

Phase 2 Snow & Ice Control Service Level Changes 2024/25: What We Heard Report

May 2025



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Project Summary

Phase 2 of the Snow and Ice Control Service Level Changes saw 81 kms of roadway added to the City's snow route network. When a significant snowfall event occurs, a temporary parking restriction is enacted while plows clear snow from these roadways and push it to the right of the road. This is a change for many residents and businesses along the Phase 2 area, as their roads and streets rarely saw plowing or snow removal, and new parking enforcement was implemented. The work is a continuation of Phase 1 which saw 25 kms of roadway introduced to the service level changes. Affected residents and community members shared feedback and experiences that will be considered for implementation in the next winter season.

Project Background

The City of Lethbridge [Snow and Ice Control Policy CC-34](#) establishes priorities, standards and service levels of the snow and ice control program "the Program". The goal of the Program is to have the municipality function under normal winter weather conditions, reduce snow and ice hazards and provide the public with adequate mobility on City controlled roadways, sidewalks, and pathways.

In 2020, the Fiscal and Operational Performance Review recommended the City explore increasing snow plowing activities and decreasing snow removal activities. Following this recommendation, in March 2021, City Council directed Administration to obtain public feedback on possible service level modifications.

In 2021, Argyle Consulting was hired to collect community feedback on selected service level options. This feedback was incorporated to provide recommendation of service level modifications to Council in June 2022.

The community engagement identified the following preferences for snow and ice control service level options:

- Respondents support more residential and school zone plowing, with snow removal only in downtown and hospital area.
- Respondents support increased enforcement by ticketing when cars are parked on snow routes.

Due to the high safety considerations in school zones and after collecting input from key stakeholders, City Administration recommended implementing more plowing and enforcement along snow routes but continue snow removal practices in school zones, downtown and around the hospital.

City Council Direction

[City Council](#) directed snow and ice service level modifications in a phased approach. Phase 1 commenced November 1, 2022, with changes to plowing practices along approximately 25 km of road network and the declaration of parking bans along those routes and enforcement.

Phase 1 2022-2023: Declaration of snow routes and implementation of plowing to the right on approximately 25 km of selected roadways in the pilot area.

Phase 2 2023 - 2025: Starting in winter of 2023/24 and continuing into winter of 2024/25 implement the provision of more residential plowing.

- Less snow removal (snow removal only in the hospital area, downtown and around school zones) in combination with declaring snow routes more frequently City-wide; and provide enforcement during snow events along the 81 kms of snow routes in the Phase 2 area.
- In the 2024/2025 winter season, a pilot windrow assistance service was offered to all residents along the Phase 2 snow routes.

Administration reported to [Civic Works Standing Policy Committee on October 5, 2023](#) with the feedback and operational results achieved during Phase 1. Council directed Administration to proceed with Phase 2 during [the October 17, 2023 Council meeting](#).

This report provides the details of communication and engagement activities during the Program 2024 – 2025.

Communications and Engagement Overview

Last season Phase 2 was implemented, and the snow route network became larger and affected more community members. A windrow assistance service (WAS) was added in 2024/2025 to support clearing windrows for those who have mobility or accessibility challenges. As such, additional communication efforts were implemented to support WAS subscribers. The Program communications and engagement strategies were framed around five strategic goals:

- To inform residents about snow and ice control changes in a way that creates awareness sets expectations and provides feedback opportunities for the winter 2024/25 season.
- To communicate parking restriction details and consequences in a way that encourages residents of snow routes to be proactive and take action when required.
- To communicate snow and ice control changes in a way that informs all community members about snow route parking bans and how to avoid tickets.

- To capture operational learning in a way that informs the next phase to improve the overall experience.
- Windrow Assistance Service pilot:
 - To garner subscriptions from residents on snow routes that need assistance with windrows in a way that is targeted, inclusive and comprehensive so anyone who needs it is aware of how to sign up.
 - Inform all residents and businesses on snow routes about the new program option in a way that sets parameters and expectations, for the winter 2024/25 season.
 - To communicate windrow clearing in a way that informs all community members and snow route residents about avoiding designated-cleared parking spaces that are on-street.

Communications Strategy

The 2024-2025 season communications strategy aimed to grow awareness, understanding and compliance. Specific objectives of the strategy included:

- Communicate directly with all residents along snow routes before September 15, prior to the first snowfall, and throughout the winter season.
- Provide different avenues for residents to share their feedback about the Program during the winter season to inform operational adjustments.
- Use a variety of communication tools to inform residents of project details, snow route status, updates and to improve parking compliance.
- Engage with local organizations who provide accessibility services to our target audience for the Windrow Assistance Service pilot.
- Engage the public in the spring of 2025 to gauge awareness and knowledge, satisfaction, motivators/barriers to participation and identify the best processes to notify residents about snow route status.

During September, 2024, to April, 2025, the City used traditional and digital communication tools to promote the Program and related feedback opportunities:

Traditional tools	Digital tools
Public Service Announcements & News Releases	Webpage at lethbridge.ca/snow & getinvolvedlethbridge.ca
Media interviews	Snow plow tracker (AVL) webpage
Hand-delivered mail – postcards and letters, WAS at-the-curb resource package	Lethbridge Loop app/ notifications
Snow route signage	Digital billboards

Newspaper advertisements	Informational videos
Billboards	Google advertisements
Radio advertisements	Social media advertisements
Television commercials	Social media posts
Parking courtesy reminders	Direct email
Direct outreach through phone calls	
Direct in-person conversations	

Throughout the communications campaign, residents were encouraged to stay informed and directed to the tools available to help them do this. This was communicated in tandem with opportunities and avenues for residents and stakeholders to give their feedback about the Program.

