

**MANAGEMENT REPORT TO METROLINX**

<b>Report Title:</b>	RTP & Investment Strategy Consultation Plan				
<b>Report Number:</b>	COM 08-001	<b>Date to Board:</b>	Mar. 28, 2008	<b>Date to Committee:</b>	
<b>Report To:</b>	<input checked="" type="checkbox"/> BOARD	<input type="checkbox"/> ADVISORY COMMITTEE <input type="checkbox"/> AUDIT COMMITTEE <input type="checkbox"/> GOVERNANCE COMMITTEE <input type="checkbox"/> HUMAN RESOURCES COMMITTEE <input type="checkbox"/> TECHNICAL ADVISORY GROUP <input type="checkbox"/> OTHER:			
<b>Report Referred From:</b>	N/A				
<b>Author(s):</b>	Rita Scagnetti Jason Thorne	<b>Telephone:</b>	416-874-5910 416-874-5940		
		<b>E-mail:</b>	Rita.Scagnetti@metrolinx.com Jason.Thorne@metrolinx.com		
<b>Item Class:</b>	IN CAMERA	<input type="checkbox"/>	DECISION	<input type="checkbox"/>	INFORMATION <input checked="" type="checkbox"/>

**1.0 RECOMMENDATION:**

*RESOLVED:*

**THAT** Report COM 08-001 RTP & Investment Strategy Consultation Plan be received for information.

**2.0 PURPOSE & EXECUTIVE SUMMARY:**

Metrolinx has committed to an innovative, inclusive approach throughout its consultation process to encourage strong public interest and participation in shaping their transportation future. This report outlines the full public consultation strategy to support the development of the GTHA Regional Transportation Plan (RTP) and an Investment Strategy, with specific details on timing and tactics, to solicit feedback on the Green Papers, White Papers, the draft Regional Transportation Plan and the draft Investment Strategy. (Please see critical path timeline attached as Appendix A)

### 3.0 BACKGROUND:

At the October 28, 2008 meeting, the Board approved the following resolution, from report 07-B66 titled "A Strategic Communications Framework for the GTTA":

**THAT** the Board approve the attached Communications Framework, Appendix A; and

**THAT** GTTA staff and consultants be directed to implement the communications approach as outlined in the attached Framework; and

**THAT** GTTA staff and consultants be directed to produce and publicize an outline of a GTTA's Public and Stakeholder Engagement Strategy, so that residents and businesses of the GTHA are aware of the GTTA's planned outreach efforts and the ways in which the public and our stakeholders can become involved; and

**THAT** this Strategy be posted on the GTTA's English and French web sites and copied to our municipal, provincial and transit partners; and

**THAT** GTTA staff and consultants be directed to routinely report back on major elements of the framework, as appropriate, to receive Board guidance on planning and implementation.

### 4.0 DISCUSSION:

On December 4, 2007, the first Green Paper in the RTP process was launched. Metrolinx began an ambitious plan for public engagement to guide the future of transportation across the metropolitan region of the Greater Toronto and Hamilton Area (GTHA).

This consultation process will solicit the opinions and views of the public, stakeholders, experts across various industries, and Metrolinx's municipal, provincial, federal and transportation partners. This input will assist Metrolinx in developing and promoting a complete and forward-looking RTP and Investment Strategy.

For the RTP, the background Green Papers will inform the development of White Papers, which will begin to synthesize into RTP options. Following this stage, a draft RTP will be introduced in June 2008. The draft RTP will inform the development of the draft Investment Strategy, which will be brought to the Board at its July meeting. A final RTP and Investment Strategy will be brought to the Board in Fall 2008.

Metrolinx has undertaken an aggressive timeline for delivery of the RTP and Investment Strategy given the importance of establishing a clear way forward. The consultation strategy is designed to solicit as much input as possible throughout this process.

## **OBJECTIVES:**

The objectives of the consultation plan are as follows:

- Establish Metrolinx as a champion for transportation users, and as a credible, results-oriented agency;
- Promote the regional mandate of Metrolinx with a strong focus on customer service improvements;
- Engage stakeholders and the general public by providing a wide range of methods for input into the development of the RTP and the Investment Strategy;
- Build long term stakeholder and public support for the RTP and the Investment Strategy during the implementation phase;
- Promote a broad public understanding of transportation issues to facilitate social and attitudinal changes towards transportation choices; and
- Communicate the progress of Metrolinx in achieving its goals.

## **KEY AUDIENCES:**

- Metrolinx stakeholders, including environment, business, development, labour, health, social and transportation groups;
- Municipal and federal governments;
- General public; and
- Media.

Metrolinx has built a public consultation plan that reflects both traditional and unconventional methods of engagement. Technology is being used extensively as a creative means to communicate and to engage the members of the public who may not normally participate in a traditional type of event. Different methods are also being employed to maximize participation across the region.

## **GENERAL PUBLIC**

### **Online Consultations:**

- Members of the public and stakeholders from across the region can provide input and make comments on the Green and White Papers, draft RTP and the Investment Strategy through the Metrolinx website.
- Notice of the opportunity to comment has been placed on the province's Environmental Registry.
- Ongoing: December 2007- Fall 2008

### **Unconference:**

- The community that launched “Transit Camp” in February 2007 will begin to engage audiences interested in Metrolinx’s initiatives using a series of contemporary and fresh collaboration tools and processes. They will bring together an array of interested members of the public from across the GTHA to begin online dialogues and collaborative live events, using innovative, open source problem-solving tools. Other activities include a discussion forum and blog website, as well as “wiki” or unstructured live conferences.
- Ongoing: March 2008 – Fall 2008
- Launch Event: April 5, 2008 at MaRS Discovery District, Toronto

### **Public Meetings:**

- Members of the public will be invited through print ads to evening public meeting events in the following communities to provide input into the draft RTP in June-July 2008.
  - Hamilton
  - Oakville
  - Brampton
  - Newmarket
  - Toronto (2)
  - Whitby
- Public meetings will include a public open house component where citizens can view display materials and speak directly with Metrolinx staff, as well as a more formal component that will include a presentation followed by an opportunity for questions and comments.

