

# Memo

To: Mayor Burton and Members of Council

From: Jill Stephen – Director, Transportation and Engineering

CC: Jane Clohecy – CAO  
Phoebe Fu – Commissioner, Community Infrastructure

Date: October 10, 2023

Subject: Lakeshore Road West Design and Construction - Public Engagement Update

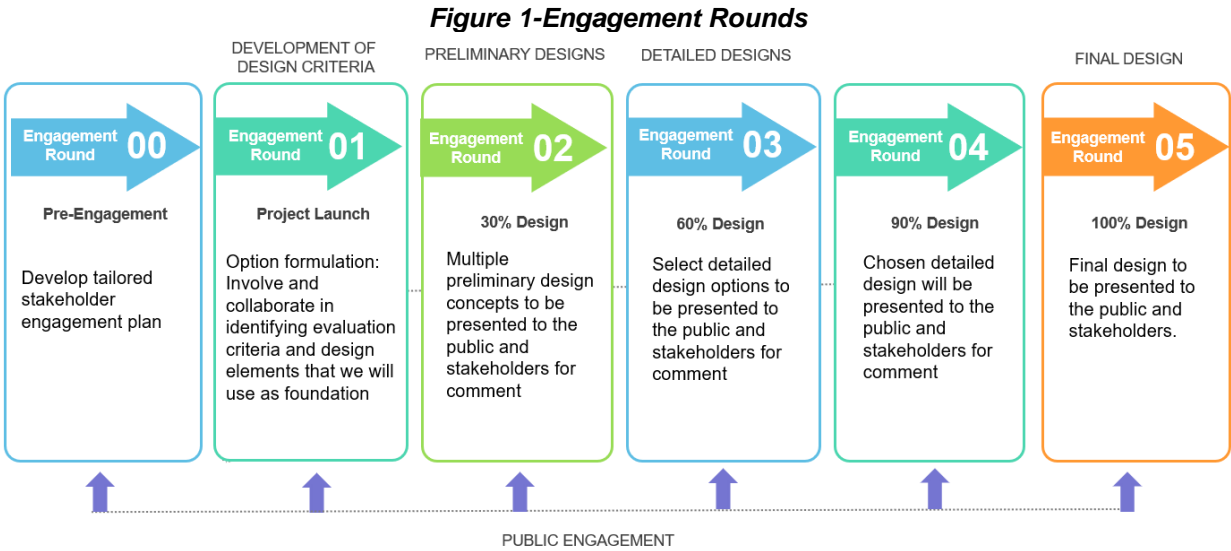
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### Background

On March 27, 2023, staff presented a [report](#) on the public engagement process for the Lakeshore Road West Design and Reconstruction project to Council. Round 00 of the engagement plan, the pre-engagement phase, is complete and this memo provides an overview of the comments received during that phase as well as the next steps for this project.

### Comments

The engagement strategy for the Lakeshore Road West Design and Reconstruction project is fully integrated with the detailed design process, as depicted in Figure 1, to ensure timely and effective engagement around each design stage.



**Round 00 (Pre-Engagement)** was comprised of meetings with a select group of audiences prior to the formal project initiation. This round of engagement was a building block activity, the outcomes of which were used to formulate the engagement and communication plan (ECP), including the stakeholder sensitivity analysis, and to create a roadmap of tailored engagement strategies and communication tools.

The objectives of the Pre-Engagement meetings included:

- Engage the individuals and groups who had actively participated during the Lakeshore Road West Environmental Assessment (EA) process to discuss and confirm their expectations for their participation and engagement in the design project including desired engagement styles, frequency, etc.
- Build trust in the process and in stakeholders' opportunities to participate and be heard.
- Share key messages about the new initiative.
- Highlight the multiple stakeholder groups involved, as well as the importance of hearing and considering the aspirations of all who participate in this project.

The pre-engagement meetings were held on June 6, 13, 20, and 28, 2023. Invitations were sent to groups who had previously participated in the Class EA study, however not all groups were available to attend. Invitees and those who attended are listed below:

Appleby College - **attended**

Bronte Village BIA - **attended**

Coronation Park Residents Association - **attended**

Halton Catholic District School Board - **attended**

Jehovah's Witness Kingdom Hall - **attended**

Morning Glory Cycling Club - **attended**

Oakville Green Conservation Ass. - **attended**

Safe Streets Halton - **attended**

Six Nations of the Grand River - **attended**

Walton United Church – **attended**

Association of Oakville Harbours Stakeholders

Bronte Historical Society

Bronte Village Residents Association

Eastview Public School

École élémentaire Patricia-Picknell

Haudenosaunee Confederacy Chiefs Council

Mississaugas of the Credit First Nation

Oakville Christian School

Oakville Cycling

Ohkee's Corner Store

Sainte-Marie Catholic Elementary School

Senior Working Action Group (SWAG)

Sir John Colborne Recreational Centre for Seniors

St. Thomas Aquinas Secondary School

The Oakville Historical Society

Trafalgar Township Historical Society

W.H. Morden Public School

West Harbour Residents Association

The 1-hour virtual meetings were hosted on Zoom where attendees had the ability to communicate via microphone, camera and chat. The Project Team conducted a brief presentation, the focus of which was on hearing from the attendees to understand their perspective on engagement. The questions consisted of:

What does successful engagement look like to you?

- What do we want the engagement approach to avoid doing?
- How do you/your organization want to be engaged (tactics, frequency, etc.)?
- What engagement approaches might work best for the general public - including all parts of the Town?
- Of all the engagement options discussed, which are the most essential?

### What We Heard

There were a variety of ideas shared, as presented in Table 1.

