

WaterSource

Toronto Water information update for Councillors

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Frozen Pipes Public Education Campaign

Toronto Water is gearing up for another winter season by conducting a public education campaign to remind homeowners to take the steps to help prevent the pipes in their homes from freezing. This includes transit shelter, community newspaper and online ads to be featured in December. Beginning in November, the City will also be using traditional and social media, utility bill brochures and different City publications to increase awareness of frozen pipe prevention tips.

Below are a series of communication tools that you can use to help share this important information with your constituents. We hope you find this content helpful and thank you, in advance, for your support.

Communication Tools

1. Short web listing:

Be prepared! Protect your pipes from freezing

With the busy holiday season approaching, don't forget to take the steps necessary to protect your pipes from freezing. If you are leaving for an extended period of time, turn off the water at the main service valve in the basement and open the taps to drain the water from your plumbing lines. Homeowners should also open kitchen, bathroom and laundry cabinet doors to allow warm air to circulate around the plumbing. Get more [frozen pipe prevention tips](#).

2. Longer newsletter article:

Be prepared! Protect your pipes from freezing

Frozen pipes can leave you without water or cause your pipes to burst, leading to expensive property damage. If your pipes are prone to freezing, you may wish to contact a plumber for advice. Here are some tips to help protect your home:

- Know where to find your main water shut-off valve (in case your pipes burst).
- Insulate pipes most prone to freezing, especially near outside walls and in crawl spaces, the attic and garage.
- Seal air leaks in areas where pipes are located. Check around windows and doors, electrical wiring, dryer vents and pipes.
- Drain and shut the outdoor water supply as outdoor faucets are the first to freeze.
- Keep areas that contain indoor pipes above 8°C, especially near the water meter.
- In extreme cold weather, you can choose to run a pencil thin stream of water to keep water moving. However, you will be charged for the water used if you choose this step.

For more information, visit toronto.ca/frozenpipes.

3. Suggested tweets:

- It's getting cold! Insulate pipes with foam pipe covers & seal air leaks. Protect your pipes with #CityofTO tips: <http://bit.ly/1S99q>
- Cold weather can = frozen pipes, resulting in no water & expensive property damage. Protect your pipes <http://bit.ly/1S99qW> #CityofTO
- Leaving for the holidays? Turn off the main water valve & open taps to drain water from your plumbing lines. <http://bit.ly/1S99qW> #CityofTO

Image attached:

