

Flood Protection Public Awareness Campaign

March 24, 2025



Agenda

- Background on flooding impact and response in 2024
- Accomplishments
- Public education focus areas
- Flood awareness campaign in two phases
- Seasonal reminders to keep up awareness

Background

- **Flooding Impact – July 15 & 16 Storm Events in Oakville**
- **Overview:** Oakville experienced intense storm activity, which led to significant flooding in localized areas of the town. The storms brought heavy rainfall and strong winds, overwhelming local drainage systems and causing widespread damage.
- **Calls for Support:** ServiceOakville and Region of Halton (311) received a total of 339 calls related to the storm ranging from public right-of-way/property damage to private residential flooding.
- **Town Response:** During a severe storm, effort focuses on the safe operations of the town's Right-of-way and maintaining the function of our stormwater network.





Council Direction




At the Council meeting of August 13, 2024, following presentation of the information report (*Item 10.5 July 2024 Rain Event – Oakville Impact and Update,*) Council requested staff to consider how to improve education to our residents.

Accomplishments in 2024

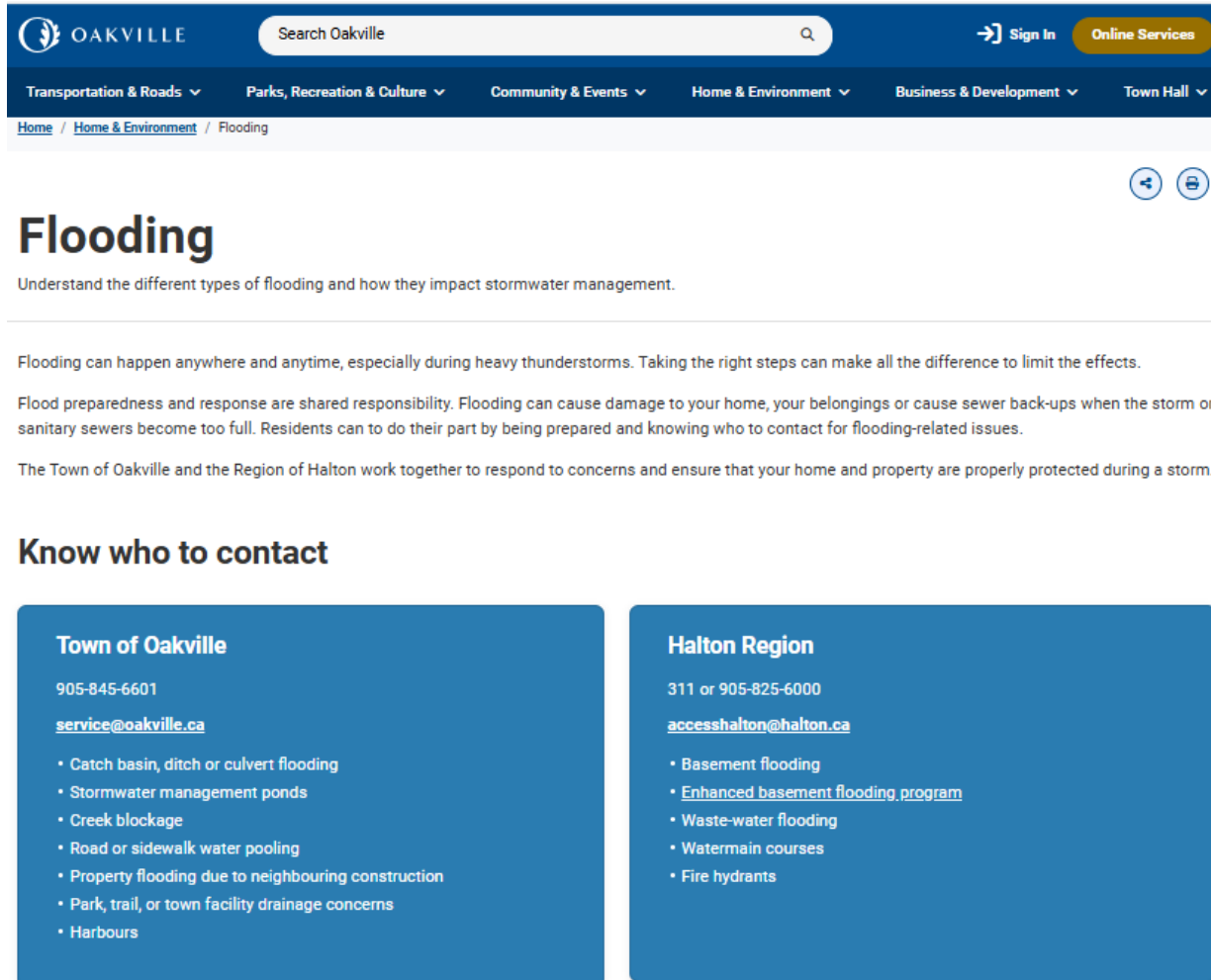
Flood response staff protocol

Outlining levels of warning, communication and escalation protocol.

Flood Warning from CH	Weather Alerts from Environment Canada
 Normal Conditions No flood conditions exist. Note that even during normal conditions, there is a risk to personal safety associated with flowing water.	
 Water Safety High flows, unsafe banks, melting ice or other factors could be dangerous for recreational users such as anglers, hikers, children, pets, and others. Flooding is not expected.	
 Flood Outlook Early notice of the potential for flooding based on weather forecasts calling for heavy rain, snow melt, high winds or other conditions. These factors may cause significant runoff, ice jams, flooding or erosion.	
 Flood Watch and/or Lake Ontario Shoreline Flood Watch Flooding is possible in specific watercourses or municipalities. Municipalities, emergency services and individual landowners in flood-prone areas should prepare for possible flooding.	Heavy downpour Warning (Tb14) (50mm or more of rain is expected in 1 hr)
