

WINTER MAINTENANCE SURVEY

Public Opinion Survey Report

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OBJECTIVES AND METHODOLOGY

Winter Maintenance

City of Markham

Background and Objectives

- ❖ This research was commissioned by the City of Markham to collect feedback from Markham residents regarding winter maintenance services to inform potential changes to winter maintenance policy.
- ❖ Topics covered in the survey include:
 - Satisfaction with existing winter maintenance programs and service levels;
 - Interest in receiving a new city-wide service: windrow cleaning;
 - Interest in seeing changes to local road plowing;
 - Interest in changes to pathway clearing service; and,
 - The willingness to pay an increase in property taxes to have any or all of these service changes

Methodology

- ❖ The core survey was conducted via telephone among a sample of n=508 adult City of Markham residents.
 - The survey was conducted by live interviewers and Ipsos' Computer Assisted Telephone Interviewing (CATI) facilities.
 - The CATI system ensures that the survey script is thoroughly followed and checked for quality control purposes.
 - Ipsos uses a sample management systems to place the calls at different days and time periods to minimize sampling bias and to track which numbers are busy, where interviewers have left messages, how full quotas are, and ensures that call-backs are made efficiently.
- ❖ Interviews were completed between September 17th to September 24th, 2019.
- ❖ Telephone results are weighted to the latest Statistics Canada census data according to age and gender to ensure that the sample of respondents are representative of the population of adult City of Markham residents.
- ❖ A random sample of n=508 yields a margin of error of +/- 4.4 percentage points, nineteen times of twenty.

EXECUTIVE SUMMARY

Winter Maintenance

City of Markham

Executive Summary

- ❖ Three quarters of Markham residents (76%) state they are *very/somewhat* satisfied with overall winter maintenance provided by the City.
- ❖ Similarly, eight in ten (79%) residents *strongly/somewhat* agree that the City's snow plowing activities occur within a reasonable amount of time, and three quarters (75%) *strongly/somewhat* agree that the current level of winter maintenance is appropriate for the City's needs.
- ❖ Three quarters of Markham residents (73%) are *very/somewhat* satisfied with salting and snowplowing of sidewalks and walkways. About seven in ten (68%) are satisfied with the salting and plowing of local and residential roads, and two-thirds of residents (65%) are satisfied with plowing of artery roads.
- ❖ One in ten Markham residents mention that they contacted the City this past winter to report a concern about winter maintenance and snow plowing. The most prevalent method of contact was a contact centre with more than half (54%) of Markham residents voicing their concerns this way.
 - Within the 12% of respondents who contacted the City, the most frequent issue reported was snow piled at the end of the driveway (24%) and delays in plowing (21%) as well as sidewalks not being cleared on time (21%).
- ❖ Six in ten (62%) of Markham residents state that they want no change to current snow plowing activities, while 32% of respondents would be willing to pay \$27 in tax increases to have local roads plowed more often when 5cm snow accumulates. Only 4% of respondents would pay \$100 in tax increases to have local roads plowed as often as major roads.
- ❖ Slightly fewer than half (44%) of Markham residents *strongly* or *somewhat* support expanding the current windrow clearing program to cover all Markham residents.
- ❖ More than half (58%) of residents would support a proposal for pathway plowing.
- ❖ About a third (37%) of residents would prefer to be communicated about winter maintenance through the City of Markham's website, while three in ten would prefer email newsletters, and digital signage or portable roadside signage.

