

MISSISSAUGA

MOVES



Prepared by LURA Consulting in
association with Steer for:
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Phase Three Engagement Report

This report was prepared by LURA Consulting, the independent facilitator and engagement specialist for the Mississauga Transportation Master Plan. If you have any questions or comments regarding this report, please contact:

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Executive Summary

The City of Mississauga launched the **Mississauga Moves** project to develop the City's first Transportation Master Plan that is informed by research, analysis and community engagement. LURA Consulting was hired to undertake a comprehensive engagement process to inform the Transportation Master Plan. This report outlines the details of Phase 3 Engagement including the objectives, process, and participant feedback collected. Approximately 3000 individuals were engaged between January and February 2019, including stakeholders and members of the general public.

Goals of Phase 3: 'How Do We Get There?'

The objective of Phase 3 engagement was to collect feedback on the full-length Draft Transportation Master Plan including the vision, goals, and actions. Engagement aims during this phase were to:

- Present the Draft TMP for review in-person and online;
- Have people engage in interesting and meaningful discussions about the future of transportation in Mississauga; and
- Identify the strengths, weaknesses, and gaps of the Draft TMP through public and stakeholder consultation.

Phase 3 Engagement and Communications

The tables below provides a summary of Phase 3 engagement and communication tactics and the methods that were used to inform the community of opportunities to participate.

Engagement Tactic	Date (2019)	Number of Participants
Interactive Website	January - February	2,800 visitors 904 document downloads 3 questions
Online Survey	January - February	24 participants
Open House and Drop-In Centre	January 29 - February 3	38 event attendees 10 workbooks collected
Community Panel Focus Group	January 23	6 panel members
Deputations	January - February	3 Committee Deputations 8 Staff team meetings
Total		2,868 direct engagements

Table 1: Engagement tactics used in Phase 3 and number of participants for each tactic.

Communication Tactic	Reach
Tweets (4) on Twitter	10,909 impressions 314 engagements
Posts (3) on Facebook	52,831 impressions 1,333 engagements
Posts (4) on LinkedIn	11,010 impressions 168 engagements
Articles (5) and Paid Ads (1) in Local Media	131,151 impressions

Communication Tactic	Reach
Email Outreach to Project Mailing Lists	15 stakeholder interviewees 8 City Committees 501 Subscribers
Digital Posters on City Screens	605,713 impressions
City E-Newsletter	40,000 subscribers
Total	852,115 impressions 1815 engagements

Table 2: Communications tactics used in Phase 3 and the reach associated with each tactic.

What We Heard in Phase 3

The Draft Transportation Master Plan was made available online and at an Open House and Drop-in Centre hosted at Civic Centre for stakeholders and community members to provide feedback. Display boards from the Open House and Drop-in Centre were also made available online. Participants provided comments on the goals of the Plan, implementation of the plan and specific actions, and considerations for next steps.

Overall, feedback was positive and constructive. Feedback showed that participants were happy to see the Draft Plan addressed all modes of transportation, but felt that active transportation should be prioritized within the Plan. Most participants also felt that if the goals and actions of the Plan are implemented, it has the potential to influence transportation in the city, and will offer more freedom to move within and beyond the City of Mississauga.

Table of Contents

Executive Summary	ii
Goals of Phase 3: ‘How Do We Get There?’	ii
Phase 3 Engagement and Participation	ii
What We Heard in Phase 3	iii
1 Introduction	5
Project Background.....	5
Engagement Objectives	5
Overview of the Engagement Process	6
Report Contents.....	6
2 Phase Three Engagement Process Overview	7
Interactive Website.....	7
Online Survey	7
Open House and Drop-In Centre	7
3 Communication Tools	9
Social Media.....	9
Posters	9
4 Summary of Participant Feedback	10
Online Survey Feedback.....	10
Open House Workbook Feedback	11
5 Next Steps	13

1 Introduction

Project Background

The Mississauga Moves study is using research, analysis and stakeholder engagement to develop the City of Mississauga's first Transportation Master Plan (TMP). The TMP will serve as a policy framework and action plan in a time of rapid city building, culture change and technological evolution. The Plan will guide the City's investment in and stewardship of transportation infrastructure and services across Mississauga from today to the year 2041.

Mississauga Moves is looking at the ways people and goods get into, out of and around Mississauga today, and how all available modes of transportation could be used in the future. It respects the specialized needs of a diverse community of people and businesses and take into consideration a wide range of destinations within and beyond Mississauga.

