



MEDIA RELEASE

Niagara-on-the-Lake Launches Plow Tracking Software

For Immediate Release

December 12, 2022

The weather outside may be frightful, but the Town of Niagara-on-the-Lake is delighted to announce the launch of its new interactive [snowplow tracking software](#) through Telus FOCUS Optimization.

FOCUS Optimization will help to ensure that residents are well-informed of snow removal services through real-time updates. The system has the ability to monitor where salt and sand have been distributed, what roads and sidewalks have been cleared, and where snow plows have been within the past 30 minutes.

“I am excited to see this interactive snowplow tracker utilized for the community’s benefit,” stated Lord Mayor Gary Zalepa. “Maintaining excellent customer service is what the Town strives to achieve, and this is another great way we are enhancing service levels and ensuring effective information sharing is provided during a snowstorm. On behalf of Town Council, thank you to Town Staff for bringing this operational initiative to fruition.”

The online map identifies:

- Streets that have been salted/sanded
- Streets/sidewalks that have been cleared
- How long-ago streets and sidewalks have been attended to
- If a street is primary, secondary, private or under another jurisdiction

“With this GIS (geographic information system) software, the Town can keep residents up-to-date as snow removal efforts are taking place,” stated CAO Marnie Cluckie. “This is another modernization project the Town is proud to present to its residents. Thank you to Town Staff for working diligently with Telus to create this map and tracking tool for winter weather events!”

The interactive tracking map is available on the Town’s website through the following link: www.notl.com/town-services/roads-infrastructure/snow-procedures. Residents are encouraged to utilize this new digital service to stay informed and up-to-date during future snow storms.

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