

**Date:** 2020-10-20

**Subject:** **Winter Maintenance Service Level Update**

**Contact:** Frank Massacci, Manager, Road Operations, 905-458-4888 x 63107  
Susan Evans, Manager, Contracts, Operations Planning & Projects, 905-874-2592, Road Maintenance, Operations and Fleet, Public Works & Engineering Department

**Report Number:** Public Works & Engineering-2020-220

**Recommendations:**

1. That the report from Frank Massacci and Susan Evans dated October 20, 2020, to the Committee of Council Meeting on November 18, 2020, **re: Winter Maintenance Service Level Update** be received.

**Overview:**

- Public Works & Engineering submitted a report to Committee of Council on November 13, 2019 (Appendix A) recommending an increase in the Winter Maintenance service level threshold for plowing local roads to 5.0 cm from 7.5 cm accumulation and that staff report back to Council on the effectiveness of this service level improvement following the November 2019 to April 2020 winter season.
- Through this change in service level minimum for plowing local roads, proactive approach to enforcement of vehicles parked on the road that interfere with winter maintenance and improvements to education and communication with residents a reduction in the number of service requests received this past winter has been realized.
- Public Works & Engineering will continue to employ these strategies for this winter season as well as introduce the new mobile application that gives citizens access to follow the progression of clearing operations during winter events.

## Background:

Public Works & Engineering submitted a report to Committee of Council on November 13, 2019 recommending an increase in the Winter Maintenance service level threshold for plowing local roads to 5.0 cm from 7.5 cm accumulation and that staff report back to Council on the effectiveness of this service level improvement following the November 2019 to April 2020 winter season. The resolution is as follows;

- CW464-2019
1. That the delegation from Mohamed Bhamani, Engagement Partner, and David Bryden, Project Manager, EY Advisory Services, to the Committee of Council Meeting of November 13, 2019, re: **Winter Maintenance Service Review** be received; and,
  2. That the report from S. Evans, Manager, Contracts, Operations Planning and Projects, Public Works & Engineering, dated October 23, 2019, to the Committee of Council Meeting of November 13, 2019, re: **Winter Maintenance Service Review (RM 90/2019)** be received;
  3. That the review from Ernst and Young re: Service Delivery Review, Category 2 – Public Works & Engineering, Winter Maintenance Report be received;
  4. The Winter Maintenance service levels on local roads be increased to 5.0 cm from 7.5 cm accumulation and staff report back to Council on the effectiveness of this service level improvement following the 2019/2020 winter season: and,
  5. That the Communication, Education and Awareness Plan be implemented as outlined in this report.

Carried

## Current Situation:

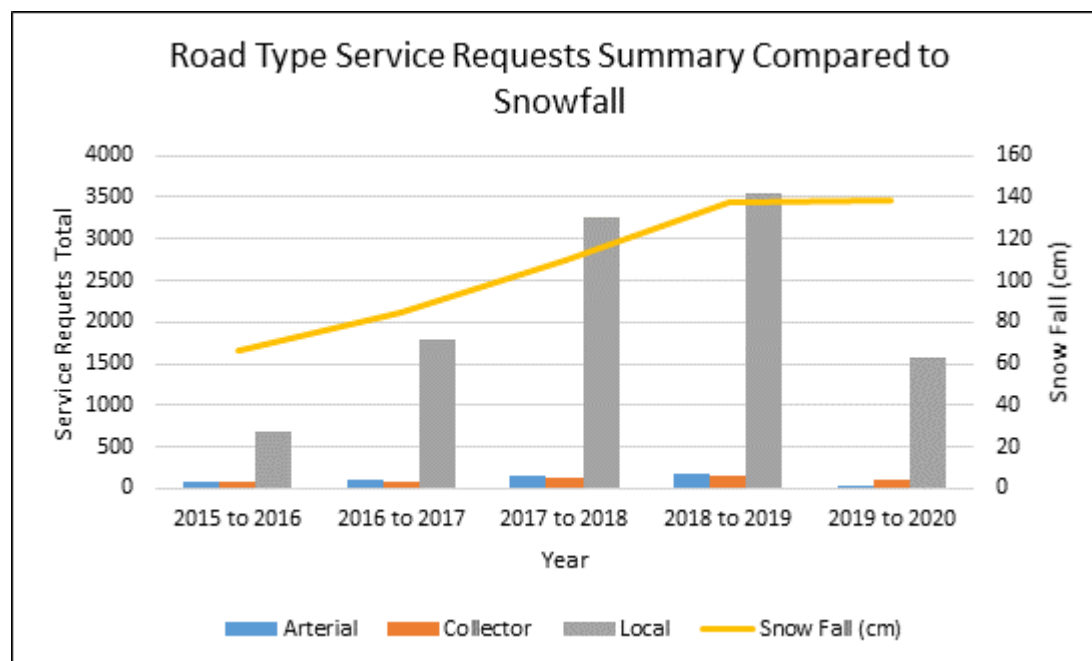
During the November 2019 to April 2020 winter season, Public Works & Engineering staff operated with a 5 cm accumulation threshold for plowing on local roads. Public Works & Engineering services approximately 2,545 km of local roads and courts out of a total of 3,987 km of roadway.

