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# Consultation and Engagement Summary Report



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# 1. Objectives

Consultation and engagement are critical components of the Transportation Master Plan (TMP) update. As a Regional plan, the TMP needs to be coordinated with both Municipal and Provincial partners and initiatives. The input of technical stakeholders and decision-makers across the Region helped to develop a plan that reflects common objectives. Inclusive and meaningful input from the public ensures the TMP reflects citizen values and priorities and builds support for implementation.

The TMP is developed for York Region’s existing and future residents, stakeholders and employers. Feedback collected in the various engagement activities was central to the development of the plan’s recommendations. The Region reached out to various demographics and users of the transportation system to understand their concerns and vision for the future of transportation in York Region. This included engaging York Region residents at events such as open houses and fairs, providing kiosks in community centres, setting up pop ups at GO stations and having a social media presence using the twitter handle #YRyoursay.

The goals of public and stakeholder engagement for the TMP were to:

- **Educate and build advocacy towards sustainable transportation.** Manage public expectations with respect to congestion and planning sustainable transportation solutions
- **Create meaningful input.** Invite public and stakeholder feedback that can be reflected in the outcomes of the TMP through education and clarification of expected outcomes. Provide flexible, convenient tools to promote engagement
- **Engage a range of interests and backgrounds.** Ensure people from various communities and demographics are included in discussions
- **Achieve stakeholder buy-in** through a process that is collaborative and empowering to develop a TMP that reflects the ideas and goals of the public and Regional Council

**Through its engagement strategies, the Region was able to reach approximately 150,000 people across York Region and received approximately 2,000 pieces of unique and rich feedback from the community.** Public input was sought at critical stages including developing TMP foundations, transportation options and draft networks and policies.

**Figure 1 – Transportation Master Plan Engagement Summary (to April 2016)**



\* Numbers approximate

## 2. Class Environmental Assessment Process

The Transportation Master Plan follows the Municipal Class Environmental Assessment (Class EA) process for Schedule C Class EAs, which is a standardized approach for the planning, design and implementation of typical municipal infrastructure projects. Master plans, such as the TMP, are permitted under the Class EA process, which is discussed in Section 10.1 of the TMP document. For the purposes of engagement, staff must consult with affected parties early on and throughout the TMP process, such that the planning process is a co-operative venture. The Class EA manual identifies five stakeholder groups that must be considered during engagement, including:

- Municipal Councils
- Public
- Review Agencies (including the Ministry of Environment – Regional Office)
- Other Municipalities (including those directly affected)
- First Nations and Aboriginal Peoples

The Class EA manual also identified mandatory requirements, including:

- **Public Consultation Plan:** A Public Engagement and Consultation Plan was completed in August 2014 that outlines the purpose and objectives of public engagement, identifies stakeholders and defines engagement activities and timelines. This plan is available in Attachment A1 to this background report.
- **Mandatory Points of Contact:** The Class EA process requires three mandatory points of contact with stakeholders at Phase 2, Phase 3 and Study Completion. The TMP engagement program had five points of contact with stakeholders including at Study Commencement, Phase 1 (open house round 1), Phase 2 (open house round 2), Phase 3 (open house round 3) and Study Completion.
- **Two Notices in two Newspapers:** The Class EA process requires that notices of the study are posted in two editions of two relevant newspapers and publications to inform the public of the study. Notices were published in two editions of multiple community newspapers covering York Region in its entirety as well as two cultural newspapers and the Toronto Star. The Region also provided notice via email (to mailing list), media advisories, social media and newsletters. A record of the notices issued as part of the TMP is provided in Attachment A3.

## 3. Highlights and Successes

Due to the diverse cultural and geographic nature of York Region and its informed and involved population, the study team strived to go above and beyond the minimum requirements of the Class EA process to produce a TMP that is truly reflective of the interests and priorities of stakeholders, representing the values of residents and businesses. This section summarizes key components of the engagement program and highlights results achieved. Details and documentation of these activities are included in the attachments of this background report.

### *Collaborative Public Engagement – Addressing Growth to 2041*

Imagining what life will be like in 25 years is difficult to envision for those working on the plans to shape it, let alone members of the public. With this in mind and in an effort to show a cohesive approach, the

project team combined public engagement (where possible) for the TMP with the Water and Wastewater Master Plan and the Regional Official Plan Review. The three plans have the common goal of addressing and servicing growth to 2041.

