



# Append 3- Community Transportation Review Engagement Strategy.docx *Engagement Plan*

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## 1 Background

The City of Saskatoon started undertaking Neighbourhood Traffic Reviews (NTRs) in 2014 so that traffic engineers had the opportunity to consider the traffic patterns of a neighbourhood holistically. The NTRs focus primarily on the roadways within a neighborhood, such as residential streets.

Each NTR includes an initial public meeting and an online forum (on the NTR's Engage web page) to gain input from the local community regarding traffic concerns to help inform any proposed changes to mitigate traffic issues. A second public meeting is held to gain feedback on proposed changes prior to recommendations being made to the Standing Policy Committee on Transportation. The NTR program is scheduled to be completed in 2020.

Upon completion of the NTR program, the traffic review process will be transitioned to a Community Traffic Review (CTR) program. The intent of reviewing a larger area instead of one specific neighbourhood is to address transportation safety issues along major collectors and arterials and the neighbourhood connections bounding neighbourhoods to these streets.

The CTR program will include 12 communities throughout the city based on suburban development areas that correspond to the city's transportation network.

The CTR program will focus on evidence-based traffic, cyclist, and pedestrian safety issues and trends (using collision data or other research methods), and will include the following elements:

- Screen each of the 12 communities for safety based on collision data;
- Review collision history and identify collision patterns that may be possible to correct through engineering best practices;
- Conduct road safety audits for school zones;
- Review signage in the field to identify missing or confusing signage;
- Identify barriers to walking and cycling; and
- Prioritize locations for implementation.

### 1.1 City Project Team

Nathalie Baudais	Senior Transportation Engineer
Ryan Newell	Public Engagement Consultant
Mike Halstead	Communications Consultant

### 1.2 Media Spokesperson(s)

David LeBoutillier	Engineering Manager
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## 2 Stakeholder Analysis

### 2.1 Stakeholder Identification

#### 2.1.1 Local Residents

Local residents adjacent or near any recommended changes who may be affected by these changes and associated construction.

#### 2.1.2 Local Businesses

Local businesses adjacent or near any recommended changes who may be affected by these changes and associated construction.

#### 2.1.3 Commuters

Those who utilize the roadways under consideration for their commute who may be affected by any proposed changes and associated construction.

#### 2.1.4 Active Transportation Users (Pedestrians and Cyclists)

Those who utilize the roadways under consideration for walking or cycling who may be affected by any proposed changes and associated construction.

#### 2.1.5 Bus Riders of Saskatoon

If any of the proposed changes would affect Saskatoon Transit or the Bus Rapid Transit (BRT) project, the Bus Riders of Saskatoon advocacy group could be a stakeholder group to include in engagements.

### 2.2 Identify Potential Barriers

Potential barriers to this engagement may include:

- Promoting engagement opportunities may prove more difficult for commuters than for local residents and businesses.
- Larger geographical areas could result in larger attendance at meetings requiring a less intimate format.
- Identifying venues for the engagement events that are equitably accessible to all residents of the CTR zone could be challenging; additional methods of reaching citizens becomes important.
- Some stakeholders may feel frustrated that their input could have less impact on CTR decisions than those made through the NTR process.
- Some residents may feel frustrated that the Traffic Calming Policy requires more effort on their part to complete the initial petition.

## 3 Engagement Strategy

### 3.1 Objectives

Specific to CTR, engagement is being undertaken to **Inform** the public of transportation priorities for the year based on data and research and recommended improvements to arterial and major collector streets to address traffic issues. The information will be presented via a CTR Engage web page, updated information on the [Traffic Studies](#) web page, display boards and takeaway materials at in-person events, and a video presentation that can be viewed online and at in-person events.

The engagement is also being undertaken to **Consult** with the public to capture their concerns and considerations regarding these proposed changes and to collect input on elements of the review, such as barriers to walking and cycling. Input will be captured in person via “sticky notes” left on information boards by participants, mail-in comment forms that will be made available at the in-person events, and a message forum on the CTR Engage web page. The input will also be logged to consider for future traffic studies.

## 4 Engagement and Communication Timeline and Tactics

Provided below is a summary of potential engagement activities and approximate timeline.