Selected Areas (Based on field report / observation / service requests) (e.g. July 16, 2024 event)	Severe Thunderstorm Watch / Warning (Tb18)

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Townwide Impact (Based on field report / observation / service requests)	Severe Thunderstorm Watch / Warning (Tb18)
 Flood Warning and/or Lake Ontario Shoreline Flood Warning Flooding is imminent or already occurring in specific watercourses or municipalities. Municipalities and individuals should take action to deal with flood conditions, including possible road closures and evacuations.	Heavy downpour Warning (Tb14) (50mm or more of rain is expected in 1 hr)
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Comprehensive updates to website



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Home / Home & Environment / Flooding

Flooding

Understand the different types of flooding and how they impact stormwater management.

Flooding can happen anywhere and anytime, especially during heavy thunderstorms. Taking the right steps can make all the difference to limit the effects.

Flood preparedness and response are shared responsibility. Flooding can cause damage to your home, your belongings or cause sewer back-ups when the storm or sanitary sewers become too full. Residents can do their part by being prepared and knowing who to contact for flooding-related issues.

The Town of Oakville and the Region of Halton work together to respond to concerns and ensure that your home and property are properly protected during a storm.

Know who to contact

Town of Oakville

905-845-6601

service@oakville.ca

- Catch basin, ditch or culvert flooding
- Stormwater management ponds
- Creek blockage
- Road or sidewalk water pooling
- Property flooding due to neighbouring construction
- Park, trail, or town facility drainage concerns
- Harbours

Halton Region

311 or 905-825-6000

accesshalton@halton.ca

- Basement flooding
- Enhanced basement flooding program
- Waste-water flooding
- Watermain courses
- Fire hydrants

Protect your property from flooding

Floods can happen quickly and without warning at any time of the year. Learn what to do before, during and after flooding to keep yourself, your family and your property safe.