**Figure 2 – Welcome Table at the Addressing Growth to 2041 Open House**

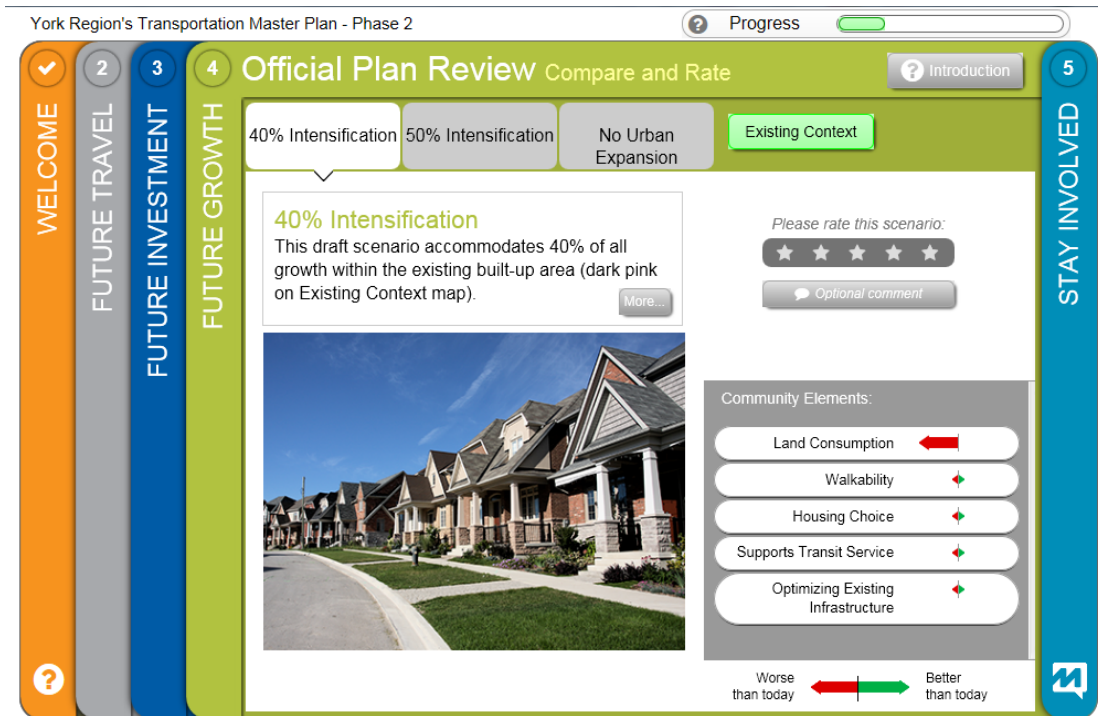


The Region's collaborative engagement efforts included the following activities:

- **Joint open houses** for TMP open house rounds 1 and 2 (Attachment A4)
- **Joint open house advertisements and notifications** including print and online advertisements, media releases and social media postings (Attachment A3)
- **Joint phase 2 online survey** between the TMP and the Regional Official Plan Review (Attachment A5)
- **Joint reporting** of engagement results (Attachment A8)
- **Joint video** release (Attachment A8)
- **Joint First Nations and Métis engagement** two-day workshop (Attachment A6)

**The Region's joint open houses and joint online survey provided a high level of public service and a complete picture of the future of York Region to more than 7,400 people.**

