

2 Public and Stakeholder Consultation

Introduction

- 2.1 The Public and Stakeholder Consultation Program undertaken to deliver the EA Study is outlined in this chapter of the ESR. The MCEA process provides a decision-making framework that enables the requirements of the EA Act to be met effectively. The Class EA process sets a framework that is flexible so that proponents can customize it to address the needs of each project. Public consultation and engagement have formed an integral component of the EA Study’s development.

Public and Stakeholder Consultation Program

- 2.2 A multi-faceted consultation approach was implemented throughout the EA Study targeting key stakeholders and the general public through complementary communication and promotion, as well as inclusive consultation activities.
- 2.3 Three public meetings, three online questionnaires, and seven Stakeholder Advisory Group (SAG) meetings were held over the course of the study. Over 60 individual stakeholder meetings with specific organizations or groups (e.g., property owners, businesses, third-party proposal proponents, community organizations, etc.) were held with the Project Team throughout the development of the EA Study. Outreach efforts were broad in nature and included: notices issued through a variety of channels (i.e., mail-drop, media releases, social media, e-updates to project mailing list), a regularly updated project web page, project videos, and an email and phone account providing for one-window communication opportunities between the public and the Project Team.

Three Rounds of Consultation

- 2.4 The Project Team was committed to engaging stakeholders in a meaningful way that was transparent, inclusive, contemporary, and accountable. The EA Study included three rounds of public consultation, implemented in alignment with various phases of the study, to ensure multiple opportunities for participation.
- 2.5 Table 2-1 provides the general timeframe for each round of consultation and a summary of key consultation activities that were completed.

Table 2-1: Overview of Public Consultation by Round

Study Phase	Consultation Round	Consultation Activities	Purpose of Consultation
Phase 1: Winter 2018		<ul style="list-style-type: none"> Stakeholder Advisory Group Meeting #1 	Seek feedback on the Problem & Opportunity Statement
Phase 2: Spring 2018- Fall 2019	Round One	<ul style="list-style-type: none"> Notice of Study Commencement Stakeholder Advisory Group Meeting #2 Public Meeting #1 Project E-Blast #1, #2 Project Video #1 	Round One introduced the project to the public and presented a long-list of street design options and draft evaluation criteria. Over 3,000 individuals were engaged.
	Round Two	<ul style="list-style-type: none"> Stakeholder Advisory Group Meeting #3 and #4 Interim Report to IEC 	Round Two featured discussions and feedback on the four Alternative Solutions including

Study Phase	Consultation Round	Consultation Activities	Purpose of Consultation
		<ul style="list-style-type: none"> Design Review Panel Presentation Public Meeting #2 Project E-Blast #3-#5 Project Video #2 	an evaluation of the preliminary preferred Alternative Solution. Over 3,000 individuals were engaged.
Phase 3: Winter 2019/20	Round Three	<ul style="list-style-type: none"> Stakeholder Advisory Group Meeting #5 and #6 Design Review Panel Presentation Public Meeting #3 Project E-Blast #6-#12 Project Video #3 	Round Three featured discussion and feedback on the Recommended Design Concept based on the preferred Alternative Solution. Over 1,300 individuals were engaged.
Phase 4: Winter 2020/21	Round Three – Part 2	<ul style="list-style-type: none"> Stakeholder Advisory Group Meeting #7 Report to IEC and Council 	Refinements to the Recommended Design Concept (thereafter referred to as the Preferred Design Concept) Final EA Report 30-day Public Review

Communications Activities

Notice of Commencement

- 2.6 In accordance with the requirements for a Schedule C Municipal Class EA, a Notice of Commencement for the EA Study was issued on April 15, 2019. The Notice of Commencement formally announced the project start-up, described the purpose of the study, and provided information on how to learn more and participate in the process.

Project Notifications

- 2.7 Project notifications were used to inform members of the public, stakeholders, review agencies and Indigenous communities about upcoming consultation opportunities at key stages in the project. Notifications were provided through different mechanisms as requested by the specific stakeholders, mandated by the EA process, or determined by the Project Team and included:
- Flyer distribution by Canada Post to addresses across the study area bound by King Street, University Avenue, Roxborough Drive and Jarvis Street (approximately 98,000 households and businesses received flyers as unaddressed ad-mail).
 - Social Media: Twitter (@CityofToronto, @TO_Transport), Facebook (City of Toronto), Instagram (@CityofTO)
 - Advertisements in NOW Magazine
 - Emails to Stakeholder Advisory Group Members
 - E-updates to project contact list

Videos

- 2.8 Promotional videos were released for each round of consultation with a call-to-action encouraging participation in the study. Videos were shared on social media and the project web page.

