

Moving Guelph forward

Guelph Transportation Master Plan - Phase 3

Exploring solutions

Community engagement summary, March 2021

Guelph is growing and how we move around our city is changing. We're exploring transportation options to make our city move better in every way.

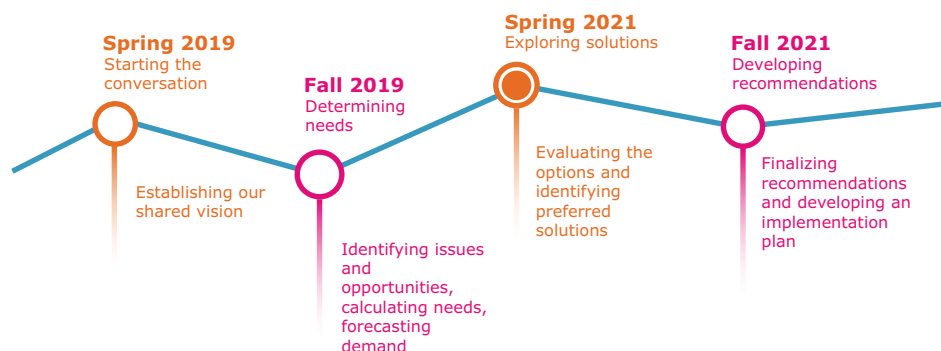
Over the next year, we will continue exploring the solutions to future challenges in transportation, including how new and evolving technology and travel services will shape the future of transportation in Guelph, and how to use our existing transportation services and infrastructure more efficiently, as we develop an implementation plan for the TMP.

Phase 3 overview

Phase 3 (Spring 2020) consisted of finalizing the values and goals for the future of transportation in Guelph, exploring what transportation is like today and drafting the Problem and Opportunity Statements that outline transportation improvements

needed in Guelph. The team also developed and evaluated the Alternative Solutions - the four solutions for solving our transportation and network issues - and explored the key issues that will be considered in our final Transportation Master Plan recommendations.

During Phase 3, we asked for feedback on the vision and goals, Problem Statements, Alternative Solutions and key issues. What we learned from this part of the process will help us develop a recommended approach for transportation that will be considered at Council later this year. We have been asking Guelph residents: **What are the preferred solutions for the future of transportation?**



Project at-a-glance

The updated Transportation Master Plan will define how our transportation system will support the community as Guelph continues to grow. The update will look at transportation planning in Guelph beyond 2031. The main objectives are:

1. to ensure the new plan builds upon current policies, including the Official Plan and other master plans that have been approved since 2005;
2. to recommend new policies and guidelines that reflect our community's vision and that balance mobility, environment and efficiency while prioritizing safety and access for all travellers; and
3. to explore how new and evolving technologies and travel services will shape the future of transportation in Guelph.

To do this, we need broad public and stakeholder help. We need to understand how you move about the community today and what will be important to you in the future.

Engagement during the COVID-19 pandemic

COVID-19 became a global pandemic and local health emergency in March 2020, which was the beginning of Phase 3 engagement for the TMP. At that time, the community was quickly adapting to the situation by adopting local health measures that included social and physical distancing, which prevented in-person gatherings to help slow the spread of the virus. There was a pause in engagement at this time to determine the best way to conduct engagement while maintaining the community's safety and well-being. It was recognized that community members were dealing with difficult and urgent situations as they navigated the health crisis and may not have the capacity to engage in the project.

In-person engagement for Phase 3 was planned to include stakeholder workshops and a Public Information Centre to present and gather feedback on the problems and Alternative Solutions. In order to adhere to the local health guidelines, Phase 3 engagement was moved entirely online in the fall and winter. We utilized new digital tools to replace in-person engagement. We used [StoryMaps, to host "virtual open houses"](#) to share project information using text, graphics, images, and maps to create an interactive and informative website that presented the problems and Alternative Solutions along with surveys to gather feedback. We also used social media, newsletters and advertisements in local newspapers to promote the virtual open houses and surveys and hosted stakeholder workshops online using video-conferencing.

We know that people's lives have changed dramatically during the pandemic, and we wanted to use online tools that would allow community members to engage on their own schedules from the comfort of home. We created the Virtual Open Houses (StoryMap) as a living website that will continue to be updated as the project progresses for people to engage with.

Replacing in-person activities with an entirely online engagement program was a new experience for the team and we experimented with new tools to rapidly adapt to the changing situation. Some of the feedback received in this round highlighted the challenges of online engagement. We heard that the Virtual Open Houses provided a lot of interesting information, but some of the language was technical and difficult to understand, and that there was a lot of information that could be difficult to navigate. As this project continues, it is likely that future engagement activities and information sharing will continue to happen online. We will utilize the lessons learned from Phase 3 to improve online engagement as the project moves forward.

COVID-19 transportation assessment

COVID-19 has changed how we move around our communities and navigate our daily lives. In Phase 4, we will be examining how COVID-19 will impact the Transportation Master Plan. We will be considering how the TMP recommendations should reflect the impacts of the pandemic.

How we engaged: techniques and results

For this phase of community engagement, we used a variety of techniques to reach a diversity of stakeholders. Our objective was to work with the community to explore the specific challenges of the City's existing transportation system and to identify solutions that should be considered for Guelph's future.

Virtual open houses

2 **Virtual open houses** using an interactive multimedia platform called StoryMaps to share information, data and maps



Virtual open house #1 explored the Vision, Values and Goals, examined the Existing Conditions and defined the Problems and Opportunities for transportation in Guelph



Virtual open house #2 examined the 4 Alternative Solutions proposed to solve the transportation issues in Guelph alongside an evaluation to examine which solution would best meet the goals of the TMP



Stakeholder meetings with

- Active Transportation groups
- University of Guelph
- Metrolinx
- Ministry of Transportation
- Key staff from adjacent Municipalities (County of Wellington, Puslinch Township, Town of Halton Hills, Region of Waterloo) and
- Members of Guelph's business community, including the Chamber of Commerce

To gather feedback on the problems and opportunities and the Alternative Solutions

2 **online surveys**

with 226 responses received in total online at [HaveYourSay.Guelph.ca](https://www.haveyoursay.guelph.ca) to gather feedback along side the Virtual Open Houses



How we engaged: techniques and results



Online engagement hub

The central place to engage with the project online with

1153 visitors and

216 contributors

Project email

transportation@guelph.ca



for direct communication with residents

Notifications published in the Guelph Mercury Tribune



Social media used to spread awareness

#MovingGuelphForward

10 tweets generating 39 likes, 58 retweets and 165 clicks

2 Facebook posts generating 46 likes, 16 comments and 143 clicks

Two email newsletters



Sent to

2,000

recipients



City staff workshop

with nearly **40** participants

Stakeholder meetings

We conducted targeted stakeholder meetings with Active Transportation groups, the University of Guelph, Metrolinx, the Ministry of Transportation, staff from adjacent municipalities (County of Wellington, Puslinch Township, Town of Halton Hills, Region of Waterloo), and members of Guelph's business community to share project updates, review the preferred Alternative Solutions and gather feedback.

What we heard

Alternative Solutions

- The Preferred Solution should improve overall connectivity for diverse modes of transport (cycling, walking, transit)
- The Preferred Solution should improve transit and support the mode share shift toward sustainable transportation
- The Preferred Solution should help to reduce trips made by cars

A better transit system

- Prioritize Gordon Street for improved transit measures
- Include transit accessibility and availability in industrial areas for riders to get to and from work
- Consider streamlining fare measures to reduce time spent at transit stops

Goods movement

- Ensure that truck traffic is encouraged to use the Hanlon Expressway
- Protect for continued truck-rail integration in the east end
- Mitigate truck traffic south of Guelph on Victoria Road and Gordon Street
- Ensure sufficient capacity is maintained for truck movement

Concerns that need to be addressed

- Auto demand will increase as a result of road widening
- Preferred Solution should not increase traffic on County roads

Prioritize active transportation

- Include both Wyndham Street and Norfolk Street as part of the Spine Cycling Network
- Promote collaboration between the TMP and the Trails planning team
- Utilize existing trails as part of the active transportation network in the TMP
- Explore public/private partnerships for improvements to trail infrastructure for key items such as bridges and stairs
- Maintain and improve at-grade rail crossings for active transportation users

Key questions or topics that need to be explored further

- Additional active transportation crossings at the Hanlon Expressway need to be explored further with provincial agencies
- Explore opportunities to increase adoption of electric vehicles by Guelph residents
- Consider the effects of COVID-19 on transit ridership levels
- How will goods movement be affected in Alternatives 2 and 3?

Virtual open house #1 survey

The Virtual Open House #1 Survey ran from November 12 to December 4, 2020 and launched alongside the Virtual Open House #1 (StoryMap) on the project engagement page at Have Your Say Guelph (<https://www.haveyoursay.guelph.ca/transportation>).

Virtual Open House #1 shared the draft Vision, Values and Goals, Existing Conditions, Problem and Opportunity Statements and the draft Alternative Solutions. Participants were encouraged to complete the survey after reviewing the StoryMap. The purpose of the survey was to gather feedback on the Vision and Goals and the Problem and Opportunity statements.

156 responses were provided to the survey. 79% of survey participants travel by car as the driver, 58% walk and 43% cycle to move around Guelph.

What we heard

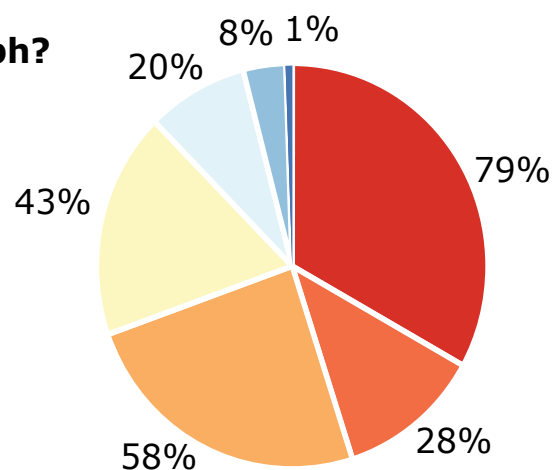
Overall there was strong support for the Vision statement and goals, strong agreement with the Problem and Opportunity Statements, and support for the Alternative Solutions that emphasize and advance sustainability and promote active transportation. Below is a summary of the survey responses.

