



# Case Study

---

## **Preparedness & Business Continuity Boil Water Advisory**

**City of Winnipeg, January 2015**

**Randy Hull  
Hull Emergency and Logistics Planning  
(HELP)**



# Overview

---

- History/Operations
- Event
- Notification
- Mayor first time player
- Traditional and Social Media
- Issues
- Critical Water Customer Notification System

Shoal Lake is a large isolated lake in the southeast corner of Manitoba, at the Manitoba-Ontario border. It is 137 kilometres (86 miles) from Winnipeg and about 92 metres (300 feet) higher

---



### Aqueduct

Since Shoal Lake is higher than Winnipeg, water flows downhill through the aqueduct. The aqueduct is a large concrete pipe that was built to carry the water. Construction started in 1915 and was completed in 1919. It cost 17 million dollars at the time and can carry 386 million litres, or 85 million gallons, of water per day.

### Deacon Reservoir

Water is stored at Deacon Reservoir to handle peak summer demands for water and to allow brief shutdowns of the aqueduct for maintenance. The four large outdoor reservoirs hold up to 8.8 billion litres (1.9 billion gallons) of water – enough to supply Winnipeg for about 30 days. Powerful pumps move the water from the reservoirs into the plant for treatment.





---

The new [Water Treatment Plant](#) is a state-of-the-art, modern facility designed for performance, safety, and environmental sustainability. In the plant, the water goes through several treatment processes, including dissolved air flotation, ozonation, filtration and ultraviolet light disinfection.

## Water quality test results

**Image of water testing** We test Winnipeg drinking water to ensure compliance with our Operating Licence, the regulations and Guidelines for Canadian Drinking Water Quality. These guidelines apply to treated water only, that is, fresh water that people consume from a cold water tap. Therefore, the majority of the guidelines do not apply to the tests we take on the raw water at Shoal Lake and the Water Treatment Plant because Winnipeg residents don't consume the water directly from either of these locations.



# **PUBLIC NOTICE**

## **BOIL WATER ADVISORY** **CITY OF WINNIPEG PUBLIC WATER SYSTEM** *for those water users East of the Red River*

Issued by the Medical Officer of Health, Manitoba Health and the Office of Drinking Water,  
Manitoba Water Stewardship

**January 27, 2015**

Routine bacteriological testing has indicated the presence of bacteria in water samples east of the Red River. As a precautionary measure a boil water advisory is being issued to water users east of the Red River. An update will be provided tomorrow morning.

### **RECOMMENDATIONS**

**Until further notice, all water should be brought to a roiling boil for at least one minute before it is used for:**

- Drinking and ice making
- Beverage preparation, such as infant formula
- Preparing food
- Brushing teeth

It is **not** necessary to boil tap water used for other household purposes, such as laundry or washing dishes. Adults and older children that are able to avoid swallowing the water can wash, bathe, or shower. Young children should be sponge bathed. If boiling is not feasible, an alternate and safe supply of water should be used; i.e. bottled water, if available.

**Positive test  
locations,  
six  
locations in  
total**



# A Precautionary Advisory Issued for City of Winnipeg Tap Water

---

*Water users cautioned to boil their water*

**Released: 6:07 p.m.**

Winnipeg, MB – The Medical Officer of Health, Manitoba Health and the Office of Drinking Water have issued a precautionary localized boil water advisory for some parts of the City of Winnipeg.

**In an abundance of caution, the City of Winnipeg has decided to proactively issue a precautionary boil water advisory for the entire City of Winnipeg.**

The precautionary advisory was issued because test results from Monday, January 26, 2015, tested positive for the presence of bacteria in water samples.



**Positive test locations, six locations in total**

**Six interconnections from one side of a river to the other, and no valves**





# Communication with Customers

---

- 10 staff conducted outbound calling to approximately 500 customers.
- Daily news releases were provided via email and fax to critical customers (59 emails sent on Jan. 27, 71 on Jan. 28 and 165 on Jan. 29)
- Contact with critical stakeholders allowed us to collect 261 emails to update our data base of critical customers (expanded list of critical contacts).

# Social Media and 311

---

## Total Tweets:

- 167: City-corporate (including Tweets and replies to inquiries); about half were informative Tweets and half were replies to citizen inquiries
- 31: Mayor's Office (including 3 videos)

[https://www.youtube.com/watch?v=qGlaFBVYs7c&index=21&list=PLbfx\\_X\\_36N0o2Xhuvl7u63j-MWnJUfnf](https://www.youtube.com/watch?v=qGlaFBVYs7c&index=21&list=PLbfx_X_36N0o2Xhuvl7u63j-MWnJUfnf)

- 22: Mayor

## Total Facebook posts:

- 13 City-corporate
- 2: Mayor's Office (including 3 videos)
- Increase in Twitter followers (City-corporate): 7.2 per cent in the last week (from 19,406 on Wednesday, Jan. 21 to 20,800 on Thursday, Jan. 29 = 1,394 more followers)

*Note: shows that citizens go to social media for info during a major event.*

- Increase in Facebook likes (City-corporate): 4 per cent in the last week (from 7,321 on Friday, Jan. 23 to 7,616 on Thursday, Jan. 29 = 295 more Likes)



**City of Winnipeg** @cityofwinnipeg · Jan 27

Press conference starting in regards to precautionary boil water advisory  
[#wpgboilwateradvisory](#)

↩️ ↻ 9 ★ 3 📊 ⋮



**City of Winnipeg** @cityofwinnipeg · Jan 27

Citizens should help spread the word about [#wpgboilwateradvisory](#) by checking that neighbours/friends/family have info [ow.ly/I3AX6](https://ow.ly/I3AX6)

↩️ ↻ 69 ★ 7 📊 ⋮



**City of Winnipeg** @cityofwinnipeg · Jan 28

This is not a no water event. This is a boil water event [#wpgboilwateradvisory](#)

↩️ ↻ 16 ★ 5 📊 ⋮



**City of Winnipeg** @cityofwinnipeg · Jan 28

chlorine levels at all sampling locations measured better than required & would have effectively killed any bacteria [#wpgboilwateradvisory](#)

↩️ ↻ 11 ★ 4 📊 ⋮

## Scrums

---

- Tuesday, Jan. 27: 5:45 p.m. (Mayor, Geoff Patton)
- Wednesday, Jan. 28: 7:30 a.m. (Geoff Patton, Helen Clark [WRHA])
- Wednesday, Jan. 28: 3:00 p.m. (Mayor, Michael Jack, Diane Sacher, Geoff Patton)
- Thursday, Jan. 29: 3:30 p.m.: (Mayor, Diane Sacher)

## 311

- Total of 2216 inquiries received by 311 related to the boil water advisory (including inquiries received via phone, email, in-person, and social media)

## EmergWeb

- <http://www.winnipeg.ca/emergweb/>
  - [https://www.youtube.com/watch?v=oljvRWbSQSo&index=20&list=PLbfx\\_X36N0o2Xhuvl7u63j-MWnJUfnf](https://www.youtube.com/watch?v=oljvRWbSQSo&index=20&list=PLbfx_X36N0o2Xhuvl7u63j-MWnJUfnf)