Table 1: Summary of Engagement Timeline

Stakeholder	Level of Participation	Objective	Engagement Activity / Component	Communication Method(s)	Timeline
Local residents and businesses, and commuters	Inform	Provide the public with information regarding proposed changes through the CTRs, and promote engagement opportunities.	Communications	Engage web page creation and website update	One month prior to first public event (2021).
				Posters, billboards, social media promotion	Three weeks prior to each public event (2021 and 2022).
				Video presentation (for viewing online and at in-person events)	Prepare script approximately two months in advance of the Engage web page launch to ensure its simultaneous launch.
Local residents and businesses, and commuters	Consult	Provide the public with opportunity to be educated on the priorities, ongoing studies, recommendations and to provide feedback.	"Moving Around" Open house	"Come and go" style open house with information boards and video presentation available	One in 2021 and the remaining in 2022 and then repeated on annual basis. 2021 date TBD
			Online forum	Engage web page Discussion forums	Made available at day of launch of Engage web page. Project lead will be responsible for responding to questions and comments in a timely manner.



## 5 Engagement Execution

### 5.1 Engage Web Page

The engagement strategy for the CTR will include both online and in-person components.

For the online engagement component, an Engage web page will be created for the CTR program. Unlike the NTRs, which had a separate Engage web page for each neighbourhood, the CTR will have a single Engage web page. This change is recommended for three reasons:

- The distinctions between communities in the CTR reviews will seem more abstract than the more commonly understood distinctions between neighbourhoods in the NTR review.
- The level of engagement would be more intensive in communities where there are proposed changes than in communities where no changes are being proposed.
- To simplify the online experience for visitors to the website.

The Engage web page will be added to the City of Saskatoon website in 2021, approximately one month prior to the first open house. The web page will provide background information on the project, identification of traffic issues, descriptions of proposed changes, promotion of open houses, and an online forum to be moderated by the project lead. The [Traffic Studies](#) web page will also be updated as needed at this time.

### 5.2 Open Houses

For the in-person engagements, it is recommended these be coordinated, multi-project open houses that share the common theme of “Moving Around” Saskatoon, similar to the “Come and Grow” events that were held in 2018 and 2019 to showcase Growth Plan related projects.

Projects to incorporate into the CTR engagements could include: Bus Rapid Transit, Active Transportation, and the Residential Speed Limit Review. This recommendation is being proposed for the following reasons:

- These projects are closely related and any implementation would require coordination with the other projects.
- Multiple projects that fall under the “Moving Around” umbrella are scheduled to conduct public engagement activities in 2020-2021.
- “Moving Around” Saskatoon may be a more understandable concept for the general public than the individual projects that fall within that umbrella, and therefore be more favourable in terms of successfully promoting the events and encouraging attendance.
- Coordinated “one-stop shop” events would reduce the potential for scheduling conflicts and stakeholder fatigue when considering the number of interested stakeholders these projects would likely share.
- Multi-project events would be a more efficient approach for the City in terms of logistics (e.g., shared costs for venue rentals, promotion).

The open houses would be a “come and go” format in which attendees would view information boards, including background on the project, a description of identified traffic issues being addressed by the CTR, and the proposed changes to mitigate these issues. Attendees would be encouraged to leave their comments on “sticky notes” on the displays. A video presentation for CTR will also be available for viewing at the in-person events through laptops and headsets.

Project team members will be available to answer questions as well as capture public concerns and considerations regarding the proposed changes.

There will be one open house held for each of the twelve CTR areas. Venues will be chosen based on its ability to accommodate the needs of a multi-project event, its convenience for the local residents and businesses (considering accessibility, parking, transit access, and active transportation). When possible, municipal and/or community-based facilities will be considered before exploring private venues.

The first open house will be held in 2021 with the remaining eleven open houses held in 2022. These events would be held in late afternoon/evenings (e.g., 4:00 pm to 7:00 pm).



## 6 Engagement Targets and Measures of Success

Targets and measures for success will include:

### 6.1 Targets

- Giving as many people as possible an opportunity to provide feedback on each of the proposed changes as practicable;
- Engaged participants are satisfied with the engagement events/opportunities; and
- Engagements accommodate the overall project's schedule and budget requirements.

### 6.2 Measures

- Number of attendees;
- Number of Engage web page and Traffic Studies web page hits; and
- Results of Engagement satisfaction surveys.