



# **Johnson Street Bridge Project Timeline and Phase 2 Engagement Strategy**

Governance & Priorities Committee

June 3, 2010





# JSB Project

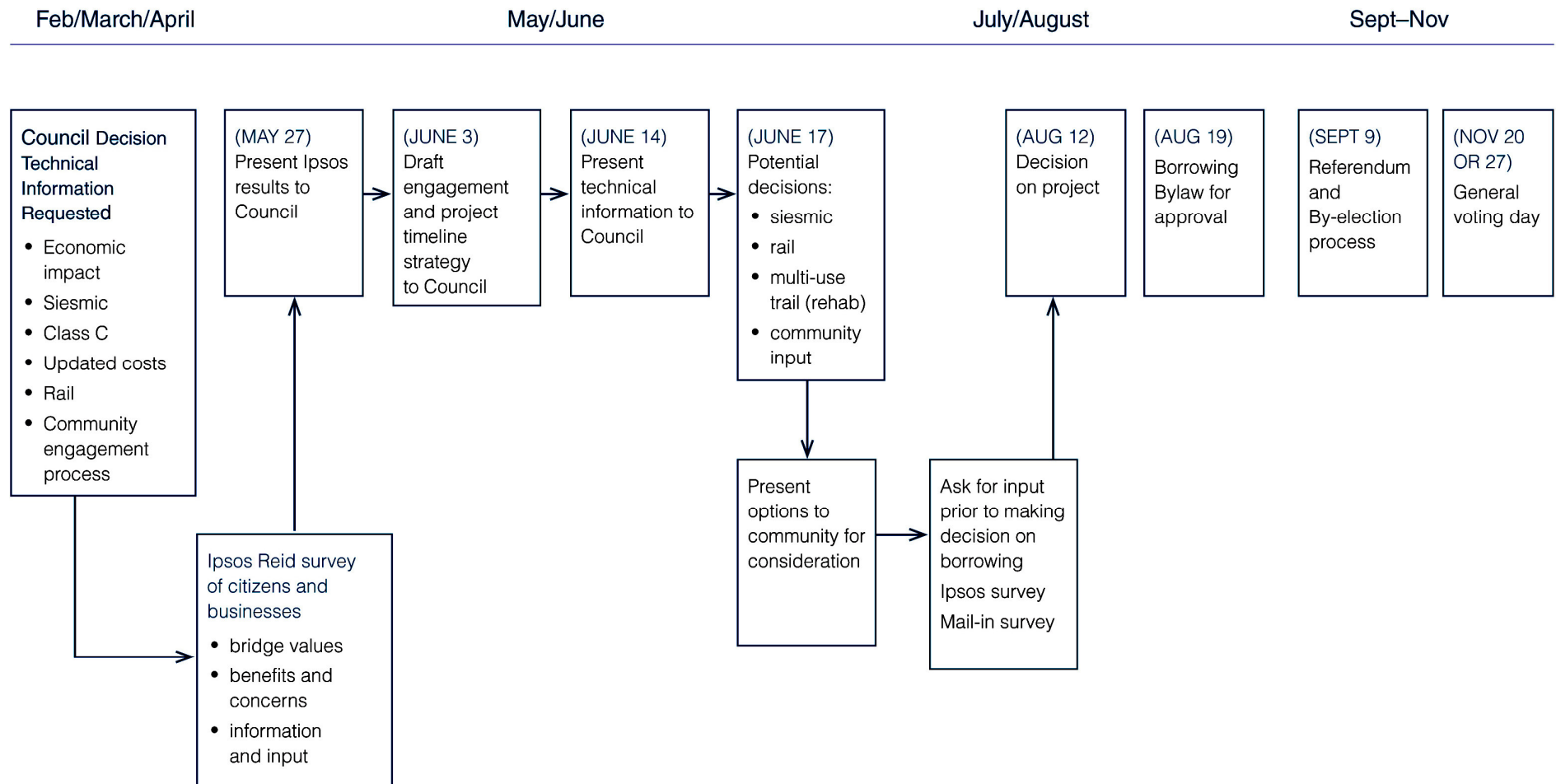
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## Purpose:

- Endorsement of project timeline to hold by-election and referendum in late November.
- Endorse public engagement process for phase two as outlined.

# Johnson Street Bridge Project Timeline

## PHASE 2





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## Key Findings from Ipsos-Reid Residential Survey:

- The Johnson Street Bridge has a substantial community profile.
- However, the bridge is not the only important local issue.
- Residents understand/accept the need for quick action.
- Residents appear to be open-minded about both main options for the bridge.
- Residents think the City must take many variables into account in their decision.



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## Key Findings from Ipsos-Reid Residential Survey cont.:

- Heritage value and a rail crossing are less important, but not unimportant.
- Residents are interested in more information from the City of Victoria.
  - The top two preferred methods are newspaper and direct mail
- Residents also want to provide their own input.
  - The top two preferred methods are representatives surveys and direct mail



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## Key Findings from Ipsos-Reid Business Survey cont.:

- The Johnson Street Bridge has a substantial profile among businesses.
- However, the bridge is very low on the list of top-of-mind business concerns.
- Many businesses see no benefit to them from either the replacement option or the rehabilitation option.
- Many businesses also have no concerns about either option. Among those with concerns, costs/funding and access/construction issues are top of mind for both options.



