

## Appendix A: Proactive Snow and Ice Removal Communications Overview

The City of Nanaimo begins working on snow and ice related communications in June as part of the City's pro-active communication methods to help inform the public of important information in advance of snow events. The following pages provide an overview of some of the communications the City prepares for during snow and after snow events, along with opportunities for potentially amplifying the communications.



**Prior to Snow Events**  
(June to November)

Public awareness communications on how the City addresses snow and ice removal

Public awareness communications on the public role's, how and they too can help with snow removal

Timing	Communication Tasks	Messaging	Distribution Channel	Cost
June	Create Snow & Ice Control Message for the winter edition of the City's Activity Guide	<ul style="list-style-type: none"> <li>• <a href="#">See page 101 of August 2019 – March 2020 Activity Guide</a> (Also see Annex A)</li> <li>• Activity Guide found available at: <a href="http://www.nanaimo.ca">www.nanaimo.ca</a> &gt; <a href="#">Recreation &amp; Parks &gt; Recreation Facilities &amp; Schedules &gt; Activity Guide</a></li> <li>• </li> </ul>	<ul style="list-style-type: none"> <li>• City facilities</li> <li>• Libraries</li> <li>• Malls, grocery stores, Sport Chek</li> <li>• Central Island Immigration Society</li> <li>• City's digital channels</li> </ul>	Designed in house  Printing costs for 20,000 guides is \$13,000
October to December	Review and update (if needed) Snow & Ice Control content on City's website	Content and messaging available at: <a href="http://www.nanaimo.ca">www.nanaimo.ca</a> > <a href="#">Transportation &amp; Mobility &gt; Snow and Ice Control</a>	<ul style="list-style-type: none"> <li>• City's digital channels</li> </ul>	
October to December	Review Snow Removal and Management videos	<ul style="list-style-type: none"> <li>• <a href="#">Public Works: Snow Plow Priority Routes</a></li> <li>• <a href="#">Snow &amp; Catch Basins – Here's How</a></li> <li>• <a href="#">Snowplow Ride-Along Insights</a></li> <li>• <a href="#">Public Works: Trucks and Plows</a></li> <li>• <a href="#">Public Works: Brining</a></li> </ul>	<ul style="list-style-type: none"> <li>• City's digital channels</li> <li>• News releases</li> </ul>	
November and December	Prepare for winter weather messaging and communications	<p>Example of Some Key points:</p> <ul style="list-style-type: none"> <li>• Major roads, including emergency and bus routes will be ploughed first, then residential areas with collector roads being ploughed first followed by cul-de-sacs and dead ends.</li> <li>• City Bylaw 5000, Section 22 (1) requires property owners, businesses, and occupants to remove snow and ice from sidewalks within 24 hours.</li> <li>• Users of the parks and trails systems are encouraged to use caution when in the parks and on the trails, and to be aware of the conditions that come with the cold weather</li> </ul>	<ul style="list-style-type: none"> <li>• News Releases</li> <li>• Blogs</li> <li>• City's digital channels</li> <li>• Messages on hold</li> </ul>	

**During Snow Events**  
(December to February)

Communications focused on reminding the public of City's focus on priority routes along with safety messages

Marketing Communications reminding the public that they are required to remove snow and ice from sidewalks within 24 hours

Timing	Communication Tasks	Messaging	Distribution Channel	Cost
	Alert radio stations of road conditions drivers are to expect during their commutes	<ul style="list-style-type: none"> <li>Pending weather related advisories from Environment Canada and road condition updates from Public Work crews</li> </ul>	<ul style="list-style-type: none"> <li>The Wave (102.3 FM)</li> <li>The Wolf (106.9 FM)</li> </ul>	N/A
<b>As weather event dictates, alert media of conditions and respond to inquires</b>	Send news release updates to media and share on City's social media channels	<p>Example of Some Key points:</p> <ul style="list-style-type: none"> <li>Each winter season, the City is responsible for maintaining approximately 1,500 lane kilometers of City streets.</li> <li>In anticipation of the upcoming snow event, learn how the City prepares for XXXXX.</li> <li>Drivers are reminded to use caution when approaching traffic signals, crosswalks and stop signs; watch for pedestrians and allow for extra time and distance when stopping; give ample room for snow clearing equipment when it is out on the road; and please do not attempt to pass equipment and crews when working.</li> <li>Please note that City Bylaw 5000, Section 22 (1) requires snow and ice to be removed from sidewalks within 24 hours by the property owner or occupant. Thank you in advance for your cooperation.</li> </ul>	<ul style="list-style-type: none"> <li>The Wave (102.3 FM)</li> <li>The Wolf (106.9 FM)</li> <li>Chek News</li> <li>CTV Vancouver Island</li> <li>Nanaimo News Bulletin</li> <li>Nanaimo News Now</li> <li>Times Colonist</li> <li>Global BC</li> <li>City's digital channels</li> </ul>	N/A
<b>Bylaw 5000, Section 22 (1) Infractions</b>	Educate and work on getting compliance	<p>Example of Some Key points:</p> <ul style="list-style-type: none"> <li>There are over 439 kilometers of sidewalks in the City of Nanaimo. So, whether you are a resident, tenant or business owner, you can play a key role in helping make our sidewalks accessible, by clearing the snow and ice, within 24 hours of the snow event as per City Bylaw 5000, Section 22 (1).</li> <li>We encourage Nanaimo residents and businesses to make arrangements with their neighbours to clear each other's sidewalks/storefronts in the event that they are away from home or work during the winter season.</li> </ul>	<ul style="list-style-type: none"> <li>Email from Bylaws</li> <li>Door hanger (Used by Bylaw Officers when appropriate)</li> <li>News release</li> <li>City's digital channels</li> </ul>	

