

How to Engage the Silent Majority in the EA Process

Transportation Services Presentation
**MEA Workshop and
Annual General Conference**

Cathy Parmer

Wednesday, November 18, 2015



Population and Employment Growth

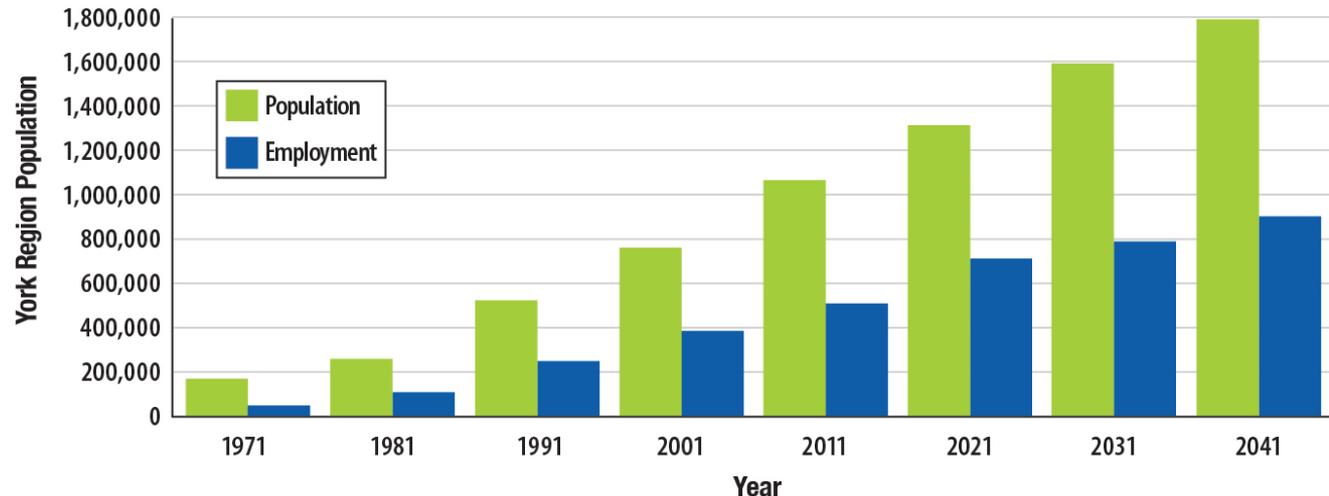
Population

1.1 million
2014 → **1.8** million
2041

Employment

565 thousand
2014 → **900** thousand
2041

York Region Population Growth - 1971 to 2041



York Region is growing rapidly

Population by Local Municipality

POPULATION BY LOCAL MUNICIPALITY



TRANSPORTATION

Of the 40 working-age (25 to 64) villagers who commute to work:

- 33 villagers would drive to work 
- 4 would take public transit to work 
- 2 would catch a ride with someone else to work 
- 1 would walk to work 

COMMUTING TIME

Of the 40 working-age (25 to 64) villagers who travel to work:

- 
- 6 would be less than 15 minutes
 - 11 would be 15 to 29 minutes
 - 11 would be 30 to 44 minutes
 - 5 would be 45 to 59 minutes
 - 7 would be 60 minutes or more

What if York Region were a **VILLAGE OF** just **100 PEOPLE?**

DID YOU KNOW?

Region's population grew by 15.7%, much higher than the overall population growth rates for Canada (5.9%), Ontario (5.7%) and the Greater Toronto Area (9.0%).