Based the feedback received in 2023/2024, these efforts and complementary actions were included:

- Continuation of an awareness campaign targeted at motorists in Lethbridge.
- Continuation of the [‘Mighty Neighbour’](#) program.
- Continuation of a sub-campaign promoting the Lethbridge Loop app.
- Used the Lethbridge Loop app for messaging residents who don't live on snow routes about snow route activations.
- Creation of messaging about the cost savings of plowing to the right vs. snow removal.
- Continued to interactive plow tracker map to illustrate and inform residents about which areas of the city have been plowed in real time.

Copies of the communications campaign material can be found in **Appendix A**. More information on the results of the promotional advertising can be found in the **‘Education and Communication Outcomes’** section of this report.

Engagement Strategy

The City's public engagement approach is based on the [Public Participation Policy \(CC-60\)](#) and follows the principles of IAP2.

	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns are aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provided feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Developed by the International Association for Public Participation

Utilizing the International Association of Public Practitioners (IAP2) Spectrum, the communication and engagement strategies were designed to range from **Inform** to **Involve**, based on the audience, through multiple activities.

The public engagement approach was designed to capture public feedback in a way that helps administration understand key community issues, challenges, and sentiments about the Program. The feedback gathered will help to guide and inform changes to the Program moving forward. Feedback was sought and gathered from four distinct audiences:

- Residents living on snow routes;
- Residents living on snow routes who subscribe to the WAS;
- General public;
- Organizations affected by the Program e.g. School Divisions, School bus operators, Alberta Health Services;
- Internal departments and partners affected by the Program e.g. Fire & EMS, Transit, Lethbridge Police Service.

From September 2024, to April 2025, the City used traditional and digital engagement activities and tools to gather feedback from the community:

In-person activities & tools	Digital activities & tools
In-person events <ul style="list-style-type: none"> • January 2025 Community Conversation • September 2024 Lethbridge Senior Citizens Organization (LSCO) and Nord-Bridge Seniors Centre pop-up 	Online survey at getinvolvedlethbridge.ca
Direct phone calls <ul style="list-style-type: none"> • Resident inquiries escalated via 311 • Organization feedback • Internal department feedback 	Open feedback form at getinvolvedlethbridge.ca
Direct in-person conversations <ul style="list-style-type: none"> • Internal department feedback and collaboration on service delivery • Organization feedback 	311 inquiries – online chat
311 inquiries - phone	Social media sentiment

Throughout the winter season, residents were encouraged to give their feedback about the Program via the open online feedback form or by contacting 311.

More information about the number of interactions and data related to engagement activities can be found in the 'Communication and Engagement Outcomes' section of this report.

Both the online and in-person engagement activities provided the same information to the public on the program. The in-person activities provided the program's history, context and project details like maps and operational processes via storyboards and discussion. The digital activities provided the same information via dedicated project webpages, online surveys, social media posts, digital tools, and widgets.

Capturing Public Feedback

The City developed an online survey to capture feedback on the Program. While discussion and feedback were noted at in-person events, 311 interactions and digital engagement activities, community members were advised the best method of providing feedback would be by completing the survey. The survey could be completed through getinvolvedlethbridge.ca and by calling 311.

Survey Design

The survey was designed to collect input from anyone affected by the Program, including:

- Residents who live on snow routes.
- Residents who live on snow routes and are subscribed to the Windrow Assistance Service.
- Residents who do not live on a snow route.

Other considerations involved in the survey design include:

- Consistency to questions asked in Phase 1 and 2 surveys with improvements where necessary and additional questions for Windrow Assistance Service users.
- Understanding the audience who completed the survey.
- Making the survey as easy to understand and accessible as possible.
- Investigate the current sentiment, awareness, and knowledge relative to the changes.

Consistency in questions helps to gain a greater understanding about the challenges, concerns, and highlights of the overall program, and if those change from year to year with experience. This consideration is balanced with the need adapt the survey questions as the program is rolled out and more understanding of community experience is gathered.

Leveraging AI

Artificial intelligence (AI) was used to support survey question design¹. Administration used AI to analyze the results from the Phase 1 survey and identify improvements to the wording of Phase 2 survey questions. Administration reworded four questions in the 2023/2024 survey based on AI suggestions to gather better, more informative community feedback and continued to use this wording in the 2024/2025 survey.

¹ Phase 1 survey analysis, recommended adjustments, and further suggested AI application in public feedback analysis delivered by Oluwanifemi Omodolapo Oladoye (2024), Applied Studies MGT 3980 - Exploring Artificial Intelligence within Communications and Public Engagement, University of Lethbridge.

It is important to note that Administration adhered to the City's AI Use Guidelines when completing this work.

Administration also used AI to enhance data and text analysis by detecting trends, sentiment, themes, and anomalies in the Phase 2 feedback. This was completed in tandem with human oversight. Some of the advantages of using AI to help analyze data are:

- Removes unconscious bias in staff opinions.
- Increased efficiency in staff time and resources.
- Increases capacity to summarize and analyze large amounts of text and data.

