

Next Steps and Timelines

The following sections outline the next steps and anticipated timelines for enhancements and activities that support the Snow and Ice Control program. Administration believes these activities and timelines are reasonably achievable in the current COVID-19 environment. Changes to the public health situation may impact the activities or timelines presented below; adjustments will occur as required.

For the 2020/2021 winter season

Activity	Proposed Start	Proposed End
GBA+ Review		
Comprehensive GBA+ review to inform future activities and program design	2020 Q3	2020 Q3
Public Engagement		
Development of a public engagement strategy and plan, based on the limitations imposed by COVID-19 <ul style="list-style-type: none"> Engagement focus includes policy refresh, tradeoffs and service levels 	2020 Q3	2020 Q3
Execution of public engagement plan	2020 Q3	2021 Q1
Communications		
Refreshing Snow and Ice Control content on edmonton.ca, including consolidating content to a single location and enhancing the usability of the site	2020 Q3	2020 Q3
Optimizing social media usage, including enhanced usage of existing and new platforms, where appropriate	2020 Q3	2020 Q3
Conducting targeted mailout campaign(s) to highlight the split between the responsibilities of the City and residents, and how both work together to achieve a safe and livable winter mobility network	2020 Q3	2020 Q3

Improving layout, functionality and user experience for roadway maintenance email notifications	2020 Q3	2020 Q3
Finalizing the transition of all Snow and Ice Control communications to reflect the City's focus on safety as a priority.	2020 Q3	2020 Q3
Enhanced Internal Communications activities for operators	2020 Q3	2020 Q4
Snow and Ice Control Program - Policy, Strategy & Program Design		
Development of a Policy refresh plan, to be executed in conjunction with the public engagement plan <ul style="list-style-type: none"> • Development of a refreshed Policy • Development of Procedures to support policy 	2020 Q3	2020 Q4
Review and refresh of program design, including service levels	2020 Q3	2020 Q4
Development of program performance measures	2020 Q3	2020 Q3
Development of operational performance measure dashboards	2020 Q3	2020 Q4
Snow and Ice Control Program - Operational Enhancements		
Enhanced residential routine winter roadway maintenance - improved deployment of resources to conduct increased routine blading	2020 Q3	2020 Q4
Service Package(s) to support enhanced residential service levels and regular cul-de-sac clearing	2020 Q3	2020 Q4
Completion of cul-de-sac maintenance on a scheduled basis, three times per year, scheduled based on road conditions	2020 Q3	2020 Q4
Heavy equipment contract enhancements - contract changes to increase service levels, improve efficiency and standardize assigned routes	2020 Q3	2020 Q4
Implementation of priority-based route optimization	2020 Q3	2020 Q4
Implementation of a new shift model	2020 Q2	2020 Q3
Implementing operational changes to areas identified as a result of the engagement activities undertaken for this report	2020 Q3	2020 Q3

Implementing performance-based enhancements to the snow facility management contract	2020 Q3	2020 Q4
Business Improvement Areas		
Identification and formalization of standard services and service levels for all BIAs	2020 Q2	2020 Q4
Identification of opportunities for enhanced service levels	2020 Q2	2020 Q4
Formalization of enhanced services, where applicable/required	2020 Q2	2020 Q4
Parking ban - Proof of Concept		
Detailed program design	2020 Q3	2020 Q3
Selection of neighbourhoods for 2020/2021 season	2020 Q3	2020 Q3
Program execution for selected neighbourhoods for 2020/2021 season	2020 Q3	2021 Q2

For the 2021/2022 winter season

The following activities and actions will be undertaken after the Spring 2021 presentation to Council, and will be informed by the direction provided by Council at that time.

Activity	Proposed Start	Proposed End
Policy		
Implementation of refreshed Snow and Ice Control Policy	2021 Q2	2021 Q4
Parking Ban		
Bylaw modifications to support a parking ban	2021 Q1	2021 Q2
City-wide implementation of parking ban	2021 Q1	2021 Q4
Snow and Ice Control Program - Operational Enhancements		

Attachment 8

Implementation of enhancements identified in approved service package(s)	2021 Q1	2021 Q4
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