
From: Manuel Pedrosa [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=MANUE.PEDROSA]
Sent: 1/26/2012 7:22:35 PM
To: Dina [Graser]; Nicole [Swerhun']; Roy [Fraser]
Subject: RE: Proposed John St. Pedestrian Bridge Public Consultation

Yes, we are pushing for a colour ad.

Manuel Pedrosa

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From: Dina Graser
Sent: Thursday, January 26, 2012 2:15 PM
To: Manuel Pedrosa; 'Nicole Swerhun'; Roy Fraser
Cc: Stephen Lipkus; Mark Iogna; Claudio Gismondi; Kathryn Hanford
Subject: RE: Proposed John St. Pedestrian Bridge Public Consultation
Is the ad in colour or b&w? If b&w, not sure about the resolution on the pictures?

From: Manuel Pedrosa
Sent: January 25, 2012 5:17 PM
To: 'Nicole Swerhun'; Roy Fraser
Cc: Stephen Lipkus; Mark Iogna; Claudio Gismondi; Kathryn Hanford; Dina Graser
Subject: Proposed John St. Pedestrian Bridge Public Consultation
Hi Everyone,

Below is a draft e-mail to go out to the John St. CAC to follow up with our draft consultation plan and timing to begin consultation on the four bridge design concepts. We are planning to host the consultation period from February 27 to March 31 with a public meeting date on Saturday, March 3 from 10 a.m. to 2 p.m. with a brief presentation by each designer at 12 noon. We decided to host only one public meeting date to keep things simple. Residents can still stop by the community office each weekday with our late night on Thursday until 6 p.m. to ask questions and share their thoughts in person.

We simply couldn't move the timeline up any further as we have long lead times for some of our tactics (e.g. 18 days to get an ad approved and printed). Please see the attached draft newspaper ad for review.

Attached you will find the updated consultation plan along with the draft community newspaper ad to be printed. Please review and share your thoughts.

Hello John St. CAC member,

Based on our discussion at the January 12th meeting we have been working hard to put together a plan on how we can engage the wider Weston community in the design on the John Street Pedestrian Bridge. Attached is a draft plan and timeline which outlines the consultation period scheduled to begin February XX.

We will be using the following tactics to reach out to the Weston community:

- Online feedback - leverage gotransit.com/gts
- Drop-in sessions at the Weston Community Office
- Advertisement in local newspapers
- E-blast to over 3,300 subscribers
- Pitch the consultation to local media
- A consultation toolkit for CAC members to engage their community
 - John St. Pedestrian Bridge Backgrounder
 - Copies of the design concepts
 - Feedback form to record community input
- Print additional copies of the storyboards for use by CAC members
- Public meeting on Saturday, March 3 (TBC) from 10 a.m. to 2 p.m. with a presentation by the designers at 12 noon - location TBD
- Make materials available in alternate languages (Italian, Portuguese, Spanish, Somali, Vietnamese)

We are coordinating with the designers to co-ordinate their attendance at the Saturday public meeting.

We did look into the possibility of creating three-dimensional models for the public consultation. In our review, we learned that these types of models are not simply 'massing' models (creating box-like structures), they involve replicating the full detail outlined in the design. This requires a tremendous amount of work and we decided that this was not feasible, especially since we have four design concepts which would take up a lot of space and create logistics issues to store, transport and display. We are confident that the detailed renderings are more than sufficient to give the public the detail they need to give feedback on the four design concepts.

With a potential launch date of February 27, we ask that you hold off on your official public consultation until we have officially launched.

Also, we were thinking that it would be great to have a couple of the members of the committee give a brief presentation at the Saturday public meeting outlining the CAC's work and how we got to this point. If there are no objections, we were thinking that both Larry and Christian would be great ambassadors for the CAC given their presentation at a previous public meeting.

If you have any thoughts on our engagement strategy and timelines, please do not hesitate to contact us.

Regards,
Thanks,

Manuel Pedrosa

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