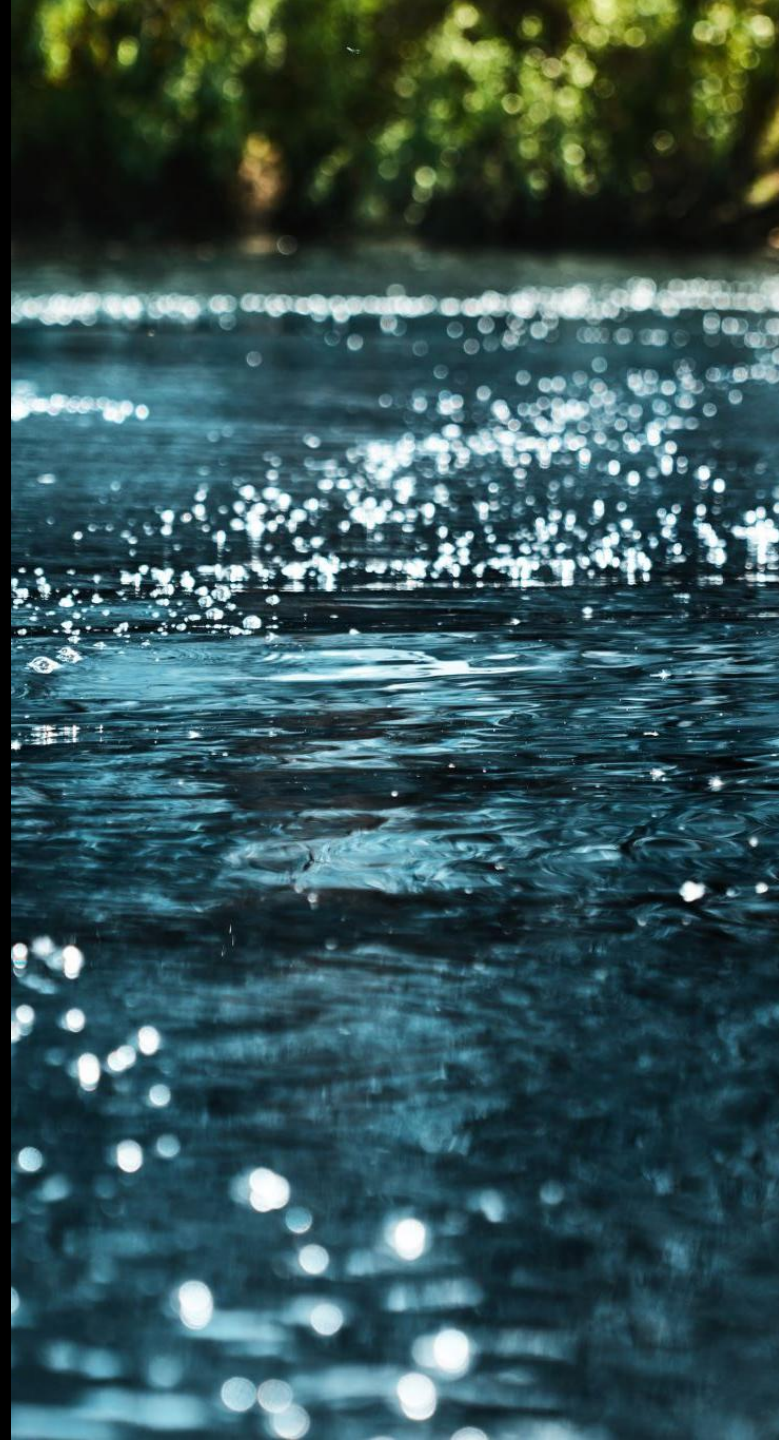

CANADIAN WATER INSIGHTS AFTER A CROSS- COUNTRY TOUR

Colin Dickey

Managing Director, Master Meter
Canada



**MASTER
METER**
CANADA

THE TRAVELER

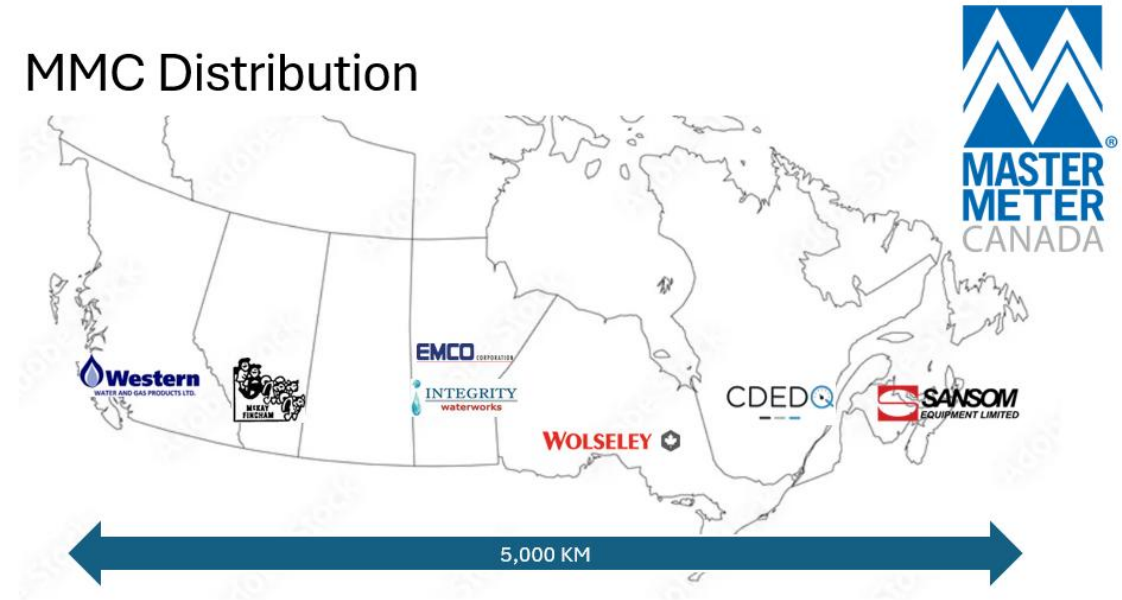
- Cyclist
- Runner
- Adventure Seeker
- 10 years Pharma
 - (Sales)
- 10 years advertising
 - (Strategy and Communication)
- 10 years self-employed
 - (Distribution and suffering)
- Managing Director MASTER METER Canada



THE JOURNEY

- From St Johns Newfoundland to Tofino BC... big and small, cities and towns.
- Beautiful vistas and amazing sites
- A Mixed bag of nuts - Incredible people... Incredible Canadians in a very challenging political time
- Favourite quote – *every country has a weird area, if yours doesn't, you are probably in it.*

MMC Distribution





INSIGHT #1 – NATIONAL PUSH FOR INFRASTRUCTURE MODERNIZATION

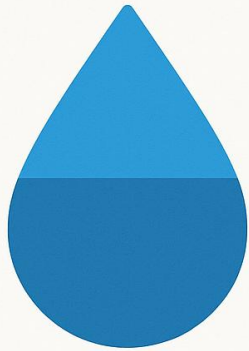
- Canada's national goals include **water conservation, climate resilience, and infrastructure modernization.**
 - We have industry partners for testing, validation, installation and more – keep an open dialogue
