

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. The campaign will run for seven weeks.

The public education campaign includes: television - CP24 and CFTO (CTV Toronto); radio; digital; and social media - Facebook and Instagram.

Social media

We encourage you to follow the City's primary Facebook account [City of Toronto – Your Local 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. Below are some tweets and newsletter copy you may wish to consider using.

Tweets

- Help protect your basement against flooding! Find tips on flood-proofing your home and learn about the #CityofTO financial assistance program to help you install flood-protection devices: www.toronto.ca/basementflooding.
- Take steps now to help prevent basement flooding – today and all year long. Learn more about flood-proofing your home at: www.toronto.ca/basementflooding #CityofTO.
- It is 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 you install flood-protection devices: www.toronto.ca/basementflooding.
- Basements can flood for many reasons. #CityofTO is working hard to make improvements. Here's what you can do to help flood-proof your home: www.toronto.ca/basementflooding.

Newsletter

Basements can flood for many reasons. While the City of Toronto is working to improve its complex system of underground pipes, sewers, and catch basins, these improvements alone cannot completely protect a home from basement flooding. With increasingly heavy rain storms taking place, it is important that homeowners take steps to help protect their home from basement flooding. For basement flooding prevention tips, and related programs and services from the City of Toronto, please visit toronto.ca/basementflooding.