The 2024/2025 survey was published and launched to the public on February 14, 2025, and closed on March 23, 2025. The survey was promoted with the Lethbridge Loop app calendar notifications, through social media advertisements, and an incentive was offered to try and gather more feedback from the community. The following factors may have affected response rate and the experiences of respondents and are important to consider when interpreting survey results:

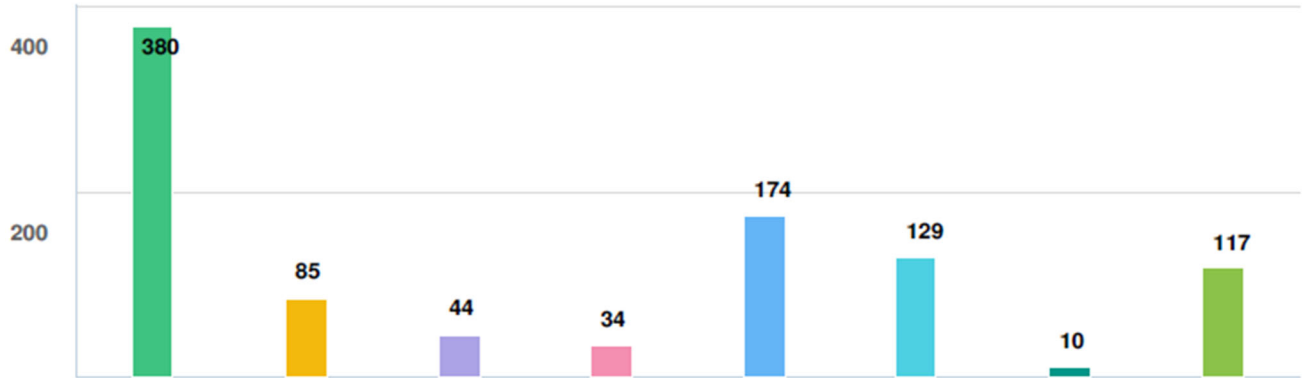
- During the survey period the local weather was seasonally warmer than the previous year,
- During the 2024/25 winter season there was only one snow event that had high enough snow accumulation to warrant snow route deceleration
- During the event of 2024/2025, parking restrictions were not enforced with ticketing.

A total of 693 survey responses were received and analyzed. Of these, **75 respondents identified as subscribers to the Windrow Assistance Service**. (see Appendix C for the Get Involved Community Survey: Snow Route Changes in 2024/25 Winter Season report).

Survey Questions & Response Summary

The City posed a total of 11 questions in the spring 2025 survey. Residents who live on a snow route and were subscribed to the Windrow Assistance Service (WAS) were asked an additional two questions about WAS specific tools and service level.

Question 1. How did you find out when snow routes were activated this past winter? Check all that apply.

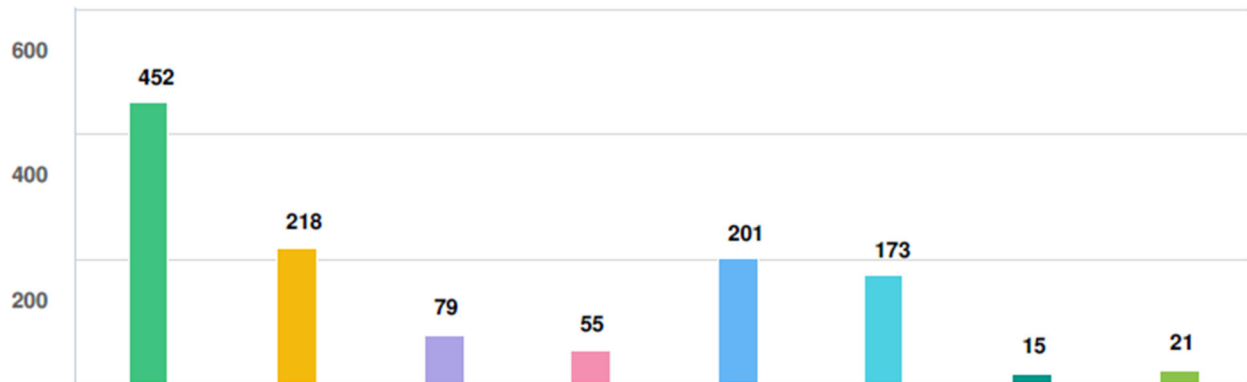


Question options

- Lethbridge Loop app on a mobile device
- Auto-notice by phone, email, or calendar
- Lethbridge.ca
- By viewing the live snow plow tracking map
- Local media sources (online news, newspapers, television reporting, radio)
- Social media sources
- Called 311
- I was not able to find out

- The Lethbridge Loop is the most used communication tool.
- Participants of the WAS deviated slightly from the whole respondent pool with more using local media sources and less social media sources.

Questions 2. What communication channels do you prefer for receiving updates on snow route activations? (check all that apply)



Question options

- Lethbridge Loop app on a mobile device
- Auto-notice by phone, email, or calendar
- Lethbridge.ca
- By viewing the live snow plow tracking map
- Local media sources (online news, newspapers, television reporting, radio)
- Social media sources
- Called 311
- Do you have another preferred communication channel not listed here?

- The Lethbridge Loop is the preferred communication tool.

