



Committee Report

To: Warden Mitch Twolan
Members of the Transportation & Environmental Services
Committee

From: Miguel Pelletier
Director of Transportation & Environmental Services

Date: October 17, 2019

Re: 2019-2020 Winter Public Service Announcements Campaign

Staff Recommendation:

The 2019-2020 Winter Public Service Announcements Campaign report is for information.

Background:

The objective of the 2019-2020 Winter Public Service Announcements (PSA) campaign is to provide information to the public on various seasonal topics related to traveling on Bruce, Grey and Huron County Roads and Provincial Highways. The goal is to educate, inform and save lives.

The campaign partners include Grey County Transportation, Huron County Transportation, the Ministry of Transportation (MTO) Grey County and Bruce County OPP Media Officers, and Bruce County Transportation and Environmental Services.

The campaign was initiated in 2005 beginning with a winter season campaign. Its popularity grew to also include a summer campaign in 2008.

The campaign consists of media coverage to a wide listening audience. The educational messages are 60 seconds in length and generally air in the morning between the hours of 6 a.m. and 10 a.m. and between 3 p.m. and 10 p.m. Monday to Saturday.

Some of the topics for the winter campaign include preparing your vehicle for winter, road closures, animal and collision avoidance, winter equipment speeds, and sharing the road.

The winter campaign also includes a toll-free road conditions hotline service (1-866-266-7569) that can be accessed 24/7 for road condition information. This service is only available to Grey County, Bruce County and the MTO.

Financial/Staffing/Legal/IT Considerations:

The budget for both winter and summer PSA campaigns is \$7,500. The costs of the campaign are shared between Grey County, Huron County, MTO and Bruce County.

There are no staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

Not applicable

Link to Strategic Goals and Elements:

Goal #6 Explore alternative options to improve efficiency, service.

Element #D Coordinate working with other agencies.

Written by Carolyn Thibaudeau, Assistant Office Supervisor

Approved by:A handwritten signature in cursive script that reads "Bettyanne Cobean".

Bettyanne Cobean
Acting Chief Administrative Officer