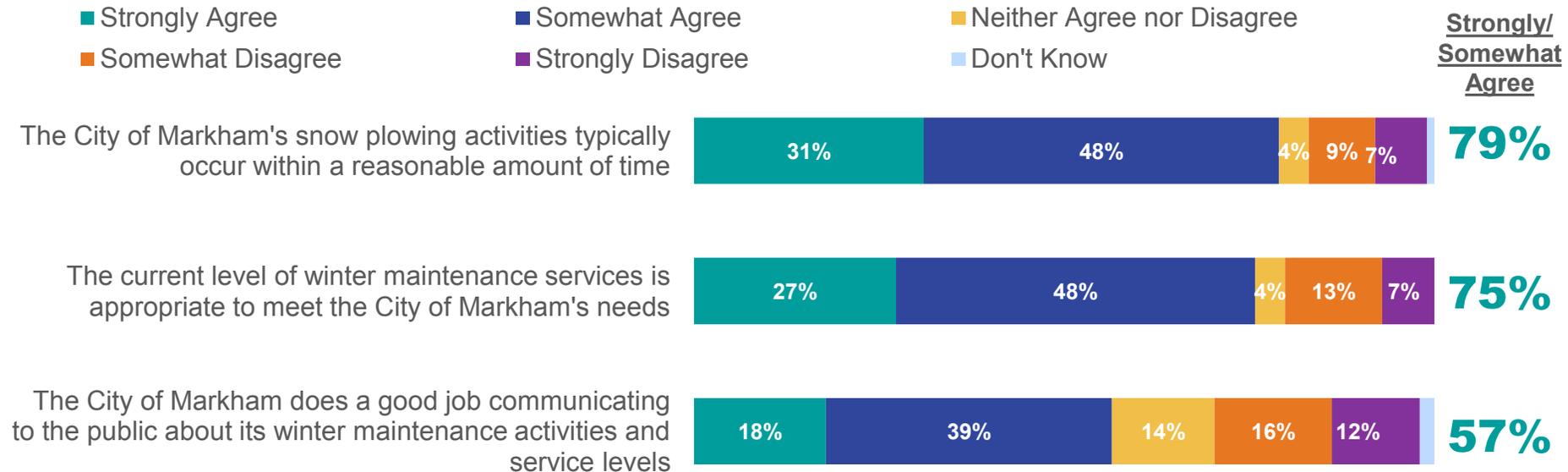
SATISFACTION

Winter Maintenance

City of Markham

Overall Satisfaction

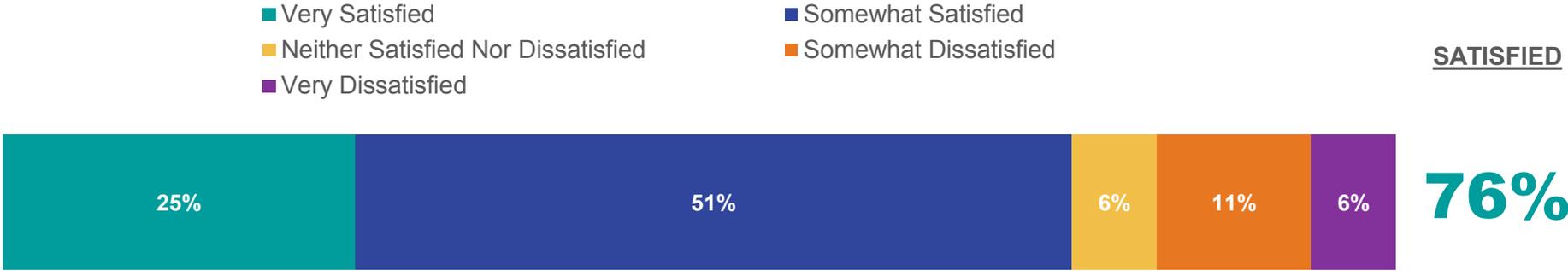
Eight in ten Markham residents agree that the City's snow plowing activities occur within a reasonable amount of time, and three quarters agree that the current level of winter maintenance is appropriate for the City's needs. Slightly more than half of residents agree that the City does a good job communicating about winter maintenance activities.



Values <3% not shown

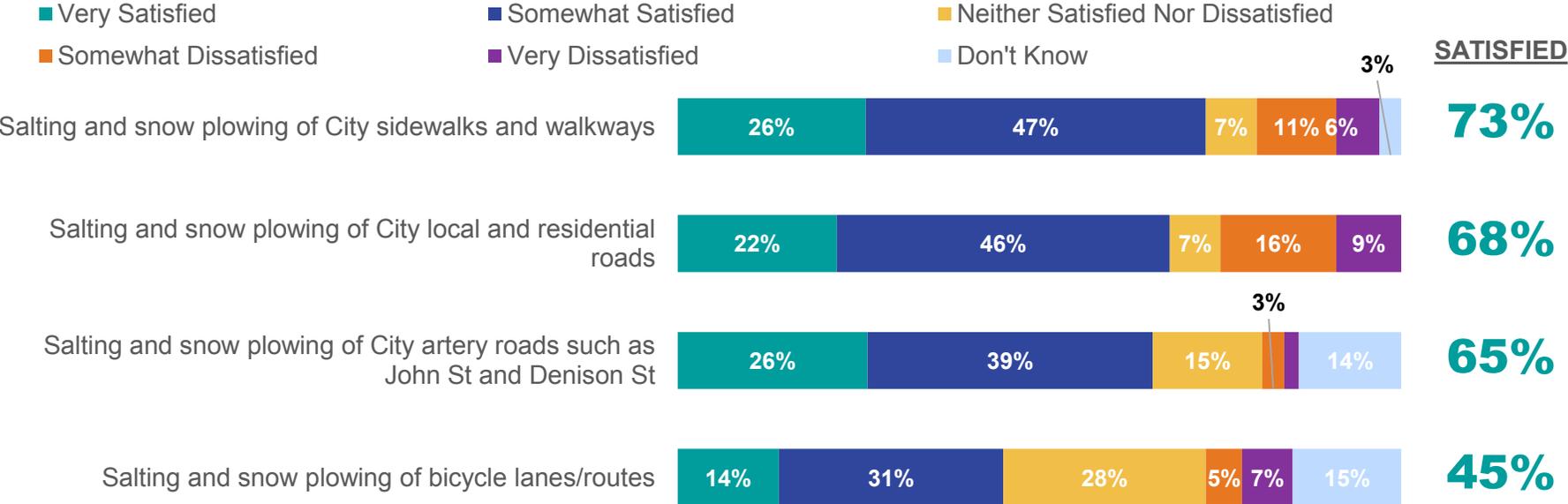
Satisfaction with Overall Winter Maintenance

