

London's **Rapid Transit** Initiative

SHIFT COMMUNICATIONS AND CONSULTATION PLAN

9/6/17

Shift Rapid Transit
City of London



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INTRODUCTION

City Council has approved *SHIFT: London's Rapid Transit Initiative Master Plan*, which addresses Phases 1 and 2 of the Environmental Assessment (EA) process.

This Communications and Consultation Plan (the "Plan") outlines communications strategies to support the remainder of the TPAP process, Phases 3 and 4.

This Plan addresses goals and objectives for successful completion of these phases, and aims to increase understanding of the project as encompassing the entire transit system, in which Bus Rapid Transit (BRT) and local service form an integrated network.

A separate Communications Plan will be developed during Implementation (Phase 5) to guide engagement during detailed design, and prepare for construction.

This Plan includes a combination of traditional and grassroots approaches for reaching the diverse range of stakeholders involved in the project. This Plan was designed to guide transparent, inclusive, and proactive communications and consultation with City Council, the general public, Aboriginal (First Nations) communities, local businesses, interest groups, community organizations, and technical agencies.

KEY PRINCIPLES

Consultation will be guided by the following key principles:

1

TRANSPARENCY

At every step in the Shift rapid transit project, the City will report our findings to the public. We will provide regular updates and project news through the Shift website (shiftlondon.ca), social media, and mailing/email list. The public will be able to see all input recorded and incorporated into the study.

2

INCLUSIVITY

Engagement events and information will be designed to reflect the needs of diverse interests, contexts and functions within the city. Participants will have opportunities to communicate in a variety of ways: in person, by phone, in writing, and online.

3

RESPONSIVENESS

The Shift Project Team is committed to being responsive and accessible to all interested parties. This includes being available via email, in person at Shift headquarters, stakeholder meetings, or at public events. Phone calls and emails will be responded to in a timely manner.

4

CLARITY

All communications material will use plain language where possible to promote understanding of technical issues among stakeholders, and to increase their understanding of where we are in this large, complex project.

5

RESPECT

Communications will be positive in tone, and will respect diversity of opinions and experiences in order to promote productive participation.

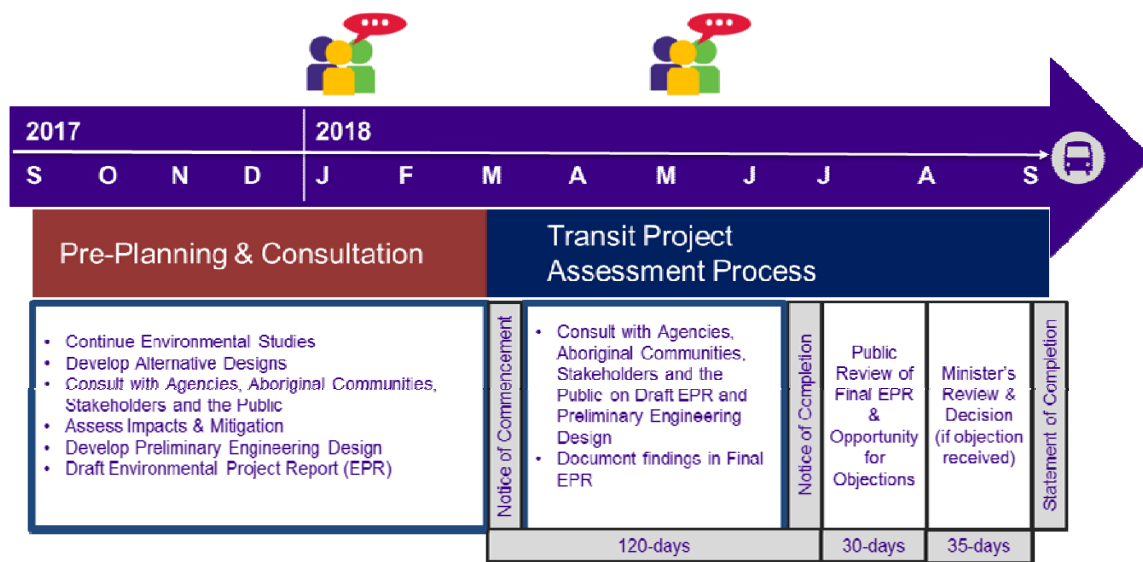
WHAT IS TPAP?

