

Moving Guelph forward

Guelph Transportation Master Plan - Phase 4

Understanding TMP Implementation

Community engagement summary, November 2021

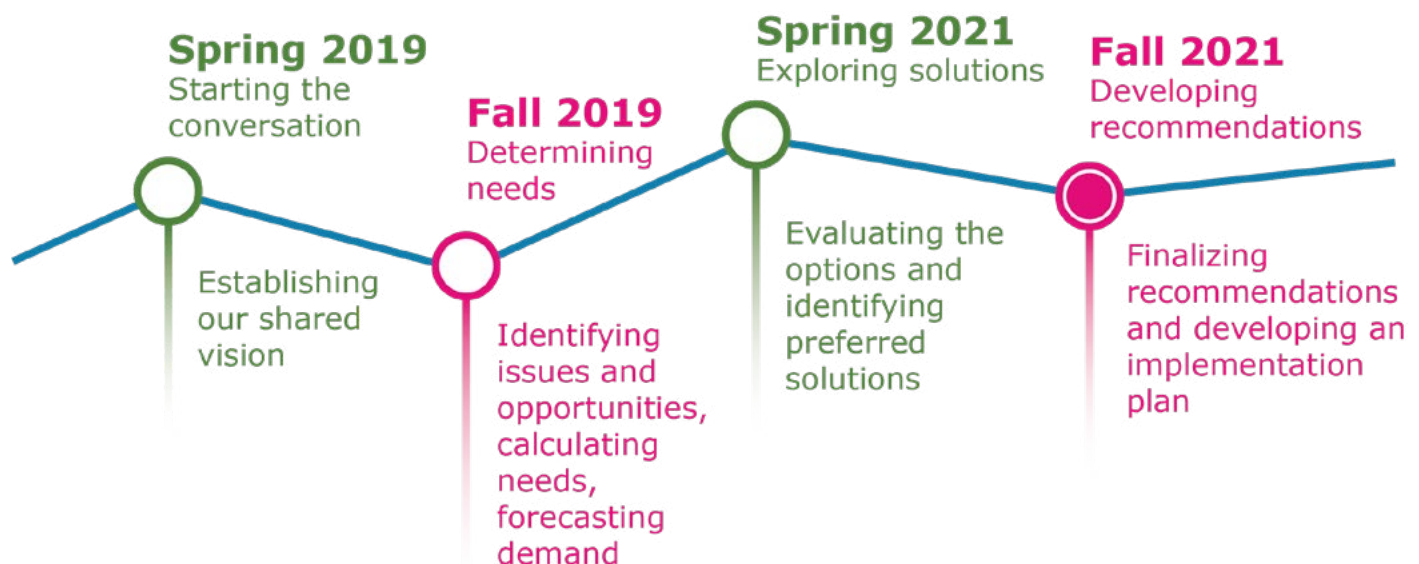
Guelph is growing and how we move around our city is changing. We're exploring transportation options to make our city move better in every way.

In January 2022, we will be going to Council with a report containing the recommendations for the policies and programs and the Implementation Plan that will help make the Preferred Solution come to life over the next few decades.

Phase 4 overview

Phase 4 (summer to fall 2021) is the final phase of the Transportation Master Plan. This phase consisted of developing the draft transportation policies and programs and developing a plan for implementing the projects that will transform Guelph's transportation network toward the Preferred Solution.

During Phase 4, we asked for feedback on the Preferred Solution: Sustainability and Resiliency Option, and what it means for how people will move around Guelph in the future. This provided a final opportunity to influence the draft policies and programs recommended by the TMP. We also asked for input on the project prioritization of the Implementation Plan. What we learned from this process has shaped the policies and programs and the Implementation Plan that will go to Council in January 2022. We have been asking Guelph residents: **What will the Preferred Solution: Sustainability and Resiliency Option mean for you?**



Project at-a-glance

The updated Transportation Master Plan will define how our transportation system will support the community as Guelph continues to grow. The update will look at transportation planning in Guelph to 2051. The main objectives are:

1. to ensure the new plan builds upon current policies, including the Official Plan and other master plans that have been approved since 2005;
2. to recommend new policies and guidelines that reflect our community's vision and that balance mobility, environment and efficiency while prioritizing safety and access for all travellers; and
3. to explore how new and evolving technologies and travel services will shape the future of transportation in Guelph.

To do this, we reached out to the broad public and stakeholders for help. We need to understand how you move about in the community today and what will be important to you in the future.