### **Ongoing Outreach:**

- Metrolinx will continue to participate in public and stakeholder events, including conferences and meetings, to present on the RTP.

## **GENERAL COMMUNICATIONS**

### **Media Relations Strategy:**

- There will be a concerted, proactive strategy initiated to ensure that print, broadcast and new media reporters are informed and encouraged to provide positive coverage on Metrolinx and its activities.

**Statutory Advertising:**

- Advertisement providing notice of the public meetings will be placed in daily, local and ethnic newspapers.

**Ongoing Correspondence:**

- Metrolinx will continue to receive input and comments by traditional mail and/or email, in addition to the numerous methods above.

**MUNICIPALITIES AND OTHER LEVELS OF GOVERNMENT**

**RTP Technical Advisory Group:**

- Metrolinx has assembled approximately 100 specialists for a Technical Advisory Group (TAG). It includes planning staff and transit operators from municipalities across the region, as well as staff from provincial ministries and agencies. Through workshops, it provides technical input on the research and analysis done in support of the RTP, as well as the proposals put forward in the Green Papers, White Papers and draft RTP.
- Ongoing: December 2007 - Fall 2008

**Investment Strategy Technical Advisory Group:**

- The Investment Strategy TAG will draw on experienced officials in infrastructure finance and public policy for input on the research and analysis done in support of the Investment Strategy. The Investment Strategy TAG will comprise 10-15 officials from GTHA municipal and transit partners, as well as the governments of Ontario and Canada.
- Ongoing: Spring 2008 – Fall 2008

**Municipal Meetings:**

- Metrolinx staff will convene meetings with individual municipalities to solicit feedback on the Green and White Papers and the draft RTP.
- Municipalities will also be invited to participate in the Public meetings.
- Ongoing: December 2007 - Fall 2008

## **KEY STAKEHOLDERS:**

### **Roundtables:**

- Organizations and associations with an interest in transportation and representing a cross-section of Metrolinx target audiences will be invited to day-long facilitated workshop sessions to be held in the following communities to comment on the White Papers in Spring of 2008. Subject to minor logistical variations, these dates are:
  - Hamilton May 13, 2008
  - Mississauga May 14, 2008
  - Burlington May 15, 2008
  - Toronto May 20, 2008
  - Markham May 21, 2008
  - Oshawa May 22, 2008
- Stakeholder roundtables to discuss the Investment Strategy and draft RTP will be organized for July-September 2008.
- Metrolinx staff will also meet one-on-one with key stakeholders throughout the process to solicit input on the Green Papers, White Papers, draft RTP and draft Investment Strategy.

### **Expert Design Charrette:**

- A one-day design charrette, featuring local and international experts in urban design, development, investment and transportation, will be held in June 2008 to help kick-off the public consultations on the draft RTP and to generate creative visualizations of RTP concepts and objectives.
- Ongoing: Mid-June 2008

## **METROLINX COMMITTEES**

### **RTP Advisory Committee:**

- A committee comprising representatives from a variety of backgrounds and from across the region has been established. Its mandate is to provide a balanced perspective on the challenges and proposed actions that will shape the transportation system of the future. One of the Advisory Committee's roles is to provide the Board with a broad perspective and analysis of the comments received from the public.
- Ongoing: November 2007 – Fall 2008

**Multi-disciplinary Expert Review Panel:**

- A panel of independent, objective experts from the transportation and planning sectors has been established to validate accuracy, objectivity and completeness of conclusions. They will also consider the capacity to successfully implement the recommendations in the Green and White Papers, draft RTP and the draft Investment Strategy.
- Ongoing January 2008 – Fall 2008

**5.0 FINANCIAL MATTERS:**

The cost of these consultations is within the budget as approved by the Board.

**6.0 HUMAN RESOURCES MATTERS:**

N/A

**7.0 ENVIRONMENTAL MATTERS:**

Metrolinx will make all best efforts for events to have a low carbon footprint, including minimizing waste and making recycling available, using local food sources for catered events, and utilizing transit supportive locations as much as possible.

**8.0 COMMUNICATION MATTERS:**

N/A

**9.0 LEGAL MATTERS:**

N/A

**10.0 CONCLUSION:**

This report outlines Metrolinx's extensive consultation process. Using both traditional and non-traditional tools and tactics, Metrolinx will seek opinions and views from various public stakeholders, experts across various industries, and municipal, provincial, federal and transportation partners. This input will assist Metrolinx in developing and promoting a Regional Transportation Plan (RTP) and the Investment Strategy.

Respectfully submitted,

Approved for Submission to the Board

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Colleen Bell, General Manager  
 Service Improvement & Research

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W. Michael Fenn, CEO

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Leslie Woo, General Manager  
 Transportation Policy & Planning

**Appendices:**

Appendix A: Metrolinx Consultation Timeline
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**Staff & Others  
 Consulted:**

Name	Telephone
John Howe, General Manager Strategic Initiatives & Investments	416 874 5912
James O'Mara, Executive Lead Environment Policy & Planning	416 874 5920

**Notifications:**

Name	Mailing or E-mail Address
N/A	

**Special Instructions:**

N/A
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