

Attachment C – Public Consultation Campaign Materials

This attachment contains some of the notification materials used during the stormwater charge public consultation campaign, including:

- Postcard (front and back)
- Example newspaper advertorial
- Example digital ads (e.g., banner, etc.)

The City of Toronto is considering a stormwater charge

EX25.6



STORMWATER IS
RAIN AND MELTED SNOW



More **extreme storms** + more **hard surfaces** in the city
= **more water** making its way into the stormwater system

Too much water **can overwhelm**
the stormwater system leading to:

- flooded basements
- poor water quality in local waterways, including Lake Ontario

Stormwater management is **critical**,
and includes:

- infrastructure improvements
- looking at new ways to manage stormwater

How will a stormwater charge affect water bills?

The proposal is to remove the portion paid for stormwater – currently embedded in the water rate – and show it as a separate charge on the bill. The water rate will decrease and a stormwater charge will be added. The amount paid for stormwater will be based on property size and the average amount of hard surfaces on properties of a similar size. ***Some bills will go up and some will go down.***


The examples on the right use proposed 2019 water rates. They are examples only, because water use and lot size differ for all properties.

Tell us what you think


Visit toronto.ca/stormwatercharge to:

- Learn more about the proposed stormwater charge
- Get a complete list of the **public consultation** dates and locations
- Complete the **survey**

RESIDENTIAL Assumes annual water use of 265 cubic metres and a lot size of 0.037 ha (approx. 4,000 sq ft)


CURRENT	PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE
Water rate charge: \$1,038	Water rate charge: \$805 Stormwater charge: \$225
Total annual bill: \$1,038 Per day: \$2.84	Total annual bill: \$1,030 Per day: \$2.82
	Annual difference: -\$8 -0.8%

APARTMENT & CONDO BUILDINGS Assumes annual water use of 2,557 cubic metres and a lot size of 0.088 ha (approx. 9,500 sq ft)

CURRENT	PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE
Water rate charge: \$10,018	Water rate charge: \$7,771 Stormwater charge: \$860
Total annual bill: \$10,018 Per day: \$27.45	Total annual bill: \$8,631 Per day: \$23.65
	Annual difference: -\$1,387 -13.8%

INDUSTRIAL, COMMERCIAL & INSTITUTIONAL

Assumes annual water use of 532 cubic metres and a lot size of 0.052 ha (approx. 5,600 sq ft)

CURRENT	PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE
Water rate charge: \$2,084	Water rate charge: \$1,617 Stormwater charge: \$530
Total annual bill: \$2,084 Per day: \$5.71	Total annual bill: \$2,147 Per day: \$5.88
	Annual difference: \$62 3.0%

Toronto City Council will be considering the stormwater charge in the spring of 2017.

Tell us what you think Visit toronto.ca/stormwatercharge to:

- Learn more about the **proposed stormwater charge**
- Get a complete list of the **public consultation dates and locations**
- Complete the **survey**

The City of Toronto is considering a stormwater charge

What is stormwater?

Stormwater is rain and melted snow. When not absorbed into the ground, it runs off properties onto streets, down storm drains and through a complex network of pipes that carry it into local waterways or, in some cases, wastewater treatment facilities. Generally, the more hard surfaces a property has the more stormwater it adds to the stormwater system.

What is the challenge?

An increase in extreme storms, combined with more hard surfaces in the city is resulting in more water making its way into the stormwater system. Too much water can overwhelm the system leading to flooded basements and poor water quality in local waterways, including Lake Ontario.

How is stormwater managed?

Making infrastructure improvements is necessary to manage the impacts of stormwater. To help manage stormwater, the City is creating new holding ponds, tanks and tunnels, and overhauling some sewer infrastructure that is more than 100 years old.


How will a stormwater charge affect water bills?


The proposal is to remove the portion paid for stormwater – currently embedded in the water rate – and show it as a separate charge on the bill. The water rate will decrease and a stormwater charge will be added. The amount paid for stormwater will be based on property size and the average amount of hard surfaces on properties of a similar size. *Some bills will go up and some will go down.*


The examples on the right use proposed 2019 water rates. They are examples only, because water use and lot size differ for all properties.

Why is a stormwater charge being considered?

There is a growing need for new and upgraded stormwater infrastructure. Toronto City Council will be considering the stormwater charge in the spring of 2017.

RESIDENTIAL Assumes annual water use of 265 cubic metres and a lot size of 0.037 ha (approx. 4,000 sq ft)	
CURRENT	PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE
Water rate charge: \$1,038	Water rate charge: \$805 Stormwater charge: \$225
Total annual bill: \$1,038 Per day: \$2.84	Total annual bill: \$1,030 Per day: \$2.82
	Annual difference: -\$8 -0.8%

APARTMENT & CONDO BUILDINGS Assumes annual water use of 2,557 cubic metres and a lot size of 0.088 ha (approx. 9,500 sq ft)	
CURRENT	PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE
Water rate charge: \$10,018	Water rate charge: \$7,771 Stormwater charge: \$860
Total annual bill: \$10,018 Per day: \$27.45	Total annual bill: \$8,631 Per day: \$23.65
	Annual difference: -\$1,387 -13.8%

INDUSTRIAL, COMMERCIAL & INSTITUTIONAL Assumes annual water use of 532 cubic metres and a lot size of 0.052 ha (approx. 5,600 sq ft)	
CURRENT	PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE
Water rate charge: \$2,084	Water rate charge: \$1,617 Stormwater charge: \$530
Total annual bill: \$2,084 Per day: \$5.71	Total annual bill: \$2,147 Per day: \$5.88
	Annual difference: \$62 3.0%

Meet with City representatives by attending one of our formal presentations*

- **Scarborough Civic Centre** Tuesday, March 7
- **East York Civic Centre** Monday, March 20
- **Etobicoke Civic Centre** Thursday, March 23
- **York Civic Centre** Tuesday, March 28
- **Metro Hall** Thursday, March 30 (4 p.m. to 9 p.m.)
- **North York Civic Centre** Tuesday, April 4

* Events start at 6 p.m. (except where noted otherwise) and presentations begin at 7 p.m.




The City of Toronto is considering a stormwater charge

Learn more and tell us what you think



Call **311**



**The City of Toronto
is considering a
stormwater charge**

Learn more and tell us
what you think



Call **311**



**The City of
Toronto is considering
a stormwater charge**

Learn more and tell us
what you think



Call **311**