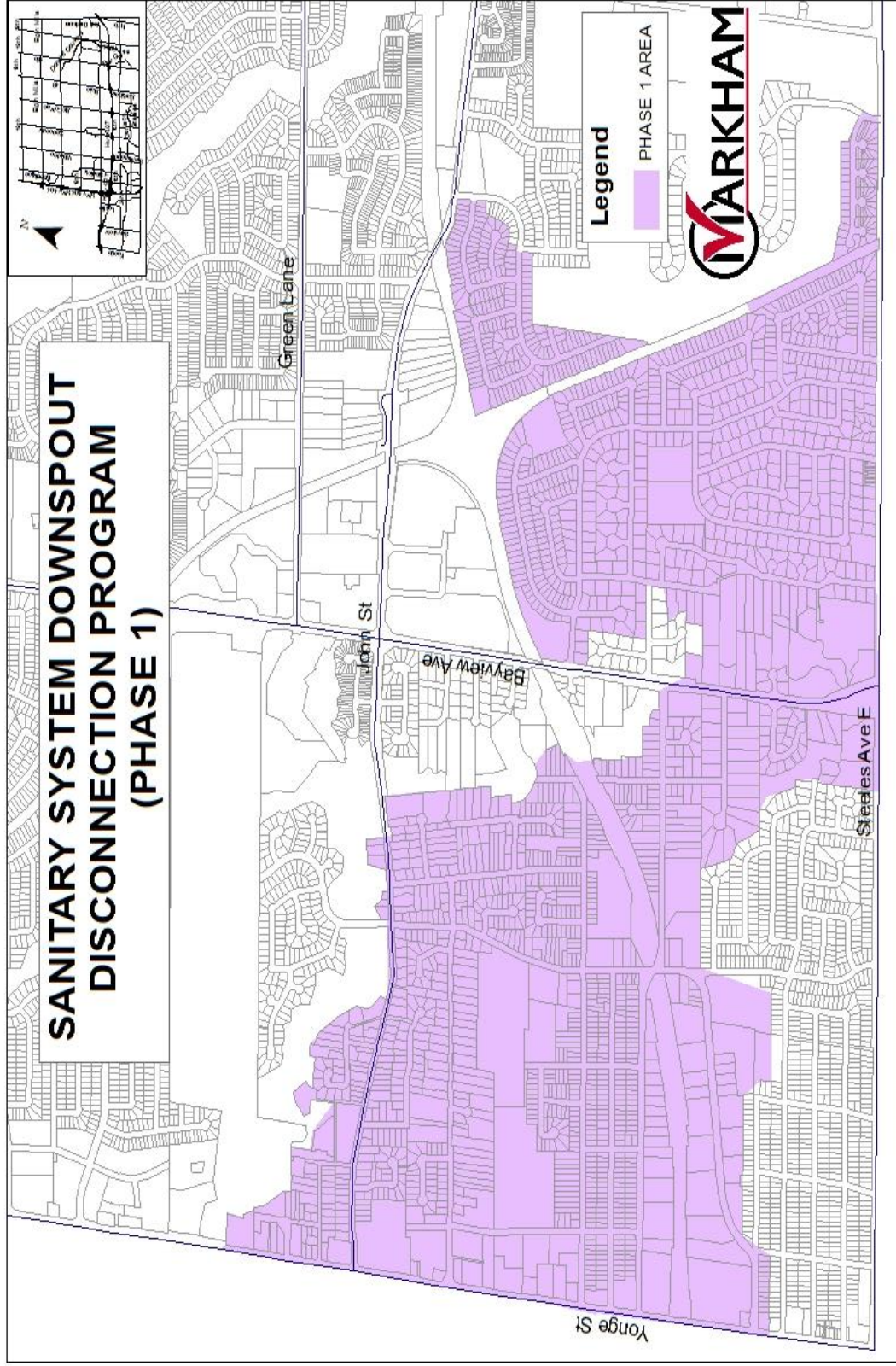