Three quarters of Markham residents state they are *very/somewhat* satisfied with overall winter maintenance provided by the City of Markham. Only 17% of resident indicate that they are dissatisfied.



Satisfaction with Salting and Snow Plowing

Almost three quarters of Markham respondents state they are *very/somewhat* satisfied with salting and snowplowing of sidewalks and walkways. Seven in ten are satisfied with the salting and plowing of local and residential roads, while two-thirds are satisfied with plowing of artery roads. Less than half of residents indicate they are satisfied with the salting and plowing of bicycle lands and routes. Respondents who bike regularly/sometimes are significantly more likely to be dissatisfied (%somewhat/very dissatisfied) (23% vs. 11% drivers) with the salting and snow plowing of bicycle lanes.



COMMUNICATIONS

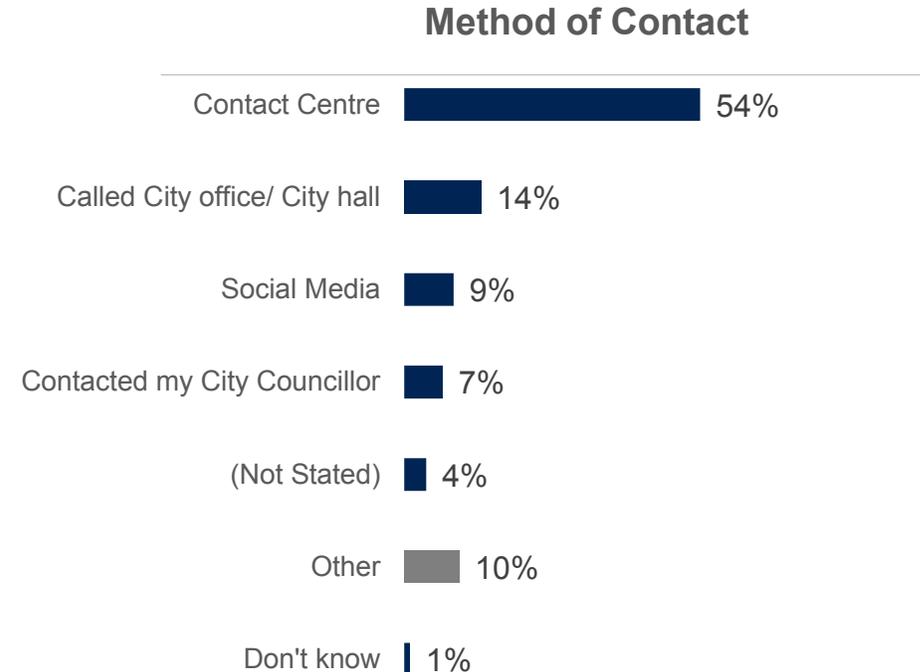
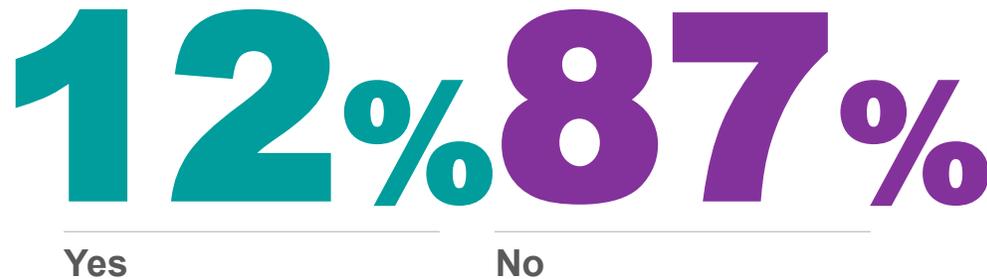
Winter Maintenance