Traffic Congestion is Top of Mind for York Region Residents

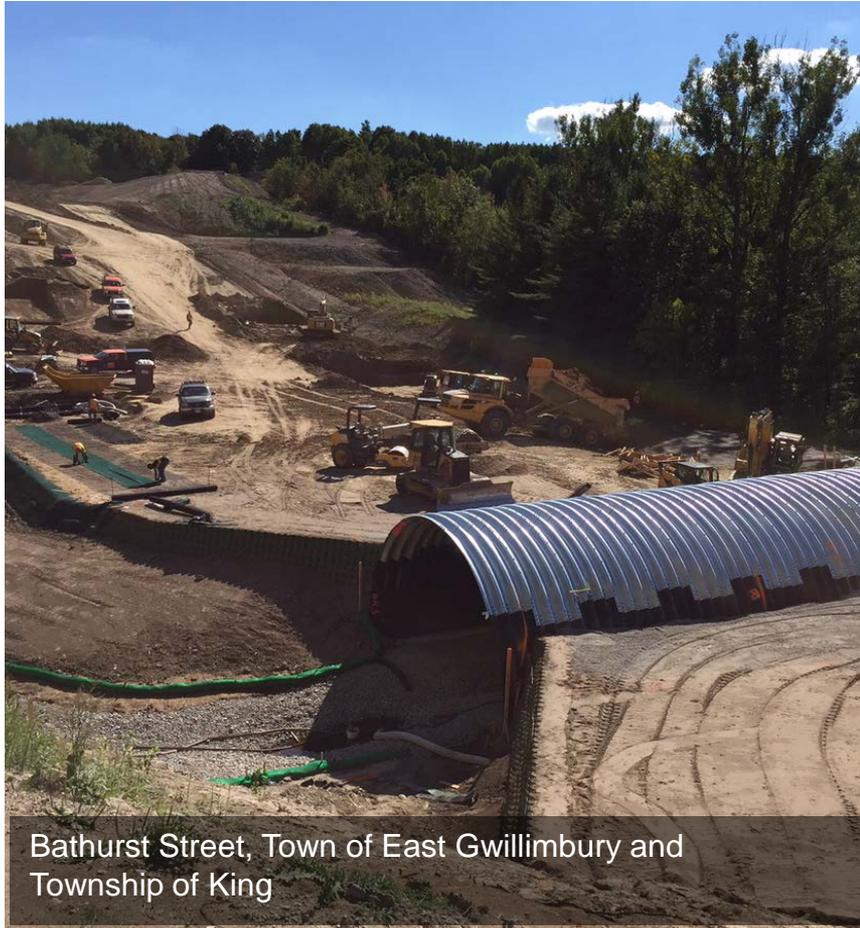


Yonge Street, Town of Newmarket

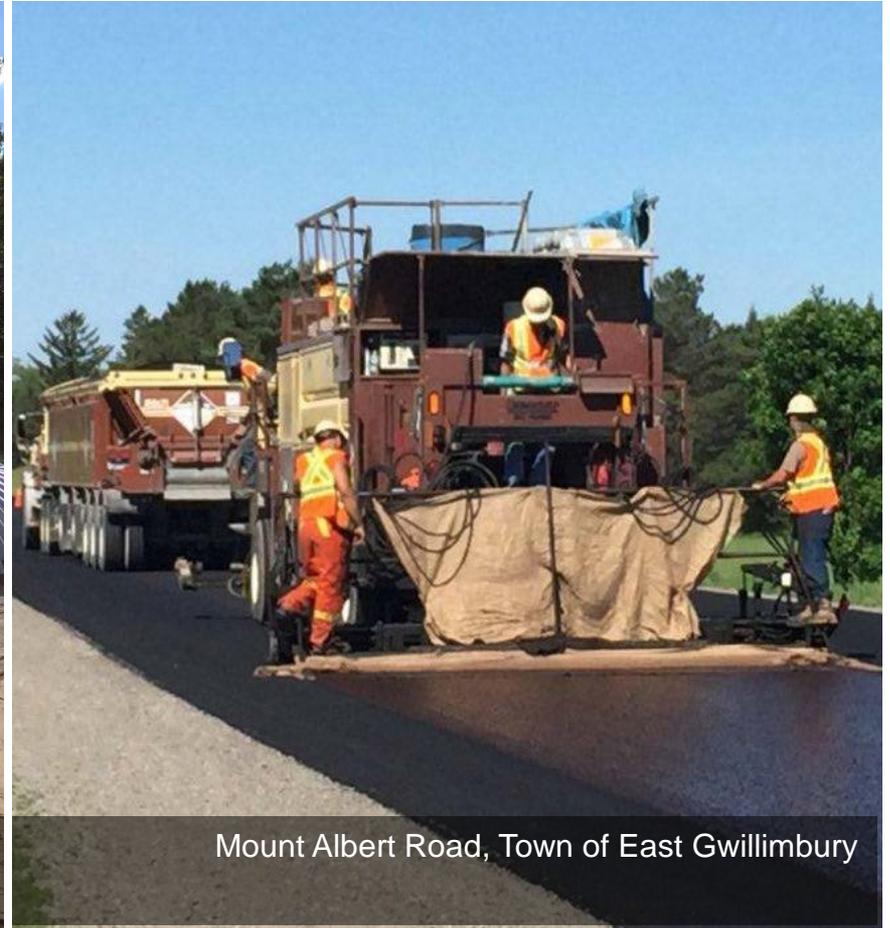
With continued growth comes increasing congestion