COVID-19 and transportation

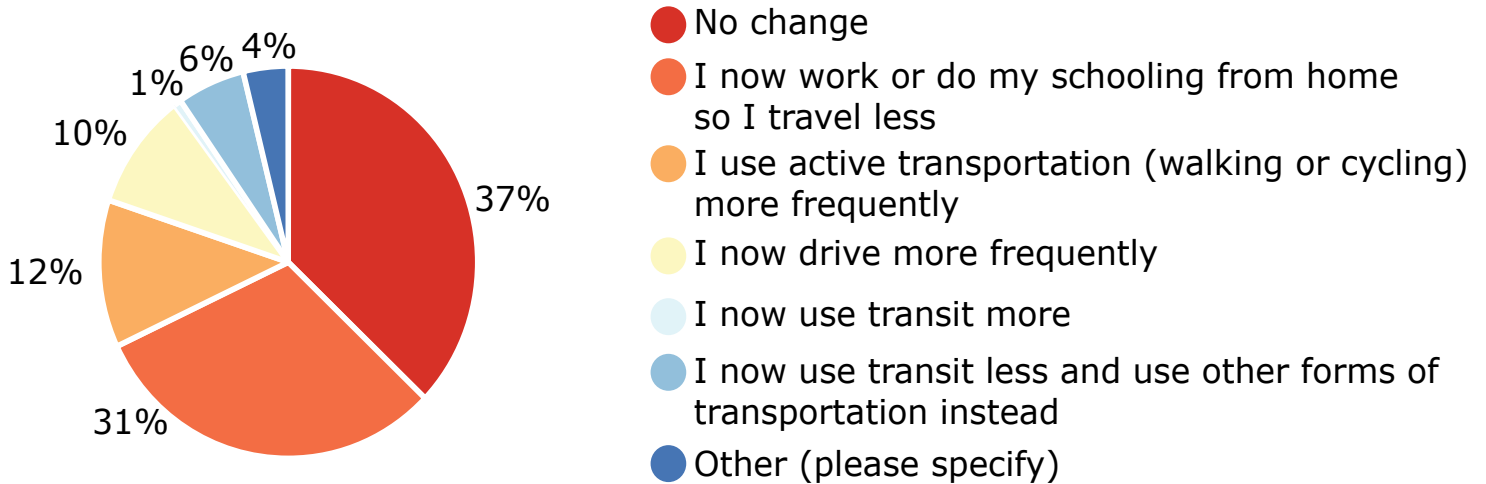
We asked participants to tell us how their transportation has been changed by the pandemic. Participants were asked to select all options that apply.

How do you usually move around Guelph?

- I travel by car as the driver
- I travel by car as the passenger
- I walk
- I cycle
- I take local transit
- I take a taxi or a ridesharing service
- Other (please specify)

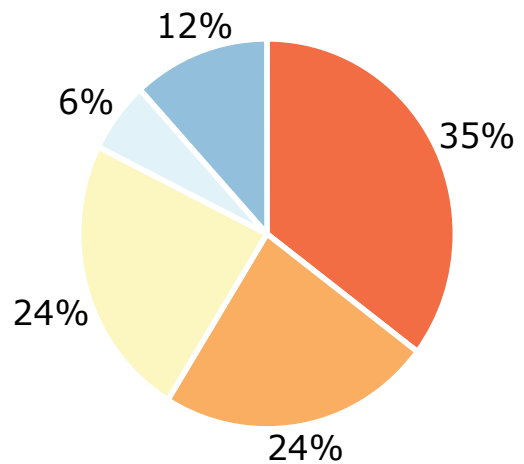


How has your travel changed since the pandemic?



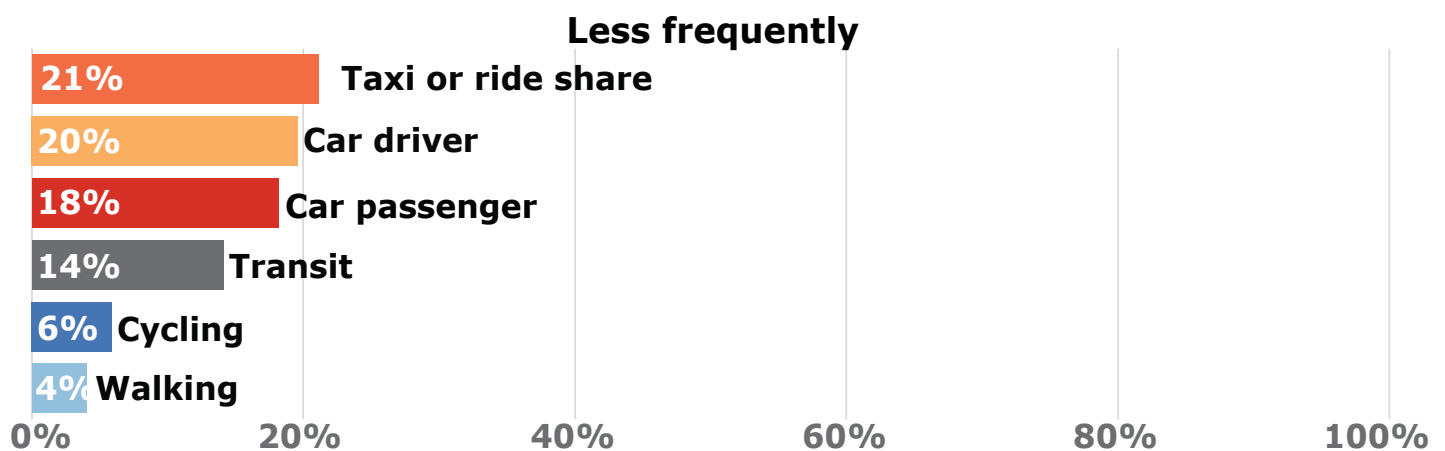
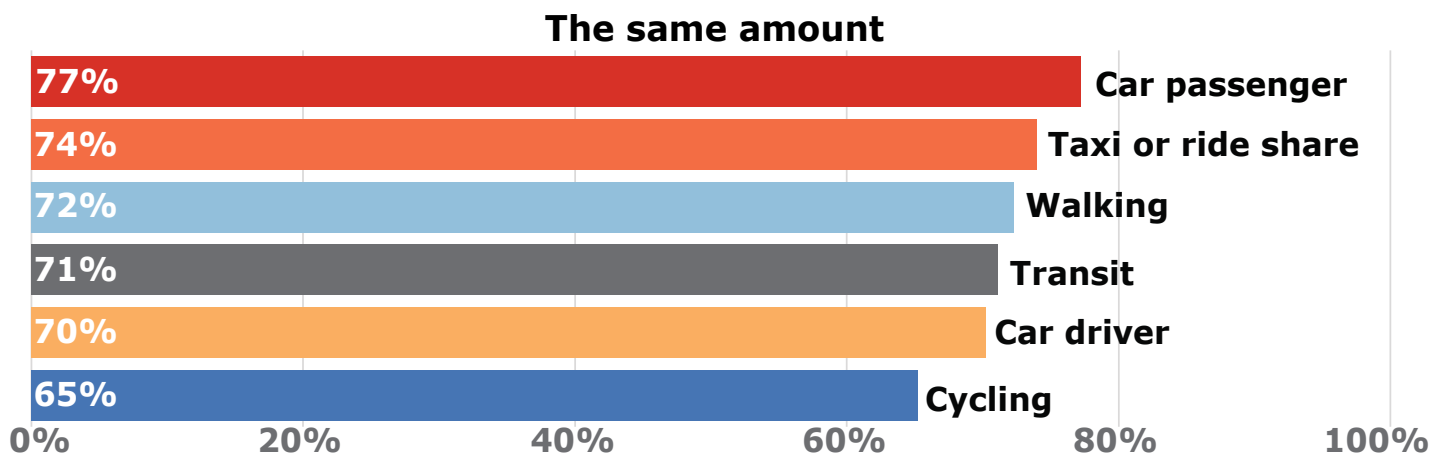
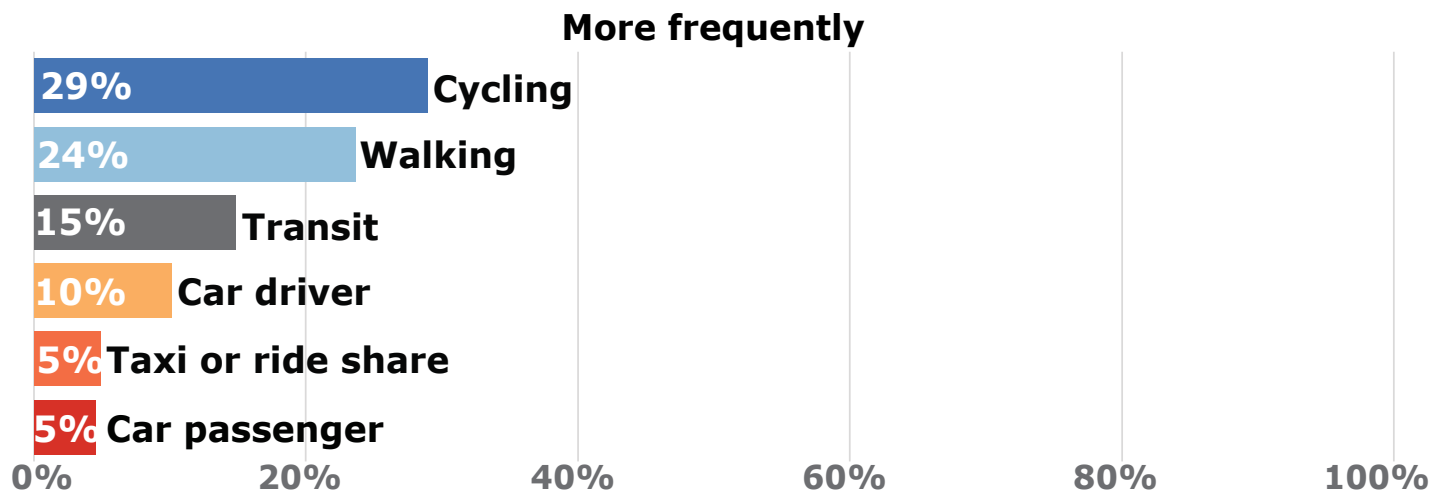
What type of transportation do you use instead?

- Walking
- Cycling
- Driving
- Ridesharing or Taxis
- Other (please specify)



Phase 3 Public engagement results

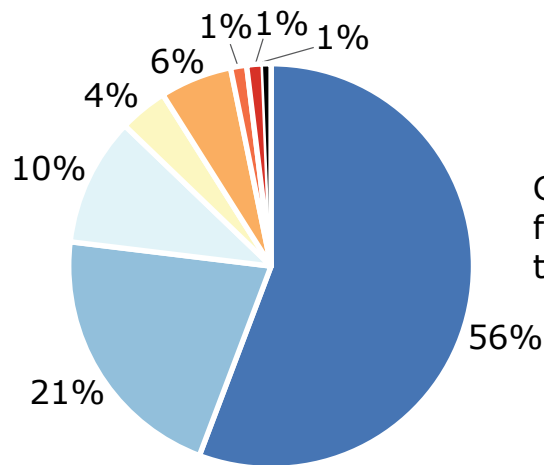
Once the pandemic is over, I will use this mode:



Vision and values

Participants were asked to identify their level of support for the six values that support the Vision for the Transportation Master Plan.

