

# CLEAR LANGUAGE AND DESIGN

Letter #9

September 2012

## Get ready for International Plain Language Day!

Last October, we launched a day to stand up and be counted as champions for clarity. Here in the Toronto region, this led to a series of informal networking lunches for clear language advocates. Our group that is now more than 20 strong.

This year on Saturday October 13, we will inaugurate the Toronto Region Plain Language Challenge at the ING Direct Cafe, 221 Yonge Street (at Shuter St.) at 2 p.m.

Clear Language and Design's Sally McBeth has selected two humble items from her household mail:

- an Enbridge Gas bill and
- a flyer from the City of Toronto.



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Clear Language and Design  
Suite 201,  
110 Eglinton Ave. W.  
Toronto, Ontario M4R 1A3  
(416) 968 - 2236

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### In This Issue

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- Two items selected from household mail:
  - Paragraph on the Enbridge bill
  - Our plain language version
- The notice from the city of Toronto

We isolated a head scratcher of a paragraph on the Enbridge bill:

Here's our plain language version:

An OEB-approved late payment charge equal to 1.5% per month or 18% per annum (for an effective rate of 19.56% per annum) multiplied by a total of all unpaid Enbridge Gas Distribution charges will be added to your bill if full payment is not received by the late payment effective date below. A late payment charge, calculated and assessed in the same manner, will also be added to your bill if full payment for all other charges on your bill is not received by 03 JUL 12

#### About late payment charges

If we do not receive your payment for the total amount due by July 3, 2012, we will add a late payment charge to your next bill. The charge will be 1.5% a month, multiplied by the total you owe us. For example, if you owed \$100, the late payment charge would be \$1.50. We will keep charging 1.5% a month on all of the money you owe, including the interest, for as long as you do not pay. Over a year, that would equal a compounded interest rate of 19.56%. This interest rate is approved by the Ontario Energy Board, which regulates the province's natural gas sector.

Here is the notice from the city of Toronto:

"Wet weather flow events" – anyone? What would you do to improve this flyer? We will unveil our solution on October 13th when we celebrate International Plain Language Day at the ING Direct Cafe, 221 Yonge Street at Shuter. Drop by at 2 p.m. to learn, share, and strategize.

Not in the Toronto area? We will also present our makeovers at a virtual conference on International Plain Language Day. The program includes presenters from around the world. To get updates on how this is going to happen, visit <http://www.iplday.org> and click '2012 Online Program'.

**TORONTO** Public Information Centre

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**Investigation of Basement Flooding and Control of Stormwater Runoff Quality – Areas 17, 18 and 19**  
(Allen Road/Dufferin Street and Highway 401 area)  
Municipal Class Environmental Assessment

Please join us at our first Public Information Centres to learn about the causes of flooding, the impacts of stormwater runoff, and the options that will be considered to address these problems. Study area map on the reverse page. Information for all three basement flooding areas will be available at two Public Information Centres.

You will have an opportunity to view display boards and speak one-on-one with project staff. Details are as follows:

<b>Date:</b>	Wednesday, July 4, 2012	
<b>Time:</b>	6:30 p.m. to 8:30 p.m.	
<b>Location:</b>	Earl Bales Community Centre – Banquet Room 4169 Bathurst Street (south of Sheppard Ave W)	

OR

<b>Date:</b>	Thursday, July 5, 2012	
<b>Time:</b>	6:30 p.m. to 8:30 p.m.	
<b>Location:</b>	Barbara Frum Library – 3 <sup>rd</sup> floor Room B 20 Covington Road (Bathurst St, north of Lawrence Ave W)	

**Background**

The City of Toronto has historically been subjected to wet weather flow events, which have caused recurring surface and basement flooding, and have adversely impacted water quality in Toronto's waterways. In response, the City of Toronto is undertaking a Class Environmental Assessment (Class EA) study for Basement Flooding Areas 17, 18 and 19 (see map). The study will identify the causes of flooding and develop solutions to reduce the risk of future flooding in the basement flooding areas. Solutions to improve stormwater runoff quality will also be developed.

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