\$1.5 Billion 10-Year Roads Capital Investment



Bathurst Street, Town of East Gwillimbury and Township of King

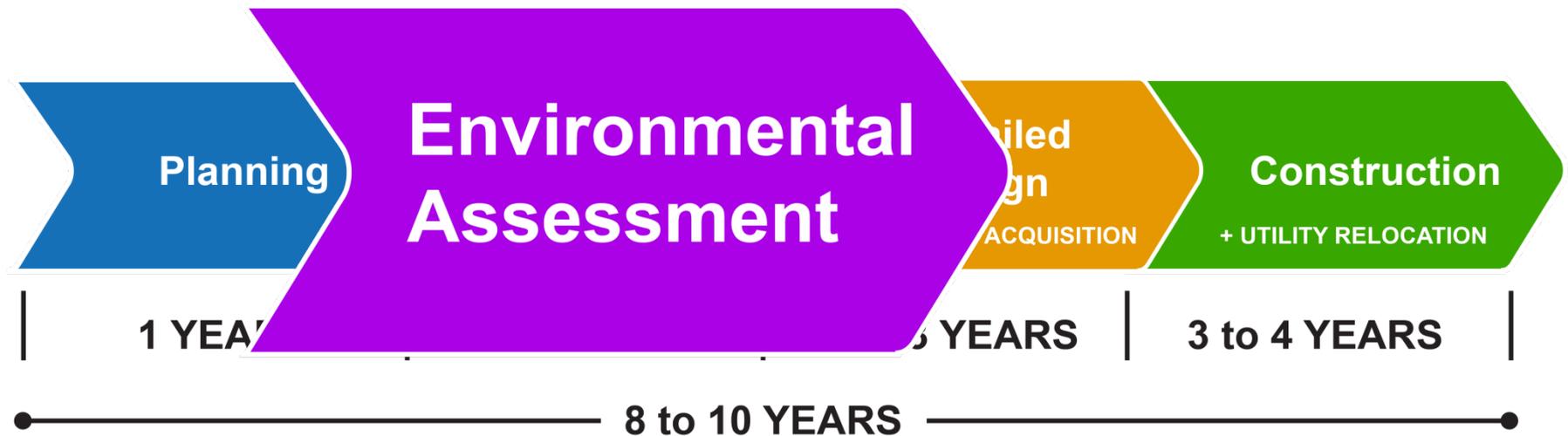


Mount Albert Road, Town of East Gwillimbury

Funds Growth Program and the State of Good Repair Program



Growth projects take 8 to 10 years from start to finish





Previous Notices

The Liberal, Thursday, Dec. 17, 2009, 18

Places of Worship

**CHRIST THE KING
DIETRICH BONHOEFFER
LUTHERAN CHURCH**
149 Bay Thorn Dr., Thornhill
905-889-9872

Invite you to our
**Christmas Eve
Candlelight Services**
4:00 p.m.
German Service
5:45 p.m.
German Service
7:30 p.m.
English Service

**THE MIRACLE OF
CHRISTMAS**

SOLID ROCK COMMUNITY
Church of the Nazarenes

Join us this Sunday December 20, 2009 for our Christmas service
as we celebrate the birth of Jesus Christ. A time of fellowship after service.

Bring your Kiddi Children's Ministry is now available!