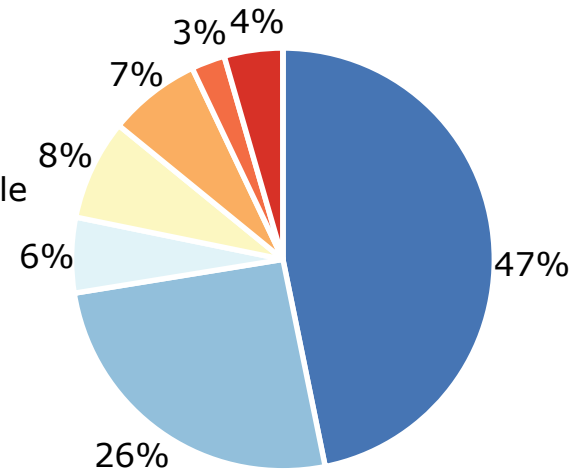
- Strongly agree ● Agree ● Somewhat agree ● Neither agree nor disagree
- Strongly disagree ● Disagree ● Somewhat disagree ● Did not answer



Safe:

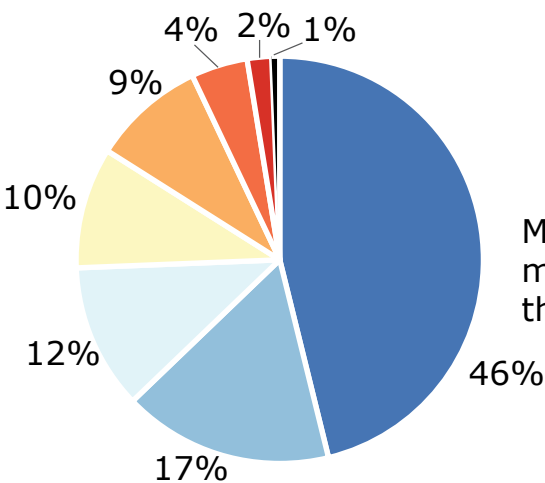
Guelph will provide safe transportation networks for people to walk, wheel and use vehicular transportation through all corners of the city.

Equitable:
Transportation in Guelph will be geographically equitable – people can complete their trips comfortably and in a reasonable time, regardless of if they own a vehicle, which part of Guelph they are coming from, and which part of Guelph they are going to.

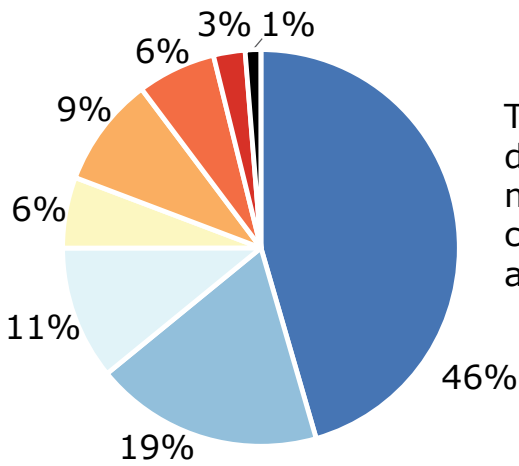


Sustainable:

Most people will be able to travel sustainably, minimizing the negative impacts of their trip on the environment.

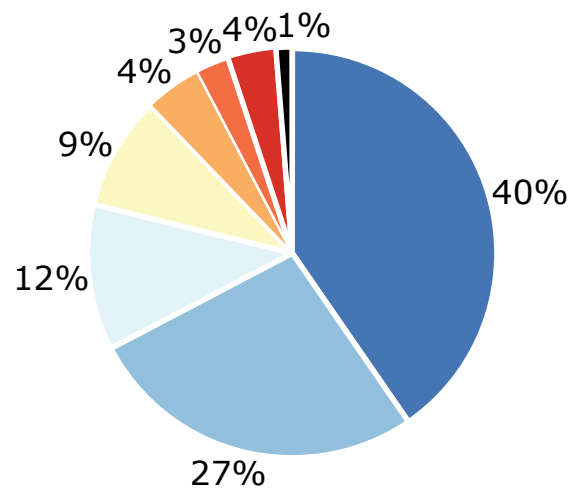


- Strongly agree ● Agree ● Somewhat agree ● Neither agree nor disagree
- Strongly disagree ● Disagree ● Somewhat disagree ● Did not answer



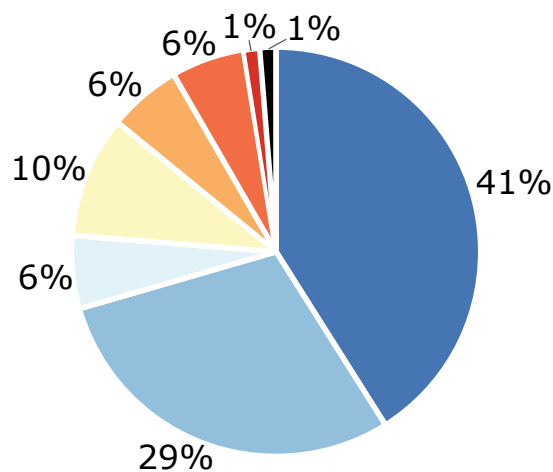
Complete:

The network for each mode of travel (cycling, walking, driving and transit) will be complete, enabling continuous multimodal travel throughout our city. A complete - or a connected - network is one that treats all modes of travel as equal in importance.



Affordable:

We will accomplish the goals of this plan in a way that is affordable for the user and makes the most financially efficient use of our resources and investments.



Supportive of Our Land Uses:

Our transportation network will continue to be supportive of land use, meaning that we design our streets to be context-sensitive, and enable the development of healthy, high- and medium-density, mixed-use communities.

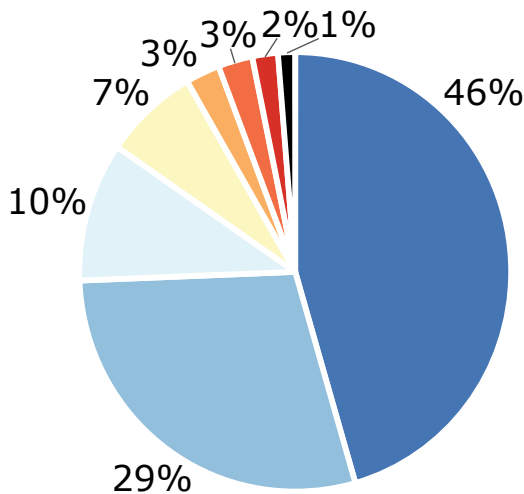
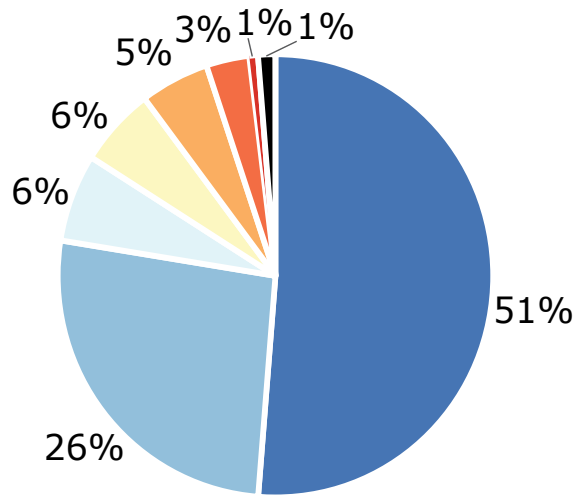
Goals

Participants were asked to identify their level of support for the seven goals that support the Vision for the Transportation Master Plan.

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Disagree
- Somewhat disagree
- Did not answer

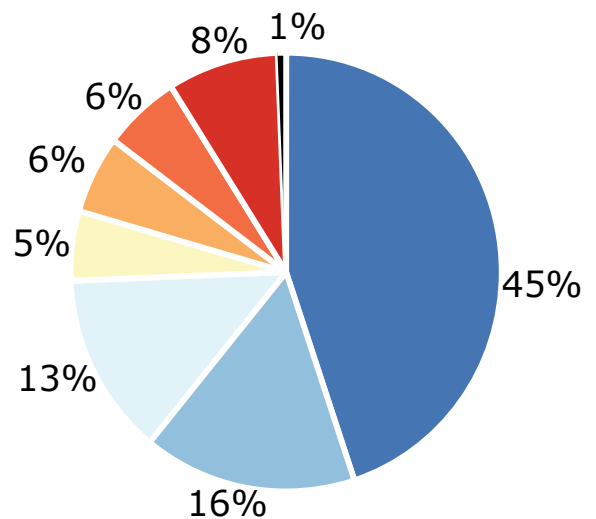
Goal 1:

People of all ages and physical ability will be able to travel safely using any transportation mode that they choose.



Goal 2:

Guelph's transportation system will be easy-to-use, reliable and give people and businesses the transportation options they want when they need them.



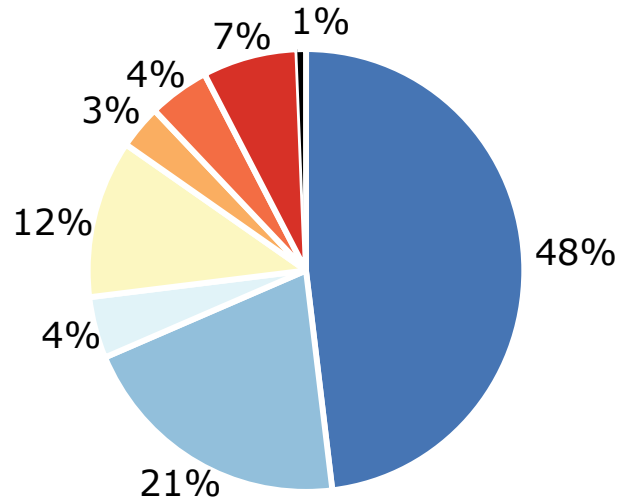
Goal 3:

Transit service will provide travel times and traveler convenience at levels that are competitive with travel by car.

- Strongly agree ● Agree ● Somewhat agree ● Neither agree nor disagree
- Strongly disagree ● Disagree ● Somewhat disagree ● Did not answer

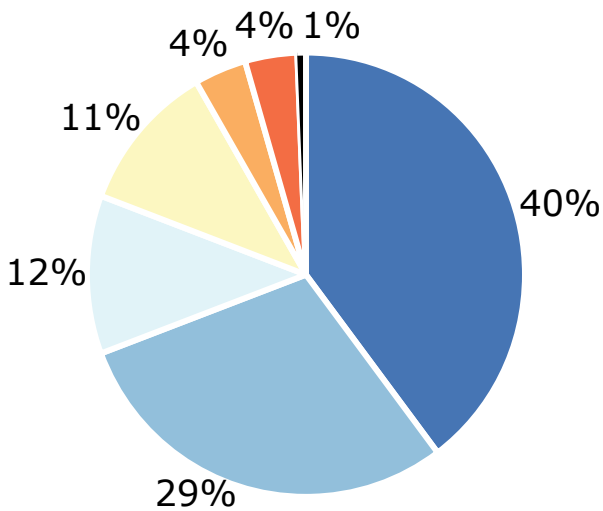
Goal 4:

The carbon footprint from the transportation sector will aim for net zero by 2050.



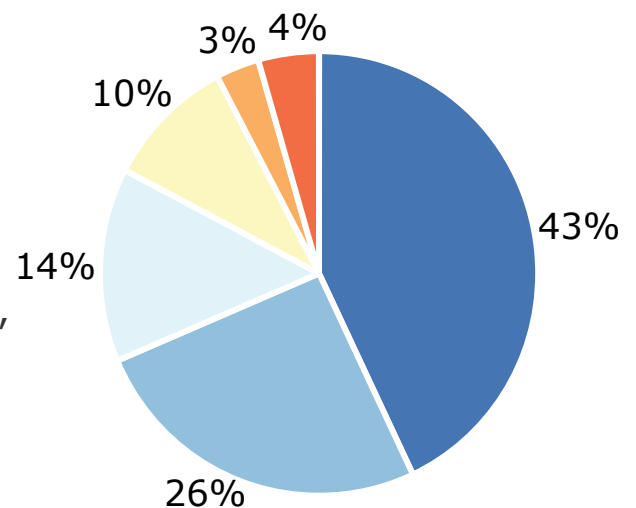
Goal 5:

Guelph's streets, trails and rail networks will align with the City's land use objectives.