**Figure 3 – Future Growth Screen from the Joint Phase 2 Online Survey**



### ***Transportation Master Plan Advisory Task Force***

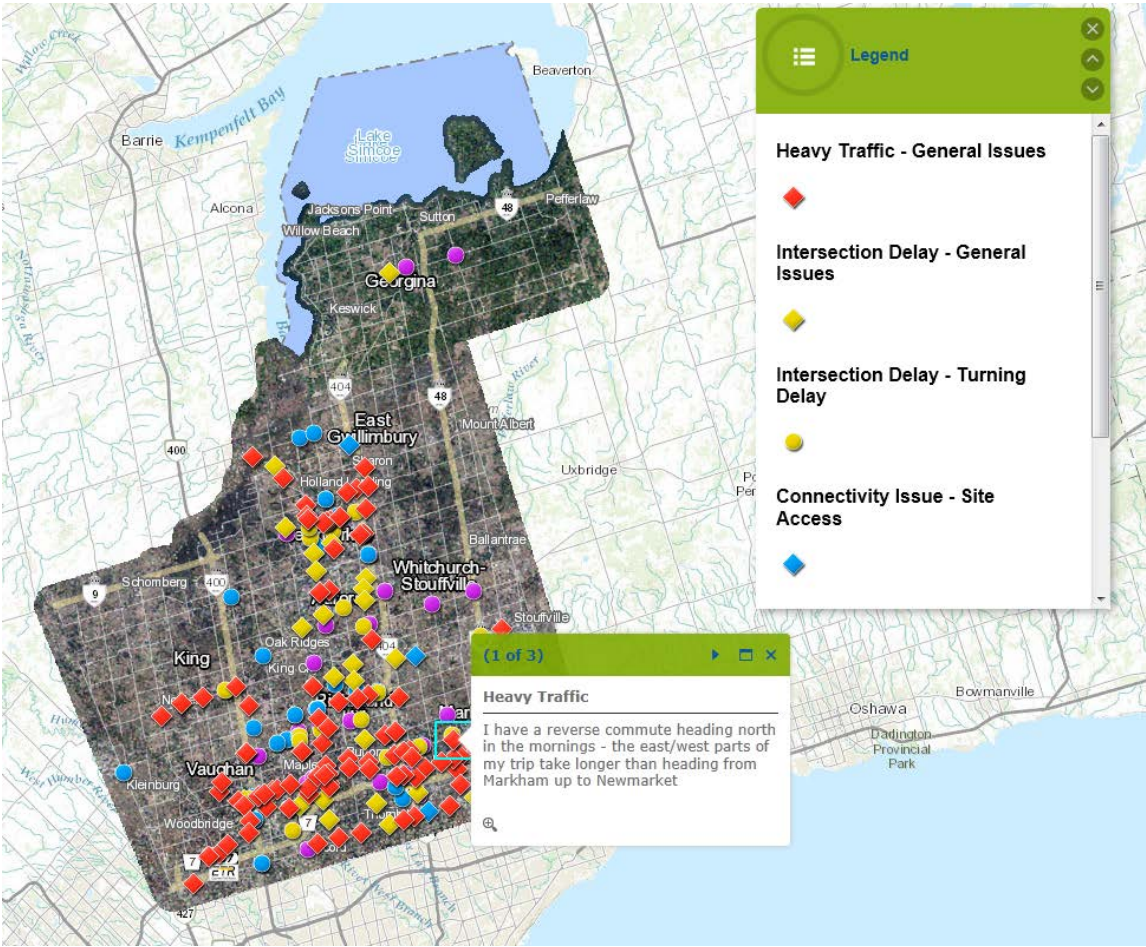
The Transportation Master Plan Advisory Task Force (Task Force), chaired by the Region’s Chairman and Chief Executive Officer and made up of Regional Council members, was formed to provide advice and guidance related to local issues as well as to provide guidance on critical pieces of the TMP. It served as an advisory body to Council to provide feedback to the project team in the development of Regional transportation policies for the TMP. The Task Force was instrumental in the development and refinement of the TMP’s five objectives, network development tactics, policy principles and transportation networks. More information on the Task Force is included in Background Report F.

### ***Online Surveys***

Central to the TMP’s public engagement program was the use of an online engagement tool for stages 1 and 2 of the TMP. This tool generated approximately **2,000 rich and unique responses** containing robust data with geocoded feedback on the transportation issue and opportunity locations cross-referenced with demographics. This was critical for the development of the TMP and useful for dissemination to other business areas including Roads and Traffic Operations and York Region Transit. The results showed that **managing congestion and advancing public transit were the two most important priorities** for survey respondents. An accessible version of the survey was also created for both phases, which yielded comparable results.

Phase 1 of the online survey ran from October 2014 to February 2015. It focused on identifying transportation priorities and geocoded problem and opportunity areas in York Region. More than 1,200 responses were collected and the survey was accessed more than 5,000 times. Visits that did not result in data were still useful for TMP exposure and education.

Figure 4 – Roads and Traffic Issue and Opportunity Feedback





Phase 1 of the online survey yielded the following key themes:

### Congestion is the number one priority

- 81% of respondents rated Congestion Management as their first or second priority out of eight options
- 50% of locations identified on a map of York Region cited traffic congestion as an issue or opportunity (including 23% citing heavy traffic)

### Intelligent Transportation Systems and Intersection Improvements are the most preferred solutions to dealing with congestion

- Those who rated Congestion Management as a priority viewed Intersection Improvements and Intelligent Transportation Systems as the most favourable solutions at 97% and 96% respectively
- Widening roads was still viewed as a favourable solution by 76% of respondents
- Use of Regional revenue tools to pay for solutions was supported by 74% of respondents who rated Investment and Funding as a priority

### Public is divided when it comes to paying for parking

- Those who rated Public Parking as a priority were split regarding paying for parking, while integrating parking technologies received a favourable response at 91%
- Parking in general is not seen as much of an issue, accounting for only 5% of the locations identified on a map of York Region