The Shift Rapid Transit (RT) project is structured into five technical phases that have been developed in accordance with Ontario’s Environmental Assessment (EA) process for infrastructure projects.

- Phase 1 – Need and Justification
- Phase 2 – Alternative Solutions (Resulting in Rapid Transit Master Plan document)
- Phase 3 – Pre-Planning for TPAP: Development of Preferred Alternatives
- Phase 4 – TPAP & Environmental Project Report
- Phase 5 – Implementation

The Transit Project Assessment Process (TPAP) is defined by Ontario Regulation 231/08. TPAP provides a defined approvals process for transit projects that has been successfully followed by many transit authorities across the province since its introduction in 2008.

This Communications Plan addresses engagement for TPAP Phases 3 & 4 and has been developed to align with the technical work outlined in the Rapid Transit Corridors EA, Project Management Plan: Updated and Expanded Scope.





PROJECT BACKGROUND

Shift is the Environmental Assessment for building a RT network that meets the City of London’s economic development, mobility and community building objectives.

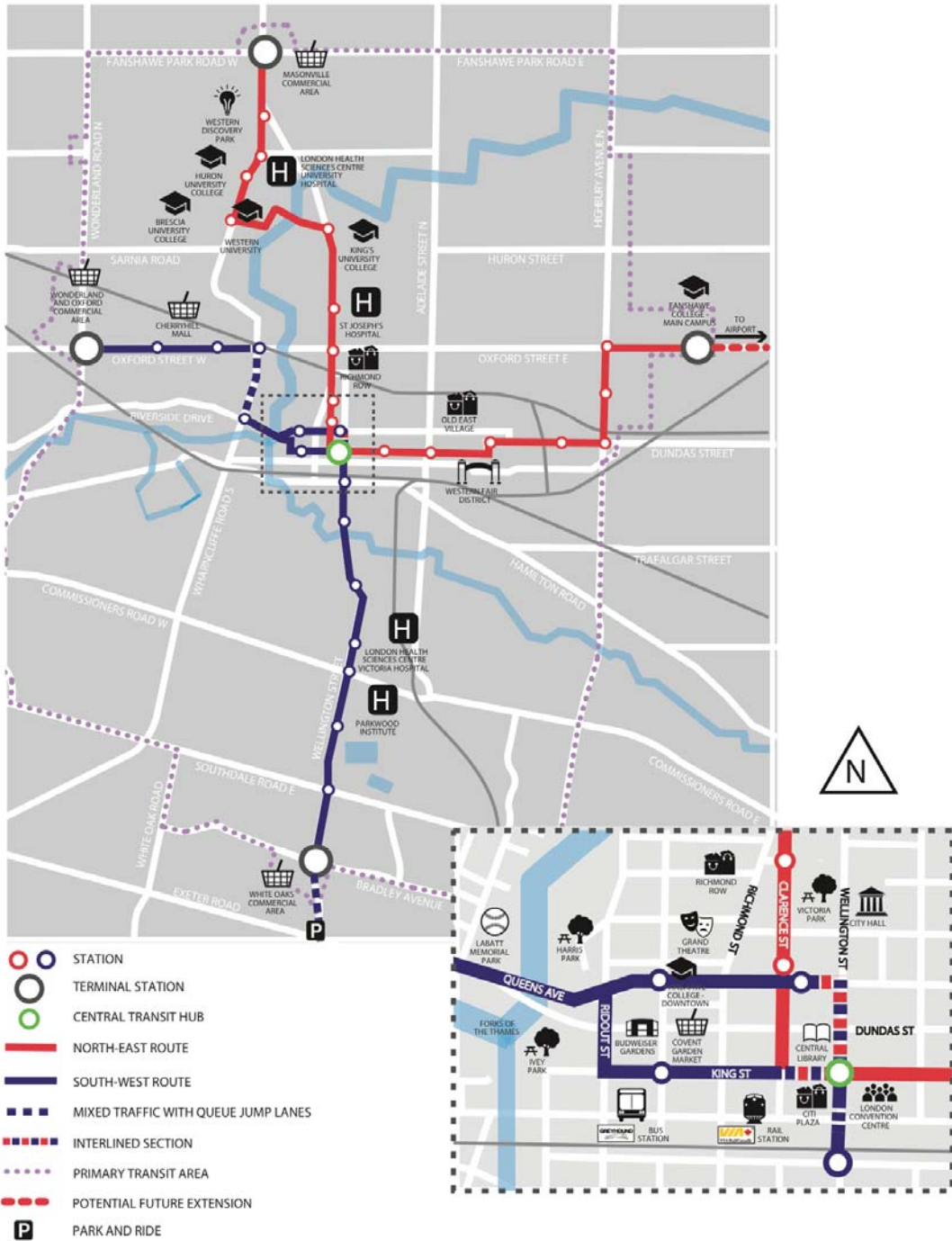
The Rapid Transit Master Plan was approved by City Council, which marked the completion of Phases 1 and 2 of the EA, and established the North, East, West, South and Downtown Rapid Transit Corridors (p.7).

