

Appendix A – Pre-engagement planning workbook

Transportation Master Plan 2050

How to engage on the Transportation Master Plan 2050

Agenda

Activity	Details	Duration
Welcome and Introductions	Time to enter the Zoom call, overview of using Zoom, introduce project staff	5 min
Presentation and Q&A	Present project background, goals, components, timeline	15 min
Task 1: Objectives	Add your reactions and comments to the objectives	10 min
Task 2: Techniques	Discuss engagement techniques, identify gaps, and provide feedback.	10 min
Report back	Reporter from each group to share feedback on objectives and techniques	10 min
Break (10 min)		
Task 3: Reaching Communities	Discuss how best to reach communities in Winnipeg in an inclusive and safe way.	15 min
Report back	Reporter from each group to summarize discussion	10 min
Closing Remarks	Thank you and next steps	5 min

Discussion Purpose:

The Transportation Master Plan 2050 (TMP 2050) public engagement planning workshop will present Transportation Master Plan stakeholders with the public engagement strategy for the project and gather their feedback on the proposed objectives and techniques for gathering input and reaching communities.

TMP 2050 Engagement Objective	Purpose	Techniques	Core Values
1. Winnipeggers understand the City's system and processes	Inform	Webpage, videos, newsletters, mail outs, post boards, stakeholder meetings, social media, public workshops	6
2. Winnipeggers are aware of opportunities to get involved.	Inform	Webpage, videos, newsletters, mail outs, information boards, social media, public workshops	1, 4
3. Winnipeggers have access to empirical evidence on the root causes of congestion in the transportation network. Example: The last decade of population growth.	Inform	Webpage, newsletters, mail outs, information boards, presentations	1,4, 6
4. Winnipeggers understand the 30-year vision for the transportation network (established through other planning documents).	Inform	Webpage, videos, newsletters, mail outs, information boards, presentations, panel	1,4, 6
5. Winnipeggers recognize the need to strategically plan the future of transportation in our city, and that future strategies must balance the needs of many types of road users.	Inform	Webpage, newsletters, mail outs, information boards, presentations, open houses	1,4, 6
6. Winnipeggers understand that different approaches and strategies will be required for different areas of the city. Example: Road widening in dense areas is not feasible.	Inform	Webpage, newsletters, mail outs, information boards, presentations, panel	1,4. 6
7. Participants' opinions, experiences and desires and perceptions play a key role in identifying the current state and future goals of transportation in Winnipeg.	Involve	Phase reporting, meeting-in-a-box toolkit, stakeholder mapping and analysis, stakeholder meetings, stakeholder workshops, public workshops, statistical survey, online engagement.	2, 3, 5, 7
8. Input gathered throughout the engagement program will be analyzed for trends, themes and standout ideas that are clearly communicated to the technical team	Consult	Analysis, phase reporting, project team meetings, stakeholder meetings.	2, 3, 5, 7
9. Participant feedback on draft strategies is incorporated when developing the final document: a. Clearly communicated connections between design decisions to rational b. Highlighting both input used in decision making and major themes that could not be incorporated. Provide rationale.	Involve	Analysis, phase reporting, stakeholder mapping and analysis, stakeholder meetings, stakeholder workshops, public workshops, statistical survey, online engagement.	2, 3, 5, 7

TASK 1: Engagement Objectives

Goal: Gather feedback on what the engagement process for the TMP 2050 should achieve.

Instructions

Step 1: Take a moment to read through the objectives.

Step 2: Use the annotation tool to show your reactions to the objectives

Step 3: Add your comments on the objectives or other objectives you think the process should achieve.

During the discussion, we want to hear about:

- Do you have any questions when you read the objective? Is anything unclear?
- Are there any gaps in these objectives?
- What type of outcomes would you need to see to consider these objectives successful?

TASK 2: Engagement Techniques

Goal: Discuss the engagement techniques and ensure they address the objectives and IAP2's core values.