City of Markham

Contacted City of Markham

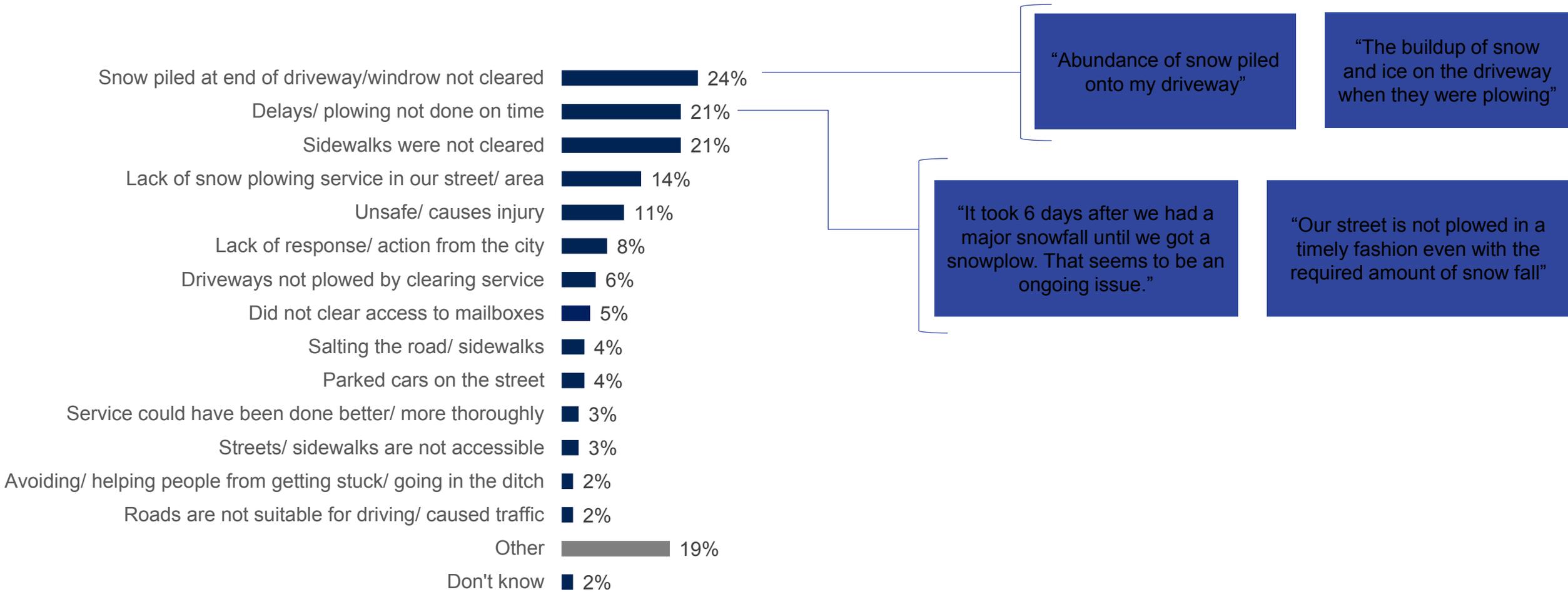
About one in ten Markham residents said they contacted the City this past winter to report a concern about winter maintenance and snow plowing. The most frequently used method of contact was the Contact Centre with about half of the Markham residents who contacted the City registering their feedback this way.

Contacted the City of Markham this past winter to report a concern about winter maintenance and/or snow plowing



Reason Contacted City

Among the 12% of Markham residents who contacted the City, the most frequent issue reported was snow piled at the end of the driveway with a quarter of respondents highlighting this issue. One in five reported delays in plowing or about sidewalks not being cleared.