Goal 6:

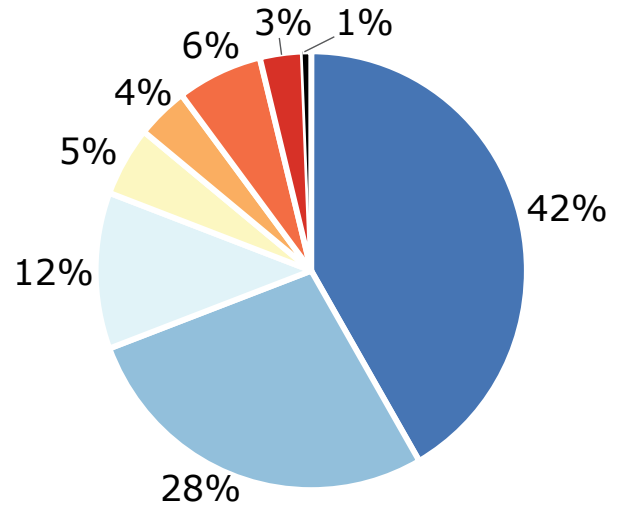
Investment decisions will be made considering the asset lifecycle costs, which includes operations and maintenance.



- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Disagree
- Somewhat disagree
- Did not answer

Goal 7:

Guelph's transportation system will plan for the changes of tomorrow, while delivering great service today.



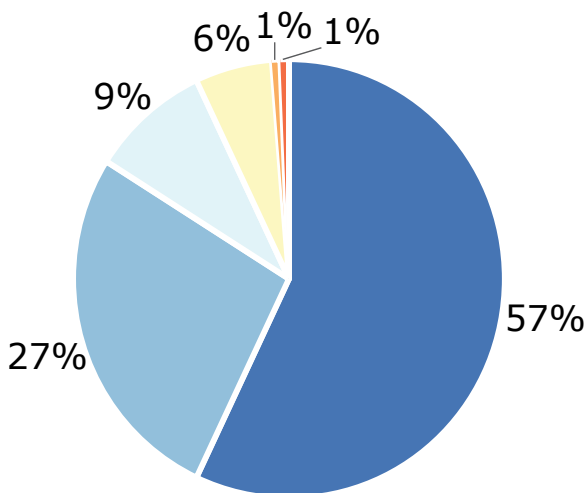
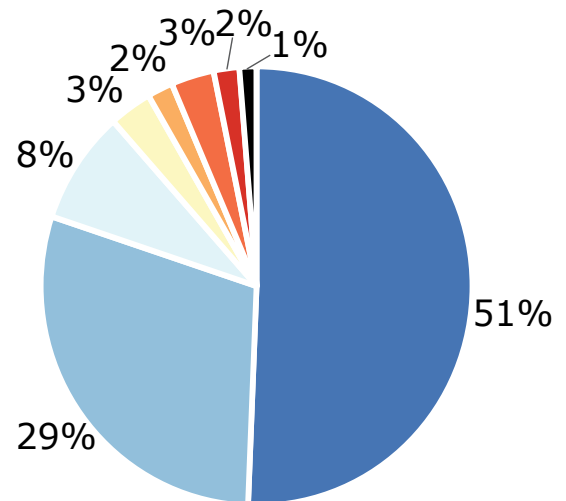
Problem and opportunity statements

Participants were asked to identify if they agree with the problem and opportunity statements.

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Disagree
- Somewhat disagree
- Did not answer

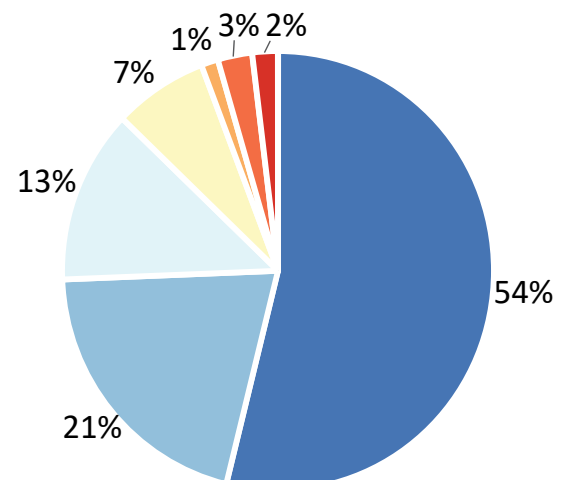
Statement 1:

We need to design our streets to serve the needs of a diverse group of people, of all ages and abilities.



Statement 2:

We need strong (fast and direct) transit connections to existing and future jobs.



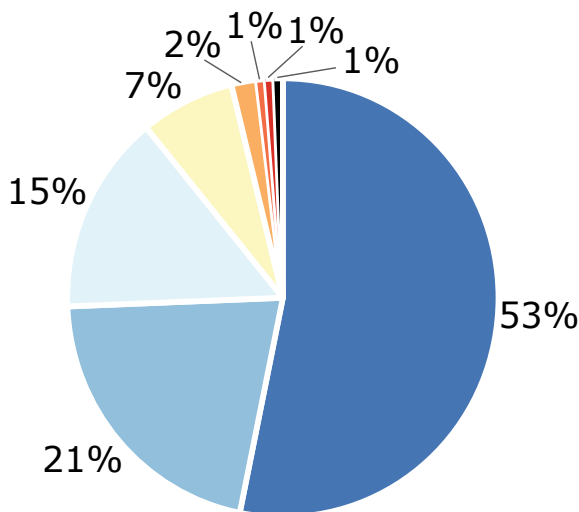
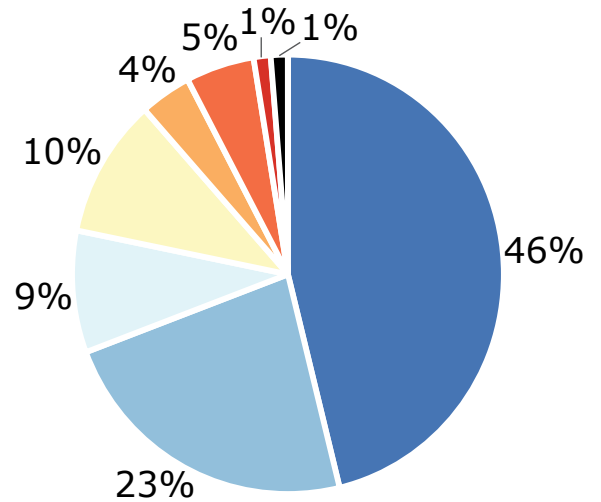
Statement 3:

We need more safe crossings of the rivers, rail lines and highways for people walking and cycling.

- Strongly agree ● Agree ● Somewhat agree ● Neither agree nor disagree
- Strongly disagree ● Disagree ● Somewhat disagree ● Did not answer

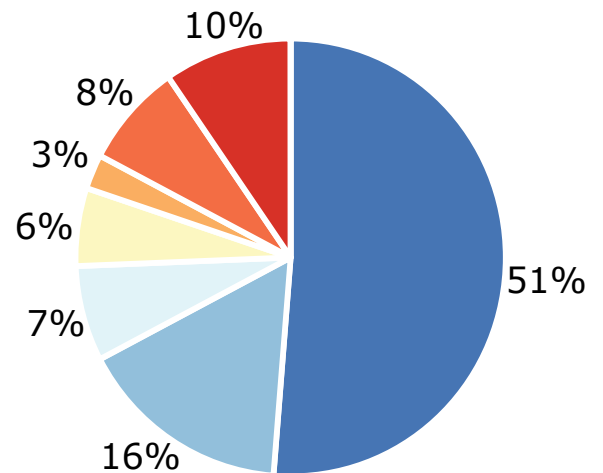
Statement 4:

We need better walking and cycling connections to transit stops and hubs.



Statement 5:

We need to reduce transit travel times and improve traveler convenience to most destinations, particularly between neighbouring areas of the city.



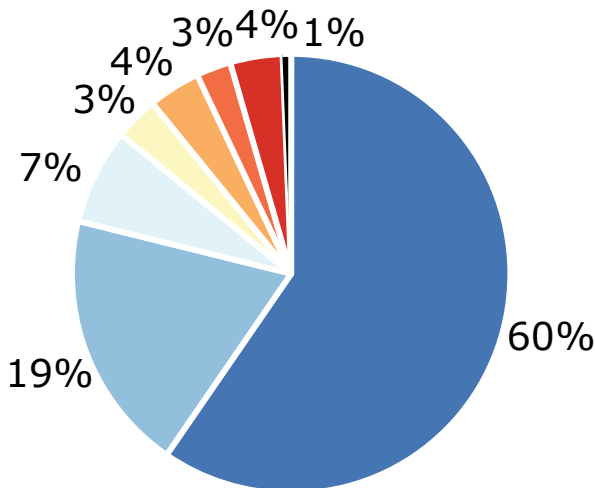
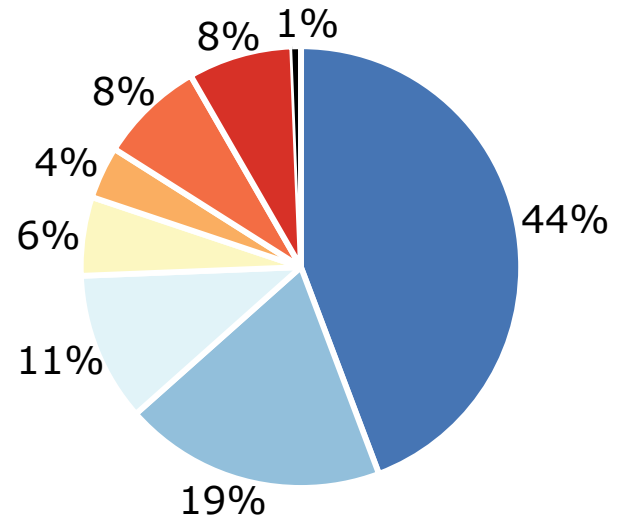
Statement 6:

We need to reduce the percentage of trips made by car.

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Disagree
- Somewhat disagree
- Did not answer

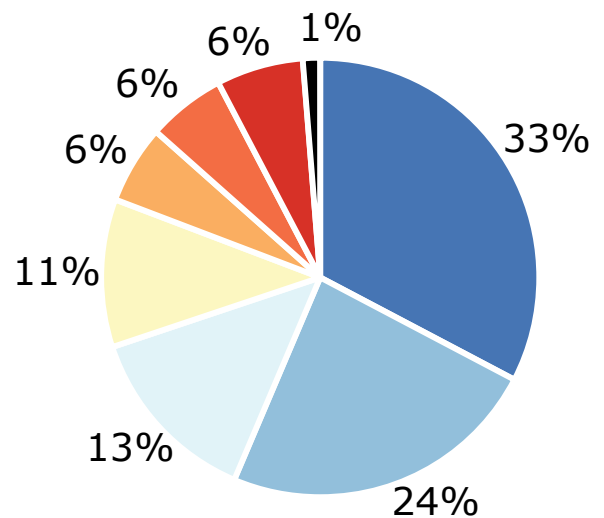
Statement 7:

We need to update the downtown parking strategy to align with the objectives of the TMP to reduce downtown car use.



