

Appendix H to Staff Report PB-04-18. Public Engagement Summary

| Public Engagement / Communication | | Date | Stats |
|--|---|------------------------|---|
| Notifications and Newsletters | Official Plan Review/New Official Plan Updates | Apr-2012 to Feb 2018 | 68 Updates sent to date |
| | Official Plan Review email subscribers | Apr-2012 to Feb 2018 | 1,600 active subscribers |
| | Grow Bold Newsletter Email List subscribers | Nov-2017 to Feb 2018 | 291 active subscribers |
| | Mobility Hubs Study Newsletter Email notifications | May 2017 - Feb 2018 | 1597 notifications |
| | Mobility Hubs Study Mailings (Canada Post) | April – Sept 2017 | 23,531 notifications |
| | Grow Bold Social Media posts | Nov-2017 to Feb 2018 | 59 Posts |
| | Grow Bold Social Media impressions and engagements | Nov-2017 to Feb 2018 | 181,620 impressions and 1,191 engagements |
| Reports to Council | Official Plan Review and New Official Plan Staff Reports to Council (see Appendix F to Report PB-04-18) | Dec. 2011 to Feb. 2018 | 42 Reports |
| Council Workshops | Special Meeting of Council regarding scope | 7-May-2012 | Council Members and Staff |
| | Council Workshop on the Downtown | 28-Mar-2013 | |
| | Council Workshop on Employment Lands | 6-May-2014 | |
| | Council Workshop on Mobility Hubs | 16-Jun-2014 | |
| | Council Workshop on Commercial Lands | 7-Jul-2014 | |
| | Council Workshop on Intensification 1 | 2-Apr-2015 | |
| | Council Workshop of Intensification 2 | 28-Apr-2015 | |
| | Council Workshop on Intensification (Strategic Plan) | 16-Oct-2015 | |
| Official Plan Review Background Studies and Policy Directions | Soft Launch Official Plan Open House 1 | 1-May-2012 | 100 attendees |
| | Soft Launch Official Plan Open House 2 | 3-May-2012 | 100 attendees |
| | Downtown Visioning Workshop | 7-Nov-2012 | 100 attendees |
| | Rural Summit | 19-Jan-2013 | 126 attendees |
| | Employment Lands Stakeholder Session | 19-Mar-2013 | 14 attendees |
| | Character Area Study – Indian Point Workshop 1 | 2-Apr-2013 | 25 attendees |
| | Character Area Study – Roseland Workshop 1 | 1-May-2013 | 67 attendees |
| | Highway 403 & Waterdown Road Meeting | 13-May-2013 | 20 attendees |
| | Character Area Study – Indian Point Workshop 2 | 5-Jun-2013 | 9 attendees |

