



PHASE 1 DEVELOPING A VISION

Consultation Summary Report

April to May 2016



1 INTRODUCTION

Between April and May 2016, the City of Mississauga conducted the first phase of a community consultation process that engaged thousands of Mississauga residents, businesses, and corridor users. Stakeholders were asked to reimagine the Dundas Corridor to create a collective community vision for the future. 2,340 people were reached through in-person events, digital outreach, and promotion, helping the City to shape the future of Dundas Street.

2 APPROACH TO ENGAGING THE COMMUNITY

The Dundas Connects team developed a series of multi-dimensional engagement tactics to involve those who live, work, learn, play, and travel along Dundas Street using a mix of in-person and digital techniques. In addition to traditional activities, such as meetings and focus groups, the team also used more informal tactics, including digital discussion forums, mapping tools, and a 34-kilometer 'corridor walk'. Dundas Connects also established two-way communication channels, such as the project website, Facebook, and Twitter, allowing people to easily share their ideas and receive project updates.

COMMUNITY OUTREACH PLATFORMS

Public Meetings

The City held a series of *five public meetings* from April 19 to 28, 2016. These meetings were held in venues that spanned the corridor from the west, through the centre, to the east, ensuring that stakeholders could participate no matter what part of Dundas was closest to them. The meetings allowed attendees to learn about the Dundas Connects project; share their feedback; and discuss their ideas with other stakeholders. Approximately **100 people** participated.

Focus Groups

On April 14, 2016, a meeting was held targeting large landowners and developers along the Dundas corridor. Nearly **40 people** attended, sharing their thoughts regarding key issues and opportunities they would like to be considered as part of Dundas Connects.



Corridor Walk

On April 4, 2016, 20 members of the project team walked the full 34 kilometers of the study area, educating and requesting feedback from business owners and others. Approximately **1,000 people** were engaged through this platform.

Digital Engagement

The City's online engagement platform – dundasconnects.ca – was designed to give everyone equal opportunity for participation. This platform used a wide range of tools, including discussion forums, quick polls, idea walls, and mapping tools, helping to solicit community ideas, while educating users about the project. Over the course of Phase One, the website reached **1,200 unique visitors**, and solicited more than **200 ideas** from approximately **50 users**. Social media, including Twitter and Facebook, was closely integrated with the website, acting as an additional two-way communication mechanism.

PROMOTION

The City issued a press release to announce the launch of Dundas Connects Community Consultation in April 2016. An advertisement was also placed in the *Mississauga News*. Additional advertisements included:

- Digital Signage (Celebration Square big screens)
- Posters in community centres, arenas, libraries and other public facilities
- E-newsletters (incl. Mississauga Corporate, COMMs, Recreation, Library and various Councillors)
- City of Mississauga Community Events Calendar
- Library screensavers
- City of Mississauga homepage feature banner
- Media advisory
- Inside Mississauga news blog
- Homepage feature on the Dundas Connects website
- E-blast to Dundas Connects website participants



3 WHAT WE HEARD FROM THE COMMUNITY

The team received feedback from a diverse group of approximately 200 participants, including residents, businesses, and corridor users. These stakeholders responded to three core questions:

1. What do you like best about Dundas today? Least?
2. What is your vision for the future of the Dundas corridor?
3. Do you have any specific ideas you would like to see the City consider through this process?

COMMUNITY LIKES

Diversity

Dundas is diverse. It's a multicultural urban environment with a strong sense of community and a great mix of people, businesses, and land uses. Independent business is strong, as is access to a variety of goods and services for all income levels.

Connectivity

Dundas is a regional transportation corridor. It provides ease of access to key highways, a throughway across the entire city, and access to important streets in all directions.

Heritage

Dundas' historical features and natural heritage areas are vital components of the street.

Transit

Express and local bus routes, specifically in the east, provide a good level of service to transit users.

Affordability

Dundas houses much of the affordable business and residential rental stock in Mississauga.



COMMUNITY DISLIKES

Congestion

Dundas is plagued with traffic congestion, particularly during rush hour. This makes travelling frustrating for all road users – drivers, transit users, and cyclists alike.

Curb Appeal

Much of the built form on Dundas is visually unappealing, and could benefit from revitalization.

Safety

Travelling on Dundas can be dangerous for drivers, cyclists, and pedestrians.

Public Realm

Dundas is car-centric. It lacks design in the public realm and is generally unsupportive to pedestrians and cyclists.

Natural Hazards

Flood management at Dixie and Dundas is a significant concern.

COMMUNITY VISION

A Street for Everyone

Make Dundas a functional place for all types of people, and all types of movement. It should be walkable, bikeable, accessible, and affordable, so that people can live, work and play within the corridor.

Urban and Bold

Urbanize. Improve transit, intensify land use, and do transit-oriented development. Give the corridor a strong identity, making it *the* street of Mississauga.

**Vibrant and Dynamic**

Create a liveable street with integrated public spaces, diverse, active storefronts, and an enhanced pedestrian experience. Make Dundas a safe, unique destination where people want to eat, walk, bike, shop, and be entertained.

Adaptable and Green

Make Dundas a healthy place by focusing on green, sustainable approaches. Integrate principles of climate change adaptability and sustainable design into development, architecture, and landscaping.

Connected

Make Dundas connected. Focus on connectivity on a small (street and built form), medium (City-wide) and large (regional) scale.

SPECIFIC IDEAS FOR CONSIDERATION

The team collected hundreds of ideas in Phase One, which touched on the themes of transportation, land use, public space, greening, and sustainability. For detailed findings regarding ideas for Dundas' future, please refer to the summaries prepared for each feedback tool available on dundasconnects.ca. These summaries not only speak to ideas for change, but also demonstrate participants' connections to, and perceptions of, the Dundas Corridor.

4 NEXT STEPS

The Dundas Connects team will be back to consult with the public in the fall of 2016. At that time, as part of the second phase of engagement, the team will present different options for the future of Dundas for the public to consider. The third and final round of consultation is planned for early 2017 to present the key elements in the final draft Master Plan for Dundas. This plan, revised appropriately in response to stakeholder feedback, is anticipated to be presented to City Council in mid-2017.