

Study Initiation & Early Engagement Summary

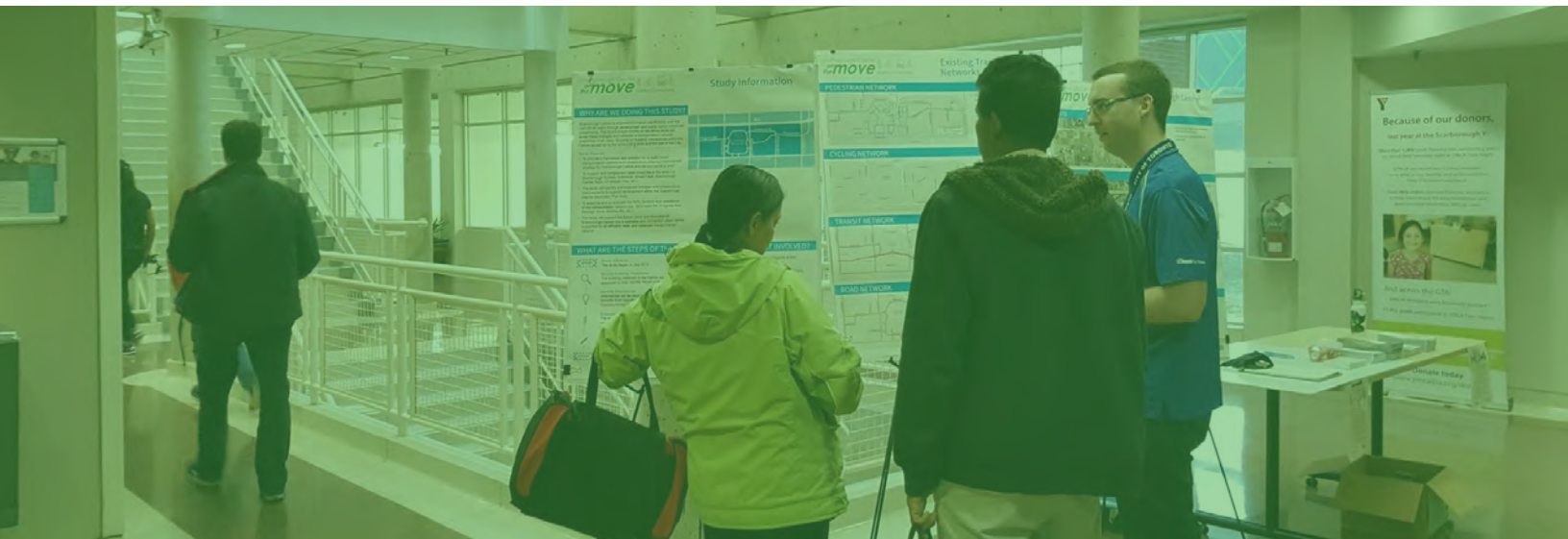


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Notice of Commencement

A Notice of Commencement was distributed to the community to kickoff the Scarborough Centre on the Move Transportation Master Plan study.

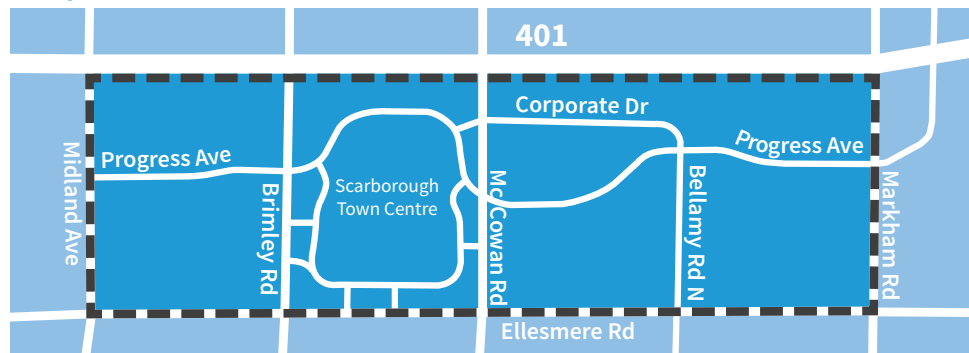


Scarborough Centre on the Move study is underway

Over the next 20-30 years, Scarborough Centre is expected to change significantly through development and public sector investments. The Scarborough Centre on the Move study will guide these changes and establish a transportation network supportive of all users, focusing on building connections within the Centre as well as to the surrounding area and the rest of the city. The study will support the vision and evolution of Scarborough Centre into a walkable and connected urban centre, with an efficient, safe, and balanced transportation network.

The Scarborough Centre on the Move study is a Transportation Master Plan that will be conducted to satisfy the requirements of Phases 1 and 2 of the Municipal Class Environmental Assessment (Class EA) process in accordance with the Environmental Assessment Act. This Class EA process provides for public input at key stages and involves the identification of the problem/opportunity, developing and evaluating a reasonable range of alternative solutions, and selecting a preferred alternative solution.

Study Area



For more information:

We welcome your insights and comments throughout the study.

There will be a series of public consultation sessions throughout the study. **The first public consultation meeting is planned for December 2016.** The team will also be in Scarborough Centre over the next few months at public events to get people's ideas on opportunities for change.

Send us your comments and keep up to date on the Study:

sconthemove@toronto.ca

www.toronto.ca/sconthemove

Alan Filipuzzi, Senior Transportation Planner
City Planning Division
416-338-2566



Study Process



Study Initiation

The study began in July 2016.



Review Existing Conditions

The existing networks in the Centre will be reviewed and assessed to help identify issues and opportunities.



Identify Alternatives

Alternatives will be developed to address the issues and benefits from opportunities to transform Scarborough Centre's transportation network.



Evaluate Alternatives

The alternatives will be evaluated based on a range of criteria to determine the preferred option, with input from the public.



Draft Preferred Solution

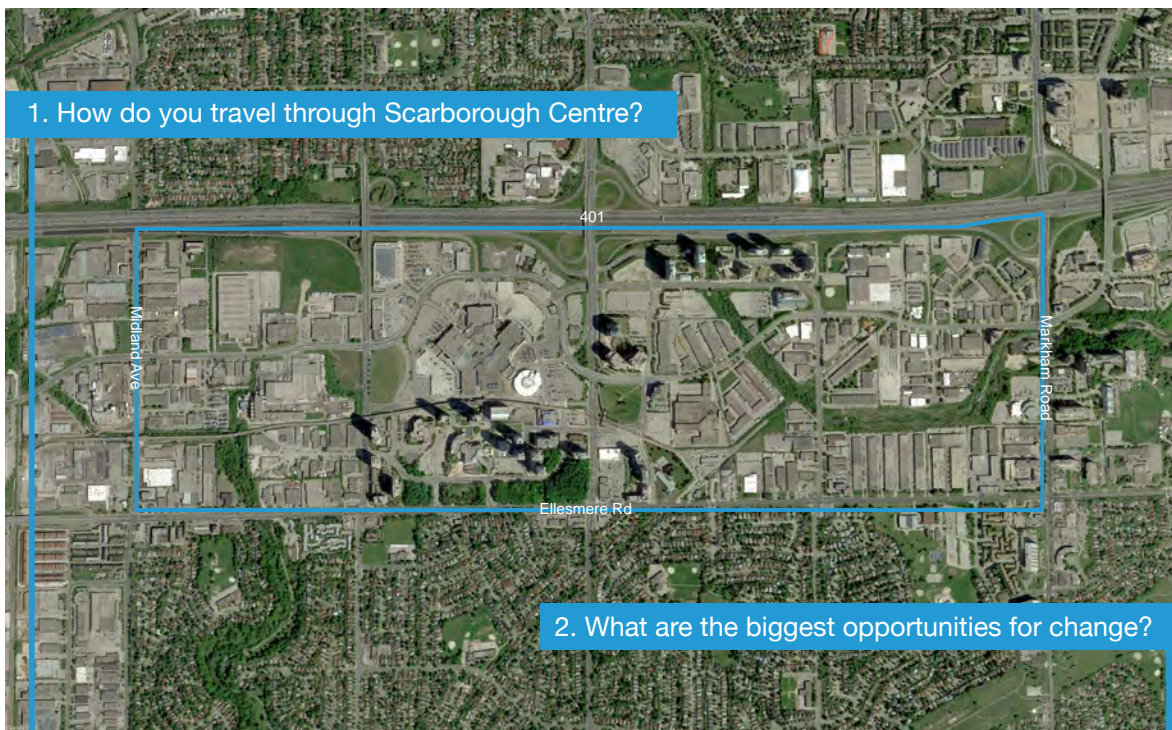
Once the preferred option is selected, it will be designed conceptually along with a report on the study's findings.



