

Attachment 4: Spring Elected Officials Campaign Email Template

SPRING Flood Awareness Email Template.

Subject Line: Spring Flooding: Flood Preparedness Resources for Your Constituents

Hello [Elected Official],

Some municipalities within TRCA watersheds experienced multiple floods in the summer of 2024. TRCA issues flood messages to advise municipal emergency responders, as well as to make the public aware of flood risk and associated safety hazards.

TRCA is requesting that you share this seasonal flood risk information with your constituents, in order to support efforts to keep residents safe:

Category	Details	Attachments
Social Media Post <i>(copy and paste into your social media channels)</i>	<p>POST #1: Stay informed about potential flooding. Be prepared for flooding by signing-up for TRCA’s Flood Messaging Service. If flooding from a river is forecasted, TRCA issues flood messages to designated individuals within municipalities, local agencies, school boards, the media, and members of the public who self-subscribe. To sign-up for flood messages, click here: trca.ca/floodmessages.</p> <p>THREAD: Spring is here, and with the thaw comes the risk of flooding. As the snow melts and water levels rise in rivers, the potential for flooding increases, especially with additional rain. TRCA’s Flood Forecasting and Warning program is monitoring these flood risks closely. Stay informed by reading @TRCA Flood Spring Safety Message TRCA.ca/news for tips for keeping you safe this spring.</p>	<p>Social Media GIF is a GIF that can be shared on social media. A GIF (Graphics Interchange Format) is an image file that supports animations.</p>
Newsletter Content <i>(copy and paste into your newsletter)</i>	<p>Spring thaw can increase the risk of flooding as melting snow and seasonal rainfall lead to rising water levels. TRCA’s Flood Forecasting and Warning Program actively monitors these conditions and provides timely updates to help keep communities informed. Stay prepared by signing up for TRCA’s Flood Messaging Service for regular updates on spring flood risks. Visit trca.ca/floodmessages to sign-up.</p>	<p>Flood Message Flyer is a flyer that can be included in newsletters or shared through other public information channels.</p>
Resources	See Flood Risk Management Resources for links to help residents understand flood risk, monitoring, emergency preparedness, and how to stay informed.	
Community Engagement Opportunities	TRCA Flood would love the opportunity to attend any public meetings, open houses, or community events where we can set up a booth to share flood risk information directly with residents. If you are aware of any upcoming events where this would be valuable, please let us know, we’d be happy to coordinate with your office to participate.	
Key Contacts	Rita Lucero, Manager, Flood Emergency Management E: rita.lucero@trca.ca Rhianydd Phillips, Communications Coordinator E: rhianydd.phillips@trca.ca	

Following the storm events of 2024, TRCA’s Board of Directors have directed staff to improve public awareness of flooding by working closely with MPs, MPPs, local Councillors, and community leaders. As spring approaches, bringing increased flood risks from melting snow and rainfall, TRCA’s Flood Forecasting and Warning Program is closely monitoring conditions to keep communities informed. Through established communication channels, we aim to increase sign-ups for TRCA’s Flood Messaging Service, ensuring more residents receive timely updates on flood risks. To read the full Board report, click [here](#).

For areas served by CVC, we recommend sharing the flood notification system they have in place: cvc.ca/flood.

Should you need further information or resources to share, feel free to reach out. We're happy to provide additional materials to assist in your communication efforts or for staff to take part in in-person events.

Thank you,

[Your Name]

[Your Department/Team Name]