

Appendix E

Engagement Summary

(June 2023)



Burlington Integrated Mobility Plan: Engagement Summary

June 2023



Introduction: Engagement Goals and Objectives

The engagement program for the Burlington Integrated Mobility Plan (IMP) was designed to meet the following set of goals and objectives that were established at the outset of the project:

- Consult a wide range of residents and interested & affected parties to confirm and refine the Vision, Values, and Goals of the study.
- Engage with key external agencies, including Halton Region, Ministry of Transportation, and Metrolinx.
- Strive for alignment with the broader provincial vision, recognizing that we are not seeking approval from external agencies, but do want to align where possible.
- Achieve a greater understanding of the user experience.
- Identify opportunities and barriers to achieve the future Vision for mobility.
- Solicit feedback on the priority networks.
- Understand priorities related to project implementation.
- Solicit feedback on the recommended strategy.
- Gather meaningful feedback to shape future policy and programs related to mobility.

Consultation and Engagement Activities

The engagement process was designed to solicit feedback and gather input from the community and interested & affected parties at key milestones in the planning process. Input and feedback received was integrated into decision-making at each stage.

The following sections provide a summary of the approach and purpose for each of the consultation and engagement activities completed as part of the Integrated Mobility Plan.

Project Engagement Page

The City of Burlington launched an online community engagement page at Get Involved Burlington (<https://www.getinvolvedburlington.ca/imp>) to be the central hub for engaging with the project. Through Get Involved Burlington people can learn more about the project, access the engagement activities, and read and download documents.

Project Notifications

Engagement Newsletter

The City of Burlington maintains an Engagement Newsletter to update members of the public about engagement opportunities and consultations for City projects. Engagement Newsletters are distributed every month. On the [project engagement page](#), community members were able to sign up to be added to the contact list to receive project updates. Through this newsletter and

the project contact list, subscribers were notified of engagement opportunities related to the IMP. The engagement newsletter is circulated to approximately 6,500 people.

Project Newsletter

A project newsletter was developed to update interested and affected parties, and members of the public about project updates and engagement opportunities. The newsletter was sent to the project contact list to promote the StoryMaps. The project newsletter is sent to approximately 76 people who subscribed to the project mailing list.

Project Launch Event

To kick-off the project, the city hosted a launch event on Thursday, October 15, 2020, from 7 PM to 9 PM on Zoom. The event was moderated by Mary Rowe, President and CEO, Canadian Urban Institute and included a panel discussion by transportation experts from across the country. The panelists included:

- Dr. Dianne Saxe, Environmental and Climate Lawyer.
- Dr. Ahmed El-Geneidy, Professor, School of Urban Planning, McGill.
- Nancy Smith Lea, Director, The Centre for Active Transportation; and
- Todd Litman, Founder and Executive Director of the Victoria Transport Policy Institute.

The event was introduced by Kaylan Edgcumbe, Manager of Integrated Mobility at City of Burlington who was also available to answer questions.

Topics explored in the discussion included:

- The future of mobility.
- Opportunities and challenges related to public health and the environment.
- Social impacts of transportation; and
- How planning for a multi-modal transportation network will shape how Burlington residents will get around over the next 25 years.

The purpose of the Launch Event was to introduce the project to the public and set the stage for the IMP. The panelists explored the most pressing issues in transportation with the aim to inspire innovative and visionary thinking for the future of mobility in Burlington.

Approximately 180 people attended the event, and a recording of the event was posted on the [project engagement page](#) at Get Involved Burlington. The event was advertised widely through the City of Burlington website and event calendar, on the City's social media pages (Facebook, Twitter, and Instagram), through social media advertising, via email to the City's Engagement HQ subscribers, and through a media release. The event also promoted the Vision and Values Survey that launched concurrently with the event on the Get Involved Burlington Page.

Our Vision for the Future of Transportation in Burlington Survey

The first survey for the Burlington Integrated Mobility Plan (IMP) ran between October 15th and November 13th, 2020 on the City of Burlington's [project engagement page](#) at Get Involved Burlington.

A total of 504 respondents completed the survey. The purpose of the survey was to gather input on the draft Vision and Values that were to guide the IMP through soliciting feedback on potential actions that would help Burlington achieve its defined Vision for mobility. The survey did not solicit feedback on the Values directly, as they are positive statements that were anticipated to receive support. Rather, the survey was designed to solicit feedback on specific potential actions that would advance the Values that may become part of the IMP. These sample actions are not current recommendations from the IMP but are examples of actions taken by other communities that have supported similar mobility values. The survey was provided in English, French, Arabic, Spanish, Punjabi, Chinese and Russian.

Overall, feedback on the actions showed support for the Vision and Values. Feedback from the survey was used to finalize the Vision and Values for the IMP.

Map Your Feedback

A placed-based mapping survey was launched on December 1st, 2020 and ran until January 24th 2021 on the [project engagement page](#). A total of 210 respondents placed pins on the map to provide feedback. The purpose of the mapping survey was to understand what needs to happen or change to help people get around and identify “hot spots” or “problem areas” where barriers to mobility are encountered.

