

October 24, 2017

Mr. Scott Hutton
Secretary General (Acting)
Canadian Radio-television and Telecommunications Commission
Ottawa, ON K1A 0N2

Re: Broadcasting Notice of Consultation CRTC 2017-365; Application #2017-0586-5 by Pelmorex Weather Networks Inc. to renew the licence of The Weather Network/MétéoMédia

Mr. Hutton,

Partners for Action (P4A) is an industry-funded applied research and knowledge mobilization network based out of the Faculty of Environment, University of Waterloo (<https://uwaterloo.ca/partners-for-action/>). P4A's mandate is advancing flood resiliency in Canadian communities in the face of a changing climate and extreme weather. P4A is rooted in a collaborative approach that brings together a diverse set of stakeholders to create and share knowledge, address information needs, and drive action.

Our 2016 survey of 2,300 Canadians showed that 94% were unaware of their flood risk, and the vast majority had not taken advantage of government grants and subsidies or undertaken personal actions to protect their properties from flood. However, most Canadians want to understand their flood risk, and take personal responsibility for protecting themselves. Key to understanding and acting on flood risk is through becoming weather-aware, and understanding how weather events can impact a family at home, at work, or at play.

We strongly support The Weather Network's application to remain on basic television service for the next seven years. We believe The Weather Network provides a critical service towards protecting public safety and personal property on a national scale. The Weather Network also makes an invaluable contribution to the safety of Canadians by operating the backbone infrastructure of the national emergency alerting system. A key component of our work is providing relevant, simple information on flood risk and easy actions to reduce that risk, particularly focused on vulnerable communities and individuals. The Weather Network provides critical information to these communities, and must be continued on basic television service to ensure equity in service to all of Canadian society.

We have effectively partnered with The Weather Network towards creation of Emergency Preparedness features, and following our interviews with The Weather Network on flood-related issues, we have seen spikes in visits to our website, www.floodsmartcanada.ca. We can clearly demonstrate the value of The Weather Network's national reach, and look forward to working together in the future towards protecting public safety and property through additional flood-related programming.



On a personal note, my family watches The Weather Network daily, and we rely on this service to help us plan everything from how to dress for weather conditions, to long-range planning of family activities, to how to safely plan our travels based on road conditions. We are raising the next generation of weather-watchers, and The Weather Network is critical to that education. No local TV or radio news delivers weather information around the clock, making it available whenever Canadians need it. That is why it important for The Weather Network to be available to all Canadians that subscribe to a television service without having to pay an extra fee.

P4A supports The Weather Network's responsibility to provide critical information to Canadians that other television channels do not. As a research network focussed on providing flood-related information to Canadians in an era of climate change and extreme weather, we believe The Weather Network is singularly positioned to cover these issues, which will only become increasingly important in the future.

The Weather Network is more of a public service than it is a normal TV channel. We look forward to working further with The Weather Network to get relevant information to all Canadians, regardless of income or television service, and we can only do this if their service remains on basic television.

We ask that you extend the license of the Weather Network to allow continuation of this vital service to all Canadians.

Kind regards,

A handwritten signature in black ink that reads "Shawna Peddle". The signature is written in a cursive, flowing style.

Shawna Peddle
Director, Partners for Action
University of Waterloo

CC. regulatory@pelmorex.com