### Improving transit with better service and connectivity is a priority

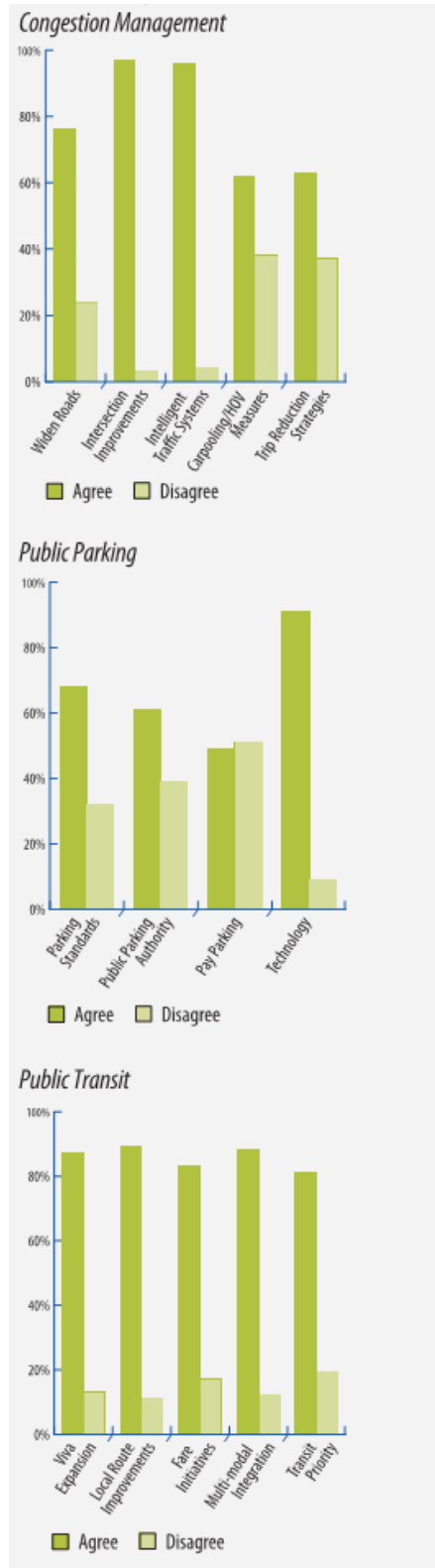
- 63% of respondents rated Public Transit as their first or second priority out of eight options, with local route improvement rated as the most important initiative
- Of those who rated Public Transit as a priority, 87% support continued Viva expansion and investment in rapidways

### A more connected sidewalk and cycling network is needed

- 51% of respondents rated Walking and Cycling as their first or second priority out of 8 options
- There is more support for the expansion of off-street trails and pathways than on-street bike lanes and cycle tracks

Phase 2 of the online survey ran from May 2015 to August 2015. Despite running over the summer months and having a shorter lifespan, it yielded more than 700 responses and was viewed more than 2,000 times. Phase 2 focused on educating

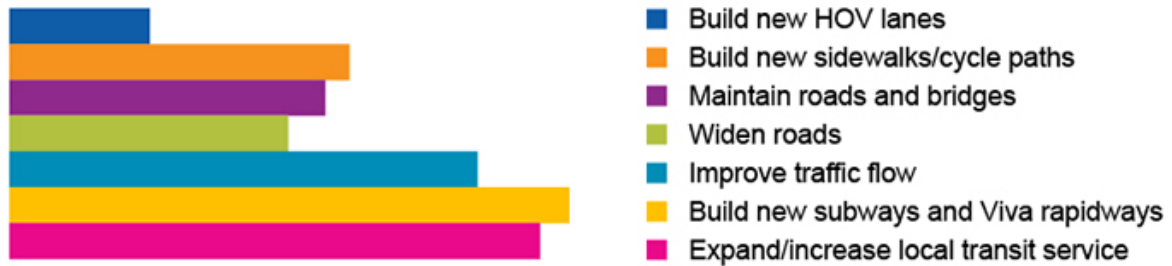
**Figure 5 – Sample of Phase 1 Online Survey Responses**



respondents and providing information. It also requested feedback about network development tactics and prioritizing investment in various transportation solutions.

**Figure 6 – Sample of Phase 2 Online Survey Responses**

Where should York Region invest in transportation?