How we engaged: techniques and results

For this phase of community engagement, we used a variety of techniques to reach a diversity of Guelph community members. Our objective was to work with the community to understand how the Preferred Solution of Sustainability and Resiliency will impact how people move around Guelph in the future, and to gather input on the policies, programs and implementation plan.

Virtual open houses

1 Virtual open house using an interactive multimedia platform called StoryMaps to share information, data, and maps



The Virtual Open House explored the Policies and Programs and Implementation Plan that support the Preferred Solution and looked at the important transportation topics that emerged throughout the engagement process.



Stakeholder meetings with

- Active Transportation groups
- University of Guelph
- Metrolinx
- Ministry of Transportation
- Key staff from adjacent Municipalities (County of Wellington, Puslinch Township, Town of Halton Hills, Region of Waterloo) and
- Members of Guelph's business community

Community Conversations with

- Older adults
- Accessibility advocates
- Anti-poverty advocates and
- General public

To gather feedback on the Preferred Solution, the policies and programs, the Implementation Plan and the capital plan.

How we engaged: techniques and results



Online engagement hub

The central place to engage with the project online with

306 visitors &

79 contributors

Project email

transportation@guelph.ca



for direct communication with residents

Notifications published in the Guelph Mercury Tribune



Social media used to spread awareness

#MovingGuelphForward

6 tweets generating 27 likes, 42 retweets and 76 clicks

4 Facebook posts generating 14 likes, 5 comments and 48 clicks

Two email newsletters



Sent to **3,803** recipients



1 online survey

with **77** responses received in total online at HaveYourSay.Guelph.ca to gather feedback along side the Virtual Open Houses

Stakeholder meetings

We conducted stakeholder meetings with Active Transportation groups, the University of Guelph, Upper Grand District School Board, Metrolinx, the Ministry of Transportation, staff from adjacent Municipalities (County of Wellington, Puslinch Township, Town of Halton Hills, Region of Waterloo), and members of Guelph's business community to share project updates, review the Preferred Solution and gather feedback.

What we heard

Preferred Solution

- Provide complete streets that prioritize active transportation connections
- Support inter-regional movement for people and goods
- Consider population growth, demographics and land use planning
- Promote land use development that supports active transportation and transit

Prioritize active transportation

- Enhance active transportation connections by controlling vehicular traffic near campus and schools
- Consider coordination of inter-regional cycling connections for travel and tourism
- Prioritize the construction of the Cycling Spine Network
- Address enhanced safety measures at intersections for pedestrians and cyclists
- Extend the Pedestrian Priority Network along Gordon Street to College Ave and consider whether College Ave should also be included
- Consider increasing 2051 cycling mode share target

Enhanced transit system

- Support for inter-community transit extension and coordination with other modes of transit such as train travel
* commuting University students are projected to increase due to rising housing costs

- Prioritize COVID-19 ridership recovery by redistributing transit routes to essential workplaces and monitoring impacts of "work from home" in the short and medium term

Goods movement

- Ensure there are sufficient loading areas for deliveries in the downtown
- Support for continued coordination with MTO on Hanlon improvements to redirect truck traffic to the Hanlon where possible

Implementation

- Continue collaboration with external stakeholders and improving ongoing 2-way communications
- Continue meaningful engagement during detailed design phase for implementing road projects

Key questions or topics that need to be explored further

- Explore the parking supply and demand arising from the Downtown and University of Guelph campus
- Continue to monitor innovations in big data
- Provide more guidance for planning for emerging technologies like electric bikes, automated vehicles, electric vehicles and electric charging stations
- Consideration for provision of public washrooms

Community conversations

We conducted community conversations with older adults, accessibility advocates, anti-poverty advocates and the general public to share project updates, review the Preferred Solution and gather feedback. Conversations were held with 12 community members from across the city to understand what the Preferred Solution: Sustainability and Resiliency Option will mean for them and others to move around and through Guelph using their preferred modes of transportation.