- 2.9 Due to COVID-19 restrictions, an online briefing video was prepared and posted on the project web page prior to public meeting #3 to provide an additional format for participants to learn about the Recommended Design Concept.

Social Media

- 2.10 Twitter, Instagram, and Facebook were used as promotional tools during the consultation process to increase awareness about the study and to encourage broad participation. Social media posts were used to advertise the public meetings and opportunities to participate online.

Posters, Postcard Distribution, Billboards, Street Decals

- 2.11 Prior to each public meeting, posters were placed in nearby community centres and libraries and postcards were distributed at local events, venues and through stakeholders. Billboard advertisements were also displayed at various roadside locations around the City of Toronto.

Media Stories

- 2.12 Media stories were published before each public consultation event to encourage participation from a broad audience. Media outlets which featured media stories on the study included:

- BlogTO
- Daily Hive
- Narcity
- Ryerson City Building Institute
- Urban Toronto
- Toronto Star
- The Globe and Mail
- CBC Toronto
- TVO
- Toronto Life
- NewsTalk 1010
- NOW Magazine (paid)

Project Web Page

- 2.13 The yongeTOmorrow web page (toronto.ca/yongeTOmorrow) was launched at the time of project initiation and was maintained on the City of Toronto's website. It served as a central portal for all information and engagement activities for the EA Study. The web page included general information about the study, news and project updates, relevant documents and consultation resources, project videos, information about consultation events, opportunities to provide feedback, meeting and consultation reports, and contact information.

Project Email List

- 2.14 Throughout the study, a project email list was maintained with approximately 676 subscribers. Those on the mailing list received notices of meetings and public consultation as well as study updates, as outlined in Table 2-2.

Table 2-2: Overview of yongeTOmorrow E-blast List and Transmission Dates

Study Phase	Round	E-blast Number	Transmission Dates
Phase 2: Spring 2018-Fall 2019	Round One <ul style="list-style-type: none"> NoC, PIC 1 IEC (Oct 17) 	<ul style="list-style-type: none"> Project E-Blast #1 Project E-Blast #2 	April 24, 2019 October 9, 2019
	Round Two <ul style="list-style-type: none"> NoC, PIC 2 Business Drop-in COVID Update 	<ul style="list-style-type: none"> Project E-Blast #3 Project E-Blast #4 Project E-Blast #5 	November 7, 2019 January 10, 2020 March 19, 2020
Phase 3: Winter 2020-Spring 2021	Round Three <ul style="list-style-type: none"> Public Event #3 Event Reminder Questionnaire Reminder + Extension R3 Summary Report + IEC Report to Council Letter from GM IEC endorses Council adopts 	<ul style="list-style-type: none"> Project E-Blast #6 Project E-Blast #7 Project E-Blast #8 	Sept 2, 2020 Sept 15, 2020 Sept 30, 2020
		<ul style="list-style-type: none"> Project E-Blast #8 Project E-Blast #9 Project E-Blast #10 Project E-Blast #11 Project E-Blast #12 	Dec 2, 2020 Dec 24, 2020 Jan 8, 2021 Jan 28, 2021 Feb 11, 2021
Phase 4: Fall 2021	Notice of Completion		

Project Launch Event

2.15 A project launch event was held on May 3, 2019 at Yonge-Dundas Square to inform the public about the study and generate interest from a broad audience. The event included the viewing of Project Video #1, a performance by Unity Break Dancers, and remarks from Donald Corbiere from the City’s Indigenous Affairs Office, local Councillor Kristyn Wong-Tam and Barbara Gray, the General Manager of Transportation Services. During the event, participants were encouraged to provide input by completing a questionnaire and speaking with Project Team members.

Notice of Completion

2.16 At the end of Phase 4 of the EA Study, a Notice of Completion will be issued per the guidelines for a Schedule C Municipal Class EA. The Notice of Completion constitutes the final mandatory point of contact with the public, provides notice of the filing of the ESR and contains the date of the start of the 30-day public review period.

Consultation Activities

2.17 The following consultation activities were implemented to ensure broad participation from key stakeholders and members of the public during each round of consultation.

Indigenous Engagement

2.18 Given the Study Area and lack of impact to both natural features and archeological resources, the MECP did not identify need for separate notification to Indigenous Communities on the yongeTOmorrow Class EA. MECP also noted that nothing should prevent the City from reaching

out to Indigenous Communities with whom they have an established relationship or with whom they are seeking to develop a relationship to get their input and ideas associated with this EA Study.

