed. We might be willing to implement a rainwater harvesting system even if the payback for longer than 1 year if the city were willing to help fund this as a pilot project."</li> </ul>
<b>On a scale of 1 - 10 rate the significance of the following to your business decisions (where 1 is low and 10 is high)</b>	
12. Operational expenses	
Themes	<ul style="list-style-type: none"> <li>• Ranked highly important to all ICI sectors.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Efficiency = cost reductions."</li> <li>• "Reducing operational costs is extremely important to the success of the business."</li> </ul>
13. Liabilities	
Themes	<ul style="list-style-type: none"> <li>• Important, but generally ranked lower than operational costs.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "We need to make sure that our product is safe for use in the field but we also want to make sure that our employees are kept safe when they come to work."</li> </ul>
14. Environmental Performance	
Themes	<ul style="list-style-type: none"> <li>• Ranked less than operational expenses and liabilities.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Desire to be better than everyone else on the environmental performance."</li> <li>• "We would like to have a better environmental record however we must always consider the return on investment of any measure we want to implement. We may not sacrifice environmental performance because of a low return on investment but we won't pursue it."</li> <li>• "Efficiency goes hand in hand with environmental performance and reduced operational costs (e.g., reduced energy use)."</li> </ul>
15. Flooding/Damage Due to Flooding	
Themes	<ul style="list-style-type: none"> <li>• Lowest significance for business decisions.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Not an issue."</li> <li>• "No chance of flooding."</li> </ul>
16. Any other Comments?	
Themes	<ul style="list-style-type: none"> <li>• Companies are looking for better communication/customer relationships from the City and less administration burden.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Sewer use by-law considerations a concern going forward with further process water use reductions.</li> <li>• "Not looking for an audit. Come see me every couple of months. Update me on what's new, where there are savings, might give 5 ideas and I'll take one."</li> </ul>



QUESTIONS	BUILDER/DEVELOPER RESPONSES
1. What are the top three challenges facing your industry today?	
Themes	<ul style="list-style-type: none"> <li>• Availability of land to build on.</li> <li>• Availability of skilled trade’s people.</li> <li>• Permitting process - too long, onerous.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Competitive marketplace - lower profit margin than 10 years ago.</li> </ul>
2. Are energy savings/conservation a consideration for new construction for your company? If "yes", why?	
Themes	<ul style="list-style-type: none"> <li>• Always a consideration - Energy Star builder. "More [home] buyers are aware of the benefits associated with Energy Star homes".</li> </ul>
Other	<ul style="list-style-type: none"> <li>• On-demand hot water circulation systems – "too expensive." Also receives complaints from customers of long wait times - "especially since pipes sizes are now larger in the home – takes longer to get hot water to fixtures."</li> </ul>
3. Are water savings a consideration?	
Themes	<ul style="list-style-type: none"> <li>• Water efficiency is "not really much of a concern".</li> <li>• Greywater and rainwater is not seen as a desirable feature for most home buyers compared to other finishes.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Some people complain about the efficient toilets. Have to hold handle down."</li> <li>• "We looked at installing greywater reuse systems or rainwater harvesting systems in our new homes but the cost is very high and the homeowner would much rather pay for a granite countertop."</li> <li>• "We are putting a greywater system in this home. We have also built two other homes that have greywater systems."</li> <li>• "We already install dual-flush toilets, low-flow faucets, and efficient showerheads in our homes."</li> </ul>
4. What do you think are the motivating factors of buyers when purchasing a home?	
Themes	<ul style="list-style-type: none"> <li>• Luxury items - "20% [of homebuyers] want body jets in the en-suite shower."</li> <li>• Water efficiency is "not really much of a concern."</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Age and stay" options for seniors.</li> </ul>
5. Is stormwater management a consideration? Do you offer landscape packages?	
Themes	<ul style="list-style-type: none"> <li>• Most buyers choose sod, have put all their financial resources into the home.</li> <li>• 6 inches of topsoil provided by builders.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Sometimes condos will want landscaping packages and not just grass."</li> </ul>
6. Is your company familiar with building to LEED standards?	
Themes	<ul style="list-style-type: none"> <li>• Familiar with LEED standards. Have chosen to build to Energy Star standard instead.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Clients aren't looking for an efficient home; that is not the first thing that they are looking for. Efficiency is not part of the deal."</li> <li>• Building a net zero model home. They "will be the new standard - the way of the future."</li> </ul>

