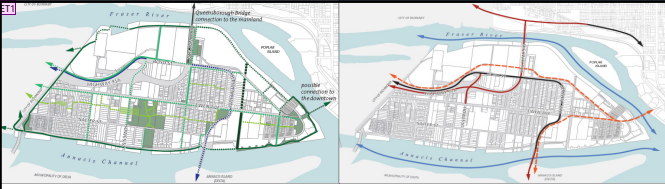



Attachment # 1

Sustainable Transportation Task Force Presentation



Queensborough Transportation Plan
Sustainable Transportation Task Force Meeting
May 1, 2023



Transportation Division, Engineering Services

Doc #2265210

Resolution for STTF

- THAT the Sustainable Transportation Task Force (STTF) endorse the proposed Round 2 Engagement Activities as outlined in this presentation.
- Option:**
- That STTF provide Staff with other direction.

Key Objectives of Transportation Plan

- Deliver a transportation vision endorsed by the community and Council
- Invite community and stakeholder knowledge throughout the process
- Identify policies required to realize the Queensborough transportation vision
- Create an implementation strategy of prioritized projects to inform annual capital budget process going forward

Background / Context

- Feedback received at Feb. 6 STTF
 - Work to ensure a broad reach of engagement opportunities
 - Diverse neighbourhood

Phases

Phase 1
Where are we now?

- Status of existing transportation system
- Identify deficiencies, gaps and opportunities

• Round 1 Engagement

Winter / Spring 2023

Phase 2
Where do we want to go?

- Key directions and themes
- Identify opportunities within areas of focus

Spring / Summer 2023

Phase 3
How do we get there?

- Strategies and policies
- Draft plan and implementation strategy

• Round 2 Engagement

Fall 2023

Phase 4
Final Plan

- Council adoption

Winter 2023 / 2024

Round 2 Engagement

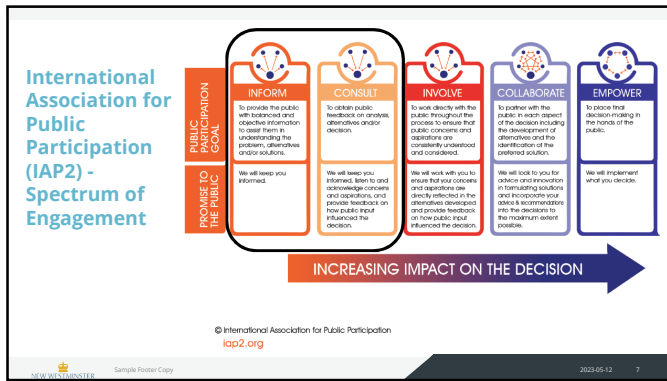
- **Objectives**
 - Inform and gather feedback on...
 - Potential transportation network improvements
 - Priorities for implementation
- **Timing**
 - September – November 2023
- **Desired Outcomes**
 - Inform the draft plan content
 - Policies, projects



Queensborough Transportation Plan

Project Update, January 25, 2023. The results are in! Thank you to everyone who participated in t...

[View Project](#)



Round 2 Engagement – 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

➤ Activities #1-5 are additional promotion efforts not undertaken in Phase 1 engagement

Round 2 Engagement – Engagement Activities

Engagement Technique	IAP2 Spectrum	Description	Timing
Round 2 Engagement Launch	Inform	<ul style="list-style-type: none"> Update Be Heard page with - key directions, proposed options, 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)	Consult	<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

Round 2 Engagement – Engagement Activities

Engagement Technique	IAP2 Spectrum	Description	Timing
Pop-up engagement booths (3 in well-traveled pedestrian areas)	Inform and Consult	<ul style="list-style-type: none"> 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)	Inform and Consult	<ul style="list-style-type: none"> Share information on proposed directions, options and projects, and obtain input on preferences and priorities 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 	September-October 2023

Round 2 Engagement – Engagement Activities

Engagement Technique	IAP2 Spectrum	Description	Timing
Stakeholder meetings (2-3 meetings)	Inform and Consult	<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	Inform and Consult	<ul style="list-style-type: none"> Staff presentation followed by discussion to seek input on preferences and priorities 	Fall 2023, depending on meeting schedules
Reporting Back: What We Heard	Inform	<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

Next Steps

➤ **Phase 2 - March to July 2023**

- Options and opportunities
- Complete planning / scheduling efforts for Round 2 Engagement

➤ **Phase 3 – September to December 2023**

- Launch Round 2 Engagement
- Incorporate Engagement feedback into a Draft Transportation Plan

Round 1 Pop-Up Event

Resolution for STTF

- THAT the Sustainable Transportation Task Force (STTF) endorse the proposed Round 2 Engagement Activities as outlined in this presentation.

Option:

- That STTF provide Staff with other direction.