- 2.19 The Mississaugas of the Credit First Nation (MCFN) were contacted by the Project Team at key milestones throughout the study process and given the downtown context, expressed a low level of concern with the project. The City of Toronto recognizes that the study area is within MCFN treaty land. A summary of Indigenous Engagement with MCFN is provided in Table 2-3.
- 2.20 The project team also reached out to the City of Toronto's Indigenous Affairs Office (IAO) for feedback and advice on the study. Donald Corbiere from IAO participated in both the Project Launch and Stakeholder Advisory Group.

Table 2-3: Overview of Correspondence with Mississaugas of the Credit First Nation

Study Phase	Registered Mail	Email	Response
Initial Contact: Notice of Commencement & Public Event #1	04/26/2019	04/25/2019 and 04/29/2019	04/26/2019
Notice of Public Event #2	11/07/2019	11/07/2019	
Notice of Public Event #3	n/a	10/09/2020	

Stakeholder Advisory Group

- 2.21 A Stakeholder Advisory Group (SAG) was formed at the outset of the study and included members from approximately 40 key interest groups including Business Improvement Areas, Resident Associations, research and advocacy groups, educational institutions, landowners, and other stakeholders. The mandate of the SAG was to provide an ongoing forum for advice and guidance to the Project Team at key points during the study. The SAG comprised of representatives from the following organizations:

- Bridge Co. Foods, McDonald’s on Yonge
- BA Group (Independent Transportation Consultants to Cadillac Fairview, Great Eagle, Cresford, and St Michaels Hospital)
- Bay Cloverhill Community Association
- BentallGreenOak
- Cadillac Fairview
- Canada Post
- Canderel
- Church of the Holy Trinity
- Church Wellesley Neighbourhood Association
- Church Wellesley Village BIA
- City of Toronto Indigenous Affairs Office
- City of Toronto Senior’s Forum
- Cresford Developments
- Cycle Toronto
- Downtown-Yonge BIA
- Elgin and Winter Garden Theatre Centre
- Greater Yorkville Residents Association
- Goodmans LLP legal consultant for Great Eagle Holdings and Chelsea redevelopments
- HNR Properties
- Margaret’s House
- Massey Hall
- McGill Granby Village Residents Association
- Milkin Holdings Limited
- Mirvish Productions
- Ryerson City Building Institute
- Ryerson University, Facilities Management and Development
- St. Lawrence Market Neighbourhood BIA

- St. Lawrence Neighbourhood Association
- St. Michael’s Cathedral Basilica and Cathedral Block Master Plan
- St. Michael’s Choir School
- The David Suzuki Foundation
- Toronto Camera Centres Limited
- Toronto Financial District BIA
- Toronto Skateboarding Committee
- Toronto Youth Cabinet, City of Toronto
- Walk Toronto
- YMCA
- Yonge Suites / Firkin on Yonge
- Yonge-Dundas Square
- Councillor Kristyn Wong-Tam’s Office

2.22 A total of seven SAG meetings were convened during the study, as summarized in the table below. Each meeting included a presentation by the Project Team and a facilitated discussion period. Handout materials and comment sheets were used to share information and capture feedback at each meeting.

Table 2-4: Overview of Stakeholder Advisory Group Meetings

Meeting No.	Meeting Date	Purpose
1	July 30, 2018	Introduce the study purpose, process, and timelines. Present preliminary vision, opportunity statement, and objectives, and discuss Alternative Solutions and seek feedback.
2	April 1, 2019	Report on study progress, present draft long list of Alternative Solutions and provide opportunities for questions and feedback.
3	July 18, 2019	Report on study progress and Round One Consultation feedback. Receive feedback on the evaluation criteria and recommendations of a short list of Alternative Solutions.
4	September 24, 2019	Receive feedback on the application of street design options (short-list) to different blocks of Yonge Street and the preliminary preferred Alternative Design Concept.
5	February 25, 2020	Present and receive feedback to inform refinements to the emerging preferred Alternative Design Concept.
6	July 9, 2020	Provide a project update in light of recent events and hear from participants about the effects of the COVID-19 pandemic (i.e. physical distancing requirements, economic support & recovery) and other ongoing events and conversations (i.e. race & equity, crime prevention & policing, mental & physical health needs).
7	December 9, 2020	Present refinements to the Recommended Design Concept (thereafter referred to as the Preferred Design Concept) and provide an update on the next steps for the study.

2.23 Summaries of each SAG meeting, including feedback provided by SAG members, can be found in Appendix A.

Public Meetings

2.24 Public meetings were held during each round of consultation to obtain feedback on the work completed during each phase of the EA. The public meetings were designed to encourage broad participation through a variety of formats.