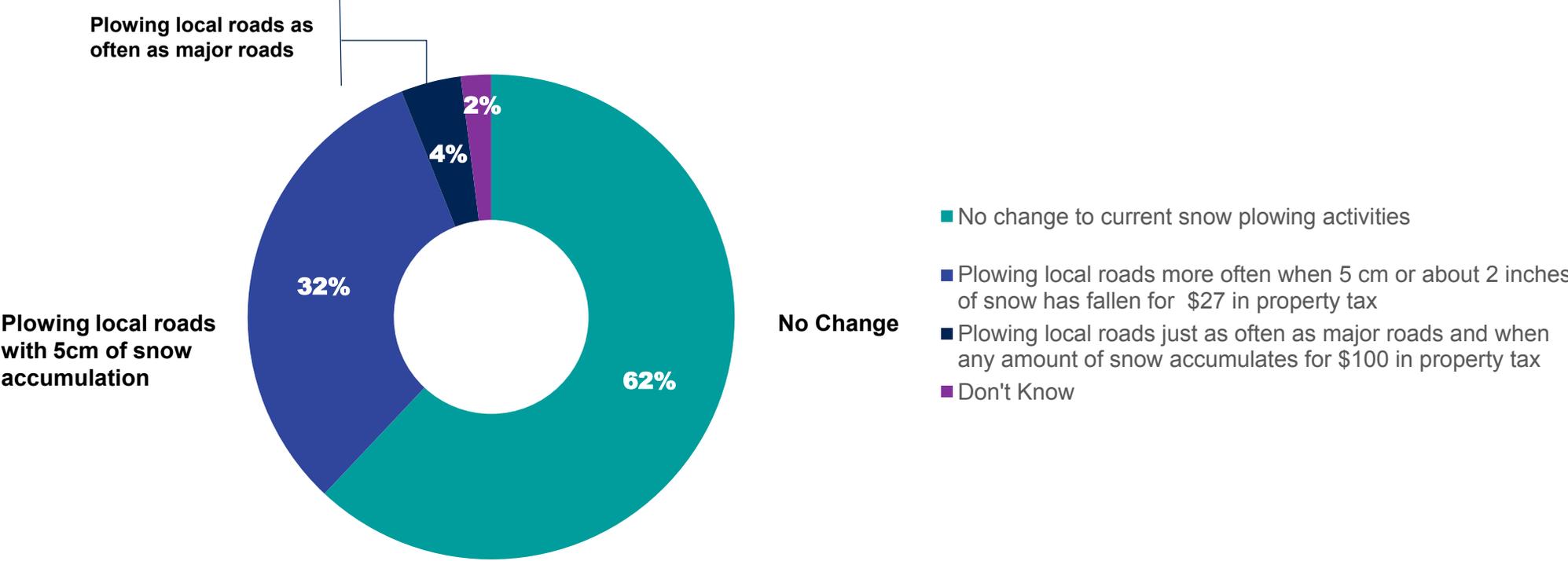
WINTER MAINTENANCE PROPOSED SERVICE IMPROVEMENTS

Winter Maintenance

City of Markham

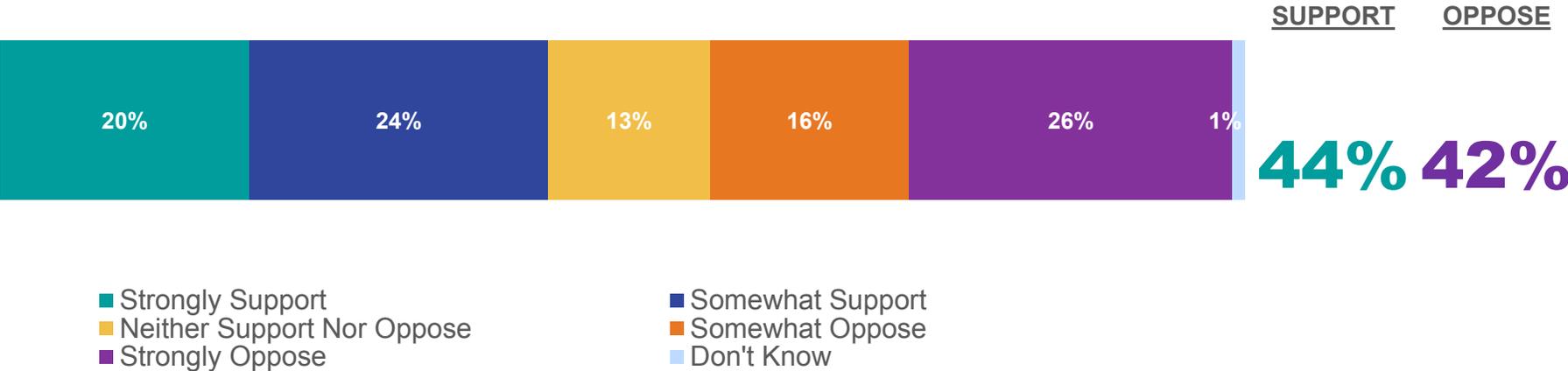
Proposed Improvements to Plowing Frequency

