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

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.

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**RESIDENTIAL**

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

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE</th>
</tr>
</thead>
</table>
| 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)

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE</th>
</tr>
</thead>
</table>
| 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)

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>PROPOSAL: LOWER WATER RATE + STORMWATER CHARGE</th>
</tr>
</thead>
</table>
| 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% |

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**Tell us what you think**

Visit [toronto.ca/stormwatercharge](http://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

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*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.

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