Study Completion

The study is targeting a completion of Fall 2017.

Notice of Commencement (cont'd)



1. How do you travel through Scarborough Centre?

2. What are the biggest opportunities for change?

1. _____

2. _____

Lots of ways to get involved and stay informed



Email your comments to sconthemove@toronto.ca



Share your thoughts with a planner at our information booth in Scarborough Centre over the next two months



Attend our community meeting in December (watch the website for date and location)



Follow us on Twitter [@CityPlanTO](https://twitter.com/CityPlanTO) and share your thoughts using [#sconthemove](https://twitter.com/sconthemove)



Check out our Facebook Page - [sconthemove](https://www.facebook.com/sconthemove)



Keep up to date by checking the project's website at www.toronto.ca/sconthemove

Notice of Commencement (cont'd)

The Notice of Study Commencement was placed in the Scarborough Mirror newspaper on August 25th and September 8th, 2016.



Scarborough Centre on the Move study is underway

Over the next 20-30 years, Scarborough Centre is expected to change significantly through development and public sector investments. The *Scarborough Centre on the Move* study will guide these changes and establish a transportation network supportive of all users, focusing on building connections within the Centre as well as to the surrounding area and the rest of the city. The study will support the vision and evolution of Scarborough Centre into a walkable and connected urban centre, with an efficient, safe, and balanced transportation network.

The *Scarborough Centre on the Move* study is a Transportation Master Plan that will be conducted to satisfy the requirements of Phases 1 and 2 of the Municipal Class Environmental Assessment (Class EA) process in accordance with the Environmental Assessment Act. This Class EA process provides for public input at key stages and involves the identification of the problem/opportunity, developing and evaluating a reasonable range of alternative solutions, and selecting a preferred alternative solution.

Study Area



We want to hear from you

E-mail us at:
SConthemove@toronto.ca

Keep up to date on the study

www.toronto.ca/SConthemove

Alan Filipuzzi

Senior Transportation Planner
City Planning Division
416-338-2566

The first public consultation meeting is planned for December 2016.

The team will also be in Scarborough Centre over the next few months at public events to get people's ideas on opportunities for change.



Social Media Strategy

A Social Media Strategy was developed to guide community engagement for the Scarborough Centre on the Move Transportation Master Plan study and support the public consultation process.



DRAFT Scarborough Centre TMP Social Media Strategy

September 2016

Harnessing the Value of Social Media

Social media offers a dynamic opportunity to engage the public as part of the Scarborough Centre on the Move Transportation Master Plan study.

Facebook, Twitter, and Instagram allow us to both share information and engage interested members of the public. These social media platforms offer unparalleled public access to planning and design processes, providing multiple opportunities for both the Project Team and the community to illustrate their visions, share information, raise concerns, and ask questions.

Social media is available to everyone with internet access, minimizing common barriers to civic participation. Although fundamental to the success of a project, in-person engagement activities are often inaccessible to people with physical and mental disabilities, family or work obligations, social anxieties, and financial strains. Providing another avenue for participation through social media opens up the project to a larger and more diverse audience, whose comments and questions will contribute to creating a more successful plan.

Social media is important to community engagement, and we see it as one component of our overall consultation approach. These platforms connect us to larger audiences, allow us to disseminate information, gather feedback quickly, and publicize the project. However, the core of our approach lies in face-to-face engagement with the community we are collaborating with. This contact is vital to building strong relationships with stakeholders, gaining trust, and gathering support for the project.

The principles and objectives of the social media strategy are as follows:

Principles

1. Be specific about the feedback being sought, who/where it's going and how it will be used
2. Provide frequent progress updates to keep the public interested by posting following project meetings and milestones, on all platforms
3. Ensure robust internal coordination between communicators, City staff responsible for social media, and the Project Team
4. Build capacity to provide rapid and specific responses to the public's online comments/questions

Objectives

- Inform the public about the Scarborough Centre on the Move Transportation Master Plan study by bringing project information to the public through platforms they already use

Social Media Strategy (cont'd)

(i.e. Facebook, Twitter and Instagram), minimizing the need for the public to navigate websites they are unfamiliar with

- Generate interest about the project
- Answer questions from the public
- Gather feedback on the project
- Provide opportunities for stakeholders to connect with each other and discuss about the future of their community

Planning the Approach

Analyze Existing Accounts

Where possible, we will identify existing social media accounts that we can connect with. This allows the consultant team ("the team") to access previously developed networks and eliminates the difficult task of generating a new following. Accounts focusing on issues that also define the Scarborough Centre Transportation Master Plan study will be of great interest.

Platform Content

With an understanding of the type of content that we plan to share via social media, we can determine which platforms to focus on.

Facebook

The project's Facebook page will be used for more detailed postings and conversations. It can accommodate photos, text or combined postings and will likely include most if not all social media postings. A project-specific page will be created to provide social media users with one location which is exclusively dedicated to the Scarborough Centre Transportation Master Plan study, providing clarity and acting as a repository for project updates. The team will provide the branding material, links to other social media profiles and the project webpage, as well as a project overview to be included on the page. Ongoing posts provided by the team can include:

- Commuter profiles derived from public consultation (i.e. Roving Information Station) and asking for public reaction (i.e. sharing other stories/profiles, what the public relates to, how their experience is different, etc)
- Case study examples of other transportation projects or initiatives, including photos, descriptions and relevance to the Scarborough Centre and asking the public for their thoughts
- Questions to spark online conversations that can include broad thematic questions (i.e. What do you like best about Scarborough Centre?) or focused questions (i.e. What are the main transportation barriers in Scarborough Centre?)
- Using quotes (direct or paraphrased) from the public. Quotes can be obtained from feedback forms, notes written on activity sheets or maps during workshop sessions, emailed comments or comments shared verbally with the project team. All quotes would be anonymous and revised if necessary to remove identifying information
- Photos of what's working well and what's not working well in Scarborough Centre and asking for feedback/reactions

Social Media Strategy (cont'd)

Example Facebook Post



Meet **John!**
Age Group: 40-50
Home: Scarborough
Works: Downtown Toronto

Story: John commutes from Scarborough to his downtown job every day by catching a bus to the Scarborough Centre Rapid Transit station. On his way to and from work, he also has to drop off and pick up his 3-year old son at his downtown daycare. John doesn't mind his commute, except that the Scarborough bus doesn't come frequently enough and is often very crowded, making it uncomfortable when travelling with his son. He also finds that it takes much longer than it should for the bus to leave the rapid transit station area due to the congestion in and around Scarborough Centre.

Is your story similar to John's? How is your experience different? Tell us what you think in the comments below!

