



Engagement Plan

Engagement is a key component of Dundas Connects

Dundas is a street where different things are happening. It is a major shopping destination with easy car access and ample parking. Two major river systems cross Dundas – the Credit River and Etobicoke Creek. The street is a key part of Mississauga’s transportation network, with thousands of people using it every day to move around the city.

Over the next 35 to 40 years the City of Mississauga estimates that the number of people using Dundas will increase. To respond to and manage this anticipated future growth, the City is developing a Land Use and Transportation Master Plan.

Everyone who lives, works, shops, plays, and travels on Dundas has different needs and perspectives on what’s best for the future. We want to ensure that the Master Plan considers all perspectives.

The three-part engagement process, guided by several engagement principles, will include activities tailored to specific audiences. The aim of the engagement plan is to ensure that the future of Dundas considers and reflects on citizens’ perspectives and views.

Engagement Principles

The Dundas Connects engagement process will adhere to the following principles:

- **Accountability** – Accountability to participants will be maintained by providing accurate, timely information throughout the engagement process and demonstrating how participants’ views and perspectives have informed the vision, the draft options, and the draft proposed plan.
- **Clarity** – The purpose and scope of Dundas Connects, the engagement process, and each of its three parts will be clearly communicated.
- **Timeliness** – The engagement process will start early, allowing for the greatest possible range of opportunities and issues to emerge, thus raising the chances of successful issue resolution.
- **Accessibility and Inclusivity** – The engagement process will be open to any member of the public or stakeholder organization that wants to be involved. A broad cross-section of people from across Mississauga will be encouraged to participate, share their needs and perspectives, and hear those of others. Engagement materials and information will be publicly available through the website (www.dundasconnects.ca) and other means as appropriate.
- **Flexibility** – The engagement process will strive to accommodate the needs of participants, taking into account their different abilities, areas of expertise, geographic distribution, and availability.
- **Coordination** – The engagement process will be coordinated with concurrent City of Mississauga-led projects to enhance knowledge sharing, ensure coherence in decision-making, avoid duplication, and reduce the risk of “consultation fatigue” among citizens and stakeholders.
- **Evaluation** – Throughout the process, the City of Mississauga will seek feedback from the public and stakeholders regarding the engagement process and may modify the engagement plan in response to feedback received or changing conditions.

www.dundasconnects.ca

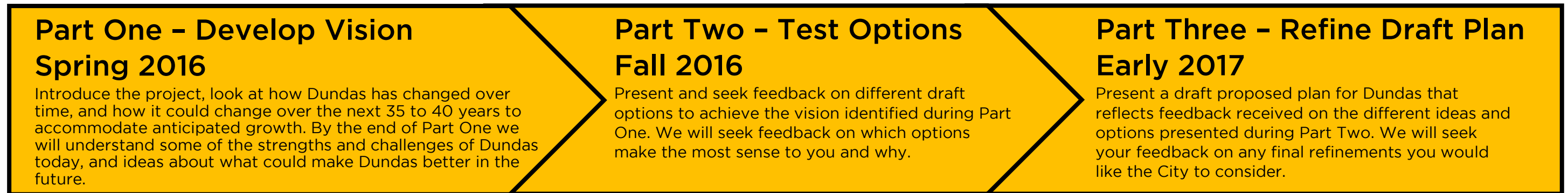
We want to stay in touch with you. Visit the Dundas Connects website to: **Receive project updates | Provide feedback online | View meeting results**

Or contact Katie Ashbourne, Researcher, City Planning, City of Mississauga

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How will the engagement process work?

The Dundas Connects Land Use and Transportation Master Plan will be developed in three parts:



See Legend Below



Engagement Activities and Tools

A number of different engagement activities and tools will be used during the Dundas Connects process. Where applicable, the frequency of these activities and tools is shown above.

Project Website / Online Consultation - The project website (www.dundasconnects.ca) will play a key role in enabling engagement by providing project updates, hosting information and materials (e.g. presentations, background reports, discussion guides, etc.), and more. The website will provide a way for people to share their perspectives during the process.

On the Ground Outreach - In Part One of the process, the project team will walk the Dundas corridor and meet the people who work and live on Dundas. This outreach will provide an opportunity to raise awareness about Dundas Connects among those who spend time on Dundas and provide the project team with feedback on their needs and perspectives early in the process.

P **Public Meetings** - Public meetings will take place in all three parts of the process. In the first two parts, the meetings will be held in a workshop format, with a brief presentation to introduce the materials followed by a facilitated discussion to seek feedback. Five meetings will be held in both Parts One and Two to promote access to the meetings and create opportunities for area-specific discussions. In Part Three, the Draft Plan will be shared with members of the public through open house-style meetings to provide participants the opportunity to review the Draft Plan at their own pace and ask questions and share feedback with project staff one-on-one.

LD **Meetings with Large Landowners and Developers** - Recognizing that there are several areas of Dundas that feature large parcels of land under single ownership, and that in some of these areas there are specific challenges that will need to be responded to through the Master Plan, a series of meetings with large landowners and developers will be held.

FG **Issue-Specific Focus Groups** - To respond to key issues as they emerge, a series of focus groups may be held in Part Two of the process. These focus groups will provide an opportunity to dive into the details of the options and engage interested parties in a detailed discussion around specific areas of concern.

DG **Discussion Guides** - A discussion guide will be developed for each part of the process. The guides will provide a concise and infographics-rich introduction to the material that will be covered at the in-person meetings (i.e. public meetings, meetings with large landowners and developers, issue-specific focus meetings) and pose a series of focus questions to elicit feedback.

Feedback Reporting - Following all in-person meetings, meeting summaries that identify key messages and summarize detailed feedback will be prepared. These summaries will be shared in draft with the people who participated in those meetings to ensure that their feedback has been accurately captured. Once these summaries have been finalized, they will be posted to the project website (www.dundasconnects.ca) and distributed directly to those who participated in the meetings. Online feedback will also be summarized and posted to the website.