

**THE
BIG
MOVE.**



The Big Conversation

Report to the Metrolinx Board
February 14, 2013



12 Roundtable Meetings
across the region

Hosting a Residents' Reference Panel

Bigmove.ca interactive tool

Working with third-party stakeholders

Roundtables to Date:



Halton: Oakville, Georgetown

York: Newmarket

Peel: Mississauga, Brampton

Durham: Ajax, Oshawa

Toronto: North York, Downtown

Hamilton

How the Roundtables were promoted

- Advertising in local newspapers, selected ethnic media and The Toronto Star
- Stakeholder & municipal communications with printable posters, schedules, web copy and other information
- Customer communications via On the Go
- Postcards - 20,000 distributed across the region
- Earned & Social Media - use of Facebook and twitter

LSE: Have you heard of The #BIGMove? Let's start a big conversation about a plan to get the region moving. bigmove.ca/roundtable

LSW: Let's try our hand at addressing the region's congestion problem. Let's have a big conversation about a future beyond traffic gridlock. bigmove.ca/roundtable

Barrie: Join in the conversation about The #BIGMove with people and business about how we can invest in our future. bigmove.ca/roundtable

Stouffville: Talk to your colleagues, friends, neighbors about The #BIGMove plan to get the region moving.

theBIGmove

Let's start a big conversation.

METROLINX

Pour plus de renseignements, veuillez visiter le site bigmove.ca/roundtable

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How the Roundtables were promoted

Pam Damoff (Oakville Councillor): “Kudos to [@Metrolinx](#) for hosting [#BigMove](#) roundtable in Oakville. Genuine desire to receive input. More info <http://www.bigmove.ca/roundtable> .”

Rex Law (CIUT): 3rd [#Metrolinx](#) Roundtable discussion, and its real roundtables! [#citizens](#) engaged about [#funding](#), experiences, [#buses](#) pic.twitter.com/ZC9TI4HY

Rick Bonnette (Mayor, Halton Hills) I am [#Metrolinks](#) Big Move with councillors [@JanieFF](#) ogal, [@clarksomerville](#) [@Colin1Best](#) other [#HaltonHills](#) councillors.

The flyer features a green header with the text 'theBIGmove' and 'Public Meeting'. Below the header is a row of seven white circles on a grey background. The main text is in green and black, providing details about the public meetings, including dates, times, and locations in Mississauga and Brampton. It also includes a call to action to visit the website and the Metrolinx logo at the bottom right.

theBIGmove

Public Meeting

Whether you drive a car, use public transit, cycle or walk... this invitation is for you.

We're hosting a Big Conversation about our plan to get the region moving. It's your opportunity to learn more about The Big Move – Metrolinx's plan to improve transportation throughout the Greater Toronto and Hamilton Area.

Together we'll discuss the current and future transportation projects that will change how you get around your community and the region.

Learn more. Visit Bigmove.ca/roundtable

Please join us at one of two Public Roundtable meetings to learn more about Metrolinx's plan to improve transportation in the region.

1. Pick a date. 2. Mark your calendar. 3. Plan your trip.

Mississauga Tuesday, January 22, 6pm - 8pm Erin Meadows Community Centre 2800 Erin Centre Boulevard Mississauga, ON L5M 6R5	Brampton Saturday, February 2, 1pm - 3pm Flower City Seniors Centre Lawn Bowling Club 8870 McLaughlin Road, Brampton ON L6Y 5T1
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Roundtable Format



Overview Presentation

Four Roundtable Discussions

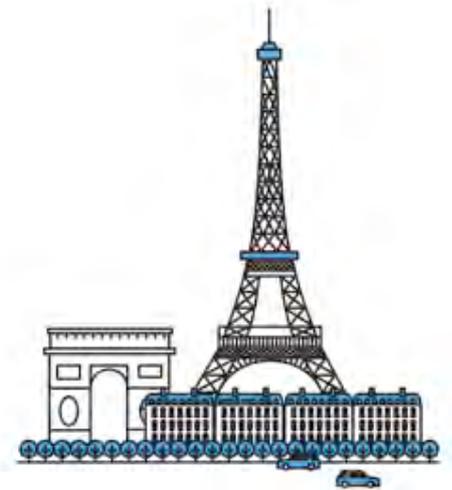
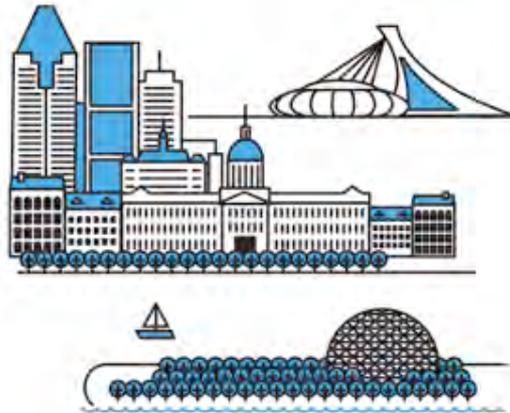
1. Your Transportation Experience Today
2. Understanding The Big Move
3. Funding principles and finances
4. Benefits to your community and the region

