



BACKGROUND

Please find the complete summary of consultation activities from of September 8th – 24th, 2009.

Under Council direction to build upon the collaborative participation of the Citizen Advisory Committee, a focused effort to raises awareness and solicit input from the broader community about the three design options for replacement of the bridge was undertaken. Staff actively undertook a broad awareness strategy through earned media, print, radio and online advertising, and a targeted outreach and consultation effort in the community.

The numbers:

Total Surveys 5,195

- Cable Stayed Bridge – 49.5% (2572 respondents)
 - Rolling Bascule Bridge – 36.3% (1885 respondents)
 - Reverse Bascule Bridge – 5.2% (269 respondents)
 - Other – comment only and including multiple choices – 9.0% (469 respondents)
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- 13,021 visits to www.JohnsonStreetBridge.com, with 9,922 unique visitors. Over 2,000 visitors to the site in the last 24 hours.
 - 1,574 paper surveys collected from outreach events and displays
 - 3,491 online surveys collected
 - 184 email responses
 - Contact with an estimated 2,200 citizens in person at roughly 35 events and presentations.
 - Design information was included on the front page of the City's *Connect* Newsletter delivered to all 35,000 residential addresses in Victoria.
 - Three open houses at City Hall were held, attracting approximately 120-150 people to each.
 - Information was handed out with receipts at City parkades on the weekend of September 19 – 20.
 - Over 3,200 people have joined the City of Victoria facebook page and over 100 comments regarding the bridge were posted.

- 30 -

For More Information:
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