## News releases

---

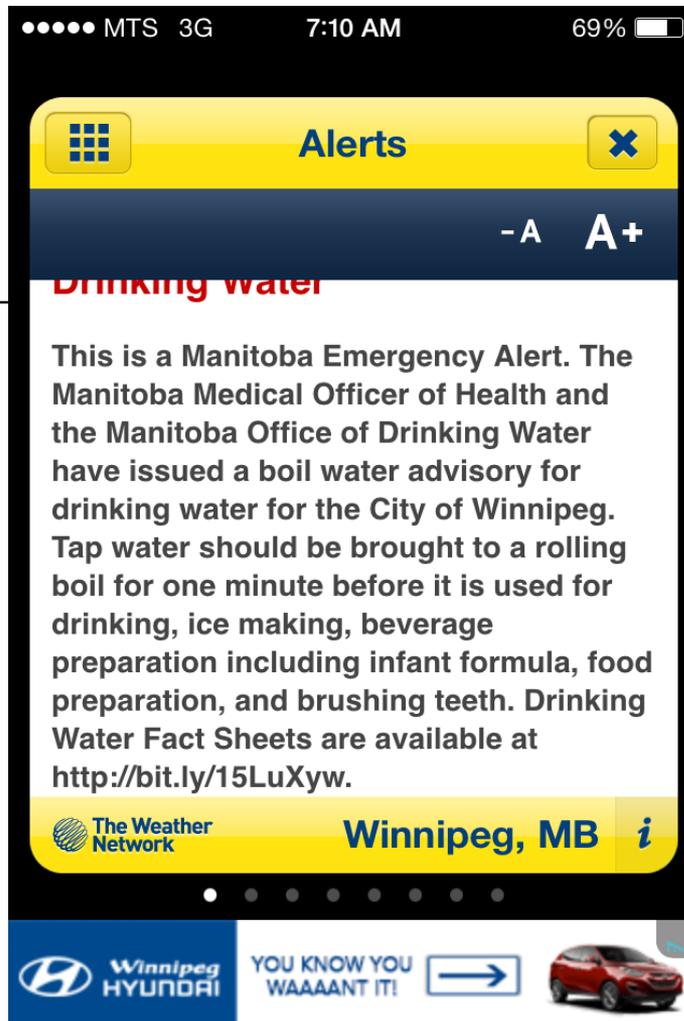
- Tuesday, Jan. 27 at 6:07 p.m. – “A precautionary advisory issued for City of Winnipeg tap water”
- Wednesday, Jan. 28 at 3:12 p.m. – “Winnipeg remains under a precautionary boil water advisory”
- Thursday, Jan. 29 – Precautionary boil water advisory lifted for City of Winnipeg’s water system

## Media inquiries

- 22, including local and national news outlets

## Internal communication

- City-wide email, Tuesday, Jan. 27 at 10:01 p.m. : Precautionary boil water advisory
- City-wide email, Wednesday, Jan. 28 at 5:15 p.m. : Precautionary Boil Water Advisory Remains in Force
- City-wide Thursday, Jan. 29 at 4:33 p.m. : Precautionary Boil Water Advisory Lifted (circulated in English and French)



**City of Winnipeg** @cityofwinnipeg · Jan 28

Residents living outside Wpg concerned about their water should contact their RM or water hauler/provider for info #wpgboilwateradvisory



# Precautionary boil water advisory lifted for City of Winnipeg's water system

---

**Tap water safe and citizens no longer need to take special precautions**

Released: 3:36 p.m.

Winnipeg, MB – The Medical Officer of Health with the Winnipeg Regional Health Authority advised the City at 2:51 p.m. today that the precautionary boil water advisory issued for Winnipeg's water system has ended. Residents and businesses no longer need to take special precautions with tap water.

Results received today are negative for bacteria in all the water samples retested yesterday and Winnipeg's water meets all health and safety water quality regulations and guidelines.

“Winnipeggers can feel confident in our water system,” said Mayor Brian Bowman. “I want to thank citizens for their patience as we worked through all of the required testing.”



**City of Winnipeg** @cityofwinnipeg · Jan 29

We are committed to keeping the public informed of updates/changes as soon as possible. #wpgboilwateradvisory

← 3 ★ 7 || ...



**City of Winnipeg** @cityofwinnipeg · Jan 29

Tap water safe, citizens no longer need to take special precautions; more info: [ow.ly/lbeOD](https://ow.ly/lbeOD) #Winnipeg #wpgboilwateradvisory

← 52 ★ 15 || ...

[https://www.youtube.com/watch?v=Wie6jqZKhYs&index=19&list=PLbfx\\_X\\_36N0o2Xhuvl7u63j-MWnJUfnf](https://www.youtube.com/watch?v=Wie6jqZKhYs&index=19&list=PLbfx_X_36N0o2Xhuvl7u63j-MWnJUfnf)

# ***External Comprehensive Assessment of City of Winnipeg's Water System as it Relates to Recent Boil Water Advisories***

---

Report submitted to the Office of Drinking Water

***Winnipeg's water safe; report concludes positive samples were most likely related to either sampling or analytical processes***

**Winnipeg, MB** – Late yesterday afternoon, the City of Winnipeg submitted an external report to the Office of Drinking Water, the regulator of drinking water in Manitoba, for the Province's review of the findings and recommendations from the comprehensive, external assessment of the City of Winnipeg's water system.

“The water was, and is, safe to drink,” said Geoffrey Patton, Acting Director of Water and Waste. “The independent assessment provides compelling evidence there was no contamination in Winnipeg's water distribution system during the event that occurred in January 2015.”

The report contains several recommendations outlining improvements that can be made to reduce the likelihood of positive samples in the future.

# Issues

---

- Terminology – False Positive
- Jurisdiction – Provincial Health Officer imbedded in Regional Health Authority
- Water and Waste take samples and send to provincial lab for testing, results go to Public Health Officer
- Drinking Water Safety Act, states provider notifies public, but Health Authority released info
- Canadian Drinking Water Guidelines, referenced this time and not others



# Critical Water Customer Notification System

---

(This was 90% complete when this Boil Water Event started)

Continuity Planning with our Critical Water Customers



# BACKGROUND INFORMATION

---

- Boil water advisory event on October 2013
- Working group formed with regulators (e.g., WRHA and ODW)
- Two subgroups were formed
  - technical and communication
- Communication subgroup's goal:
  - Draft a plan to efficiently communicate with customers during a boil water advisory



