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March 27, 2015

**COMMUNITY SERVICES – CUSTOMER SERVICE
DEVELOPMENT & INFRASTRUCTURE SERVICES – ENGINEERING SERVICES
DEVELOPMENT & INFRASTRUCTURE SERVICES – PUBLIC WORKS SERVICES
CAO'S OFFICE - COMMUNICATIONS
JOINT INFORMATION REPORT # 2015-11**

TO: Members of Council

COPY: Bob Shelton, CAO
Peter Noehammer, Commissioner, Development & Infrastructure Services
Ian McDougall, Commissioner, Community Services
Anita Moore, Commissioner, Corporate Services
Members of OLT

SUBJECT: Snow Plowing on Sidewalks/ Traffic Control

ORIGIN: Jamie Boyle, Supervisor, Customer Services

In accordance with the Procedure By-law, any Member of Council may request this Information Report be placed on an upcoming Committee of the Whole agenda for discussion

This report is in response to the request for additional data associated with resident feedback regarding traffic sidewalk snow clearing at the Committee of the Whole Meeting on March 23, 2015.

BACKGROUND

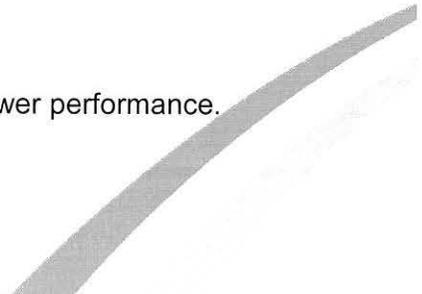
The following is a summary for traffic and sidewalk snow plowing with excerpts from the Town of Newmarket Community Survey conducted in the summer of 2014 by Forum Research.

Based on the statically valid Community Satisfaction Survey done in 2014, the top priorities for improving resident satisfaction with the Town of Newmarket as a place to live and satisfaction with local government are public consultation on municipal processes, traffic control and safety measures, parking enforcements, and snow plowing for sidewalks.

In the 2014 Survey:

- Public Works lowest score for satisfaction with services was for snowploughing for sidewalks– 43%
- It scored the highest for willingness to pay from taxes to improve service (20%)
- * *It is important to note that approx. 60% of sidewalks are already ploughed and the survey did not differentiate if the respondent did or did not receive sidewalk snow ploughing.*
- Traffic Control was second for willingness to pay from taxes (13%)

Traffic Control was the second most important factor, with high importance and lower performance.



Snow plowing for sidewalks was third with high importance and low performance when it came to rating the services provided.

Overall Satisfaction with the Services Provided by Municipal Gov't				
Question	Statement	Importance	Performance	Priority
E.2	Public consultation on municipal processes	.436	34%	1
C.6	Traffic control and safety measures	.326	52%	2
C.9	Snow plowing for sidewalks	.244	43%	3
C.8	Winter road maintenance (snow clearing)	.331	61%	4
A.11	Museum	.195	38%	5
D.2	Bylaw enforcement	.239	49%	6
E.3	www.newmarket.ca	.287	58%	7
C.7	Street sweeping	.237	53%	8
A.2	Adult Recreation programs	.258	58%	9
C.1	Grass cutting/boulevard maintenance	.255	58%	10
A.5	Children's camps	.202	51%	11

When asked about value for money, again traffic control and snow plowing for sidewalks ranked as top priorities – ranking highest in importance, but lowest in performance.

Value for Money				
Question	Statement	Importance	Performance	Priority
E.2	Public consultation on municipal processes	.321	.342	1
C.9	Snow plowing for sidewalks	.271	.425	2
C.6	Traffic control and safety measures	.287	.520	3
D.3	Parking enforcement	.265	.497	4
A.2	Adult Recreation programs	.311	.584	5
D.2	Bylaw enforcement	.248	.490	6
A.11	Museum	.193	.375	7
E.3	www.newmarket.ca	.270	.580	8
C.1	Grass cutting/boulevard maintenance	.271	.584	9
C.8	Winter road maintenance (snow clearing)	.281	.613	10
A.4	Children's camps	.273	.654	11

Customer Service Centre Summary of Inquiries

The following is a summary report of the results from inquiries and issues reported Customer Services Department for the period of January 1st, 2010 to December 31st, 2014, as they relate to call types about sidewalk snow clearing and traffic management.

When a Customer Service Associate receives an inquiry or request for service they capture the type of inquiry and, if necessary, the call is assigned to the appropriate individual for action. The information is

captured in "Access Newmarket", our CRM (Customer Relationship Management) software. Through the use of this technology and our telecommunications system, we are better able to extract information. These reports provide useful information which we use to identify volumes, drivers and emerging trends.

