

Attachment 6: Consultation Summary

This section summarizes the various consultation and feedback initiatives and opportunities implemented by City staff immediately preceding and during the pilot. City staff conducted a comprehensive community engagement program through the King Street Visioning Study and subsequent King Street Transit Pilot Study, prior to the implementation of the pilot. More information about the pre-pilot consultation is available in the following report:

<https://www.toronto.ca/legdocs/mmis/2017/ex/bgrd/backgroundfile-104940.pdf>

1. General Consultation and Communications

Steering Committee

The Steering Committee has provided support, guidance and oversight leading to and throughout the pilot. Meetings were generally held on a monthly basis or as needed. The committee included the following representatives:

- *Transportation Services*
- *City Planning*
- *Toronto Transit Commission (TTC)*
- *Strategic Communications*
- *Police Services*

Updates for the Mayor's and Councillors' Offices

Following each Steering Committee meeting, the Mayor's Office and Councillors' Offices would receive a pilot update and worked with the Steering Committee on the next steps. As representatives of their constituents, these meetings provided great value to the project.

Stakeholder Check-In Calls

Regular stakeholder conference calls were held throughout the pilot period, particularly leading up to and shortly after the launch. The purpose of these calls were to ensure continual communication with City staff and stakeholders. Stakeholders were invited to ask questions and share feedback. The calls were considerably more frequent in the lead up to and immediately following the initial implementation of the pilot. The following stakeholders were invited to participate in these calls:

- *Business Improvement Areas (within the corridor and the surrounding area)*
- *TTC*
- *Toronto Police Services*
- *Taxi*
- *Theatre and Entertainment*
- *Hospitality*
- *Food and Beverage*
- *Advocacy groups including Cycle Toronto, Walk Toronto, and TTC Riders*

Project Website

The project website (www.toronto.ca/kingstreetpilot) provided comprehensive information about how to use the pilot, public realm and promotional initiatives, and opportunities for feedback. Relevant reports and data dashboards were accessible through the website. The main King Street Transit Pilot web page had over 52,550 page views from November 2017-December 2018.

Project Email

The project email address (kingstreetpilot@toronto.ca) received and responded to approximately 1200 emails with questions, comments, and feedback.

Brochures

To assist with educating the public about using the pilot, staff designed graphic materials to explain the pilot in a visual and easy-to-understand way. 500 corridor information booklets and 500 postcards were distributed to each Business Improvement Area, and Allied Property Management which includes the area between Bathurst and Spadina. 33,000 postcards were mailed out via Canada Post to all homes and businesses within 500m of King Street from Bathurst to Jarvis. 15,000 postcards each were sent to the Toronto Police Services and TTC for dissemination during the first two weeks of the pilot.

Public Announcements

Public education and awareness of the project and how to use King Street was facilitated through an advertisement and messaging campaign consisting of the following initiatives:

- Posters on subway platforms, inside streetcars, transit shelters
- Advertisements on subway platform video screen and PATH screens
- Radio traffic tags
- Vinyl exterior streetcar wraps
- Digital billboard advertisements on the Gardiner Expressway
- Billboard advertisements in downtown Toronto
- Website awareness on TTC, Toronto.ca

In 2018, an ad campaign was developed to promote the businesses on King, including restaurants and entertainment venues. The media buy included social media advertising on Facebook and Instagram as well as radio traffic tags. The campaign performed well, having more than 1.2 million impressions.

Video

An explainer video on how to use the pilot was created in collaboration with the TTC. It has been viewed approximately 31,000 times.

The video is available here: <https://www.youtube.com/watch?v=WQpteTra9rg>

Data Dashboards

Regular updates on transit ridership, reliability, and times as well as point of sale data, vehicular travel times and volumes, and cycling and pedestrian volumes were provided to keep the public informed on the status of the pilot.

Dashboards are available here: <https://www.toronto.ca/city-government/planning-development/planning-studies-initiatives/king-street-pilot/data-reports-background-materials/>

Business Questionnaire

In January 2019, City staff disseminated a questionnaire to business owners and managers within the corridor. Questionnaires were emailed and hand delivered to businesses. The questionnaire asked for perceptions about travel patterns along the corridor, level of satisfaction

with each component of the pilot, impact of the pilot on his/her business, and curb lane use preference for the concept layout plan.