---

# **STAKEHOLDERS AND VULNERABLE POPULATIONS**

# WHO ARE OUR STAKEHOLDERS?

---



**Health Care**



**Food services**



**Education and child care**



**High traffic**



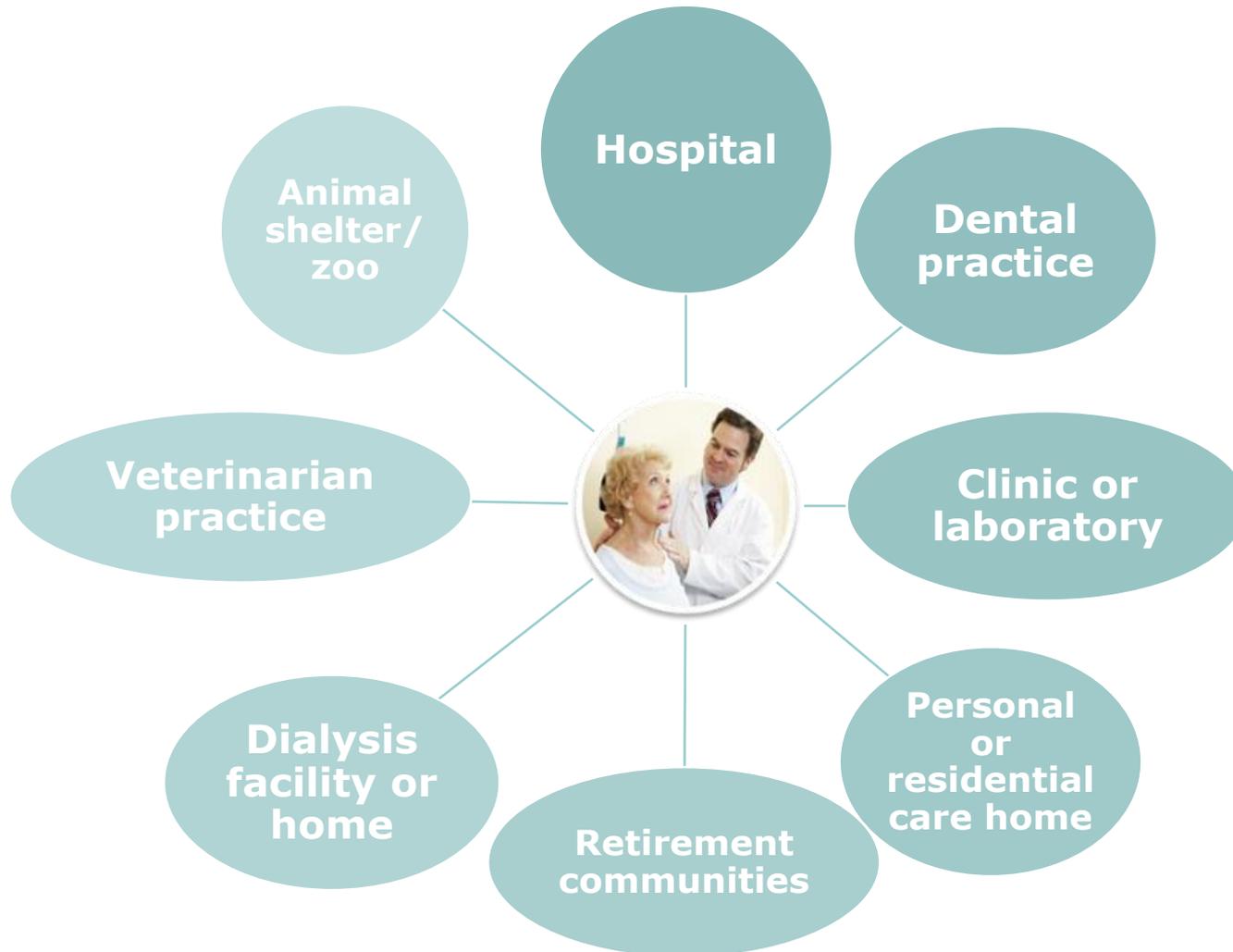
**Water-dependent businesses**



**Property management**

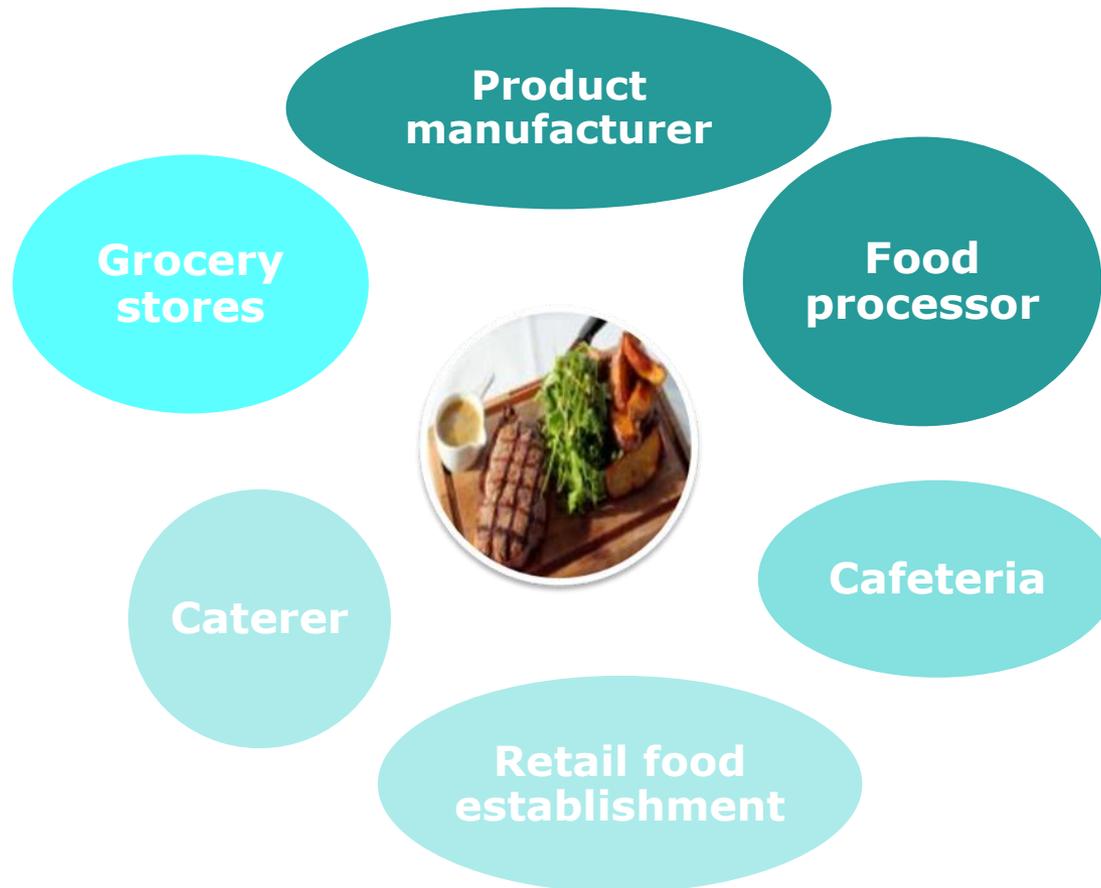
# HEALTH CARE

---



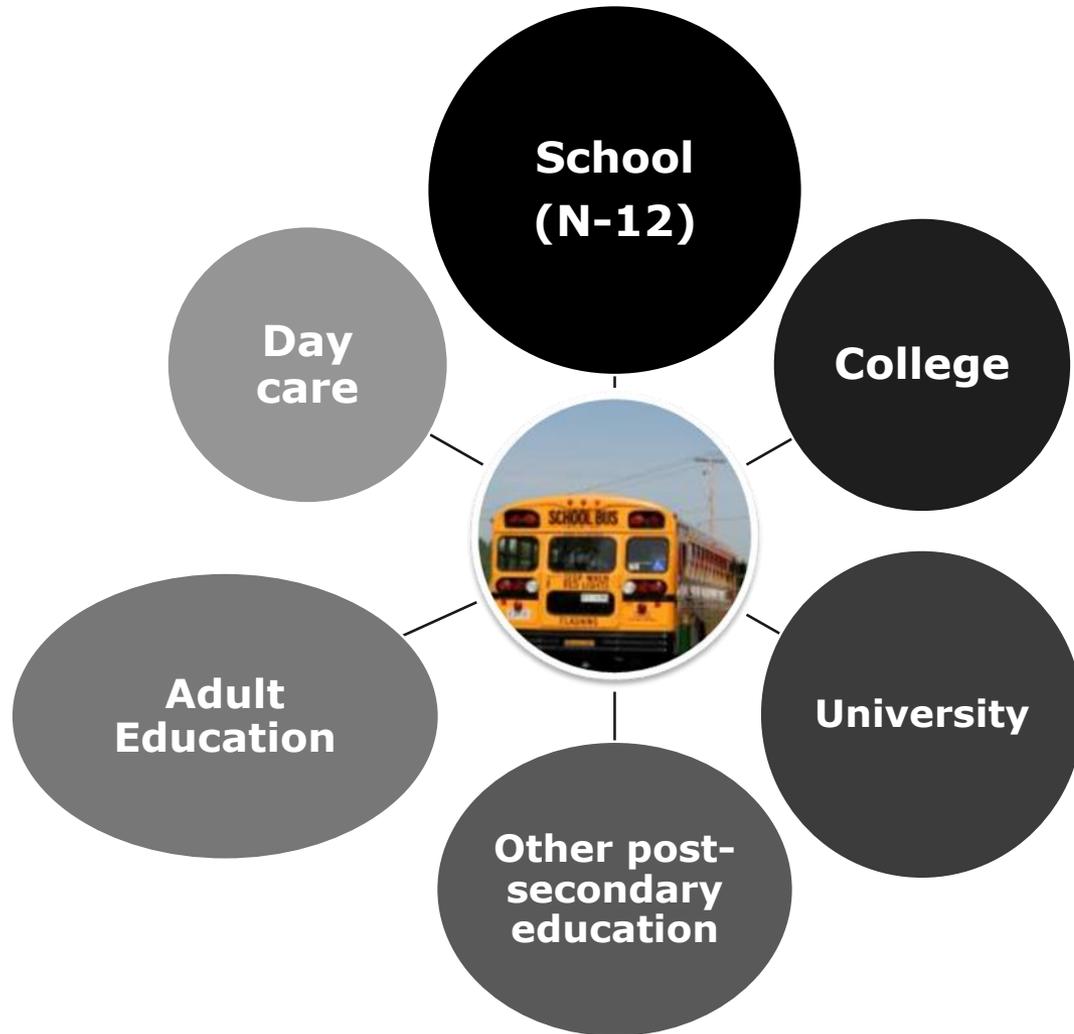
# FOOD SERVICES

---



# EDUCATION AND CHILD CARE

---



# HIGH TRAFFIC

---



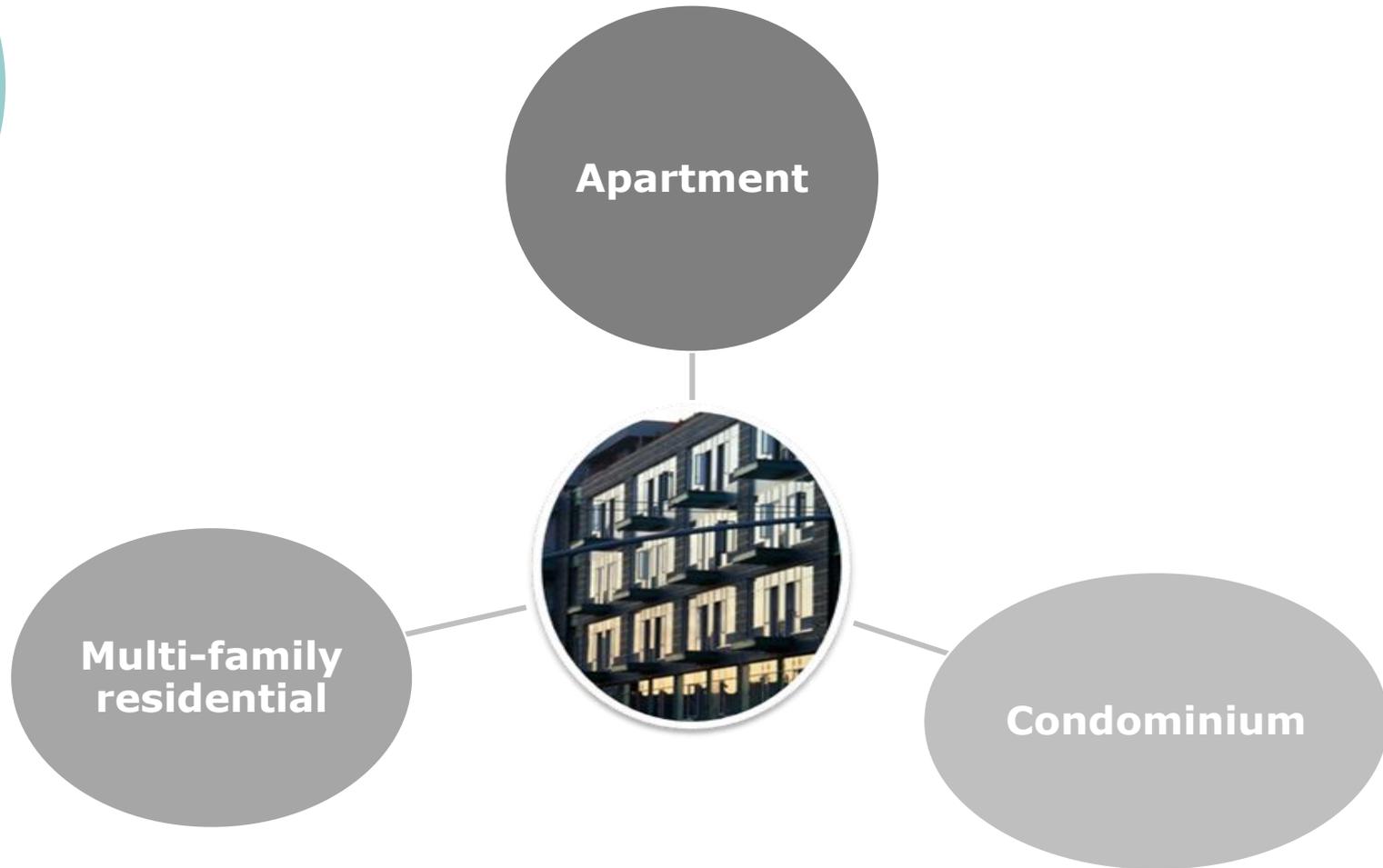
# WATER-DEPENDENT BUSINESSES

---



# PROPERTY MANAGEMENT

---



# REACHING VULNERABLE POPULATIONS

---

<b>Populations</b>	<b>Actions</b>
Low Literacy	<ul style="list-style-type: none"><li>▪ including images in our messages</li></ul>
Limited English	<ul style="list-style-type: none"><li>▪ including images in our messages</li></ul>
Visually Impaired	<ul style="list-style-type: none"><li>▪ making messages reader-compatible</li><li>▪ making automated calls</li></ul>
Hearing or Speech Impaired	<ul style="list-style-type: none"><li>▪ including images in our messages</li><li>▪ including CC on our online video</li></ul>

# REACHING VULNERABLE POPULATIONS

---

<b>Populations</b>	<b>Actions</b>
Seniors	<ul style="list-style-type: none"><li>▪ contacting homecare businesses and personal care homes</li><li>▪ making automated calls</li></ul>