Overall feedback included:

- Strong desire for better connectivity of active transportation networks. Respondents noted that there are many gaps in the network today and it is especially hard for active transportation users to cross physical barriers such as the CN rail line and the QEW.
- Desire for protected cycling infrastructure to make cyclists feel safer, more comfortable, and more secure.
- More space for all active transportation users on multi-use paths to facilitate passing opportunities.
- Better maintenance of active transportation facilities, especially in the winter, to ensure safe travel.
- Improve safety for people who are walking and cycling at intersections.
- Reduce vehicle speeds to lower the likelihood of collisions with vulnerable users.
- More coverage and more convenient service options for transit, which will in turn help improve active transportation usage.

Feedback from this survey helped us shape the Problem and Opportunity statements and develop Lived Experience Papers.

Public Engagement – Summer 2021

The [City of Burlington Integrated Mobility Plan StoryMap](#) was launched on July 23rd, 2021 using ESRI StoryMaps, an interactive multimedia webpage that uses text, images, and media to display information and data. A link to the StoryMap was posted on the project engagement page and was promoted through the City’s engagement newsletter and social media pages and through advertising in local news outlets. The page has remained open throughout the project and has been relied upon as a valuable resource.

The StoryMap provides information on the project and invites participants to explore the project Vision, Values and Goals, the current transportation system in Burlington, and the Lived Experiences with Transportation stories. Feedback was received through a survey that launched concurrently with the StoryMap.

Lived Experience with Transportation Survey

The second survey for the Burlington Integrated Mobility Plan (IMP) ran between July 23rd and September 8th, 2021, on the [project engagement page](#). The engagement page received approximately 920 visitors during that time.

The survey was launched concurrently with an interactive [StoryMap](#), [video](#) and [Lived Experience Papers](#). The interactive StoryMap and video outlined the visions, values and goals of the IMP, the transportation conditions in Burlington today, and provided an overview of the lived experience papers. The Lived Experience Papers highlight how different fictional Burlington residents navigate the city and the key mobility issues that impact their daily lives.

A link to the survey was provided on the StoryMap following the review of the Live Experience Papers. There were 144 respondents who completed the survey. The purpose of the survey was to gather input on the key current issues related to safe, accessible, sustainable, balanced, and liveable values identified by the IMP.

Feedback received through the survey indicated a strong support for road safety, access to different modes, transit incentives, congestion relief and interest in new transportation trends.

Public Engagement - Fall 2021

An update to the [StoryMap](#) was launched on October 26th, 2021. A link to the StoryMap was posted on the project engagement page and was promoted through the City’s engagement newsletter, social media pages and through advertising in local news outlets. The StoryMap

update provided information on the Problem and Opportunity Statements and the Preferred Network Solution. Feedback was received through a survey that launched on November 3rd, 2021.

Preferred Network Solution Mapping Survey

A paced-based mapping survey was launched on November 3rd and ran until November 16, 2021, on the [project engagement page](#). A total of 157 respondents placed pins on the map to provide feedback. The purpose of the mapping survey was to understand perspectives on the Preferred Network Solution. We asked people to tell us what they love, what we have missed and any other comments or ideas they have on the priority networks.

We received a total of 152 pins: 39 pins for walking, 78 for cycling, 18 for transit, 10 for cars, and 7 for trucks.

Overall, feedback on the Preferred Network Solution showed support for a pedestrian priority network, cycling priority network and transit priority network, but also asked to provide more transit and active transportation connections to major destinations and essential services, improve intersection conditions for all street users, and remove truck traffic from residential streets.

StoryMap Update - Future State of Transportation

An update to the StoryMap was launched on September 16, 2022, that summarized the Future State of Transportation White Paper. The White Paper was intended to provide the City of Burlington staff, Council, and public with information on new and emerging forms of mobility.

The key topics included in the paper and featured on the StoryMap include:

- E-Bicycles and Other Electric Micromobility Devices
- Shared Micromobility (Bike and Scooter Share)
- Car Share
- Ride Share and Ride Hailing

The update included a summary of each topic, relevant considerations and challenges to implementation.

Food for Feedback

A community engagement event, Food for Feedback, was hosted by the City of Burlington on Saturday September 17, 2022, from 12 PM to 3 PM at Brant Hills Park. The drop-in event provided residents the opportunity to explore and share their thoughts on current city projects, and initiatives in exchange for a free lunch. City staff from the IMP project team were in attendance to share information with interested residents. Staff spoke with over 150 residents about transportation issues our residents currently face, the future vision for mobility, and how

the City is working to enhance mobility options and improve quality of life through the completion and approval of the IMP. Food for Feedback was used to educate participants on the on-going work of the IMP and direct visitors to explore the StoryMap to learn more. A “dotmocracy” board was on display asking participants about their preferred mode(s) of travel when thinking about how they will get around in 25 years’ time. The majority of respondents indicated a preference for active modes and anecdotally, many discussions with residents revealed a strong desire to “age in place” within the city they called home, and a desire to be able to utilize multiple modes to get around the city. Discussions with school-aged children and young adults highlighted a need to be able to cycle safely throughout the city and access employment and recreation opportunities by bike and transit.