What we heard

Preferred Solution

- Prioritize transit and active transportation connectivity for low-income communities
- Improve connectivity for active transportation across the city
- Promote land use development that supports active transportation and transit

Prioritize active transportation

- Provide sidewalks and safer walking connections in industrial areas
- Improve lighting on roads/streets for safety
- Explore economically accessible bike share opportunities
- Address signal timing concerns for seniors at intersections
- Prioritize the Cycling Spine Network

Improve transit access

- Consider employment shift times for transit scheduling
- Prioritize transit access for low-income communities
- Provide better transit access to essential services like grocery stores and health services
- Provide first and last mile connectivity in industrial areas

- Provide better transit notifications for those who do not have access to smartphones or mobile devices
- Provide street furniture at every transit stops
- Explore better inter-regional transit connections
- Provide more affordable transit passes and incentives to increase ridership

Key questions or topics that need to be explored further

- Explore a hotline for transportation services, including transit
- Explore locations for electric vehicle charging stations
- Consider the separation of short term and long goals for better planning
- Consider the need for a network of public restrooms along the transit and trail networks
- Explore connection with GRT in Kitchener where existing stops are already very close
- Equitable network planning should consider improved connectivity for Brant, Onward Willow, the Ward and Eastview/East end neighbourhoods
- Support for a transportation advisory committee that is representative of different user groups

Preferred Solution

The Preferred Solution survey ran from October 1st to October 25th and launched alongside Virtual Open House #3 on the project engagement page at Have Your Say Guelph

(<https://www.haveyoursay.guelph.ca/transportation>)

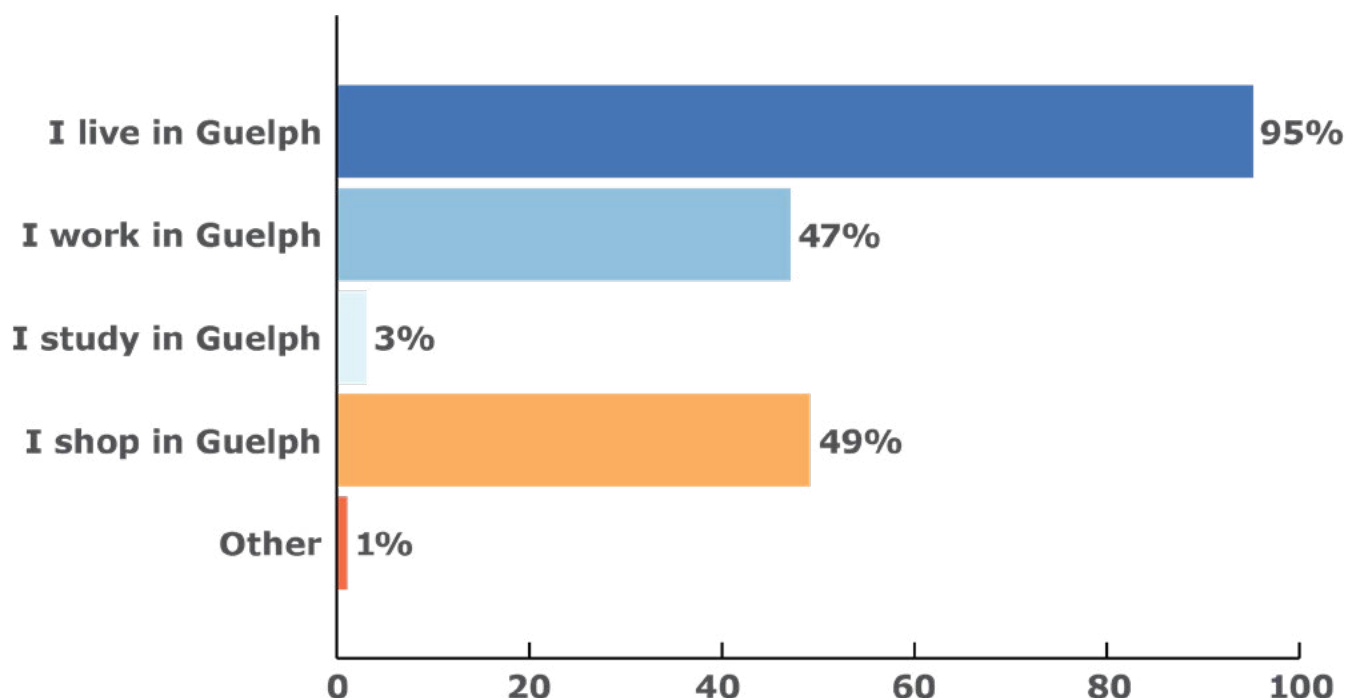
Virtual Open House #3 shared the policies and programs, Implementation Plan and hot topics in transportation issues. Participants were encouraged to complete the survey after reviewing the Virtual Open House. The purpose of the survey was to gather feedback on the policies and programs and the project prioritization for the Implementation Plan.

