

FEELING

CONGESTED?

TORONTO TALKS TRANSPORTATION

presentation outline

- 1 what are we doing?
- 2 why are we doing it?
- 3 who is involved?
- 4 approach
- 5 marketing campaign
- 6 project schedule



1

what

are we doing?

1 OP review objectives

- 1 **Review and refine the existing transportation policies** in Toronto's Official Plan.
- 2 **Make Toronto's Official Plan provide more direction** in terms of how transportation infrastructure decisions, and especially transit expansion decisions, should be made.
- 3 **Establish Toronto's transportation priorities** based on that decision making framework.
- 4 **Provide feedback to Metrolinx** on desirable/preferred funding tools.
- 5 **Provide greater clarity to public and private sector partners** on the direction of the City's transportation infrastructure investment.



2

why

are we doing it?

Toronto's Official Plan

- has a number of transportation policies, but...
- many differences of opinion exist on **how to implement them** (e.g. subways versus surface rapid transit, on street parking versus bike lanes, etc.)
- City wants to **strengthen OP policies** to be more directive in terms of how transportation infrastructure decisions, and especially transit expansion decisions, should be made

Metrolinx

- is looking for feedback from the City on: (1) its next wave of investments and (2) the funding tools used to pay for those investments



3

Who

Is Involved?

City Council

Senior City Staff

Internal City Working Group

Stakeholder Organizations

e.g. Metrolinx, Board of Trade, Civic Action, Cycle Toronto,
BILD, etc.

General Public



4

Approach

Working with concurrent initiatives:

Metrolinx Investment Strategy Consultation

Civic Action – What would you do with 32?

Board of Trade

Eglinton Connects

Other OP Review consultations (Employment Lands,
Condo Consultation, etc.)

A range of consultation tools, including:

Stakeholder Interviews

Stakeholder Working Session

Public Meetings - Open House, Presentation, Working Session

Expert Discussion Panels

Do-it-Yourself Engagement through Discussion Guides

Interactive Online Engagement

Social Media - Twitter, Facebook

Participants will be asked to rate each of the preliminary **principles**, which are broken down into **criteria**:

Principle	Criteria
Transit for People	Travel Options
	Travel Experience
	Fairness
Transit for Places	Shaping the City
	Healthy Neighbourhoods
	Environmentally Friendly
Transit for Prosperity	Affordable
	Supports Growth

DRAFT – this is continuing to evolve

Key question: “How do you fund transportation?”

- | | | |
|-----------------------|-----------------------|----------------------|
| • Personal Income Tax | • Parking Levy | • Value Capture Levy |
| • Sales Tax | • Land Transfer Tax | • Utility Bill Levy |
| • Property Tax | • Development Charges | • Central Area |
| • Payroll Tax | • High Occupancy Toll | Congestion Levy |
| • Highway Tolls | Lanes or Express | Toronto Downtown |
| • Fuel Tax | Lanes of GTHA | 6:30 am to 6:30 pm |
| • Vehicle Tax | Freeways | |

Two **key questions** on what is funded:

1. What are the top 5 tools you are most interested in supporting?
2. What mix of tools are desirable to achieve the \$2 billion annual funding envelope identified by Metrolinx?

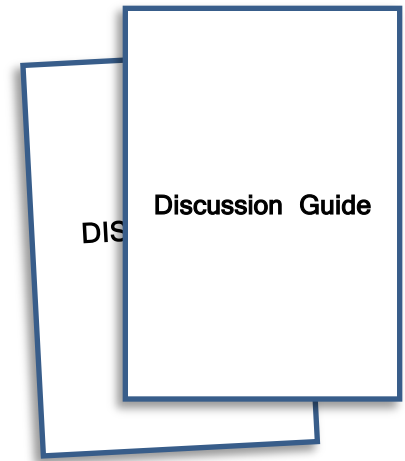
Round One Discussion Guide – in 2 Parts

A. Transportation Planning

B. Transportation Funding

4 pages each (provided online and as hard copies):

- Explanatory text/narrative
- Info graphics
- Key questions for participants
- Ways to participate – meetings, online, Do-It-Yourself consultations with Discussion Guide
- Promotion of incentives
- Deadline for Round One feedback





5

Marketing Campaign

5 Why a Marketing Campaign

Because we need to **reach as many Torontonians and people from across the region as possible** – car drivers, transit riders, cyclists, and pedestrians – not just the usual suspects

Because there is a lot at stake and we need to **capture people's attention**, get them talking and incent them to take part and **share with others**

Because we need to tap into people's emotions and aspirations (frustration with their current commute, desire for better quality of life) in order to **motivate them to participate**

We get it. Congestion is at the core of most of the traffic frustrations you face.

