

DATE OF MEETING DECEMBER 2, 2019

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SUBJECT **SNOW AND ICE REMOVAL COMMUNICATIONS OVERVIEW**

OVERVIEW

Purpose of Report:

To provide Council an overview of current and planned communications around snow and ice removal.

BACKGROUND

At its meeting of November 4, 2019, Council passed the following motion:

"That Council direct Staff to prepare a communication strategy around snow and ice removal with the aim of educating residents and business owners about City bylaws relating to snow removal on sidewalks."

DISCUSSION

Communications staff have worked with operational staff from all Divisions to capture existing communications efforts regarding snow and ice removal, including potential amplification of communications opportunities. There is a significant volume of work underway annually. The attached Proactive Snow and Ice Removal Communications Overview captures communications efforts in a single location, and explores some potential opportunities to expand, depending on budget.

Existing communications methods include:

Print

- Parks, Recreation & Culture Activity Guide, Snow & Ice Control message (August to March edition)
- Brochure

Digital

- Snow and Ice Control web page – refreshed annually
- Snow removal and management videos on City's website and digital
- Key messages for winter communications, for social media and news releases
- Parks, Recreation & Culture Activity Guide, Snow & Ice Control message (August to March edition)
- Brochure

Future potential opportunities to expand efforts include:

- Full page advertising at \$2500 for each advert
- Purchase inserts in local papers at approximately \$11,000 each (does not include printing cost of inserts)
- Direct mail to residential properties at approximately \$33,000 (does not include printing cost of inserts)
- Inserts in City utility bills; however, billing cycle is based on categories and factors that impacts the City's ability to send out bills on set dates
- Inform businesses of their snow and ice removal responsibilities under Bylaw 5000, Section 22 (1) through Business License Fee invoices going out in November. (Note: This was implemented as of mid November.)

CONCLUSION

The attached document "Snow and Ice Removal Communications" lays out the existing and future efforts around this subject. In each case, messaging is included on the need for businesses and residents to clear their sidewalks within 24 hours.

SUMMARY POINTS

- The City's Snow and Ice Removal Communications strategy captures the existing efforts in one location.
- The Communications strategy lays out potential additional items for consideration moving forward.
- Businesses will see a reminder of their snow and ice removal responsibilities, under Bylaw 5000, Section 22 (1) as part of their Business License invoice that went out in November.

ATTACHMENTS

Attachment A: Proactive Snow and Ice Removal Communications Overview

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Concurrence by:

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