



INTERIM OUTREACH Consultation Summary Report

May to October 2016





1 INTRODUCTION

From May to October 2016, the City built on the Dundas Connects Phase 1 consultation process by continuing to engage with Mississauga residents. The Dundas Connects team employed a set of diverse outreach initiatives to build awareness of, and promote input into, the development of the Dundas Connects Master Plan. These initiatives combined traditional outreach with new, innovative ways to engage. Over the period, **2,635 people** were reached through in-person events and digital engagement, helping to inform the options tested in Phase 2.

2 APPROACH TO ENGAGING THE COMMUNITY

Seeking to expand and strengthen existing community connections, the Dundas Connects team used a series of multi-dimensional engagement tactics to involve those who live, work, learn, play, and travel along Dundas Street. In addition to traditional activities, which included deputations and focus groups, the team used more informal tactics, including festival pop-up events, a creative storytelling initiative, a series of temporary urban activations, a collaborative walkability audit, and a suite of interactive digital tools.

POP-UP EVENTS

MCS Festivals

The Dundas Connects team hit the street — or rather the square — to find out what Mississaugans, young and old, wanted for Dundas’ future. Approximately **600 people** participated, sharing nearly **700 ideas** for what could make Dundas Street better in the future. The team attended three Mississauga Celebration Square festivals: Pep Rally, Block Party, and SoundBites. The events took place on May 23, June 10, and September 3, 2016 respectively.





The Tale of a Town

On July 13, 2016, together with the City's Culture Division, Dundas Connects launched *The Tale of a Town*—a national storytelling initiative that captured Mississauga's unique perspective of Dundas Street. From July 13 to 31, The Tale of a Town engaged over **114 people**, collecting **102 interviews** from residents, business owners, and corridor users. Participants represented a diversity of cultures, ages, and interests, coming from places like Guyana, Sri Lanka, and Kenya, and spanning the ages of 6 to 82.



Living Lab

From September 15 to October 14, the Dundas Connects team activated Dundas Street with a series of temporary public spaces that spoke to Phase 1 feedback. Activations included a pop-up community space featuring food, games, entertainment and greenery, beautified bus stops featuring fall flowers, public art, and comfortable amenities, and creative wayfinding signage at major intersections to reconnect pedestrians to the street.

Walk Your Neighbourhood

On September 24, 2016, approximately **10 members of the Cooksville community** got together to determine how walkable their neighbourhood was. Together with City and Peel Region staff, participants examined the factors that affect the pedestrian experience, and worked together to identify changes that could make Cooksville, and other Dundas neighbourhoods, more walkable in the future.





STAKEHOLDER OUTREACH

Over the course of September and early October, the City held **12 focus groups and deputations** that reached **255 people**. All participants received the same presentation material, but the activities that followed were designed specifically to address the concerns of each interest group.

Accessibility

Accessibility Advisory Committee
September 12, 2016

Cycling

Mississauga Cycling Advisory Committee
September 13, 2016

Seniors

Mississauga Seniors Council
September 20, 2016

Newcomers

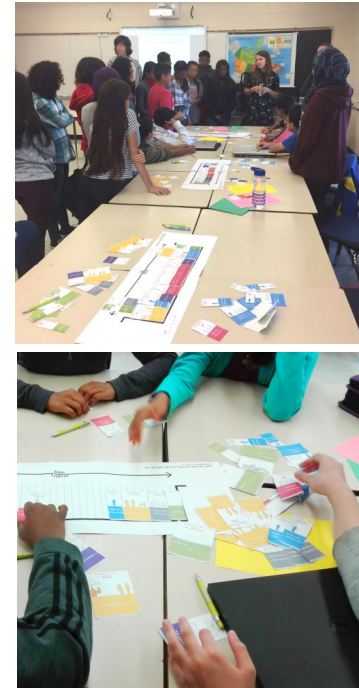
Newcomer Centre of Peel
September 21, 2016

Environment

Peel Environmental Youth Alliance
September 27, 2016

Youth

Woodlands S.S., Erindale S.S., T L
 Kennedy S.S., and U of T Mississauga
October 3, 4, 5 and 11, 2016



DIGITAL ENGAGEMENT

The City's online engagement platform - dundasconnects.ca - continued to host a wide range of tools, including quick polls, surveys, and discussion forums. It also hosted an interactive corridor design tool that allowed users to design Dundas Street. Over the four month interim period, the online engagement platform had more than **1,500 unique visitors**, and solicited nearly **300 ideas** from approximately **215 people**. Social media platforms, specifically Twitter, Facebook, and Instagram, were also actively used by stakeholders, acting as an additional two-way communication mechanism.