Located at:
10 Via Seneca Drive
(On Leslie, Just
North of Major
Mackenzie)
Richmond Hill, ON

Time: 11:00 AM every Sunday Morning

Visit us today at www.solidrockcommunity.ca or call: 866-278-9932

A 60-year-old Richmond Hill woman was killed Monday afternoon in a crash near Bayview Avenue and Elgin Mills road.

At about 4 p.m., the woman, who was driving a 2008 Jeep Compass south on Bayview when her vehicle left the road and struck a snowbank on the west side of Bayview, flipped and became airborne.

The vehicle struck a 1996 International tractor trailer which was traveling east on Elgin Mills. The woman was pronounced dead at the scene.

The truck driver, a 40-year-old Whittby man, was not injured.

The woman's name is being withheld at the request of her family.

As the third week of York Regional Police's Enhanced RIDE program passes, motorists are still drinking and driving, police said.

In the third week, police spotted 103 impaired drivers and administered 103 roadside tests, handed out six impaired charges, three other criminal charges and one drug charge.

Another 49 impaired drivers were nabbed and three impaired by drug arrests were made by officers on routine patrol, figures show.

Police remind all residents and drivers they can call 911 if they suspect someone of impaired driving.

The Regional Municipality of York
NOTICE OF STUDY COMMENCEMENT
Municipal Class Environmental Assessment Study
Rutherford Road / Carrville Road (Y.R. 73) between Jane Street and Yonge Street
City of Vaughan and Town of Richmond Hill

The Regional Municipality of York is initiating a Municipal Class Environmental Assessment Study to determine future corridor needs and improvements for Rutherford Road/Carrville Road between Jane Street and Yonge Street, in the City of Vaughan and the Town of Richmond Hill.

The study is being undertaken as a Schedule 'C' project, in accordance with the Municipal Engineers Association, Municipal Class Environmental Assessment transportation improvements to the existing corridor and alternatives to the undertaking, including an evaluation of impacts on the natural and social environment. Upon completion of the study, an Environmental Study Report will be filed on public record for review. Consultation is integral to the Class EA process. Accordingly, in order to receive input and comment, three Public Consultation Centres will be held at key stages of the study.

The Public Consultation Centres will provide members of the public with opportunity to review the study scope and discuss project issues, including alternative solutions, mitigation of impacts, evaluation criteria and alternative designs. Details of the consultation dates.

Anyone with an interest in this study has the opportunity to be involved and provide input. All information will be maintained on file for use during the study. With the exception of personal information, all comments will become part of the public record. If you require additional information, would like to be placed on the project mailing list, or have any questions or comments, please contact:

Lloyd Fernandes, P.Eng. Project Manager The Regional Municipality of York 17250 Yonge Street Newmarket, ON L3Y 6Z1 Phone: 1 877 464-9675 ext. 5941 Fax: 905 836-4590 Email: lloyd.fernandes@york.ca	Tyrone Gan, P.Eng. Consultant Project Manager HDR ITRANS 100 York Boulevard, Suite 300 Richmond Hill, Ontario L4B 1J8 Phone: 905 695-5220 ext. 5235 Fax: 905 882-1557 Email: RutherfordCarrvilleEA@hdrinc.com
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Bill Fisch
Kathleen Llewellyn-Thomas
York Region Chairman and CEO
Commissioner, Transportation Services
Thank you for your participation in this study. We look forward to your input.
This notice issued 17 December 2009.

YORK REGION

York Region Transit / Viva service update

Richmond Hill

Starting December 20, 2009, YRT/Viva is revising select bus schedules and routes within the Town of Richmond Hill.

REVISED ROUTES/SCHEDULES

- Viva pink
- 1 - Highway 7
- 85A - Rutherford/14th Avenue
- 86 - Wedrick-Newkirk
- 88/88A - Bathurst
- 90 - Leslie South
- 98 - Yonge North
- 420 - Cardinal Carter School Special
- 450 - St. Theresa School Special
- 589 - Richmond Hill Community Bus

PUBLIC HOLIDAYS

Christmas Day - Friday, December 25, 2009 & New Year's Day - Friday, January 1, 2010. Sunday/Holiday service on YRT/Viva routes, Route 77 and modified Sunday service on TTC routes operating in York Region.