Six in ten Markham residents do not want any change to current snow plowing activities. A third of residents would be willing to pay \$27 in tax increases to have local roads plowed more often. Only 4% of respondents would pay \$100 in tax increases to have local roads plowed as often as major roads.



Support for Windrow Clearing

Support for expanding the windrow clearing program to all residents is divided with 44% of Markham residents *strongly* or *somewhat* supporting the proposal, while 42% *somewhat* or *strongly* oppose.



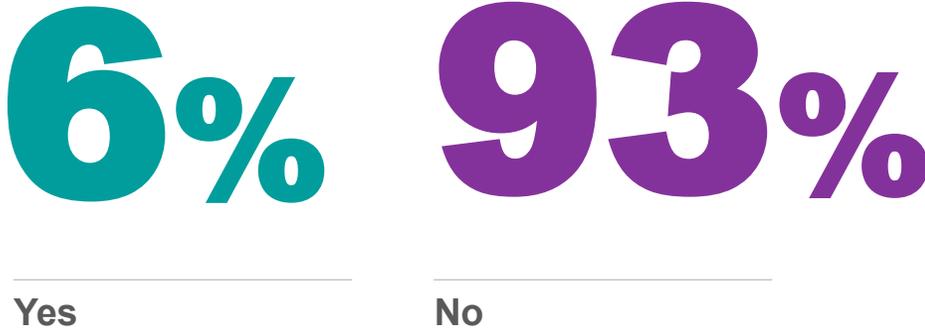
Q5. Currently, the City of Markham has a windrow snow clearing program that is available to disabled and elderly residents to all residents. Windrow clearing means clearing a path that is one car width at the end of the driveway where it meets the road to reduce the need for residents to shovel out after snow plowing. Would you strongly support, somewhat support, neither support nor oppose, somewhat oppose, or strongly oppose this? CATI Base: All respondents (n=508).



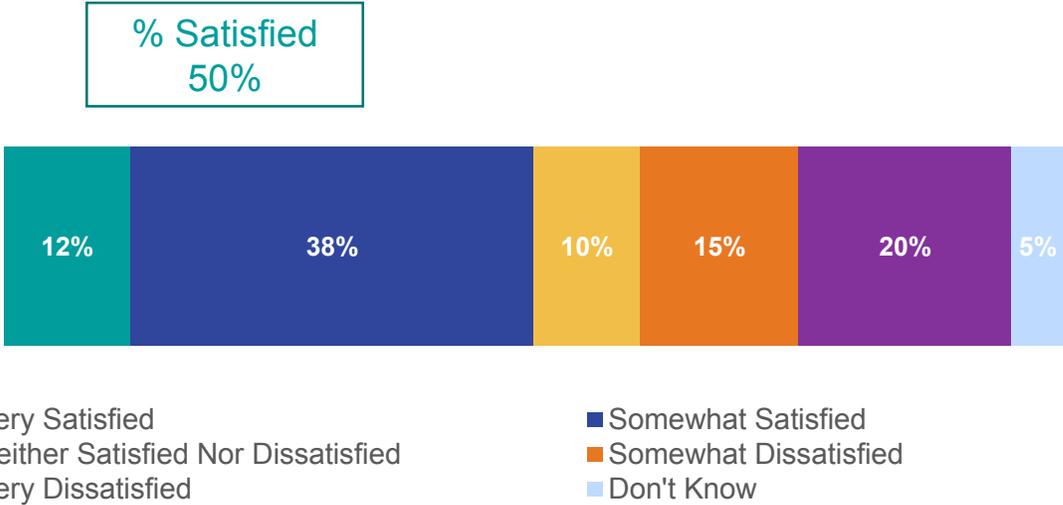
Participation in Windrow Assistance Program

Six percent of Markham residents claim to currently participate in the City's Windrow Assistance program. Among those residents who participate, half (50%) indicate that they are satisfied with the program, while 35% are dissatisfied.

