

REPORT

Engineering Services

To: Mayor Johnstone and Members of Council
Date: May 29, 2023

From: Lisa Leblanc
Director, Engineering Services
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Item #: 2023-357

Subject: **Queensborough Transportation Plan - Round 2 Engagement**

RECOMMENDATION

THAT Council receive this report for information.

PURPOSE

This report informs Council of the resolution of the Sustainable Transportation Task Force at its meeting of May 1, 2023 to endorse the Round 2 Engagement plans for development of the new Queensborough Transportation Plan.

BACKGROUND

Preparation of the Queensborough Transportation Plan has been underway since Fall 2023. The work is being completed in four phases:

- **Phase 1 – Where are we now?** (Winter / Spring 2023) - which included identifying deficiencies, gaps and opportunities in the transportation network, and included a first round of engagement with residents, community stakeholders and government stakeholders.
- **Phase 2 – Where do we want to go?** (Spring / Summer 2023) - which includes identifying key directions and options.
- **Phase 3 – How do we get there?** (Fall 2023) – which will include strategies, policies, and a draft implementation strategy, along with a second and final round of engagement with residents and stakeholders.

- **Phase 4 – Final Plan** (Winter 2024) – which entails completing and adopting the final plan.

Although the second round of engagement will not commence until September, staff presented the proposed list of communication and engagement activities to the Sustainable Transportation Task Force at its May 1, 2023 meeting to receive feedback and endorsement to ensure sufficient time to complete advance planning and coordination. The Task Force’s motion at that meeting was as follows:

RECOMMENDATION

MOVED and SECONDED

THAT the Task Force on Sustainable Transportation endorses the proposed Round 2 Engagement Activities outlined in the presentation.

THAT the Task Force on Sustainable Transportation direct staff to explore opportunities to integrate other stakeholders into the engagement process.

CARRIED

All members of the Task Force present voted in favour of the motion.”

DISCUSSION

The primary objectives of Round 2 engagement are to inform and gather feedback on potential transportation improvements and priorities for implementation, and incorporate engagement feedback into a draft transportation plan. Active engagement will take place in September and October, with engagement reporting following in November 2023.

Figure 1 below provides the communication activities that will be completed in Round 2 to promote awareness of the plan and upcoming engagement activities. Activities listed in items numbered 1-5 are additional promotion efforts not undertaken in Phase 1 engagement to encourage increased levels of engagement participation.

Given Queensborough’s demographic diversity, addressed letters will be mailed to all of Queensborough’s addresses, in English, Punjabi and simplified Chinese, based on the Statistics Canada Census 2021 data of most common languages spoken at home in Queensborough.

Figure 1: Communication Activities

1. Addressed letter mailed to all Queensborough addresses, translated into Punjabi and simplified Chinese
2. Boosted social media posts (paid) – Facebook and Instagram
3. Posters in public areas and facilities around Queensborough
4. Bus shelter ads at the two bus stops with shelters in Queensborough
5. Notices on digital monitors in City facilities
6. Social media posts (unpaid) – Facebook, Instagram and Twitter
7. CityPage e-newsletter and newspaper notices in Record
8. Ad in New West Anchor e-newsletter
9. E-newsletter to Be Heard New West subscribers
10. Direct email outreach to key stakeholders and resident groups
11. Flyers handed out at pop-up events, Q to Q Ferry, and other locations

Table 1 below provides the engagement activities to be completed in Round 2. The activities focus on informing and consulting with residents, community stakeholders, and government stakeholders

The activities are designed to connect with people where they are going about daily activities (i.e., pop-up events, community centre drop-in), in addition to providing opportunities to engage when they have the time (i.e., Be Heard project page).

Table 1: Engagement Activities

Engagement Technique	Description	Timing
Round 2 Engagement Launch	<ul style="list-style-type: none"> • Update Be Heard page with key directions and proposed options developed for the Transportation Plan, and information on how to participate • Potential for other information materials, such as graphic map of proposed actions / projects • Implement associated communications activities 	September 2023
Online Engagement Tools (Be Heard Project Page)	<ul style="list-style-type: none"> • Online survey, polls for residents to share input on preferred options and priorities • Online discussion forum and/or ideas wall - to be determined based on specific engagement questions • Online tools open 3-4 weeks for input 	September – October 2023
Pop-up Engagement Booths (3 in well-travelled pedestrian areas)	<ul style="list-style-type: none"> • Goal to reach people who aren't aware of the engagement • Provide flyers if people don't have time to stop, so they can participate in other ways on their own time • Provide quick feedback options (i.e. dot voting, intercept survey) • Three pop-up sessions planned in different locations and different days of the week / times of day 	September – October 2023
Drop-in Engagement Sessions (at Queensborough Community Centre)	<ul style="list-style-type: none"> • Share information on proposed directions, options and projects, and obtain input on preferences and priorities 	September or October 2023

Engagement Technique	Description	Timing
	<ul style="list-style-type: none"> • Provide multiple methods for people to share their feedback (i.e. conversations with staff, post-it note feedback, dot voting) • Designed for people to stop by any time during session and stay as long as they choose • Two drop-in sessions – one on a weekday evening and one on a Saturday 	
Stakeholder Meetings (2-3)	<ul style="list-style-type: none"> • Stakeholder groups invited by email, building on participants from Round 1 engagement and adding any new groups that have been identified • Consultant presentation followed by discussion to seek input on preferences and priorities 	September – October 2023
Task Force and Advisory Committee Meetings	<ul style="list-style-type: none"> • Staff presentation followed by discussion to seek input on preferences and priorities 	Fall 2023 (meeting schedule dependent)
Reporting Back: What We Heard	<ul style="list-style-type: none"> • Report posted on Be Heard, shared with Be Heard subscribers in an e-newsletter, and shared on social media • Next steps for incorporating input and finalizing the plan will be included 	November 2023

FINANCIAL IMPLICATIONS

The proposed communication and engagement activities can be sufficiently accommodated under the existing capital budget for the completing the Queensborough Transportation Plan.

INTERDEPARTMENTAL LIAISON

The Round 2 Engagement Strategy was developed with input from Public Engagement staff and financial implications has been reviewed by Finance.

OPTIONS

The following options are for Council’s consideration:

1. THAT Council receive this report for information;
2. THAT Council provide different direction to staff.

Staff recommend Option 1.

CONCLUSION

The proposed communication and engagement activities are intended to ensure a broad reach of opportunities for residents and stakeholders to provide feedback on options for the future of Queensborough's transportation network.

ATTACHMENTS

Attachment 1 – Sustainable Transportation Task Force Presentation

APPROVALS

This report was prepared by:

Erica Tiffany, Senior Transportation Planner

This report was reviewed by:

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