| Public Engagement / Communication | Date | Stats | |
|--|---|-------------|---------------|
| Official Plan Review Background Studies and Policy Directions | Commercial Strategy Study - Car Dealership Stakeholder Meeting 1 | 15-Jul-2013 | 13 attendees |
| | Character Area Study – Roseland Workshop 2 | 25-Jun-2013 | 28 attendees |
| | Commercial Strategy Study – Downtown Stakeholder Meeting | 12-Sep-2013 | 5 attendees |
| | Commercial Strategy Study – City-Wide Stakeholder Meeting | 12-Sep-2013 | 10 attendees |
| | Mobility Hubs Opportunities & Constraints Study - Public Session 1 | 10-Sep-2013 | 30 attendees |
| | Event: Transforming Aldershot | 10-Oct-2013 | 25 attendees |
| | Commercial Strategy Study - Car Dealership Stakeholder Meeting 2 | 18-Oct-2013 | 13 attendees |
| | Character Area Study – Roseland Working Committee Meeting | 26-Nov-2013 | 7 attendees |
| | Character Area Study – Indian Point Working Committee Meeting | 11-Dec-2013 | 4 attendees |
| | Character Area Study – Indian Point Final Workshop | 29-Jan-2014 | 16 attendees |
| | Mount Nemo Preliminary Study PIC 1 | 10-Feb-2014 | 86 attendees |
| | Character Area Study – Roseland Final Workshop | 11-Feb-2014 | 27 attendees |
| | Mobility Hubs Opportunities & Constraints Study - Public Session 2 | 12-Feb-2014 | 30 attendees |
| | Accessory Drive Through – Stakeholder Meeting 1 | 18-Feb-2014 | 19 attendees |
| | Mount Nemo Preliminary Study PIC 2 | 30-Apr-2014 | 100 attendees |
| | Commercial Strategy Study: Workshop with members of Burlington Downtown Business Association Board of Management | 7-May-2014 | 8 attendees |
| | Commercial Strategy Study: Downtown walking tour with members of Burlington Downtown Business Association Board of Management | 18-Jun-2014 | 8 attendees |
| | Character Area Study – Shoreacres South Community Meeting | 29-Jul-2014 | 63 attendees |
| | Information Session 1 for landowners and stakeholders who made an employment conversion request | 27-Aug-2014 | 13 attendees |
| | Information Session 2 for landowners and stakeholders who made an employment conversion request | 19-Sep-2014 | 4 attendees |
| | Character Area Study – Indian Point Neighbourhood Meeting | 14-Jan-2015 | 13 attendees |
| | Character Area Study – Roseland Neighbourhood Meeting | 22-Jan-2015 | 46 attendees |
| | Plains Road East Community Consultation | 24-Mar-2015 | 94 attendees |
| | Accessory Drive Through – Stakeholder Meeting 2 | 7-May-2015 | 19 attendees |
| | Destination Downtown Workshop 1 | 13-May-2015 | 100 attendees |
| | Destination Downtown Workshop 2 | 27-May-2015 | 100 attendees |

| Public Engagement / Communication | Date | Stats | |
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| | Destination Downtown Workshop 3 | 10-Jun-2015 | 100 attendees |
| Official Plan Review Background Studies and Policy Directions | Character Area Study – Shoreacres South Walking Tour and Drop-in Open House | 29-Jun-2015 | 50 attendees |
| | Character Area Study – Shoreacres South Community Workshop | 6-Oct-2015 | 60 attendees |
| | Character Area Study – Shoreacres South Community Open House and Public Meeting | 3-Nov-2015 | 50 attendees |
| | Mount Nemo & Rural OPR Update | 2-May-2016 | 66 attendees |
| | Character Area Study – Open House 1, Art Gallery of Burlington | 17-Oct-2016 | 8 attendees |
| | Character Area Study – Open House 2, Robert Bateman High School | 18-Oct-2016 | 8 attendees |
| | Character Area Study – Open House 3, City Hall | 21-Oct-2016 | 8 attendees |
| New Official Plan Project and Mobility Hub Area Specific Planning | Information Session on Mobility Hubs Study: Burlington Downtown Business Association (BDBA) | 1-Mar-2017 | 12 attendees |
| | Youth Engagement: No Socks for Ivan (ages 12 - 18) | 31-Mar-2017 | 26 attendees |
| | Agency Kickoff meeting (Region of Halton, Conservation Halton, Niagara Escarpment Commission) | 10-Apr-2017 | 15 attendees |
| | Mobility Hubs Launch Event | 12-Apr-2017 | 50 attendees |
| | Meeting with Housing and Development Liaison Committee (Development Community) | 13-Apr-2017 | 6 attendees |
| | Youth Engagement: Hayden High School (High school students) | 19-Apr-2017 | 45 attendees |
| | Ward 5 meeting (Burlington residents) | 20-Apr-2017 | 3 attendees |
| | Downtown Mobility Hub Visioning Workshop | 20-Apr-2017 | 70 attendees |
| | Mobility Hubs Coffee Consultation 1 | 21-Apr-2017 | 6 attendees |
| | Mobility Hubs Coffee Consultation 2 | 22-Apr-2017 | 0 attendees |
| | Mobility Hubs Coffee Consultation 3 | 24-Apr-2017 | 0 attendees |
| | Youth Engagement: Aldershot School (High school students) | 24-Apr-2017 | 45 attendees |
| | Meeting with Agricultural Committee (Farmers) | 24-Apr-2017 | 5 attendees |
| | Ward 3 meeting (Burlington residents) | 25-Apr-2017 | 30 attendees |
| | Mobility Hubs Coffee Consultation 4 | 26-Apr-2017 | 6 attendees |
| Meeting with BILD - Halton Chapter (Development Community) | 26-Apr-2017 | 25 attendees | |
| Mobility Hubs Coffee Consultation 5 | 28-Apr-2017 | 4 attendees | |