Twitter

The City's Twitter profile (@CityPlanTO) would be for short, written communications, pictures and webpage links to spark conversations. A Twitter feed should be included on the project webpage. The project hashtag (#sconthemove) will be used consistently in all project-related posts. Ongoing posts provided by the team can include:

- Questions to spark online conversations. Can include broad thematic questions (i.e. What do you like best about Scarborough Centre?) or focused questions (i.e. What are the main transportation barriers in Scarborough Centre?)
- Using Quotes (direct or paraphrased) from the public. Quotes can be obtained from feedback forms, notes written on activity sheets or maps during workshop sessions, emailed comments or comments shared verbally with the project team. All quotes would be anonymous and revised if necessary to remove identifying information

Example Twitter Post

Great comments last night! "SC needs sidewalks, it's hard to walk from my condo to the mall"
#publicinput #sconthemove #telluswhatyouthink

(138 characters)

Instagram

The City's Instagram account (@cityofto) would be for posting all images and/or videos related to the project, and collecting all posts by consistently using the project hashtag and encouraging others to use it. Other relevant hashtags would also be used to ensure maximum exposure in user search results. In some cases, captions may also direct viewers to the Twitter or Facebook profiles as well as the project webpage. Should the City decide to establish a project-specific Instagram account, the team will provide branding to set up the account.

Social Media Strategy (cont'd)

Ongoing posts can include:

- Site photos from any visits to the Scarborough Centre area by the project team, whether or not the visit is part of a public event
- Photos/videos from all public consultation events/initiatives
- Photos of case study examples of other transportation projects or initiatives
- Photos/videos of what's working well and what's not working well in Scarborough Centre

Example Instagram Post



Demand-based parking in San Francisco works to maintain parking vacancies at optimal levels
#sconthemove #parkingsolutions #betterparking #transportationplanning

General Content (Across all Platforms)

- To the extent possible, all profiles should link to one another so users can explore all project updates on all platforms
- Announcements of project updates/milestones
- Announcements for when key documents are posted to the website
- Public Consultation Meeting invitations, reminders and follow-ups
- Announcing Planners in Public Spaces (PiPS) event times/locations and reminders
- Announcing roving information station times/locations and reminders
- Responding to public comments/questions

Managing Social Media

Set the Tone

It will be vital to maintain a consistent voice and tone across all social media platforms to present a strong brand for the project. It is helpful if only one or two project staff are responsible for posting on social media, although many Project Team members will be involved in producing content.

Social Media Strategy (cont'd)

Set Expectations for Audience Interaction

It is important to be open and honest with the public about how much interaction they can expect from the project's social media accounts. The City of Toronto will determine whether they want to focus on information dissemination, or discussion engagement. There is a high (and growing) expectation for public sector social media accounts to be responsive and forthcoming, meaning that most people expect their tweets and posts to be responded to. This is challenging work and requires the team to act quickly. Rapid and effective lines of communication will be especially important as the consultant team is responsible for creating social media content but City staff will manage the social media accounts.

To aid in this work, our team will prepare a Frequently Asked Questions (FAQ) document for internal use. This document will guide the project team in responding to common inquiries and comments. It will also be important to clearly note when the social media accounts are monitored (i.e. Monday to Friday, 8:30am – 4:30pm).

Create a Safe Space Online

Cyber bullying and trolling are real and serious issues, and have received significant media attention as of late. It is important that the project's social media accounts be protected as safe and positive spaces for people to share information, provide feedback, and engage in respectful discussions. For this reason, regularly monitoring comments for inappropriate behaviour will be critical.

Responding to the Public

The project's Facebook page and the City's Twitter and Instagram profiles will be monitored by the City, who will provide the team with any public comments/questions that require a response within 24 hours of their being posted. The team will provide a designated City Project Team member with the appropriate response, for approval and posting within another 24 hours. Should a problem arise with a posting and immediate approval is not possible, both the City and the team will make every effort to negotiate a revision to the posting as soon as possible. The goal of responding to public social media posts within 48 hours should be maintained.

Report on Feedback

All public feedback obtained through the above social media platforms will be summarized and included with other public feedback. In addition, feedback summaries may be presented at public consultation meetings to illustrate how public feedback is reflected in project outcomes and to provide overviews of the project process to date. In some cases, social media posts will announce how feedback has been used, to ensure that members of the public who only participate via social media see their impact.

Social Media Schedule

To ensure that regular updates are posted, social media postings will occur in association with project phases. Depending on the project phase and type of posting, the team may provide the City with multiple postings, with instructions on when each should be posted (i.e. once a day).

It should be noted that the above process applies to original posts only. Responses to public comments and questions will be undertaken as described in the above section titled "Responding to the Public".

Social Media Strategy (cont'd)

Below is a preliminary schedule for social media postings, including suggested post content.

Phase 2 – Existing Conditions

Facebook

- What's working well/not working well? (photo and description)
- One or two sentences about the problem/opportunity conclusions with photos
- Commuter profiles resulting from Roving Information Station
- Post vision statement and guiding principles resulting from visioning workshop

Twitter

- Question to spark online conversation: "What challenges do you face travelling in Scarborough Centre?"
- Question asking if public agrees with some of the specific problems/opportunities identified
- Directing the public to vision statement and guiding principles on webpage and Facebook page

Instagram

- Site photos from site visits
- Photos of what's working well/not working well
- Problem/opportunity photos
- Photos of Roving Information Station
- Photo of vision statement

Phase 3 – Identification of Alternative Solutions

Facebook

- Samples of alternative solutions with precedents and asking for feedback
- Commuter profiles resulting from Roving Information Station
- Photos of PIC meeting and summary of outcomes
- Thanking public for attending and quotes from meetings

Twitter

- Question asking for feedback about elements of the alternative solutions
- Thanking public for attending and quotes from meetings
- Photos of PIC meeting

Instagram

- Photos of precedents for alternative solutions
- Photos of Roving Information Station
- Photos of PIC meeting

Phase 4 – Evaluation of Alternative Solutions

Facebook

- Summary of preferred alternative solution
- Summary of reaction from LAC and invitation to second PIC

Social Media Strategy (cont'd)

- Photos of PIC meeting and summary of outcomes

Twitter

- Photos of PIC meeting
- Announcing decision and directing users to Facebook and/or project webpage for more details
- Summary of reaction from LAC and invitation to second PIC
- Thanking public for attending and quotes from meetings

Instagram

- Photos of examples from elsewhere similar to preferred alternative solution
- Photos of PIC meeting

Phase 5 – Preferred Transportation Network and Draft SCTMP

Facebook

- Image of functional concept plan
- Summary of LAC reaction
- Invitation to third PIC
- Photos of PIC meeting and summary of outcomes

Twitter

- Photos of PIC meeting
- Summary of LAC reaction
- Direction to users to visit Facebook and/or project webpage
- Invitation to third PIC
- Thanking public for attending and quotes from meetings

Instagram

- Image of functional concept plan
- Photos of PIC meeting

With respect to the above suggested social media posts, it must be noted that they are suggestions and the exact content may change over the course of the evolving project.

Where posts reference outcomes/materials from public events, this will consist of material that was prepared for and approved prior to the public events (i.e. draft concept plans) or comments/sketches that were produced during public events which can be attributed to members of the public (anonymous) and which do not speak for the project team or the City.

Website

The Scarborough Centre on the Move website is used as a tool for the community to remain involved in the consultation process and is regularly updated as the study progresses. The website went live in August 2016 and has had approximately 2,000 hits to date.

Scarborough Centre on the Move
building connections

Study Overview | Getting Involved

Building Connections in Scarborough Centre

Over the next 20-30 years, Scarborough Centre is expected to change significantly through development and public sector investments. The Scarborough Centre on the Move study will guide these changes and establish a transportation network supportive of all users, focusing on building connections within the Centre as well as to the surrounding area and the rest of the City. The study will support the vision and evolution of Scarborough Centre into a walkable and connected urban centre, with an efficient, safe, and balanced transportation network.