Statement 8:

We need to design our streets to safely serve all modes of transportation, including walking, cycling and transit.



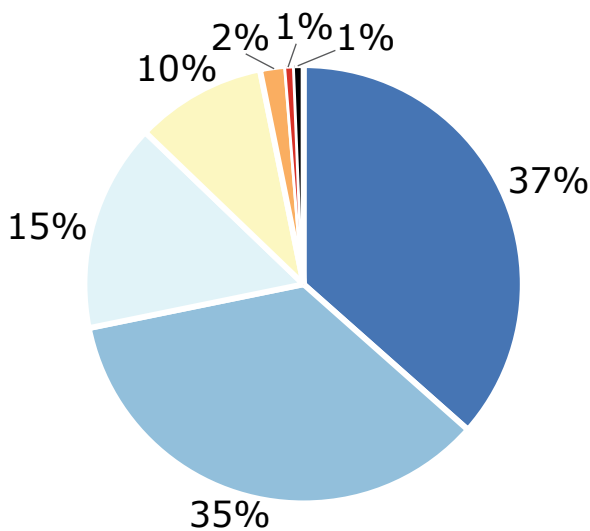
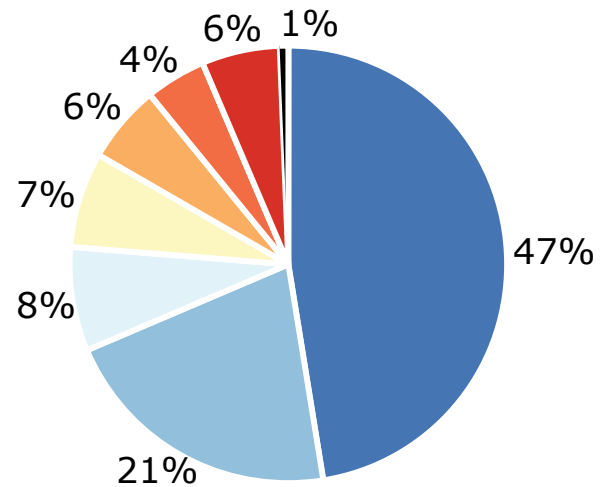
Statement 9:

We need to tap Guelph's unrealized potential for electric vehicles.

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Disagree
- Somewhat disagree
- Did not answer

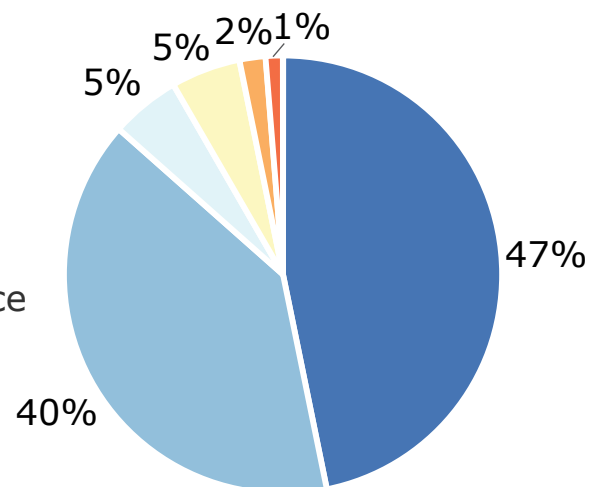
Statement 10:

We need to redesign streets in key growth areas (intensification corridors and mixed-use nodes identified in the Official Plan) to prioritize walking, cycling and transit.



Statement 11:

We need to update our road designs to reflect the unique priorities of different areas (for example: low-density residential neighbourhood, an industrial area or a natural heritage feature).



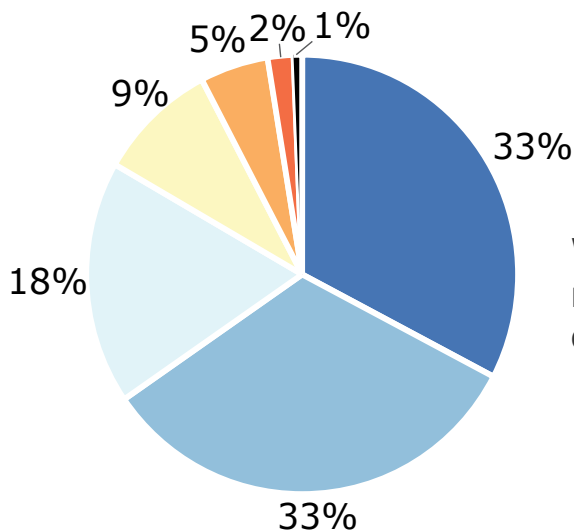
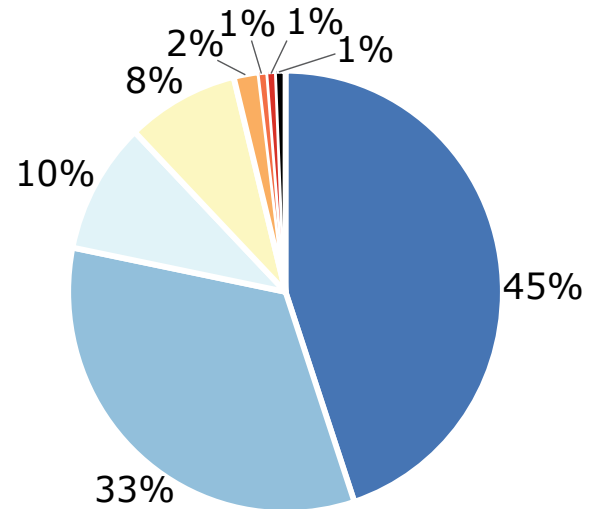
Statement 12:

We need to account for life-cycle costs (upfront capital costs, ongoing maintenance and replacement costs) in financial decisions on transportation projects.

- Strongly agree ● Agree ● Somewhat agree ● Neither agree nor disagree
- Strongly disagree ● Disagree ● Somewhat disagree ● Did not answer

Statement 13:

We need to improve the resiliency of Guelph’s transportation system. Resilient systems have diversity (multiple options for travel), redundancy (multiple routes between destinations) and the ability to easily adapt to changing conditions.



Statement 14:

We need to better prepare for the future of mobility (for example: technology, new forms of travel).

Key topics

Participants were asked to provide comments on other key transportation topics that should be covered in the TMP. Comments are summarized by theme below.

What we heard

A better transit system

- Improvements to public transit should be considered as part of the Transportation Master Plan, including improved transit times and routes, stop accessibility and the number of routes and stops throughout the City
- Improve transit connections to surrounding cities
- Improve transit to business parks and industrial areas

Safer streets

- Safety for vulnerable road users should be a key component of the plan, including slowing traffic speeds and implementing separated bike lanes
- Use communications and education to help all users navigate the transportation system safely

Promote active transportation

- Prioritize active transportation to make it easy, convenient and safe for people to walk and cycle to get where they need to go
- Ensure that the active transportation networks are connected and complete, and consider crossings over barriers such as railways and the Hanlon Expressway
- Trails are an important element of the active transportation network and should be included as part of the TMP

- Promote and enhance active transportation to and from schools for children and young people
- Make active transportation more desirable and accessible than driving

Plan for parking

- Some participants expressed the desire for the TMP to increase parking across the City and downtown
- Some participants expressed the desire for the TMP to reduce parking across the City and downtown to promote active transportation

Efficient roads and traffic flow

- Use traffic demand management to improve efficiency
- Ensure driving is accessible and convenient method of transportation into the future
- Consider roundabouts to replace traffic lights and stop signs
- Plan for the future of autonomous vehicles and electric cars

Sustainability and resiliency

- Use urban design and efficient land uses to encourage a shift toward sustainable modes of transportation
- Make streets flexible and adaptable to future changes to promote and enhance active transportation
- Plan for new technologies and innovations such as micromobility (e-bikes and scooters) and on demand transit
- Consider the effects of COVID-19 on transportation

Accessibility and equity

- Ensure sidewalks are accessible for families and those with disabilities
- Improve transportation connections to health services and community services
- Driving needs to be a viable transportation option available for those who cannot use other modes of transportation
- Ensure the transportation system is designed for all

Alternative solutions

Participants were asked to provide comments on the Alternative Solutions. Comments are summarized by theme below.

What we heard

Sustainability

- A shift toward more sustainable modes of transportation should be a key focus of the Alternative Solutions
- Use communications and education to encourage a shift toward sustainable modes

Promote active transportation

- The City should prioritize active transportation to make it easy, convenient, and safe for people to walk and cycle to get where they need to go
- Consider car-free zones where pedestrians and transit users can be a priority over cars
- More multi-use trails should be included as they provide safety and comfort for walking and cycling

Efficient roads and traffic flow

- The Alternative Solutions need to consider cars to ensure driving an accessible and convenient method of transportation into the future for those that need it and to improve driving infrastructure over all
- Consider how road widening may lead to increased demand for driving

Accessibility and equity

- A balanced approach to transportation is needed to ensure people have a range of choices

Winter maintenance

- Invest in making transit, walking and cycling comfortable in the winter

Some of the survey participants provided comments on which Alternative Solution they liked the most. Overall Alternative 3 was identified as the preferred alternative by participants (mentioned in the comments 23 times), Alternative 2 was second (mentioned in the comments 15 times) and Alternative 4 was third (mentioned in the comments 12 times).

Virtual open house #2 survey

Survey #2 ran from January 14 to February, 9 2021 and launched alongside the Virtual Open House #2 ([StoryMap](#)) on the project engagement page at [Have Your Say Guelph](#).

Virtual Open House #2 shared the Mode Share Targets, the 6 Priority Networks, the 4 Alternative Solutions and their evaluation, and the preliminary preferred solutions. Participants were encouraged to complete the survey after reviewing the StoryMap. The Open House also provided updates to the contents based on what we heard in the previous survey, which included adding a new problem statement and renaming Alternative 4. **The purpose of the survey was to gather feedback on the preliminary Preferred Solutions - Alternative 2 and 3.**

The technical evaluation showed that Alternative 2 - Sustainability and Alternative 3 - Sustainability and Resilience were comparable as preferred solutions in achieving the values and goals of the TMP. Both solutions encourage walking, cycling and traveling by bus by creating walking streets, developing a core network of cycling links and reducing bus travel times in critical transit corridors. Both Alternatives also limit delays for cars in key corridors by reducing demands through changing mode shares.

77 responses were provided to the survey. 65% of survey participants travel by car as the driver, 64% walk and 39% cycle to move around Guelph.

Below is a summary of the survey responses.

What we heard

Overall there was strong support for both Alternative 2 - Sustainability Focus and Alternative 3 - Sustainability and Resiliency Focus. **Survey participants agree that both of these Alternatives will advance the goals of the TMP, improve long-term mobility, and improve daily travel.**

We asked participants: Is there something that should be included in the preliminary Preferred Solution that is missing?