77 responses were provided to the survey. 81% of survey participants travel by car as the driver, 22% travel by car as the passenger, 58% walk, 44% cycle, 22% take transit and 10% take taxi or ride share to move around Guelph.

What we heard

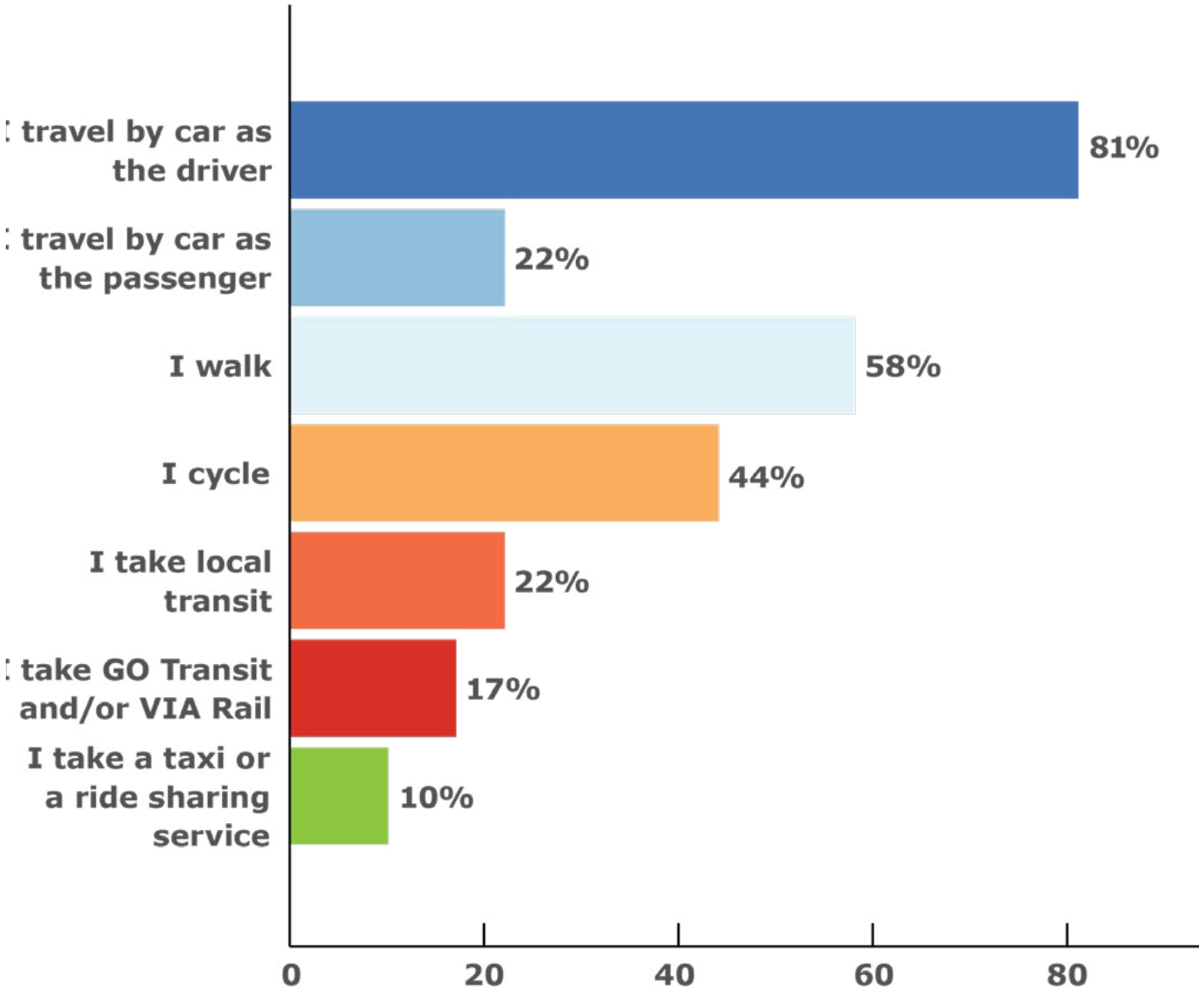
Overall there was strong support for the Resilience network to accommodate active transportation with traffic calming measures, and provide frequent and reliable transit from survey participants. Below is a summary of the survey responses.

Which of the following best describes you (select all that apply)?



Public engagement results

How do you usually move in, out and about Guelph (select all that apply)?