Click [here](#) to view the Study's commencement notice.

The Scarborough Centre on the Move study is a Transportation Master Plan that will be conducted to satisfy the requirements of Phases 1 and 2 of the Municipal Class Environmental Assessment (Class EA) process in accordance with the Environmental Assessment Act. This Class EA process provides for public input at key stages and involves the identification of the problem/opportunity, developing and evaluating a reasonable range of alternative solutions, and selecting a preferred alternative solution.

Study Area

Stay Connected!

Type (do not copy and paste) your email address below to receive e-updates. (Please check the box below before clicking subscribe)

Scarborough Centre on the Move

Subscribers will receive study updates and notifications of meetings on a periodic basis. [Click here to unsubscribe](#)

The personal information on this form is collected under the authority of the City of Toronto Act, 2006. The information is used to allow the City to send you an email to confirm your wish to subscribe to a City of Toronto e-notice. Questions about this collection may be directed to the ListServ Administrator, Strategic Communications Division, City of Toronto, Toronto City Hall, 7th floor, West Tower, Toronto M5H 3N2. Telephone: 416-397-5318.

Got Questions?
[+ Contact Information](#)

Join the Conversation!

#SConthemove

#SConthemove

Sale Deck @Site/Drop/Corral
Moving in! A little ahead of schedule. [Toronto @sconthemove](#)

Connect with us on Facebook!

Stay Connected!

Relevant Plans & Studies

Scarborough Centre on the Move
building connections

Study Overview | **Getting Involved**

Want to Get Involved?

We welcome your insights and comments at this point, and throughout the study. There will be a series of public consultation sessions.

The first public consultation meeting took place on November 29, 2016 (8pm to 9pm) at Scarborough Civic Centre. 14,338 notices were sent out to the local community in advance of the meeting (click [here](#) to view the public meeting notice). Notices were also displayed in the Scarborough Mirror on November 17 & 24, 2016. Materials presented at the first public consultation meeting are available below:

[Public Meeting # 1 Presentation](#)
[Public Meeting # 1 Study Boards](#)

The team was also in Scarborough Centre over the past few months at Planners in Public Spaces (PIPS) events to get people's ideas on opportunities for change.

Questions and comments can be e-mailed to SConthemove@toronto.ca. We look forward to hearing from you!

Upcoming Public Consultation Meeting

- Next Public Consultation Meeting will be taking place in May 2017. Stay tuned for more details!

Connect with us on Facebook!

Planners in Public Spaces (PIPS)

What is PIPS?

Planners in Public Spaces (PIPS) is a public engagement initiative started by City Planning in 2013 in order to advance actionable items of its [Strategic Plan](#), under the Strategic Direction for [Clear, Consistent and Compelling Communication](#).

The basic purpose of Planners in Public Spaces is to bring planners to the people and provide opportunities for the public to engage with City Planners, one-on-one, on issues that affect the City and specific concerns they may have about development and policy in the city.

PIPS in Public Spaces format is simple. We bring a tent, a table, some planning material, and a bunch of planners and set up in parks, recreation centres and some special events like farmers' markets or festivals. Then we are ready to chat with anyone with a question or comment.

Past PIPS Events

- November 1 at Scarborough Town Centre YMCA
- October 29 at Scarborough Town Centre YMCA
- October 19 at Scarborough Town Centre Mall
- October 15 at Scarborough Town Centre Mall
- September 20 at McCowan TTC Station
- September 15 at 100 Concession Place
- September 13 at Scarborough Centre TTC Station
- August 24 at 100 Concession Place
- August 18 at Scarborough Civic Centre Library
- August 5 & 6 at Scarborough Multi-Cultural Festival
- July 10 at Taste of Lawrence Festival

Stay Connected!

Type (do not copy and paste) your email address below to receive e-updates. (Please check the box below before clicking subscribe)

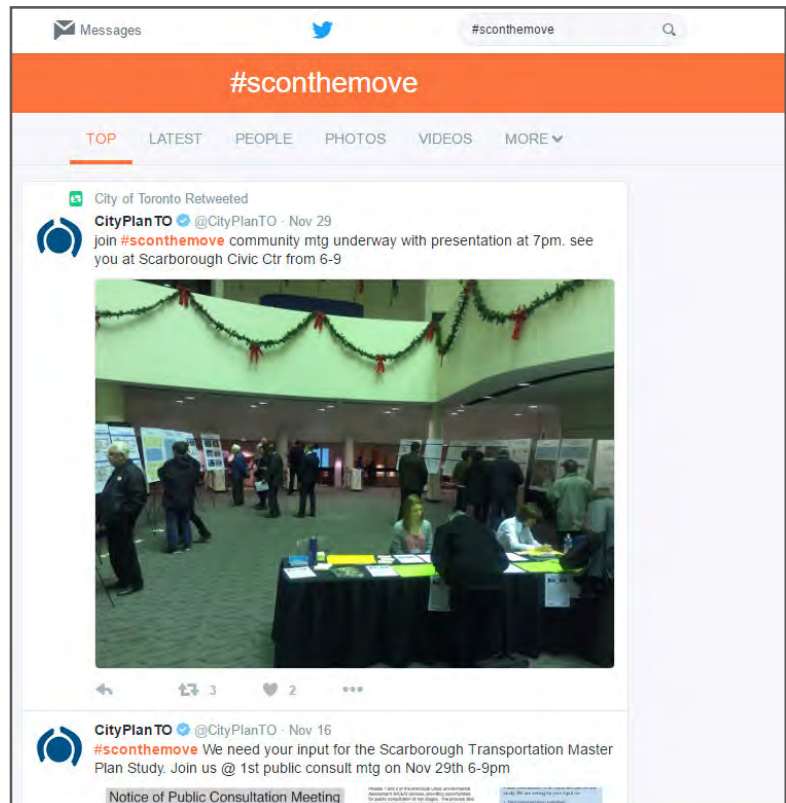
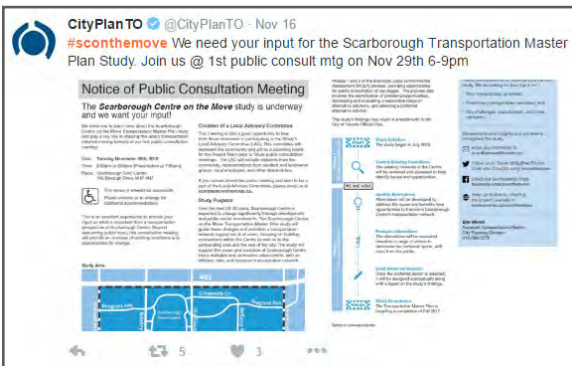
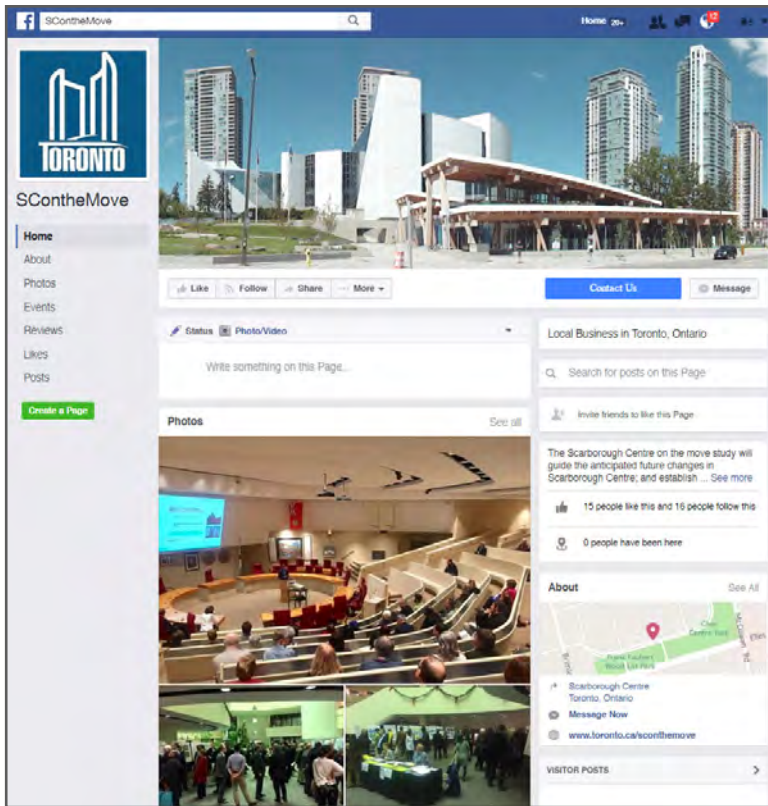
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Social Media Conversation