- Auto-notices by phone, email, or calendar are preferred more than their reported use in question 1.
- Participants of the WAS reported a proportionally lower preference for social media sources.

Question 3: During this past winter, were you aware that vehicles parked on active snow routes were subject to parking tickets?

- 85 percent answered yes, 14 percent answered no.
- Awareness was slightly higher in the WAS subscriber respondents.

Question 4: How strongly do you agree or disagree with the following statements?

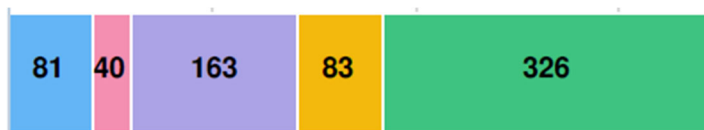
Question options

- Definitely disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Definitely agree

a. The plowed snow (windrows) at the end of my driveway was challenging to remove.



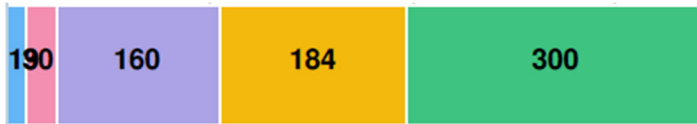
b. My driveway was inaccessible due to plowed snow (windrow) accumulation.



c. The plowed snow (windrows) beside the curb in the on-street parking created a barrier accessing sidewalks from on-street parking.



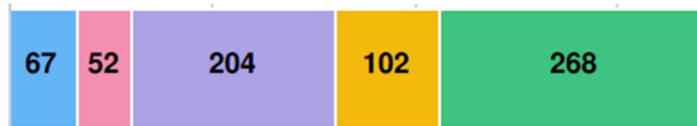
- d. Snow was not removed completely from parking lanes on snow routes due to vehicles that were not moved during activation.



- e. When snow routes are activated, my alternative parking location is too far from my home.



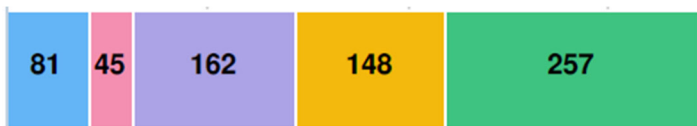
- f. I witnessed drainage issues on a snow route due to new plowing-to-the-right practices.



- g. My property experiences ice accumulation due to the combined effect of new plowing-to-the-right practices and freeze/thaw weather cycles.



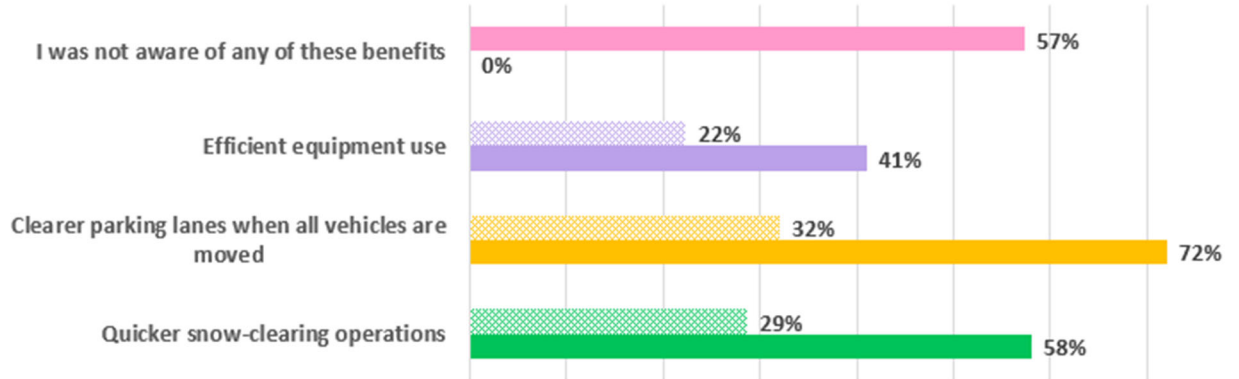
- h. Extreme cold temperatures create challenges to complying with snow route parking restrictions.



- The top two issues suggest windrows in driveways and parking lanes had the most noticeable impact on users.
- "No Parking" compliance on snow routes when declared, was identified as the next largest issue.
- Alternative parking location is the least prominent issue for respondents.

Question 5: This past winter, were you aware of any of the following benefits to parking enforcement on snow routes? Check any/all you were aware of.

2025 vs 2024 Survey Responses

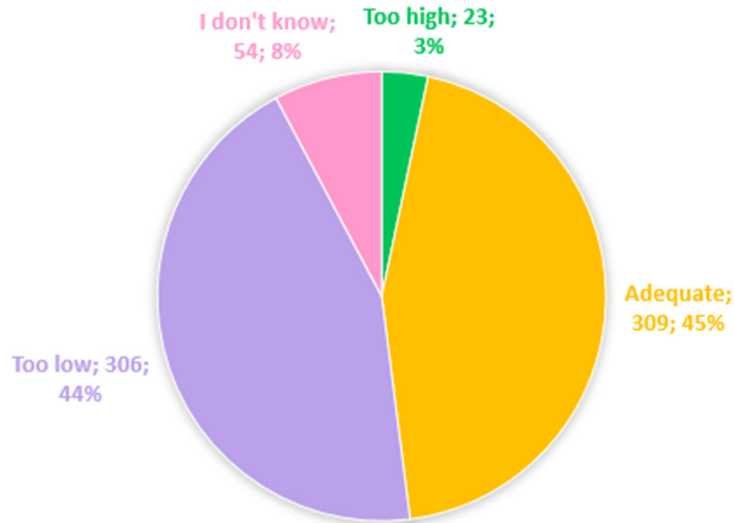


- Last year: 58% of respondents checked off quicker snow clearing, 72% clearer parking lanes, 41% efficient. 1477 responses, 1265 skipped = 46% skipped
- This year: 29 % quicker snow clearing, 32% clearing parking lanes, 22% efficient use, 57% not aware
- When remove the 397 who were not aware, of the 296 left: 67% quicker snow clearing, 75% clearing parking lanes, 52% efficient