## After Snow Events (December to February)

Public reminded that they are required to remove snow and ice from sidewalks within 24 hours

Awareness of what Public Works does to prepare for the next snow event

Timing	Communication Tasks	Messaging	Distribution Channel	Cost
As required	Review and update Snow & Ice Control content on City's website	Content and messaging available at: <a href="http://www.nanaimo.ca">www.nanaimo.ca</a> > <a href="#">Transportation &amp; Mobility &gt; Snow and Ice Control</a>	<ul style="list-style-type: none"> <li>City's website</li> </ul>	
	Create educational / awareness content referring the public to videos based on needs from Public Works and other departments	<p>Example of Some Key points:</p> <ul style="list-style-type: none"> <li>Crews are now preparing for the next snow event, want to learn how they do this? Check out XXX more info.</li> <li>Now that it has temporarily stopped snowing, we would like to remind residents, tenants, and businesses that City Bylaw 5000, Section 22 (1) requires snow and ice to be removed from sidewalks within 24 hours.</li> </ul>	<ul style="list-style-type: none"> <li>City's digital channels</li> <li>News releases</li> <li>Media</li> </ul>	
Enforcement of Bylaw 5000, Section 22 (1)	Educate and work on getting compliance	<p>Example of Some Key points:</p> <ul style="list-style-type: none"> <li>There are over 439 kilometers of sidewalks in the City of Nanaimo. So, whether you are a resident, tenant or business owner, you can play a key role in helping make our sidewalks accessible, by clearing the snow and ice, within 24 hours of the snow event as per City Bylaw 5000, Section 22 (1).</li> <li>We encourage Nanaimo residents and businesses to make arrangements with their neighbours to clear each other's sidewalks/storefronts in the event that they are away from home or work during the winter season.</li> <li>Snow Removal Sidewalks Council Policy 03-02 prioritizes areas where enforcement is to occur due to the vast number of sidewalks in our community, high pedestrian traffic areas, along with the limited number of enforcement personnel available.</li> </ul>	<ul style="list-style-type: none"> <li>Email from Bylaws</li> <li>Door hanger (used by Bylaw Officers when appropriate)</li> <li>News release</li> <li>City's digital channels</li> </ul>	

Potential Amplification of Communication Opportunities

Timing	Communication Tasks	Messaging	Distribution Channel	Cost
	Full page advertising in paper	Use similar content as found on <a href="#">page 101 of the August 2018 – March 2019 Activity Guide</a> (Also see Annex B)	Nanaimo News Bulletin	Approx. \$2,500 each edition
	Inserts in the local paper	Educational piece focusing on informing the public of what the City does during snow events, and what the community's role is	Nanaimo News Bulletin	Approx. \$11,000 each run (Does not include printing costs of inserts)
	Direct Mail	Educational piece focusing on informing residents and commercial tenants /property owners of their roles and responsibilities during snow events	Residential and Commercial properties	Approx. \$33,000 each run for residential properties only  (Does not include printing costs or costs for direct mail for commercial properties)
	Insert in City utility bills	Educational piece focusing on informing residents and commercial tenants /property owners of their roles and responsibilities during snow events	Residential and Commercial properties (Billing cycle based on categories and factors that impact the City's ability to send out bills on set dates)	Further investigation required.
<b>Implemented this November</b>	Reminder of Bylaw 5000, Section 22 (1) to businesses	"Winter is almost here. Please be aware that City Bylaw 5000, Section 22 (1) requires businesses to remove snow and ice from sidewalks within 24 hours."	7,000 Business License Fee Invoices sent out	None. Message included on the invoice.