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|--|--|-------------------|-------------------|
| | Mobility Hubs Stakeholder Open House 1 | 2-May-2017 | 0 attendees |
| | Mobility Hubs Stakeholder Open House 2 | 4-May-2017 | 4 attendees |
| New Official Plan Project and Mobility Hub Area Specific Planning | New Official Plan Open House: South Burlington (Burlington residents) | 11-May-2017 | 5 attendees |
| | Event: Tree Planting, Ward 6 (Burlington residents) | 13-May-2017 | 30-50 attendees |
| | Meeting with Hamilton Halton Home Builders Association (HHHBA) on Mobility Hub Study | 15-May-2017 | 10 attendees |
| | Meeting with Region of Halton (Agency) | 16-May-2017 | 15 attendees |
| | New Official Plan Open House: North Burlington (Burlington residents) | 17-May-2017 | 15 attendees |
| | Meeting with Niagara Escarpment Commission -NEC- (Agency) | 23-May-2017 | 1 attendee |
| | Focus Group: City Hall | 24-May-2017 | 20 attendees |
| | Meeting with Conservation Halton (Agency) | 25-May-2017 | |
| | Meeting with Hamilton Halton Home Builders Association (HHHBA) on Mobility Hub Study | 26-Jun-2017 | 10 attendees |
| | Event: Let's Live Green (Burlington residents) | 27-May-2017 | 40-50 attendees |
| | Event: Bike to work day (City staff and Burlington residents) | 29-May-2017 | 10 attendees |
| | Meeting with development stakeholders (Development Community) | 30-May-2017 | 10 attendees |
| | Ask a Planner: Planning Consultants Stakeholder Session | 31-May-2017 | 15 attendees |
| | Drop in session: South Burlington (Burlington residents and stakeholders) | 31-May-2017 | 8 attendees |
| | Event: BOMBA Picture Day, Mainway Arena (Burlington residents) | 3-Jun-2017 | 10-20 attendees |
| | Event: Kite Festival (Burlington residents) | 4-Jun-2017 | 200 attendees |
| | Ward 1 meeting: Focused on Cooke and Filmandale (Burlington residents) | 5-Jun-2017 | 70 attendees |
| | Event: Burlington Mall (inside) Burlington residents | 8-Jun-2017 | 40-50 attendees |
| | Event: Farmer's Market, Burlington Mall - outside (Burlington residents) | 9-Jun-2017 | 100-125 attendees |
| | Drop in session: North Burlington (Burlington residents and stakeholders) | 12-Jun-2017 | 4 attendees |
| Ward 2 meeting (Burlington residents) | 13-Jun-2017 | 15 attendees | |
| Event: Sound of Music Festival (Burlington residents) | 16/17-Jun-2017 | 200-250 attendees | |
| Meeting with development stakeholders (Development Community) | 19-Jun-2017 | 10 attendees | |
| Meeting with Agricultural Committee (Farmers) | 20-Jun-2017 | 5 attendees | |