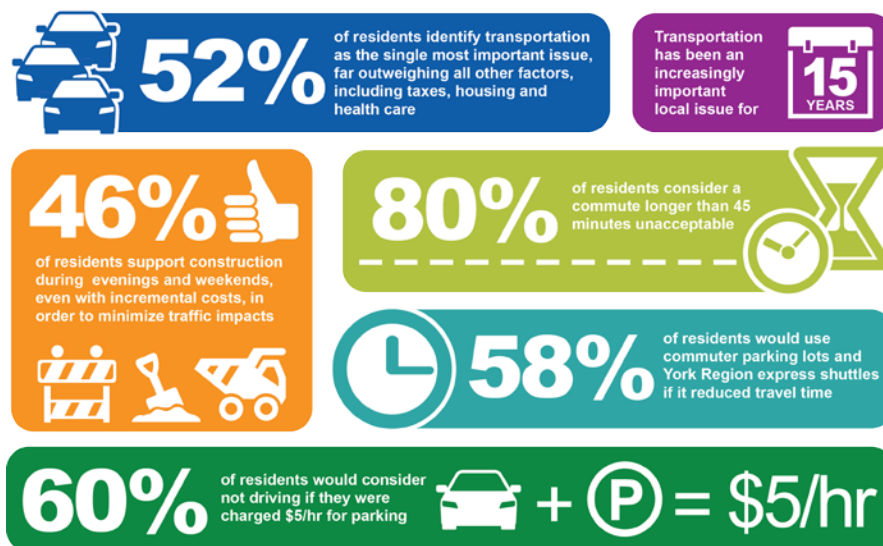


Complete online survey questions and results are available in Attachment A5.

### ***Environics Survey***

The Region participates annually in a GTA wide Environics survey which gauges resident perceptions about important local issues such as the environment, economy, government and transportation. The survey includes questions selected by Environics for the whole GTA and questions selected by participating municipalities to be used for their respondents. In the fall 2015 edition of the survey, the Region included questions regarding transportation issues of importance to the TMP. The results, highlighted in the infographic below and summarized in greater detail in Attachment A8, were used to supplement the feedback gained from the two TMP specific online surveys.

**Figure 7 – Fall 2015 Environics Survey Summary**



## ***Open Houses***

Three rounds of public open houses were held during stage 1, 2, and 3 of the TMP process to present updates and seek feedback. The first two rounds of the open houses were a joint effort between the TMP, Official Plan Review and the Water and Wastewater Master Plan teams. The open houses utilized a traditional approach of display boards with facilitation by the project team. The second round of open house also included a presentation on the three plans by the Region's Chief Planner, Valerie Shuttleworth, while the third round of open houses featured a presentation on the TMP by Stephen Collins, Director, Infrastructure Management and Project Management Office. Input was received through conversations between attendees and staff, through an online survey on iPads (rounds 1 and 2), on comment forms, through the vision boards (rounds 1 and 2) and through a question and answer period after the presentations (rounds 2 and 3).

The three rounds of open houses were held in major population centres while providing a wide geographic reach within the Region of York:

- November 2014 – Vaughan, Markham, Newmarket (167 attendees in total)
- June 2015 – Markham, Richmond Hill, Aurora, Georgina (143 attendees in total)
- December 2015 – Richmond Hill, Markham, Vaughan, Newmarket (120 attendees in total)

**Figure 8 – Project Team with Guests at Aurora Open House**

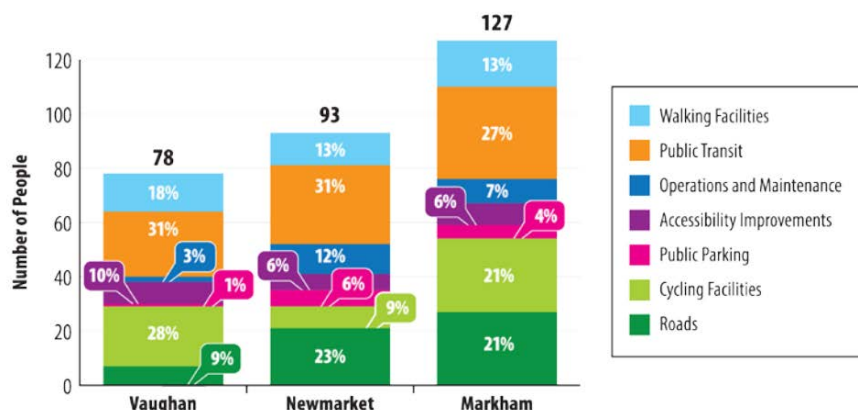


During the November 2014 round of open houses, the project team displayed preliminary study research and analysis and facilitated a discussion of priorities. Some key themes emerging from the feedback included:

- Revisiting the Pine Valley Drive missing link south of Rutherford Road
- Support for better transit service and active transportation linkages
- Support for co-ordinated public meetings for multiple projects
- Support for the 404-400 Link (Bradford Bypass)
- Support for optimizing traffic signals and implementing innovative technologies and strategies to better manage traffic on existing roads
- Mixed reaction to on-street bike lanes on Regional roads (some prefer off-street, some find on-street works fine)
- Engaging developers early in the planning of projects
- Satisfaction with cycling and pedestrian infrastructure in the Town of Newmarket

Guests also had the opportunity to vote on their transportation priorities and leave thoughts on a vision board (Attachment A4). For the voting activity, each guest had four votes to distribute amongst the priorities. The results are highlighted below.