Currently participate in the City's Windrow Assistance Program



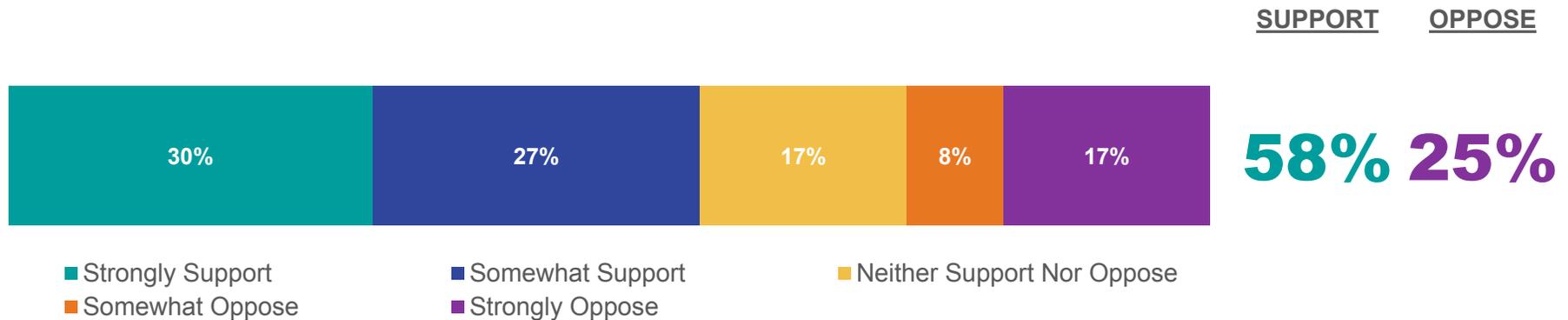
Satisfaction with Windrow Assistance Program



Q6. Do you currently participate in the City's Windrow Assistance Program? CATI Base: All respondents (n=508).
Q7. How satisfied are you with the Windrow Assistance Program? CATI Base: Participated in Windrow Program (n=55).

Pathway Plowing

When asked if they would support a City program to plow pathways and trails, at the cost of \$6 in tax increase, six in ten (58%) residents said they *strongly* or *somewhat* support the idea