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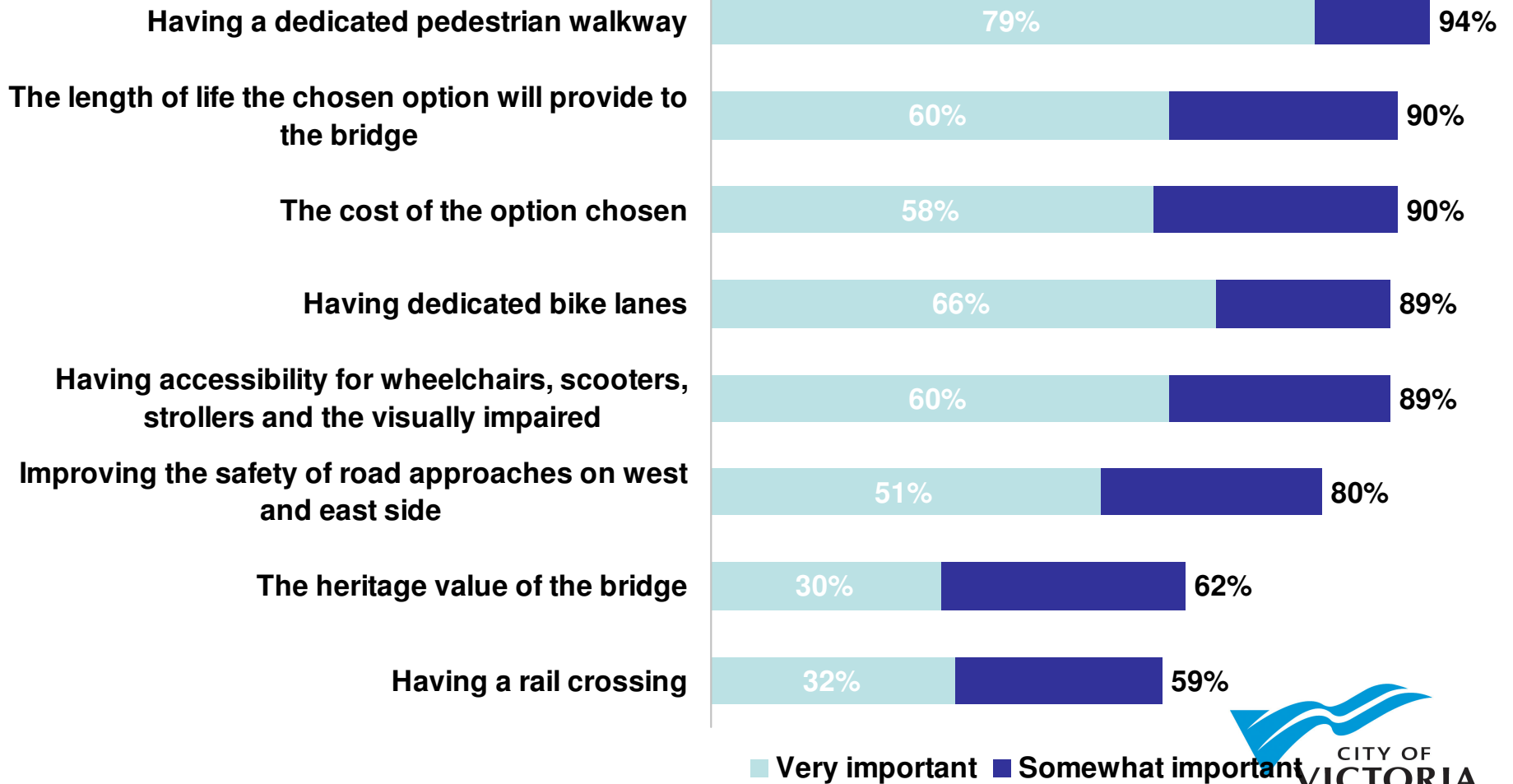
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## Key Findings from Ipsos-Reid Business Survey:

- Full closures for a period of months would have a major impact on roughly one-third of businesses. Other closure scenarios would have much less impact.
- Businesses are interested in more information from the City of Victoria, especially cost/funding and construction information.
- Email is the best way to provide information to businesses, followed by newspapers and regular mail.
- Businesses also want to provide their own input, especially through an interactive website. Second preference is a representative survey.

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## Bridge Values





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## City of Victoria Core Values of Public Participation:

- Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- Public participation includes the promise that the public's contribution will influence the decision.
- Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.



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## City of Victoria Core Values of Public Participation cont.

- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- Public participation seeks input from participants in designing how they participate.
- Public participation provides participants with the information they need to participate in a meaningful way.
- Public participation communicates to participants how their input affected the decision.



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## Communications Approach:

- Website [www.johnsonstreetbridge.com](http://www.johnsonstreetbridge.com)
- Direct mail and newspapers
- Media relations
- Cross-promotional awareness strategy
- Open Houses
- Targeted stakeholder outreach
- Younger adult demographic
- Email and web-based information to Victoria businesses



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## Input mechanisms:

- Written mail-in survey to all households
- Ipsos-Reid representative survey of citizens and business
- Compilation of all feedback received



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## Next Steps

- Endorse timeline
- Endorse public engagement process
- Determine community input needed by Council
- Receive technical information
- Potential Decision points
- Information
- Input
- Council decision on project
- Borrowing bylaw
- Referendum



***Thank You***

***Questions***

