



Councillor

Jaye  
**ROBINSON**

WARD 25 • DON VALLEY WEST

March 6, 2015

Public Works and Infrastructure Committee  
Toronto City Hall  
100 Queen Street West  
Toronto, ON M5H 2N2

### ***Improving Toronto Water's Crisis Communications***

Dear Colleagues,

February's extreme cold temperatures have had a dramatic impact on the pipes that deliver water to Toronto's homes and businesses.

The result has been an unprecedented volume of calls reporting frozen pipes in a very short period of time.

Like the July 2013 storm and the December 2013 ice storm, extreme weather poses serious communications challenges, from disseminating reliable and helpful information to keeping residents and businesses abreast of the latest developments.

Unfortunately, extreme weather is the new normal. We have to learn how to quickly expand and upscale our communications to respond effectively to the next crises.

That's why I'm asking Toronto Water to review and report back on its response to no water calls and frozen pipes during February's extreme cold snap. I'm also asking Toronto Water to bring forward recommendations to improve its response to the next extreme weather event.

Continued...

We can't predict the next extreme weather event but we can ensure we're better prepared by developing an effective, scalable communications plan.

Warm regards,

**Jaye Robinson**

City Councillor

Ward 25 – Don Valley West

## **RECOMMENDATION**

- 1) The Public Works and Infrastructure Committee direct the General Manager, Toronto Water, in consultation with other city divisions, as appropriate, to review Toronto Water's response to "no water" calls during February's extreme cold snap and report to the Public Works and Infrastructure Committee in the second quarter of 2015 with concrete recommendations to improve Toronto Water's communications during extreme weather events.