QUESTIONS	BUILDER/DEVELOPER RESPONSES
7. Has your company previously participated in Guelph's Blue Built Home program?	
Themes	<ul style="list-style-type: none"> <li>• Familiar with Blue Built Home program, but not participating.</li> <li>• Difficulty dealing with the City -"very frustrating for us and I expect that sometimes it is very frustrating for the City", "very bureaucratic".</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "We have Energy Star as a trademark right now and we don't want to make it too confusing for the client by adding an extra logo."</li> <li>• Lack of consistency when dealing with the City's water conservation team (i.e. multiple personnel changes result in difficulty forming working relationships).</li> <li>• "The net zero home that we are building also qualifies as a Blue Built Home."</li> </ul>
8. What would encourage you to undertake (additional) water efficiency/conservation measures at your business?	
Themes	<ul style="list-style-type: none"> <li>• Rebates - "If the city wants greywater or rainwater systems installed they will have to offer larger rebates. These systems are a fairly big investment but how you can use the water is very restrictive."</li> <li>• Decrease administrative burden.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "It might make sense for us to provide rough-ins for some things like greywater if the cost of doing so wasn't too much."</li> <li>• "Interested in an expedited approvals process"</li> </ul>
9. Other comments?	
Other	<ul style="list-style-type: none"> <li>• "[Guelph has] a lot of high-quality builders, some have received national status for innovation, we tend to push the envelope in Guelph when it comes to building homes."</li> <li>• Support new ideas and simplify the processes - "I sometimes feel that I'm being penalized for being an innovator. Innovation should be encouraged not discouraged."</li> </ul>

QUESTIONS	SERVICE PROVIDER RESPONSES
1. Do you service residential, commercial-industrial clients or both? Municipal clients?	
Themes	<ul style="list-style-type: none"> <li>All service residential properties.</li> <li>Some specialize in certain sectors, e.g. Industrial/Commercial/Institutional, multi-residential.</li> </ul>
Other	<ul style="list-style-type: none"> <li>"We service residential, ICI customers, national parks, municipal parks, hotels, pretty much anything."</li> </ul>
2. Typically, how do projects come to you? Sole-source, bid, recommended...?	
Themes	<ul style="list-style-type: none"> <li>Mostly word of mouth - "Our customers come to us."</li> <li>Some projects awarded by bidding.</li> </ul>
Other	<ul style="list-style-type: none"> <li>"Most projects because of our reputation. Lots of repeat business."</li> </ul>
3. What is/are the most significant factor(s) for potential clients in selecting your business for a project?	
Themes	<ul style="list-style-type: none"> <li>Reputation most important.</li> <li>Potential clients look for quality products.</li> <li>Unique designs, solutions that work.</li> </ul>
Other	<ul style="list-style-type: none"> <li>"Pretty much every landscape we design for a municipal client has to be low maintenance. We sometimes design systems with rain gardens or soak-away pits. It was very rare before but now is becoming much more frequent, especially with institutional clients that have environmental policies that they need to follow."</li> <li>"Cost is biggest factor. Quality of work. Water efficiency not really a concern."</li> </ul>
4. As a service-provider business, what are the top three challenges in your industry?	
Themes	<ul style="list-style-type: none"> <li>Competition (undercutting - lower quality products are cheaper).</li> <li>Difficulty finding knowledgeable workforce.</li> <li>Municipal regulations.</li> <li>Low supply of water efficient products.</li> </ul>
Other	<ul style="list-style-type: none"> <li>"Only include licensed plumbers in City programs."</li> </ul>
5. Is water efficiency/conservation ever a consideration for your clients?	
Themes	<ul style="list-style-type: none"> <li>In landscaping, the primary concern is aesthetic. Secondly, customers look for low maintenance and the providers consider "water efficiency [as] part of low maintenance."</li> <li>Customers from the plumbing and water softening industry consider function their main concern.</li> <li>Awareness of water efficient measures within the service industry is very high.</li> </ul>
Other	<ul style="list-style-type: none"> <li>"We always try to use native or near native plants that will be more adapted to the environment."</li> <li>"About 65% of my clients are concerned about water efficiency and 35% are only interested in performance. Even clients that want efficient products also want products that work but now many of the efficient products work great – get both savings and efficiency."</li> </ul>
6. Is water efficiency/conservation ever a selling point for or promoted to potential clients?	
Themes	<ul style="list-style-type: none"> <li>About 50% - 50% for landscaping and plumbing.</li> <li>A main selling point for water softeners.</li> </ul>
Other	<ul style="list-style-type: none"> <li>"Aesthetics is more important." (landscaping)</li> <li>"Yes, water efficiency is a selling point because our customers want low maintenance landscapes."</li> <li>"Yes, I always use City of Guelph list of toilets – very good, list grams of performance."</li> </ul>