Flood tips →

Types of flooding

Basement flooding



Private property



Stormwater flooding including road, sidewalk and overland flooding



Creek flooding

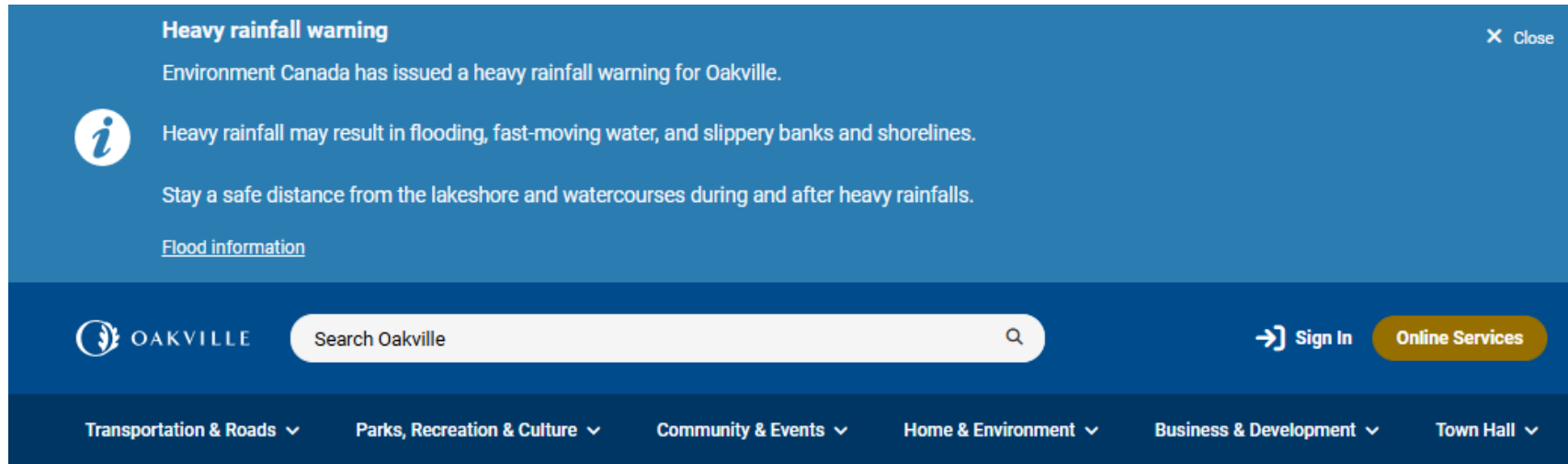


Lake Ontario flooding




Comprehensive updates to website (cont'd)

Level 1




Heavy rainfall warning ✕ Close

Environment Canada has issued a heavy rainfall warning for Oakville.

 Heavy rainfall may result in flooding, fast-moving water, and slippery banks and shorelines.

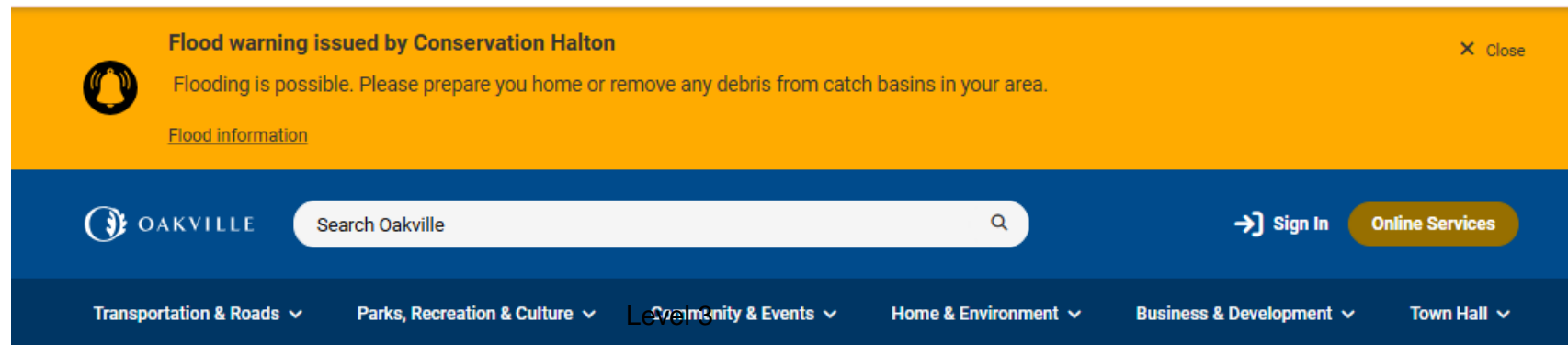
Stay a safe distance from the lakeshore and watercourses during and after heavy rainfalls.

