

4.2. Business Research Sample

Interviews were conducted with 16 business owners/managers in the industrial/commercial and builder/developer sectors to identify constraints and opportunities for uptake of on-site pollution prevention and SWM practices. In conjunction to interviews with business owners and managers, key informants with service providers (sphere of influence) were also contacted and interviewed in order to develop an understanding of their influence in the marketplace and to determine the potential value, if any, of their participation in the City’s SWM program. Table 7 provides a listing of the businesses and professional associations contacted and the key informants for those organizations who were interviewed.

Table 7 – Business Research List and Key Informants

ORGANIZATION	KEY INFORMANT
Kitchener-Waterloo Chamber of Commerce	Art Sinclair
RealPac* (Industrial and Commercial property owners)	Brooks Barnett
Victoria Star Motors	Mike Alkier
Quiet Nature Landscaping	Derek Lippert
Ontario Roofing (industrial & commercial roofing association)	Don Marks
Brydges Landscape Architecture	Paul Brydges
Vesterra Property Management (building owner & property manager)	Robert Eilers
Ontario Die International	Paul Van Bakel
Thompson Environmental (landscaping & LID)	Jeff Thompson
Fusion Homes (home builder)	Larry Kotseff
Activa Holdings (builder/developer)	Peter Armbruster
Fern Ridge Landscaping & Eco Consulting	Sean James
Clayton Landscape Architecture	Christopher Clayton
Halsall Associates (engineering consulting – building sciences)	Jean-guy Levaque
ICR Building Sciences Group	Albert Duwyn
Cadillac Fairview Corporation (builder/developer/property management)	Cam McCullen

4.3. Business Research Findings

Numerous consistencies or themes arose from the interviews with key informants. The most common or limiting factor for the uptake of at-source SWM and pollution prevention practices identified by key informants across all groups is the long payback period associated with such investments. With the exception of roofing service providers, key informants in all other businesses indicated a willingness to address and/or promote at-source SWM and pollution prevention 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. In terms of the roofing service industry; green roofs, rain water capture and other roof-related SWM practices are dictated by the client and come with a significantly higher price tag.

Thematic constraints and opportunities identified through this research are consistent with findings from other similar municipal and national research studies involving key informants in the business sector. A summary of findings from the key informant interviews with the businesses is included in Appendix 2.