

## Themes Emerging from Public Engagement

Major themes heard throughout the engagement process during the development of the Community Traffic Management Policy include:

- Data
  - The use of both qualitative and quantitative data from early on is important to get a broad understanding of the context of the neighbourhood.
- Scope
  - Program scope should include arterial roads, signalling and LRT. Looking only at neighbourhood roads is too narrow.
  - The principle of ‘escalating intervention’ should be built into the system, where less extreme measures are used, monitored and evaluated.
  - Engagement about roads and/or traffic specific to a neighbourhood should be aligned across all City departments.
- Education
  - Awareness for residents about the traffic issues and their impacts is the first step in the process (increases the chance of broad engagement)
- Process
  - A clear “road map” should be developed that outlines the roles and responsibilities for everyone involved, the timelines and a decision making framework for both for the process and the ultimate decision.
- Roles and Responsibilities
  - The CTMP process should be a partnership between the residents (Traffic Committee/Community) and Administration - this is a process done ‘with’ the community, not ‘to’ the community.
- Communication
  - Early, frequent, regular and ongoing communications throughout the process is key.