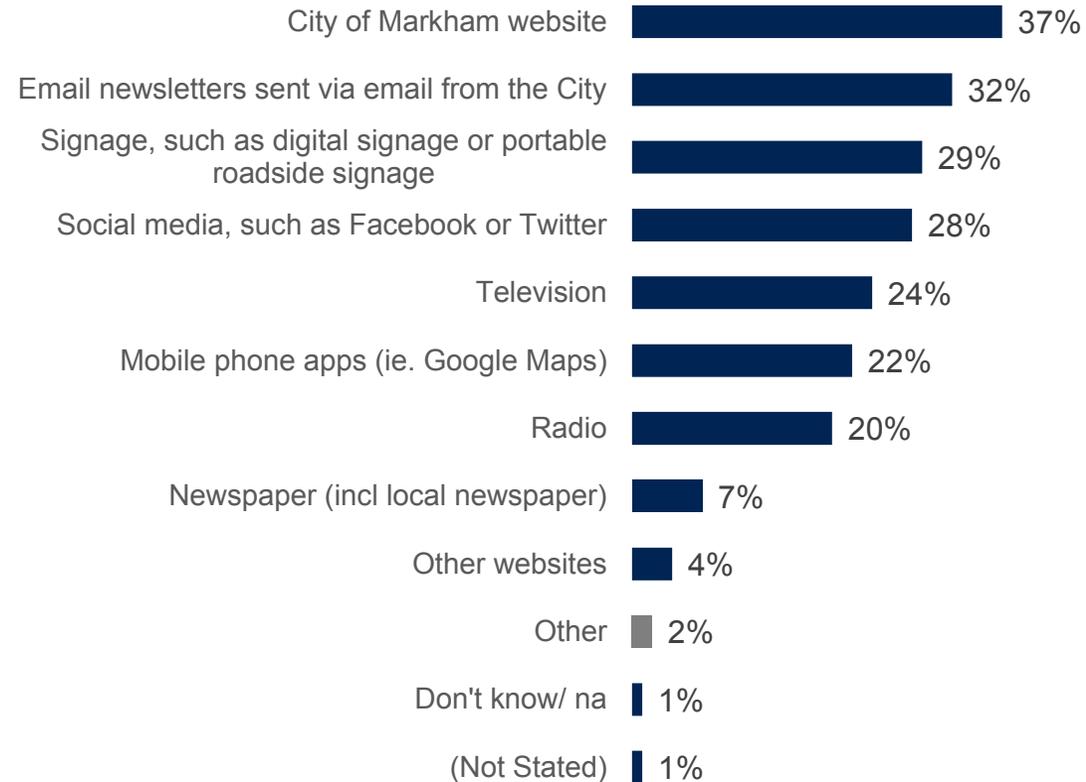
Communicating with Residents

Winter Maintenance

City of Markham

Communication Preferences

When asked about their preferred method of communication (respondents were allowed to select more than one method), more than a third of residents highlighted the City of Markham website, while three in ten would prefer email newsletters, and digital signage or portable roadside signage.



Appendix: TRANSPORTATION PROFILE

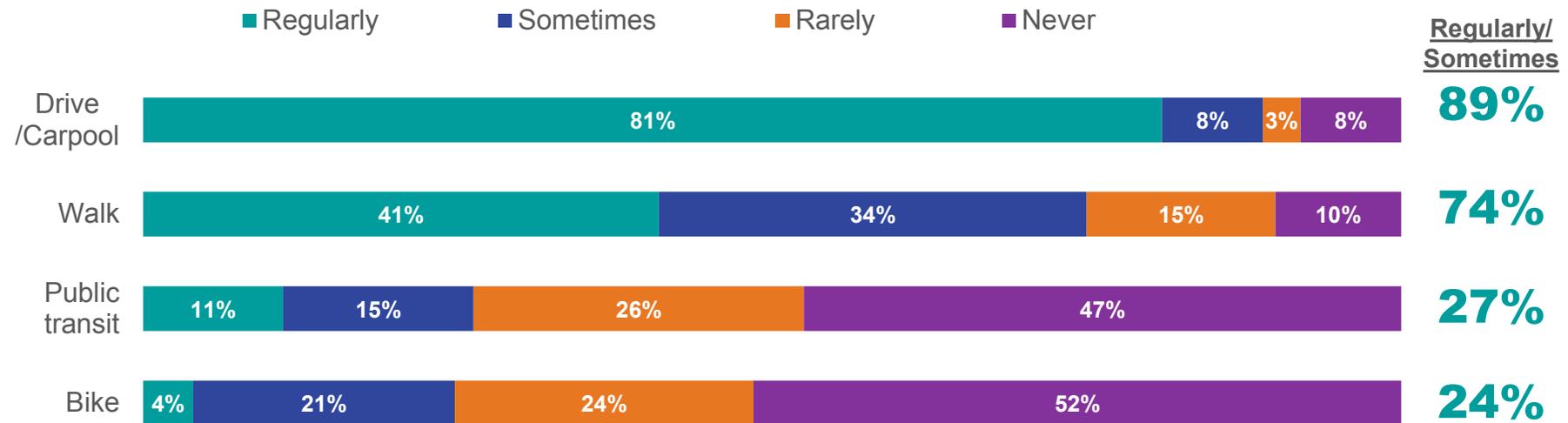
Winter Maintenance

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Transportation Use

Markham residents most frequently drive or carpool with nine in ten respondents regularly or sometimes using this method of transportation for work or recreation. Three quarters of respondents regularly or sometimes walk, while only one in ten regularly use public transport.

Frequency of Transportation Use



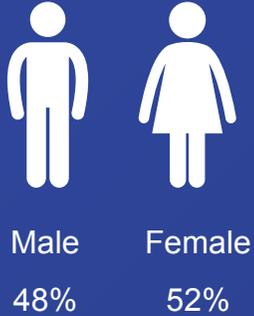
DEMOGRAPHICS

Winter Maintenance

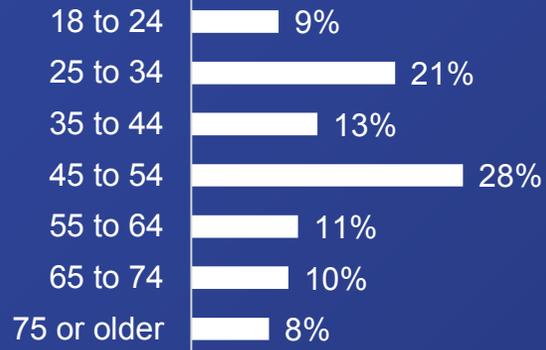
City of Markham

DEMOGRAPHICS

Gender



Age



Contacted the City



Rent or Own



Income



Housing Type



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