The Scarborough Centre on the Move Facebook page is regularly updated with upcoming dates and events and functions as a forum for the community to share their thoughts with the project team. The social media conversation also extends to Twitter, where Toronto's City Planning account (@CityPlanTO) provides study updates using the hash tag #sconthefmove.



Planners in Public Spaces (PiPS) Summary

Planners in Public Spaces (PiPS) events were held throughout the summer and fall at key areas in Scarborough Centre to engage the public and to understand areas of concern/focus. A total of 12 events were held to engage the local community and spread the word about the study initiation. These events were tailored to understand the public perspective with respect to the problems/opportunities of the Centre and their travel patterns to/from/within the Centre.

PiPS Events

Taste of Lawrence Festival

July 10, 2016

11am - 6pm
Lawrence Avenue East / Warden Ave

194

Participants

Key Messages:

Scarborough community is strong and residents want to make it a better place / The support from area councillors is generally strong / Transit improvements are needed.

Scarborough Multi-Cultural Festival

August 5, 2016

4pm - 9pm
Albert Campbell Square

94

Participants

August 6, 2016

12pm - 6pm
Albert Campbell Square

47

Participants

Key Messages:

The many amenities in the area are an asset that can still be improved / Parks and green spaces are an asset to be protected, provide a good balance with development / Improvements to transit are needed / Non-existent cycling infrastructure needs to be addressed / Multi-cultural nature of the community is one of its best assets / Opportunities exist to beautify and improve the image of Scarborough Centre



PiPS community engagement at Taste of Lawrence Festival



PiPS community engagement at Scarborough Multi-Cultural Festival

PIPS Summary (cont'd)

Scarborough Civic Centre Library / Civic Green

August 18, 2016

1pm - 5pm
SCC Library

26

Participants

Key Messages:

Wayfinding improvements are required / Improvements to the area's transportation networks (pedestrian, cycling, transit) are needed / Area's parks and green spaces are assets to be protected and enhanced / The many amenities in the area are an asset that can still be improved

Consilium Place

August 24, 2016

9am - 5pm
100 Consilium Place

110

Participants

Key Messages:

Better transit connections required with surrounding areas, often cheaper and more convenient to drive / Need for better cycling infrastructure / Lack of continuous pedestrian infrastructure / Better wayfinding required / Area has numerous amenities nearby (i.e. mall) but accessing them safely and conveniently is an issue

Scarborough Centre TTC Station

September 13, 2016

3pm - 7pm
Scarborough Centre TTC Station

150

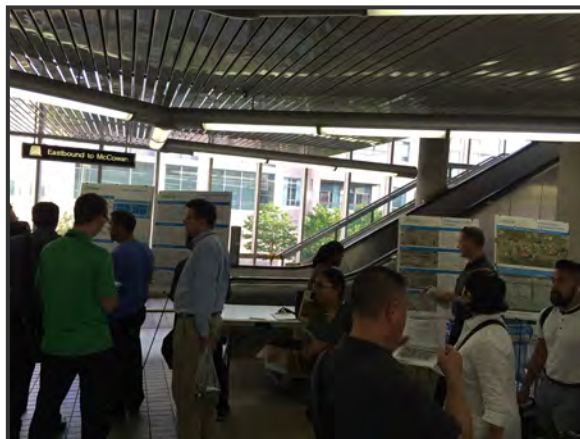
Participants

320

Flyers

Key Messages:

Better wayfinding required / Need for continuous and safe active transportation infrastructure / Hwy 401 is a barrier for those walking and cycling / Transit system improvements needed (fare integration, less transfers) / Future use of SRT corridor needs to be considered



PIPS community engagement at Scarborough Centre TTC Station

PIPS Summary (cont'd)

Consilium Place

September 15, 2016

9am - 5pm
100 Consilium Place

105

Participants

200

Flyers

Key Messages:

Strong demand for cycling but infrastructure needed / Improvements to road system (wayfinding, conditions) are necessary / Transit service is adequate but can be improved / Connecting to surrounding area locations is key

McCowan TTC Station

September 20, 2016

3pm - 7pm
McCowan TTC Station

42

Participants

350

Flyers

Key Messages:

Accessibility issues at McCowan station / non-continuous sidewalks and insufficient bicycle parking are an issue throughout the Centre

Scarborough Town Centre (STC) Shopping Mall

October 15, 2016

10am - 4pm
STC Shopping Mall

111

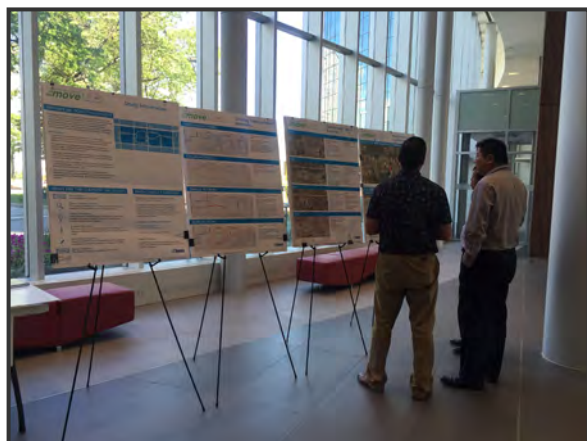
Participants

150

Flyers

Key Messages:

Public input key to study success / Area is extremely difficult to safely navigate for people with strollers and mobility devices / Intersection of Brimley Rd and Progress Ave currently very unsafe for all users / Transit and pedestrian (i.e. Brimley/ Hwy 401) systems need to improve as area continues to grow / Need to consider mitigating long-term impact of the area's industries



PIPS community engagement at Consilium Place



PIPS community engagement at McCowan TTC Station

PiPS Summary (cont'd)

Scarborough Town Centre (STC) Shopping Mall

October 19, 2016

10am - 6pm
STC Shopping Mall

88

Participants

100

Flyers

Key Messages:

Pedestrian and cycling environment is sorely lacking and in need of improvement (i.e. shorter crossings, safer infrastructure, continuous network) / Improve efficiency of transit system by minimizing transfers / Future growth cannot be accommodated without improved transit and active transportation systems / Many amenities nearby but accessibility is a key concern

Scarborough Centre YMCA

October 29, 2016

9am - 3pm
230 Town Centre Court

135

Participants

275

Flyers

Key Messages:

Improving pedestrian and cycling networks should be main priority / Connect future cycling network to existing cycling infrastructure in surrounding community / Need more reliable transit service and better bus connections to and from Scarborough Town Centre Mall / Need to create a more "main street", fine-grained feel for the future street network / Better lighting and wayfinding required

Scarborough Centre YMCA

November 1, 2016

4pm - 7pm
230 Town Centre Court

65

Participants

150

Flyers

Key Messages:

Difficult to access area's many amenities when utilizing transportation options other than driving / Need more frequent and reliable bus service to and from Scarborough Town Centre / A more urban street network is needed

12

PiPS Events

1,167

Participants

1,545

Flyers Delivered

PiPS Boards

The study boards shown in this section were displayed at each of the Planners in Public Spaces (PiPS) events.