At this stage, public input is required to develop and evaluate design alternatives and to help identify options to mitigate both construction and operational project impacts.

Consultation will continue throughout preplanning to engage residents, Aboriginal (First Nations) communities, government and technical agencies, and other stakeholders to develop the preliminary engineering design.

The six-month TPAP phase will follow, which includes formal public engagement with residents, Aboriginal (First Nations) communities, review agencies, and other stakeholders.

APPROVED CORRIDORS



GOALS AND OBJECTIVES

The communications and consultation **goals** are:

- To conduct an inclusive engagement process that gives stakeholders an opportunity to provide insight to shape the RT corridor design and implementation.
- To gather insight that can help minimize and mitigate impacts to property owners, local businesses and service providers.
- To build trust and accountability for the Shift Rapid Transit process within the community.
- To increase understanding among all audiences of project timeline: where we are in the process, and how far we have to go before implementation.
- To increase understanding of the project as encompassing the entire transit system, in which BRT and local service form an integrated network.

The communications and consultation **objectives** are:

- To seek input from key agencies, stakeholder groups, Aboriginal (First Nations) communities and the public by facilitating dialogue and forums for participation, which will inform the design and mitigation in the development and evaluation of alternative designs.
- To address and minimize concerns with potential construction and operational related impacts such as traffic management, traffic noise and visual changes.
- To provide clear and timely information to stakeholders at key points in the process.
- To provide Council with the necessary information to make informed decisions.

STAKEHOLDERS

Stakeholders have been organized by areas of expertise, mandate, and interest to effectively engage with the many community stakeholders, technical agencies, and municipal advisory committees potentially affected by or interested in this project.

General Public

The general public is an important audience representing members of the community who are not part of a specific stakeholder group, and which includes diverse interests, contexts and functions within the city.

The general public will have a number of opportunities to participate throughout the process, including two Public Information Centres (PIC), public surveys, and written feedback to the Shift Project Team.

London Transit Customers

London's current transit ridership is reflective of London's population and represents a wide range of demographic and socio-economic groups. This stakeholder group will need to be addressed through a series of communications and consultation activities.

Aboriginal (First Nations) Communities

Aboriginal (First Nations) communities are an important stakeholder group for Shift consultation and the project considers constitutionally protected Aboriginal (First Nations) rights and the City's duty to consult. The Project Team has been in contact with Aboriginal (First Nations) communities through the RTMP, and has already begun sending invitations for continued participation to Aboriginal (First Nations) communities in the immediate surrounding area.

