

[illegible]

Phase 1 Area

Legend

- Area A
- Area B
- Area C

19th Ave

10th St

10th Ave

11th Ave

12th Ave

13th Ave

14th Ave

15th Ave

16th Ave

17th Ave

18th Ave

19th Ave

20th Ave

21st Ave

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357th Ave

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359th Ave

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361st Ave

362nd Ave

363rd Ave

364th Ave

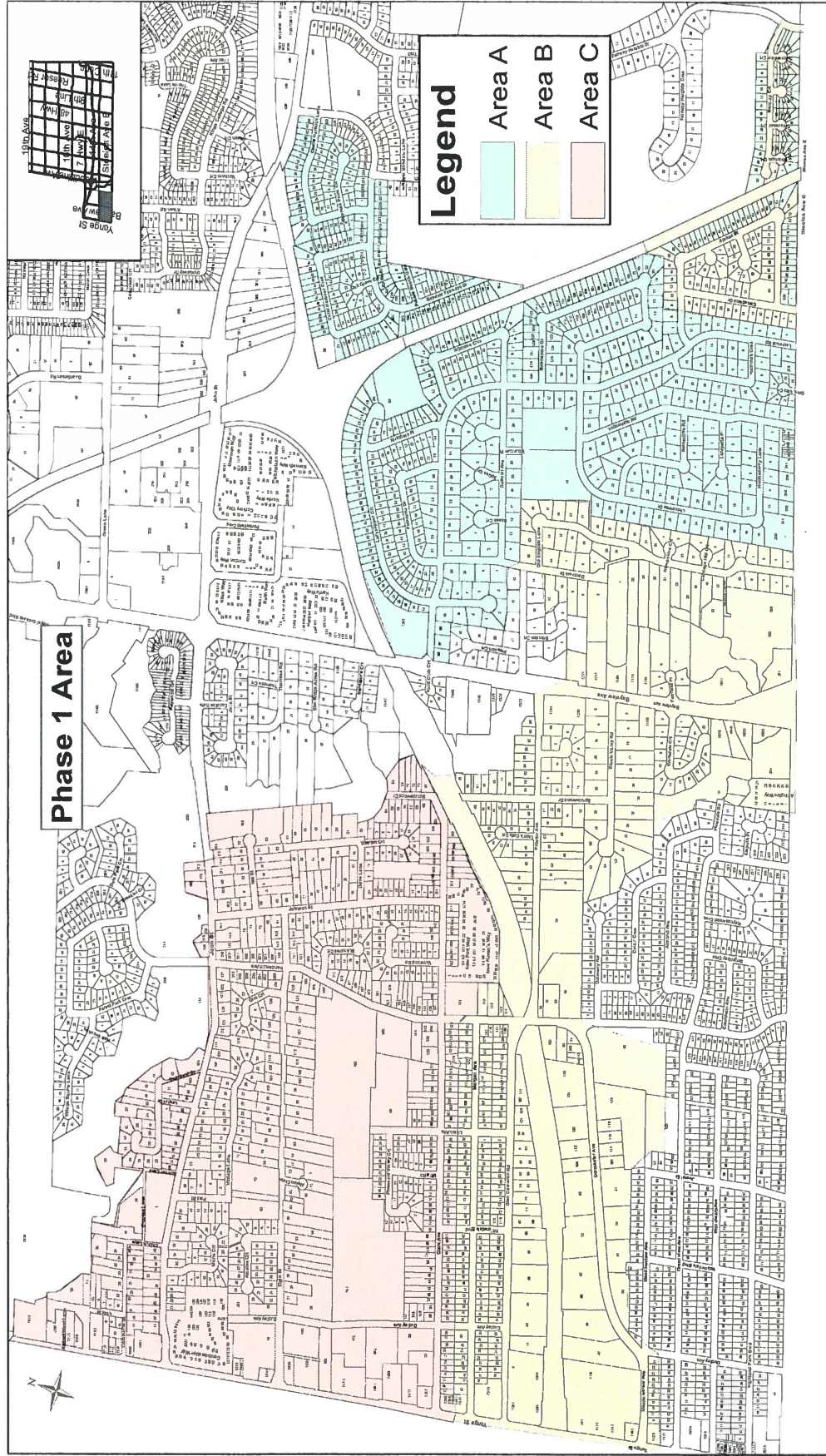
365th Ave

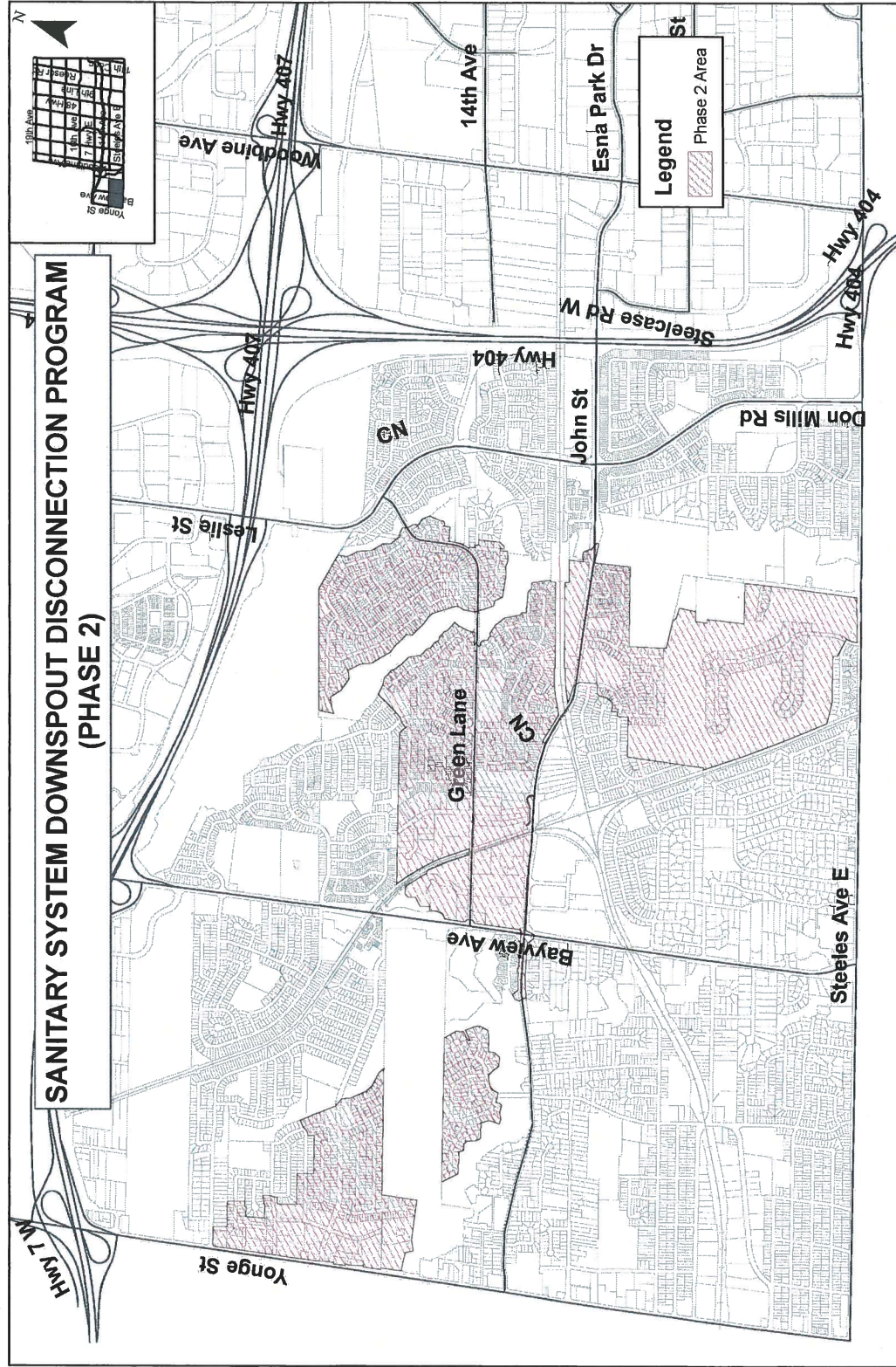
366th Ave

367th Ave

368th Ave

369th Ave





ATTACHMENT D

DOWNSPOUT DISCONNECTION PROGRAM – PHASE 2 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 2 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 2
 - 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 2 Program progress
- **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*
- **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 E

Financial Breakdown for Identified Program Areas

Activities	Thornhill Area			Unionville Area	Milliken Area	Markham Village		Overall Total