Dedicated revenue

Fairness

Equality

Transparency



Revenue models from around the world



Some revenue tools



Property Tax



Vehicle
Registration
Fee



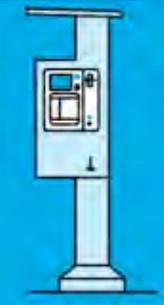
Land Transfer
Tax



Highway Tolls



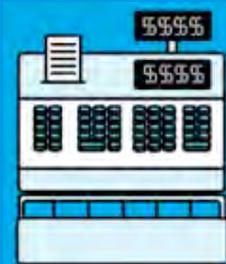
Cordon Charge



Parking Space
Levy



Fuel Tax



Sales Tax



Vehicle
Kilometre
Travelled Fee



Employer /
Employee
Payroll Tax

What We're Hearing So Far:

1. We want it built - get on with it
2. Overall support for principles such as dedication and fairness
3. Constructive and engaged conversations however many felt they do not have the expertise to recommend specific tools
4. Some preference for user based tools
5. Interest and support for more transit integration and service efficiency.



Roundtable Discussion Themes –

Your Transportation Experience Today

- Concern about transit and fare integration
- General satisfaction with GO Express buses and GO service overall (though looking for more service and parking spaces)
- Would like to see more local transit

“Congestion on the highways is my pet peeve.”

“Limited transit options impact my ability to keep fit. I spend upwards of 4 hours a day in my car.”

“The lack of integration has created a system that is not worth my time to use.”

Roundtable Discussion Themes

The Big Move

- Support for the plan and recognition of economic importance of the projects
- Service extensions and system integration key
- Concern about whether changes in government will cause loss of momentum; impatience to see action
- Need to reflect urban growth and development

“I am glad you are spreading the word, because many people in my community were unaware of The Big Move.”

“The current and new wave projects would help to promote a culture of public transit.”

“Everyone needs The Big Move. It's clear that it has to be done...the problem is selling it to the public.”

Roundtable Discussion Themes

Benefits

- Desire for a seamless system and two-way, all-day GO service
- Evening and weekend service important for lifestyles, not just commuter service
- Better walking and cycling options are important
- Benefits recognized to environment, health and way of life.

“Having GO is a huge financial benefit. We’re a one-car family. And we’re saving \$10,000 – 20,000 a year by using GO.”

“I don’t see a certain project as being valuable so much as all the projects working together, creating links between the region.”

Roundtable Discussion Themes

Funding

- Dedication and fairness seen as key
- Sustainability also raised many times as a potential principle
- General agreement that mix of tools is necessary
- Openness to a range of tools, including user fees though property taxes generally disliked
- Interest in tools that incent behavioural change

“If transit is effective, people will be willing to pay for it.”

“We’re in this together. We’re all going to benefit, so we all need to contribute.”

“I love the principles, they’re pretty darn good - after that it gets pretty abstract. I would like to see Metrolinx stick out your neck before June - in February or March”

Media and social media coverage

Mainstream media coverage:

