

**APPENDIX C - PUBLIC & STAKEHOLDER OBJECTIVES OF THE PUBLIC ENGAGEMENT  
SERVICES FOR THE MARION STREET CORRIDOR IMPROVEMENTS STUDY RFP**

## PUBLIC AND STAKEHOLDER ENGAGEMENT PROGRAM

### Public engagement strategy

- (a) Strategy to follow direction of Marion Dugald Transportation Improvement Study public engagement report ([https://www.winnipeg.ca/publicworks/construction/pdf/MarionDugald/Engagement\\_Planning\\_REPORT\\_2017-09-11.pdf](https://www.winnipeg.ca/publicworks/construction/pdf/MarionDugald/Engagement_Planning_REPORT_2017-09-11.pdf)) and Moving on Marion public engagement report ([https://winnipeg.ca/publicworks/transportation/pdf/movingonmarion/MovingOnMarion\\_PE\\_Report\\_20190827\\_FINAL.pdf](https://winnipeg.ca/publicworks/transportation/pdf/movingonmarion/MovingOnMarion_PE_Report_20190827_FINAL.pdf)).
  - (i) Work with the technical team early in the project process to align timelines and ensure public input informs design stages, and clarifies design elements not open to public input due to technical or regulatory needs
  - (ii) Develop draft strategy using templates provided by the City's Office of Public Engagement
  - (iii) Work closely with the City's public engagement team, including one (1) meeting to review public engagement strategy and monthly update meetings in addition to steering committee meetings.
  - (iv) Submit Draft Strategy for approval by project team and City's Office of Public Engagement
  - (v) Update strategy and engagement goals at the onset of each public engagement phase and as needs arise throughout the technical design and public engagement program.
  - (vi) Strategy to include but not be limited to consideration for translation needs. Allocate one (1) week for translation following approval and prior to publication of all materials.

### Public & Stakeholder Objectives

Ensure that execution of public engagement program carried out as outlined in this section results in reaching the following objectives

- (a) Understanding of City's systems and processes;
- (b) Participants and the general public recognize the need for improved safety and the movement of people along the corridor while balancing the needs for neighbourhood development;
- (c) Participants' perception of active transportation improvements and vision for neighbourhood improvements are considered and incorporated into the review;
  - (i) Input gathered throughout the engagement program will be analyzed for trends, themes and standout ideas that are clearly communicated to the technical team
- (d) Participants understand how their input was considered and incorporated into the recommended plan/design.
  - (i) Clearly communicated connections between design decisions to rationale
  - (ii) Highlighting both input used in decision making and major themes that could not be incorporated. Provide rationale.

### Phase 1 (public engagement complete by City staff) – Pre-engagement;

- (a) Review the Office of Public Engagement led pre-engagement program materials, including but not limited to, project website, online survey, stakeholder interviews, in-person listening session, and final public engagement report.
- (b) Build on and further develop existing materials for all subsequent phases as outlined in 0 and 0.

## Phase 2 – Conceptual Design; of the Marion Street Corridor Improvements

### Phase 2 promotion

- (a) Mailbox notification at onset of the phase
  - (i) Develop visually engaging mail out materials and outline target areas. Coordinate printing and delivery with Canada Post.
  - (ii) Signage along potential cycling corridors at onset of the phase
  - (iii) Develop poster(s) using City template and outline target areas. Coordinate printing and installation.
- (b) On-street billboard
  - (iii) Develop billboard and coordinate billboard installation
- (c) Social media advertisements
  - (iii) Develop social media advertisements using City template and outline targeting areas. City will coordinate placement.
- (d) Web content
  - (iii) Develop web content to include, but not be limited to: text, updates, updated FAQ's, project contact information and recommended design tab, create project overview maps.
  - (iv) Develop artistic renderings to include but not be limited to: design options, cross sections and sample images from real life examples.
  - (v) Web content to work off of previously developed project webpage:  
[Winnipeg.ca/movingonmarion](http://Winnipeg.ca/movingonmarion)

### Events and engagement opportunities

- (a) Stakeholder group meetings
  - (i) Update existing stakeholder list from Phase 1 outlined in 0.
  - (ii) Organize stakeholder list based on interests as they relate to project subject matters.
  - (iii) Engage with relevant business, government, community, and landowner stakeholders in the area for both transportation purposes and in connection to neighbourhood development.
  - (iv) Organize and chair at least (5) in-person stakeholder meetings, organized and delivered on themes as they relate to project subject matters (example: complete streets, active transportation, intersection improvements). Meetings should be formatted to focus on listening and development of ideas that align with engagement goals.
  - (v) Develop materials, organize and book venue, invite stakeholders (and City staff where appropriate) to build relationships and ensure that opportunities and outstanding issues are addressed.
  - (vi) Document interactions and report back to technical team.
  - (vii) Develop content for communications with stakeholders. This may include, but may not be limited to direct letters and updates to residents and businesses.
- (b) Communication log
  - (i) Document and maintain communication log resulting from all public touchpoints including follow-up actions
  - (ii) Present log in sharable format with real-time editing
- (c) Online engagement
  - (i) Use the City's subscription to Bang the Table online engagement platform to develop online tools, which should include but not be limited to an online survey

and its corresponding mapping tool. Develop materials (including images) to populate appropriate tactics and widgets that align with public engagement goals. Review online tool for overall ease of use and understanding after development.