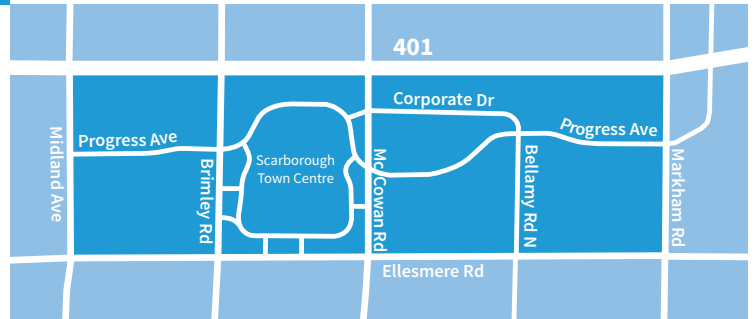
Study Information

WHY ARE WE DOING THIS STUDY?

Scarborough Centre is expected to change significantly over the next 20-30 years through development and public sector initiatives/investments. The *Scarborough Centre on the Move* study will guide these changes and establish a transportation network supportive of all users, focusing on building connections within the Centre as well as to the surrounding area and the rest of the City.

Study Purpose

- To provide a framework and direction for a multi-modal transportation network and infrastructure phasing/improvement strategy for Scarborough Centre and the surrounding area
- To support and complement other initiatives in the area (i.e. Scarborough Subway Extension, SmartTrack, Scarborough Centre Public Art Master Plan, etc.)
- The study will identify and evaluate linkages and infrastructure improvements to support development within the Scarborough Centre Secondary Plan Area
- To examine and re-evaluate the form, function and operations of the transportation network (i.e. McCowan Rd, Progress Ave, Borough Drive, Brimley Rd, etc.)
- The study will support the future vision and evolution of Scarborough Centre into a walkable and connected urban centre supported by an efficient, safe, and balanced transportation network



WHAT ARE THE STEPS OF THE STUDY?



Study Initiation

The study began in July 2016.



Review Existing Conditions

The existing networks in the Centre will be reviewed and assessed to help identify issues and opportunities.



Identify Alternatives

Alternatives will be developed to address the issues and benefits from opportunities to transform Scarborough Centre's transportation network.



Evaluate Alternatives

The alternatives will be evaluated based on a range of criteria to determine the preferred option, with input from the public.



Draft Preferred Solution

Once the preferred option is selected, it will be designed conceptually along with a report on the study's findings.



Study Completion

The study is targeting a completion of Fall 2017.

WHEN CAN I GET INVOLVED?

We welcome your insights and comments at this point, and throughout the study.

There will be a series of public consultation sessions throughout the study. The first public consultation session is planned for December 2016. The team will also be in Scarborough Centre over the next few months at public events to get people's ideas on opportunities for change.

How Can I Get More Information?

SConthemove@toronto.ca
www.toronto.ca/SConthemove

City Planning - Transportation Planning

Stay in the Loop

See staff to sign up for the mailing list to be notified of future public meetings, other engagement activities, and the study's progress.



PIPS Boards (cont'd)



Scarborough Centre Evolution

1970



- 1 Brimley Road does not cross Hwy 401 and does not have an interchange
- 2 McCowan Road crosses Hwy 401 but does not have an interchange
- 3 Direct alignment of Progress Avenue between Brimley Road & McCowan Road
- 4 Intersection of Progress Avenue and McCowan Road is at grade
- 5 Scarborough Town Centre Shopping Mall has not been built
- 6 Scarborough Civic Centre has not been built

1983



- 1 Brimley Road does not cross Hwy 401 and does not have an interchange
 - 2 Progress Avenue realigned as a result of the Mall opening in 1973
 - 3 McCowan Road has an interchange
 - 4 Highway 401 widened in the early 1980s
 - 5 Markham Road interchange modified
 - 6 Access to the Mall north of the McCowan/Progress intersection provided via a T-intersection
 - 7 Intersection of Progress Avenue and McCowan Road is at grade
 - 8 Scarborough Town Centre Shopping Mall opened on May 2, 1973
 - 9 Scarborough Civic Centre opened on June 29, 1973
- New Roads**
- a Bushby Gate
 - b Borough Drive
 - c Triton Road
 - d Borough Approach East/West

1991



- 1 SRT built and operating
- 2 Brimley Road crosses Hwy 401 and has a partial interchange
- 3 Progress Avenue does not cross Highway 401
- 4 Corporate Drive has been introduced
- 5 Consilium Place has been introduced
- 6 Grangeway Avenue has been introduced
- 7 Bushby Drive has been introduced
- 8 Town Centre Court has been introduced
- 9 Transit Road (Triton Road) has been introduced and is grade separated from Borough Drive
- 10 Intersection of McCowan Road and Progress Avenue has been grade separated
- 11 System of slip roads and grade separations now characterize McCowan Road

2014



- 1 Omni Drive has been introduced
- 2 Borough Drive between Town Centre Court and Progress Avenue has been closed
- 3 Grangeway Avenue has been extended to Ellesmere Road
- 4 Progress Avenue has been extended across Hwy 401 to Sheppard Avenue



PIPS Boards (cont'd)



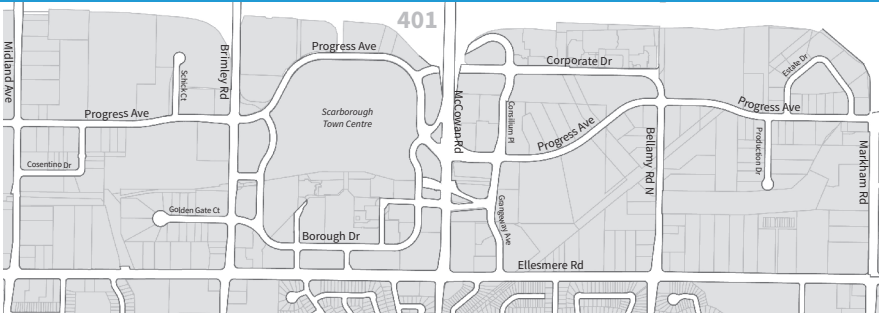
Existing Transportation Networks

PEDESTRIAN NETWORK



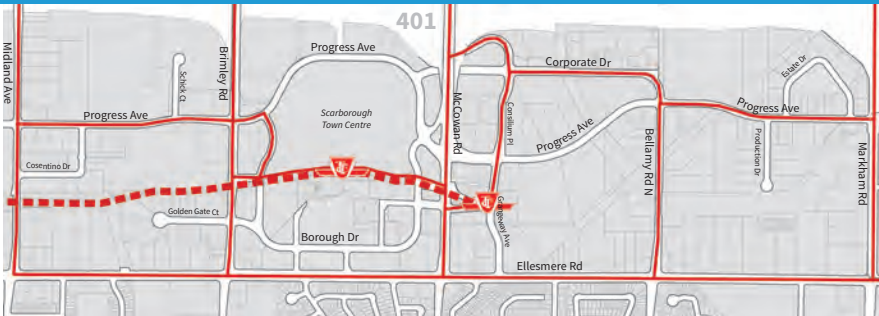
- The sidewalk network is limited and coarse
- Some segments lack sidewalks on both sides of the street
- Aside from the road network, the pedestrian network is limited to the Scarborough Town Centre Shopping Mall, and the Scarborough Civic Centre