- 2.25 The first two public meetings followed a similar drop-in format where members of the public were able to view display panels and handouts, have conversations with the Project Team, and share feedback by completing a questionnaire (available in print and online) and posting comments directly onto display panels.
- 2.26 The third public meeting was adapted due to COVID-19 restrictions and consisted of a virtual presentation followed by a question and answer period that was held online or by telephone. This was accompanied by an Online Information Package and Online Project Briefing which was made available on the project web page in advance of the event. In addition, printed information materials were also available at Central YMCA, 20 Grosvenor Street (September 3 to October 5, 2020). The table below outlines the timing, number of participants and purpose of each public meeting.

Table 2-5: Overview of Public Meetings

Meeting No.	Meeting Date	No. of Participants	Purpose
1	May 9, 2019	161	Introduce the study and provide a long list of Alternative Solutions for consideration and comment.
2	November 21, 2019	170	Present and seek feedback on a short list of Alternative Solutions with an identified preliminary preferred Alternative Solution for the re-design of Yonge Street.
3	September 16, 2020	206	Present and seek feedback on the Recommended Design Concept for Yonge Street.

- 2.27 The proceedings from the public meetings held during each round of consultation are available in Appendix A.

Online Questionnaires

- 2.28 Each round of consultation included an online questionnaire delivered via MetroQuest as a means to communicate project details and gather feedback on current and future priorities, street design options, and the Recommended Design Concept. Each questionnaire also included open-ended questions to allow participants to share additional feedback or comments. A total of 7,444 responses were received through this channel of communication.

Business Stakeholder Drop-In Event

- 2.29 On January 14, 2020, the Project Team hosted a drop-in event for property/business owners and managers to present information on the short list of Alternative Solutions including the preliminary Preferred Alternative Solution for the yongeTOmorrow study, answer questions of clarification and seek feedback and advice. Approximately 47 people participated in the event.

Design Review Panel

- 2.30 The Design Review Panel (DRP) is comprised of professional architects, landscape architects, urban designers and engineers who provide advice to city staff in matters that impact the public realm. The Project Team met with the DRP two times during the yongeTOmorrow study (November 7,

2019, September 17, 2020) to seek their advice in developing the Alternative Design Concepts for the preliminary preferred Alternative Design Concept as well as how the Recommended Design Concept supports the Project Objectives.

Individual Stakeholder Meetings

2.31 Individual meetings with specific organizations or groups (e.g., property owners, businesses, community organizations, etc.) were held with the Project Team throughout the EA Study and were an important component of the consultation process. The goal of these meetings was to ensure that there was a broad understanding of the Project Objectives of the EA Study, to obtain input on detailed components of the Alternatives Solutions and Alternative Design Concepts being considered and to collaboratively resolve issues and concerns. The Project Team held over 60 meetings with stakeholders over the course of the study. A list of meetings with stakeholders is provided in the table below.

Table 2-6: List of Stakeholder Meetings During Each Round of Consultation

Consultation Round	Stakeholder	Meeting Date
One	Downtown Yonge Business Improvement Area (BIA)	July 26, 2018
		September 19, 2018
		September 28, 2018
		November 15, 2018
		December 6, 2018
		January 22, 2019
Two	CF Toronto Eaton Centre	June 11, 2019
		August 8, 2019
		September 13, 2019
	Cycle Toronto	July 17, 2019
		September 17, 2019 October 8, 2019
	Downtown Yonge BIA	September 11, 2019
		September 28, 2019
	Open Streets Event	September 15, 2019
	Toronto Skateboard Committee	October 30, 2019
	Downtown East Action Plan, Toronto Public Health	November 6, 2019
	Toronto Youth Cabinet	November 14, 2019
	Uber	November 14, 2019
	Canada Post, Government Relations Canada Post, Real Estate, Operations	November 20, 2019
January 7, 2020		
Councillor Wong-Tam, CycleTO, WalkTO, 8-80 Cities	December 2, 2019	
Yonge-Dundas Square Board Meeting Follow up with YDS Board Treasurer, Mr. Roach	December 5, 2019	
	January 15, 2020	