Instructions

Step 1: Go around the group to introduce yourselves, one at a time, and what brought you to this discussion.

Step 2: Take a moment to read through the techniques.

Step 3: Record your initial reactions to the techniques individually.

Step 4: Discuss the techniques as a group, using the questions below to guide your discussion.

During the discussion we want to hear about:

- Do the techniques address the objectives discussed in task one? If you added any objectives, make sure to ensure those would be addressed with the techniques as well.
- Compare the objectives and techniques to the IAP2 core values. Are the core values adequately addressed?
- Workshop specifics have not yet been defined. Do you know of any effective workshop techniques to achieve the objectives?

TASK 3: Reaching communities

Goal: Gather feedback from those who work directly with community members on their experience reaching those who may be interested in the TMP 2050. We are looking for creative ideas to reach communities in an inclusive way that adheres to all requirements for social distancing.

Step 1: Think about the times you have done outreach to communities in Winnipeg.

Step 2: State some ideas for reaching the public for the TMP 2050. The group facilitator will write down your ideas and place them on the wall on the screen.

Step 3: Once you have a number of ideas, begin discussing how you might group them together so we get a sense of the areas of importance to address when developing promotion.

During discussion, consider:

- How do you reach communities you work with?
- How might we reach younger people and harder to reach communities?
- What approaches would work well for the TMP 2050?

Notes:

[add notes here]

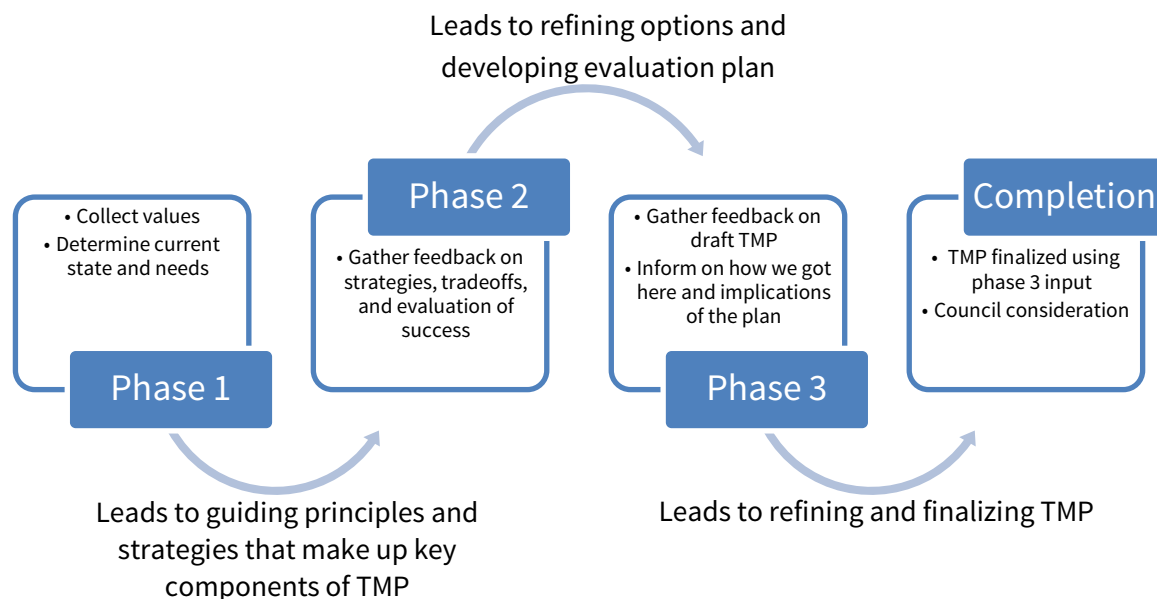
TMP 2050 Engagement Plan and Background

The TMP 2050 Engagement Plan was available online in April 2020 through the Request for Proposals for a consultant to conduct part of the engagement process:

https://winnipeg.ca/finance/findata/matmgt/documents/2020/151-2020/151-2020_Request_for_Proposal.pdf

We will use the plan to guide the public engagement process and we are looking for your feedback to improve the plan and ensure we are reaching communities in a meaningful way. The information below is background information intended to support workshop discussion.