Homeless	<ul style="list-style-type: none"><li>▪ contacting shelters</li></ul>
Physically and Mentally Impaired	<ul style="list-style-type: none"><li>▪ contacting home care businesses and personal care homes</li><li>▪ making automated calls</li></ul>

---

# REACHING VULNERABLE POPULATIONS

	News Release	Social Media	TV	Radio	Automated calls	Email
Low Literacy			✓	✓	✓	
Limited English			✓			
Visually Impaired	tts	tts	tts	✓	✓	tts
Hearing/Speech Impaired	✓	✓ CC	CC			✓
Seniors		 CC	✓ CC	✓	✓	
Physically/ Mentally Impaired		 CC	✓ CC	✓	✓	
Homeless						



---

# **ONLINE FORM AND DATABASE**

# RESEARCH

## Drinking Water Advisory Communication Toolbox

Updated 2013

**Eastern Suburban Water Authority**  
 3700 Hardin Avenue • P.O. Box 3819 • Edison, PA 18043-3819  
 Phone: 610-258-7181 • Fax: 610-258-7180  
 www.eswa.net

It is important for Eastern Suburban Water Authority to serve the water needs of all customers. Certain customers, due to special needs, require a notification card (used for medical, occupational, or other needs) in the event of an emergency, unless people at your location may need to be contacted immediately, who may not be the contact person for routine business matters.

