

ATTACHMENT B

CITYWIDE MULTI-PHASE SANITARY SYSTEM DOWNSPOUT DISCONNECTION PROGRAM – PHASE 1

COMMUNICATIONS STRATEGY:

The Communications Strategy will make available a number of resources for the public to assist in addressing questions they may have regarding the City's Multi-phase Downspout Disconnection Program, the potential impact to homeowners and details of the financial assistance program, particularly in the Phase 1 area of Thornhill

The Communications Strategy will, among other things, provide the Mayor, Council and Markham Residents with regular updates program progress and promote increased awareness of what all residents living in areas of Markham identified for participation in this program;

- **Provide residents with resources that explain:**
 - What the Multi-phase Downspout Disconnection Program is all about
 - What is going to happen, why and when
 - Financial assistance to homeowners
 - Who may be impacted
 - Area designated for Phase 1
 - Importance of protecting the City's sanitary sewer system
 - Benefits of disconnecting or redirecting downspouts to
 - Lawn
 - Garden
 - Rain barrel
 - How-to information to assist residents in the downspout disconnection process
- **Advise residents of what Markham is currently doing**
 - Pilot project undertaken and related results
 - Investigation/testing steps taken by the City
 - Smoke test
 - Dye test
 - Phase 1 Program progress
 - Planned Community Information Meetings
- **Targeted contact with impacted homeowners** –. letters/newsletters/door hangers/brochures for distribution to homeowners with downspouts connected to the City sanitary sewer system – what, how, why, when
- **Leverage portal to allow residents to:**
 - Obtain information/updates on the Program phases, current status, planned next steps and results.
 - Find resources to assist with downspout disconnection and rain barrel acquisition.
 - Apply for Downspout Disconnection Program Financial Assistance.
 - Get answers to frequently asked questions
- **Social media** – Twitter, Facebook, YouTube to share information updates and drive residents to markham.ca for details - *ongoing*
- **Article(s) in *Markham Life* magazine that provide information and updates** – *ongoing*

- **Public information meetings**
 - Public meetings to engage homeowners in the Phase 1 area of Thornhill.
 - PowerPoint presentation
 - Information display boards
 - Handouts/takeaways
- **Advertising on Markham city pages / other print media outlets** – inform & drive residents to markham.ca and social media sites for more information
- **EIBs**
- **Councillor newsletter articles(s)** – as required