We're doing a lot right now, but we know there's much more to do

We know yesterday's solutions can't meet tomorrow's needs

We know we can't afford to wait and, in fact, we need to act now

We think that we all benefit from a strategic, solutions-focused effort, and

We believe the more people that participate, the better our outcomes will be



5 Key Considerations

Every marketing activity is in the service of **driving people to the website** (to engage online and find out about the face-to-face consultations)

Incentive promotion is a good way to encourage uptake and reach a broad base of Torontonians

We want to **capture participants' email addresses** to report back on phase one and update on the process

Given **limited budget** we will need to: rely on social media and in kind media placement to promote the campaign; and front load the promotions in order to generate momentum and capture people's data (to onboard future communications)

5 Marketing Campaign Components



DIGITAL

- Microsite
- Learn
- Engage
- Find
- Share
- Win
- Download

Incentives

- TTC passes
- Bixi Credits
- Free Parking
- AutoShare

SOCIAL

- Daily Facts & Info graphics
- FC Tweet Chat
- FC Daily Q
- Share Ur Commute

Advertising

- Digital Boards
- Print Ads
- Banner Ads
- Radio
- Signage

PR

- Op Ed
- Interviews/stories





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**HAVE YOUR SAY.
TORONTO IS LISTENING.**

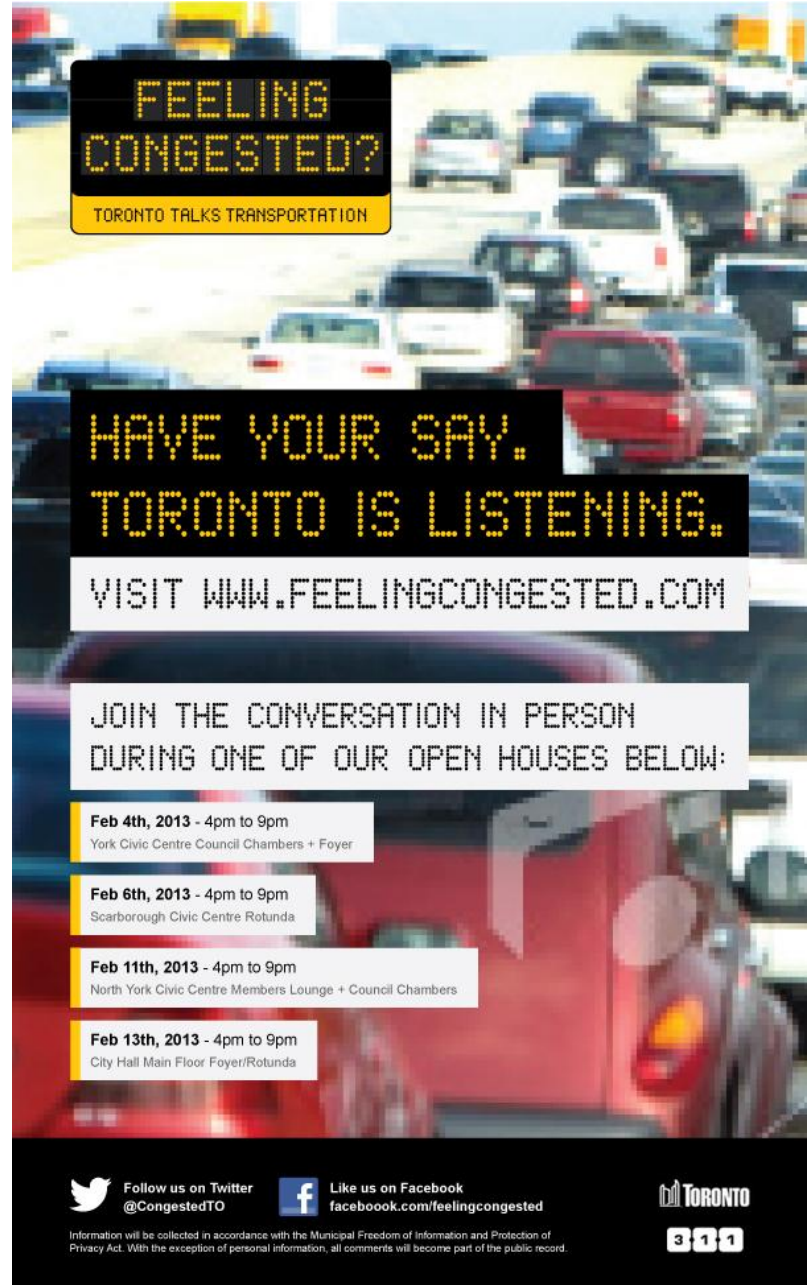
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Information will be collected in accordance with the Municipal Freedom of Information and Protection of Privacy Act. With the exception of personal information, all comments will become part of the public record.