We use an emergency notification database along with our automatic dialing system to alert customers in the event of a water system emergency. It is our responsibility to update this database. If you feel you are a critical care customer, please take a minute to complete the form below, and return it to us that we may update our records.

In order to properly identify your facility, please make sure to complete this form in its entirety, and note the type of facility, as well as the impact of a lack of water supply for your facility.

You may return this form to us by fax, mail, email, or through our website:  
 Mail: Eastern Suburban Water Authority, Attn: 610-258-7180  
 Fax: 610-258-7180  
 E-Mail: [eswa@eswa.net](mailto:eswa@eswa.net)  
 Website: [www.eswa.net/customer\\_services/Letter\\_Care.html](http://www.eswa.net/customer_services/Letter_Care.html)  
 Edison, PA 18043

Customer Information  
 Company/ Customer Name: \_\_\_\_\_ Street: \_\_\_\_\_ City: \_\_\_\_\_  
 Service Address: \_\_\_\_\_ Home/Office: \_\_\_\_\_  
 Type:  Health Care  Municipality  Child Care  Education  Business  Residential  
 Food Service  Other \_\_\_\_\_  
 How would an emergency lack of water supply affect your facility? \_\_\_\_\_

Emergency Contact Information  
 Facility Contact - Address (Be sure to include Apt. #): \_\_\_\_\_  
 Contact #1 Name: \_\_\_\_\_ Phone: \_\_\_\_\_ (Area) \_\_\_\_\_  
 Contact #2 Name: \_\_\_\_\_ Phone: \_\_\_\_\_ (Area) \_\_\_\_\_  
 Contact #3 Name: \_\_\_\_\_ Phone: \_\_\_\_\_ (Area) \_\_\_\_\_  
 Contact #4 Name: \_\_\_\_\_ Phone: \_\_\_\_\_ (Area) \_\_\_\_\_

**CRITICAL CUSTOMER CARE PROGRAM**  
 CUSTOMER APPLICATION AND CERTIFICATION  
 Critical Care Identification Form  
 Critical Care Identification Form

**FirstEnergy**

Customer Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Emergency Contact Information  
 Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAGE 2 - To Be Completed by the Customer**  
**PART 1: ALL INFORMATION IS REQUIRED**

Customer Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Emergency Contact Information  
 Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Critical Customer Enrollment System REGISTRATION FORM**  
 Please include this information on an annual basis.

Guelph Hydro Account #: \_\_\_\_\_  
 Customer Name: \_\_\_\_\_  
 Customer Street Address: \_\_\_\_\_  
 Customer Postal Code: \_\_\_\_\_  
 Type of customer:  Business  Residential  Other \_\_\_\_\_

Please select all that apply to your location:  
 Food Establishment  Health Care Facility  Correctional Facility  
 Nursing Home  School  Social Needs  
 Airport  Arena or Stadium  College or University  
 High Water Consumer  Hotel  Ice Production / Bottled Water  
 Public Park / Spa  Child Care Programs  Dental Office  
 Other dependent medical  Charitable Clinic  Difficult manufacturing

Emergency Contact  
 Name: \_\_\_\_\_  
 Position Title: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_  
 Telephone of contact (if applicable):  E-mail  Phone  Cell Phone

Secondary Contact  
 Name: \_\_\_\_\_  
 Position Title: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_  
 Telephone of contact (if applicable):  E-mail  Phone  Cell Phone

**WSP**  
 WATSON NORTH HYDRO INC.  
 CRITICAL CUSTOMER NOTIFICATION

Contact Name: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_ WSP Account # \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Comments are responsible for ensuring that the information provided to WSP is accurate and up to date. The information is being collected for the purpose of identifying customer locations using critical life support equipment. All information will be subject to the appropriate confidentiality level.

Please forward by mail or fax to:  
 Watson North Hydro Inc.  
 Attn: Communications Officer  
 P.O. Box 418  
 524 County Route Road  
 Watford, ON N2Y 4L3  
 Fax: (519) 844-8992

# ONLINE FORM – NON-RESIDENTIAL



**Winnipeg**  
Water and Waste Department

## Critical Water Customers Notification System

**Properties Other Than Single-Family Houses Registration Form**

**Part 1: Utility Account Information**

Utility account number \_\_\_\_\_  
Utility account holder name \_\_\_\_\_  
Street address \_\_\_\_\_ Postal code \_\_\_\_\_

**Part 2: Type of Customer**

Please select all that apply:

<p><b>Foods and goods</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Food processing</li><li><input type="checkbox"/> Product manufacturers</li><li><input type="checkbox"/> Food establishments (e.g. restaurant, cafeterias)</li></ul> <p><b>Health care</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Health care or medical facility (e.g. hospital, dental office, nursing home, veterinary clinic, laboratories)</li><li><input type="checkbox"/> Special needs / personal care home</li></ul> <p><b>High traffic</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Airport</li><li><input type="checkbox"/> Arena or stadium</li><li><input type="checkbox"/> Entertainment venue</li><li><input type="checkbox"/> Correctional facility</li><li><input type="checkbox"/> Hotel</li><li><input type="checkbox"/> Place of worship</li><li><input type="checkbox"/> Shopping centre or mall</li><li><input type="checkbox"/> Gym</li><li><input type="checkbox"/> Parks</li></ul>	<p><b>Education and child care</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Child care (e.g. daycare, nursery)</li><li><input type="checkbox"/> College, university, other post-secondary</li><li><input type="checkbox"/> School</li></ul> <p><b>Water-dependent businesses</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Aquatic life facility (e.g. pet stores)</li><li><input type="checkbox"/> Laundromat</li><li><input type="checkbox"/> Public pool or spa</li><li><input type="checkbox"/> Water-dependent business (water haulers, water processing, water bottling)</li></ul> <p><b>Property management</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Apartment</li><li><input type="checkbox"/> Condominium</li><li><input type="checkbox"/> Multi-family residential</li></ul> <p><b>Other (please specify):</b> _____</p>
---	---

**Part 3: Primary Contact Details** *(Should be available 24/7)*

Name \_\_\_\_\_  
Job title \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Preferred method of contact Email Phone Cell Phone

**Part 4: Secondary Contact Details** *(Should be available 24/7)*

Name \_\_\_\_\_  
Job title \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Preferred method of contact Email Phone Cell Phone

**Part 5: Terms and Conditions**

The City of Winnipeg is collecting and storing this information in accordance with the Freedom of Information and Protection of Privacy Act (FIPPA). The City of Winnipeg will be using this information for the purpose of contacting customers who may be critically impacted by an unexpected water emergency in the City of Winnipeg's drinking water system.