**Figure 9 – Open House Round 1 Voting Activity Results**



At the June 2015 round of open houses, the project team displayed transportation priorities and opportunities and facilitated a discussion on network development tactics. Some of the key themes emerging from the feedback included:

- Need for the Region to coordinate with Metrolinx on implementing Regional Express Rail (RER)
- Need to study the Pan Am Games for lessons in the use of high occupancy vehicles lanes (HOV)
- Support for investing in transit to make it more competitive
- Support for better pedestrian and cycling connections and infrastructure
- Need for better east-west connections for transit, roads and active transportation
- Support for an integrated, distance-based transit fare across all systems
- Concerns over “bang for the buck” regarding the new Viva rapidways in York Region
- Struggle between investing in transportation in southern York Region versus northern York Region

Guests also had the opportunity to provide their view of what the future of transportation should include on a vision board exercise (Attachment A4). A few of the more frequently heard comments are captured below.

**Figure 10 – Sample of Open House Round 2 Feedback**



At the December 2015 round of open houses, the project team displayed draft objectives and network maps and facilitated a discussion on recommendations. Some of the key themes emerging from the feedback included:

- Need to focus on access to a connected transit network and innovative transit/shuttle solutions to serve RER/GO station demand

- Congestion impacts livelihood and quality of life significantly. To address congestion, need to ensure corridors carry the most demand possible and prioritize road improvements accordingly
- Quality cycling connections are an important part of addressing the 'last mile' of a commute. Quality transit is difficult to access from neighbourhoods
- The Region needs to collaborate with neighbouring municipalities, local municipalities and the Province/Metrolinx to ensure plans support one another
- Would like to know what the process is after the TMP and what the opportunities for participation are

All open house display material, presentations and handouts/activities are available in Attachment A4. The open house notifications are available in Attachment A3.

## ***Public Outreach***

The majority of the feedback received during the TMP engagement program was either through the online surveys or during an open house. To extend reach and opportunities for participation, the project team also participated in various events and used online strategies to raise public awareness of the TMP, maintain regular public touch points and maintain momentum in between open houses and surveys. The project team participated at various events using an information booth with giveaways and, in many cases, an online survey through tablet computers. Events included:

- Markham Fair (engaged about 1,100 people) – November 2014
- GO Station Pop-ups (engaged about 3000 people) – August 2015
- National Public Works Week Family Fun Day (engaged about 350 people) – May 2015

**Figure 11 – TMP Booth at Family Fun Day (left) and Markham Fair (right)**



Online strategies used to raise awareness to the TMP included:

- **Social media presence** on Facebook, Twitter, LinkedIn, YouTube and Instagram (Attachment A3)
- A series of **promotional videos** available via [york.ca/tmp](http://york.ca/tmp)
- **Project website** ([york.ca/tmp](http://york.ca/tmp)) where study updates were posted including upcoming opportunities for participation, newsletters, videos and documents

**Figure 12 – TMP Website Views (to April 2016)**



## ***Active Transportation Engagement***

Because this TMP incorporates the 2008 Pedestrian and Cycling Master Plan, the project team felt it important to engage York Region cycling community by holding a series of focus groups on pedestrian issues and opportunities. A summary of the results are included in Attachment A8.

Fifteen participants took part in the cycling workshop with the goal of identifying the issues, opportunities and experience of cyclists in York Region from those who cycle regularly. This feedback was instrumental in informing the development of the cycling network for the TMP.

Twenty nine participants randomly selected from the public took part in a series of four focus groups held to understand the issues, opportunities and experiences of pedestrians of all ages and abilities in York Region. The feedback was key in helping the project team understand the barriers that existed to walking in York Region and how they might be overcome.

The project team was also invited to join the Region's Active and Sustainable Transportation team at Markham Cycling Day in September 2015. The trivia wheel used to engage and educate participants proved very successful in attracting a high level of interest. The TMP team took advantage of this interest to seek feedback on the Draft Active Transportation Network. The results are presented below. The trivia wheel and map were also used at the Region's World Town Planning Day event to engage Region staff.