The City's core transportation ambition is to reduce private automobile dependence by focusing on moving people rather than moving cars. Several key strategic objectives that guide the City's efforts towards realizing this goal are:

- Build a safe, comfortable, convenient and accessible transit system;
- Increase transportation capacity and provide mobility choices in all seasons;
- Develop walkable, connected neighbourhoods and a vibrant downtown; and
- Strengthen connections within Mississauga and the Greater Golden Horseshoe.

The TMP will provide a framework for meeting these objectives, which advance other strategic goals, such as safeguarding public safety, supporting transit-oriented growth and urbanization, enabling businesses to thrive, and delivering infrastructure in a sustainable way.

The process of developing the TMP provides an important opportunity to engage the public and key stakeholders in the processes of city building. A key component of the project is an extensive stakeholder and community engagement program designed to raise broader interest, awareness, and understanding of the transportation system and help shape the future direction of transportation in Mississauga.

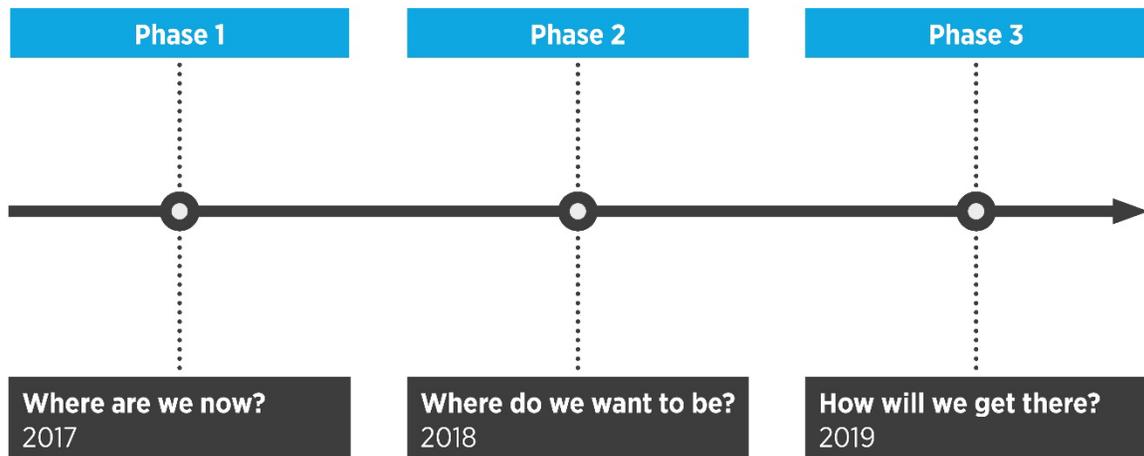
Engagement Objectives

Public engagement efforts as part of the TMP have been designed to achieve the following key objectives:

- Enable people to engage in discussion about mobility and the future of transportation in Mississauga, in a variety of ways;
- Determine community values and interests as they relate to transportation;
- Collect information on current transportation behaviours and potential motivators for future behaviour change;
- Understand actual and perceived barriers to using a variety of transportation modes;
- Encourage and inspire community members to think about the travel options available to them now and in the future; and
- Strengthen the City's relationships with key stakeholders and potential partners in implementation.

Overview of the Engagement Process

The engagement program is being delivered in three distinct phases in alignment with the overall project workplan. Phase One focused on building an understanding of how the current transportation network is experienced and perceived, and how people want the transportation system to improve in the future. Phase Two focused on defining the vision and goals for the plan. Phase Three focused on presenting the Draft TMP for feedback and connecting with partners in implementation.



Report Contents

This report provides a description of the engagement activities undertaken as part of Phase 3 of the Mississauga Moves project (Section 2), as well as a summary of the feedback received from the engagement activities (Section 3). Next steps in the engagement process are outlined in Section 4.

2 Phase Three Engagement Process Overview

To fulfill the objectives of the TMP engagement strategy, a comprehensive approach targeting key stakeholders and the general public through a variety of communication, promotional and engagement tactics was adopted for Phase Three. This provided multiple opportunities for public participation as part of an inclusive process. The input received from engagement activities have been summarized in Section 3. The following engagement activities were implemented to ensure broad participation from key stakeholders and members of the public during Phase Three:

- Interactive Website;
- Online Survey; and
- Open House and Drop-In Centre.