Community Stakeholder Group (CSG)

This group comprises representatives from major property owners within the project area. Given the varying interests of these stakeholders, there will be a need to meet one-on-one with many of the individual stakeholders identified, in addition to scheduled CSG meetings.



STAKEHOLDERS

Municipal Advisory Group (MAG)

This group comprises representatives from existing City Municipal Advisory Committees that have a direct interest in Shift.

Technical Agencies Group (TAG)

This group comprises representatives from the many technical agencies involved in Shift.

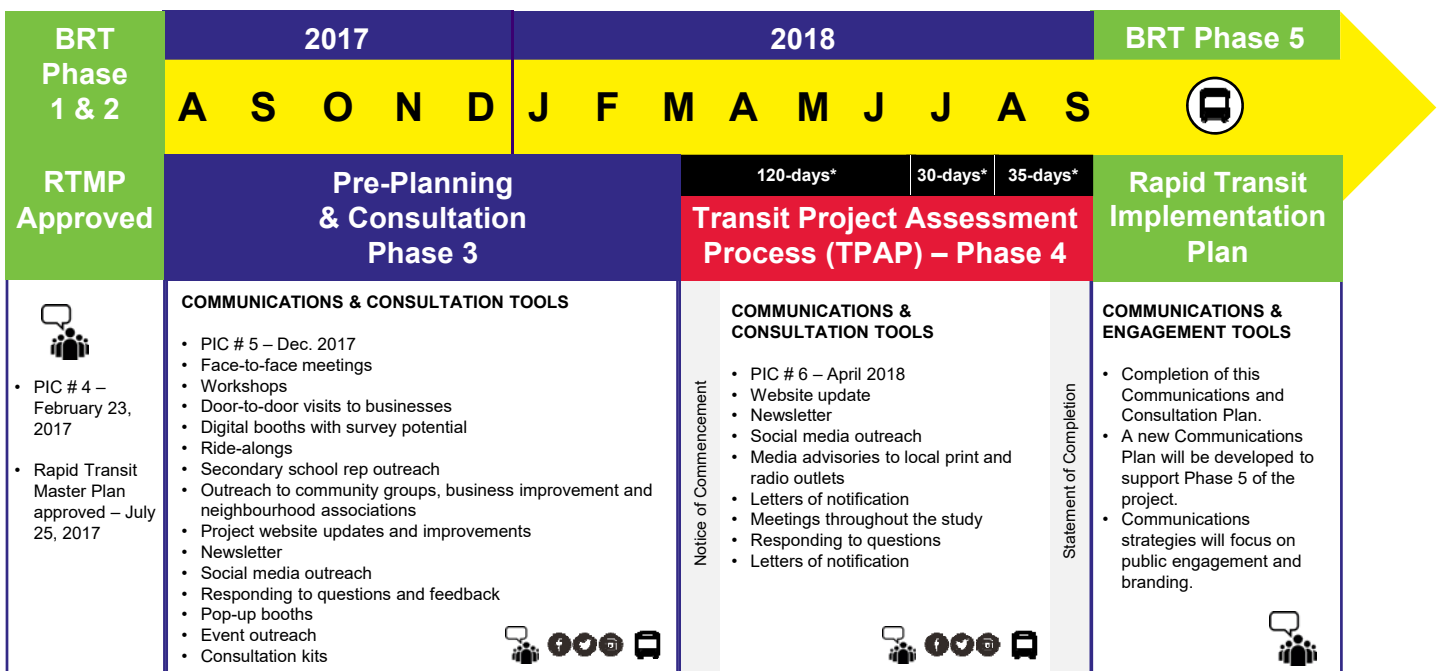
Interest Groups

Interest groups identified include local neighbourhood/tenant/student associations, non-profit community organizations, and business associations.