3 WHAT WE HEARD FROM THE COMMUNITY

The team received feedback from a diverse group of approximately **1,340 people**, including residents, interest groups, and other corridor users. These stakeholders confirmed what was heard in Phase 1, and shared additional ideas for consideration.

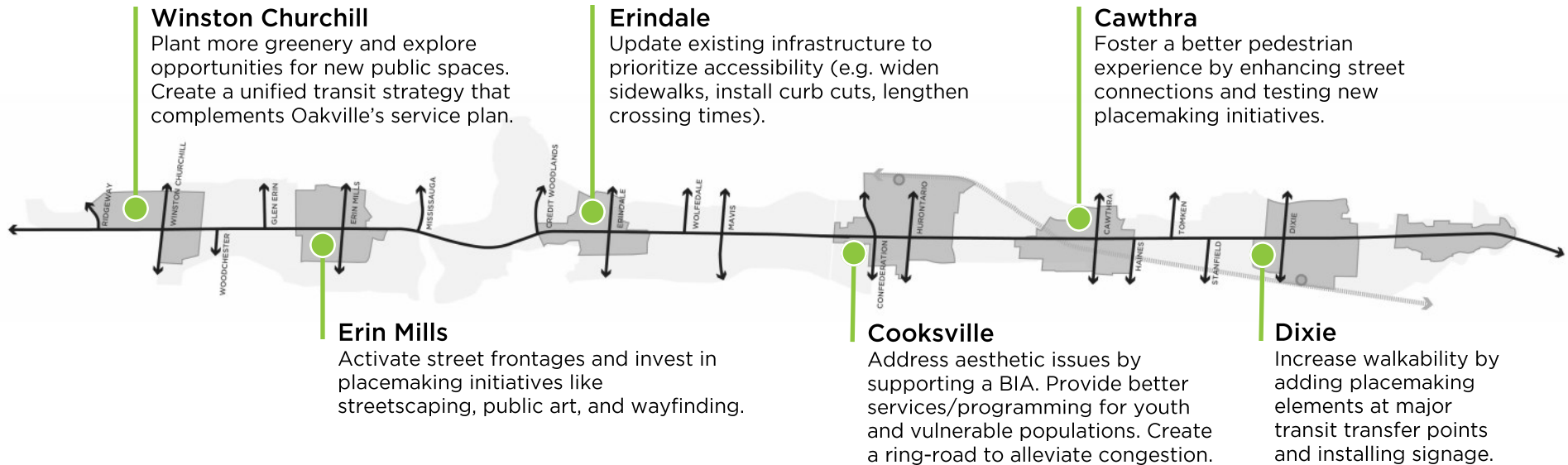
THEMES

Feedback centered around the below five key themes. Of those that provided feedback, the vast majority agreed that improvements to built form and land use, transit, corridor design, public realm, and sustainability are vital to Dundas’ future.

<p>Built Form & Land Use</p> <ul style="list-style-type: none"> • Urbanize and increase density • Create live, work, shop, and play neighbourhoods • Improve curb appeal, and update building facades • Protect existing affordable housing stock • Address local parking needs 	<p>Transit</p> <ul style="list-style-type: none"> • Improve service by filling stop/scheduling gaps, and developing better rider amenities • Investigate rapid transit options, incl. BRT, LRT, and subway • Ensure continuity between transit services • Make transit fully accessible 	<p>Corridor Design</p> <ul style="list-style-type: none"> • Ensure all users are represented in the right-of-way, incl. pedestrians, cyclists, transit users, and drivers • Plant street trees and other greenery • Improve accessibility, particularly at intersections 	<p>Public Realm</p> <ul style="list-style-type: none"> • Create more accessible and inclusive community facilities and programming • Expand and create new parks and open spaces • Celebrate arts and culture • Install more street furniture • Address pedestrian safety concerns 	<p>Sustainability</p> <ul style="list-style-type: none"> • Protect natural heritage • Mandate green building standards for new developments • Explore opportunities for renewable energy • Electrify transit • Require electric charging stations and cycling infrastructure in parking facilities
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AREA-SPECIFIC FEEDBACK



4 NEXT STEPS

The Dundas Connects team will be back to consult with the public in Phase 2. At that time, as part of the second phase of engagement, the team will present different options for the future of Dundas for the public to consider. The third and final round of consultation is planned for early 2017 to present the key elements in the final draft Master Plan for Dundas. This plan, revised appropriately in response to stakeholder feedback, is anticipated to be presented to City Council in mid-2017.