Interactive Website

Input on the draft Plan was collected on the Mississauga Moves interactive website from January 2019 to February 2019. There were several ways to engage:

- **Online Survey** – provide feedback on the draft Plan through an online survey.
- **Q&A** – ask questions and read questions from past participants and the City’s response.
- **Email** – reach the team at a dedicated project email address – mississaugamoves@mississauga.ca
- **Gain Other Information** –key dates (Open House and Drop-In Centre), project timeline and key project resources.

Online Survey

The online survey was hosted through the interactive project website. The survey opened on January 9, 2019 and closed on February 4, 2019. Participants were encouraged to have reviewed the Draft TMP before completing the survey. The survey questions were:

- What do you like about the Draft Plan?
- What do you feel could be improved with respect to the Draft Plan?
- Are there Goals and Objectives (Chapter 5) or Actions (Chapter 6) that you would like to see added, removed or changed in Draft Plan? If so, please be specific and explain your suggestion.
- What influence do you think this Plan will have on transportation in Mississauga?
- How do you think getting into, out of and around Mississauga will be different by 2041 if the Goals and Actions are implemented as described in the Draft Plan?
- Are there any final thoughts you would like to add?

Summarized responses can be found in Section 3.

Open House and Drop-In Centre

An Open House was held on January 28, 2019 at the Mississauga Civic Centre, with 38 individuals attending. The event format was designed to encourage as much discussion as possible through a number of different methods:

- **Open House Displays** – Twenty-eight panels were displayed at the Open House and organized by the chapters of the Draft TMP to provide opportunities for attendees to:

Mississauga Transportation Master Plan – Phase Three Engagement Report

- Learn about the transportation challenges and opportunities Mississauga is facing today and will face tomorrow.
 - Become familiar with the Vision for transportation in Mississauga, which will guide the city through these challenges;
 - Learn about the six transportation Goals and the specific Actions that support them;
 - Learn how the Draft Plan will improve transportation services and infrastructure in different kinds of places throughout Mississauga;
 - Learn how this plan will help people in Mississauga travel, reaching the places they want to go; and
 - Learn how the City will implement the Plan, how it will monitor progress, and how the community will be engaged.
- **Drop-In Centre** – The Open House panels were left on display from January 29 – February 3, 2019 for community members to drop in, observe the panels and submit their comments through a participant workbook.
 - **Participant Workbook** – An accompanying feedback form was designed to capture comments, concerns and advice to the project team regarding the information presented on the display panels. This provided another opportunity for attendees to provide feedback.

Summarized responses from the Open House can be found in Section 3.

3 Communication Tools

Communication throughout Phase Three of engagement was focused on maintaining project engagement with Phase One and Two participants, and communicating to new participants by intercepting them on social media and at community centres with posters. In addition to the online project page that serves as a hub for all project information, the following tools were used throughout Phase Three.

Social Media

Throughout Phase Three, the City’s social media channels were used to:

- Announce the publication of the Draft Transportation Master Plan and direct people to the web site to find out more and comment;
- Broadcast and market engagement events, such as the Open House;
- Increase public participation by promoting the incentive for survey completion; and
- Collect feedback and comments.

A summary of the reach of social media engagements can be found in the table below.

Communication Tactic	Reach
Tweets (4) on Twitter	10,909 impressions 314 engagements
Posts (3) on Facebook	52,831 impressions 1,333 engagements
Posts (4) on LinkedIn	11,010 impressions 168 engagements

Local Media

A news release article was put out to five local media publications to promote the Open House event in addition to a print advertisement in the Mississauga News.

Posters

A project poster was designed to promote the project and the online survey. The poster was displayed at various City-owned venues including libraries and community centers to direct people to the project website to access the survey and other engagement opportunities.

Digital Screens

Digital screens in public spaces including libraries, community centres and celebration square were used to promote the project and the Open House event.

4 Summary of Participant Feedback

The following section provides a high-level summary of the key themes that emerged during the second phase of engagement. Key themes are outlined for both the general public and stakeholders.

Online Survey Feedback

The online survey was completed by 24 participants. The analysis below includes key themes from their responses. All questions were optional. Many participants provided detailed feedback on specific actions recommended in the Draft TMP, which are not included in the summary of key themes. All detailed feedback was carefully considered by the project team.