Staff received 66 responses from businesses within the corridor.

General Arrangement of King Street

In February 2019, City staff disseminated a draft general arrangement for King Street for curb lane uses within the pilot corridor. Subject to Council approval, this plan identifies curb lane uses that would be made permanent. The draft was developed through feedback provided by businesses and stakeholders throughout the pilot period and through the questionnaire. The draft plan was emailed and hand delivered to businesses. 16 businesses provided feedback on the plan.

Meetings with Stakeholders

Stakeholders*	Date	Description
<i>Business Improvement Areas</i>		
Toronto Entertainment District BIA (TEDBIA), Financial District BIA (FDBIA), St. Lawrence Market BIA (SLMBIA)	May 9, 2017	King Street pilot design update
SLMBIA	June 14, 2017	Information session and consultation
TEDBIA, FDBIA, SLMBIA	September 26, October 24 and November 8, 2017	Discussion on logistics of pilot implementation
TEDBIA	December 18, 2017	Update and feedback
FDBIA	March 28, 2018	Update and feedback
*Please note that TEDBIA assisted in communicating with the businesses between Bathurst and Spadina.		
<i>Industry Representatives and Advocacy Groups</i>		
Toronto International Film Festival (TIFF)	March 14 and June 1, 2017	Impact of King St pilot to TIFF event
Mirvish	March 22, 2017, April 4, 2017, and May 8, 2017	Information session and consultation
Cycle Toronto	May 15, 2017	Information session and consultation
Ontario Trucking Association	May 24, 2017	Information session and consultation

Stakeholders*	Date	Description
Courier Association	June 9, 2017	Information session and consultation
Taxi stakeholders	June, August, and September 2017	Discussion on logistics of pilot implementation
Uber	June 5 and September 29, 2017	Discussion on logistics of pilot implementation
St. James Cathedral	July 11, 2017	Information session and consultation
Film industry meeting	August 23, 2017	Meet with film industry stakeholders for an update on detailed design progress of the pilot
Tony Elenis, Ontario Restaurant Hotel and Motel Association	November 23, 2017	ORHMA shared feedback on pilot
TTC Advisory Committee on Accessible Transit	October 18, 2017	Presentation of pilot design, accessible transit stops, feedback session

City staff presence at public town hall meetings and events

Event Name	Organizing Group	Date	Description
King Street Pilot Walking Tour 1	Greater Toronto and Hamilton Area and Ontario Transportation Demand Management Committee	June 13, 2018	Information sharing and feedback from regional transportation professionals
King Street Pilot Walking Tour 2	Maximum City Summer Camp	July 24, 2018	Pilot feedback from youth groups
King Street Pilot Walking Tour 3	Metrolinx	July 30, 2018	Information sharing and feedback from local transit professionals
King Street Pilot Walking Tour 4	Canadian Urban Transit Association	November 19, 2018	Information sharing and feedback from transit professionals across Canada

Event Name	Organizing Group	Date	Description
One Year In: The King Street Transit Pilot	Liberty Village Residents' Association, CityPlace Residents' Association, TTC Riders, Walk Toronto	November 26, 2018	Attendants shared their experience with the pilot and provided feedback

News Releases

Title	Date
First set of transit and traffic data released for King Street Transit Pilot	December 12, 2017
Parking discount offered for King Street Pilot Area	December 15, 2017
Make King Street cuisine a 'Ritual' experience	February 20, 2018
'Food is King' promotion drives significant sales increases and new customers to King Street restaurants	May 30, 2018

Press Conferences

Subject	Date
King Street Transit Pilot Launch	November 9, 2017
Public Space Initiatives	January 9, 2018
Design Competition Winners Announced	May 3, 2018
Ryerson SHAPElab Public Space Installations (hosted by Ryerson University)	July 10, 2018

2. Public Realm Initiatives

City staff undertook dedicated consultation and engagement concerning the pilot's public realm program.

