



MUNICIPAL: CITY OF OTTAWA
—STAKEHOLDER AND COMMUNITY ENGAGEMENT—



PACE
PUBLIC AFFAIRS
& COMMUNITY ENGAGEMENT

As the City of Ottawa's Planning staff worked on updating Transportation Master Plan (TMP), they required the active involvement of Council, the public, local businesses and stakeholders. PACE was retained in 2007 to engage all audiences in a dialogue on the TMP principles, vision and transportation network alternatives. A critical component of this was the engagement of the broadest spectrum of stakeholders possible that, collectively, represented the community's perspective.

PACE developed a robust community engagement program aimed at delivering clear and compelling communications designed to promote meaningful public involvement in the TMP Update Study. Over the course of 18-months, a variety of engagement activities were executed to reach a broad and diverse range of citizens, including:

- A technology-assisted interactive public workshop;
- Agency Meetings with internal and external technical stakeholders;
- Website with online consultation features;
- 15 focus groups with key community and industry stakeholders;
- 15 open houses, and 9 public discussion group sessions;
- City Advisory Committee briefings;
- Earned and paid media;
- Newsletters, email blasts and other communications;
- Individual meetings with councillors and staff.

PACE designed the plan, produced all communications collaterals, managed all logistics and facilitated the consultative events, all of which occurred within tight timeframes allotted for the consultation. PACE also acted as liaison between the City and stakeholders, and supported the City's Planning and Communications departments with media relations and issues management. All materials and consultation activities were delivered in both official languages.

This project presented a challenge as it came on the heels of the cancellation of the City's initial light rail project. Many residents and stakeholders were distrustful of the City, and there was residual anger by many for the decision and associated penalty fees and sunk costs.

The TMP ended up with broad support from the public and stakeholders, most notably for the LRT plans which are currently being constructed.