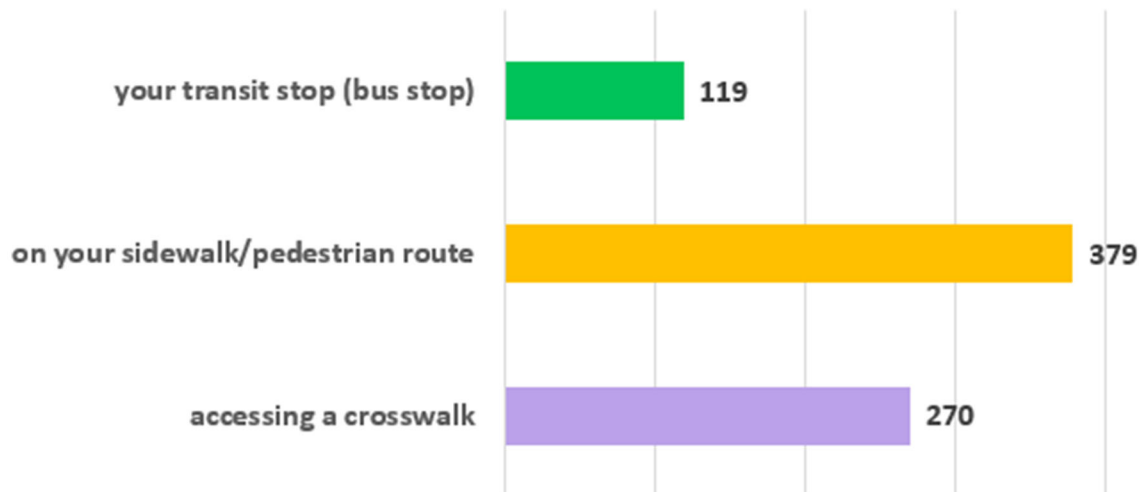
Question 6: This past winter, were you aware of any of the following benefits of plowing snow to the right of the road (toward boulevards, curbs, and driveways)? (check all that apply)

- The previous season's survey saw 55% of respondents skip this question, possibly indicating that they were not aware of the existing benefits. This survey did not allow respondents to skip; instead offering an additional option to indicate they were not aware of benefits.
 - 60% respondents in this survey were not aware of any benefits to parking enforcement. Of the remaining responses, when compared to last season, changes in awareness are seen as:
 - an overall increase in awareness is seen over all benefits.
 - a 15% increase in reported awareness of the benefit of cost savings.

Question 7. Considering the speed and completeness of snow clearing on snow routes, how do you rate the overall service level for snow routes post-storm?

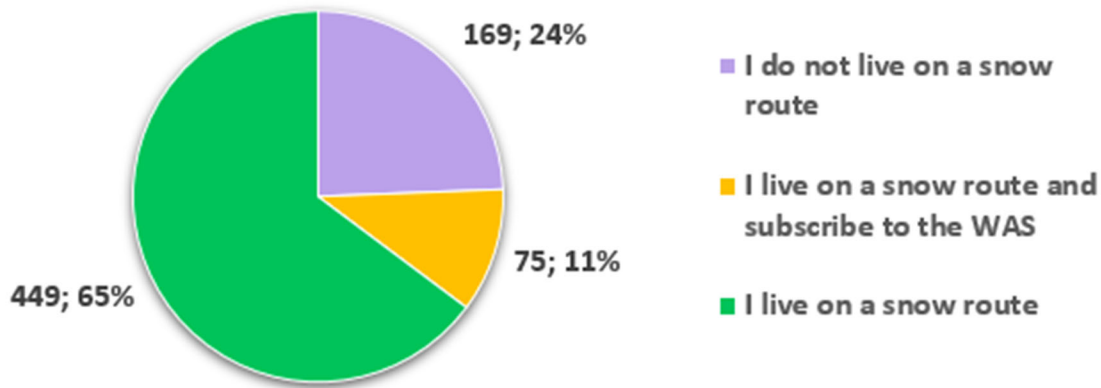


Question 8: Did piled snow create a barrier to: (check all that apply)



- The most common barriers reported are on the sidewalk or pedestrian routes, followed by crosswalks, and then transit stops.
- Optional question: (453 respondents answered, 240 skipped).

Question 9: How do you use snow routes (roadway sections indicated with blue snowflake tab above snow route signage)?



Question 10 (Only non-WAS subscribers answered this question): Do you have accommodations or make considerations for additional mobility or accessibility challenges in your home?

- The responses indicate 22% of respondents who live on snow routes may be eligible for WAS but are not currently subscribed.