Consultation Round	Stakeholder	Meeting Date
	Yonge-Dundas Square	January 22, 2020
	Great Eagle, Chelsea Hotel re. 33 Gerrard Street Development Site	December 10, 2019
	Ryerson, Real Estate and Facilities/Operations	January 6, 2020
	Bentall Green Oak, 10 Dundas Street East	January 15, 2020
	Consulate of Sweden	January 27, 2020
	The Thornton-Smith Building, 340 Yonge Street	January 27, 2020
	Salad King, 340 Yonge Street	January 27, 2020
	HNR Development, 21 Dundas Square	January 27, 2020
	Little Canada Attraction for 10 Dundas Street East	January 28, 2020
Three	The Lalani Group, 335 Yonge Street	February 4, 2020 March 20, 2020 October 7, 2020
	Milkin, 7 Dundas Square	February 5, 2020
	Ed Mirvish Theater, 244 Victoria Street	February 7, 2020
	Bridge Co. Foods, McDonald's on Yonge, 356 Yonge Street	February 10, 2020
	St. Michaels Hospital and BA Group	February 19, 2020
	City Sightseeing Toronto	February 19, 2020
	Triovest, Atrium on Bay, 595 Bay Street	March 4, 2020
	CF Toronto Eaton Centre	March 6, 2020 October 29, 2020 February 9, 2021
	Cresford, Great Eagle, Chelsea Hotel, BA Group, 363-391 Yonge Street	March 20, 2020
	Downtown Yonge BIA	May 7, 2020 November 3, 2020 December 3, 2020 December 14, 2020 July 14, 2021
	Consortium Representatives, Sussex Strategies, Branded Cities	October 5, 2020
	Arron Barberian, Barberian Steakhouse, 7 Elm Street	October 8, 2020
	Great Eagle, Chelsea Hotel re. 33 Gerrard Street Development Site	July 16, 2020 October 14, 2020 October 23, 2020

Consultation Round	Stakeholder	Meeting Date
	Development Application Public Meeting for 378 Yonge Street	November 30, 2020
	Development Application Public Meeting for 335 Yonge Street	December 1, 2020
	Astral Out-of-Home	November 25, 2020
	Toronto Accessibility Advisory Committee (TAAC)	December 1, 2020
	TTC Advisory Committee on Accessibility Transit (ACAT)	December 21, 2020

Technical Advisory Committee

2.32 A Technical Advisory Committee was formed consisting of representatives from various City of Toronto divisions and partner agencies with the purpose of providing review, comment, and advice throughout the EA process. The TAC met six times at key stages of the project, as outlined below. Representation on the TAC included:

- Municipal Licensing & Standards
- Office of Emergency Management
- Shelter Support & Housing
- Solid Waste Management
- Toronto Community Housing
- Toronto Fire Services
- Toronto Paramedic Services
- Toronto Parking Authority
- Toronto Police Services
- Toronto Public Health
- Toronto Transit Commission
- Toronto Water
- Urban Forestry

Table 2-7: Overview of Technical Advisory Committee Meetings

Meeting No.	Meeting Date	Purpose
1	March 6, 2019	Provide a project overview, present, and discuss existing conditions, Alternative Solutions and the evaluation framework, and opportunities for public engagement.
2	August 15, 2019	Present and discuss the evaluation of long list of Alternative Solutions and emerging preferred Alternative Solution.
3	September 16, 2019	Presentation of emerging Alternatives Design Concepts, further discussion on cycling options on University Avenue.
4	October 9, 2019	Present a summary of feedback received during Stakeholder Advisory Group meeting #4.

5	February 13, 2020	Presentation of impacts on TTC operations from Alternative Design Concepts. Discussion on trees, cycling, gate design and operation.
6	July 30, 2020	Provide an overview of the presentation for SAG meeting #6 and a recap of stakeholder feedback received to date.

Review Agencies

The following review agencies have been consulted as part of this process:

- Association Conseil des écoles Catholiques du Centre-Est
- Enbridge Gas Distribution
- Environment Canada, Great Lakes and Corporate Affairs
- GO Transit and Metrolinx
- Greater Toronto Airport Authority
- Hydro One Networks Inc.
- Ministry of Advanced Education, Skills & Training
- Ministry of Colleges and Universities
- Ministry of Economic Development, Job Creation and Trade
- Ministry of Education
- Ministry of Energy, Northern Development and Mines
- Ministry of Environment, Conservation and Parks
- Ministry of Heritage, Sport, Tourism and Cultural Industries
- Ministry of Transportation
- Ontario Provincial Police
- Toronto Catholic District School Board
- Toronto District School Board
- Toronto Fire Services
- Toronto Paramedic Services
- Toronto Police Services
- Toronto Public Health
- Transport Canada

Summary of Consultation Responses

- 2.33 Appendix A of this ESR consists of the Public Consultation Report that serves as the consultation record for the EA Study. It documents more detailed comments, including comments received in writing or verbally throughout the duration of the project.