



May 2, 2008

---

**POMANDER ROAD – Parking Prohibition  
Confidential Resident Telephone Survey**

---

Dear Resident,

At the April 22, 2008 Town General Committee meeting, Markham Council requested that the residents of Pomander Road be formally surveyed using the Town's normal confidential telephone survey procedures regarding the parking prohibition on the subject street. Please note that the survey is confidential and how you responded to the survey will not be made public

It is the opinion of the Town's Engineering Department that a parking prohibition is required to address ongoing safety concerns on Pomander Road. It is the recommendation of Town Staff that the parking prohibition be on the north side of Pomander Road.

The survey that is attached to this letter as Schedule 'A' is asking for you to identify your preference for a parking prohibition on either the "north" side or "south" side of Pomander Road. See attachment 'B' for the location map.

The survey also wishes to identify your preference for an "alternating" parking prohibition option. This option provides for a parking prohibition alternating from one side of the street on the 1<sup>st</sup> to the 15<sup>th</sup> and on the other side from the 16<sup>th</sup> day to the end of each month. The alternating parking prohibition will be considered in the event that there is no clear majority (as defined below) of the residents for a prohibition on only one side of the road.

To assist with your decision, we have provided a table of pros and cons for each of the three parking prohibition arrangements:

**ATTACHMENT 'B'**

<b>Parking Prohibition Location</b>	<b>Pros</b>	<b>Cons</b>
North Side	Maintain two-way flow of traffic  Reduces pedestrians crossing the road to access Crosby Park  Improved access to fire hydrants  Greater number of parking spaces on the south side	Vehicles will always be parked on the south side     Pedestrians will be required to cross the road to access Crosby Park  Vehicles will always be parked on the north side  Fewer number of parking spaces on the north side
Alternating Sides	Maintain two-way flow of traffic  Equitable for residents	Confusion for motorists parking on the street.  Parking prohibition signs on the street will double (approximately 15 additional signs)  Pedestrians will be required to cross the road to access Crosby Park when parking on the north side

### **Survey Details**

Upon the closing date of the survey (May 16, 2008), Town staff will review the results to identify whether there is a majority (as defined below) for a parking prohibition arrangement on either the north or the south side.

If the results of the survey reveal that no majority for a parking prohibition on either the north side or south side exists, then Town staff will review the level of support for an alternating parking prohibition.

In the event that there is no majority for an alternating parking prohibition, then Town staff has advised that they will again recommend to Council a parking prohibition on the north side of Pomander Road.

The Town will require a 30% minimum response rate from households and at least 60% of the respondents must be in support of one of the parking prohibition location in order for majority status. Make your voice heard and complete the survey.

## **ATTACHMENT 'B'**

**Summer Festivals**

In the interim, in preparation for the upcoming summer festival season, a temporary parking prohibition has been implemented by Council on the north side of Pomander Road. This is to ensure two-way directional travel is maintained during the busy summer festival period.

**Questions or Concerns**

Should you have any questions about this survey, please contact Domenic Smarrelli, Traffic Operations Supervisor, at 905-477-7000 extension 4055, or [dsmarrelli@markham.ca](mailto:dsmarrelli@markham.ca). Alternatively, you may contact me, Joe Virgilio at 905-479-7749, or email [jvirgilio@markham.ca](mailto:jvirgilio@markham.ca).

Should you experience any technical difficulties in submitting your response, please contact the Contact Centre at 905-477-5530.

Sincerely,

Joe Virgilio  
Councillor – Ward 3

**ATTACHMENT 'B'**



## TELEPHONE SURVEY FORM

### POMANDER ROAD – PARKING PROHIBITION

Your 7-digit **PIN** number is:

ADDRESS: \_\_\_\_\_

*Please follow these STEPS to record your vote:*

---

Step 1      *Dial 905-470-3599*

---

Step 2      *When prompted, clearly state your address and 7 digit PIN*

---

Step 3      *When prompted, clearly state your preference:*  
              *“I support a parking prohibition on the **NORTH** side”*  
              Or  
              *“I support a parking prohibition on the **SOUTH** side”*

---

Step 4      *When prompted, clearly state your preference:*  
              *“**YES, I DO** support alternating parking prohibition on Pomander Road”*  
              *“**NO, I DO NOT** support alternating parking prohibition on Pomander Road”*

---

#### **IMPORTANT!**

- **ONLY ONE (1) SUBMISSION PER ADDRESS**
- **SURVEY CLOSED FRIDAY MAY 16, 2008**
- **YOUR RESPONSE WILL BE KEPT CONFIDENTIAL**

**ATTACHMENT ‘B’**