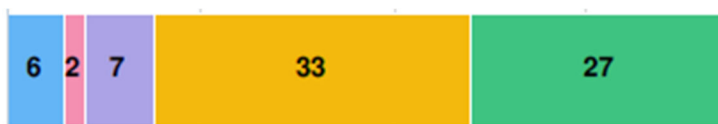
Question 11: (Only WAS subscribers answered this question) - How helpful were the following tools to get information about the Windrow Assistance Service?

Statement respondents were asked to rate a scale of agreement on how helpful the following tools were to get information about the Windrow Assistance Service

Question options

- I did not receive this resource, but should have.
- N/A
- Not helpful at all
- Somewhat helpful
- Very helpful

a. The direct-delivered postcard with sign up information in September



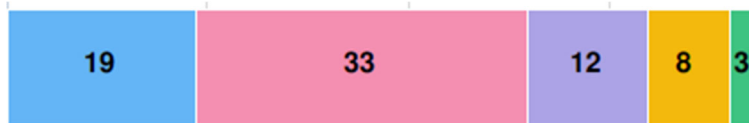
b. The confirmation letter sent by mail which outlined program details



c. At-the-curb subscriber only - window cling



d. At-the-curb subscriber only - fillable neighbour notice cards to maintain curb parking access



e. Online resources in information about Windrow Assistance Service



f. Social media advertisements or posts from City accounts



g. Local media coverage/ stories

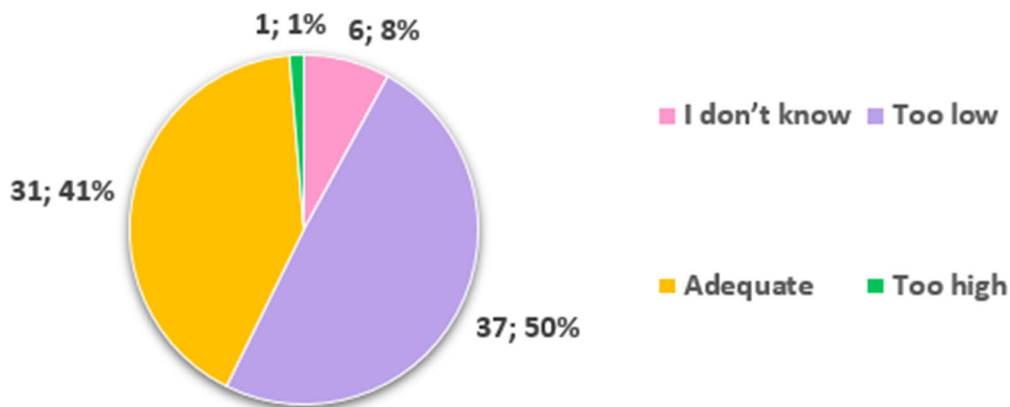


h. 311 customer service



- Most respondents found the direct delivered postcard and the confirmation letter to be the most helpful tools.
- At the curb subscribers received additional materials to assist in communicating with neighbors about their on-street parking clearing. Each resource package was hand delivered to the subscribing home.
 - Of the small sample size of those who received the at-the-curb materials, the reported helpfulness of those tools was mixed.

Question 12: Only (WAS subscribers answered this question) - Considering the speed and completeness of the Windrow Assistance Service on snow routes, how do you rate the overall service level post-storm?



Question 13. Please share any additional comments related to your experience with snow routes this winter.

Respondents shared 433 written submissions in response to this question. AI analysis, with human oversight and validation, was used in processing and categorizing the text submissions. A **sentiment summary** is generated by analysis software included in the Get Involved web functions and was validated with a second source of AI analysis (red = negative, yellow = mixed, orange = neutral, green = positive):



The **main themes and trends** identified are listed below:

- Dissatisfaction with Current Practices:
 - General dissatisfaction with the current snow removal practices, particularly the plowing to the right and the windrow assistance program.
-

- **Suggestions for Improvement:**
 - There are consistent suggestions for returning to the previous method of plowing snow to the center of the street and improving communication and enforcement of snow route parking bans.
- **Impact on Daily Life and Safety:**
 - Respondents highlight the negative impact on daily activities and safety concerns, including difficulty accessing driveways, attending appointments, and the risk of falls.
- **Mixed Reviews on Windrow Assistance:**
 - Responses vary from appreciation for the windrow assistance service to criticism of its effectiveness and timeliness.
 - Some respondents found the service helpful, while others felt it did not adequately address their needs.
- **Financial Concerns:**
 - There are mentions of high taxes and the expectation of better services in return, with some respondents feeling that the cost-saving measures are not worth the inconvenience and safety risks.

Suggestions for improvements included:

- Several respondents suggest returning to the previous method of plowing snow to the center of the street.
- There are calls for better communication and enforcement of snow route parking bans, including ticketing and towing vehicles that do not comply.

Mixed sentiment on Windrow Assistance Service:

Subscribers suggested improvements on timeliness:

"The clearing of driveway accessible should be done immediately."

"Really wish I didn't have to worry about getting out of the driveway mainly when it's a lot of packed deep ice and snow it's really bad when done on a late Friday night I can't get out for days until they come and shovel it out."

"The clean up after a storm under the assistance program is no good if they come later in the morning when you have to be somewhere by 8 am. You have to do it yourself if you can or you miss your appointments."