**Figure 13 –Joint TMP and Active and Sustainable Transportation Booth at Markham Cycling Day**



Figure 14 – Markham Cycling Day 2015 and World Town Planning Day Feedback

# Active Transportation Network Concept

This map outlines the strategic elements that can be used as the building blocks for a priority active transportation network in York Region.



## ***Stakeholder Engagement***

Most strategies outlined above were targeted towards York Region residents and businesses. However, there were a number of stakeholders whose involvement and interest were critical to the success of the TMP. The project team actively pursued engagement with:

- **First Nations and Métis representatives**, including a two-day workshop combined with the Regional Official Plan Review and the Water and Wastewater Master Plan
- The **Building Industry and Land Development Association (BILD)** (York Region Chapter)
- **Local area municipal staff and politicians**, including two rounds of individual meetings, presentations to council/committee of the whole and presentations to the Municipal Liaison Committee
- **Conservation Authorities** (Toronto and Region Conservation Authority and Lake Simcoe and Region Conservation Authority)
- **Neighbouring municipalities** (Peel Region, Durham Region, City of Toronto, TTC and Simcoe County)
- **The Provincial Government**, including Metrolinx and the Ministry of Transportation
- Members of the **Technical Advisory Committee** (Attachment A3)
- Other stakeholders in the transportation and development industry

## **4. Timeline of Activities**

Section 3 above outlined the highlights, successes and most innovative pieces of the TMP engagement program. Below, all TMP stakeholder and public engagement activities are itemized under the corresponding stage of the TMP process. Details and documentation of these activities are included in the attachments to this background report.

### ***Stage 1: Understanding what is Happening in York Region (August 2014 – February 2015)***

The purpose of this stage was to answer the basic questions of why there is a need to update the TMP and how the TMP connects with the Municipal Comprehensive Review and other studies. This stage introduced stakeholders to the process and encouraged discussion of priorities, community values and tradeoffs through open houses and an online survey, among other engagement strategies.

<b>DATE</b>	<b>ACTIVITY</b>	<b>AUDIENCE</b>	<b>REFERENCE</b>
September 2014	Notice of Study Commencement	Public	A3 - Notices
October 2014	Online Survey Phase 1 (ran until February 2015)	Public	A5 – Online Surveys
	Markham Fair Outreach	Public	-
	Transportation Services Management Dragon's Den Contest	Internal	A8 – Other Engagement
	Presentation to BILD	Stakeholder	-
	Notice of Public Open House Round 1	Public	A3 – Notices



DATE	ACTIVITY	AUDIENCE	REFERENCE
November 2014	Public Open House Round 1	Public	A4 – Open House Materials
	Internal Newsletter #1	Internal	A8 – Other Engagement
	Technical Advisory Committee #1	Stakeholder	-
	York Region Bike Summit Outreach	Public	-
	Pacific Mall Outreach	Public	-
	Release of Online Survey Kiosks (ran until December 2014)	Public	A5 – Online Surveys
	World Town Planning Day Outreach	Internal	-
	TMP Toolkit	Stakeholder	A8 – Other Engagement
December 2014	“What’s your vision for transportation?” Video	Public	A8 – Other Engagement
	Municipal Liaison Committee Presentation	Stakeholder	-
	External Newsletter #1	Public	A3 – Notices
January 2015	“York Region is planning for the future” Video	Public	A8 – Other Engagement
	Regional Council Workshop	Stakeholder	A7 – Regional Council Report and Presentations
February 2015	Online survey high school competition	Public	A5 – Online Surveys
	Meeting with local area municipalities (ran until March 2015)	Stakeholder	-

***Stage 2: Determining Transportation Priorities and Opportunities (March 2015 – August 2015)***

Stage 2 identified transportation priorities and opportunities. Phase 2 of the online survey and the feedback from the public open houses formed the basis of the identification of key priorities. Focus

groups and workshops targeting a range of demographics were used to clarify issues and test ideas. This stage included identifying and assessing network, policy and modal strategy alternatives.

