

Winter Maintenance Update



**Presentation of Ipsos Public Opinion Survey Report
November 18, 2019**

Agenda

1. Overview
2. Presentation – Martin Hrobsky from Ipsos
3. Discussion Four Areas For Review;
 - Road Plowing
 - Windrow Removal Program
 - Pathway / Sidewalk
 - Communication Improvement
4. Next Steps

Overview

- During 2019 Capital Budget Committee meetings, Council discussed concerns raised by residents following the 2018/2019 winter season.
- Staff Conducted two Council Workshops
 - June 4th and June 17th *
- Focus of the Workshops were;
 1. Road Service Level
 2. Windrow Removal
 3. Pathway / Sidewalk Clearing
 4. Communications

* Council directed staff to conduct a public research on Markham resident perspective with the assistance of external expertise

Results:

Public Opinion Survey Report Conducted By Ipsos

Presented by Martin Hrobsky

Council Feedback

Ipsos Survey

Road Plowing

- ❑ Current Council approved service levels for plowing local roads is 7.5 cm within 16 hours after the end of the event

- ❑ **Ipsos findings**
 - 62% no changes to snow plowing
 - 32% were prepared to pay an increase in taxes to plow at 5 cm
 - 4% were prepared to pay an increase in taxes to plow as primary
 - 2% were undecided

- ❑ **Discussion/Direction for Staff**
 - * Any items to report back

Windrow Removal Program

- ❑ Current Council approved service levels for windrow assistance program for qualified applicants after 7.5cm snow fall within 8 hours at the end of the event

- ❑ **Ipsos findings**
 - 44% support paying an increase in tax to plow city wide windrow
 - 42% oppose paying an increase in taxes to plow city wide windrow
 - 13% were indifferent
 - 1% were undecided

- ❑ **Discussion/Direction for Staff**
 - * Any items to report back

Pathway

☐ Current Council approved service levels does not include pathway winter maintenance

☐ **Ipsos findings**

- 58% support paying tax increase to plow pathway
- 25% oppose paying tax increase to plow pathway
- 17% were indifferent

☐ **Discussion/Direction for Staff**

* Any items to report back

Communication

- ❑ Council directed staff to seek preferred method of communication through residents

- ❑ **Ipsos findings**

- 37% prefer City website
- 32% prefer email, newsletter sent from the City
- 29% prefer digital or portable roadside signage
- 28% prefer social media
- 24% prefer television
- 22% prefer mobile phone app
- 20% prefer radio

- ❑ **Discussion/Direction for Staff**

- * Any items to report back

- Quick hits: Parking permit alerts & Winter Twitter Program
 - Comprehensive Education Program using variety mediums

Next Steps

- Staff will follow up on Council direction and report back in Q1 2020

Questions