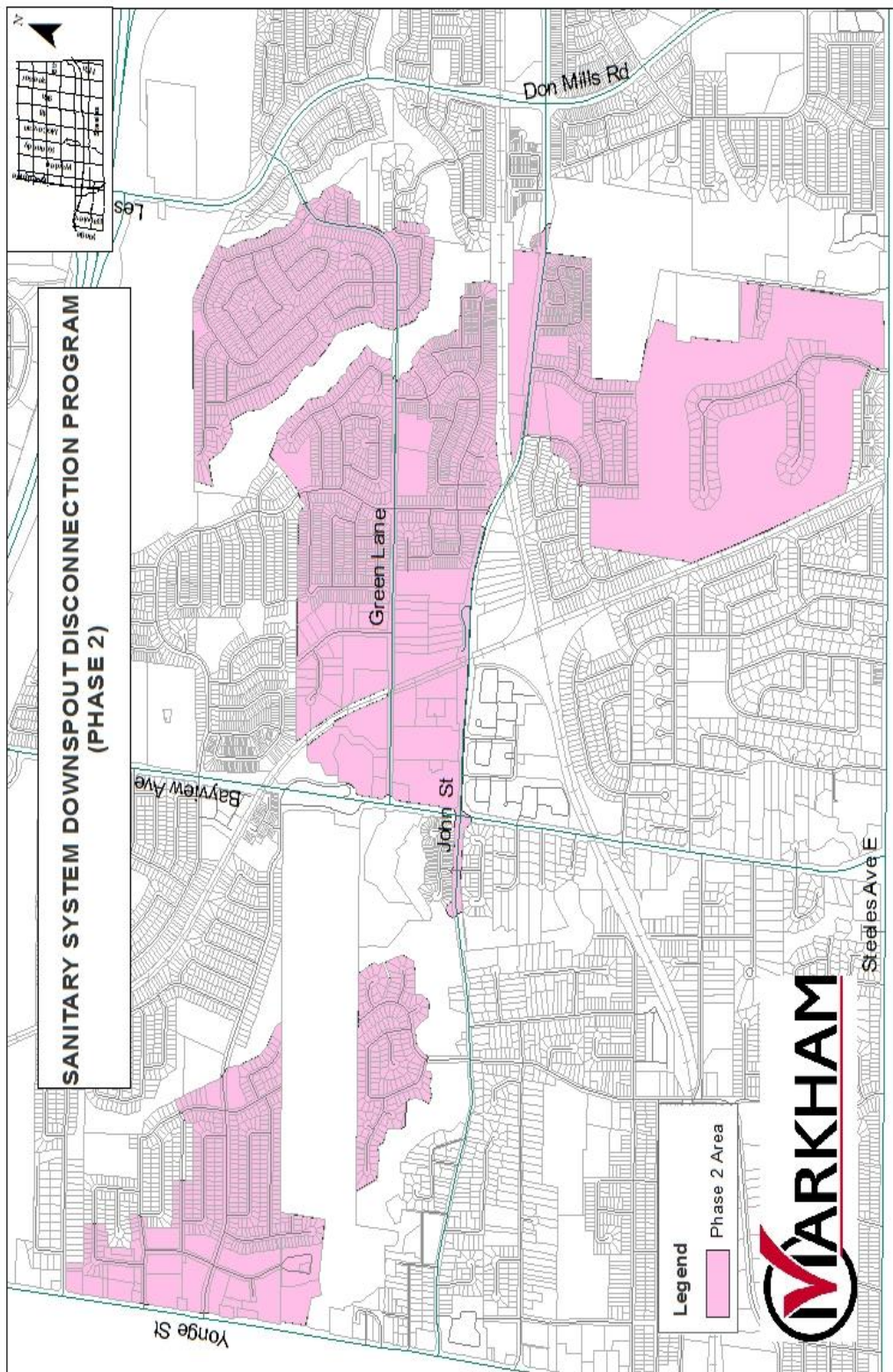


