



Education and Outreach for Source Protection

Drinking Water Protection Zone

Road Signs



Audience	Key Content
<p>All Public Audiences</p>	<ul style="list-style-type: none"> • Keep your eyes open for the new Drinking Water Protection Zone signs! • They are appearing across Ontario to raise awareness about our drinking water sources and to protect our health. • Governments at the provincial and local level are placing signs where a pollution spill could have a significant negative impact on our drinking water. • The signs are part of Ontario's Source Water Protection program under the <u>Clean Water Act</u>, which empowers communities to better protect their local water sources. • You will see the signs as you drive through a drinking water protection zone. Placement of the signs depends on whether drinking water sources are vulnerable in that area. • Contact your local municipality for more information about Drinking Water Protection Zone Road Signs near you. • Share the Drinking Water Protection Zone Road Sign design through social media with the hashtag #SourceWaterON. • Visit the Source Water Protection Education and Outreach <u>catalogue</u> on Conservation Ontario for more practical tips about how you can help reduce the top risks to our water sources.

Audience	Key Content
Municipalities	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <ul style="list-style-type: none"> • Promote the new Drinking Water Protection Zone signs to your local residents and emergency management officials. • The Ministry of the Environment and Climate Change and the Ministry of Transportation are installing new signs on provincial roads near drinking water protection zones. • Drinking Water Protection Zone road signs help protect valuable drinking water sources. • These signs show where pollution spills could have a significant impact on municipal drinking water sources. • Signs are going up on provincial highways. • 14 of 19 Source Protection Committees have policies in their source protection plans recommending that road signs be placed near drinking water protection zones. • Municipalities are encouraged to use the same design to install the signs on municipal roads within two years of their plan's effective date. • For those municipalities that have already installed signs, thank you for your leadership. We invite you to use the provincial design the next time you replace your local signs, so the public will become familiar with a consistent Source Water Protection brand. Some design specifications are shown above. • Use the information in this page to promote the signs: <ul style="list-style-type: none"> ○ Use the public content to educate your residents. You may want to host an event to launch your sign program. Include a picture on your municipal website. ○ Use the design to promote the signs through social media with the program hashtag #SourceWaterON.

Audience	Key Content
Local Emergency Management Officials	<ul style="list-style-type: none"> • As local leaders responsible for emergency services, we want you to be aware of new signs that show where roads are close to vulnerable sources of municipal drinking water. These areas are called “Drinking Water Protection Zones.” • These signs show where a pollution spill could have a significant negative impact on municipal drinking water. • The signs do not change Spills Action Centre protocols. The Spills Action Centre will identify whether a spill is in a vulnerable area. • Signs will go up on provincial highways starting in 2016. • Watch for information from your municipality about Drinking Water Protection Zone Road Signs in your area. • Share the content with emergency management officials at your next local first responders meeting.

DESIGN



RESOURCES

The following resources have more information about Source Protection and the Clean Water Act.

SOURCE PROTECTION	
Link	Source Protection
Author	Government of Ontario
Date Published	N/a
Notes	See this overview of source protection information and links to source protection plans.
SOURCE PROTECTION EDUCATION AND OUTREACH RESOURCE CATALOGUE	
Link	Resource Catalogue – Source Water Protection Education and Outreach Policies
Author	Government of Ontario
Date Published	Launched fall 2014
Notes	Download this catalogue of information about how to reduce the top risks to Ontario’s drinking water sources. Includes text and links to existing materials that can be used for education and outreach.
CLEAN WATER ACT	
Link	Clean Water Act
Author	Government of Ontario
Date Published	October 2006
Notes	View the Clean Water Act to protect existing and future sources of drinking water.

OTHER INFORMATION

- Contact your local municipal office.

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