## Service Requests

The table below (Table 1.1) is a summary of service requests received by Public Works & Engineering over the last five winter seasons for arterial, collector and local

roads. The majority of service requests received from the public and members of Council relate to the level of service on local roads. It should be noted that an increase in snowfall has occurred over the same time period.

**Table 1.1**



With the implementation of increased service level for local roads along with other communication and on-street parking initiatives, the number of Service Requests received during the November 2019 to April 2020 season has decreased significantly over previous seasons.

### Parking on Local Roads

Public Works & Engineering rely heavily on our partnership with our By-Law Enforcement team in dealing with Winter Maintenance Activities. Previously, Road Operations staff would contact By-Law Enforcement during a winter event when a plow truck is unable to service the roadway due to a parked vehicle. For the November 2019 to April 2020 winter season, when snow plows have been dispatched to clear the roads, By-Law Enforcement is notified to commence parking enforcement penalty notices for vehicles interfering with snow removal and/or snow maintenance. Officers pro-actively issue penalty notices to vehicles parked on the streets which are interfering with snow removal or winter maintenance activities. Officers initially concentrate their efforts in "Hot Spots" areas identified by Public Works.

During the November 2018 to April 2019 winter season, By-Law Enforcement issued 1084 penalty notices for interfering with snow removal and/or snow maintenance. The new notification protocol that commenced for the November 2019 to April 2020 winter season, resulted in 3622 penalty notices being issued for interfering with snow removal and/or snow maintenance.

### Strategic Communication

Public Works & Engineering staff is working in partnership with Strategic Communications staff to improve education and communication with residents. Together, our approach is coordinated, focused and targeted. Strategic Communications provides support in the following areas:

#### Website

- Improved timeliness of updates to the public
- Currently working with Service Brampton to increase the frequency and window of status updates (E.g., before residents leave for work) – will start at 6am

#### Overall strategy

- Revamped look and feel of all public education materials
- Focus on simpler messages and cleaner visuals

#### Social Media

- Onsite support 2 days a week and during weather events
- More responsive social media presence – where practical, leveraged complaints as an opportunity for continuous education
- Continuously updated messaging to be more responsive to current trends
- Working with Service Brampton for additional support

#### Internal education and training programs

- Toolkits for Councillors and Admins
  - Key messages, graphics, links to online resources (brochure, translated fact sheet)
  - First distributed in December – redistributed in January and February with updated messaging to respond to current trends
  - Organized Open houses for Councillors and Admins – one at each location
  - Media Roundtable

### 311 and Service Brampton

- New process for handling and recording information/non-actionable requests relating to snow:
  - Residents are no longer given a reference number for the request as this created confusion for the resident. Only actionable service requests will be given a reference number for follow up

### Mobile Application Tracking Winter Operations

- The new mobile application gives citizens access to follow the progression of the winter operations. The application is deployed in parallel to the current web public-facing portal and launched through the City's "311" mobile application. The new mobile application will be available at the time Committee of Council receives this report.

### **Corporate Implications:**

#### Financial Implications:

The estimated cost for continuation of the increased service levels for Winter Maintenance into 2021, will be included in the 2021 operating budget, subject to Council approval.

### **Term of Council Priorities:**

This report achieves the "Good Government" Priority of the Strategic Plan by practicing proactive, effective and responsible management of municipal assets and services.

#### Council Priority – Service Excellence

This report is to continue to transform corporate culture to be more resident-focused in its approach to service delivery.

### **Conclusion:**

Through the change in service level minimum for plowing local roads, pro-active approach to enforcement of vehicles parked on the road that interfere with winter maintenance and improvements to education and communication with residents a reduction in the number of service requests received has been realized. Public Works & Engineering will continue to employ these strategies as well as introduce this winter season the new mobile application that gives citizens access to follow the progression of clearing operations during winter events.

Authored by:

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**Attachments:**

Appendix A – Winter Maintenance Service Review report, dated November 13, 2019