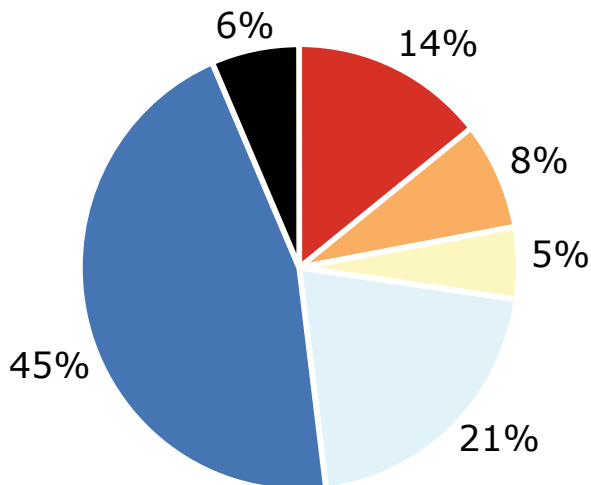
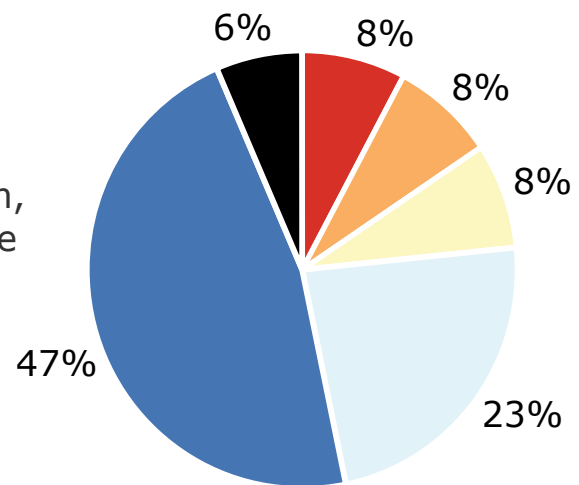
- Improve winter conditions for transit and active transportation to encourage the use of these modes year round
- Implement accessibility features to ensure everyone can walk, cycle, take transit or drive
- Use innovative measures such as smaller buses on less popular routes
- Consider the effects of reducing cars in the downtown on businesses
- Incentivize change with reduced transit cost for riders
- Prioritize transit over cars on busy routes and during rush hour
- Use separated bike lanes to ensure safety for cyclists
- Ensure sidewalks are large enough to accommodate families and those with disabilities
- Build in resilience with innovative ways to promote active transportation
- Make sustainable modes of transportation desirable and the best option to use
- Include trails as a part of the plan as a way to support active transportation
- Direct truck traffic around the City, not through it
- Ensure driving is an accessible and convenient mode of travel
- Consider environmental factors such as noise
- Include more Electric Vehicle charging stations around the City

Alternative 2 - sustainability focus

Participants were asked to identify their level of support for the following elements of Alternative 2.

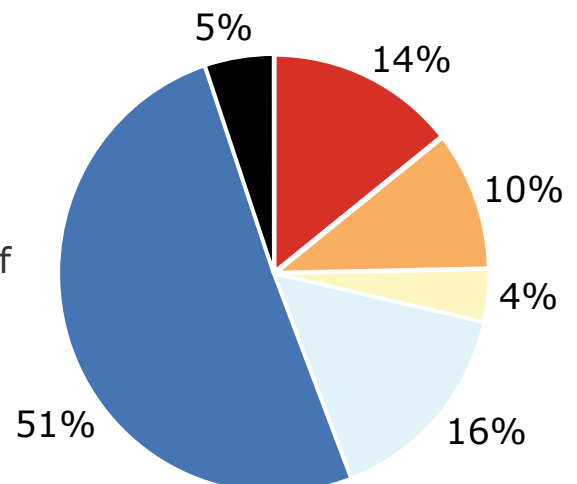
- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Somewhat disagree
- Did not answer

Alternative 2 is aligned with the vision, values, goals and general intent of the Guelph TMP update.



Alternative 2 represents a long-term vision for mobility that will improve the quality of life across the community

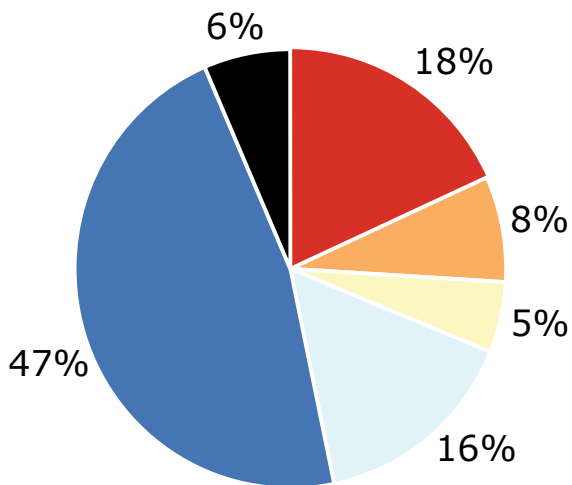
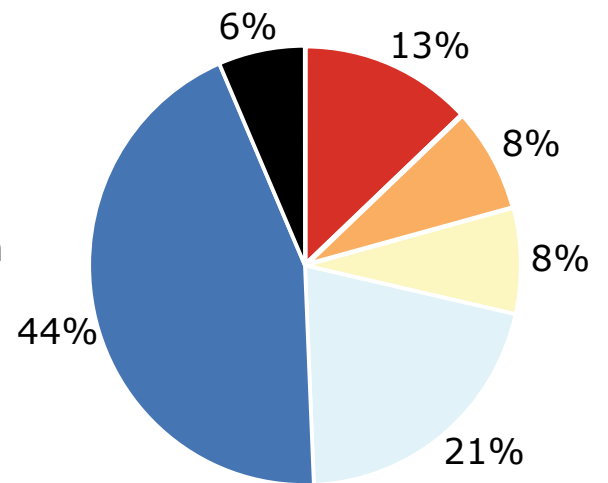
I will experience a benefit when elements of the recommended Alternative 2 networks are implemented in Guelph.



Phase 3 Public engagement results

- Strongly agree
- Strongly disagree
- Somewhat agree
- Somewhat disagree
- Neither agree nor disagree
- Did not answer

Alternative 2 aligns with the long-term vision I have for Guelph.



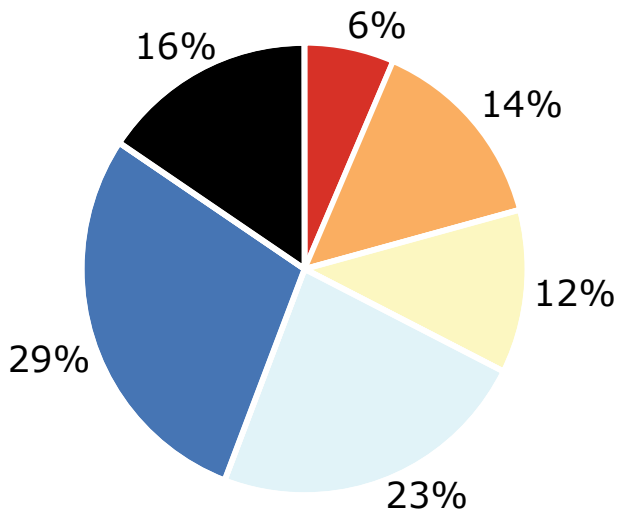
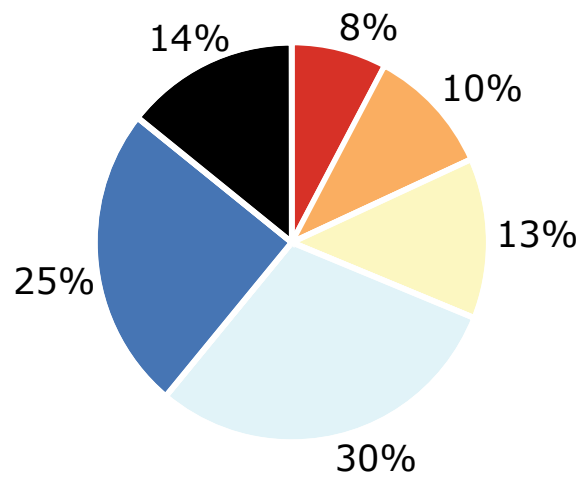
Alternative 2 will improve my daily travel.

Alternative 3 - sustainability and resiliency focus

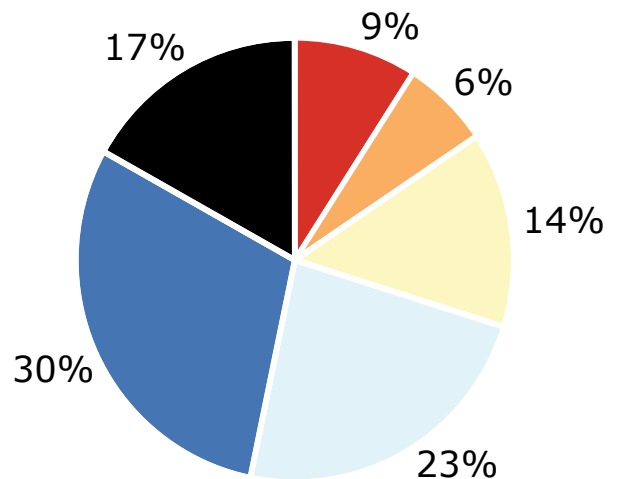
Participants were asked to identify their level of support for the following elements of Alternative 3.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Somewhat disagree
- Did not answer

Alternative 3 is aligned with the vision, values, goals and general intent of the Guelph TMP update.



Alternative 3 represents a long-term vision for mobility that will improve the quality of life across the community.

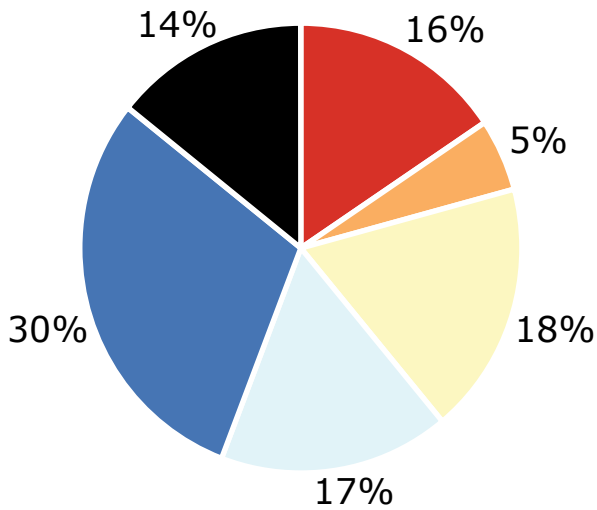
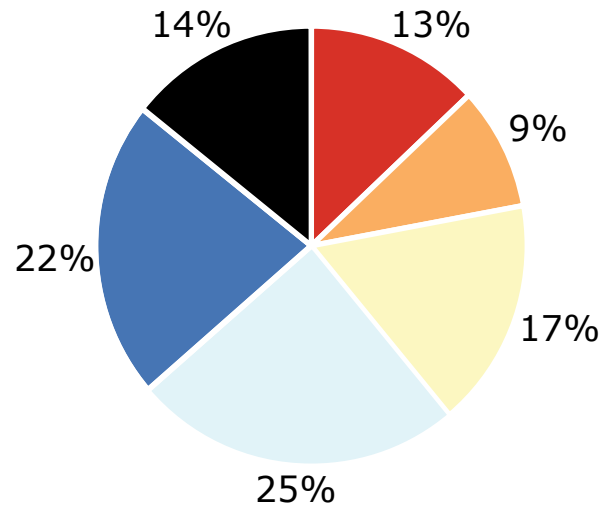


I will experience a benefit when elements of the recommended Alternative 3 networks are implemented in Guelph.