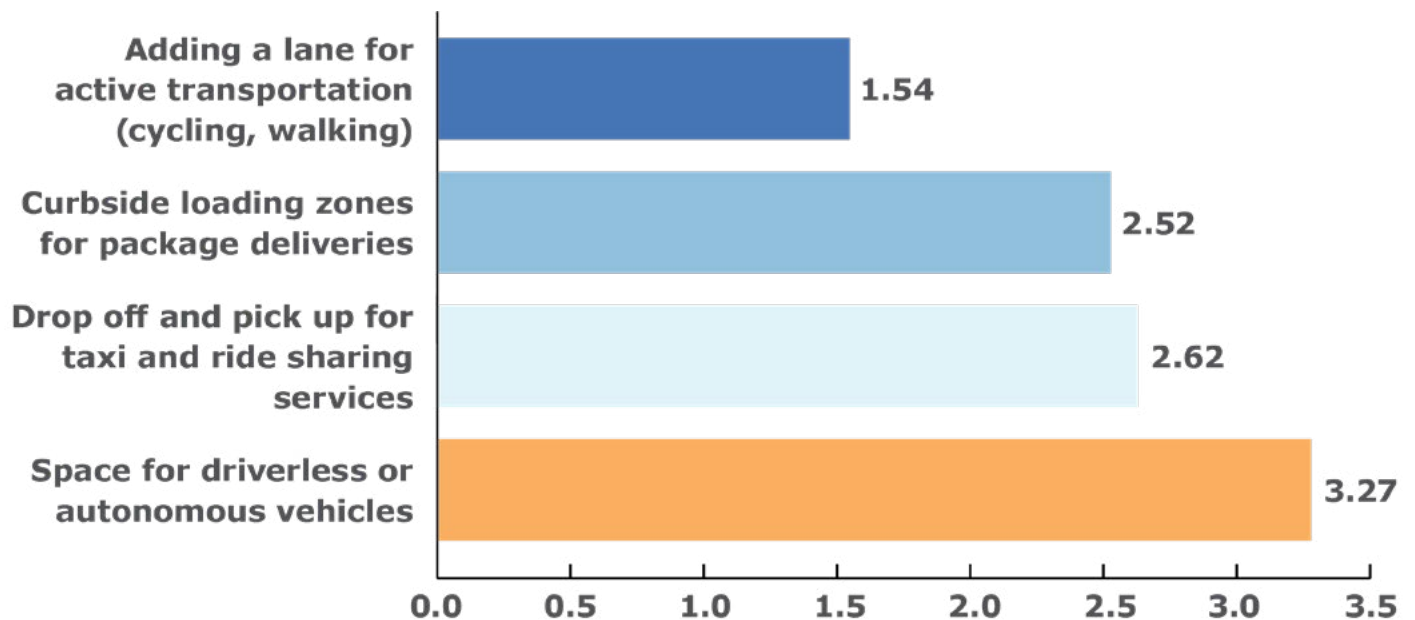
What will the Preferred Solution: Sustainability + Resiliency Option mean for you?

We asked participants to tell us how they think space in the resilience network should be used in the future.

What we heard

Please rank this list from most important to the least important uses of the resilience network

(1 is most important, 5 is least important):



Do you have other ideas for how the resilience network might be used?

- Space for transit priority measures such as dedicated bus lanes
- Protected bike infrastructure
- Pedestrian only spaces

Do you have any other comments on the Preferred Solution: Sustainability and Resiliency Focus that you want to share with us?

- Prioritize sustainable modes of transportation
- Pedestrianize the downtown core
- Improve transit
- Improve the overall safety of streets

Policies

We asked participants to tell us if we missed any policies for the Transportation Master Plan.

What we heard

Are there any general road policies you think we missed?

- Implement traffic calming measures
- Discourage driving to encourage other modes of sustainable transportation
- Use traffic demand management to reduce traffic on streets
- Maintain and repair roads
- Improve intersection designs
- Use promotions and education to encourage safe driving

Are there any pedestrian policies you think we missed?

- Create pedestrian only streets
- Implement traffic calming measures to make walking more enjoyable and safe
- Improve the safety of intersection crossings
- Create more trails and make sure they are connected to travel around the city

Are there any cycling policies you think we missed?