QUESTIONS	SERVICE PROVIDER RESPONSES
7. What do you consider the primary barriers to increasing water efficiency/conservation amongst your clients?	
Themes	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Performance</li> <li>• City's existing program management. Too bureaucratic, difficult to work with.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• "Not using rainwater (cisterns) for irrigation, but it is just too expensive."</li> <li>• "Most of my clients have no idea what the City's colour-coded watering restrictions mean."</li> <li>• "Too often designs just meet the minimum requirements for code. They don't take any extra effort to design an efficient system. They look at short-term costs over long-term costs."</li> </ul>
8. If you were charged with increasing water efficiency practices of your clients, what would you do to address or overcome these barriers?	
Themes	<ul style="list-style-type: none"> <li>• Increase promotion and education of water efficiency measures.</li> <li>• Incorporate professional service providers into the City's water efficiency programs. - "City should restrict their programs to only qualified licensed plumbers."</li> <li>• Increase rebates/financial incentives for innovative technology, e.g. rainwater harvesting, graywater systems.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Require irrigation systems to have a rain sensor, weather-based controller, central control system, and even a soil moisture sensor.</li> <li>• "People should be planting more shrubs and less turf."</li> </ul>
9. What could the City of Guelph do to increase water efficiency practices? Are there any incentives the City of Guelph could provide that might be effective?	
Themes	<ul style="list-style-type: none"> <li>• Offer more rebates, e.g. water softeners, rainwater systems.</li> <li>• Increase promotion and education of water efficiency measures.</li> <li>• Market the value/benefits of water efficiency more effectively, i.e. if you have a rainwater cistern, then you won't have to abide by the Outside Water Use Program restrictions.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Offer homeowners a plaque to put on their house to let others know that their home landscape is efficient.</li> <li>• "City could require a higher minimum standard for water softeners – work with Water Quality Association, or just identify a higher standard but not require it."</li> </ul>
10. Any other Comments?	
Other	<ul style="list-style-type: none"> <li>• "Currently in Guelph, the specification depth of topsoil below turf is less than the depth below planting beds – doesn't make sense. Developers like to sell some of the topsoil off the site to make extra money but enough should be left on site."</li> <li>• "We would love to have the City send staff to promote their programs". "Having City staff at our site will add a lot of credibility to the programs – the customers would know that these are truly Guelph programs. We would like to have more communication with the city and the city listen to us more closely."</li> <li>• "Municipalities need to stop working in silos. For instance, the local cities and regions are all essentially trying to do the same thing regarding efficient landscapes, but they are all working independently of each other in silos. I think it would be much more efficient if they work with each other, including Guelph." Province-wide, not municipality-wide message.</li> <li>• Green Plumbers Course - "we have installed some rainwater harvesting systems."</li> <li>• Opportunity in new construction for rainwater or greywater - "Put rain cistern under garage floor."</li> </ul>

**Table A3.1: Constraints for the Industrial, Commercial and Institutional Sectors.**

A. Cost - need to stay competitive.
B. Energy is the top priority due to the higher cost for energy.
C. Water saving initiatives are competing for resources and capital budgets with energy conservation projects.
D. Companies require a short timeframe for return on investment on improvement projects, as little as 6 months in some cases.
E. Perception that their facility did not use very much water - "We are not a water intensive facility."
F. Perception that implementing water efficient technology/programs would negatively impact systems/production - "We don't want to sacrifice performance to save water."
G. Capacity buyback program is viewed as administratively onerous.