See Appendix A to view full lists of the agencies, advisory committees, organizations and interest groups included in these stakeholder groups.

COMMUNICATIONS AND CONSULTATION BY PROJECT PHASE

The planned communications and consultation tools and activities have been aligned with the technical work outlined in the RT Corridors EA Project Management Plan as illustrated in the figure below.



Timing of Study Activities

- Phase 3A - Development of alternative design concepts - Sept. to Dec. 2017
- Phase 3B - Evaluation of design alternatives and draft Environmental Project Report (EPR) - Nov. 2017 to Jan/Feb 2018
- Start of *120-day Consultation Period of Draft EPR - March 2018
- Followed by *30-day Public Review of Final EPR & Objection Period
- Followed by *35-day Minister's Review & Decision (if objection received)

COMMUNICATIONS AND CONSULTATION TOOLS AND ACTIVITIES

The Shift project team will utilize a wide range of tools and strategies to inform, engage, and collect input from the public and stakeholders. These include:

Communication and Consultation Focused Tools and Activities

- **Stakeholder group meetings** with MAG, TAG, CSG, community groups, business improvement and neighbourhood/tenant/student associations.
- **Individual meetings** with property owners and businesses along the RT corridors.
- **Social media** outreach to inform the public and solicit input.
- **Newsletters** in digital and print format to provide information and updates.
- **Surveys** in various formats to obtain input.
- **Public open houses** to obtain public feedback, inform and respond to concerns.
- **Community design charrette** to involve the public in the development of project components centred on station architecture, urban design and public art.
- **Workshops** with community stakeholders to inform/consult on key RT topics.
- **Videos** to provide updates and promote understanding of the EA process.
- **Door-to-door** outreach to businesses to collect feedback and respond to any concerns.
- **Consultation kits** with information and surveys that enable communities and neighbourhoods to host their own consultation events.
- **Media outreach** to provide updates and key information on public consultation events and milestones.
- **Event outreach** to engage with the public at city festivals.
- **Pop-up booths** to make information accessible within the various neighbourhoods and communities surrounding RT corridor areas.
- **Ride-alongs** on LTC buses to collect input from transit riders and address any concerns.
- **Advertising** to create visual presence throughout the city.

PHASE 3 – PRELIMINARY PLANNING FOR TPAP

Part A: **Development of alternative design concepts** (Sept. – Dec. 2017)

Objectives

- To provide clear and timely information to stakeholders at key points in the process.
- To continue to seek public and stakeholder input on integrating RT within communities and near local businesses, while work continues on updating and completing a range of technical analysis.
- To collect input and analysis to inform development of alternative design concepts.
- To increase understanding among all audiences of project timeline: where we are in the process, including achievements to date, and how far we have to go before implementation.
- To increase general public's confidence in the study process.

Part B: **Evaluation of design alternatives and draft Environmental Project Report** (Nov. 2017 – Jan/Feb 2018)

Objectives

- To present alternative design concepts for public and stakeholder input.
- To engage at the corridor level with public stakeholders.
- To identify impacts and develop mitigation solutions with input from stakeholders.

PHASE 3 – PRELIMINARY PLANNING FOR TPAP

Phase 3, Parts A and B

Communication and Consultation Activities

- **Public Information Centre #5**, Dec. 2017 (p.15)
- Face-to-face meetings
- Workshops
- Door-to-door visits to businesses
- Digital booths with survey potential
- LTC customer consultation
- Secondary school rep outreach
- Outreach to community groups, business improvement and neighbourhood associations
- Project website updates and improvements
- Media outreach
- Newsletter
- Social media outreach through various platforms including LTC and Shift's accounts
- Responding to questions and feedback
- Pop-up booths
- Event outreach
- Consultation kits
- Advertising

PUBLIC INFORMATION CENTRE (PIC) #5

Purpose is to obtain feedback from the public to aid in the evaluation of design alternatives and creation of the preliminary engineering design prior to the issuance of the Notice of TPAP Commencement.

