



Community Standards

Bylaw 21283 - Amendments to the Traffic Bylaw 5590

Edmonton

CS03123 - January 19, 2026 - Community and Public Services Committee

Overview

- Effective snow control relies on residents upholding their **shared responsibility** and is undermined when there is non-compliance with the bylaw, as crews are **prevented from delivering the safety, reliability and connectivity** mandated by Council Policy C409K.
- Ongoing non-compliance is the one cause of **inefficient and incomplete snow removal**, directly impacting road surfaces, use and creating hazards.
- The October 2022 Council decision to raise the parking ban fine changed from \$100 to \$250 to support compliance was an attempt to use **Severity** to change public behaviour.

Overall Strategic Communications Approach

Agile communications strategies are used to keep City Council, the public and other partners informed

- Increase confidence
- Improved experience
- Positive sentiment

Mix of marketing and communications tactics -

- **Proactive media updates**
 - Frequent media availabilities
 - Public Service announcements
 - Earned media opportunities
- **Improved parking ban notification system**
 - Text or email
 - 24hr notice
- **Multi-channel parking ban communications**
- Web content
- Social media promotion
- Paid advertising
 - Digital
 - Traditional (ie. outdoor, radio)
- Video
- Storytelling opportunities

Extending reach

- Simplified, accessible language
- GBA+ lens
- Extending community reach through non-traditional channels

Communications is key to helping Edmontonian's understand Snow and Ice service levels and shared responsibilities to keep Edmonton moving safely.

Public Awareness and Communications

The annual Snow and Ice Communication survey (4,000+ respondents) shows the education program is working.

- **78%** understand different clearing levels exist for different road types.
- **71%** understand Phase 1 (Major Road) rules.
- **67%** understand Phase 2 (Residential) rules.

Awareness of specific events is lower than general knowledge of bans.

- Only **52%** were aware the January 2025 active Phase 2 Parking Ban



SEASONAL PARKING BAN

How it works



PHASE 1

Arterial & collector roads, bus routes and all Business Improvement Areas



1. Any street that has a Seasonal Parking Ban sign
2. On any street inside the 13 Business Improvement Areas



1. Any street that **does not** have a Seasonal Parking Ban sign
2. On any clear road, following any posted restrictions



PHASE 2

Residential roads



1. Any street that does not have a Seasonal Parking Ban sign
2. Any residential cul-de-sac

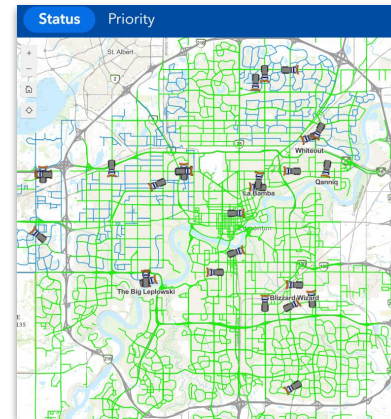


1. Any street that **does** have a Seasonal Parking Ban sign
2. On any clear road, following any posted restrictions



Parking Ban Notification

- **Easier to see yellow Parking Ban signs:**
Placed when the parking ban is in effect.
- Avoid parking in the area while these signs are out. This will prevent pick up delays.
- The Roadways Snow Clearing Map and service notifications are the best way to stay up to date on Parking Ban and Clearing statuses