**Table 1: Outcomes of Round 00 - Pre-engagement**

Theme	What We Heard	Strategies Incorporated into the Engagement Plan
Stakeholders	Be sure that outreach includes diverse groups	The ECP includes a wide variety of communication tactics that will be used together to publicize the project as widely as possible.
	Reach out to community centers, libraries and schools	
	Engage residents' associations and seniors groups	Engagement opportunities and forums will ensure that a combination of in-person and virtual events, and on-demand / online tools are used to offer many different means of participation.
	Share project information with schools so that teachers / environmental groups can use to engage their students	
	Include a large catchment area for any direct mailout notices	
	Develop a holistic plan that engages everyone	
Communication Tactics	Create easy access to information	A variety of communication tactics will be used throughout the project to ensure that all stakeholders are aware and have access to project updates and upcoming events.
	Adequate notice	
	Monthly updates	
	Newspaper ads	
	Updates to project webpage	

Theme	What We Heard	Strategies Incorporated into the Engagement Plan
Communication Tactics Continued	Mailouts at key milestones which would include a large catchment area	A large catchment area will be determined to notify the public of the launch of the project.
	Information in advance of events to share with constituents	Adequate notice will be made available and advertised prior to any project event.
	Share progress at each engagement round	Rounds of engagement have been structured to include building block opportunities early in the Round with information sharing at the conclusion of the Round to summarize feedback received and how it was used.
	Clear information about construction impacts	Construction impacts will be determined in later design stages and will be part of the communications in later engagement rounds.
Engagement Tactics	In-person events	A variety of in-person events including public information centres, workshops and meetings will be incorporated throughout the project.
	'Big kick-off' for project launch	Each engagement round will start with an in-person event/meeting to allow for the public to ask questions and engage with the Project Team.
	Engagement at the beginning and end of each phase	Each engagement round will start with an in-person event/meeting to allow for the public to ask questions and engage with the Project Team.
	In-person and as soon as possible	Each engagement round will start with an in-person event/meeting to allow for the public to ask questions and engage with the Project Team.
	Avoid only using surveys Use different approaches to allow for people who do not have time in the evenings to participate in meetings.	A variety of engagement tools will be used to provide for different types of participation e.g., meetings, surveys, virtual engagement, online information packages, web page content, project email address etc.
Other	Allow public to be co-creators/partners	Various audience engagement strategies will allow for all stakeholders to have input on the project.

Staff have finalized the project's Engagement and Communication plan based on the feedback received from Round 00 – Pre-engagement. It is noted that the plan may be further developed throughout the project as a continuous improvement item.

**Next Steps:**

Staff will proceed with the development of the project's design and evaluation criteria as part of Round 01 – Project Launch, commencing in Q4, 2023.

The objective of Round 1 Engagement is to:

- Provide introductory information about the project including background, design process and engagement opportunities.
- Understand stakeholder interests and areas of concern.
- Collaborate with stakeholders to identify existing corridor characteristics, context and constraints.
- Collaborate with stakeholders to define the design considerations and review the recognized design criteria (e.g., current standards and guidelines, best practices etc.)
- Involve stakeholders in establishing the evaluation criteria that will assist in the comparison of multiple preliminary design options, to be developed in early 2024.

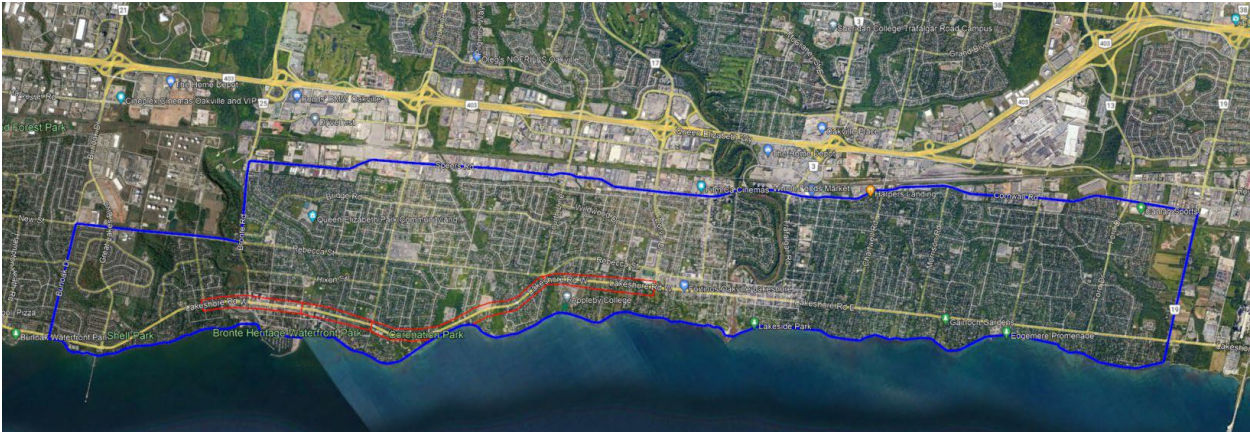
Round 1 Engagement includes:

- An [introductory in-person event](#) that may include an informational presentation, an open question forum or panel discussion and an interactive component.
- [Mid-phase engagement](#) opportunities that will offer one-on-one meetings with stakeholders and interest groups, targeted outreach to underrepresented groups and on-demand participation opportunities such as an online survey.
- A [virtual event to end the round](#) to inform of the outcome of Round 01 of engagement and identify next steps in the project and future engagement opportunities.

The first public engagement meeting is tentatively scheduled for late-November 2023.

Notices of the project initiation will be sent to all residents, business owners, and property owners within the catchment area shown below (Burloak Dr – Speers/Cornwall Rd – Winston Churchill Blvd) in early October.

**Figure 2: Mailout notice limits**



The [project webpage](#) has been updated and social media/email posts will also be coordinated during this time to inform residents of the upcoming engagement opportunities.