Actions

- PIC notice and distribution, including media advisories, e-blasts and social media outreach.
- Five evening meetings are planned at venues across the city in each of the corridor areas, as well as downtown, with presentation, information boards, and roll plans.
- PIC #5 will be hosted by City's RT Project Team including LTC, IBI, and WSP.



PHASE 4 – TPAP CONSULTATION

Proposed communications activities support and facilitate **120-day public consultation period (March 2018 – June 2018)** and 30-day public review period (July 2018).

Objectives

- To fulfill consultation requirements of TPAP.
- To notify agencies, stakeholders and the public of TPAP commencement.
- To answer any questions from the public regarding draft Environmental Project Report (EPR) during 120-day period.
- To notify audiences of EPR completion.
- To monitor for written objections during 30-day public review period.
- To address any objections, should they be received.

Communication and Consultation Activities

- **Public Information Centre #6**, April 2018 (p.17)
- Website update
- Newsletter
- Social media outreach through various platforms including LTC and Shift's accounts
- Media advisories to local print and radio outlets
- Letters for notification of EPR completion
- Meetings throughout the study
- Responding to questions
- Responding to written objections, if received
- Letters for notification of TPAP completion

PUBLIC INFORMATION CENTRE #6

Purpose is to present the draft Environment Project Report, to inform stakeholders, and to respond to the concerns of interested persons and those affected by the project during the 120-day period.

Actions

- PIC notice and distribution, including media advisories, e-blasts and social media outreach.
- Five evening meetings are planned at venues across the city in each of the corridor areas, as well as downtown, with presentation, information boards, and design roll plans.
- PIC #6 will be hosted by RT Project Team including LTC, IBI, and WSP.





PHASE 5 – IMPLEMENTATION

At the end of the EA process, the project enters the Implementation stage (Phase 5), which includes development of contract drawings and tender documents, construction and operations, and monitoring for environmental provisions and commitments.

Note that Phase 5 is not part of this assignment; however, the consultant's assignment includes implementation of planning tasks, such as advancing the Quick Start concept. The implementation strategy will guide the City in bringing the project from paper to reality, including integration with the current built environment and transit system.

The Statement of TPAP Completion and the end of Phase 4 marks the completion of this Communications and Consultation Plan. An evaluation and report on completed communications and consultation activities will be prepared.

Detailed design and construction will follow the EA/TPAP study as separate assignments. A new Communications Plan will be developed for Phase 5, which will include strategies for public engagement and stakeholder relations.

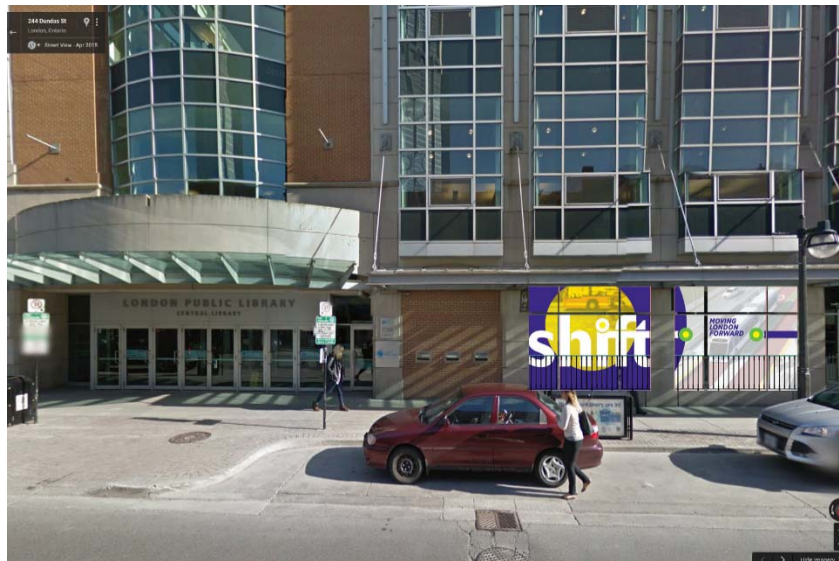
The communications focus of Phase 5 will be on providing frequent information and updates to the public throughout construction; working closely with partners and local businesses to mitigate impacts, while maintaining excitement and momentum for the project.

