

Our Community, Our Water

Engagement summary

Committee of the Whole
March 2, 2020





OUR COMMUNITY
OUR WATER
QUARRY SITE REVITALIZATION

> Campaign overview

City-led community education and engagement program

- 1. Build awareness:** help the community understand the City's drinking water concerns, current and emerging drinking water needs, and the proposed solution to address the City's concerns
- 2. Encourage engagement:** collect community feedback on the proposed solution with respect to benefits, challenges and additional considerations for making a decision on implementing the proposed solution
- 3. Support informed decision-making:** analyze and report back on community feedback to provide key decision makers with actionable community input

> Timeline

October 1,
2019

October
26, 2019

October-
November,
2019

November
26, 2019

November
30, 2019

February
20, 2020

March 2,
2020

March 30,
2020



Launch date



First open
house,
engagement
starts



Online
engagement
and pop-up
information
sessions



Second open
house



Engagement
closes,
analysis
begins



Engagement
report posted
on
guelph.ca



Committee
of the Whole
meeting



Council
meeting and
decisions

> Channels of communication and engagement



Online



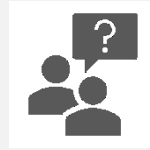
guelph.ca
haveyoursay.guelph.ca

Social media



Facebook
Twitter

In-person



Open houses
Pop-up info sessions

Video



guelph.ca
Facebook
Twitter
YouTube

Advertising



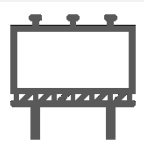
City screens
Intrigue Media screens
Guelph Mercury Tribune
(online and print)
GuelphToday.com
The Weather Network

Media coverage



CTV
Global
Guelph Mercury Tribune
Guelph Politico
GuelphToday.com
Water Canada
Wellington Advertiser

Other



Information available at
all Guelph Public Library
branches; displays at
Main and Westminster
branches

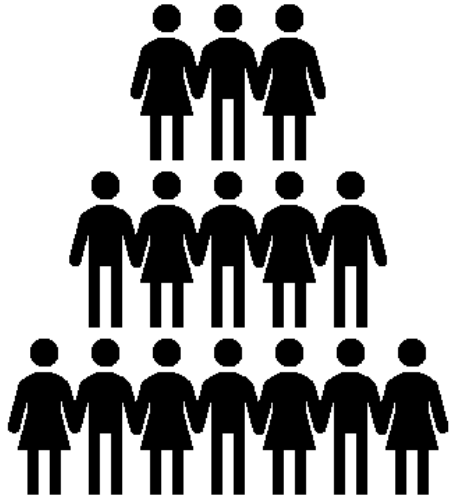
Email and phone



ocow@guelph.ca
519-822-1260 extension 3615



Engagement statistics



over **200** people engaged through in-person events

> 100,000

social impressions and **1,800** post engagements

7,200

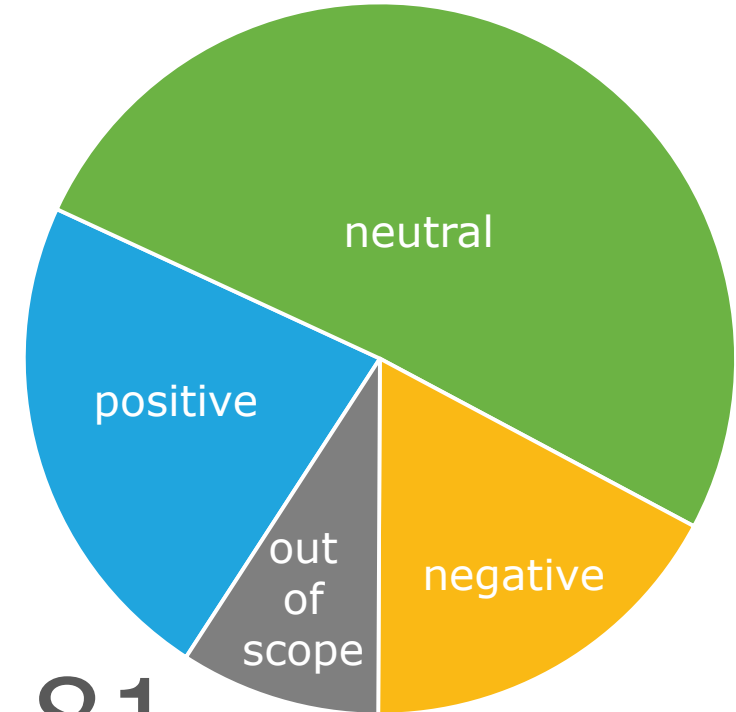
video views

88

surveys completed and **47** comments on City social media channels

2,200

unique web page views



81 percent of comments neutral to positive

> Key themes

1. **Water protection**

- Comments related to water protection highlighted Guelph's unique groundwater supply
- Overall, there is confidence that the proposed solution will address groundwater protection and that this is the greatest community benefit

2. **Environmental considerations**

- Guelph residents want to continue to be part of a community that leads in developing and implementing environmentally-sustainable solutions
- Residents are concerned about species native to the area and ensuring native wildlife and plants are considered in development plans

3. **Growth and long-term sustainability**

- Supporting manageable growth and long-term sustainability emerged as a priority
- Respondents believe the most important aspect of the redevelopment project is the protection of the environment

> Recommendations

That the settlement pathway outlined in the report titled Dolime Community Engagement Results for Proposed Settlement Pathway, dated March 2, 2020, be approved, i.e.

- Move Guelph's boundary to include the Dolime Quarry property
- Obtain municipal and provincial land use planning approvals to allow residential development on the property
- Build a system to protect Guelph's drinking water
- Complete detailed development planning through the City's standard planning processes and building the residential development

THANK YOU