| Public Engagement / Communication | Date | Stats | |
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| | Downtown Mobility Hub Concepts Workshop | 21-Jun-2017 | 75 attendees |
| | Event: Ward 6: Love My Hood (Burlington residents) | 24-Jun-2017 | 200-250 attendees |
| | Downtown Mobility Hub Open House 1 | 28-Jun-2017 | 4 attendees |
| New Official Plan Project and Mobility Hub Area Specific Planning | Event: Canada Day Festival (Burlington residents) | 1-Jul-2017 | 200-250 attendees |
| | Downtown Mobility Hub Open House 2 | 6-Jul-2017 | 8 attendees |
| | Downtown Mobility Hub Open House 3 | 10-Jul-2017 | 6 attendees |
| | Downtown Mobility Hub Open House 4 | 13-Jul-2017 | 7 attendees |
| | Meeting with Hamilton Halton Home Builders Association (HHHBA) on Downtown Mobility Hub Precinct mapping | 31-Aug-2017 | 10 attendees |
| | Downtown Mobility Hub Preferred Concept Workshop | 7-Sep-2017 | 85 attendees |
| | Downtown Mobility Hub Preferred Concept Open House 1 | 8-Sep-2017 | 9 attendees |
| | School Board Meeting | 12-Sep-2017 | 2 attendees |
| | Downtown Mobility Hub Preferred Concept Open House 2 | 15-Sep-2017 | 9 attendees |
| | Downtown Mobility Hub Preferred Concept Open House 3 | 18-Sep-2017 | 2 attendees |
| | Mobility Hubs Study: Burlington Downtown Business Association (BEDC) Breakfast @ Innovation Center – Update on Mobility Hubs Study | 22-Sep-2017 | 20 attendees |
| | Mobility Hubs Study: Downtown Walkabout with the Burlington Downtown Business Association (BDDBA) | 4-Oct-2017 | 25 attendees |
| | North Aldershot Public Open House (Burlington residents) | 19-Oct-2017 | 10 attendees |
| | School Board Meeting | 1-Nov-2017 | 2 attendees |
| | New Official Plan Open House, Art Gallery of Burlington | 16-Nov-2017 | 20-30 attendees |
| | Meeting with Hamilton Halton Home Builders Association (HHHBA) on proposed new Official Plan | 17-Nov-2017 | 10 attendees |
| | New Official Plan Open House, City Hall | 20-Nov-2017 | 20-30 attendees |
| | New Official Plan Open House, Haber Recreation Centre | 20-Nov-2017 | 20-30 attendees |
| | Meeting with Region of Halton (Agency) | 22-Nov-2017 | 15 attendees |
| | Statutory Public Meeting, Council Chamber | 30-Nov-2017 | 21 delegations - Meeting webcast |
| School Board Meeting | 7-Dec-2017 | 2 attendees | |
| Meeting with Region of Halton (Agency) | 19-Dec-2017 | 5 attendees | |

| Public Engagement / Communication | Date | Stats | |
|--|--|-------------------|----------------------------------|
| | Planning and Development Committee of Council: <i>Rural area, agriculture, natural heritage, greenspace and mineral aggregates</i> , Council Chambers | 8-Jan-2018 | Meeting webcast |
| | Planning and Development Committee of Council: <i>Employment policies, employment conversions and the mixed use intensification area policies</i> , Council Chambers | 16-Jan-2018 | Meeting webcast |
| | Planning and Development Committee of Council: <i>Supplementary Information and Directions Regarding the Downtown</i> , Council Chambers | 23-Jan-2018 | 33 delegations - Meeting webcast |
| New Official Plan Project and Mobility Hub Area Specific Planning | Planning and Development Committee of Council: <i>Growth Management, implementation, housing and Downtown</i> , Council Chambers | 6-Feb-2018 | Meeting webcast |
| | Meeting with Engaged Citizens of Burlington - ECOB | 8-Feb-2018 | |
| | New Official Plan Open House, Haber Recreation Centre | 12-Feb-2018 | 30 attendees |
| | New Official Plan Open House, City Hall - afternoon session | 15-Feb-2018 | 50 attendees |
| | New Official Plan Open House, City Hall - evening session | 15-Feb-2018 | 30 attendees |
| | Statutory Public Meeting, Council Chamber | 27-Feb-2018 | 36 delegations - Meeting webcast |
| Policy Briefs for Comment | Uptown Policy Brief | Dec-2014 | |
| | Road Allowances Brief | Dec-2014 | |
| Consultation with Citizen Advisory Groups | Heritage Burlington – Heritage Character of the Mount Nemo Plateau | Nov. and Dec 2013 | |
| | Sustainable Development Committee – Sustainability Policy Directions | 4-Feb-2015 | |
| | Sustainable Development Committee – Official Plan Overview | 2-Mar-2015 | |
| | Sustainable Development Committee – Commercial Lands Policy Directions | 4-Mar-2015 | |
| | Sustainable Development Committee – Mobility Hubs Council Workshop Briefing Note | 25-Mar-2015 | |
| | Sustainable Development Committee – Technical Work Plan & Uptown | 1-Apr-2015 | |
| | Sustainable Development Committee – Sustainable Building and Development Guidelines | 6-May-2015 | |
| | Sustainable Development Committee - Residential and Parkland Dedication | 2-Jul-2015 | |
| | Sustainable Development Committee – Visualizing Intensification | 4-Nov-2015 | |
| | Sustainable Development Committee – Planning for the Future of Burlington, A Conversation with Mary Lou Tanner | 20-Apr-2016 | |
| | Sustainable Development Committee – Employment Lands Policy Directions | 27-Apr-2016 | |
| | Sustainable Development Committee – Urban Structure and Intensification | 1-Jun-2016 | |

