

WaterSource

Toronto Water information update for Councillors

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Basement Flooding Prevention Public Education Campaign

Toronto Water's comprehensive basement flooding prevention public education campaign launches today.

The campaign strategy is to create both awareness and action – awareness of the possibility of basement flooding, followed by practical tips on what homeowners can do to help prevent basement flooding.

This will be the sixth year this public education campaign is running. The creative, which research has determined resonates well, has been updated to include a greater digital and social media presence. The campaign will run for four weeks.

The advertising campaign includes:

- Daily print
- TTC: Subway and bus shelters
- Radio
- Digital
- Social: Facebook and Instagram

Social media

We encourage you to follow the City's primary Facebook account [City of Toronto – Municipal Government](#) and Instagram account [@cityofto](#) to share and repurpose the social content.

Other images used in the campaign are attached to this email and can be used in newsletters and to create your own social media posts. Following are some tweets and newsletter copy you may wish to consider using.

Tweets

- Basement flooding is on the rise. Get prepared and protect your home now: Find tips on flood-proofing your home and learn about the #CityofTO financial assistance program to help: www.toronto.ca/basementflooding.
- What do April showers bring? For some, those showers can lead to basement flooding – learn what you can do to protect your home now: www.toronto.ca/basementflooding #CityofTO.
- Spring is here (really, it is!) and now is the time to start flood-proofing your home. Get tips on how to protect your home from basement flooding and learn about the #CityofTO financial assistance program to help: www.toronto.ca/basementflooding.
- Basements can flood for many reasons. #CityofTO is working hard to make improvements. Here's what you can do help flood-proof your home: www.toronto.ca/basementflooding.

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Newsletter

Basements can flood for many reasons. While the City of Toronto is working to improve its complex system of underground sewers, these improvements alone cannot completely protect a home from basement flooding. With increasingly severe weather events, it is essential that homeowners take steps to help protect their home from basement flooding. For more information on basement flooding prevention tips, programs and services from the City of Toronto, please visit [toronto.ca/basement flooding](https://toronto.ca/basement-flooding).