

MEMORANDUM

To: Members of Committee of the Whole

From: Ann-Marie Carroll
Acting Commissioner of Transportation Services

Date: May 21, 2021

Re: Transportation Master Plan Progress Update

The purpose of this memorandum is to update Council on the progress of the Transportation Master Plan update and the accompanying public and stakeholder engagement strategy. On [September 10, 2020](#) staff reported to Council on the overall approach and timing to update the Transportation Master Plan (TMP).

Since fall 2020, several initiatives have been undertaken to better understand the transportation needs and priorities of citizens and travellers

Staff have been engaged in several initiatives to better understand the transportation needs of citizens, businesses, local municipalities, key partners and stakeholders. These initiatives include:

- A gap analysis to identify any discrepancies between planned infrastructure improvements in the 2016 TMP and the transportation plans of local and adjacent jurisdictions or agencies
- Ongoing review of the 2016 TMP policies and actions to determine which policy directions to carry forward, expand on or revisit. This is being coordinated with the Regional Official Plan update policy review to ensure transportation policies are positioned to fit within the context of the plan.
- A jurisdictional scan of TMP best practices with a focus on lessons learned from comparable municipalities within the Greater Toronto and Hamilton Area, across Canada and internationally
- Internal multi-disciplinary workshops within Transportation Services identifying transportation challenges and opportunities

- Initiated modelling of the forecasted travel demand and network recommendations for roads, transit and active transportation to support the Regional population and employment growth to 2051
- Initiated focused outreach and engagement with citizens and business owners to explore attitudinal and behavioural shifts that may have implications for longer-term travel patterns.
- Publication of the [Notice of Study Commencement](#) for the TMP on April 1, 2021

Outreach and engagement for the Transportation Master Plan is being guided by a strategy designed to understand community values and transportation choices

The goal of the multi-pronged approach to citizen engagement is to enhance understanding of the needs, concerns, and travel choices of citizens. Given the significant impacts for travel resulting from the COVID-19 pandemic, it is more important than ever to understand whether near-term travel disruptions will become long-term travel norms.

Several methods are being used to obtain feedback including:

- A Transportation and Community Values Survey (phone and online)
- One-on-one conversations with Heads of Council and Regional Councillors
- An analysis of feedback and concerns for Transportation Services tracked in the Customer Relationship Management system
- Targeted stakeholder outreach through mini-surveys and polls
- Social media strategy and engagement plan
- Virtual public consultation centres

In addition to engagement with the general public, outreach to Indigenous Community partners and the Building Industry and Land Development Association (BILD) is being conducted through a coordinated approach with the Water and Wastewater Master Plan and Regional Official Plan updates. Meetings with local municipalities and government agency representatives through a Partnership Advisory Group began in spring 2021 and will continue throughout the TMP study.

In April 2021, citizens and business owners across the Region were surveyed to gain further insight on transportation priorities and community values

Forum Research Inc., a market research firm, was retained to conduct a randomized telephone and online Transportation and Community Values survey with citizens and business owners in the Region.

The survey objective was to gather feedback on what is important to citizens from a transportation perspective and collect information on travel patterns, behaviours and preferences today and how they may change in the future. The telephone survey sampled

approximately 1,000 citizens across the Region's nine municipalities and almost 300 responses were received through the online survey on the York.ca website.

The Transportation and Community Values survey explored the following:

- Reasons why citizens chose to live in York Region, destinations they would like to access within their neighbourhood and which transportation amenities they feel are most important
- An understanding of current and future travel patterns to work, school and for personal reasons, and what motivates current travel choices
- How citizens would prioritize investment on Regional transportation improvements and infrastructure

Details on the survey and what the results mean for transportation in the Region will be presented in a fall TMP update to Council.

Community outreach and public engagement activities will continue through fall 2021

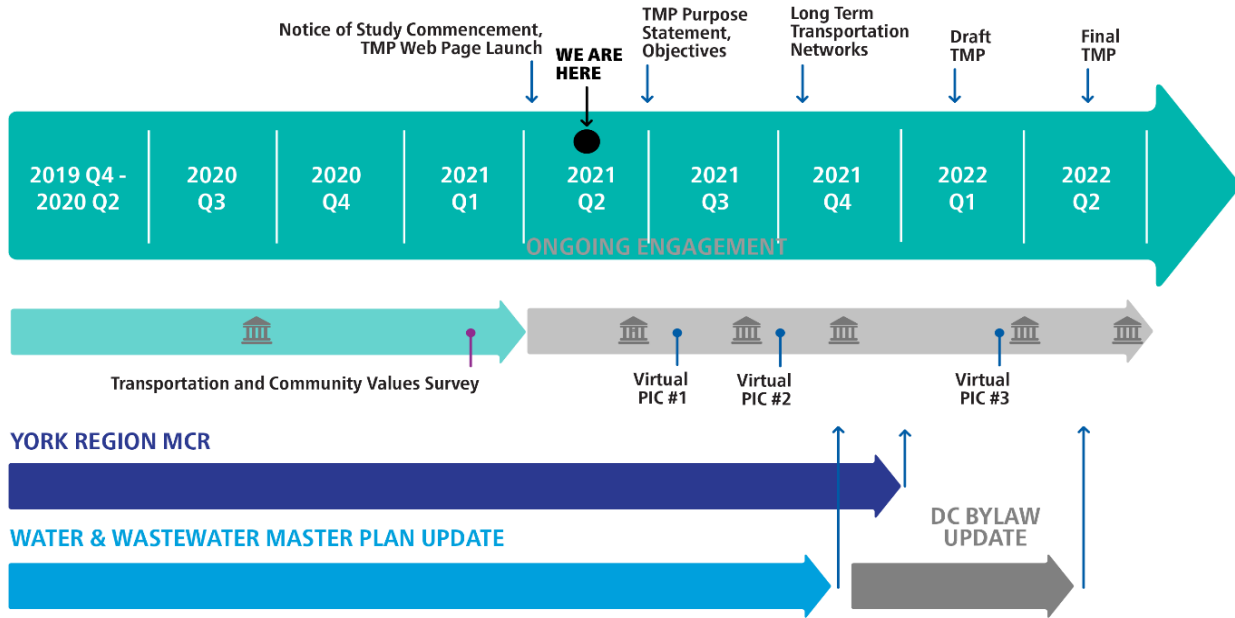
In addition to the Transportation and Community Values research, virtual public engagement will continue with the first Public Information Centre planned for summer 2021 that will consist of a guided presentation and focused questions. This consultation approach has been used successfully for the Regional Official Plan and Water and Wastewater Master Plan updates.

Public engagement opportunities will be advertised on the [TMP website](#), the Region's social media channels, and through various print, digital and radio advertisements.

Community outreach and public engagement activities will continue through fall 2021. Input received will help to refine the draft TMP purpose statement and inform work underway on the development of the strategic objectives, policy directions and transportation network alternatives.

An overview of the work and schedule for the TMP Update project is shown in Figure 1. Timing is being phased to ensure transportation recommendations are aligned with the needs of the Municipal Comprehensive Review and the Development Charges Bylaw update. The timing to update the TMP is also being coordinated with the Environmental Services Water and Wastewater Master Plan update.

Figure 1
TMP Project Overview and Schedule



Please note that this timeline is subject to change

Staff will report back to Council in fall 2021 with an update on the deliverables and feedback received through ongoing engagement.

Ann-Marie Carroll
Acting Commissioner of Transportation Services

Bruce Macgregor
Chief Administrative Office

12608415