| Public Engagement / Communication | Date | Stats | |
|--|--|----------------|----------------------------------|
| | Sustainable Development Committee – Rural, Natural Heritage, Aggregate Resources and Cultural Heritage | 2-Nov-2016 | |
| | Heritage Burlington - OP heritage policies | 8-Dec-2016 | |
| | Heritage Burlington - OP update | 3-Jan-2017 | |
| | Heritage Burlington - OP heritage policies | 14-Feb-2017 | |
| Consultation with Citizen Advisory Groups | Sustainable Development Committee – OP release | 5-Apr-2017 | |
| | Heritage Burlington - OP heritage policies | 11-Apr-2017 | |
| | Heritage Burlington – Discussion on Mobility Hubs | 9-May-2017 | |
| | Burlington Accessibility Advisory Committee | 16-May-2017 | |
| | Integrated Transit Advisory Committee – Information session on Mobility Hubs Study | 29-May-2017 | |
| | Cycling Committee | 30-May-2017 | |
| | Sustainable Development Committee | 31-May-2017 | |
| | Sustainable Development Committee | 7-Jun-2017 | |
| | Seniors Advisory Committee | 12-Jun-2017 | |
| | Heritage Burlington - OP workshop | 13-Jun-2017 | |
| | Inclusivity Committee – Information session on Mobility Hubs Study | 16-Jun-2017 | |
| | Heritage Burlington – Downtown Land Use Concepts and OP policies | 20-Jun-2017 | |
| | Heritage Burlington - OP heritage policies | 11-Jul-2017 | |
| | Heritage Burlington - Draft Downtown precinct plan | 13-Sep-2017 | |
| | Heritage Burlington - OP update | 14-Nov-2017 | |
| | Sustainable Development Committee | 20-Dec-2017 | |
| Forum, Survey and Interview Contacts | Commercial Strategy Study Online Forum: Transforming Commercial Areas in Burlington. | Jun - Sep 2013 | 202 visits 37 ideas submitted |
| | Commercial Strategy Study On-street Visitor Intercept Survey | Fall 2012 | 296 participants |
| | Commercial Strategy Study On-line Consumer Survey | Fall 2012 | 358 participants |
| | Commercial Strategy Study Telephone Consumer Survey | Fall 2012 | 344 participants |
| | Character Area Study – Shoreacres South Stakeholder Interviews | 1-Jul-2014 | 15 Responses received |