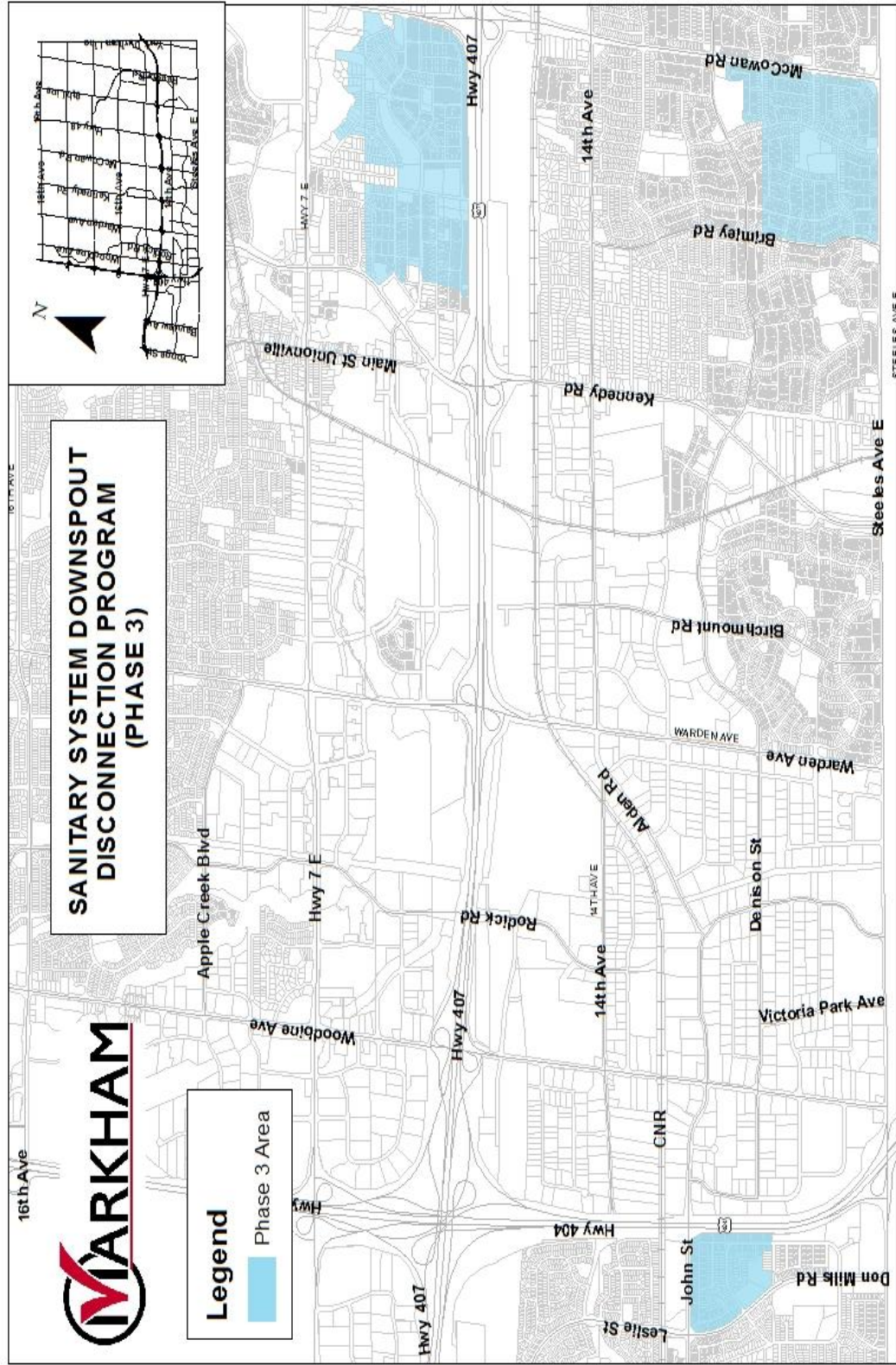
ATTACHMENT A



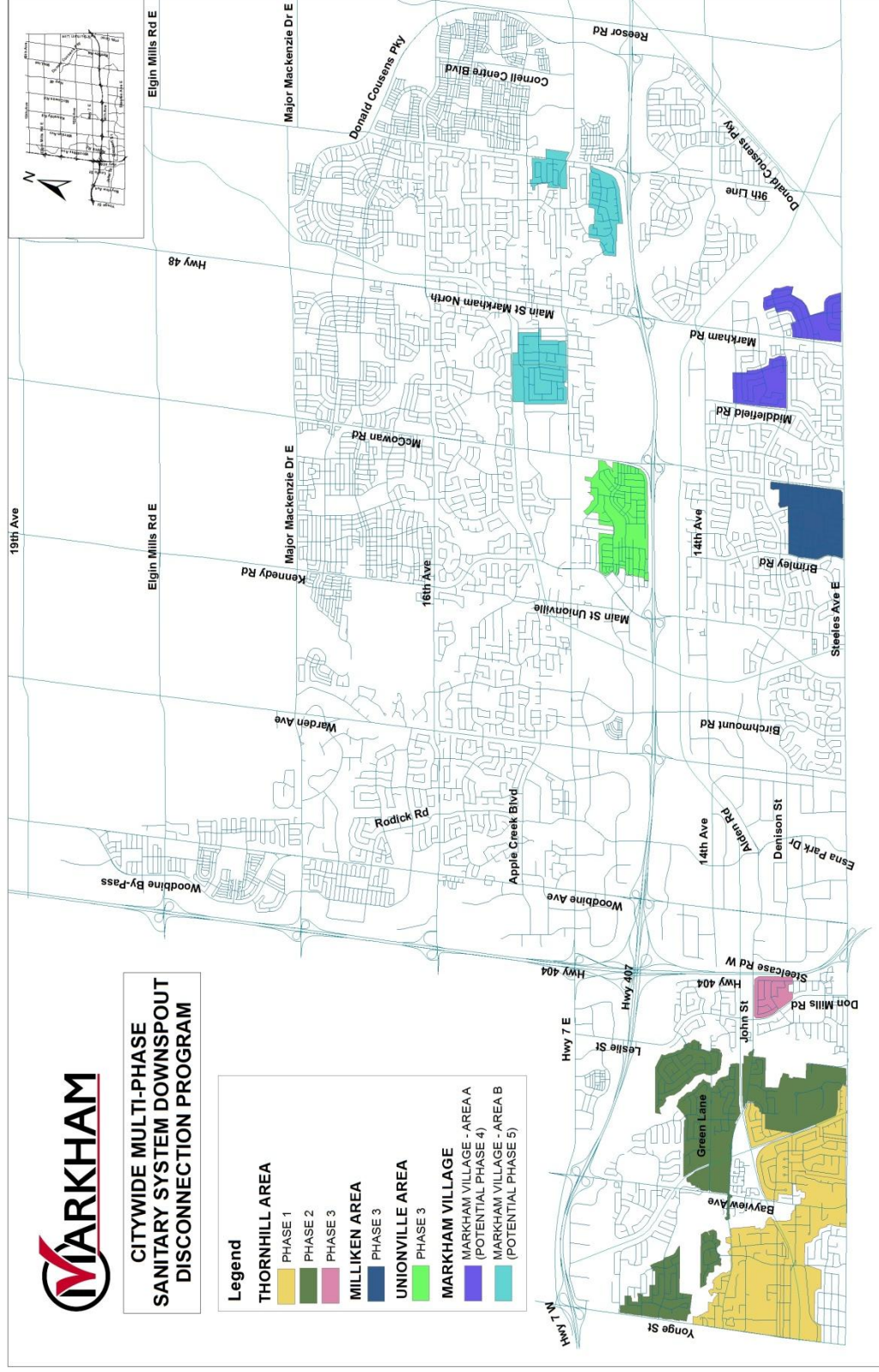
ATTACHMENT B



ATTACHMENT C



ATTACHMENT D



ATTACHMENT E

DOWNSPOUT DISCONNECTION PROGRAM – PHASE 3 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 3 areas of Thornhill, Unionville, and Milliken

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 3
 - 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
 - Lot survey
 - Smoke test
 - Phase 3 Program progress
- **Targeted contact with impacted homeowners** – letters/newsletters/ 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*
- **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

ATTACHMENT F

Financial Breakdown for Identified Program Areas

Activities	Phase 1	Phase 2	Phase 3	Markham Village	
	Thornhill	Thornhill	Thornhill, Unionville & Milliken	Area A (Phase 4)	Area B (Phase 5)
	Actual Expenditure	Actual Expenditure	2015 Budget Requested	2016 Total Forecast	2017 Total Forecast
Public Communication and Education	\$824	\$941	\$28,571	\$14,330	\$16,120
Site investigation	\$265,845	\$126,456	\$123,360	\$79,120	\$67,120
Financial Assistant Plan: Downspout Disconnection & Rain Barrel	\$678	\$0	\$96,200	\$53,300	\$59,800
Flow Monitoring Program	\$0	\$0	\$75,000	\$75,000	\$75,000
Total Project Spend	\$267,347	\$127,397			
Total			\$323,131	\$221,750	\$218,040
Contingency (10%)			\$32,313	\$22,175	\$21,804
Overall Total			\$355,444	\$243,925	\$239,844
Total Budget (incl. HST)	\$807,646	\$357,550	\$361,700	\$248,218	\$244,065
Total expenditure to date	\$267,347	\$127,397	Future Phases Total Forecast = \$853,983		
Amount returned to source	\$540,299	\$0			
Remaining Budget to date	\$0	\$230,153			

Note: Phase 1 & 2 above shows the approved budget. The remaining budget under Phase 2 is for the Financial Assistant Plan & Flow Monitoring which will be carried out in 2015-2016. The Future Phases (Phase 3 - 5) forecasts are determined based on industrial standards and estimated percentages of properties that will require disconnection. Phase 4 will be carried out in 2016 and Phase 5 is expected to be carried out in 2017, funding for both of these phases will be subject to Council approval of the 2016/2017 budgets.