"To clear my driveway within 3 days is NOT adequate. Hire more contractors to get the job done in a more timely manner."

"Old senior citizen were glad to have my driveway cleared. But if not cleared on the same day would be inconvenient and dangerous trying to drive over windrow."

"Missed an appointment as driveway blocked. Had to pay to have it cleared, as could not wait the 2 days for the city to clear."

"The 48 hr window for clearing of our driveway is not acceptable when we have to drive grandchildren to school at 8:30 AM."

Subscribers also noted appreciation and necessity:

"Excellent service!!"

"Really appreciated the windrow assistant service. Thank you."

"So thankful for the removal of windrow!!!"

"Very good"

"I felt personally that the Windrow Assistance was definitely necessary. I could not have cleared my driveway on my own and I believe if the city continues to clear roads this way that the assistance is a necessary service."

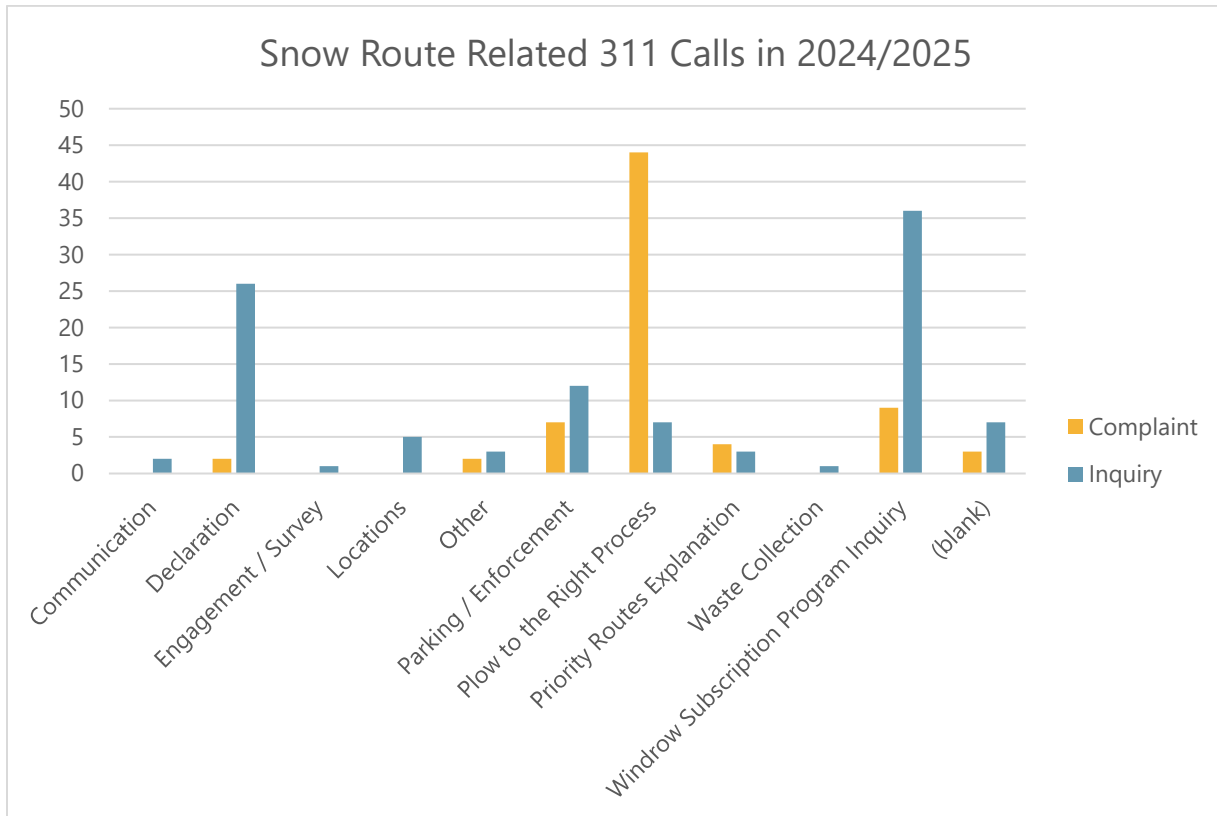
"Overall seemed roads were cleared more and maybe due to more vehicles being moved to plow. The windrow removal service is definitely a necessity for those with a driveway that are older or have health issues."

"With the winrow program this is the first year my wife's wheelchair was actually useable in our own driveway."

"This was my first experience this year. It worked somewhat well cleaning a window for my driveway was the only problem I had and the boys took care of that too so no complaints."

311 Snow Route Calls/Inquiries Analysis

The 311 Customer Service Centre took 255 calls in the 2024/25 winter season regarding the Program. The graph below shows the themes, call volumes, and whether they were complaints or an inquiry. A heat map for location of complaints is found in Appendix B.



46 calls were about the WAS; 11 positive, 13 negative, and the rest were general questions about the processes and eligibility.

Positive feedback expressed gratitude and satisfaction with the service:

"... very impressed with how the snow was removed with WAS today. They did a great job."

"... more than pleasantly surprised to see that the work was completed quickly and effectively."

"... wanted to share his gratitude with the Transportation team about the WAS program. He is disabled and he is grateful to have the service. The crew that cleared the snow did a great job."

Negative feedback was themed around the length of time to receive service:

"... isn't happy with the wait of the 24-72 hours removal."

