

## **Municipality Of Chatham-Kent**

### **Chief Administrative Office**

#### **Corporate Initiatives**

#### **Information Report**

**To:** Mayor and Members of Council

**From:** Amy Wilcox, FCPA, FCMA, PMP  
Manager, Corporate Initiatives

**Date:** September 21, 2021

**Subject:** Snowplow Naming Contest

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This report is for the information of Council.

#### **Background**

Inspired by other communities that have named their snowplows, Chatham-Kent Infrastructure and Engineering Services will be entering into a partnership with WINMAR for citizens to get creative and submit possible names for six (6) snowplows.

#### **Comments**

Using our on-line community engagement tool, Let's Talk Chatham-Kent, the Municipality will solicit names from the public. A total of six names will be chosen, one for each of the six wards.

#### **Process**

Nomination Phase: A resident visits the Let's Talk Chatham-Kent website and submits a name. This phase will be open for nominations for at least two weeks.

Review Phase: A group of municipal staff (Public Works, Communications and resident volunteers) will review the names and choose twenty-five (25) to move on to the voting stage.

Voting Phase: Citizens can review the finalist names and vote for the one they like the best.

Announcement Phase: The six (6) names with the highest votes will be the ones chosen for the six plows. Names will be announced via a media release and "ribbon cutting".

**Eligibility Criteria for Submitting Names**

Submitted names must be:

- Family friendly
- Not include any foul language
- Free of discrimination

Sample branding for the contest can be found in Appendix A.

**Duration of the Program**

The lifecycle of a snowplow is typically between 12 and 15 years. For those snowplows that have names, when the snowplow reaches the end of its lifecycle, those names will be “retired”.

The program will continue as long as the current sponsor is willing to participate or another sponsor can be obtained.

**Consultation**

General Manager of Infrastructure and Engineering and the Director of Public Works were consulted.

**Financial Implications**

There are no financial implications to the creation and running of this program. Partnership Development will manage the program as part of their everyday duties. WINMAR will be covering the cost of the creation and installation of the signage on the plows through a sponsorship of \$1,500.00. Staff time to administer the project and to apply the decals will be absorbed internally.

Prepared by:

Reviewed by:

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Manager, Corporate Initiatives

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Don Shropshire  
Chief Administrative Officer

Consultation: Ryan Brown, Director, Public Works

Appendix A: Sample Branding

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Appendix A: Sample Branding