- (ii) Submit for steering committee review and approval
  - (iii) Use the City's Office of Public Engagement template
  - (iv) Analyse and summarize feedback results, including, but not limited to mapping data and open ended questions
- (d) Design workshop(s)
- (i) Prepare for workshop of 100-200 participants to gather feedback on conceptual designs
  - (ii) Develop event agenda, event reminder email to RSVP list
  - (iii) Apply engagement techniques for shared understanding and development of ideas
  - (iv) Develop event materials: presentation, sign-in sheets, wayfinding signage, workbooks, table materials, maps, visual aids, exit survey
  - (v) Organize, staff and document workshop.
  - (vi) Analyse and summarize feedback results

### Phase 3 –Functional Design of the Marion Street Corridor Improvements

#### Phase 3 promotion

- (i) Mailbox notification at onset of the phase
- (ii) Develop updated visually engaging mail out materials and outline target areas. Coordinate printing and delivery with Canada Post
- (iii) Signage along potential cycling corridors at onset of the phase
- (iv) Develop updated poster(s) using City template and outline target areas. Coordinate printing and installation
- (v) On-street billboard
- (vi) Develop updated billboard and coordinate billboard installation
- (vii) Social media advertisements
- (viii) Update social media advertisements using City template and outline targeting areas. City will coordinate placement
- (ix) Web content
- (x) Update web content to include, but not be limited to: text, updates, updated FAQ's, project contact information and recommended design tab, update project overview maps.
- (xi) Update artistic renderings to include but not be limited to: design options, cross sections and sample images from real life examples.

#### Events and engagement opportunities

- (a) Stakeholder group meetings
- (i) Continue engaging with relevant business, government, community, and landowner stakeholders in the area for both transportation purposes and in connection to neighbourhood development.
  - (ii) Organize and chair at least five (5) in-person stakeholder meetings. Format should mimic thematic organization of stakeholder meetings in Phase 2. Develop materials, organize and book venue, invite stakeholders (and City staff where appropriate) to build relationships and ensure that opportunities and

- outstanding issues are addressed. Meeting format focused on listening, education and accomplishment of engagement goals.
- (iii) Develop meeting materials with an emphasis on how input was used in decision making. Document meeting and report back to technical team.
  - (iv) Develop content for communications with stakeholders. This may include, but may not be limited to direct letters and updates to residents and businesses.
- (b) Communication log
- (i) Document and maintain ongoing communication log resulting from all public touchpoints including follow-up actions
- (c) Online engagement
- (i) Use the City's subscription to Bang the Table online engagement platform to develop online tools, which should include but not be limited to an online survey and its corresponding mapping tool. Develop appropriate tactics and widgets that align with public engagement goals. Review online tool for overall ease of use and understanding after development.
  - (ii) Submit for steering committee review and approval
  - (iii) Use the City's Office of Public Engagement template
  - (iv) Analyse and summarize feedback results, including but not limited to mapping data and open ended questions
- (d) Public verification session(s) – Organized, staffed and documented
- (i) Prepare for over 200 attendees
  - (ii) Develop event agenda, event reminder email to RSVP list
  - (iii) Apply techniques for education on rationale for decision making
  - (iv) Develop event materials: presentation, sign-in sheets, wayfinding signage, table materials, visual aids, exit survey
  - (v) Organize, staff, and document session
  - (vi) Analyse and summarize feedback results

#### Ongoing communication and deliverables

##### Monthly public updates

- (a) Email
- (i) Utilize and maintain the previously developed project subscriber list (500+ emails). Update the subscriber list via: City website, stakeholder lists and digitization of sign-in sheets
  - (ii) Use newsletter format to keep subscribers updated on project process, decision making, input, project facts and more. Include images where applicable.
  - (iii) Submit materials for review prior to sending.
  - (iv) Ensure content used in emails is available in a PDF format and added to the documents tab of the project website

##### Monthly project team update

- (a) Update project teams with issues as they arise
- (b) Submit regular monthly updates to City and technical consultant on program status, and overall project schedule.

##### Internal summary report following each engagement phase

- (a) Present engagement findings under design topic headings via an internal summary report on key findings

- (b) Work with technical team to document how feedback of engagement finds was incorporated in project outcomes

External summary report following each engagement phase

- (a) Present engagement findings in a visually appealing summary to be posted on the City webpage.
- (b) Follow City template provided.
- (c) Infographics are encouraged.

Final public engagement report

- (a) Submit a final public facing complete public engagement report summarizing the complete public engagement program.
- (b) Report must include what was heard and how feedback was incorporated.
- (c) Report must follow the City's Office of Public Engagement Templates.