- Improve road infrastructure for cyclists to separate them from traffic
- Improve bike parking facilities and include bike parking in commercial and residential areas and at Guelph Central Station and bus stops
- Maintain bike lanes in all seasons to remove things like snow, ice, and leaves

- Integrate the city's trails into the cycling network to provide better connectivity across the city

Are there any transit policies you think we missed?

- Increase transit service and frequency
- Make transit more convenient with and attractive
- Prioritize making transit options affordable to all members of the community
- Improve safety at Guelph Central Station and bus stops
- Use transit to advance climate goals and reduce emissions
- Transit should connect to the GO and neighbouring municipalities

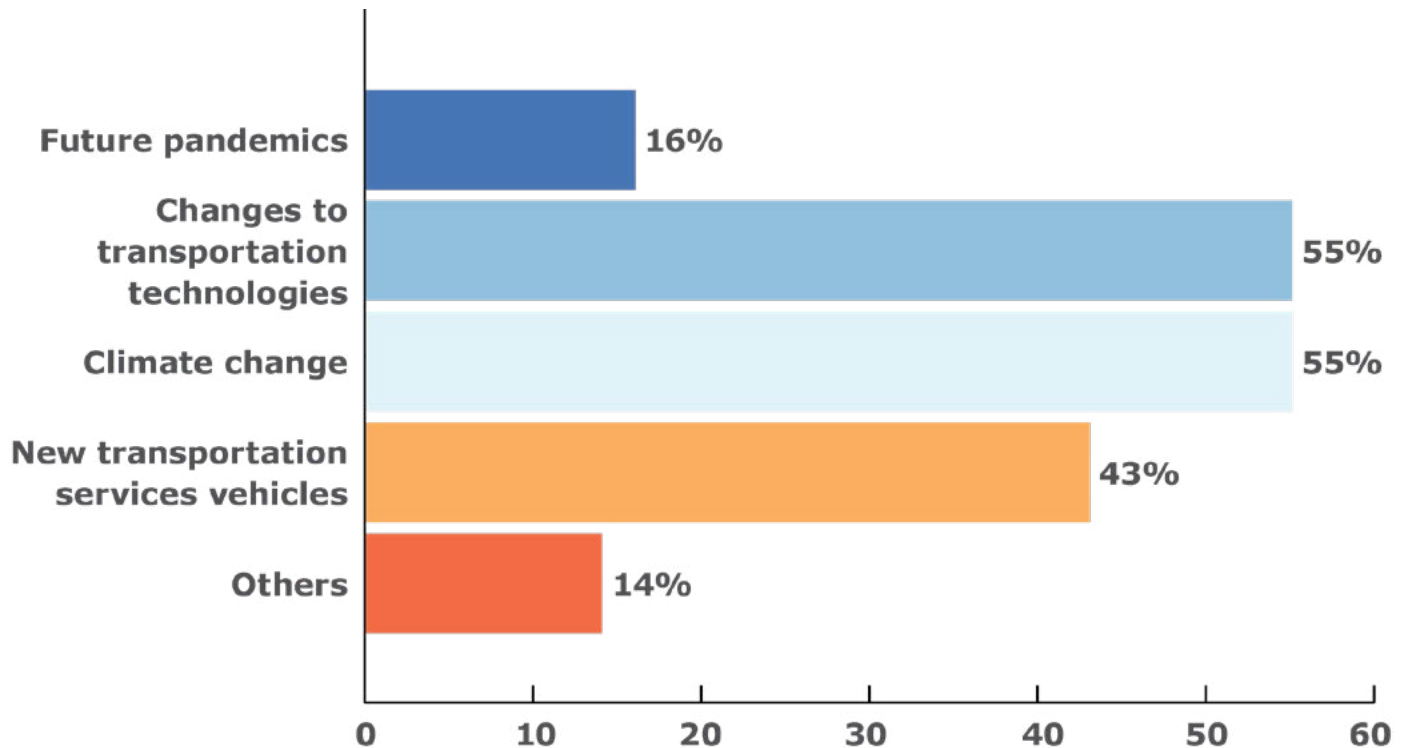
Are there any goods movement policies you think we missed?

- Improve the timing of deliveries and truck movement through the city to avoid disruption to residential and commercial areas
- Balance the needs of trucks with other road users
- Don't allow trucks to block parking spaces during deliveries

Are there any implementation policies you think we missed?

- Review the Implementation Plan on a regular basis to track progress
- Continue to do community engagement and outreach and include other initiatives like pilot projects to demonstrate changes
- Improve enforcement to ensure traffic laws are followed
- Include non-digital forms of communication and engagement for those without smartphones or mobile devices

What future changes to transportation should we consider in the policies (select all that apply)?