"... is still waiting for this to be completed - had to cancel doctor appointment"

Get Involved Lethbridge Project Web Page Usage Analysis

The Get Involved project page is the primary tool for communicating project details and hosting digital engagement. The web traffic data for unique web page visitors over time shows peaks in users at times when a communication or engagement event occurs.

Visitors Summary

Get Involved Lethbridge from 01 Aug'24 to 20 Apr'25



Communication and Engagement Outcomes

Summary: Highlights, Challenges & Successes

Themes and learnings from all public participation activities during the 2024/2025 implementation of snow and ice changes:

- **The timing of snowfall greatly affects the likelihood the public will consume or engage with snow-related communications.**
- **Accessibility and mobility challenges with windrows is mitigated with the WAS, however many subscribers desire a faster service.**
- **Lethbridge Loop notifications are the most used and preferred communication tool for snow route alerts.**
- **Community understanding of why changes were made and general snow operations is still needed.**
- **Enforcement of snow routes has the potential to strengthen compliance with existing community support.**
- **The community's awareness of cost savings (compared to snow removal) increased this season, compared to last season's reported awareness.**
- **Despite the creation of the WAS, the top issues remain windrows in driveways and parking lanes.**
- **With only one snow route event this season, some respondents noted that answering the questions was difficult.**

Communication & Engagement Activity Outcomes

All key communication material is presented in Appendix A.

Media, Print and In-Person Communication & Engagement Activities

Tool or Activity	Date	Audience	Participation Level
Postcard with WAS information	September 1 – 15, 2024	Snow route residences & businesses	Hand-delivered to 5975 households.
Letter with Program overview to all snow route residents	Oct. 29 –Nov. 1, 2023	Snow route residences & businesses	5975 households by mail (approx. 300 returned mail)
Courtesy reminders (parking restrictions and information)	Nov. 25 – 27, 2024	Non-compliant vehicles on snow routes when activated	510 placed on non-compliant vehicles
Letters to confirm participation in WAS	October – January 2025	WAS Subscribers for driveway opening clearing	Hand delivered to 483 households
Letter to confirm participation in WAS & at-the-curb additional resource package	October – January 2025	WAS subscribers for curbside spot clearing (no driveway)	Hand delivered to 70 households, in addition to confirmation
Print billboard	December 2024 – January 2025	General public	Location: Mayor Magrath & Parkside Drive South
Lethbridge Herald - 3 Front page banners	December 2024 – January 2025	General public	0 QR code scans
Community Conversation event	January 23, 2025	General public	Attendance: 540+ residents

Pop-up WAS information booth	Sept. 18, 2024 - Nord-Bridge Seniors Centre Sept. 19, 2024 – Lethbridge Seniors Centre Organization	WAS target audience	Visitors and staff engaged: 50+ patrons
Outreach to local accessibility service providers to share WAS info	September 2024	WAS target audience	Reached out to 24 local providers Provided resources to share to 21 local providers to share and amplify message to target audience
Media events	Sept. 3, 2024 – WAS launch October 31, 2024 – Snow route season launch	Media partners & general public	2 Media availability events
News Releases	Sept. 3, 2024 – WAS launch Feb. 14, 2025 – Survey launch	Media partners & general public	2 news releases with media events
Public Service Announcements (PSA)	September 17, 2024 – WAS sign up reminder November 24, 2024 – Snow routes activated November 27, 2024 – Snow routes lifted	Media partners & general public	3 Public Service Announcements

Digital Communication & Engagement Activities

Tool or Activity	Date	Audience	Participation Level
Project webpage on Get Involved Lethbridge	Oct. 1, 2023 – April 30, 2024	General public	2,700 Unique visitors
Spring online survey	March 18 – April 28, 2024	General public	Completed surveys: 693
Lethbridge.ca/snow webpage	Sept. 2024 – April, 2025	General public	Page views: 12,590 Users: 6,686. Average engagement time: 24 seconds.
Snow Plow Live AVL map	Sep. 1, 2024 – Jan 31, 2025	General public	Page views: 8,522. Users: 3,553 Average engagement time: 1minute, 15 seconds.
Lethbridge Loop app	November 24 & 27, 2024	Snow route residents and General public	5359 snow route residents 19133 non snow route residents received snow route activation notifications
Emails with Program overview	Spring and Fall 2024	Organizations and internal departments	9 external organizations. 4 internal departments.
Digital billboards	December 2024	General public	Location: University Drive, Crowsnest Trail, Mayor Magrath Drive
Television ads	December 30, 2024 – January 26, 2025	General public	Global News 15 second commercial – Winter Warriors, Lethbridge Loop Snow Routes
Google ads	November 2024 – February 2025	General public	Impressions: 5,016,764 Link clicks: 14,753
Meta ads (Facebook & Instagram)	Jan. – 31, 2024 – Winter warriors & Lethbridge Loop Snow Routes March 2025 – Survey Reminder	General public General public	Impressions: 160,545 100,400 views 24,442 post engagements




Appendix A – Communication Materials

- Letters and postcards
- Courtesy reminder
- Windrow Assistance at-the-curb resources
- Advertisements
- News releases and PSA examples
- Mighty neighbour graphics
- Community Conversation storyboards

See attachment.



Appendix B – 311 Complaint Heat Map

See attachment.



Appendix C – Snow Route Survey 2025 Get Involved Lethbridge Report

See attachment.