[Flood information](#)


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Level 2



Flood warning issued by Conservation Halton ✕ Close

 Flooding is possible. Please prepare your home or remove any debris from catch basins in your area.

[Flood information](#)

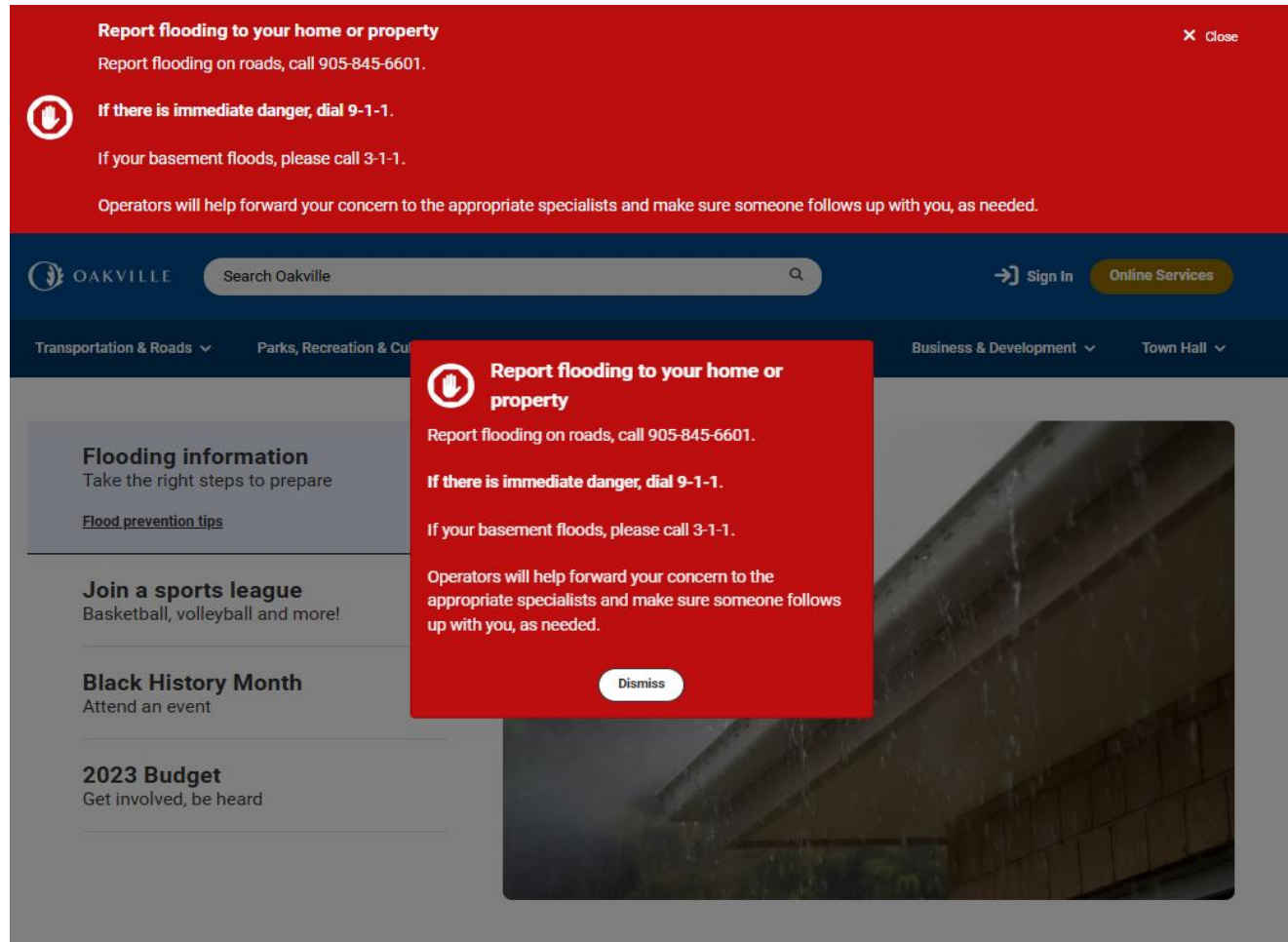
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Level 3