By checking this box, I understand and agree the following:  
 The City of Winnipeg can contact me when there is an unexpected water emergency.

Once signed up, you can unsubscribe from these notifications at any time.

Print name of applicant \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return this application:

- by mail to Water and Waste Department, 1199 Pacific Avenue, Winnipeg, MB, R3T 0P4
- by fax to 204-774-6729

For office use only	
Comments:	Date

# ONLINE FORM – RESIDENTIAL



**Winnipeg**  
Water and Waste Department

**Critical Water Customers Notification System**  
**Single Family Houses Registration Form**

**Part 1: Utility Account Information**

Utility account number \_\_\_\_\_  
Utility account holder name \_\_\_\_\_  
Street address \_\_\_\_\_ Postal code \_\_\_\_\_

**Part 2: Primary Contact Details (Should be available 24/7)**

Name \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Preferred method of contact    Email    Phone    Cell Phone

**Part 3: Secondary Contact Details (Should be available 24/7)**

Name \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Preferred method of contact    Email    Phone    Cell Phone

**Part 4: Terms and Conditions**

The City of Winnipeg is collecting and storing this information in accordance with the Freedom of Information and Protection of Privacy Act (FIPPA). The City of Winnipeg will be using this information for the purpose of contacting customers who may be critically impacted by an unexpected water emergency in the City of Winnipeg's drinking water system.

By checking this box, I understand and agree the following:

The City of Winnipeg can contact me when there is an unexpected water emergency. Once signed up, you can unsubscribe from these notifications at any time.

Print name of applicant \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return this application:

- by mail to Water and Waste Department, 1199 Pacific Avenue, Winnipeg, MB, R3T 0P4
- by fax to 204-774-6729

**For office use only**

Comments: _____	Date _____
-----------------	------------

# ONLINE FORM

- Collects utility billing account info
- Takes customer type(s)
- Takes contact info

**Critical Water Customers Notification System**  
Properties Other Than Single-Family Houses  
Registration Form

**Part 1: Utility Account Information**

Utility account number \_\_\_\_\_  
Utility account holder name \_\_\_\_\_  
Street address \_\_\_\_\_ Postal code \_\_\_\_\_

**Part 2: Type of Customer**

Please select all that apply.

<b>Food and services</b>	<b>Education and childcare</b>
<input type="checkbox"/> Food processing	<input type="checkbox"/> Child care (e.g. daycare, nursery)
<input type="checkbox"/> Product manufacturers	<input type="checkbox"/> College, university, other post-secondary
<input type="checkbox"/> Food establishments (e.g. restaurant, cafeteria)	<input type="checkbox"/> School
<b>Health care</b>	<b>Water-dependent businesses</b>
<input type="checkbox"/> Health care or medical facility (e.g. hospital, dental office, nursing home, veterinary clinic, laboratories)	<input type="checkbox"/> Aquatic life facility (e.g. pet stores)
<input type="checkbox"/> Special needs / personal care home	<input type="checkbox"/> Landfill
<b>High traffic</b>	<input type="checkbox"/> Public pool or spa
<input type="checkbox"/> Airport	<input type="checkbox"/> Water-dependent business (water trailers, water processing, water bottling)
<input type="checkbox"/> Arena or stadium	<b>Emergency management</b>
<input type="checkbox"/> Entertainment venue	<input type="checkbox"/> Apartment
<input type="checkbox"/> Correctional facility	<input type="checkbox"/> Condominium
<input type="checkbox"/> Hotel	<input type="checkbox"/> Multi-family residential
<input type="checkbox"/> Place of worship	<b>Other (please specify)</b>
<input type="checkbox"/> Shopping centre or mall	_____
<input type="checkbox"/> Gym	
<input type="checkbox"/> Parks	

**Part 3: Primary Contact Details (should be a resident 24/7)**

Name \_\_\_\_\_  
Job title \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Preferred method of contact  Email  Phone  Cell Phone

**Part 4: Secondary Contact Details (should be a resident 24/7)**

Name \_\_\_\_\_  
Job title \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Preferred method of contact  Email  Phone  Cell Phone

**Part 5: Terms and Conditions**

The City of Winnipeg is collecting and storing this information in accordance with the Freedom of Information and Protection of Privacy Act (FIPPA). The City of Winnipeg will be using this information for the purpose of contacting customers who may be critically impacted by an unexpected water emergency in the City of Winnipeg's drinking water system.

By checking this box, I understand and agree the following:  
 The City of Winnipeg can contact me when there is an unexpected water emergency.  
Once signed-up, you can unsubscribe from these notifications at any time.

Print name of applicant \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return this application:  
• by mail to Water and Waste Department, 1109 Pacific Avenue, Winnipeg, MB R2T 0P4  
• by fax to 204-774-6729

**For office use only**

Comments	Date
----------	------

# ONLINE FORM

- Asks preferred contact method
- Says how we'll collect this info
- Can be submitted online, via fax, or by mail

**Critical Water Customers Notification System**  
Properties Other Than Single-Family Houses  
Registration Form

**Part 1: Utility Account Information**

Utility account number \_\_\_\_\_  
Utility account holder name \_\_\_\_\_  
Street address \_\_\_\_\_ Postal code \_\_\_\_\_

**Part 2: Type of Customer**

Please select all that apply:

<b>Foods and goods</b>	<b>Education and child care</b>
<input type="checkbox"/> Food processing	<input type="checkbox"/> Child care (e.g. daycare, nursery)
<input type="checkbox"/> Product manufacturers	<input type="checkbox"/> College, university, other post-secondary
<input type="checkbox"/> Food establishments (e.g. restaurant, cafes/cafes)	<input type="checkbox"/> School
<b>Health care</b>	<b>Water-dependent businesses</b>
<input type="checkbox"/> Health care or medical facility (e.g. hospital, dental office, nursing home, veterinary clinic, laboratory)	<input type="checkbox"/> Aquatic life facility (e.g. pet stores)
<input type="checkbox"/> Special needs / personal care home	<input type="checkbox"/> Landdonal
<b>High traffic</b>	<input type="checkbox"/> Public pool or spa
<input type="checkbox"/> Airport	<input type="checkbox"/> Water-dependent business (water haulers, water processing, water bottling)
<input type="checkbox"/> Arena or stadium	<b>Proximity to management</b>
<input type="checkbox"/> Entertainment venue	<input type="checkbox"/> Apartment
<input type="checkbox"/> Correctional facility	<input type="checkbox"/> Condominium
<input type="checkbox"/> Hotel	<input type="checkbox"/> Multi-family residential
<input type="checkbox"/> Place of worship	<b>Other (please specify):</b> _____
<input type="checkbox"/> Shopping centre or mall	
<input type="checkbox"/> Gym	
<input type="checkbox"/> Parks	

**Part 3: Primary Contact Details (should be 24/7)**

Name \_\_\_\_\_  
Job title \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Preferred method of contact  Email  Phone  Cell Phone

**Part 4: Secondary Contact Details (should be 24/7)**

Name \_\_\_\_\_  
Job title \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Preferred method of contact  Email  Phone  Cell Phone

**Part 5: Terms and Conditions**

The City of Winnipeg is collecting and storing this information in accordance with the Freedom of Information and Protection of Privacy Act (FIPPA). The City of Winnipeg will be using this information for the purpose of contacting customers who may be critically impacted by an unexpected water emergency in the City of Winnipeg's drinking water system.