Do you have any other comments about the policies that you want to share with us?

- Policy decisions should first examine the climate change impact
- Improve transit options in Guelph and to Kitchener, Waterloo and Toronto
- Connect active transportation routes to neighbouring municipal trails
- Create creative design and street art that support vibrancy and safety
- Allow motorcycles to pass through traffic at red lights
- Improve safe mobility for children and seniors
- Decrease car mode share
- Explore minimum standards for car and bike parking for different land uses
- Improve traffic conditions for drivers

Implementation plan

In order to determine the highest priority projects, we evaluated all of the projects required to transform Guelph's current transportation network into the Preferred Solution using a set of criteria that align with the TMP vision, values and goals, along with available funding and resources within the City of Guelph.

For each value, we asked a standardized question (or a couple of questions) to see how aligned the project was with each value.

We asked participants to tell us if we missed anything for the criteria.

What we heard

Should we ask anything else to check if a project is "safe"?

- What are the traffic conditions?
- What are the health and pollution impacts from vehicles?
- Does the project decrease car dependency to make room for other modes of transportation?
- What are the climate change impacts?
- Does the project consider the needs of all road users?
- Does the project consider the volume of trucks?
- Does the project consider the monitoring of traffic conditions?

Should we ask anything else to check if a project is "equitable"?

- Does the project support all abilities and accessibility?
- Does the project decrease car dependency to make room for other modes of transportation?
- Does the project improve the transit system?
- Does the project Improve the active transportation network?
- Does the project consider the needs of historically underserved communities?
- Does the project consider the impacts of gentrification?

Should we ask anything else to check if a project is "complete"?

- Does the project consider emergency planning?
- Does the project improve inter-regional transit?
- What are the impacts on intersections, safety and visibility conditions?
- What are the climate change impacts?
- Does the project consider the needs of all road users?

Should we ask anything else to check if a project is "sustainable"?

- Does the project decrease car dependency to make room for other modes of transportation?
- Does the project improve the transit system?
- Does the project improve the active transportation network?
- What are the noise and pollution impacts on natural habitats?
- Does the project prioritize maintenance of infrastructure?

Public engagement results

November 2021

- Does the project help reach climate change goals and targets?
- Does the project engage with local communities?

Should we ask anything else to check if a project is “supportive of land uses”?

- Does the project decrease car dependency to make room for other modes of transportation?
- Does the project improve the active transportation network?
- Does the project improve the transit system by increasing access to green spaces and essential services?
- Does the project engage and consult with Indigenous Peoples?
- Does the project help create a road grid network for transportation?

Should we ask anything else to check if a project supports the core value of being “Affordable”?

- Does the project support affordable transportation options city-wide?
- Does the project support inclusive affordability for everyone?
- Does the project decrease car dependency to make room for other modes of transportation?
- Were other funding options from different levels of government considered for the project?

Do you have any other comments about the project prioritization that you want to share with us?

- Consider the climate change impacts

- Consider traffic speed impacts
- Prioritize decreasing car dependency to make room for other modes of transportation
- Prioritize improving the transit system
- Prioritize improving the active transportation network
- Consider the coordination and timing of construction projects
- Prioritize project engage city-wide

What we heard - the key themes

Overall, feedback received from the community and key stakeholders throughout Phase 4 can be categorized into the following overarching themes: **Preferred Solution, prioritize active transportation, improve transit and transit access, goods movement, climate change and sustainability, safer streets, traffic flow, implementation, equity, land use, infrastructure, community engagement process, concerns, key questions and topics.**

These themes will inform the development of the Preferred Solution, which will determine the capital plan for how the TMP is implemented.

The feedback summary below highlights the wide range of diverse opinions that were received during this stage of community engagement.

