

In Phase 3 of the project, Winnipeggers were invited to learn about the final draft TRANSPORTATION 2050 plan through a public information process.

We released the final draft of TRANSPORTATION 2050 to the public on July 15, 2024.

The goals of the public information program were to:

- Share how Transportation 2050 could change how stakeholders and the public move around Winnipeg
- Answer questions about how the plan reimagines mobility
- Document any major concerns with the plan

City-wide awareness with critical for this final information phase. The release of the draft plan was promoted using the following methods:

- Project webpage with 13,000 + visits after July 15, 2025
- Radio advertising on all major local stations – running four weeks from July 15, 2024
- News release – July 15, 2024
- Digital advertising – running four weeks from July 15, 2024
- Email to 166 project subscribers – July 15, 2025
- Email to stakeholders and previous phase participants – July 15, 2024
- City of Winnipeg Public Engagement Newsletter with over 5,800 subscribers – July 16, 2024

The contents of the plan were communicated using a three-tiered approach:

Short graphic summary presented at community pop-ups

- 906 in-person interactions¹
- 50 downloads
- Our public information boards offered the most at-a-glance look at the plan, but opened the door to conversation with our project team who were on site at a series of six pop-up public information events.

High level summary

- 3,394 downloads
- Our Guide to Reimagined Mobility document told the story of the plan at a higher level. It took readers through the main themes and details, but focused less on technical details and more on how Winnipeggers could be personally affected by the plan's outcomes. This guide was also available online, and in print in limited numbers at our public events.

¹ We considered an interaction any time someone stopped and read the boards or talked to the project team for more than a minute

Full report and transparency

- 2,267 downloads
- The plan itself offered the most in-depth information on the entirety of the plan. Winnipeggers could download it online.

Pop-up Events		
Date	Activity	Details
Tuesday, July 16, 2024	Pop-Up Event at St. Vital Centre	104 interactions
Wednesday, July 17, 2024	Pop-Up Event at Outlet Collection Winnipeg	163 interactions
Thursday, July 18, 2024	Pop-Up Event at Garden City Shopping Centre	143 interactions
Monday, July 22, 2024	Pop-Up Event at Kildonan Place	86 interactions
Tuesday, July 23, 2024	Pop-Up Event at CF Polo Park	312 interactions
Thursday, July 25, 2024	Pop-Up Event at The Forks Market	98 interactions

Attendees at the pop-up events had the opportunity to provide their final thoughts on their concerns, wants, needs, and interests on sticky-notes. While the intent of this phase was not to gather rigorous feedback on the draft report, we heard several key themes:

- **Mode choice:** Winnipeggers appreciate how the plan considers multiple modes of transportation. Physically separating infrastructure and increasing safety for active modes is a priority.
- **Transit support:** Many attendees were interested in expanded bus service, both in terms of schedule and routes. This interest was noted particularly in residential areas that currently favour personal vehicles. Respondents are eager to see transit equity in every part of the city, and are open to many options for future public transit network systems. Light rail remained a frequent topic of conversation.
- **Bike lane maintenance:** Winnipeg needs to more clearly consider seasonal maintenance for non-automobile modes – particularly on bike lanes in winter.
- **Improved pedestrian environment:** People appreciate better and more sidewalks but need them to include shade and shelter. Transit users also want additional shade at bus stops.
- **Major infrastructure concerns:** People remain concerned about plans for the Route 90 expansion and Arlington Bridge. These concerns related to a larger theme, namely the desire for the City to fix existing roads and bridges before adding new infrastructure to expand transportation networks.

There was a generally positive response among most who engaged with the public information program.