TMP 2050 Outline of Public Engagement Phases and key questions for the public



Phase 1 – Current State	Phase 2 – Confirm transportation options	Phase 3 – Confirm priorities from draft master plan
Title: Where are we now?	Title: How do we get where we are going?	Title: Does the plan address community needs?
Questions: - What means of transportation do you currently use and why? - How can transportation support a better quality of life for you? - What is most important to you when deciding how to move around? - Note: End goal (Where are we going?) is guided by OurWinnipeg, Climate Action Plan and other City strategies and policies	Questions: - Which proposed transportation options best match the values identified in phase 1? - What other options do you see best fitting Winnipeg? - Balancing the needs of different users and modes requires tradeoffs - Which tradeoffs are you most open to?	Questions: - How should we measure and evaluate our progress? - What does success look like to you? - What actions are your highest priorities?

IAP2 Core Values

The International Association of Public Participation (IAP2) has seven [core values](#). The purpose of these core values is to help make better decisions which reflect the interests and concerns of potentially affected people and entities.

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

Appendix B – Results and considerations from engagement planning

Transportation Master Plan 2050

How to engage on the Transportation Master Plan 2050

Results and Considerations for Engagement Planning

TASK 1: Engagement Objectives

Goal: Gather feedback on what the engagement process for the TMP 2050 should achieve.

Task 1.1 - Add your comments on the objectives and add a check if you support the objective.

Objective	Comment	Checks	Response
Winnipeggers understand the City's system and processes.	Some do, some don't Community education is crucial	1	Agreed. Education is an important element of every phase.
Winnipeggers are aware of opportunities to get involved.	They don't understand why planning is crucial especially if we look at the aging population.	6	Inter-generational thinking element as part of the virtual workshop. Promotion and notification planning is part of every phase.
Winnipeggers have access to empirical evidence on the root causes of congestion in the transportation system.	Focus should be on emissions, not just congestion	5	Empirical evidence is important to inform engagement. May require a change to the objective. Change to "root causes of the issues in the transportation system that make it unsustainable."
Winnipeggers understand the 30-year vision for the transportation network (established through other planning documents).	Need to understand costs. How to weigh different kinds of interests?	4	Consultants are required to provide cost estimates. Telephone survey helps us provide a representative sample. Bringing different stakeholder perspectives together is intended to build common ground. Understanding neighbourhood complexities through Neighbourhood Advisory Groups.

Winnipeggers recognize the need to strategically plan the future of transportation in our city, and that future strategies must balance the needs of many types of road users.	Winnipeggers have understanding of the need to reduce GHGs and meet climate objectives	3	Climate Action Plan targets are part of our supporting documents.
Winnipeggers understand that different approaches and strategies will be required for different areas of the city.	No comments provided	2	N/A
Participants' opinions, experiences and desires and perceptions play a key role in identifying the current state and future goals of transportation in Winnipeg.	No comments provided	1	N/A
Input gathered throughout the engagement program will be analyzed for trends, themes and standout ideas that are clearly communicated to the technical team	Acknowledging the history of subsidized suburbanization and the means of repairing damages caused.	2	Land use focus as part of the Core Framework Study. Phase 2 – description of the history of development.
Participant feedback on draft strategies is incorporated when developing the final document: a. Clearly communicated connections between design decisions to rational b. Highlighting both input used in	Ensuring sharing research on sustainable cities with engagement.	5	Component studies are conducting research. Results will be presented in Phase 2.

decision making and major themes that could not be incorporated. Provide rationale.			
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Task 1.2 – Add other objectives you think the process should achieve.

