

Communication Plan

To complement Report ADMIN 2019-013

STEP 1

Decision is made to apply winter parking restrictions as per section 17.(2) of the Traffic and Parking by-law when:

- The Director of Public Works and Environmental Services or designate has received information that 7cm or more of snow has been forecasted (17(2)(a)) or,
- He/she has determined that other circumstances warrant the application of winter parking restrictions (17(2)(b))

STEP 2

An email is sent by the Director of Public Works and Environmental Services or designate to a pre-established group to include:

- Members of Council
- CAO
- Directors & Managers
- By-Law Enforcement Division
- Client Service Centre
- Julie Chartrand & Martin Irwin
- "tous"

STEP 3

Notification is sent out to the General Public via:

- Municipal Website (registered followers)
- Facebook page
- 211
- Jewel radio
- Electronic billboard

Notes:

- The Director of Public Works and Environmental Services or designate can suspend and re-instate the winter parking restrictions at any time (17(3))
- Given the fact that predictions are available a few days before a snow, a freezing rain or a storm event, it is our objective to inform the general public as soon as possible and ahead of time.