

Attachment 5 – Consultation List and Promotions

List of Consultations and Engagement Activities

Consultation Type	Date	Time	Location	Approx. No. of Attendees	Notes
Youth	03-May-16	1:15-4:45 p.m.	James Cardinal McGuigan School	45	Students selected Study name
Outreach	16-Jun-16	1:00-3:00 p.m.	Grandravine Community Centre	5	Neighbourhood Action Partnership meeting
Open House & Public Consultation	21-Jun-16	4:30-8:30 p.m.	James Cardinal McGuigan School	67	TTC & Metrolinx Attended
Planners in Public Spaces	19-Jul-16	4:30-7:30 p.m.	Grandravine Community Centre	63	
Youth	26-Jul-16	7:00-8:00 p.m.	University of Toronto	30	Staff guest lectured on Keele Finch Plus
Planners in Public Spaces	10-Aug-16	4:00-7:00 p.m.	Yorkwoods Library	20	
Planners in Public Spaces	27-Sep-16	7:30-10:30 a.m.	Tangiers & Finch (outside Tim Hortons)	83	
Youth	17-Oct-16	3:00-5:00 p.m.	York University and walking tour of Keele & Finch	17	Staff guest lectured on Keele Finch Plus
Business & Real Estate	20-Oct-16	8:00-10:00 a.m.	3710 Chesswood Drive	18	Invited by DUKE Heights BIA

Total: 348

List of Promotion Activities

Promotion of the Study and of the First Open House and Public Consultation was made through the following means:

- Publication on the dedicated website;
- Newspaper ads (North York Mirror on June 8, 2016 Downsview Advocate on June 9, 2016);
- A flyer mailed by direct mail to 12,597 addresses in the Keele Street and Finch Avenue West area, which included houses, rental units and businesses;
- Emails were sent through the opt-in Keele Finch Plus listserv, which currently has approximately 116 subscribers;
- Tweets from the City of Toronto and City Planning official accounts. A total of 9,639 , impressions were made on the City Planning account alone up to and during the first consultation; and
- Through centres of influence, such as through our partners at Metrolinx and the DUKE Heights BIA.