By checking this box, I understand and agree the following:  
 The City of Winnipeg can contact me when there is an unexpected water emergency. Once signed-up, you can unsubscribe from these notifications at any time.

Print name of applicant \_\_\_\_\_ Date \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return this application:  
• by mail to Water and Waste Department, 1159 Pacific Avenue, Winnipeg, MB, R2T 0P4  
• by fax to 204-774-4729

**For office use only**

Comments \_\_\_\_\_ Date \_\_\_\_\_



# NOTIFICATION DATABASE

---

- Subscription-based system
- Linked with utility account number
- Subscriber opts-in for email or phone call
- Signs-up through online or printed form



# NOTIFICATION DATABASE

---

- View, search and filter subscriber information
- Import and export contact details
- Send email notification to targeted subscribers
- Can include images and links to videos
- Can generate reports of email views and click-throughs



---

# **COMMUNICATIONS TIMELINE**

# COMMUNICATION GOALS

---

## SHORT-TERM GOALS

Identify our critical customers

Collect contact information for our critical customers

Educate critical customers how to respond if there is an event like a boil water advisory

## LONG-TERM GOALS

Reach all water customers

Collect contact information for all water customers

Educate all water customers how to react if there is an event like a boil water advisory

# SHORT-TERM

---

## GOALS

Identify our critical customers

Collect contact information for our critical customers

Educate critical customers how to respond if there is an event like a boil water advisory

## ACTIONS

Draft list of critical customers and their gatekeepers

Distribute 'Register Now' notifications to our critical customers

Distribute emergency water toolkits with a list of resources and emergency planning templates



# SHORT-TERM

---

- Concept, design and production for visual key messages
  - Do not drink (tap with an x on it)
  - Water fountain with an x on it
  - Coffee cup with an x on it
  - Water boiling with a clock for 1 minute



# SHORT-TERM

---

- Draft news release template
- Draft social media post template
- Draft email notification template
- Reader-compatible
- Arrange automated calls service (with those who register)
- Translating documents

# REGISTER NOW NOTIFICATION



Water and Waste Department • Service des eaux et des déchets

January 15, 2015

## Critical Water Customer Notifications Register Now

Is your business, organization or household ready for an unexpected water emergency?

Water emergencies can occur at any time, and can affect the quantity and quality of your drinking water. If these emergencies do occur, we strive to notify you as quickly as possible so you can react accordingly.

**We consider you as a critical water customer, so please register your business, organization or household.**

### How to register

Step 1 – Visit [winnipeg.ca/CWCN](http://winnipeg.ca/CWCN)

Step 2 – Click "Register here"

Step 3 – Fill out all the required fields and click "Submit"

If you require a printed form, please contact 311.

### If you oversee other businesses/organizations, please encourage them to register by:

- forwarding this notice (download the PDF at [winnipeg.ca/CWCN](http://winnipeg.ca/CWCN)), or
- forwarding [cwcn@winnipeg.ca](mailto:cwcn@winnipeg.ca) their contact information, so we can follow-up with them directly regarding their registration.

### What is the Critical Water Customer Notifications system?

The Critical Water Customer Notifications system:

- allows us to quickly notify you if there is a water emergency (e.g. changes in water quality), by phone, email or a hand-delivered notice,
- stores contact information in a secure and confidential database, and
- will be updated annually to ensure contact information is up-to-date.

### Who is a critical water customer?

We consider your business, organization or household a critical water customer when:

- quality drinking water is critical for your daily business operation,
- your business or organization sees high foot traffic daily, and/or
- if you require the use of health equipment at home (e.g. dialysis machines).

If you register by Sunday, March 1, 2015, you will receive a **FREE Water Emergency Toolkit**. This toolkit includes useful tips, checklists and planning templates to help you prepare for an unexpected water emergency.

For more information, please visit [winnipeg.ca/CWCN](http://winnipeg.ca/CWCN) or email [cwcn@winnipeg.ca](mailto:cwcn@winnipeg.ca).

# REGISTER NOW NOTIFICATION



Water and Waste Department • Service des eaux et des déchets

January 15, 2015

## Critical Water Customer Notifications Register Now

Is your business, organization or household ready for an unexpected water emergency?

Water emergencies can occur at any time, and can affect the quantity and quality of your drinking water. If these emergencies do occur, we strive to notify you as quickly as possible so you can react accordingly.

**We consider you as a critical water customer, so please register your business, organization or household.**

### How to register

Step 1 – Visit [winnipeg.ca/CWCN](http://winnipeg.ca/CWCN)

Step 2 – Click “Register here”

Step 3 – Fill out all the required fields and click “Submit”

If you require a printed form, please contact 311.

### If you oversee other businesses/organizations, please encourage them to register by:

- forwarding this notice (download the PDF at [winnipeg.ca/CWCN](http://winnipeg.ca/CWCN)), or
- forwarding [cwcn@winnipeg.ca](mailto:cwcn@winnipeg.ca) their contact information, so we can follow-up with them directly regarding their registration.

### What is the Critical Water Customer Notifications system?

The Critical Water Customer Notifications system:

- allows us to quickly notify you if there is a water emergency (e.g. changes in water quality), by phone, email or a hand-delivered notice,
- stores contact information in a secure and confidential database, and
- will be updated annually to ensure contact information is up-to-date.

### Who is a critical water customer?

We consider your business, organization or household a critical water customer when:

- quality drinking water is critical for your daily business operation,
- your business or organization sees high foot traffic daily, and/or
- if you require the use of health equipment at home (e.g. dialysis machines).

If you register by Sunday, March 1, 2015, you will receive a **FREE Water Emergency Toolkit**. This toolkit includes useful tips, checklists and planning templates to help you prepare for an unexpected water emergency.

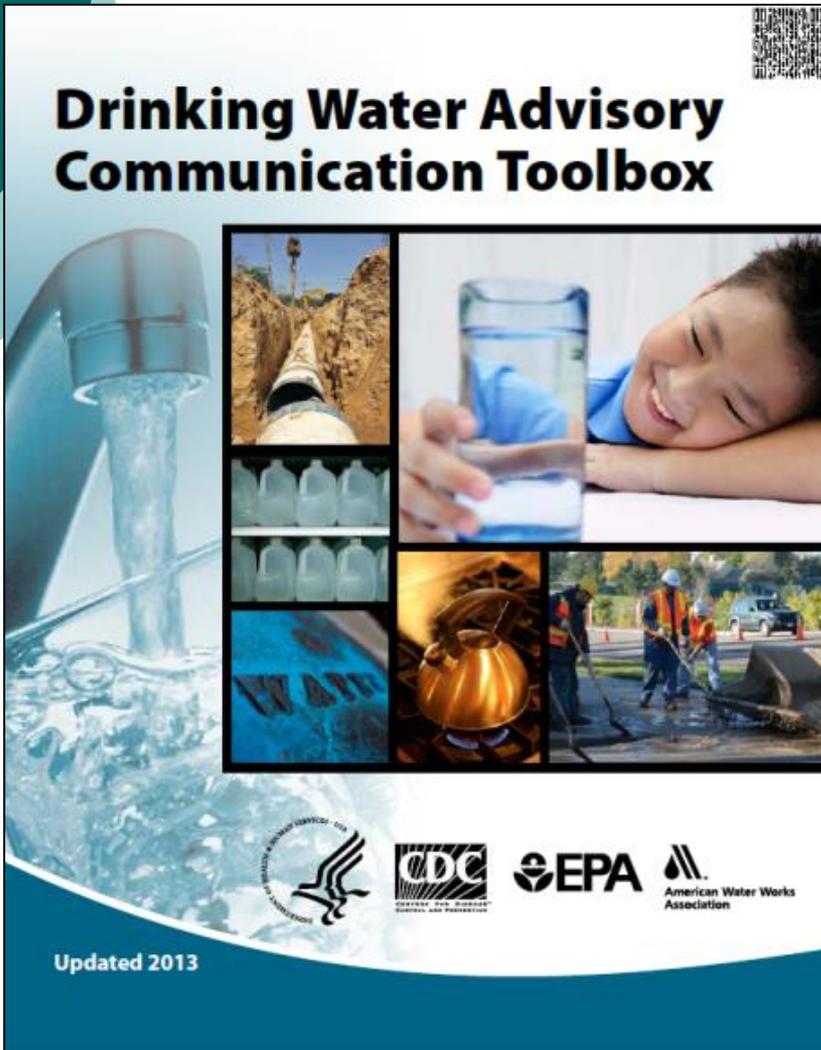
For more information, please visit [winnipeg.ca/CWCN](http://winnipeg.ca/CWCN) or email [cwcn@winnipeg.ca](mailto:cwcn@winnipeg.ca).