DATE	ACTIVITY	AUDIENCE	REFERENCE
March 2015	Engagement Results Update	Internal and Stakeholder	A8 – Other Engagement
	Municipal Liaison Committee Presentation	Stakeholder	-
	Article in York Works Newsletter	Public	A3 - Notices
April 2015	Internal Newsletter #2	Internal	A8 – Other Engagement
	Council Report	Stakeholder	A7 – Regional Council Report and Presentations
May 2015	External Newsletter #2	Public	A3 – Notices
	“How do you get around?” Video	Public	A8 – Other Engagement
	National Public Works Week Family Fun Day	Public	-
	Instagram Campaign	Public	A5 – Online Surveys
	Walking Focus Groups	Public	A8 – Other Engagement
	Cycling Workshop	Public	A8 – Other Engagement
	Technical Advisory Committee Meeting #2	Stakeholder	-
	Online Survey Phase 2 (running until August 2015)	Public	A5 – Online Surveys
	Transportation Master Plan Advisory Task Force Meeting #1	Stakeholder	Background Report F
	Notice of Public Open House Round 2	Public	A3 – Notices
June 2015	Public Open House Round 2	Public	A4 – Open House Materials
	Municipal Liaison Committee Presentation	Stakeholder	-
	YRT Bus Advertising for Online Survey (running through the summer)	Public	A5 – Online Surveys

DATE	ACTIVITY	AUDIENCE	REFERENCE
	Workshop with First Nations and Métis	Stakeholder	A6 – First Nations
July 2015	Online Survey Phase 2 Marketing Campaign	Public	A5 – Online Surveys
August 2015	Conservation Authorities Meeting	Public	-
	GO Station Outreach	Public	-

### ***Stage 3: Creating Transportation Solutions for Tomorrow (September 2015 – March 2016)***

In Stage 3 of the engagement program, key decisions regarding the recommendations of the TMP were determined in consultation with local municipalities and the public at a third round of open houses. Feedback from previous stages and activities of the engagement program all culminated in the policy recommendations and the modal strategies of the TMP.

DATE	ACTIVITY	AUDIENCE	REFERENCE
September 2015	Municipal Liaison Committee Presentation	Stakeholder	-
	Markham Cycling Day Outreach	Public	-
	Transportation Master Plan Advisory Task Force Meeting #2	Stakeholder	Background Report F
October 2015	Meeting with local municipalities (ran until November 2015)	Stakeholder	-
	Forum on Seniors and Transportation	Public	-
November 2015	Presentation to BILD	Stakeholder	-
	Presentation to Metrolinx	Stakeholder	-
	Collaborative Public Engagement Booklet	Internal and Stakeholder	A8 – Other Engagement
	World Town Planning Day Outreach	Internal	-
	Technical Advisory Committee Meeting #3	Stakeholder	-
	Transportation Master Plan Advisory Task Force Meeting #3	Stakeholder	Background Report F
	Notice of Public Open House Round 3	Public	A3 – Notices

DATE	ACTIVITY	AUDIENCE	REFERENCE
December 2015	Public Open House Round 3	Public	A4 – Open House Materials
	Municipal Liaison Committee Presentation	Stakeholder	-
January 2016	Internal Newsletter #3	Internal	A8 – Other Engagement
	Markham Deputy Mayor’s New Year Levee	Public	-
	Transportation Master Plan Advisory Task Force Meeting #4	Stakeholder	Background Report F
February 2016	Council Report	Stakeholder	A7 – Regional Council Reports and Presentations
	Outreach at Metrolinx Open Houses (ran until March 2016)	Public	-
	Local Municipal Council/Committee Presentations (ran until April 2016)	Stakeholder	-
	Transportation Master Plan Advisory Task Force Meeting #5	Stakeholder	Background Report F
March 2016	Presentation to Unionville Ratepayers Association	Stakeholder	-

**Stage 4: Implementing the Plan (April 2016 – November 2016)**

The final stage focused on developing a financing strategy and scheduling for the action plan. In addition, this stage also saw the development of performance measures and targets and the public review period. Following endorsement of the final TMP, carrying out the recommendations and monitoring progress work can begin.

DATE	ACTIVITY	AUDIENCE	REFERENCE
April 2016	Technical Advisory Committee Meeting #4	Stakeholder	-
	Municipal Liaison Committee Presentation	Stakeholder	-
	Presentation to BILD	Stakeholder	-
	Transportation Master Plan Advisory Task Force Meeting #6	Stakeholder	Background Report F

DATE	ACTIVITY	AUDIENCE	REFERENCE
	Presentation to Council	Stakeholder	A7 – Regional Council Reports and Presentations
May 2016	National Public Works Week Family Fun Day	Public	-
	External Newsletter #3	Public	A3 - Notices
	Council Report	Stakeholder	A7 – Regional Council Reports and Presentations
June 2016	Council Report	Stakeholder	A7 – Regional Council Reports and Presentations
July 2016	Notice of Study Completion	Public	A3 – Notices
	Public Review Period (ran until September 15 2016)	Public	A9 – Public Review Feedback
November 2016	Council Memo	Stakeholder	A9 – Public Review Feedback