

News Release – General Campaign (outside of GTA)

LOGOS – OGRA & Snow How

November 18, 2016

Use your Snow How: Winter Driving Safety

(Name of municipality's) snow plows are standing by, plow operators have brushed up their skills and salt is stockpiled, awaiting the inevitable winter weather.

But drivers need to be ready too.

The "Snow How" campaign reminds drivers to safely navigate snowy and icy roads by slowing down, being patient and giving plows plenty of space. The campaign is sponsored by the Ontario Good Roads Association, which represents municipal transportation and public works agencies. The Snow How campaign features entertaining and easy-to-share videos, gifs and graphics of these important reminders, all available at www.snowhow.ca.

Ontario's municipalities clear and maintain some 290,000 lane-kilometres of roadway every winter to keep communities moving. But they can't do their job without drivers using some basic "snow how" when driving:

- **Be nice on the ice:** Give yourself twice the space between vehicles, and pedestrians. Stopping distance on ice is double that of a dry road.
- **Go slow in the snow:** Slow down and drive according to weather conditions, not the speed limit. Give yourself extra time.
- **It's not a race, give plows space:** Never pass a plow. Snow plows are extra wide, and can create clouds of snow – both of which reduce visibility and increase risk of a collision. It's best to wait for the plow to pull over before you pass.

"We start planning for the next winter, as soon as the season ends," said (Public Works staff). "But people can forget what it's like to drive in the winter until the first flakes fly."

"Every municipality has a plan for clearing roads, so that main arteries are cleared, followed by secondary routes, and smaller roads," said Robert Burlie, OGRA President and Manager of Road Operations, Etobicoke/ York District, City of Toronto. "The bottom line is that if you want to get to your destination at all, it's best to slow down and drive according to the weather."

(more)

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Check with your municipality to learn more about local snow clearing schedules and standards.

Facts about municipal snow clearing

- Ontario municipalities must clear about 290,000 lane-kilometres of roads – enough to travel more than 7 times around the earth.
- There are about 5,800 municipally operated snow plows in Ontario.
- Ontario municipalities spend in excess of \$530 million on winter road maintenance, depending on how severe the weather.
- Municipalities use an average of 975,000 tonnes of road salt per year.

About OGRA: The Ontario Good Roads Association represents the transportation and public works interests of municipalities through advocacy, consultation, training and the delivery of identified services. It operates the Snow School, an education and training program for snow plow operators and mechanics. For more information on the Snow How campaign, visit www.snowhow.ca, follow @Ont_Good_Roads or #snowhow on Twitter and snowhow.ca on Instagram.

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