CYCLING NETWORK



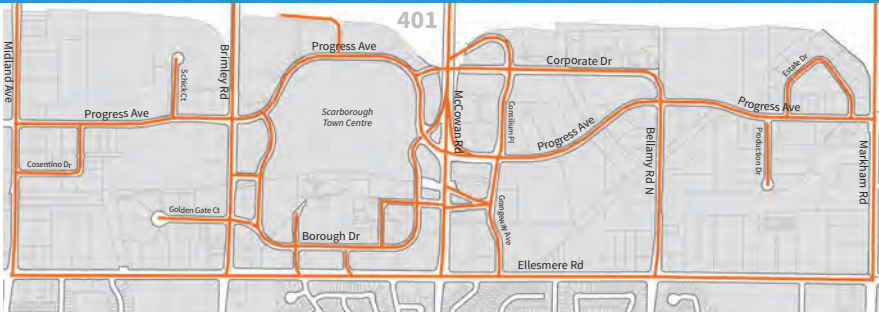
- No cycling infrastructure exists aside from the road network
- The suburban car-oriented arterial road network does not encourage or support cycling

TRANSIT NETWORK



- Scarborough Centre is serviced by the SRT with two stops
- The bus network relies on the Triton Road connection to Scarborough Centre Station
- The future of transit in the Centre is also being studied by the Scarborough Subway Extension www.scarboroughsubwayextension.ca which is examining options for an express subway extension of Line 2 to Scarborough Centre

ROAD NETWORK



- Scarborough Centre is primarily car-oriented
- Progress Avenue and Borough Drive form a ring-road around Scarborough Town Centre
- McCowan Road is defined by a series of overpasses and on/off ramps



PiPS Boards (cont'd)



How do you use Scarborough Centre?

WHERE DO YOU SHOP, PLAY, LIVE AND/OR WORK IN THE CENTRE?



WHAT ROUTE DO YOU TAKE MOST OFTEN IN THE CENTRE?

WHAT AREAS OF THE CENTRE PRESENT BARRIERS?



Feel free to add comments, dots or post-it notes to the boards



Roving Information Summary

Summary of Roving Information Station Results

October 2016

On September 14th and 24th, 2016, members of the project team carried out the Roving Information Station (RIS) public consultation initiative within the Scarborough Centre Transportation Master Plan study area. The purpose of the RIS was to engage with members of the public who currently live and work within Scarborough Centre and to gain feedback about how they move around the area, what challenges they face and what they would like to see change. By going to the study area, on both a weekday and a weekend, the project team was able to offer another opportunity for people to be involved in the study.

Over the course of both Roving Information days, the project team visited a total of 11 locations within the study area and spoke with approximately 41 individuals, in addition to over 50 others who chose not to participate. The attached map illustrates the locations which were visited as part of the RIS as well as the approximate place of residence of participants, based on postal codes. It must be noted that the places of residence for 15 of the participants are not included for a variety of reasons, such as: beyond the extent of the map, declined to provide postal code or homeless. Of all the participants, just over half were young adults, with the remainder being mature adults and seniors. The RIS questions and mapping aids are also attached.

Over 40 percent of the participants primarily took transit around Scarborough Centre. This included the TTC buses, TTC Rapid Transit, GO buses and Greyhound buses.

Key comments included:

- Scarborough Centre is a key transit hub both for the area and in the GTA regional transit network. Many students rely on this hub
- While transit is generally faster than driving, Scarborough Centre lacks the sophisticated transit network that is necessary for a rapidly growing centre; should look to international cities to see how transit can be improved
- Should improve transit connections between the Toronto subway system and other GTA municipalities
- The RT is frequently delayed or shut down for maintenance
- RT station can get very crowded when trying to transfer buses
- Conflicting comments stating that buses are both direct and take a long time to get around
- Buses reasonably frequent
- Poor facilities for bus users at transit hub – need to add or enhance washrooms, cleanliness, accessibility due to grade changes (more visible elevators/escalators), better shelter and/or heat lamps, more benches
- Need better transit service coverage – more stops to east of study area and better late night/overnight connections to Danforth area (RT closes at 1:30am)
- TTC provides direct routes to schools
- Traffic frequently delays buses
- RT very crowded and stuffy in summer
- Bus stops should provide more shelter and be closer to corners

Roving Information Summary (cont'd)

Around 30 percent of participants primarily drove or were driven around Scarborough Centre.

Key comments included:

- Problems with congestion on 401, drivers often mentioned they would take an earlier exit to try to avoid problems
- Lots of construction and also need for repairs
- Would like to see more advanced green lights
- Need better enforcement for running red lights
- Too much traffic
- There should be traffic islands on McCowan at the on-ramp to clarify lanes and prevent accidents

Around 20 percent of participants primarily walked around Scarborough Centre.

Key comments included:

- Poorly signed route between library and mall
- Area is not walkable
- Easy to walk around, including from offices to mall
- Winter sidewalk maintenance needs to be improved (i.e. ploughing)
- Few people walk during the winter
- Long distances make walking infeasible
- Can walk to wide range of destinations (shopping, visiting friends, temple, bank)
- Crossing Ellesmere can be challenging and the trail through the woodlot doesn't connect to an easy crossing

Less than one percent of participants primarily cycled around Scarborough Centre.

However, a wider range of individuals provided comments with respect to cycling as follows:

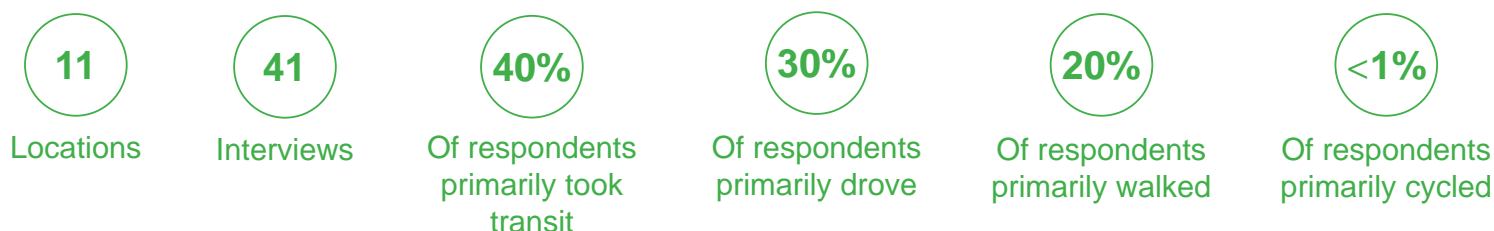
Only cycles during summer

Cycling not easy in the area, especially on McCowan; the only trail is in the hydro corridor

Need bike lanes to make cycling safe despite busy streets (like downtown)

The above feedback will be considered as this project moves forward towards Stage 3:

Identification of Alternative Solutions.