| Public Engagement / Communication | Date | Stats | |
|-----------------------------------|---|------------------------|--|
| | Online survey 1: Grow Bold General Feedback | 6-Apr-2017 | 329 participants |
| | Official Plan Workbook Release sent to: Churches & Mosques, City advisory committees, Mom groups, Mayor's millennial committee, Student councils, Halton multi-cultural council, Chamber of Commerce, All mailing lists, Posted online. | 25-Apr-2017 | 32 workbooks completed Approx. 50-75 participants |
| | Online survey 2: Grow Bold General Feedback | 5-May-2017 | 390 participants |
| | Online survey 3: Rural Burlington Feedback | 24-May-2017 | 313 participants |
| | Online Surveys (Downtown Mobility Hub Visioning Survey and Draft Precinct Plan Online Workbook) | April – October 2017 | 251 Workbooks |
| Newspaper Ads | OPR - Notice of Special Meeting/Open House | 22-Mar to 26-Apr, 2012 | |
| | OPR - Rural Summit - City Update, Jan 2013 | 3-Jan to 10-Jan, 2013 | |
| | OPR - Rural Summit - City Update, Jan 2013 | 10-Jan to 17-Jan, 2013 | |
| | Character Area Study - City Update, Mar 2013 | 21-Mar to 28-Mar, 2013 | |
| | Character Area Study - City Update, Apr 2013 | 25-Apr to 2-May, 2013 | |
| | Commercial Strategy Study - City Update, Jun 2013 | 13-Jun to 20-Jun, 2013 | |
| | Mobility Hubs Public Consultation - City Update, Aug 2013 | 29-Aug to 5-Sep, 2013 | |
| | Mobility Hubs Public Consultation - City Update, Sep 2013 | 5-Sep to 12-Sep, 2013 | |
| | Transforming Aldershot Public Meeting - City Update, Oct 2013 | 23-Sep to 3-Oct, 2013 | |
| | OPR - Revised Workplan Update - City Update, Nov 2013 | 28-Nov to 5-Dec, 2013 | |
| | Character Area Study - City Update, Jan 2014 | 16-Jan to 23-Jan, 2014 | |
| | Mobility Hubs Public Consultation - City Update, Jan 2014 | 30-Jan to 6-Feb, 2014 | |
| | Mount Nemo Public Consultation - City Update, Jan 2014 | 30-Jan to 6-Feb, 2014 | |
| | Mobility Hubs Public Consultation - City Update, Feb 2014 | 11-Feb to 17-Feb, 2014 | |
| | Mount Nemo Public Consultation - City Update, Feb 2014 | 11-Feb to 17-Feb, 2014 | |
| | Mount Nemo Public Consultation - City Update, April 2014 | 11-Apr to 17-Apr, 2014 | |
| | Employ. Land Conversion Requests - NRU, Jul 2014 | 9-July, 2014 | |
| | Employ. Land Conversion Requests - Toronto Start, Jul 2014 | 10-July, 2014 | |
| | Employ. Land Conversion Requests - City Update, Jul 2014 | 10-Jul to 16-Jul, 2014 | |
| | Notice of Open Houses and Statutory Public meeting - City Update, Nov. 2014 | 9-Nov-2017 | |
| | Notice of Open Houses and Statutory Public meeting - City Update, Feb. 2014 | 1-Feb-2018 | |

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|--|---|----------------------|---------------|
| Inspire Speaker Series | "Perverse Cities" by Dr. Pamela Blais | 28-Feb-2013 | 200 attendees |
| | "Healthy Communities & Built Form" by Dr. David Mowat | 2-May-2013 | 110 attendees |
| Visits to Website | Official Plan Review /New Official Plan Project Website | Oct-2012 to Feb-2018 | 35,450 visits |
| | Official Plan Review video | Nov-2012 to Apr-2016 | 2,236 views |
| | Grow Bold video | Nov-2017 to Feb 2018 | 34,750 views |
| Telephone Town Hall | Land Use, Transportation & Transit | 26-Sep-2013 | 145 attendees |
| Youth Engagement | Leaders-In-Training (LIT) Summer Camps | July & Aug-2013 | 100 attendees |
| | Grade 5 City Hall Tours | Oct-2013 to Present | 67 attendees |

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| <p>Official Plan Review and New Official Plan Project Public Engagement and Communication Summary</p> | <p>68 Email Newsletters 1,600 Active Email Newsletter subscribers 42 Staff Reports to Council and 2 Policy Briefs 8 Council Workshops 120 Public & Stakeholder Meetings and Workshops 4,500 Attendees to Events 35 Consultations with Citizen Advisory Groups 2,236 Visits to OPR video 34,750 Visits to Grow Bold video 2,280 Forum, Survey and Interview Contacts 21 Newspaper Ads 35,450 visits to OPR website</p> |
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