	Phase 1 (Underway) Total Budget	Phase 2 Total Forecast	Area C Total Forecast			Area A Total Forecast	Area B Total Forecast	
Public Communication and Education	\$21,455	\$39,054	\$6,894	\$25,350	\$21,593	\$19,943	\$21,624	\$155,911
Site investigation	\$536,670	\$94,870	\$10,120	\$46,120	\$37,120	\$49,120	\$37,120	\$811,140
Financial Assistant Plan: Downspout Disconnection & Rain Barrel	\$88,400	\$110,500	\$14,300	\$70,850	\$59,800	\$53,300	\$59,800	\$456,950
Flow Monitoring Program	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$525,000
Total	\$721,525	\$319,424	\$106,314	\$217,320	\$193,513	\$197,363	\$193,544	\$1,949,001
Contingency (10%)	\$72,152	\$31,942	\$10,631	\$21,732	\$19,351	\$19,736	\$19,354	\$194,900
Overall Total	\$793,677	\$351,366	\$116,945	\$239,052	\$212,864	\$217,099	\$212,898	\$2,143,901
Overall Total + Tax	\$807,646	\$357,550	\$119,003	\$243,259	\$216,610	\$220,920	\$216,645	\$2,181,634
Future Phases Total Forecast =							\$1,373,988	

Note: The Phase 1 above shows the approved budget. The Future Phases forecasts are determined based on industrial standard and percentages of properties that required disconnection from the 2008 - 2012 pilot.