Snow Awareness Week

Cindy Plante
ICMA Local Government Management Fellow

November 17, 2014
• Record snowfall during 2013-14 snow season
• Snow response survey during April 2014

• Solution: expanded “snow awareness” campaign
  • Bilingual English/Spanish mailer
  • Outreach to businesses
  • Push snow alerts on website
  • Wheel tax opt-out for snow parking notifications
SNOW AWARENESS MAILER:

To: Postal Resident
Evaston, IL

Parking

Parking

From December 1 through March 15, the City may enforce temporary parking restrictions in the form of a cloud soaking or a snow emergency. The declaration of parking restrictions depends on the amount of snowfall, road conditions, and other factors. It is illegal to park on the streets during restricted times even if the street has been cleared. As shoveling and salting operations may require visits to City trucks.

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Rules:
- No parking in the snow hollows or snow emergency zones
- Parking is allowed during normal parking hours

Utilities

Residents should take precautions in cold weather to prevent water pipes from freezing:
- Insulate pipes
- Keep cabinets open overnight under sinks
- Do not leave water running
- Fix minor leaks as a small sticker
- Keep heat at 55°F

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WEBSITE:

City of Evanston

HOME EVANSTON LIFE BUSINESS RESIDENT GOVERNMENT NEWS CALENDAR PARKS & RECREATION

PARKING

Lots & Garages Parking Meters
General Info About Tickets Contest Your Parking Ticket Pay Parking Tickets Online Residential Parking Permits

Snow Parking Regulations

Street Cleaning Wheel Tax (formerly Vehicle Sticker)
Towed Vehicles Boot Program Parking FAQ Pay by Phone Parking

Make winter easier! Sign up for "Snow Alerts" to receive parking and snow operations notifications by email or text.

Email Address

Enter mobile phone number

SUBMIT

No Thanks Remind Me Later

SIGN UP TO GET NOTIFIED VIA TEXT MESSAGE OF A SNOW EMERGENCY OR PARKING BAN

Text messages will be sent on days when there is a ban or emergency. Select Snow Alerts from the list after entering your number below.

1. Enter your Mobile phone number:

Done
TEXT & SOCIAL MEDIA:

- Text “SNOW” to 847-448-4311 to get an automated response on the status of parking restrictions 24-7

- Short videos and graphics on Facebook, Twitter, and Instagram on topics like snow parking, shoveling, and snow removal
NEXT STEPS

- Recruiting volunteers for Senior Shoveling program
- Continued outreach to Evanston businesses
PUBLIC WORKS PREPERATIONS FOR WINTER 2014-2015

Work on equipment begins in late August for the upcoming season. Each piece of snow equipment is inspected and repaired with a late November readiness date in mind.
Public Works preparations for winter 2014 2015

Field inspections occur to define what has changed on specific routes

Staff reviews existing snow route for any possible or needed changes
WHATS NEW IN PUBLIC WORKS THIS SEASON

New Salt Dome

Old salt dome capacity was 3,200 tons
New salt domes capacity is 4,200 tons

New sidewalk snow equipment will improve our service.
What is Public Works focusing on for this winter?

Salt usage -

Make sure equipment is correctly calibrated

Salt intersections and mid blocks only on residential streets

Full use of anti-icing techniques

Parking -

Monitor our narrow street list after significant snows

Post streets as needed for spot snow cleanup

Use snow emergencies as need to maintain full width of the streets
ANY QUESTIONS???????