 - **There are a myriad of provincial and provincial grants and programs in place across the country.**
 - Does your municipality have a champion searching for grants and loans? Ask us for help!!
 - We need a new approach. **Someone has to be the champion, it could be you.**
-

Funding Programs for Municipalities in Newfoundland and Labrador (At a Glance)

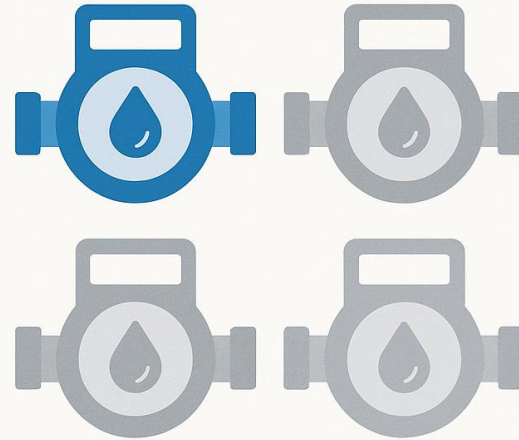
Category	Program	Purpose	Level
Infrastructure	MCW (2026–27)	Cost-shared water, sewer, roads, recreation, etc.	Provincial
Infrastructure	MYCW	Multi-year planning for core municipal assets	Provincial
Housing-linked utilities	CHIF	Water/wastewater/solid waste upgrades enabling housing	Federal-Provincial Municipal cost-shared
Broad municipal funding	CCBF	Flexible annual infrastructure allocations to municipalities	
Transit & sustainability	Rural Transit Fund, CIB Retrofits Cultural Property	Transit, energy retrofits, heritage	Federal
Local employment	JCP	Supports labour for municipal/community projects	Provincial