4.1 What do you like about the Draft Plan?

Participants liked that the Draft Plan included all different modes of transportation and looked beyond cars. There was also positive feedback regarding the presentation of data and use of visuals, as well as the action plan. Participants also liked how that plan acknowledged the shortcomings of transportation in the city today.

4.2 What do you feel could be improved with respect to the Draft Plan?

Participants indicated that they would like to see active transportation prioritized, the costs associated with action items presented in Plan, and an expansion of the scope of the Safety Goal to include pedestrian safety connected to safe access to infrastructure (i.e. winter sidewalk maintenance), and not just interactions with other modes of transportation.

4.3 Are there Goals and Objectives (Chapter 5) or Actions (Chapter 6) that you would like to see added, removed or changed in Draft Plan? If so, please be specific and explain your suggestion.

Participant feedback on the goals, objectives and actions were very specific in nature, and were related to the following themes:

- Transit
- Parking
- Trail network
- Environment and green space
- Cycling
- Traffic flow
- Sidewalks and pedestrian travel
- Regional transit

4.4 What influence do you think this Plan will have on transportation in Mississauga?

Participants expressed that the Plan has the potential to have a positive and strong influence on the future of transportation in the city, however, there was some concern over how long implementation will take. It was mentioned that this Plan has the potential to reduce reliance on cars which will influence how they will move in the city and where they live.

4.5 How do you think getting into, out of and around Mississauga will be different by 2041 if the Goals and Actions are implemented as described in the Draft Plan?

Participants were asked to answer this question using a scale from 1 to 5, where 1 represented much less freedom to move, and 5 represented much more freedom to move. As depicted in Figure 1 below, most participants (49% of participants selected a rating of 5, followed by 9% of participants who selected a rating of 9%) believe that if the Goals and Actions of the TMP are implemented, there will be more freedom to move in Mississauga by 2041. Over a quarter of participants (27%) indicated that they feel moving will be no different than today.

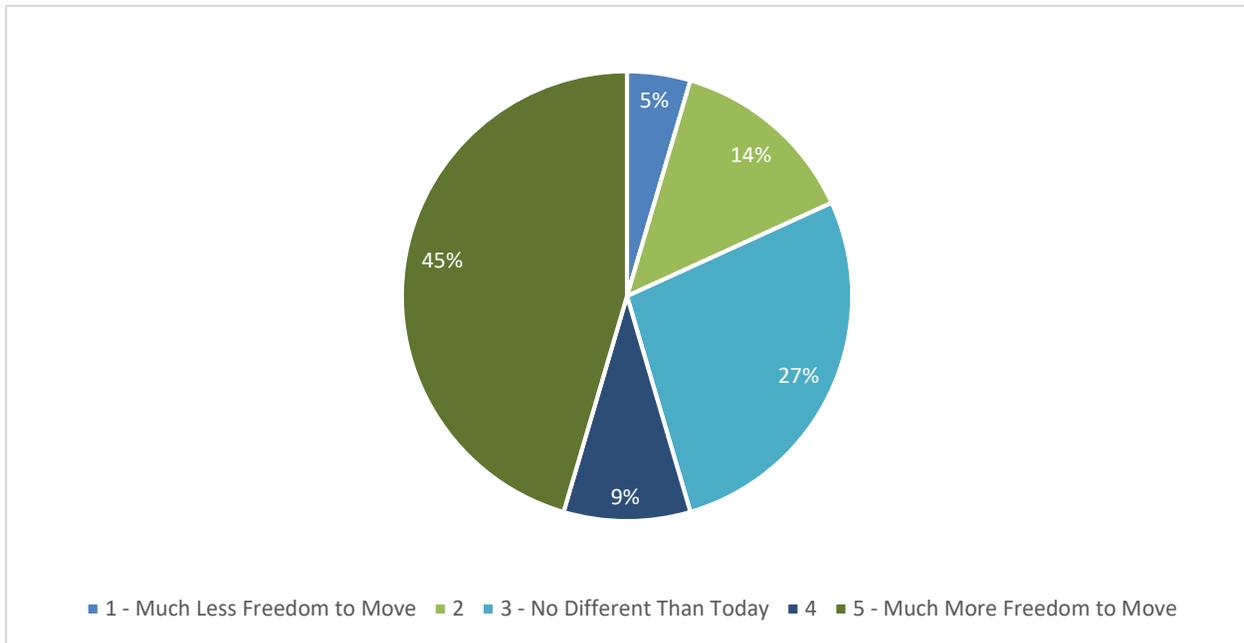


Figure 1: Participant feedback on how getting into, out of and around Mississauga will be different by 2041 if the Goals and Actions are implemented as described in the Draft Plan