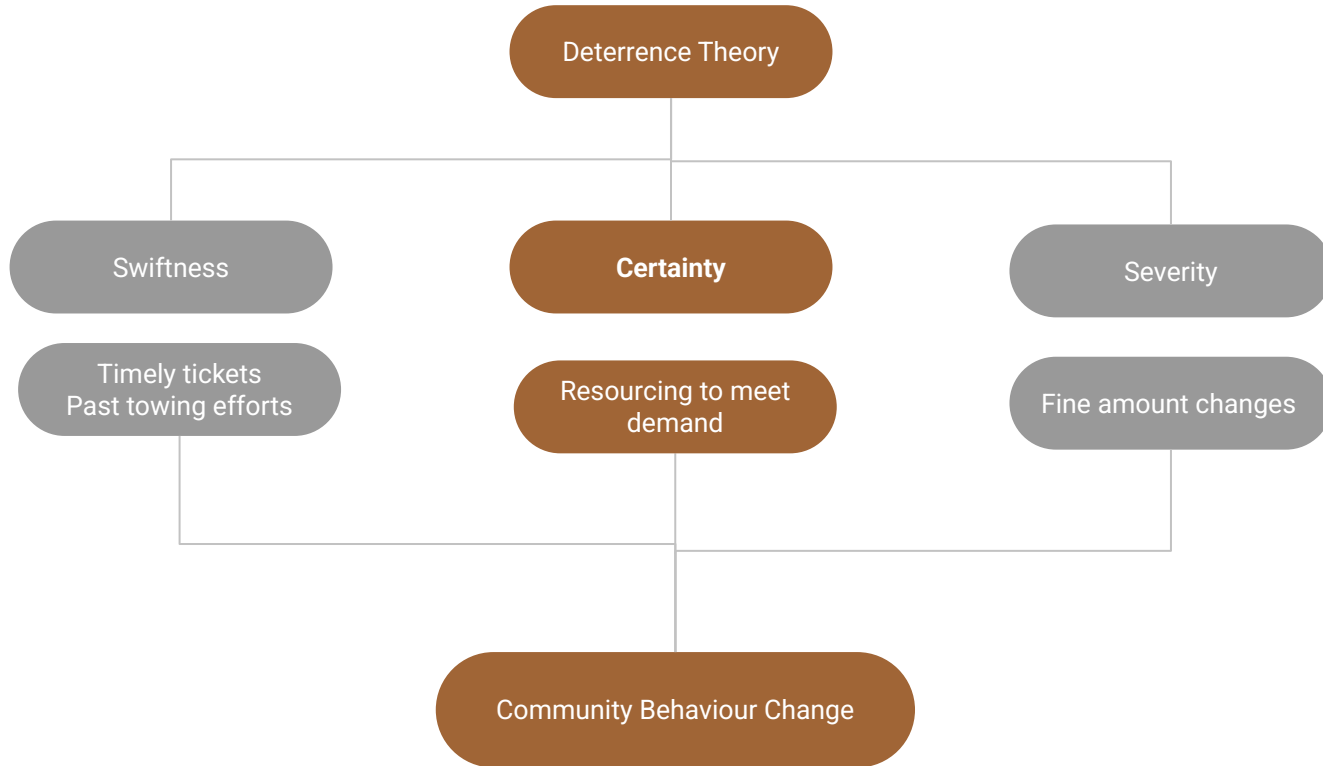


Non-Compliance Challenges

- **Substandard Service Delivery:** Parked vehicles prevent "curb-to-curb" clearing, leaving snow or debris behind and reducing the overall quality of road maintenance.
- **Safety Risks in High-Traffic Zones:** Persistent non-compliance near hospitals and schools creates significant safety hazards for pedestrians during clearing operations.
- **Density-Driven Obstructions:** High-density residential areas with limited off-street parking see the lowest compliance rates.
- **Vast Geographic Scale:** Managing over 12,000 linear kilometres of roadways makes universal enforcement impossible during active parking bans.
- **Resource Constraints:** Limited personnel require strategic, real-time deployment to "low-compliance" sites rather than city-wide coverage.
- **Dynamic Operational Alignment:** Enforcement must adapt daily to follow shifting road crews, requiring constant, high-level coordination to be effective.



Enforcement Strategy



Early Payment

Implementing an early payment option of \$100 if paid within seven days has administrative constraints:

- **Financial Investment:** Approximately \$80,000 one-time for system changes and an ongoing annual cost of \$70,000–\$89,000 for one full-time employee (FTE) to manage the manual process and increased inquiries.
- **System Limitations:** Current FINES software does not support an early payment option.
- **Operational Constraints:** The online payment option is unavailable for three to five business days, making the seven-day window difficult to meet.
- **Legal Risk:** The short timeframe, combined with processing delays, creates legal difficulties in determining if payment was made on time, potentially leading to increased ticket challenges.

Thank you.

Edmonton