Business Operated Public Spaces and Curb Lane Cafés

City staff worked closely with businesses to support the applications and implementation of two business operated public spaces and nine curb lane cafés within the corridor. In fall of 2018, City staff met with seven business owners and managers to get their feedback on the curb lane café program, their operational approach to the café, and how it impacted their revenue.

Everyone is King Design Build Competition

This design competition invited the public and design community to participate in the project through developing creative installations that captured their visions for an interactive community-based street for people.

A dedicated email address for the design competition was established and city staff received and answered over 400 emails.

ShapeLAB

The City partnered with Ryerson University to facilitate a design build competition for students. This initiative was an opportunity for students to learn about placemaking as well as implementing projects within the right of way. Four teams were chosen to build their designs.

Stakeholder Meetings

The meetings listed in this table were focused on public realm programming and activation in the pilot corridor.

Stakeholders*	Date	Description
SLMBIA	October 3, 2017	Public realm initiatives
TEDBIA	October 5, 2017	Public realm initiatives
TEDBIA, FDBIA, SLMBIA	October 20-24, 2017	Jersey barrier art call selection
TEDBIA	December 13, 2017	Design competition update
TEDBIA	December 18, 2017	Design competition and business operated cafes
SLMBIA	December 20, 2017	Design competition and business operated cafes
TEDBIA	January 17, 2018	Business operated public spaces
TEDBIA, SLMBIA	February 20, 2018	Design competition jury
TEDBIA	March 7, 2018	Design competition update and Business Information Session
SLMBIA	March 8, 2018	Design competition update
Businesses interested in operating a public space or cafe	March 20, 2018	Business Information Session: application and permit process for business operated public space and cafes, design guidelines, and operating requirements

*Please note that TEDBIA assisted in communicating with the businesses between Bathurst and Spadina.

Stakeholder Communications

Stakeholders*	Date	Description
TEDBIA	December 4, 2017	Collaborated with TEDBIA on letter to businesses regarding curb lane activation
TEDBIA, SLMBIA	January 23, 2018	Design competition and claiming abutting spaces
Businesses interested in operating a public space or cafe	March 15, 2019	Update on Outdoor Cafés & Public Installations in the Curb Lane Public Spaces report and invitation to Business Information Session

*Please note that TEDBIA assisted in communicating with the businesses between Bathurst and Spadina.

3. Engagement with Stakeholders to Address Localized Concerns

The following list describes localized issues and requests from business owners during the pilot period. The 'outcome' column identifies if the request was accommodated and provides a rationale for when the request could not be accommodated.

Name/Organization	Request	Outcome
St. James Cathedral, 106 King Street East	Passenger Loading Zone, Accessible Loading Zone	Implemented
Albany Club, 91 King Street East	Accessible Loading Zone, Commercial Loading Zone, Taxi	Implemented
The Metropole Condos, 7 King Street East	Accessible Loading Zone, Commercial Loading Zone	Implemented
B. Good, 10 King Street East	Commercial Loading Zone	Implemented
Mirvish/TEDBIA, 300-260 King Street West	Convert Passenger Loading Zone to Commercial Loading Zone	Implemented
Kit Kat, 297 King Street West	Commercial Loading Zone	Implemented
Mountain Equipment Coop, 400 King Street West	Commercial Loading Zone	Implemented
St. Andrews Church, 73 Simcoe Street	Standing Prohibition Sign	Implemented
500 King Street West	Commercial Loading Zone	Implemented
BMO/FDBIA, 100 King St West	Accessible Loading Zone, Commercial Loading Zone	Implemented
580 King Street West	Commercial Loading Zone	Implemented
Indigo, 468 King Street West	Commercial Loading Zone	Implemented
Masseria, 577 King Street West	Public Space Area or Commercial Loading Zone	Not implemented because of TTC stop in front
Penelope, 225 King Street West	Passenger Loading Zone	Not implemented as location is currently

		used by Ziggy installation (nearest loading zone is across the street at Princess of Wales)
St. Louis Bar and Grill, 92 King Street East	Rectangular planters constantly being moved by delivery trucks	Implemented a temporary installation and removed the rectangular planters
Weslodge, 480 Street West	Public Space Area for establishing a café	Implemented
Perfect Leather, 555 King Street West	Public Seating Area to mitigate illegal loading	Implemented