**Table A3.2: Constraints for the Builder/Developer Sector.**

A. Water efficiency is not a consideration for the homebuyer - "Their primary concern is how big the house is and the finishes – anything they can feel and touch."
B. Have a sense that the City does not support innovation - "I sometimes feel that I'm being penalized for being an innovator. Innovation should be encouraged not discouraged. Sometimes you do something that is innovative and then the building inspector shows up and they are not familiar with the innovation so you have to take the time to educate the inspectors."
C. A lack in customer understanding or interest in efficiency measures - "About 50% seem to understand what we are saying and use the features properly."

**Table A3.3: Constraints for the Service Provider Sector.**

A. Suppliers are not adequately stocking water efficient products.
B. Customer confusion over water efficiency branding and marketing - "too many names"
C. Lack of consistency in water efficiency bylaws across municipalities - difficult for service providers.
D. Most customers are only interested in aesthetics - "big flowery plants".
E. Competitive marketplace has companies always looking to reduce costs.
F. Energy savings are prioritized over water savings.
G. The service providers do not support the City's Healthy Landscapes and Royal Flush Programs.
H. Some water efficient technologies have too long of a return on investment - "Customers like the idea of rainwater cisterns for irrigation until they hear the cost and realize it might be 17 years before they get their money back".
I. Service providers feel that the City is too bureaucratic and not approachable/open to new ideas.

**Table A3.4: Opportunities for the Industrial, Commercial and Institutional Sectors**

A. Many businesses are growing.
B. Decisions are based on the company's bottom line.
C. Companies have a high level of awareness and proactive approach to energy efficiency.
D. Municipalities and Regions are perceived to work in silos in their approach to water conservation and efficiency.
E. Industrial and Commercial businesses are continually looking for ways to reduce operating expenses, mostly through energy savings.
F. Companies are progressive thinkers - looking to new technologies for ways to become efficient.
G. Ideas Program for Innovation where employees are rewarded for suggestions to improve efficiency.

H. Customers are becoming more environmentally aware and looking to buy from a company that operates sustainably.
I. Willing to participate in pilot testing.
J. Companies feel a sense of community within Guelph and want to see the City achieve its goals.
K. We share information on pilots. Operations teams get together and review projects and results. Pilot tests: One building has a garden on roof growing bamboo and using the bamboo for making furniture for use in our buildings."
L. Companies are participating in a variety of environmental policies and environmentally conscience practices; ISO 14001 registered (Environmental Management), DOW Jones sustainability index, "net positive" company – triple bottom line accounting, Ontario Health and Safety Management Systems (OHSAS) 18001 company, file reports annually in accordance with sections 6 and 7 of the Green Energy Act, 2009.
M. Environmental stewardship is viewed as "the right thing to do" by both the company and their customer.
N. Most companies view energy saving/conservation as priority for their company.
O. Companies pride themselves on being energy efficient by using phrases like "triple bottom line accounting", "reducing carbon footprint", and "net-positive company" saying that "our involvement in the community is very important to us".
P. Most companies are looking for a 2 - 3 year return on investment, sometimes even as little as 6 months.
Q. Companies still look for rebates as a way to offset the capital investment of the efficiency measure.
R. Companies realize that it's a dual cost savings; when water consumption is reduced, so is wastewater production. This is especially important for ICI businesses that are not allowed to discharge into the sewer system (requires further treatment).
S. Most businesses were receptive for the City to send someone to conduct an audit and look into different water saving measures for them, e.g. rainwater harvesting system, automatic irrigation system audit.

**Table A3.5: Opportunities for the Builder/Developer Sector.**

A. Predicting an increase in home retrofits – "I think you will find more people buying older properties with larger lots and then renovating the homes to bring them up to standard. Or even knocking down the old home and building a new one."
B. The net zero home that we are building also qualifies as a Blue Built Home."
C. Some builders have received national status for innovation – "We tend to push the envelope in Guelph when it comes to building homes."
D. Builders are interested in an expedited permitting process as an incentive for implementing water efficient measures.

**Table A3.6: Opportunities for the Service Provider Sector.**

A. The service industry works with all sectors, from residential to large scale industrial projects.
B. Most projects are awarded by reputation, relying on client recommendations and network of working relationships.
C. Municipalities and Regions are perceived to work in silos in their approach to water conservation and efficiency.
D. Green Plumbers course mentioned as a good course to have completed.
E. Work with Water Quality Association on water softeners - "City could require a higher minimum standard."