We would encourage Members of Council to direct inquires on behalf of their residents to the Customer Service Centre where staff will document the issue, determine if it's already being addressed, and update Members of Council and/or the resident, as appropriate. By channeling all issues through the CSC, we will better understand trends and areas of opportunity.

Sidewalk Snow Removal

Sidewalk Snow Removal is a sub-call type of *Snow Removal* and its assignments and data belong to the Parks department of Public Works Service in the Development & Infrastructure Services Commission.

Inquiries or issues that apply to this sub-call type are:

- Various inquiries regarding removal of snow on a sidewalk,
- Issues regarding the quality of service,
- Request to be added to the sidewalk routes,
- Damage caused by sidewalk plough,
- General information regarding the service,

During the last 5 years (2010-2014) Customer Service has tracked the following volumes of inquiries, issues and service requests as related to sidewalk snow removal:

Sub-call Type: Sidewalk Snow Removal

Year	Amount
2014	352
2013	186
2012	34
2011	60
2010	86

However, the numbers stated above do not include service requests made to the Bylaw department regarding the removal of snow and ice on sidewalks and enforcement of the snow clearing bylaw (1996-38). During the last 5 years, the following volume of services requests were tracked in *Access Newmarket* and assigned to the Bylaw department.

Sub-call Type: Sidewalk Snow Clearing Bylaw

Year	Amount
2014	91
2013	56
2012	11
2011	21
2010	26

Sidewalk snow removal has become a service request that has increased 5.5 times from 2012 to 2013 and doubled again in 2014.

Traffic Management

Similar to sidewalk snow removal reports, some of the inquiries and services requests regarding traffic management on Newmarket streets are captured in the town's *Access Newmarket* software. They are captured as "Request for Signage", "Request for Speed Control", "Traffic Control" or other related call types. However, many of the calls regarding Traffic are received directly by the Engineering Services Department without going through *Access Newmarket*. Such calls would not be captured in the CRM data. Direct email, phone or written requests are received by the Engineering department in addition to the CRM data.

In 2014, there were:

- 16 traffic management service requests logged in *Access Newmarket*,
- 6 direct calls to traffic technicians
- 5 emails to traffic technicians
- 6 paper responses

The following information is data tracked in Customer Services' *Access Newmarket* regarding Traffic Management from 2010 - 2014:

Call Type: Traffic Control

Year	Amount
2014	16
2013	19
2012	16
2011	25
2010	11

Although the Town's CRM system is not reflective of the full number of calls relating to traffic issues, traffic safety and traffic management are pressing concerns that are always on Newmarket residents' minds, as shown in all of the past Community Satisfaction Surveys. The previous section outlined results of the 2014 Community Satisfaction Survey. Further to the importance of traffic in the 2014 Survey, the surveys done in 2010, 2005 and 2002, all commissioned by the Town, showed that traffic was rated as one of the "Top 3 Most Important Issues Facing Newmarket".

More specifically, in both the 2010 and 2005 surveys, traffic was chosen by residents as the one most important priority, topping (by a significant amount) other issues such as taxes, user fees, cost of living, growth, quantity and quality of municipal services and improving the road system. Numerous municipalities throughout Canada and the U.S. have done similar Community Satisfaction Surveys where traffic and transportation issues rank alongside fire and emergency services as residents' top concerns.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

BUDGET IMPACT

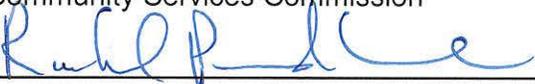
The costing of any enhanced services as it relates to traffic and sidewalk snow ploughing is contained within Council's budget decision packages, as presented at COW, March 23 2015.

CONTACT

For more information on this report, please contact Jamie Boyle at 905 953 5300 ext. 2254 or jboyle@newmarket.ca



Jamie Boyle, Supervisor, Customer Services
Community Services Commission



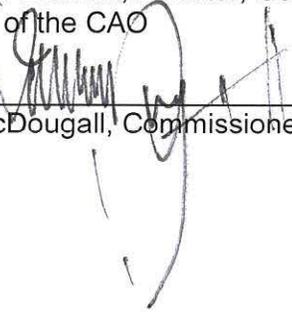
Rachel Prudhomme, Director Engineering Services
Development & Infrastructure Services Commission



Chris Kalimootoo, Director Public Works Services
Development & Infrastructure Services Commission



Wanda Bennett, Director, Corporate Communications
Office of the CAO



Ian McDougall, Commissioner of Community Services

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