

November 21, 2016

**Corporation of the Town of Collingwood
97 Hurontario St., P.O. Box 157,
Collingwood, Ontario
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Attention: Mr. Martin Rydlo, Director of Marketing & Business Development:

I have been following the development of a very interesting technology pilot project related to mitigating stormwater risk that individual households can experience as weather patterns become less predictable and more extreme.

The integration of internet technology with Low Impact Development practices has the potential of generating unprecedented levels of data, information and insights about action homeowners can take to limit basement flooding. The Intact Centre on Climate Adaptation (ICCA) is highly supportive of this pilot project as it takes a Big Data approach to an issue that has been lacking this level of data collection.

The ICCA is a national applied research centre located at the University of Waterloo. It focuses on mobilizing practical and cost-effective solutions to address climate change and extreme weather events. To this end, the ICCA is an incubator of new adaptation ideas, conducting research, knowledge mobilization and promoting initiatives aimed at de-risking the negative impacts of a changing climate and extreme weather.

ICCA is now leading a project to establish national best practices to reduce flood risk in new communities. The ICCA is engaged in consultations with municipal engineers, insurers, mortgage lenders, developers, builders, real estate associations and others nationally to establish best practices and prioritize them. Another one of ICCA's concerns is a growing uninsurable housing market in Canada due to sewer backup and other home basement flooding risks. Accordingly, in August 2016, ICCA announced the Home Adaptation Assessment Program (HAAP), which was established to limit the risk of basement flooding across existing homes. Phase I has started in the City of Burlington, Ontario, with approximately 4,000 homes, and thereafter will continue with broader rollout across Canada.

This summer, I had the opportunity to visit Collingwood with one of my directors, Cheryl Evans. An ICCA industry partner, Greenland International Consulting Ltd., an established Collingwood business lead by the Palmer family and their business partners initiated the visit. During my visit, we had a chance to meet with you as well as representatives affiliated with the Province of

Ontario and the Manager Director from the Water Alliance in The Netherlands. What became apparent is that Collingwood is poised to become a world-class 'smart' (Internet-of-Things) technology ecosystem (or "cluster") composed of existing and new businesses. This cluster could bring together key growth sectors including water management, agri-food and health technology partnerships. Water management is of high interest to my organization. As a result I am supportive of this technology cluster concept and of discussing ICCA can participate on an initial project next year.

I would be interested in presenting to Council in person on the topic of reducing flood risk and the leadership position Collingwood can take in tackling this major issue with breakthrough technology. However, given my schedule at hand, I am hoping this letter will sincerely convey my team's interest to continue supporting the efforts by the Town and the partners involved in the stormwater technology pilot.

I also want to express the urgency for all levels of government (and citizens) to understand ICCA's mission statement and its desire to form beneficial national partnerships (including Collingwood). The urgency is highlighted in the interview I did with the CBC this month. [Please click here to view the full video.](#)

In closing, I am hoping to meet all of you next year. In the meantime, ICCA looks forward to a supportive relationship with Town of Collingwood, local businesses (including Greenland) and other partners (nationally and internationally).

Sincerely,



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