4.6 Are there any final thoughts you would like to add?

Participants were concerned about traffic congestion in the downtown, especially as there is increased development and intensification. They also noted concern for new development projects continuing to design for cars and not supporting infrastructure for other modes of transportation. Additionally, participants stressed the need for the City to support multiple modes of transportation and lower speed limits.

Open House Workbook Feedback

The Open House panels were organized by the chapters of the Draft TMP. Participants were prompted on the panels to respond to questions in their workbook as they moved through the panel display. Their responses to the questions are summarized by Chapter.

4.7 Goals

Participants had the opportunity to comment on each of the six Goals: Safety, Inclusion, Integration, Connectivity, Health and Resilience. Regarding safety, participants indicated that the Draft Plan does not address the speed of traffic and distracted drivers as safety threats. When asked whose ability to move

around the City will be impacted by the Plan, participants indicated that seniors, people with mobility devices and cyclist will be impacted.

Participants indicated that integrated fares between MiWay and the Toronto Transit Commission, more frequent transit service, and high-occupancy vehicle lanes will make commuting faster and easier. When asked how this plan will impact connectivity in the city, participants indicated that it will be easier to move to the waterfront and travel beyond the major city hubs. Participants shared that it will be easier to choose to walk or bike if the plan is implemented because it will be safer to use active transportation methods, and support better pedestrian connections and cross walks. However, participants were unsure how this plan would impact air pollution and the health of the planet.

4.8 People

Participants were asked how the implantation of the Draft TMP would impact various aspects of living including aging, raising a child, building a career, visiting the city, running a business and supporting logistics. Based on their responses, participants indicated that the Draft TMP would help them by decreasing their transit commuting time. They also felt that aging in the City would be helped by the Draft Plan through access to transit and also promoting community hubs to travel to. Participants shared the Draft Plan would help children enjoy the freedom to travel through education on walking and cycling. When asked how the Draft Plan impacted their options to work/study in the city, participants indicated that they would be more likely to stay in the city after graduating if the actions of the plan were implemented.

The feedback collected also shared that visiting the city would be made easier as a result of better regional transit connections. Participants expressed that they would be discouraged to travel to businesses along the light-rail transit route during the construction phase. Finally, regarding the logistics industry and movement of goods, participants indicated that they would like to see deliveries shifted to travel hours that are not peak commuting times.

4.9 Places

In this section of the workbook, participants were asked questions about where they travel from, where they travel to, and how their travel to these various places would change under the Draft Vision. When asked how their travel downtown would be impacted, participants expressed that they would move more easily downtown if traffic was slower and reduced. When asked about travel between the major and community nodes in the city, participants indicated that they would walk or bike more if the streets were safer.

Participants also indicated that the Lakeview Neighbourhood is not easily accessible, and Lakeshore is currently very congested and would benefit from bus rapid transit and bike lanes. Participants indicated that they would travel to and from their neighbourhoods by walking or transit if traffic calming is implemented. Participants also indicated that travel to employment areas would be easier with increased transit connections. When asked about travel between corridors, participants shared that they wanted to see decreased traffic congestion and increased connections of active-transportation infrastructure. Finally, when asked about connection points, participants shared that the city should consider express transit service between the connection points.

4.10 Next Steps

Participants were asked what they would like to see the City measure to track the Plan's progress moving forward. Participant responses included incorporating a zero-carbon goal, enforcement of traffic laws (specifically speeding), and tracking the number of reserved car-share spots at new development sites.

4.11 Final Comments

Other comments from participants requested that the city incorporate alignment with other existing plans (i.e. Climate Plan) and to continue to involve the community.

5 Next Steps

The feedback received on the Draft Transportation Master Plan during Phase Three of the Mississauga Moves project will be reviewed to develop the final draft of the Transportation Master Plan for the City of Mississauga. The final Transportation Master Plan is currently on track to be presented to Council in Spring 2019. For more information on the Mississauga Moves project and up-to-date next steps, please visit: www.mississaugamoves.ca.