## ○ Options:

- Forward the notice
- Forward us contacts

## ○ FREE Water Emergency Toolkit

# WATER EMERGENCY TOOLKIT



- FREE
- Educate customers
- Encourage them to be prepared
- Toolkit includes:
  - Frozen pipe prevention FAQ and tips
  - Discoloured water FAQ and tips
  - Day-of BWA checklist
  - Emergency contacts and resources

# WATER EMERGENCY TOOLKIT

---



# SAMPLE 1 – FOUNTAIN SIGN

---

This sign is for:

- schools
- health care facilities,
  - hospitals
  - dental offices
  - nursing homes
- public pools or spas



# SAMPLE 2 – STOREFRONT SIGN

---

This sign is for:

- restaurants
- food processors
- high traffic areas
- all other non-residential properties

**WARNING**  
**BOIL WATER ADVISORY**



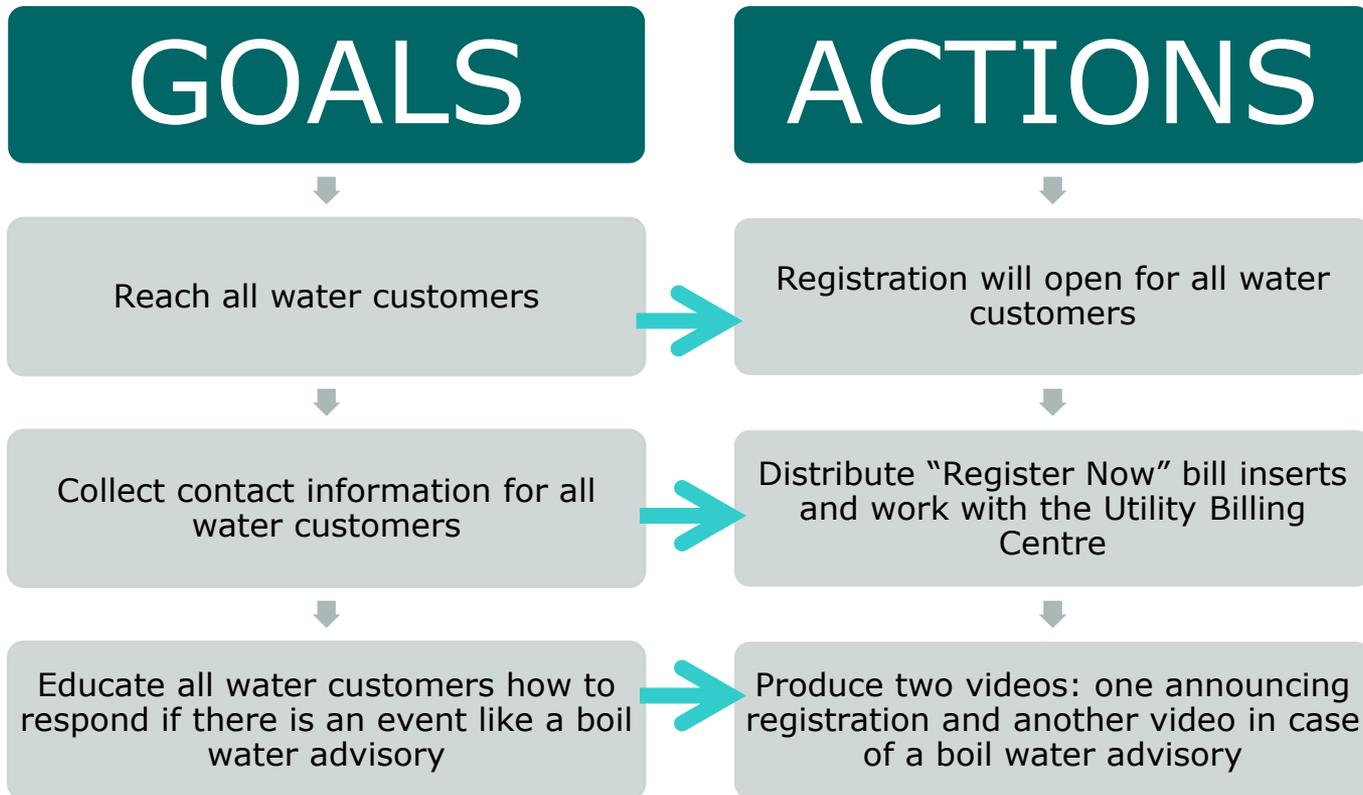
Our location is currently under a temporary  
**boil water advisory**

We are operating with water restrictions

Tap water and other self-serve beverages  
will not be available

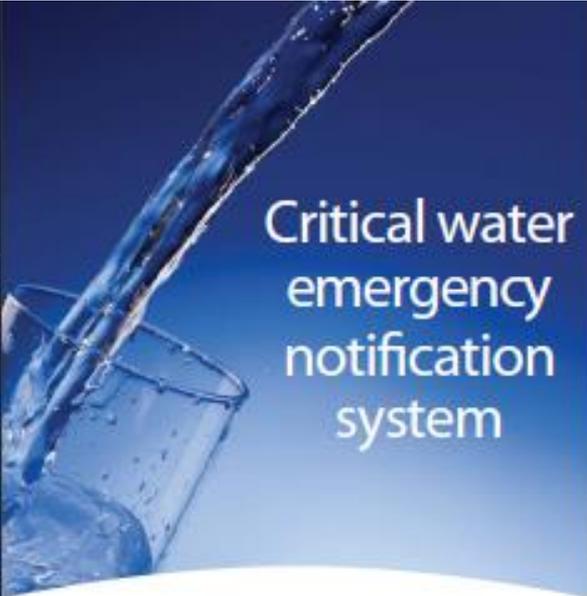
# LONG-TERM GOALS

---



# BILL INSERT

---



Critical water  
emergency  
notification  
system

**Register Now!**

Sign up to receive important email notification about your water service, including:

- available incentive programs
- water service interruptions
- water conservation tips, and
- boil water advisories

**More information**  
Call 311 or visit [winnipeg.ca/cwcn](http://winnipeg.ca/cwcn)  
to register



Winnipeg  
Water and Waste Department



---

**THANK YOU  
QUESTIONS?**

**Randy Hull**

**[r.hull@shaw.ca](mailto:r.hull@shaw.ca)**