

Sheralee Mitchell-MacEwan

Subject: FW: CNIB's SnoWay campaign
Attachments: CNIB - SnoWay Key Messages 2025.docx

From: Kim Ramsay
Sent: February 11, 2025 11:01 AM
To: Jesse Hulsman <jhulsman@easthants.ca>
Cc: Eleanor Roulston <eroulston@easthants.ca>
Subject: FW: CNIB's SnoWay campaign

Jesse,
Please reach out to Shelley for a discussion on how to incorporate their learnings into our programs.
Kim

From: Eleanor Roulston <eroulston@easthants.ca>
Sent: February 11, 2025 10:37 AM
To: Kim Ramsay <kramsay@easthants.ca>
Subject: FW: CNIB's SnoWay campaign

All councillors were copied

Eleanor Roulston,
Warden and Councillor for District 11
Municipality of East Hants
902 632 2573
www.easthants.ca

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----- Original message -----

From: Shelley Adams <Shelley.Adams@cnib.ca>
Date: 2025-02-11 9:53 a.m. (GMT-04:00)
To: garden-cole@easthants.ca, Norval Mitchell <nmitchell@easthants.ca>, Eldon Hebb <ehebb@easthants.ca>, Carl MacPhee <cmacphee@easthants.ca>, Keith Rhyno <krhyno@easthants.ca>, Craig Merriam <cmerriam@easthants.ca>, Walter Tingley <wtingley@easthants.ca>, Michael Perry <mperry@easthants.ca>, Elie Moussa <emoussa@easthants.ca>, Cecil Dixon <cdixon@easthants.ca>, Eleanor Roulston <eroulston@easthants.ca>
Subject: CNIB's SnoWay campaign

Hello East Hants Mayor and Council,

Congratulations on being elected!

My name is Shelley Adams and I am the Manager of Advocacy at CNIB for Atlantic Canada. I wanted to reach out to you today to bring your attention to a very important accessibility issue that people are faced with each and every winter.

As you know, winter weather brings snow and ice that can create treacherous conditions for all pedestrians, especially for vulnerable populations, including people with strollers, children, seniors, and persons with disabilities. Snow and ice-covered sidewalks, pedestrian crossings, and transit stops pose serious safety and mobility risks for pedestrians. These barriers limit the ability of persons who are blind, Deafblind, or have low vision to travel independently and navigate public spaces to meet their needs.

That is why CNIB is running the 'SnoWay' campaign throughout the winter months to educate municipalities and the public about their responsibilities to mitigate barriers caused by winter weather. As part of the campaign, CNIB staff and community members are engaging municipalities to raise awareness about this issue and advocate for a review of snow-clearing policies and practices.

As someone who is living with sight loss, I know the significant impacts that snow and ice barriers can have on the independence and well-being of persons with disabilities. For example, when using public transit, there are times when I cannot locate the bus stop because the pole is surrounded by piled up snow.

I would appreciate an opportunity to discuss the municipality's snow and ice clearing policies and speak to you about how snow and ice barriers create hazards and limit mobility for many pedestrians, including those who are blind, Deafblind, or have low vision. Please indicate your availability over the coming weeks so we can identify a time to speak about this important issue.

Sidewalks, street crossings, transit stops and pathways are critical and necessary infrastructure for pedestrians and must be safe, accessible, and usable to all – regardless of the season. I look forward to hearing from you so we can work together to ensure that your municipality is safe and accessible for all pedestrians.

Sincerely,
Shelley Adams RSW
Manager, Advocacy Atlantic Canada
CNIB
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Halifax, NS B3K 1T8
C: 902-483-4123
E: shelley.adams@cnib.ca
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