Roving Information Summary (cont'd)

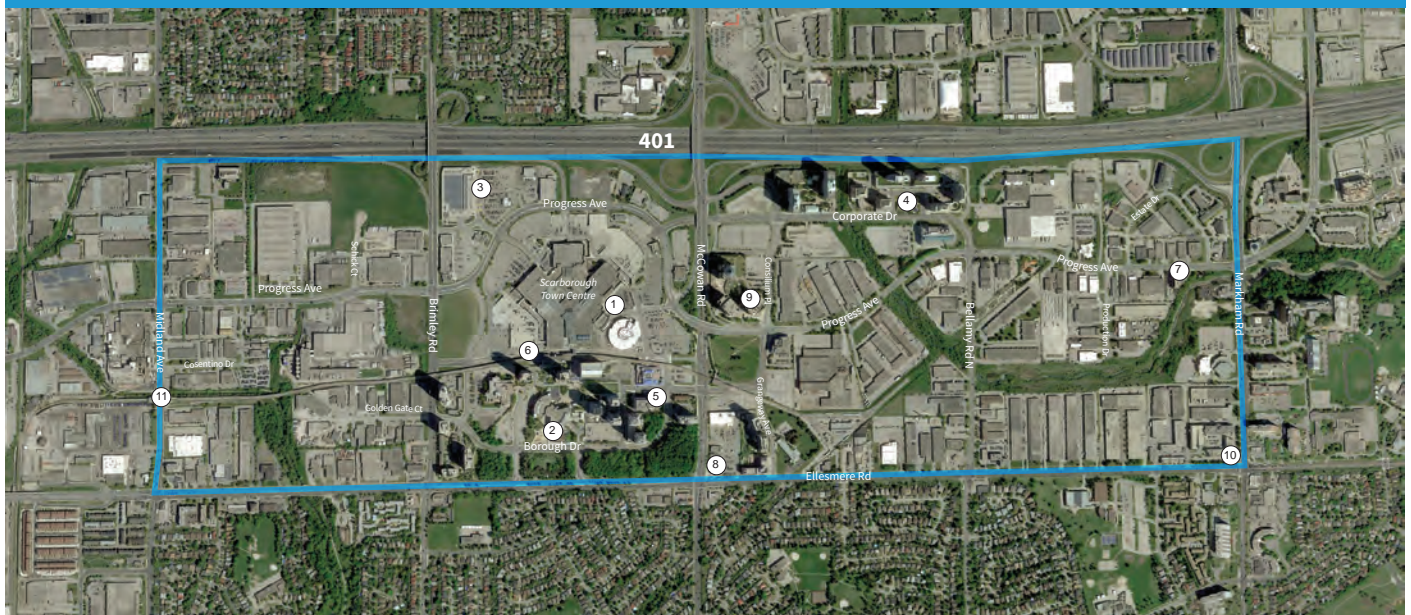
Survey respondents were asked a series of questions regarding how they move throughout Scarborough Centre:

1. **Postal Code**
2. **Demographic: kids, teenagers, young adults, mature adults, seniors**
3. **Where the respondent shops or plays in the Centre**
4. **Where the respondent lives or works in the Centre**
5. **What route is taken most often**

Subsequent probing questions such as:

1. Does the route vary by season?
2. Does the route vary by time of day?
3. How does the respondent travel?
4. Does the route vary depending on the mode of travel?
5. What areas of the Centre present challenges?
6. What are the specific challenges e.g. traffic volume, width of the road, signal timing?
7. Grade, discontinuity of the route, condition of the route?
8. Do the challenges vary by season or time of day?
9. Is the challenge specific to the respondent's mode of travel?

LOCATIONS FOR ROVING INFORMATION STATIONS



- | | |
|--|---|
| 1 Entrance #2 of the Scarborough Town Centre | 8 Shoppers Drug Mart |
| 2 Scarborough Civic Centre Library Branch | 9 200 Consilium Place (office building) |
| 3 Real Canadian Superstore | 10 Ellesmere Bus Stop |
| 4 Lee Centre Park (surrounded by condos) | 11 Midland TTC Station |
| 5 55 Town Centre (office building) | |
| 6 Scarborough Town Centre TTC Station | |
| 7 885 Progress Avenue (office building) | |

Roving Information Summary (cont'd)

Respondents were asked to mark on a site map locations they visit often and the routes they take most frequently.



How do you use Scarborough Centre?

WHERE DO YOU SHOP, PLAY, LIVE AND/OR WORK IN THE CENTRE?



WHAT ROUTE DO YOU TAKE MOST OFTEN IN THE CENTRE?

WHAT AREAS OF THE CENTRE PRESENT BARRIERS?

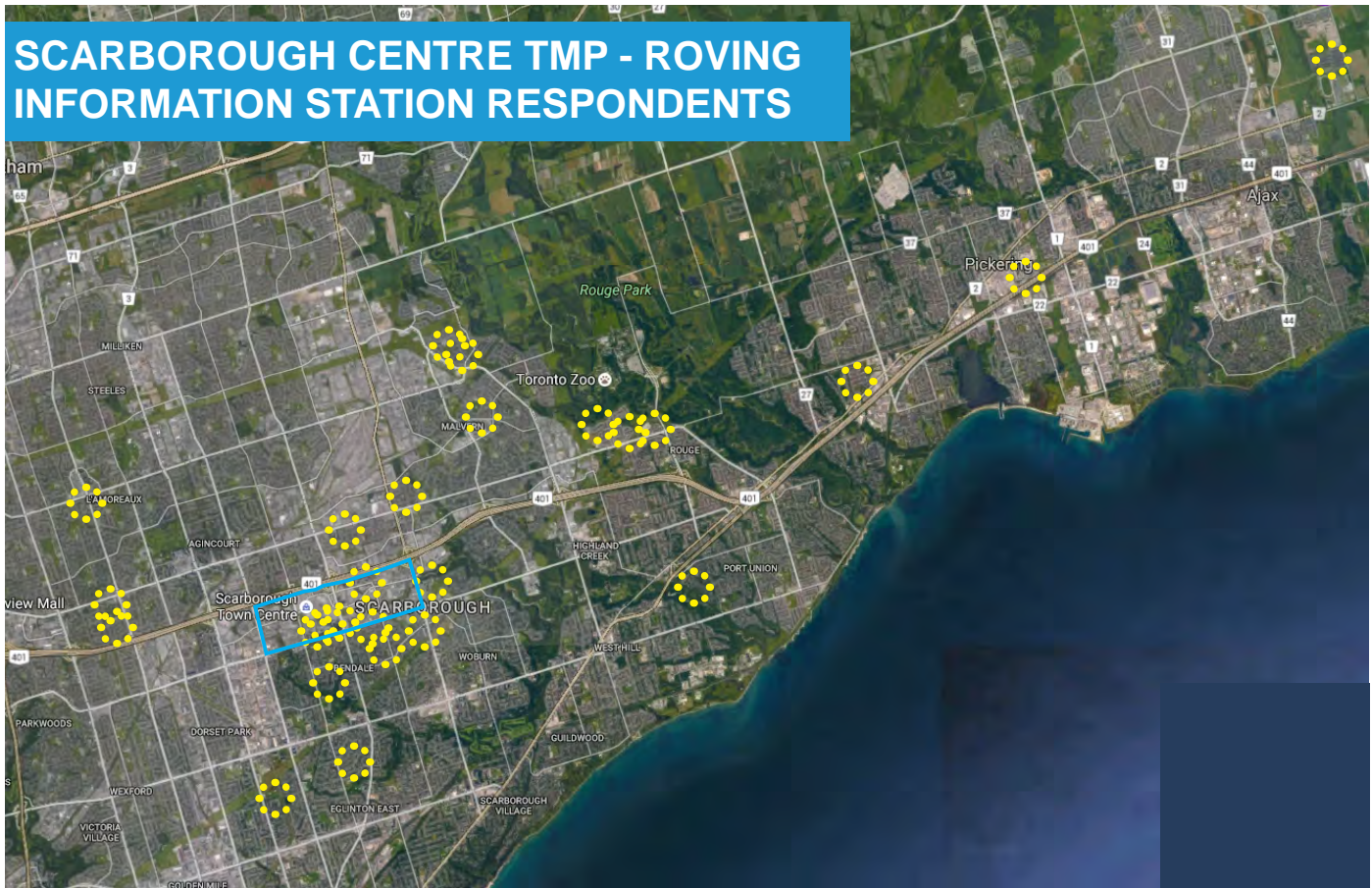


Feel free to add comments, dots or post-it notes to the boards



Roving Information Summary (cont'd)

SCARBOROUGH CENTRE TMP - ROVING INFORMATION STATION RESPONDENTS



This map indicates the postal code of survey respondents (in yellow) and the study area (in blue).