Phase 3 Public engagement results

- Strongly agree
- Strongly disagree
- Somewhat agree
- Somewhat disagree
- Neither agree nor disagree
- Did not answer

Alternative 3 aligns with the long-term vision I have for Guelph.



Alternative 3 will improve my daily travel.

Alternative 2 - attributes

Participants were asked to rank a list of attributes for Alternative 2 from attributes they most like to most dislike.

#1	Implements the pedestrian priority network
#2	Implements the cycling spine network
#3	Improves safety for all users, particularly vulnerable users - people walking, cycling and using transit
#4	Implements the quality transit network
#5	Encourages a mode shift away from cars
#6	Improves connectivity for more of the city to multimodal networks
#7	Does not add additional street capacity for cars
#8	Improves cost efficiencies in transit operation
#9	Aligns with Guelph's existing land use planning and environmental sustainability objectives
#10	Partially implements the goods movement priority network
#11	Requires several road transformation and widening projects
#12	Requires investment into new maintenance equipment and practices
#13	Does not implement the resilience network

Alternative 3 - attributes

Participants were asked to rank a list of attributes for Alternative 3 from attributes they most like to most dislike.

#1	Implements the pedestrian priority network
#2	Improves safety for all users, particularly vulnerable users - people walking, cycling and using transit
#3	Implements the cycling spine network
#4	Implements the quality transit network
#5	Improves connectivity for more of the city to multimodal networks
#6	Encourages a mode shift away from cars
#7	Adds additional street capacity to add flexibility for climate change, emerging mobility technologies, or disruptions like the COVID-19 pandemic
#8	Improves cost efficiencies in transit operation
#9	Implements the resilience network
#10	Partially implements the goods movement priority network
#11	Requires several road transformation and widening projects
#12	Aligns with Guelph's existing land use planning and environmental sustainability objectives
#13	Requires investment into new maintenance equipment and practices

What we heard - the key themes

Overall, feedback received from the community and key stakeholders throughout Phase 3 can be categorized into the following overarching themes: **a better transit system, safer streets, goods movement, promote active transportation, plan for parking, efficient roads and traffic flow, sustainability, accessibility and equity, winter maintenance alternative solutions, community engagement process, concerns and key questions and topics.**

These themes will inform the development of Phase 4: Implementation Plan, which will determine the capital plan for how the TMP is implemented.

How we used your feedback

Feedback from the previous rounds of engagement on the vision and goals, and issues and opportunities informed the TMP Vision and Goals, and Problem and Opportunity statements presented in this Phase for further engagement.

Feedback from this round of engagement helped us to:

- Confirm the Vision and Goals of the TMP, which were used to evaluate the Alternative Solutions that will be used to determine the design of future transportation networks
- Understand what the key transportation issues and topics are that will be explored further in the TMP
- Understand what transportation elements need to comprise the Preferred Alternative Solutions

The feedback summary in the following pages highlights the wide range of diverse opinions that were received during this stage of community engagement. How comments will be integrated into the next phase of the project is outlined in the table in the Comment and Response table on the following pages.

Next steps

Feedback from this Phase of engagement alongside further technical analysis will help us develop a recommended transportation approach for Council consideration later this year, along with the development of an implementation plan that will provide guidelines for priority projects. Engagement in the next round will focus on the implementation and capital plan.

A better transit system

Comment(s)	Response
<p>Improvements to public transit should be considered as part of the Transportation Master Plan, including improved transit times and routes, stop accessibility, and the number of routes and stops throughout the City</p> <p>Use innovative measures to improve transit service such as smaller buses on less popular routes</p> <p>Incentivize change with reduced transit cost for riders</p>	<p>Transit is a fundamental part of Guelph’s transportation system. The Guelph TMP is setting increased transit mode share targets - targets to increase the proportion of people who use transit. The recommended Preferred Solution going to Council in May 2021 includes a Quality Transit Network. This network will improve the efficiency of buses along key corridors in Guelph implementing various transit priority measures.</p> <p>In the final phase of the project, the TMP will also develop a strategy to support the shift toward increased transit use. Detailed strategies to improve transit service (e.g. route changes, increased service frequency, transit service strategies etc.) are being considered by Guelph Transit’s Route Review through a future update to Guelph’s Transit Master Plan.</p>
<p>Prioritize transit over cars on busy routes and during rush hour</p>	<p>The recommended Preferred Solution going to Council in May 2021 includes a Quality Transit Network. This network will improve the efficiency of buses along key corridors in Guelph by implementing various transit priority measures.</p>
<p>Prioritize Gordon Street for improved transit measures</p>	<p>Gordon Street is a key piece of the Quality Transit Network that is part of the recommended Preferred Solution going to Council in May 2021.</p> <p>Segments of Gordon Street are also identified as a key element of the Pedestrian Priority Network, Spine Cycling Network and the Truck Priority Network. A more detailed Corridor Study of Gordon Street is required following the TMP to establish a design that best accommodates all of these competing demands and recognizes the constrained street right-of-way.</p>
<p>Improve transit accessibility and availability in industrial and business areas for riders to get to and from work</p>	<p>The Quality Transit Network includes connections to the major industrial and business parks in Guelph.</p> <p>In the final phase of the project, the TMP will develop a strategy to support the increased use of transit including ensuring that major employment nodes in Guelph are well connected by transit, so people can take transit to and from work.</p>

A better transit system

Comment(s)	Response
Consider streamlining fare measures for improving time spent at transit stops	Detailed strategies to improve transit service (e.g. route changes, increased service frequency, transit service strategies etc.) will be considered by Guelph Transit's Route Review and a future update to Guelph's Transit Master Plan that will focus on improving transit service to grow ridership.
Improve transit connections to surrounding cities	In the final phase of the project, the TMP will develop a strategy to support an increased use of interregional transit. This will include strengthening partnerships with external transit providers and improving Guelph Transit connections to external transit hubs like the GO Station.

Safer streets

Comment(s)	Response
Safety for vulnerable road users should be a key component of the plan, including slowing traffic speeds and implementing separated bike lanes Use separated bike lanes to ensure safety for cyclists	"Safe" is one of the six values of the TMP. The recommended Preferred Solution going to Council in May 2021 includes a Spine Cycling Network of routes that have infrastructure to enable cycling by people of all ages, abilities and comfort levels. On streets in the Spine Cycling Network with high traffic speeds and/or volumes, and high volumes of trucks and buses, infrastructure for cyclists would be physically separated.
Use communications and education to help all users navigate the transportation system safely	In the final phase of the project, the TMP will develop a strategy to support an increased use of walking and cycling - the active transportation mode shares. Some of these recommendations will be related to education and awareness.

Goods movement

Comment(s)	Response
Direct goods movement around the City not through it Ensure that truck traffic is not diverted to County roads	Efficient and effective movement of goods through Guelph is a fundamental part of having a well-functioning transportation system. The recommended Preferred Solution going to Council in May 2021 includes a Goods Movement Priority Network. These routes will be reviewed and updated as through a future Goods Movement Strategy.

Promote active transportation

Comment(s)	Response
<p>Prioritize active transportation to make it easy, convenient, and safe for people to walk and cycle to get where they need to go</p>	<p>“Sustainable” is one of the values of the TMP. The TMP is setting increased targets for the proportion of trips completed by walking and cycling - the active transportation modes. The recommended Preferred Solution going to Council in May 2021 includes a Pedestrian Priority Network and a Spine Cycling Network to improve walking and cycling for people of all ages and abilities.</p> <p>In the final phase of the project, the TMP will also develop a strategy to encourage walking and cycling to support the mode share targets.</p>
<p>Ensure that the active transportation networks are connected and complete, and consider crossings over barriers such as railways and the Hanlon Expressway</p>	<p>“Complete” is one of the values of the TMP. The city of Guelph is filling in sidewalk gaps on an ongoing basis as budget priorities permit. The recommended Preferred Solution going to Council in May 2021 includes a Pedestrian Priority Network (which improves the pedestrian spaces in existing and planned high activity nodes) and a connected Spine Cycling Network for people of all ages and abilities. The two networks also include new crossings of rivers and railways.</p> <p>In the final phase of the project, the TMP will develop a strategy to support increased active transportation mode shares, such as partnering with MTO to discuss active transportation crossings across the Hanlon Expressway.</p>
<p>Include trails as a part of the plan as a way to support active transportation</p>	<p>Trails are an important part of our city’s active transportation network. The on-street networks recommended in the TMP are supported by a broader system of trails and connecting on-street facilities. Mapping will be updated to show the Active Transportation Network as it complements the preferred scenario network.</p>
<p>Build in resilience in innovative ways to promote active transportation</p>	<p>The transportation network, as recommended, will accommodate new modes of transportation, such as e-scooters and other micro-mobility options (such as bike share programs, e-bikes, and e-scooters).</p> <p>In the final phase of the project, the TMP will develop a strategy to support an increased use of active transportation (walking or cycling). The policies and programs will consider resilience and guide the City’s response to innovation and emerging opportunities.</p>

Promote active transportation

Comment(s)	Response
Include both Wyndham Street and Norfolk Street as part of the Spine Cycling Network	Both Wyndham Street and Norfolk Street are part of the Spine Cycling Network that is part of the recommended Preferred Solution going to Council in May 2021.
Promote collaboration between the TMP and the Trails Planning Team	The TMP will continue to collaborate and align recommendations with the work being completed for the ongoing Guelph Trail Master Plan Update .
Utilize existing trails as part of the active transportation network in the TMP	Trails are off-street cycling infrastructure that are an important part of our city's cycling network. The on-street networks recommended in the TMP are supported by a broader system of trails that connect to the on-street cycling network.
Explore public/private partnerships for improvements to trail infrastructure for key items such as bridges and stairs	In the final phase of the project, the TMP will develop a strategy to support an increase in walking and cycling, the active transportation mode shares, through strategic partnerships with stakeholders to complete projects that support the TMP Vision, Values, and Goals.
Maintain and improve at-grade rail crossings for active transportation users	The City has updated its design guidelines for streets and will be recommending a Complete Streets Design Guide following completion of the TMP. The Complete Streets Design Guide can consider local design treatments for at-grade rail crossings.
Promote and enhance active transportation to and from schools for children and young people	In the final phase of the project, the TMP will develop a strategy to encourage people to walk and bike, to support a shift toward using these modes, through partnerships with school boards and education and awareness campaigns.
Make active transportation more desirable and accessible than driving	<p>"Sustainable" is one of the values of the TMP. The TMP is setting increased active transportation mode share targets - to increase the amount of people that walk or cycle. The recommended Preferred Solution going to Council in May 2021 includes a Pedestrian Priority Network and a Spine Cycling Network for people of all ages and abilities.</p> <p>In the final phase of the project, the TMP will also develop strategies to encourage active transportation use and support the mode share targets.</p>

