



PACE
PUBLIC AFFAIRS
& COMMUNITY ENGAGEMENT

Canada

Transports

Québec



—INTERPROVINCIAL TRANSIT STRATEGY
—STAKEHOLDER AND COMMUNITY ENGAGEMENT—

The Interprovincial Transit Strategy was a multi-jurisdictional collaboration led by the National Capital Commission (NCC), with the Société de transport de l'Outaouais (an agency of Le ministère des Transports du Québec - MTQ) and the City of Ottawa as funding partners, and Ville de Gatineau as observers. The Study was intended to reflect the Partners' shared goal of a more vibrant, liveable and attractive National Capital Region that is less reliant on cars.

PACE was retained to develop, plan, manage and implement a robust engagement and communications program to support the study's technical decision-making process. The program needed to meet the requirements of all three levels of government, across two cities and two provinces. The mandate was to engage, in a meaningful way, a broad range of citizens and stakeholders in a dialogue around how best to enhance transit service between the downtown

cores of Ottawa and Gatineau. The program was designed to reach out to the many future beneficiaries of an interconnected interprovincial transit system, from those directly impacted such as commuters, to the broader population that would benefit from a more vibrant core in the region.

Given the complex multi-jurisdictional nature of the study, a key requirement was that the program needed to satisfy all study partners. As such, PACE established and chaired a Communications Working Group with representation from the NCC, STO, City of Ottawa and Ville de Gatineau. The group's mandate was to ensure a proper integration of all consultation and engagement activities.

Executed over an 18-month period, the engagement program began by educating members of the public on complex transit planning issues. With a common understanding of the project and its objectives established, the public was empowered to participate in a meaningful way in more technically-driven discussions. To ensure that the input solicited could be used and inform the strategy's decision-making process, the timing of the four phases was tied to the various technical phases of the project. Activities included:

- 'Interconnect Cafés' in Ottawa and Gatineau. The events combined traditional
- open house information displays with World Café facilitated discussion
- groups;
- A Visioning Workshops with leading international transit planning experts;
- Online surveys;
- Online materials and questionnaires;
- Stakeholder focus group sessions, organized according to areas of interest: Community Organizations; Users and Non-Users of Transit; Technical Agencies; and Business Organizations.

Every effort was made to be respectful of regional differences and distinctions. A central component of the engagement program was the proactive engagement of people who might have been interested in participating but who are not among the 'usual suspects' at consultations.

A review of all the comments submitted over the course of the Program painted a picture of participants that care deeply about the sustainable development of the National Capital Region.