Boxing Day - Saturday, December 26, 2009 Saturday service on YRT/Viva routes, Route 77 and modified Saturday service on TTC routes operating in York Region.

SPECIAL NOTES

Rule Free New Year's Eve - Thursday, December 31st Free rides after 7 p.m. Extended service until approximately 3 a.m. on select routes.

High School Specials Holiday Schedule All YRT High School Specials 1400-series will be cancelled from December 21 to January 1, 2010. High School Special routes will resume service on January 4, 2010.

For more information, visit our website at YRT.ca or call our Customer Service Centre at 1-866-MOVE-YRT (668-3978). Thanks for riding YRT/Viva!

YORK REGION

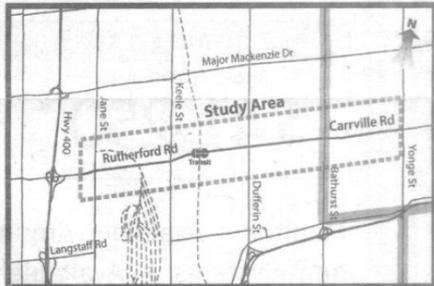
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Initial Steps



Communication and
Community Engagement

What happened next



Survey



York Region (The Regional Municipality of York)

Published by Cathy Downard Parmer [?] · October 13 at 4:05pm ·

Congratulations to Cesira, the grand prize winner of the Rutherford/Carrville Road Environmental Assessment survey contest! She picked up her jazzy Electra Cruiser Lux 7D and her new helmet last week and spent Thanksgiving weekend riding through her neighbourhood with her family.

There is still time for you to enter the Rutherford/Carrville Road contest, visit www.rutherfordcarrville.ca and complete the Comment Form.



www.rutherfordcarrville.ca

RUTHERFORDCARRVILLE.CA





How did we reach 1000 responses in four weeks?



What else did we do?





Lessons Learned

- Time
- Tactic to fit the project
- Observe what worked
- Document



WHAT'S NEXT?

Boost Post

i Your boost has finished, but you can increase the budget to reach more people.

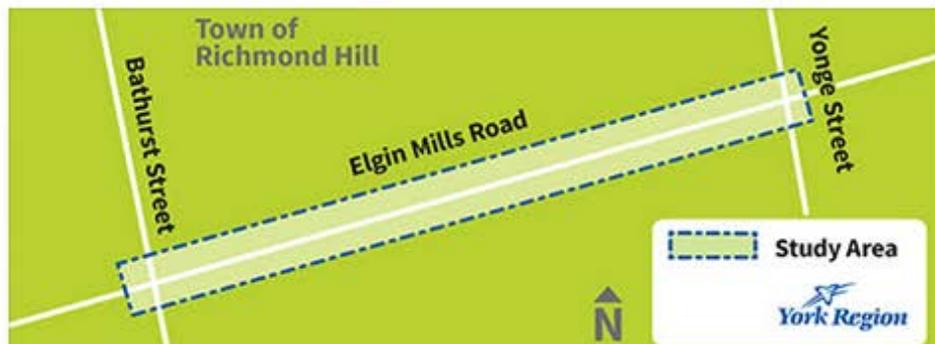
Desktop News Feed

Mobile News Feed



York Region (The Regional Municipality of York) created an event.

Sponsored ·



Elgin Mills Road Environmental Assessment Study - Open House

Tomorrow at 6:00pm
Royal Canadian Legion, 233 Centre Street East, Town of Richmond Hill

[Join](#)

7

Like

Comment

Share

How effective was the boost? ★ ★ ★ ★ ★

15,976

Paid Reach [?]

1

Action [?]

\$24.88

Budget Spent

Actions

People

Countries

■ 100% Women

		1				
0	0		0	0	0	0
13-17	18-24	25-34	35-44	45-54	55-64	65+
0	0	0	0	0	0	0

■ 0% Men

Audience and Payment

Add Budget

\$6

Adding this budget will increase your reach to an estimated 6,300 - 17,000 people.

Cathy Parmer

Communications and Community Engagement Specialist
Capital Planning and Delivery
Transportation Services

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