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[VISIT WWW.FEELINGCONGESTED.COM](http://WWW.FEELINGCONGESTED.COM)

JOIN THE CONVERSATION IN PERSON
DURING ONE OF OUR OPEN HOUSES BELOW:

Feb 4th, 2013 - 4pm to 9pm
York Civic Centre Council Chambers + Foyer


Feb 6th, 2013 - 4pm to 9pm
Scarborough Civic Centre Rotunda

Feb 11th, 2013 - 4pm to 9pm
North York Civic Centre Members Lounge + Council Chambers

Feb 13th, 2013 - 4pm to 9pm
City Hall Main Floor Foyer/Rotunda

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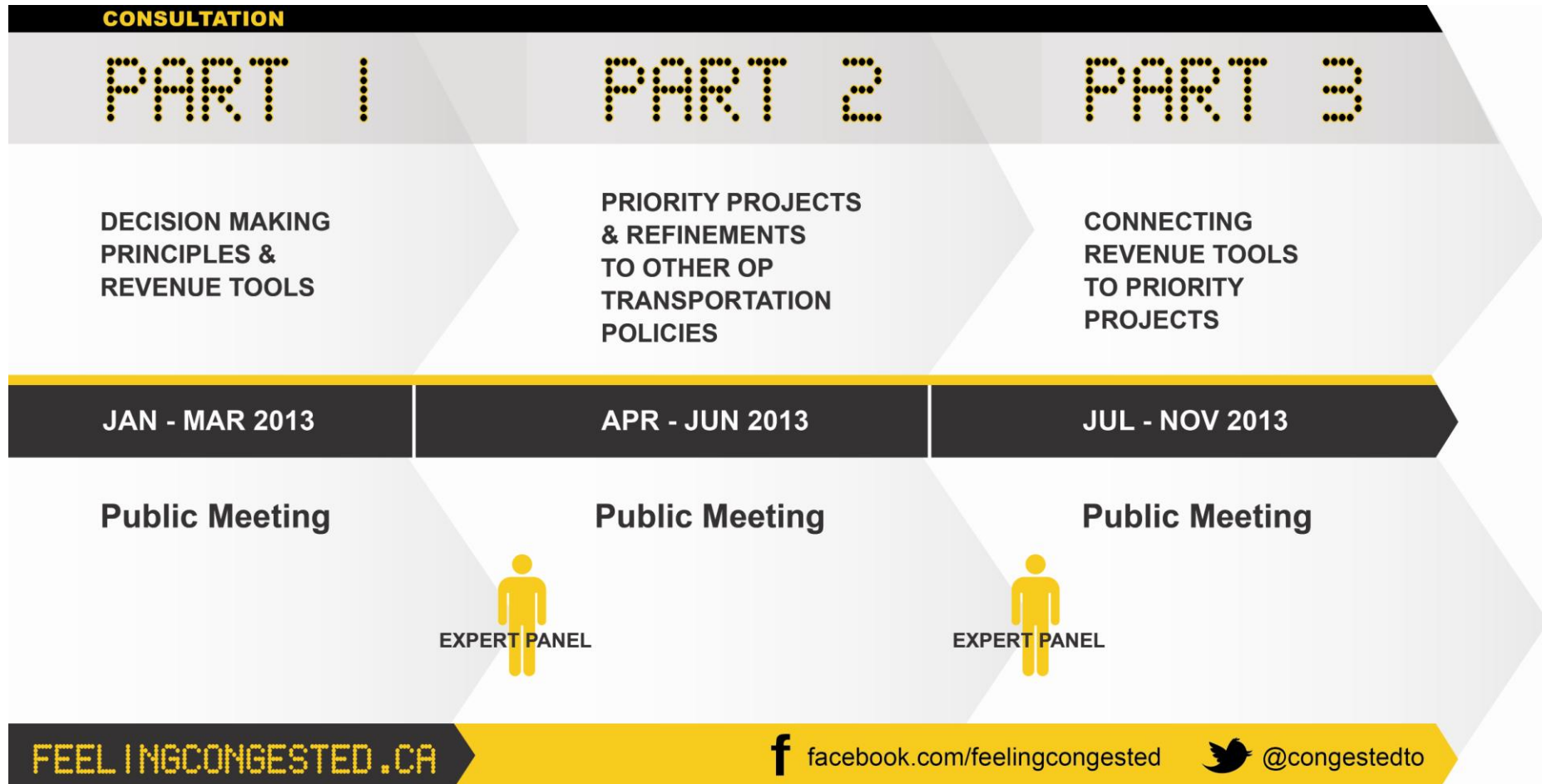
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6

Project Schedule

6 Project schedule



STAKEHOLDER WORKING SESSION

January 31st, 2013

PUBLIC MEETINGS

February 4th, 2013 – 4 to 9pm – York Civic Centre

February 6th, 2013 – 4 to 9pm – Scarborough Rotunda

February 11th, 2013 – 4 to 9pm – North York Centre
Members Lounge and Council Chambers

February 13th, 2013 – 4 to 9pm – City Hall Main
Floor/Rotunda

EXPERT PANEL DISCUSSION #1

March 4th, 2013 – Jane Mallet Theatre (St Lawrence
Centre for the Arts)