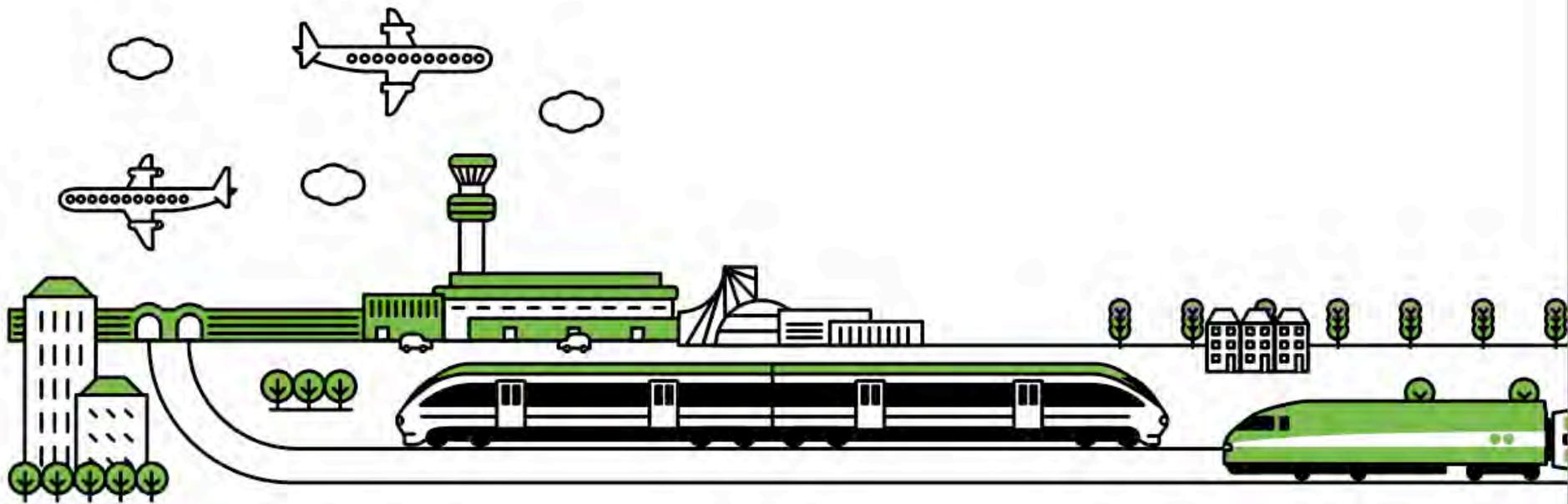
- over 75 media stories, since the beginning of Jan., primarily local media though a rising number of dailies are covering including supportive editorials.
- Stories mainly positive and demonstrate a significant increase in awareness of The Big Move. Sample headline: *Toronto Star Editorial: No free ride on transit*

Social media coverage has been active with good tweets from each session, e.g.:

Pam Damoff (Oakville Councillor): “Outstanding dialogue around how to move people by various means of transport and how we pay at [@Metrolinx](#) round tables.”

MSFrolick (Ryerson Graduate Students’ Ass’n): “Great discussion on sharing the benefits + costs of [#TheBigMove](#) this afternoon in [#Newmarket](#)! Thanks to everyone who came out + [@Metrolinx](#)”

Darryl Wolk (transit advocate): “Great presentation by [@Metrolinx](#). It is good to see [@TheRegionofPeel](#) getting a fair share of transit projects in GTHA!
pic.twitter.com/F5vouNtA”



What's Next?

Remaining Roundtables and Report to the Board

The final Metrolinx round tables will be held in Dundas on Saturday, February 16 and in Richmond Hill on Tuesday, February 18.

We will post a summary report of the roundtables; input will form part of the final report to the Board on the Investment Strategy.

Metrolinx plans to continue to engage the public, municipalities and stakeholders in March and April, in order to provide more information and build awareness as we approach June 2013



Continuing the conversation

- Metrolinx will provide additional information on a range of tools:
 - That have been used elsewhere
 - How they might be used in the GTHA context
 - The revenue that could be generated
 - Which tools may be carried forward for further consideration based on the application of key principles and the input received to date.
- Public would be invited to provide input through the bigmove.ca website.
- We will engage municipalities and stakeholders.
- Input will continue to be received on the “next wave” projects



Leveraging other Conversations

Ongoing engagement with stakeholders, many of whom are using parts or all of our Conversation Kit, e.g. CivicAction, the Ontario Chamber of Commerce, CultureLink and the Evergreen Coalition.

Metrolinx executives are speaking to stakeholder groups across the region.



Remaining Round Tables and Other Conversations

Integration with the City of Toronto consultation process on revenue tools and transportation

Monitoring of social media, media conversations and stories related to City's Feeling Congested meetings to ensure consistency in messaging

Ongoing municipal engagement through CAOs and City Managers.



Residents' Reference Panel

In January, 10,000 letters were circulated across the region inviting people to apply to join the panel.

Over 150 people applied and 36 are being selected today.

The Panel will meet over four Saturdays in February and March to learn about The Big Move, hear from experts in the field, and work together to provide thoughtful and informed advice.

A final report will be delivered to the Metrolinx Board in April.



And we encourage everyone to continue the conversation.



Visit BigMove.ca for interactive tools



Pick up a kit and host a conversation with your colleagues, friends and neighbours



Tell others to attend a local meeting