Plan for parking

Comment(s)	Response
<p>Some participants expressed the desire for the TMP to increase parking across the City and downtown</p> <p>Some participants expressed the desire for the TMP to reduce parking across the City and downtown to promote active transportation</p>	<p>Through the TMP and through other city strategies, the city has set a number of strategic goals that will require a reduction in car use across Guelph.</p> <p>The TMP will recommend measures to encourage more people to walk, cycle, and take transit.</p> <p>Given the Downtown's unique characteristics as a destination, employment and entertainment district, and mobility hub, TMP policies will support and enhance Downtown's vitality and purpose within Guelph's transportation network.</p>

Efficient roads and traffic flow

Comment(s)	Response
<p>Plan for the future of autonomous vehicles and electric cars</p>	<p>"Guelph's transportation system will plan for the changes of tomorrow, while delivering great service today" is one of the seven goals of the TMP.</p> <p>In the final phase of the project, the TMP will develop a strategy of dedicating resources to staying up to date on the latest developments in transportation technologies and to actively planning to accommodate the new technologies once they become more widespread.</p>
<p>Use traffic demand management to improve efficiency</p>	<p>In the final phase of the project, the TMP will develop a strategy for transportation demand management (TDM) that helps to shift the mode share (increasing the amount of people that walk, cycle or take transit), trip times, and/or trip routes or eliminate trips entirely. Effective TDM will help reduce congestion on Guelph's streets.</p>
<p>Consider how road widening may lead to increased demand for driving</p>	<p>The recommended Preferred Solution going to Council in May 2021 does not include any widenings for increases in car capacity.</p>

Efficient roads and traffic flow

Comment(s)	Response
<p>Ensure driving is an accessible and convenient mode of travel</p>	<p>Driving will remain a key part of Guelph’s transportation system. The long-term mode share targets in the TMP still plan for more than half of all trips to be completed by car.</p> <p>Historically, infrastructure and improvements for cars have received a disproportionate amount of priority and investment compared to other modes of travel. The TMP update seeks to rebalance some of that priority and investment so we can meet the goals of the TMP and the mode share targets.</p> <p>Shifting some people to other modes by making those modes of travel more attractive will help reduce delays for those who continue to travel by car.</p>
<p>Consider roundabouts to replace traffic lights and stop signs</p>	<p>Roundabout designs can take up a lot of road space and can have property impacts. Crossing roundabouts can also feel uncomfortable or unsafe for people walking or cycling. In the final phase of the project, the TMP will recommend future studies into the feasibility of roundabouts in Guelph and strategic locations for their implementation if it makes sense to do so.</p>
<p>Consider the effects of reducing cars in the downtown on businesses</p>	<p>The City has set a number of strategic goals that require mode share shift to other modes across Guelph.</p> <p>Downtown is the largest single centre of transportation activity; as such, it is a key element of the City’s transportation strategy. Aligning the transportation strategy for Downtown with the transportation strategy for the City overall is imperative for the City to achieve its objectives.</p> <p>The City recognizes that Downtown Guelph is a complex system of land uses with a range of needs, and that the implementation plan for changes to the transportation system must be well designed and must include collaboration with local stakeholders.</p> <p>It is also important to note that the horizon for the TMP is 2051; changes to transportation Downtown can be made over time.</p> <p>An effective transportation system supports economic development of the community. Studies have shown that improving pedestrian spaces and cycling networks and facilities in central business districts is good for business.</p>

Sustainability and resiliency

Comment(s)	Response
Use urban design and efficient land uses to encourage a shift toward sustainable modes of transportation	"Supportive of land use" is one of the values of the TMP. The TMP supports Guelph's land use objectives as outlined in the Official Plan. The priority networks are designed with land use and intensification policies of the TMP in mind
A shift toward more sustainable modes of transportation should be a key focus of the Alternative Solutions Make sustainable modes of transportation desirable and the best option to use	"Sustainable" is one of the values of the TMP. The TMP is setting increased active transportation mode share targets - the amount of people that walk or cycle. The recommended Preferred Solution going to Council in May 2021 includes a Pedestrian Priority Network and a Spine Cycling Network for people of all ages and abilities. In the final phase of the project, the TMP will also recommend policies and programs to encourage active transportation use and support the mode share targets.
Use communications and education to encourage a shift toward sustainable modes	In the final phase of the project, the TMP will develop strategies to encourage use of active transportation (walking and cycling) including education and awareness.
Include more Electric Vehicle charging stations	In the final phase of the project, the TMP will develop a strategy to encourage a more sustainable transportation system, including strategies to support electric vehicles.
Make streets flexible and adaptable to future changes to promote and enhance active transportation	The recommended Preferred Solution going to Council in May 2021 includes a Resilience Network of streets that are designed to be flexible. These streets will have the space and potential for flexible operational strategies such as dedicated lanes for different mobility purposes, curbside extensions, by-pass lanes, etc.
Plan for new technologies and innovations such as micromobility (e-bikes and scooters) and on demand transit	In the final phase of the project, the TMP will develop a strategy to guide Guelph in managing transportation innovation, to actively planning to accommodate the new technologies once they become more widespread. This work will align with the Strategic Plan objectives to establish an emerging mobility technology office.
Consider the effects of COVID-19 on transportation	In the final phase of the project, the TMP will examine how COVID-19 may impact the Transportation Master Plan. We will be considering how the TMP recommendations should reflect the impacts of the pandemic.
Consider car-free zones where pedestrians and transit users can be a priority over cars	In the final phase of the project, the TMP will complete a high-level review of the feasibility of a car-free Downtown Guelph and recommend future studies into the subject as necessary.

Accessibility and equity

Comment(s)	Response
<p>A balanced approach to transportation is needed to ensure people have a range choices</p>	<p>Driving will remain a key part of Guelph’s transportation system. The long-term mode share targets in the TMP still plan for more than half of all trips to be completed by car.</p> <p>Historically, infrastructure and improvements cars have received a disproportionate amount of priority and investment compared to other modes of travel. The TMP update seeks to rebalance some of that priority and investment so we can meet the goals of the TMP and the mode share targets.</p> <p>Shifting some people to other modes by making those modes of travel more attractive will help reduce congestion for those who cannot or choose not to travel by non-car modes.</p>
<p>Implement accessibility features to ensure everyone can walk, cycle, take transit or drive</p>	<p>“Equitable” is one of the TMP values. The recommended Preferred Solution going to Council in May 2021 includes a Quality Transit Network and a Cycling Spine Network for people of all ages and abilities that will enable more convenient cross-city travel by non-car modes. The TMP will recommend updated road cross sections to reflect modern best practices in street design, including accessibility. These will be guide future revisions to the City’s road design guidelines.</p>
<p>Ensure sidewalks are large enough to accommodate families and those with disabilities</p>	<p>The TMP will recommend future updates to the design guidelines that the City uses to design new or transform existing streets. These updates will ensure that the City uses guidelines that are reflective of modern best practices in street design, including accessibility.</p>
<p>Improve transportation connections to health services and community services</p>	<p>The recommended Preferred Solution going to Council in May 2021 includes a Quality Transit Network, a Cycling Spine Network for people of all ages and abilities, and a Pedestrian Priority Network. All are designed to connect to major activity hubs to improve multi-modal transportation options to those locations.</p>

Accessibility and equity

Comment(s)	Response
Driving needs to be a viable transportation option available for those who cannot use other modes of transportation	<p>Driving will remain a key part of Guelph's transportation system. The long-term mode share targets in the TMP still plan for more than half of all trips to be completed by car.</p> <p>Historically, infrastructure and improvements cars have received a disproportionate amount of priority and investment compared to other modes of travel. The TMP update seeks to rebalance some of that priority and investment so we can meet the goals of the TMP and the mode share targets.</p> <p>Shifting some people to other modes by making those modes of travel more attractive will help reduce congestion for those who cannot or choose not to travel by other modes.</p>

Winter maintenance

Comment(s)	Response
Improve winter conditions for transit and active transportation to encourage the use of these modes year round	The TMP will develop a strategy to support an increased proportion of people walking and cycling, the active transportation mode share, including a review of maintenance practices to align these with the TMP Vision and Goals

Engagement process

Comment(s)	Response
The Virtual Open House #2 (StoryMap) was long and difficult to navigate	We will provide shorter updates to the StoryMap along with videos and info sheets to communicate project information.
The language used in the Open House #2 and Survey #2 was technical and difficult to understand	We will provide plain language explanations along with visuals to communicate technical information.
Survey #2 was confusing as there was not enough clarity on the differences between Alternative #2 and #3	We will provide explanations of the Preferred Solution in the next round of engagement.

Alternative solutions

Comment(s)	Response
<p>The Preferred Solution should improve overall connectivity for diverse modes of transport (cycling, walking, transit)</p> <p>The Preferred Solution should improve transit and support the mode share shift toward sustainable transportation</p> <p>The Preferred Solution should help to reduce trips made by cars</p>	<p>The TMP is setting increased active transportation mode share targets - the proportion of people walking and cycling. The recommended Preferred Solution going to Council in May 2021 includes a Pedestrian Priority Network and a Spine Cycling Network for people of all ages and abilities.</p> <p>In the final phase of the project, the TMP will also develop a strategy to encourage transit, walking and cycling to support the mode share targets.</p>
<p>The Preferred Solution needs to consider cars to ensure driving an accessible and convenient method of transportation into the future for those that need it and to improve driving infrastructure over all</p>	<p>Driving will remain a key part of Guelph's transportation system. The long-term mode share targets in the TMP still plan for more than half of all trips to be completed by car.</p> <p>Historically, infrastructure and improvements cars have received a disproportionate amount of priority and investment compared to other modes of travel. The TMP update seeks to re-balance some of that priority and investment so we can meet the goals of the TMP and the mode share targets.</p> <p>Shifting some people to other modes by making those modes of travel more attractive will help reduce congestion for those who cannot or choose not to travel by non-car modes.</p>

Concerns that need to be addressed

Comment(s)	Response
<p>Auto demand will increase as a result of road widening</p>	<p>The recommended Preferred Solution going to Council in May 2021 does not include any widenings for increases in car capacity.</p>
<p>The Preferred Solution should not increase traffic on County roads</p>	<p>The City continues to support MTO's plan to replace at-grade intersections on the Hanlon Expressway with interchanges and encourages MTO to prioritize these modifications. Construction of interchanges will reduce delays on the Hanlon Expressway, making it a more attractive route for regional travel.</p>

Key questions or topics that need to be explored further

Comment(s)	Response
Additional crossings at the Hanlon Expressway need to be explored further with provincial agencies	In the final phase of the project, the TMP will develop a strategy to support increased active transportation mode shares, such as partnering with MTO to discuss active transportation crossings across the Hanlon Expressway.
Explore opportunities to increase adoption of electric vehicles by Guelph residents	In the final phase of the project, the TMP will develop a strategy to support increased active transportation mode shares, such as partnering with MTO to discuss electric vehicles.
Consider the effects of COVID-19 on transit ridership levels	In the final phase of the project, the TMP will examine how COVID-19 will impact the Transportation Master Plan. We will be considering how the TMP recommendations should change as a result of the pandemic.
How will goods movement be affected in Alternatives 2 and 3?	The recommended Preferred Solution going to Council in May 2021 includes a Goods Movement Priority Network. These routes will be reviewed and updated as through a future Goods Movement Strategy.