

589-2011 Appendix B

The following data is provided for the information of Bidders:

(a) **The primary objective** is to change citizens' behaviour in how they adapt to the changes to the New Winter Parking Ban Program, and how they access information regarding the Winter Parking Bans from the City of Winnipeg.

(b) **Target Audiences** – Primary audience is motorists and registered vehicle owners who use on-street parking in Winnipeg during the winter. Secondary audience is the general driving public that may use on-street parking on occasion during the winter months.

Key Messages

General Messages Covering All Four Parking Bans

The City is changing all four winter parking bans starting this winter to improve the plowing of streets for citizens. Up-to-date Winter Parking Ban information is available at Winnipeg.ca. General information about current Winter Parking Bans is available to the public by calling the City's Snow Information line at 775-SNOW.

The public can also register on Winnipeg.ca to receive free electronic email notifications that indicates which Winter Parking Bans are in effect and where to look for additional information.

Key Messages Related to Each of the Four Parking Bans

1) New Residential Parking Ban The main change to the winter parking bans is a new Council-approved Residential Parking Ban that will be in place this winter and will apply to up to 12 designated Residential Plow Zones (RPZs), also known as "Plow Zones", across the city when plowing of residential streets is required. On average the City plows residential streets about two times per winter; this varies depending on the weather and snow and ice accumulations.

Know your Zone! The public can find out which of up to 12 "Plow Zones" a residential street falls into by looking up the address on the City's "Snow Map" at Winnipeg.ca or by calling 311. Sign up for free email notifications at Winnipeg.ca about when any of the four Winter Parking Bans are in place, including the Residential Parking Ban.

Since plowing operations are planned in such a way as to avoid residential streets scheduled for garbage and recycling collection, it is important for the Public to get the most up to date information about which Plow Zones are scheduled on a daily basis.

Schedule information about when the Residential Parking Ban applies to residential streets in your "Plow Zone" can also be found on the City's "Snow Map" at Winnipeg.ca, or by calling 311.

When the City announces a residential plowing operation, motorists are advised to either go to the Snow Map at Winnipeg.ca or call 311 to determine when their Plow Zone is scheduled for plowing.

If your Plow Zone is scheduled for plowing, move your vehicle to an alternate parking location such as a private parking spot, or to a street in the closest Plow Zone that is not currently scheduled for clearing. These could include streets that have already been plowed.

When plowing of residential streets is required, it will normally take about three days to clear the entire city.

Each specific Plow Zone will be cleared in one of six 12 hour shifts over the course of the three day period.

Due to the nature of snow clearing, plowing of residential streets may require a shorter or longer

timeframe to complete based on a variety of factors; therefore, it is essential for the public to monitor daily newscasts and the City's website for updates for each day of the Residential Parking Ban.

When plowing of residential streets is underway, the public is asked to monitor news reports daily for Plow Zone schedule updates, as the City will issue daily news releases to media.

The public can register on Winnipeg.ca to receive free electronic email notifications about when plowing of residential streets is planned. At this time, citizens need to check Winnipeg.ca or call 311 to see if their specific Plow Zone is scheduled.

When plowing of residential streets is underway, the new Residential Parking Ban will apply only to up to 12 designated "Plow Zones" across the city for 1) a 12-hour day shift from 7:00 a.m. to 7:00 p.m., or 2) a 12-hour night shift from 7:00 p.m. to 7:00 a.m., until plowing of residential streets has been completed. Check your Plow Zone on the Snow Map at Winnipeg.ca daily, or call 311.

Don't get caught in the Plow Zone! Vehicles parked in violation of the Residential Parking Ban will receive a \$150.00 ticket (\$75.00 if paid early) and will be towed out of the way of snow plows to nearby on-street locations which are not scheduled for plowing, or are already plowed. Check your Plow Zone on the Snow Map at Winnipeg.ca daily, or call 311. Vehicle owners can find out the location of their towed vehicle by calling 311.

2) Annual Snow Route Parking Ban will be in effect annually from December 1 to March 1, between the hours of 2 a.m. and 7:00 a.m., on all streets designated as snow routes. Cars parked in violation of the Annual Snow Route Parking Ban will receive a ticket in the amount of \$100.00 (\$50.00 if paid early).

3) Declared Snow Route Parking Ban is designated by Public Works when additional plowing is required on snow routes after a snowfall. This ban extends the Annual Snow Route Parking Ban by two hours, so when it is declared vehicles are prohibited from parking on snow routes between the hours of midnight and 7:00 a.m. when it is in place. Vehicles parked in violation of a Declared Snow Route Parking Ban will receive a ticket in the amount of \$150.00 (\$75.00 if paid early) and will be towed to the tow truck company's compound at the owner's expense. Vehicle owners can find out the location of their towed vehicle by calling 311.

4) Snow Emergency Parking Ban can be declared by the Mayor in a snow emergency to prohibit parking on snow emergency routes. No tickets are issued under this ban, however vehicles will be towed out of the way of snow plows to nearby locations. Vehicle owners can find out the location of their towed vehicle by calling 311.

Questions and Answers

Q: Why are these significant changes being made to the City's existing Residential Overnight Parking Ban?

A: The benefits of undertaking snow clearing operations on residential streets free of parked cars can readily be explained in terms of public safety, the safety of equipment operators, the higher quality of snow clearing and the cost savings to the City by not having to replot the streets once the cars have been removed. In addition, the former ban only restricted parking for a six hour period while snow clearing operations continued on a 24 hour basis.

Q: Will I still have to keep my car off the street at night for the three days or more that it takes to complete the residential plow?

A: It is expected the new Residential Parking Ban will only be applicable for a single 12 hour period during a plowing event for any street or section of street (plow zone) that needs to be plowed. When your street is to be plowed, the snow map on the City's web site or contact with

311 will identify that your street is scheduled for plowing and the parking ban will be in effect. If your street is not scheduled for plowing, the ban is not in effect and regular parking is permitted.

Q: Will my car be towed away if it is in violation of the Residential Parking Ban?

A: Vehicles that are not in compliance with the parking ban are likely to be towed away and relocated on a nearby adjacent street. However, vehicles will not be towed to a compound under the Residential Parking Ban. The location of these relocated vehicles can be found by contacting 311.

Q: My street wasn't scheduled to be plowed last night, but snow clearing equipment came down the street anyway. How come?

A: The scheduling of plow progress is based on the City's best estimate of the plowing conditions that may be encountered, but they are very dependent upon weather conditions. There will be occasions where the crews are able to proceed faster than expected and, on those occasions, they may move into areas that have not been identified for plowing. In those instances the plowing crews will be plowing the non-parking side of the street only. The parking side of the street would then be scheduled for plowing the next shift when the cars could be removed