Other Objective	Response
Equitable access to transportation and transportation options	This would be a TMP2050 overall objective. Will forward to the project team.
Promoting engagement opportunities – in order to get local perspective heard and understood	Neighbourhood Advisory Groups Targeted promotion will be used.
People need to clearly understanding the difference between transportation and mobility – these are two different things	To incorporate into materials: transportation is something you do and mobility is something you have.
Children’s mobility (one check)	This would be a TMP2050 overall objective. Will forward to the project team.
Methods are transparent for decision making when competing interests are involved.	The supporting data, research, and feedback that supports proposed solutions will be provided in phase 2.
Accessible engagement, working with partner orgs to engage directly with their participants Measure of success: Accessible engagement options – working with CNIB to engage. For example, slides provided ahead of time in word format. Tables as images should have clear alt text or additional explanation	Discussion kit was provided. Accessible engagement is an important part of all public engagement processes.
Discuss the tension between self interest/public interest; between short-term savings vs. long term costs (two checks)	We are going to use techniques to bring people together. In phase 1, the public events included discussions around different generation’s needs.

TASK 2: Engagement Techniques

Goal: Discuss the engagement techniques and ensure they address the objectives and IAP2’s core values.

Comment	Consideration/Response
Group 1	

How are Stakeholders chosen?	Groups/Organizations who have a vested interested in mobility of individual and transportation of people and goods. Forming Stakeholder/Community advisory groups and engagement.
no specific preferences for engagement tools. The organization has access to computers/internet and has captive audience but recognizes that not everyone has access.	we are putting out a concerted effort to reach out to those who don't have access. Using Public Library's, community centres, however very challenging during COVID because of Public health restriction on number of people allowed to gather. Using new tools to reach and contact as many people as possible to participate. Using the Neighbourhood Advisory Groups is one way we are hoping to get in touch with those who may not be on an existing stakeholder group.
no funding, no experience or training in public speaking. Need to recognize difference between industry organization and grass-roots community individuals.	Agreed. And we are hoping to mix those groups to gather to have conversations with diverse perspectives.
Group 2	
lots of good stuff but requires people to seek out to be engaged as opposed to approaching people to ask for their opinion. Would encourage a telephone survey to reach people.	A telephone survey is part of Phase 1 engagement
Pop-ups have been a good way to engage people outside of the norm. Is there a virtual way to do that? Giving people the ability to have a person experience with different things. It's one thing to see a picture; using walking tours of bike tours. Driving tour or bus tour; those help a lot.	COVID-19 presents a challenge with in-person events, including tours. We will look into what a virtual pop-up could be – could be Facebook live, or live streaming.
Pilots – give people the ability to try things out in their neighbourhood.	This will go to the project team for consideration as part of the action plan.
Like the idea of experiencing some of the options – had an opportunity with policy advisory committee to experience different options they were considering.	This will go to the project team for consideration as part of the action plan.
Might need more to get new voices as opposed to hearing from the same old people.	A robust notification program is being put in place to reach as many voices as possible.
Less reliance on bringing people to your website to engage; more partnering with organizations	Meeting in a box/discussion kit is intended to achieve this.

that are in close contact with Winnipeggers you might want to engage with. Liked the idea of a meeting in a box. Has partnered with other organizations to do something like that. Hosting events through networks	
Participants are comfortable with zoom right now.	We will be using Zoom.
Utilizing community groups. Getting the voices of people who are potentially socially isolated – those are the people who	Connecting with stakeholder groups is intended to reach groups who may not otherwise hear about the opportunity to engage.
It will be hard to bring people together. A lot of people who engage are older.	
A lot of what is on that chart was inform and a lot of the methods were one-way. How to make those parts more iterative and more relational. One of the big ways to do that is working through groups. Those groups who have access like CNIB and through groups that are marginalized often.	Working with stakeholder groups is important and we hope to use Meeting in a Box to reach others.
Design of the stakeholder engagement. All sorts of methods is called ‘future search’ – it’s a big commitment of time. It’s three or four hour blocks a few times.	We can look into this for phase 2.
People are hard to reach right now and we can’t gather them. Lots of burn out with technology. It’s tough. Somehow with the messaging, have to make it appear to people and get to their values. It will be hard to bring people together. A lot of people who engage are older.	The pandemic is presenting challenges and we are looking at ways of overcoming them to reach our engagement objectives.
Agree with the point about getting out into the community and going after specific groups that might not be comfortable or might not be able to do the Zoom technology.	Outreach with the Discussion Kit and offering a facilitator to support.
People need a foot hold on the by-laws and information.	Informing on these elements will be part of phase 2 planning.
Deliberative polling aspect – everyone gets information on research-based sustainable cities. Concerned about how all of this is implemented and that there are accountability tools and that people understand that through the engagement. Method where before you poll people, give them research-based information. We all know people have a lot of entitlement about transportation, driving a car. Lots of stigma around taking the bus.	Deliberative polling could be incorporated into Phase 2. Interactive virtual education program with information and problem-solving aspects.