# SNOW & ICE CONTROL

## *in the City of Nanaimo*



The City of Nanaimo prioritizes snow and ice removal to keep you safe. You can help, too, when winter makes an appearance.

### ROADS



The City's priority is to plow and maintain emergency routes during winter events. After that, we plow major through roads, cul-de-sacs and dead ends.

### SIDEWALKS



The City also clears sidewalks around major City facilities, parks and bridges.

A City Bylaw requires snow to be removed from sidewalks within 24 hours by the property owner of occupant.

### CITY FACILITIES/PARKS



The City clears City facility parking lots, walkways, commuter trails and stairs.

### *Things to Remember:*

- Listen to your local radio stations or check the City's website and social media sites for updates during extreme weather conditions. **This includes program and facility closure updates.**
- The City tows vehicles when required to ensure routes are clear for emergency traffic during a snow event.
- Help us maintain your streets. Park in your driveway to allow the street to be plowed to its whole width. Where this is not possible, park on the odd numbered side of the street on odd days and the even numbered side of the street on even days. Keep your vehicle as close to the side of the road as you can to allow equipment to make it by your vehicle.
- We understand that it can be difficult to remove the snow from your sidewalks. Our West Coast snow is often very heavy and wet. By removing the snow, you are ensuring the safety of pedestrians. If you notice your neighbour is having a difficult time clearing their sidewalks, why not offer to help?
- It can be frustrating when the plow pushes snow into your freshly shoveled area. Please keep in mind that the plow cannot be lifted or stopped at each driveway as it passes. You can help cut down the amount of snow in the roadway by not shoveling or blowing your snow into the street. Try to keep the snow to the sides of your driveway.



### QUESTIONS ABOUT SNOW & ICE CONTROL?

- Roads: **Public Works** - [public.worksinfo@nanaimo.ca](mailto:public.worksinfo@nanaimo.ca) or 250-758-5222
- Sidewalks, City Facilities, Parks and Trails: **Parks, Recreation & Culture** - [parksandrecreation@nanaimo.ca](mailto:parksandrecreation@nanaimo.ca) or 250-756-5200




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## City Department Updates



# Snow & Ice Control

**Each winter season, Nanaimo Public Works is responsible for maintaining approximately 1,100 lane kilometres of city streets to keep them in a safe condition.**

### Priorities

- To plow and maintain major roads, including emergency routes during winter events.
- To plow and maintain through roads first and then cul-de-sacs and dead ends.

Residential areas will be plowed within 96 hours unless snow and icy conditions return crews back to major roads. Snow and Ice control vehicles have assigned routes that they are required to maintain during snow falls.

Due to weather conditions and temperatures, the City can't always provide bare roads. When traffic has packed the snow, a salt and sand mixture is used to help traction. Salt is not effective below -6 Celsius, but at temperatures above -6 Celsius, the salt on the road will activate and melt the ice.

The City's snow and ice control priorities were developed from input with:

- City of Nanaimo Council and Staff
- RCMP
- Regional District of Nanaimo Transit
- Nanaimo Regional General Hospital
- Fire and Rescue Services
- Nanaimo/Ladysmith School District

### Sidewalks

The City clears sidewalks around parks, bridges and major City facilities. When you consider the length of sidewalks in our community, it becomes too costly to perform this service for all areas.

City Bylaw 5000, Section 22 (1) requires snow to be removed from sidewalks within 24 hours by the property owner or occupant.

We understand that it can be difficult to remove the snow on your sidewalks. Our West Coast snow is often very heavy and wet, but by removing the snow, you are ensuring the safety of pedestrians. Be a good neighbour. If you notice your neighbour is having a difficult time clearing their sidewalks, why not offer to help if you can?



It can be frustrating when the plow driver deposits snow into your freshly shoveled area. Please keep in mind that the plow cannot be lifted or stopped at each driveway as it passes. You can help cut down the amount of snow in the roadway by not shoveling or blowing your snow into the street. Try to keep the snow to the sides of your driveway.

### Other Points to Remember

- Listen to your local radio stations or check out the City's website and social media sites for updates during extreme weather conditions.
- The City does tow vehicles when required to ensure routes are clear for emergency and vehicular traffic during a snow event. To find out if your vehicle has been towed, call the RCMP at 250-754-2345.
- Help us maintain your streets. Where possible, park in your driveway to allow the street to be plowed to its whole width. Where this is not possible, try to park on the odd numbered side of the street on odd days and the even numbered side of the street on even days. Keep your vehicle as close to the side of the road as you can to allow equipment to make it by your vehicle.

Have questions or suggestions?

**Please contact the  
Public Works Department at  
public.worksinfo@nanaimo.ca or  
250-758-5222**

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