

Moving Guelph Forward

Guelph Transportation Master Plan - Phase 1 Setting the Foundation

Community Engagement Summary, July 2019

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.

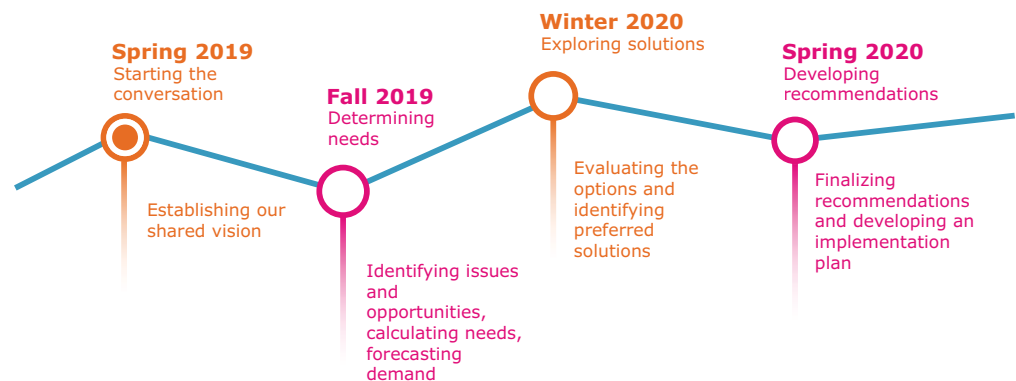
Over the next year, we will be exploring how new and evolving technology and travel services will shape the future of transportation in Guelph, and how to use our existing transportation services and infrastructure more efficiently.

We need to work together to create a strong plan for transportation in Guelph. We have tough choices to make to ensure we properly balance the needs of everyone in our community today and tomorrow. **Your input is a critical part of this process.**

Phase 1 Overview

Phase 1 (Spring 2019) consisted of the project launch and foundational work. The project team began collecting data on the current state of the transportation network and demands on the system, reviewing existing plans,

examining the vision for mobility as established in the Community Plan, and considering transportation goals and objectives that will support that vision. We have been asking Guelph residents: **What questions do you think this plan needs to answer?**



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 is consistent with 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 your help. We need to understand how you move about the community today and what will be important to you in the future.

How We Engaged

For this opening round of community engagement, we have used a variety of techniques to reach a diversity of Guelph residents. Our objective has been to introduce our city to the Transportation Master Plan and uncover what questions our community has about the future of Transportation in Guelph. Here's how we have engaged so far.

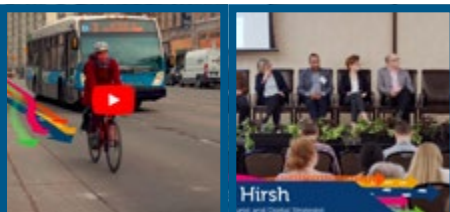


nearly **200**
attendees

at The Future of Transportation
in Guelph Panel Discussion

Moderated by Futurist and Digital Strategist, Jesse Hirsh. Panelists:

- **Andrew Miller**, Associate Director of Mobility, Sidewalk Labs
- **Jeff Casello**, Professor, Transportation Planning, University of Waterloo
- **Nancy Smith-Lea**, Director, The Centre for Active Transportation
- **Jamie Stuckless**, Executive Director, Share the Road
- **Dewan Karim**, Integrated Mobility Specialist, Dillon Consulting



Creation of a series of
Moving Guelph Forward
videos, shared online
to introduce the TMP



Project Branding

developed to build
project recognition and
communicate its purpose



Pre-engagement interviews

held with key
stakeholders to help us
develop the community
engagement approach

How We Engaged


Social Media used to spread awareness

#MovingGuelphForward
24 tweets generating almost **450** likes, retweets and clicks

4 posts generating more than **200** likes, comments and clicks

11 videos generating more than **560** views


Online engagement hub
www.HaveYourSay.Guelph.ca


Project Email
for direct communication with residents

Email newsletter sent to
1,000 recipients


The future of transportation in Guelph

1,500 Postcards distributed to promote the launch event


Pop-up engagement
at the Guelph Multicultural Fest


ONE WORLD LIVING TOGETHER

Notifications published in the Guelph Mercury Tribune



What We Heard - The Big Questions

A new era of transportation is beginning, caused by growing awareness and impacts of climate change, new trends and technologies, shifts in how we live, work and shop, increasing congestion and persistent road safety concerns.

As a City, we need to plan ahead for these changes so that our community is prepared and can continue to thrive. Now is the time to explore how we can make Guelph move better in every way. We are exploring how to best shape the future of transportation infrastructure, technology and services in our city. We are looking at all the ways we move: walking, cycling, riding transit, driving, trucking and using trains.

Through this process, we will need to answer a number of big questions. We asked the community what questions they want to see answered as part of this plan. This is a summary of what we heard.

How are we going to better enable sustainable transportation choices, including active transportation and transit?

- How can the City encourage active transportation for more trips?
- Can we increase general awareness of the benefits of public transit?
- Can we build more bike paths, separated and protected bike lanes, even bike highways, throughout the city and beyond?



- How is active transportation going to have all-season viability?
- How can we make better use of currently underutilized cycling infrastructure?
- Can we deal with the bike theft problem?
- Can we improve our transit system?

How do we ensure our transportation system is equitable and accessible?

- Can we ensure all bus stops are fully accessible?
- Can we meet AODA compliance?
- How are we accounting for the fact that we have an aging population and walking or cycling is not always an option for many seniors?
- How do we ensure public transit is affordable for all?
- How can we ensure our streets work for all modes?

How do we ensure decision makers take action?

- Will Council embrace leading-edge, sustainable transportation plans and practices?
- Will we build smart and frequent transit routes to ensure the ridership will come?
- Can we include both short-term and long-term goals in this plan?
- How will we use land-use planning and zoning by-laws to support a sustainable future of transportation?



What We Heard - The Big Questions

Will we design a transportation system that supports our economy?

- How will we consider the movement of goods when designing the street network?
- Will the needs of all commuters be considered, including both car commuters and those that use other modes to get to and from work?
- Can we support mixed-use development that is close to transit options?



How do we improve connectivity with destinations outside of Guelph?

- Can we get better bus and other public transportation connections to Hamilton, Cambridge, Kitchener-Waterloo and Toronto?
- Are we going to be able to get an improved train schedule to make it more convenient to get to other cities by rail?

How will we ensure our transportation system supports our community and sustainability?

- What are our priorities as a community and how should they inform our transportation system? What matters to us? Health, safety, inclusion, reducing emissions, economic justice, livability, or just moving cars?
- Can we add density to the downtown so that active transportation is more realistic?

- How can we make sure that development supports transit and get serious about low carbon transportation?
- Can we rebalance our transportation system to be more equitable and sustainable?
- What are the carbon footprint differences between various modes of transportation, including ride-share options vs. car ownership models?

How will we deal with new transportation technologies?

- Can Guelph get a reloadable transit pass?
- How are we going to keep privacy issues top-of-mind when considering data-driven technologies?
- How can we prepare for drastic changes to work culture that don't require offices or commuting?
- What kind of innovative ways can we think of to encourage personal or societal transportation changes?

Next Steps

Feedback will directly inform subsequent work on a new vision, mission and goals that guide short to long-term actions and recommendations for improvement.