TASK 3: Reaching communities

Goal: Gather feedback from those who work directly with community members on their experience reaching those who may be interested in the TMP 2050. We are looking for creative ideas to reach communities in an inclusive way that adheres to all requirements for social distancing.

Comment	Consideration/Response
Group 1	
how will work and what are those places? Specifically, in the inner city.	packages that are being developed by external consultant, such as drop in centres, food banks et al. Developed a discussion kits for groups to take away and return.
partnering/offered to assist to help City identify pockets of groups through ACCESS centres to participate. Also suggested contacting School Divisions as part of outreach. Also recommended MB Association of Senior Centres – Connie Newman. One additional group would be persons living in Social Housing, buildings often have tenant coordinators.	Incorporated into stakeholder outreach.
Encourage to contact School Divisions and also offered to assist in outreach with City.	Incorporated into stakeholder outreach.
ability to communicate to members and frontline truck drivers. Means of communication both ways – input and outreach.	Incorporated into stakeholder outreach.
organization has a membership, however limited to traditional mail/Post.	Incorporated into stakeholder outreach.
whole service is online, 24/7 self-service booking via phone/computer and email.	Incorporated into stakeholder outreach.
via monthly newsletter and via Blog. More useful than auto email.	Incorporated into stakeholder outreach.
offer information at point of sale.	Incorporated into stakeholder outreach.
Landscape Architects UDI Board member. Interested from the standpoint of development. UDI recently did consultation with seniors, but nobody wanted to meet. They posted information in a public location to advise of update of information and ability to drop off comments at the public location.	Incorporated into stakeholder outreach. Advertising plan includes digital signage and billboards.

does the City have an option to provide information to those who do not have access to computers/phones.	We do have a way of providing material via paper to people without technology access. Anyone who would like to discuss over the phone and/or answer surveys over the phone has that options as well.
delivering or “slide under the door”.	Direct mail is expensive on a city-wide scale. Outreach to organizations may be one way of accessing those who can only be reached through non-digital means.
Group 2	
Telephone town halls	This could be incorporated in Phase 3. This could be broadcasted for accessibility.
Use existing networks, partnerships	Stakeholder outreach plan asks existing groups to circulate.
Installation boards – education in busy areas	Advertising plan includes digital signage and billboards.
Be in the community – pop-ups, pilots	Advertising plan includes digital signage and billboards. Investigating using social media live feed for a virtual ‘pop-up’
Use existing City networks e.g. Transit Plus riders	Transit Plus rider on-hold message to be looked into as part of Phase 2 promotion.
Project staff are provided directly at community events	Project staff will be available at all events.
Partner with existing organizations. Plan to reach out to those you are trying to reach	Outreach to existing groups as part of stakeholder outreach plan.
Existing groups – e.g. walking groups to engage	Outreach to existing groups as part of stakeholder outreach plan.
Provide technology to groups	Providing alternative methods that do not require technology.
Indigenous groups – how are we connecting?	The Office of Public Engagement is working with the Indigenous Relations Division to better reach Indigenous groups.