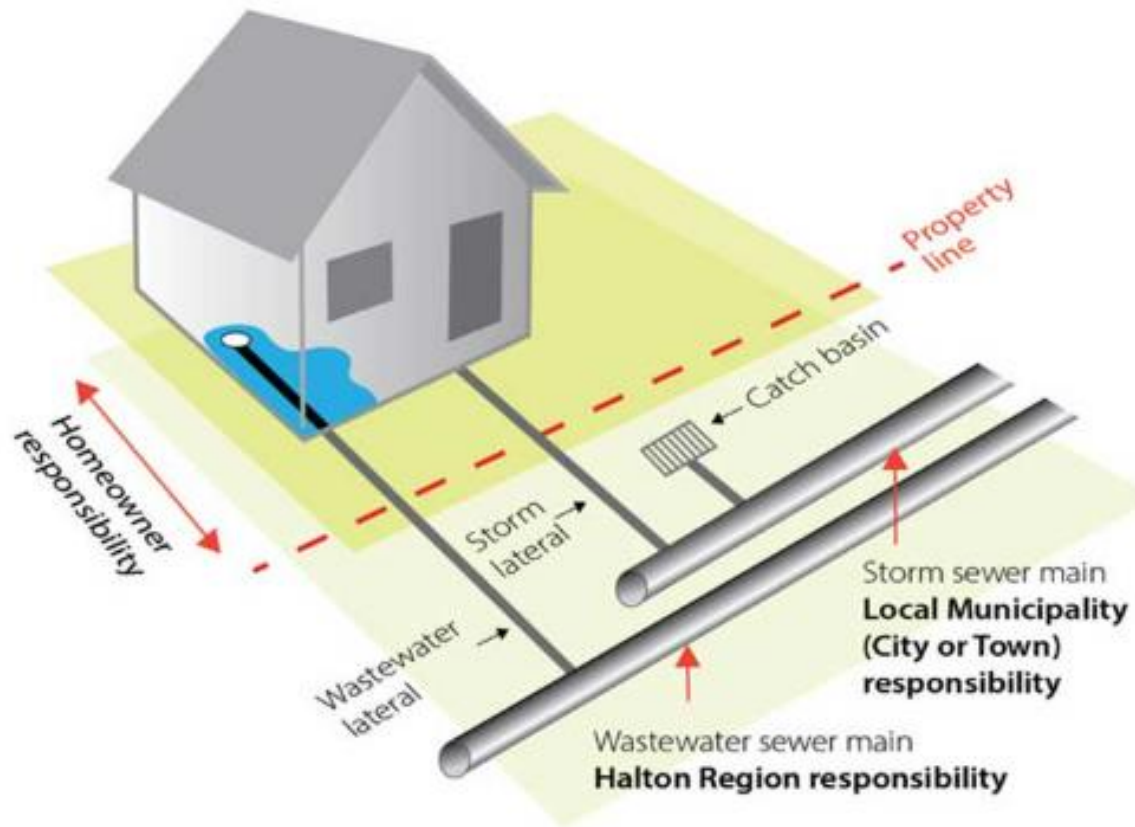
Comprehensive updates to website (cont'd)