VISUAL PRESENCE

Purpose is to maintain momentum and excitement for Shift, convey key information, and invite engagement.

Opportunities

- Storefront signage outside temporary headquarters on Dundas
- Signage at transit shelters along RT corridors
- Wrap a number of LTC buses in Shift brand
- Advertising inside LTC buses
- Signage at future Rapid Transit station locations
- Print advertising in local print media as well as key government relations trade publications
- Social media ads



REPORTS TO COMMITTEE AND COUNCIL

Presentations and updates to Committee and Council provide another public forum to reach Londoners.

- Project updates will be provided via Rapid Transit Implementation Working Group (RTIWG), whose mandate includes participating in broader community engagement at key points throughout the planning and design phases of the RT implementation process.
- Reports requiring direction will be brought forward through Civic Works Committee to Council for approval.

The Project Team will bring information forward for Council consideration at these three key milestones:

- Rapid Transit Corridors EA Project Management Plan: Updated and Expanded Scope, Shift Communications Plan & Consulting Fees Amendment (September 2017)
- Draft EPR and Notice of TPAP Commencement (February 2018)
- Final EPR and Notice of EPR Completion (July 2018)



TEAM CONTACTS

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APPENDIX A: STAKEHOLDER LISTS

General Public	Members of the community who are not part of a specific stakeholder group; includes diverse interests, contexts and functions within the city.
Aboriginal (First Nations) communities	<ul style="list-style-type: none"> • All interested Aboriginal (First Nations) communities will be contacted. • List to be confirmed in consultation with Ministry of the Environment and Climate Change.
Technical Agencies Group	<ul style="list-style-type: none"> • Allstream/Zayo • Bell Canada • Canada Post • CN Rail • CP Rail • Hydro One Networks Inc. • Imperial Oil – Sarnia Products Pipeline • London district Energy • London Fire Department • London Hydro • London Police Service • Middlesex-London Health Unit • Ministry of Natural Resources and Forestry • Ministry of the Environment and Climate Change • Ministry of Tourism, Culture and Sport • Ministry of Transportation • Rogers Communications • Start Communications • Sun Canada Pipeline • Thames Emergency Medical Services • Union Gas Limited • Upper Thames Valley Conservation Authority

APPENDIX A: STAKEHOLDER LISTS

Community Stakeholder Group	<ul style="list-style-type: none"> • Brescia University College • Citi Plaza • Fanshawe College • Huron University College • King's University College • London Catholic District School Board • London Health Sciences Centre 	<ul style="list-style-type: none"> • Masonville Place • St. Joseph's Health Care London • Thames Valley District School Board • Western University • White Oaks Mall
Municipal Advisory Group	<ul style="list-style-type: none"> • Accessibility Advisory Committee • Advisory Committee on the Environment • Community Safety and Crime Prevention Advisory Committee • Cycling Advisory Committee • Diversity, Inclusion and Anti-Oppression Advisory Committee 	<ul style="list-style-type: none"> • Environmental and Ecological Planning Advisory Committee • London Advisory Committee on the Environment • Transportation Advisory Committee • Trees and Forests Advisory Committee
LTC Customers	<ul style="list-style-type: none"> • Current riders, including high schools, cross-cultural centres (for English as second language riders). 	
Local Interest Groups	<ul style="list-style-type: none"> • BIAs • London Home Builders' Association • Neighbourhood Associations • Urban League of London <p>List may be expanded as project progresses</p>	