ReThink London Values, Vision and Directions
Engagement Summary

- 8,176 people have participated in ReThink public meetings and community events since May.
- Information about ReThink has reached 60% of Londoners.
- 240,000 people have been exposed to ReThink.
- On June 1, the London Free Press promoted ReThink events by tweeting to 14,859 followers.
- 3,050 Londoners have had in-person conversations with the ReThink Team.
- Since May, the ReThink Team has been at 50 community events and public meetings.
- #rethinkldn has trended 2nd highest in Canada twice since May.
- @Rethinkldn has 1,165 followers. One said: “What I enjoyed the most about #rethinkldn today is the people, the Londoners that ask questions, spark creativity and engage for the better.”
- “The figures we have suggest that no other official planning process in Canada has had as much exposure as ReThink London.” – Lura Consulting.

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To date, Londoners have used the broad array of engagement tools to participate in the ReThink London planning process. The chart Community Engagement Tools Used highlights the importance of using diverse community engagement tools to invite Londoners to participate in ReThink London.

Moving forward, the City of London’s Planning Division will continue to promote the diverse engagement tools available to ensure the community is aware of how they can participate in the process and help shape the future of their city.
Recurring Areas of Community Interest

The chart Recurring Areas of Interest chart provided on page 3 illustrates that Londoners have a wide range of interests, concerns, and suggestions related to Rethink London. From May – November, 2012, the top five areas of interest raised by those participating in the ReThink London initiative were:

- Public Transportation (720);
- Public Parks, Recreation Facilities, and Green space (776);
- Active Transportation & Complete Communities (876);
- Community Amenities & Events (517); and,
- Job Creation (500).
Recurring Areas of Community Interest by Theme Area

To Throughout the ReThink London process the themes - How we Live, Grow, Green, Move, and Prosper - have been used to frame the community conversation. The chart below provides a breakdown of comments received by theme area.

In addition, the charts below provide a more detailed breakdown of the recurring areas of community interest by theme area. Please note, the percentage shown represents the proportion of comments for each topic under its given theme area.
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How we Green

- Water: 7%
- Agriculture & Food: 11%
- Waste Management: 15%
- Public Parks, Recreation Facilities, and Green space: 45%
- Environment Protection & Restoration: 16%
- Energy: 6%

How we Prosper

- Arts & Culture: 19%
- Governance: 15%
- Education & Training: 14%
- Job Creation: 29%
- Property Taxes & Funding Models: 9%
- Economic Diversity & Jobs: 14%
- Arts & Culture: 19%
- Governance: 15%
Draft Values

1. Leadership
2. Inclusiveness
3. Collaboration
4. Resiliency
5. Accountability
6. Innovation
Draft Vision

Our Future: Exciting, Exceptional, Connected London
Draft Directions

These directions are draft and represent the feedback we have heard from the community through ReThink London. The information found earlier in this document analyzing public feedback provides the context for these directions.

1. Fostering a Prosperous City
2. Connecting the Region
3. Supporting a Culturally Rich and Diverse City
4. Building a Greener City
5. Building a Mixed-Use, Compact City
6. Providing Transportation Choices
7. Building Strong and Attractive Neighbourhoods
Integrating the Plans

The five results that Council identified, as contributing to the high quality of life in London, is captured by the eight directions identified through ReThink London.
The Process

**PHASE 1: Working planning and Setting the Stage**
- Confirm the engagement framework & project work plan

**PHASE 2: Vision and Planning Framework**
- Create a buzz
- Understand community values
- Build communication networks

**PHASE 3: Studies, Research, BP, Prioritizing Options**
- Prioritize viable options for growth
- Strengthen connections with the community
- Bring forward draft vision and directions

**PHASE 4: The Plan**
- Prepare Discussion Papers and USP
- Gather comments on Vision/Directions, Papers & USP
- Prepare the Draft Plan
- Gather comments on the Draft Plan

**PHASE 5: Confirmation, Approval, Celebration**
- Present Plan to Council
- Celebrate the Plan’s completion
- Generate ongoing awareness and support

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**ENGAGEMENT TIMELINE**

<table>
<thead>
<tr>
<th>Feb to March 2012</th>
<th>April to June 2012</th>
<th>June to Dec 2012</th>
<th>Jan to Oct 2013</th>
<th>Nov to Dec 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SETTING THE STAGE</strong></td>
<td><strong>CROWD SOURCING A VISION</strong></td>
<td><strong>PRIORITIZING OPTIONS</strong></td>
<td><strong>CONFIRMING THE APPROACH</strong></td>
<td><strong>CELEBRATION</strong></td>
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**PLANNING PROCESS**

**IMAGINE**
- Confirm the engagement framework & project work plan
- Create a buzz
- Understand community values
- Build communication networks

**CONNECT**
- Prioritize viable options for growth
- Strengthen connections with the community
- Bring forward draft vision and directions