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To: Mayor and Members of Council

From: Enrico Scalera, Director of Roads, Parks and Forestry

Cc: Tim Commisso, City Manager
Allan Magi, Executive Director of EICS

Date: September 20, 2023

Re: Supplementary Information for Report RPF-16-23
Options for Enhanced Windrow Clearing

This memo provides supplementary information related to report RPF-16-23 Options for Enhanced Windrow Clearing, which was presented to the Community Planning, Regulation and Mobility (CPRM) Committee meeting of Sept 12, 2023.

The below noted registration and communication plan has been established for the 1,000 Driveway Windrow Clearing Program (Option 3 - Open Program with No Eligibility Restrictions).

While the expansion of the program no longer limits eligibility to persons with disabilities, the City will continue to prioritize those who identify as being physically unable to clear their driveway windrow. Accordingly, previous program registrants will be contacted in advance of registration opening to offer them a spot in the program. Following that, the City will open up advanced priority registration for those who identify as being physically unable to clear their driveway windrow. Once the City has provided this advance opportunity for this community group, it will open registration for all residents. There will be online, in-person and assisted registration options, with registration closing November 10, 2023.

Registration will open in the following order:

September 27, 2023 – Previous Registrant Outreach

City staff will contact and register any interested past registrants from the 2022-23 winter season.

October 5, 2023 – Advanced Priority Registration

Registration opens for residents who identify as being physically unable to clear their driveway windrow.

October 18, 2023 – Open Registration

All remaining spots following Advanced Priority Registration will open for residents city-wide.

Staff will work directly with Corporate Communications to provide the community with up-to-date information regarding program eligibility, timing, cost, and more as program registration

progresses. The communications approach includes a news release, social media outreach and website updates. Members of Council will also be provided with key messaging, FAQ's and newsletter materials to help support promotion through various Ward channels as well.

The windrow clearing program runs from December 1, 2023 to March 31, 2024.