



*DRAW THE LINE*  
TORONTO WARD BOUNDARY  
REVIEW

# PROJECT WORKPLAN, CIVIC ENGAGEMENT & PUBLIC CONSULTATION STRATEGY *PRESENTATION TO EXECUTIVE COMMITTEE*

MAY 27, 2014

---

*Canadian Urban Institute in association with Beate Bowron Etcetera Inc. and The Davidson Group Inc.*

INDEPENDENT  
OBJECTIVE  
NEUTRAL

- Review of geographical boundaries of City wards
- Not about City governance

# WHY?

- Current ward populations unbalanced
- Significant variance among large and small wards
- Principle of effective representation not met

# EFFECTIVE REPRESENTATION

- Voter parity (rep-by-pop)
- Communities of interest/neighbourhoods
- Natural/physical boundaries
- Ward history
- Recent and projected population growth

# TWBR BUILDING BLOCKS

- Research
- Advisory Panel
- Civic Engagement
- Consultation
- Options
- Recommendations

*ROUND 1 - CIVIC  
ENGAGEMENT  
INPUT*

- Communications & social media
- Master Contact Database
- TWBR website
- City of Toronto webpage
- Background & Discussion Guide
- Input Survey

*ROUND 1 - PUBLIC  
& STAKEHOLDER  
CONSULTATION  
INPUT*

- Interviews with members of Council
- Stakeholder interviews
- 12 public meetings, 3 per Community Council area

*ROUND 2 – CIVIC  
ENGAGEMENT  
FEEDBACK*

- Summary of Options
- Feedback Survey
- Continuation of website and social media activity



*ROUND 2 – PUBLIC  
& STAKEHOLDER  
CONSULTATION  
FEEDBACK*

- Interviews with members of Council
- Meetings with school boards
- 12 public meetings, 3 per Community Council area

# TIMING

ROUND 1	
CIVIC ENGAGEMENT	JUNE 2014 – FEBRUARY 2015
INTERVIEWS WITH MEMBERS OF COUNCIL	JUNE 2014 – OCTOBER 2014
STAKEHOLDER INTERVIEWS	SEPTEMBER 2014 – JANUARY 2015
12 PUBLIC MEETINGS	DECEMBER 2014 – FEBRUARY 2015
BRIEFING NEW MEMBERS OF COUNCIL	JANUARY 2015

# TIMING

ROUND 2	
OPTIONS	APRIL 2015
CIVIC ENGAGEMENT	MAY 2015 – NOVEMBER 2015
INTERVIEWS WITH MEMBERS OF COUNCIL	JUNE – SEPTEMBER 2015
SCHOOL BOARD MEETINGS	JUNE – SEPTEMBER 2015
12 PUBLIC MEETINGS	SEPTEMBER – NOVEMBER 2015

# TIMING

FINAL REPORT	MARCH 2016
SUBMISSION OF FINAL REPORT TO EXECUTIVE COMMITTEE & COUNCIL	APRIL – MAY 2016



*DRAW THE LINE*  
TORONTO WARD BOUNDARY  
REVIEW

THANK YOU.

---

*Canadian Urban Institute in association with Beate Bowron Etcetera Inc. and The Davidson Group Inc.*