MARRYING NEEDS

FINDING A HAPPY COMPROMISE



50%
of Municipal
Water Use
Is Commercial



20%
of Water Meters
Are Commercial

- Municipalities need to capture water utilisation to modernize and maintain infrastructure
 - Residential water metering is contentious
 - Commercial Meters are less contentious and have a bigger impact in terms of water utilization and revenue per meter
-



INSIGHT #2 ULTRASONIC METERING: ACCURACY & LONGEVITY

No Moving Parts Design

- Ultrasonic meters feature no moving parts, eliminating mechanical wear and enabling maintenance-free operation.

High Accuracy Measurement

- These meters accurately measure water flow even at low volumes, ensuring leak detection and billing precision.

Long Battery Life

- Built to last up to 20 years, these meters withstand extreme Canadian weather conditions for long-term use.

Benefits to Municipalities

- Ultrasonic metering generate incremental revenue, they reduces operational costs, decrease service interruptions, and improve data reliability for utilities.

- **AWWA C700, C708, C715 have not caught up**



INSIGHT #3 ADVANCED METERING INFRASTRUCTURE (AMI)

Real-time Data

AMI enables real-time data collection, remote meter reading, and proactive leak detection for efficiency. AMR, Cellular, LoRa

- Fish Processing Facilities on Vancouver Island

Operational Efficiency and Conservation

Utilities can monitor consumption, detect anomalies, and reduce water loss to enhance conservation efforts.

Compatibility and Scalability

The platform is compatible with existing infrastructure and scalable for future growth and regulatory compliance.



INSIGHT #4 DATA-DRIVEN SUSTAINABILITY

Role of Accurate Metering Data

- Robust metering data is essential for effective water management and sustainability initiatives.

AI and Machine Learning Applications

- AI algorithms optimize water distribution, detect leaks, and forecast demand for better resource management.

Data-Driven Conservation Efforts

- Consumption data helps utilities educate users and design targeted water conservation programs

Strategic Planning and Infrastructure

- Data insights guide infrastructure investments to align upgrades with actual water management needs.
-

DID YOU KNOW?



AI WATER FOOTPRINT

The researchers noted that for a simple conversation of roughly 20-50 questions and answers

ChatGPT needs to "drink"

A 500 ML BOTTLE OF WATER

Researchers warn that the figures may multiply several times over for the recently launched GPT-4 AI system, which boasts a larger model size.

The paper is yet to be peer reviewed

NEWS 18

The infographic features a white robot with a large head and a laptop in front of it on the left. On the right, there is a white plastic water bottle with a green label that says '500'. The background is dark blue with a horizontal light blue band.

INSIGHT #5

INTEROPERABILITY & FLEXIBILITY



System Compatibility

- Master Meter products ensure compatibility with any meter and system, avoiding costly infrastructure overhauls.

Flexible Deployment Options

- Solutions can be tailored for diverse community needs, from urban high-rises to remote villages.

Enhanced Collaboration

- Interoperability facilitates data sharing and coordination across departments and agencies.

Adaptability to Regulations

- Open standards and modular design support adaptation to evolving regulations and technology.
-

INSIGHT #6 - INNOVATIVE CONSERVATION PRACTICES

- Grassroots movements and local NGOs play a huge role in raising awareness.
- School programs and public workshops help build long-term conservation habits.
- Indigenous communities often share **traditional ecological knowledge** that emphasizes respect and stewardship of water.



INSIGHT SUMMARY



5,162 municipalities, unique needs



1,200 craft breweries, great places to meet, there's always time for a beer



We are CANADA PROUD and this has changed the RFP process in municipalities across Canada



Approximately \$3 billion in water infrastructure investment is booked

CALL TO ACTION



Find help



Buy your buddy a beer



Be the Champion



Make a difference
