

## **One-on-One Communication with Industry, Hospitals, and School**

Prepared by Matt Feldberg, May 28, 2012

Due to the severity of the break and potential for major impacts to the ability to provide water to our customers, provide fire protection, and maintain water supply to our emergency services, City staff began communication with the large water users across the City at 8:43am on Tuesday morning. The list grew over the day and included:

Hospitals and Schools included in the communication:

- London Health Sciences Center
- St. Joseph's Health Care
- Thames Valley District School Board
- City of London
- London District Catholic School Board
- University of Western Ontario
- Fanshawe College
- London Economic Development Corporation

Industrial users included in the communication:

- Labatt's
- Casco
- Kellogg's
- Kaiser Aluminum
- The Cakerie
- 3M
- London District Energy
- London Hospital Linen Services
- Cargill
- Nestle
- General Dynamics

Other businesses:

- Property management companies
- Developers
- Consulting Engineers – Dillon, Stantec, AECOM, etc.

In order to ensure that no major users were missed, staff checked in with LEDC and received the following communication:

Peter White, LEDC:

You have all of the key heavy users on (the) list - but if you want to go to a broader list I can head back to the office this evening to do an email blast.

Maybe you could connect with FM96 and Fresh as I can't believe the number of sprinklers I saw on tonight. Let me know if you need contacts there, or I can help if you like.

One of the major challenges was getting the message out regarding both the voluntary and mandatory outdoor watering bans. When staff saw a drop in the reservoir levels on Thursday to Friday and with a hot weekend in the forecast it became apparent that the voluntary message was either not being heard, or was not being adhered too. At that time the decision to put a mandatory ban in place, coupled with enforcement, was made.

In order to get the message out further, City staff asked the Industry, School, and Hospital group to send communication out the their staff that a mandatory outdoor watering ban was in place. Along with the traditional methods of communication through local media outlets, Facebook, Twitter, and word of mouth through large water user staff; it was felt that the mandatory ban would be heard more effectively.

The email response from our large water users was positive and even provided cell phone and home phone numbers so that communication could continue after hours:

**London Health Sciences Center**.... there's not too much we can do to reduce our water consumption without somehow impacting patient care but we do normally see a drop in overall water consumption during weekends as our activity level at our sites tapers off with no clinics etc being run. We have been

monitoring our chilled water production and wherever possible not running more cooling towers than we absolutely need to keep the chilled water temps where they need to be.

Thanks for the ongoing communication throughout this situation.

**Labatt's**:....sounds like things are going as planned so far which is good. Still a ways to go but not unlike you had mentioned the plan to be this morning.

If things do go sideways and this gets to an emergency point please feel free to call my cell tonight at any time. Will need some time to come off usage if required so as much lead time as possible is important to us.

**Nestle** Thank you for the update....

We have communicated the situation to factory operations, and have directed that all non-essential water use cease.

My personal e-mail is [xxxxx@xxx.com](mailto:xxxxx@xxx.com) and home phone xxx-xxx-xxxx, in case you need to communicate tonight.

**UWO** Thanks..... We have passed the word and stopped all outdoor irrigation. Please let us know if the situation changes that may impact our customers.

**London Hospital Linen Supply**....thanks for the update.....I believe you and the City could not have handled this situation any better. The media could have helped a little more....enjoy the balance of your weekend.

**London Economic Development Corporation** Great job on the communications and handling the crisis so well – the companies have been very satisfied and are quite thankful for all of your efforts.