

### Background

The City of Winnipeg (the 'City') is planning to conduct a new study in the vicinity of Marion Street and Dugald Road to explore different options to improve traffic operations that do not include grade separation or widening. Before public engagement begins for the new Marion Dugald Transportation Improvement Study, the City turned to the public for guidance on how to meaningfully engage the community in the new study. The Public Service asked for help with reopening the conversation on Marion Street in order to plan public engagement for this study in the ways that are most relevant to the community.

### Engagement Planning Activities

- An **online survey** was launched March 2, 2017 and remained open until March 24, 2017. A total of **404 surveys** were submitted to the City in response.
- **Interviews** with stakeholders were conducted by telephone from March 13, 2017 to March 31, 2017. A total of **29 telephone interviews** were conducted with stakeholders.
- A study **webpage** housed on the City of Winnipeg website went live on March 2, 2017 and will remain live throughout the life of the study.

*“Sharing information [...] is extremely important. Make a Facebook event, use social media, send emails (City Engage), put flyers in mailboxes, hold open houses on more than one date, run ads on the radio and in the community newspapers, inform nearby neighbourhood associations and active transportation organizations (Bike Winnipeg, etc.), relay information to businesses in the area, hold information sessions on solutions where there are congestion problems (using examples from progressive cities fighting traffic congestion through public transport, etc.)...”*

### What We Heard

The public was asked to provide feedback on the previous public engagement program for the Marion Grade Separation and Widening Study in an effort to identify lessons and opportunities to improve the upcoming Marion Dugald Transportation Study public engagement program. The following is a summary of some of the feedback:

- Time constraints and schedule conflicts were given as the main reasons for not participating in-person.
- There is a preference for more online engagement opportunities.
- Notification of the study and public engagement opportunities was alleged to be inadequate.
- Some respondents indicated the public engagement process—which included the Council direction to study grade separation and widening on Marion, was not meaningful because decisions were already made before involving the public, while other respondents indicated the public engagement was meaningful and felt they had an opportunity to influence decisions.
- Some respondents indicated that the study scope was too small and more information about other potential future projects in the area needs to be available, while other respondents indicated the information available was sufficient and met their needs.

### Next Steps

The results presented in this summary will shape the public engagement plan, which will guide engagement throughout the upcoming Marion Dugald Transportation Improvement Study. The City will work with the study consultants to implement the public engagement plan that reflects the community’s preferences and priorities for participation that we heard through the survey responses and telephone interviews during the engagement planning phase.