Preferred Solution

- Improve transit and active transportation connectivity across the city, low-income communities and industrial areas
- Promote land use development that supports active transportation and transit
- Provide complete streets that prioritize active transportation connections
- Support inter-regional movement for people and goods
- Consider population growth, demographics and land use planning

Prioritize active transportation

- Prioritize the construction of the Cycling Spine Network
- Create pedestrian only streets

- Improve safety for active transportation users by providing better lighting and controlling vehicular traffic
- Consider coordination of inter-regional cycling connections for travel and tourism
- Implement traffic calming measures to make walking more enjoyable and safe
- Integrate the city's trails into the cycling network to provide better connectivity across the city
- Address signal timing concerns for seniors at intersections
- Address enhanced safety measures at intersections for pedestrians and cyclists
- Extend the Pedestrian Priority Network along Gordon Street to College Ave and consider whether College Ave should also be included

- Consider increasing 2051 cycling mode share target

Improve transit and transit access

- Explore better inter-regional transit connections
- Improve first and last mile connectivity
- Provide better transit access to essential services like grocery stores and health services
- Provide better transit notifications for those who do not have access to smartphones or mobile devices
- Provide street furniture and improve safety at transit stations and stops
- Provide more affordable transit passes and incentives to increase ridership
- Prioritize COVID-19 ridership recovery by redistributing transit

routes to essential workplaces and monitoring impacts of "work from home" in the short and medium term

- Consider increasing the frequency of service to make transit more convenient

Goods movement

- Ensure there are sufficient loading areas for deliveries with blocking parking spaces
- Improve the timing of deliveries and truck movement through the city to avoid disruption to residential and commercial areas
- Balance the needs of trucks with other road users

Climate change and sustainability

- Prioritize sustainable modes of transportation
- Decrease car dependency to encourage sustainable modes of transportation
- Use transit to advance climate goals and reduce emissions
- Policy and project decisions should first examine the climate change impact to help reach climate change goals and target

- Consider noise and pollution impacts on natural habitats from transportation projects

Safer streets

- Pedestrianize the downtown core and improve the overall safety of streets
- Create creative design and street art that support vibrancy and safety
- Improve safe mobility for children and seniors

Traffic flow

- Implement traffic calming measures and traffic demand management to reduce traffic
- Improve enforcement to ensure traffic laws are followed
- Allow motorcycles to pass through traffic at red lights

Implementation

- Review the Implementation Plan on a regular basis to track progress
- Continue collaboration with external stakeholders and improving ongoing 2-way communications
- Continue meaningful engagement during detailed design phase for implementing road projects

Equity

- Ensure transportation projects support all abilities and accessibility
- Ensure transportation projects consider the needs of historically underserved communities
- Ensure transportation projects support inclusive affordability for everyone

Land use

- Explore minimum standards for car and bike parking for different land uses

Infrastructure

- Maintain and repair roads and infrastructure
- Consider the coordination and timing of construction projects
- Improve intersection designs for safety
- Improve road infrastructure for cyclists to separate them from traffic
- Improve bike parking facilities and include bike parking in commercial and residential areas and at Guelph Central Station and bus stops
- Maintain bike lanes in all seasons to remove things like snow, ice, and leaves
- Consider road grid network for transportation

Communications, outreach and engagement

- Use promotions and education to encourage safe driving
- Continue to do community engagement and outreach and include other initiatives like pilot projects to demonstrate changes
- Include non-digital forms of communication and engagement for those without smartphones or mobile devices
- Ensure Indigenous Peoples are consulted

Key questions or topics that need to be explored further

- Explore economically accessible bike share opportunities
- Explore a hotline for transportation services, including transit
- Explore locations for electric vehicle charging stations
- Consider the separation of short term and long goals for better planning
- Explore the parking supply and demand arising from the Downtown and University of Guelph campus
- Provide more guidance for planning for emerging technologies like electric

bikes, automated vehicles, electric vehicles and electric charging stations

- Continue to monitor innovations in big data
- Consideration for provision of public washrooms along transit and trail networks
- Explore connection with GRT in Kitchener where existing stops are already very close
- Equitable network planning should consider improved connectivity for Brant, Onward Willow, the Ward and Eastview/East end neighbourhoods
- Support for a transportation advisory committee that is representative of different user groups

How we used your feedback

Feedback from the previous rounds of engagement on the Preferred Alternative Solutions, vision and goals, and issues and opportunities informed the Preferred Solution presented in this Phase for further engagement.

Feedback from this round of engagement helped us to:

- Understand how the Preferred Solution: Sustainability and Resiliency will impact the day-to-day lives of community members
- Finalize the policies and programs
- Understand priorities for the Implementation Plan

Next steps

Feedback from this Phase of engagement alongside further technical analysis will help us finalize the policies, programs, and Implementation Plan that will help make the Preferred Solution come to life over the next few decades. The policies and programs and Implementation Plan will be presented to Council in January 2022. Following that, the Transportation Master Plan document will be available for review and comment before being fully adopted.