Level 3



Education Focus Areas

Roles and responsibilities



Key responsibilities - Agencies

Town of Oakville

905-845-6601 service@oakville.ca

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Key responsibilities - Residents

- Watch for alerts issued by [Conservation Halton](#) and [Credit Valley Conservation](#)
- Ensure street catch basins are not blocked and keep your eavestroughs clear
- Move electrical appliances and other belongings above ground level
- Make sure all basement windows are closed

- Keep your radio on to find out what areas are affected
- Stay away from streams, drainage channels, creeks and other areas known to flood suddenly
- If water rises above your electrical outlets, baseboard or furnace, call Oakville Hydro at 905-825-9400 to report it.
- Take your emergency kit with you if evacuated

- Return home only when authorities indicate it is safe
- Roads may still be closed if they have been damaged or are covered by water. If you come upon a barricade take another route.
- Stay out of buildings surrounded by floodwaters
- Use extreme caution when entering buildings in case of hidden damage

Driveway Culvert and Roadside Ditches

- Inspect your culvert and headwall regularly and keep it free of any obstructions
- Check culvert under your driveway to ensure smooth flow of water
- Keep your driveway culvert clear of materials like leaves, twigs, rocks
- Maintain roadside ditches, including grass cutting – this is the property owner's responsibility
- Avoid placing landscaping materials such as large rocks or plants in ditches
- Do not fill your ditch with pipes and/or landscaping materials

Private Site Drainage, Site Alteration, and Infill Developments

- Maintain the property's grading and surface drainage.
- New developments must demonstrate that the existing drainage patterns are maintained or improved, and how the additional surface runoff is being mitigated.

Public Awareness Campaign

Goals

- Educational campaign about flood protection to help the community prepare for potential flood incidents
- Inform the community about flood protection resources, and where to find them, and how to prepare
- Clarify roles so residents know their responsibilities and that of the town, region and conservation authorities
- Encourage the community to make simple, impactful enhancements to flood-proof their property

Phased Approach

Phase 1

Public Open House in spring 2025; one-time event

Phase 2

Ongoing education during the year with reminders, safety tips and information shared before and during seasonal rains

Educational Approach

- Proactive campaign to help residents prepare before seasonal rainy weather begins
- Along with online and printed resources, host a joint public open house with the Stormwater Fee Study project in early Spring
- Collaborate with key partners whose role in flood prevention and response is important (e.g. regional departments, conservation authorities, insurance regulator, local community groups)

Key Messages

Flood resilience a priority for everyone

Flooding can damage homes, displace residents and put pressure on stormwater infrastructure. Collective action is important.

Flood preparedness and response are shared responsibilities

The town, region, conservation authorities and the public, each have a specific role to play to be flood prepared.

Who to contact

Knowing who to contact for what type of flood concern can help with timely response

Phase 1 - Public Open House

Public Open house on Thursday, April 24 at Town Hall

Town departments with educational information:

- Fire and Emergency Services & Climate Change table – re: climate risks; preparation for floods, emergency kit
- ServiceOakville about call/inquiry triage process, roles and responsibilities, resources on the website
- Public Infrastructure Commission staff – Their role when dispatched to a home/park; information about culverts and ditch maintenance

Public Open House – External Partners

- Halton Region - Their role in response, flood subsidy program, flood prevention advice
- Conservation Halton – Online alerts, difference between flood alert, watch and warning; check if the property is on a floodplain
- Insurance Bureau of Canada – Types of flood insurance; do's and don'ts; and claims process
- Oakville Ready – Community group offering support and resources

Seasonal Reminders

Phase 2 – Ongoing Education

Town will use existing communication channels and paid advertising, as required, to promote the open house and other resources. This could include:

- Cross promotion at town events and initiatives such as May 5 to 11 - Emergency Preparedness Week; Mid June to end Sept – Home Fire Safety Awareness program; August/September – Seniors Open House etc.
- Posters at town facilities; tax bill flyers and others
- Social media and digital messaging before and during rains

Questions

