

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>
To: "Direct to Mayor and Council - DL"
Date: 12/19/2023 1:29:20 PM
Subject: City communications over the holiday period

Good afternoon Mayor and Council,

As you may be aware, City Communications maintains a media coverage schedule from Dec. 23, 2023 through Jan. 1, 2024.

The City continues to receive media inquiries throughout the holiday week, particularly if there are emerging issues or extreme weather events. In this instance, our on-call team will respond and work with the appropriate subject matter experts, as required.

As you will recall from last month's Winter Weather Briefing, Communications supports Engineering and ACCS via an integrated communications strategy in the event of snowfall and extreme temperatures, which remains in place over the holiday week.

In the event of snowfall

If snow is in the forecast over the holidays, staff will respond to media and post on social media preparedness tips, reminders about snow removal bylaw requirements in English and Vancouver's top 11 languages and share about the snow angels program, which supports residents with mobility issues.

Should we see significant snowfall, members of the Street Operations team will be available for interviews. In parallel, Communications will provide social media updates on our operational response and appeal to residents to stay safe and support our crews by only taking essential trips.

In the event of Warming Centre activations

In the event of EWR warming centre activations over the holiday break, the on-call team member will ensure information about those activations will be posted on the City's homepage and our social media channels.

We invite you to share and amplify the City's social posts on snow and shelter activations across your channels.

Extreme weather response is often fluid and evolving. Should you have questions or concerns about the City's weather response over this period, please feel free to direct these inquiries internally to media@vancouver.ca and we will triage them to the appropriate area for a timely response.

Topline Key Messages

Should you wish to post organically, we encourage you to use the City's topline key messages on snow:

- When cold weather is forecast, essential workers in Engineering Services begin planning for snow and ice treatments on priority routes around the City.
- Our crews make consistent, coordinated efforts to treat priority routes, including bus routes, bridges within city limits, arterials and the 16 most-used bike routes. See our map of priority routes at: vancouver.ca/snow
- We request that the public help our crews who are out treating snow and ice on the roads on snow days by only undertaking essential trips.

- ❑ The public also plays a large role in keeping Vancouver's sidewalks and catch basins clear.
- ❑ All Vancouver property owners and occupants (tenants) are responsible for clearing snow and ice by 10 am, when snow and ice are on the ground, 7 days a week. Failure to remove to remove snow and ice within a 24 hour period may result in fines of \$250 - \$750 per offence.
- ❑ Snow and ice on the sidewalk can be a barrier for many people, particularly seniors and people with mobility challenges.
 - We encourage residents and businesses to lend a hand to those who are unable to shovel their own sidewalks.
 - You can also become an official Snow Angel and help others in need when it snows ☞ www.vancouver.ca/snowangel
- ❑ To report problems on City property please use the Van311 App. Please call 3-1-1 regarding snow and ice emergencies on City property.

Should you have questions regarding the above, please reach out to Maria Pontikis at 604.218.6319. Should you require media support through the holidays or at any time, please email media@vancouver.ca.

Best,
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̍əm (Musqueam), Snw̓x̓w̓ú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.