

Caledon Station Summer Engagement Program



JUNE 1 - SEPTEMBER 24, 2021

2,662* ATTENDEES

Hosted online and facilitated by the Project Team, the 2021 Summer Engagement Program for Caledon Station created a means for the community to connect and share ideas for the proposed plans for the Macville lands over a four-month period. Various channels for outreach were leveraged to support project awareness and feedback gathering from a diverse audience within Caledon and Bolton; efforts to engage the public included an online platform, a virtual Residents' Meeting co-hosted with the Town of Caledon, and a series of stakeholder workshops. Educational digital and print materials, such as a project fly-through video, three theme-based feature stories, a vision presentation, an informational one-pager on key pillars, and a worksheet for feedback, informed the public on the project to ensure thoughtful, robust feedback could be gathered. The online platform provided a set of tools for the community to connect, collaborate, and share, including an ideas board and two surveys.

* Total attendees include online platform, Residents' Meeting, & stakeholder workshops.

** Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.letsgocalledon.ca.

CAMPAIGN AWARENESS

201,062 Total campaign reach across all digital channels [the number of times Let's Go Caledon content was viewed]

- 📺 84,915 Unique views on the 3D fly-through video
- 📱 42,040 Post engagements on social media

COMMUNITY PARTICIPATION

Residents' Meeting, co-hosted

June 10, 2021

- 👤 80 Participants
- ❓ 28 Questions Answered in Live Q&A

Online Platform

June 1 - Sept 24, 2021

- 👤 2,550 Attendees
- 💬 802 Comments & New Ideas
- 🗳️ 648 Points of Engagement**
- ✍️ 350 Surveys Completed
- 💡 163 contributions on the Ideas Tool

Stakeholder Workshop Series

July 15 - September 2, 2021

- 🗣️ 5 workshops
- 👥 14 stakeholder groups
- 👤 32 attendees
- 👏 68 Total Participants [incl. Project Team]
- 🔑 38 key topics covered

Local & Regional Councillors in attendance: Christina Early, Tony Rosa, Jennifer Innis and Johanna Downey

Experts: Brampton Transit, Heather Savage - Town of Caledon Director of Community Services

KEY LEARNINGS

Coming out of multiple sessions with various organizations, special interest groups, and subject matter experts, in addition to the public forums provided virtually, there are three major key takeaways which are to be shared with the project team and used to inform the master plan going forward:

1. There is a desire for more arts and cultural programming in Caledon, and investment in programming and facilities such as a performing arts centre are key considerations for the master plan. A “reinvention of the library” and expanding the service offering were also highlighted as key areas of focus with our session with the Library Board; there is an opportunity to incorporate areas for all-ages programming, classes, activations and quiet moments for the community (both indoor and outdoor) into the plans for the restored heritage building/ community facility planned for Caledon Station.
2. The proposed GO station was the most discussed topic throughout the entire engagement cycle this summer due to its importance as a massive infrastructure project that will impact existing and future residents of Caledon. The GO station survey was the most active tool online, with 293 submissions and 764 comments/new ideas, which delivered key findings about the positive benefits this transit hub would deliver as expressed by respondents and local community members, particularly:
 - a. Improved quality of life: Reduced stress, time and cost savings, convenience, better commute, access to amenities such as events, arts/culture, health care in downtown Toronto
 - b. Support for our youth: Access to school, job opportunities, amenities
 - c. Positive environmental impacts: Sustainable transportation, reducing car reliance, reducing carbon emissions

“It would add to my quality of life. There are days when I feel trapped here.”

3. There is a desire for a new type of community design; one that is:
 - a. Age friendly and responsive to the needs of future residents, and incorporates a diversity of housing;
 - b. Considers first/last mile solutions to connect neighbourhoods from all of Caledon and Bolton to the proposed GO station, and one another;
 - c. Encourages people to support local businesses and shop in their neighbourhood;
 - d. Reflects the spirit of Caledon with outdoor recreation, trails, and programmed parks for the community to explore and enjoy year-round;
 - e. Prioritizes road safety, multi-modal accessibility, and integrates cycling routes with existing trails to allow for cross-boundary travel; and,
 - f. Future forward: Advancing new technologies such as autonomous shuttles, electric vehicle charging stations, and innovative waste management.

“Save money, save time and save our environment.”

As with any new mixed-use development, increased density and a new population coming to Caledon has been raised as a topic of discussion with a small group of residents (9%). Increased traffic is a key area of focus for this group; providing a traffic report that speaks to how the GO station and new transportation connections will alleviate traffic on local roads is recommended.

SENTIMENT ANALYSIS

Recommendations (55%): Majority of comments provided ideas and recommendations surrounding the GO station and ways public transit can be improved in Caledon.

1. Spaces to celebrate and share in Indigenous culture
2. Completion of the project and proposed GO station quickly
3. Universal Design
4. Central outdoor area programmed year-round - outdoor concerts and gatherings
5. Offering a variety of spaces, trails, ponds, picnic area, benches, play equipment, bike trails, skate park, pickleball
6. A park for all ages - keep kids and adults active
7. Commemorate abandoned railways and churches
8. Home bike storage
9. Affordable housing
10. Autonomous vehicle that connects us to all areas of our community
11. Regular bus connections to proposed GO station from other towns in Caledon (East/West Caledon, Caledon Village, Palgrave, Bolton), and bus routes to connect between towns
12. Ample parking at GO station
13. Electric car charging stations
14. Connectivity to the airport
15. Shuttle service using electric vehicles timed to meet trains
16. Amenities nearby: shops, restaurants, housing
17. Discounted fares/pass for bus and GO train riders
18. Covered heated platform/shelters to support year-round travel
19. Minimize the environmental footprint
20. Architecturally blend with the landscape
21. Timely GO station service; better bus schedule that is timely
22. Create a transportation hub (drive, walk, bike)
23. Better paved roads, widen roads
24. Working with the community by providing more public forums and accessibility
25. Connect with Zum and other transit routes in the GTA

“I would be able to find new job opportunities outside of Bolton. This limits me greatly.”

Celebrated (28%): The plan in relation to GO station benefits and improved quality of life; parks, programming for all ages, and activated outdoor areas year-round

1. Improving quality life through the addition of the GO station
2. New places to shop and eat
3. New parks programmed for all ages year-round
4. Transit Hub with jobs for our youth

Concerns (9%): There is a small group of people who are concerned about the population density and traffic this new community will bring to Caledon, and do not see themselves as benefiting from the proposed GO station. It is notable that the majority of respondents own a car (95%).

Mixed (8%): A small percentage of comments reference the GO station as potentially being a positive benefit, but that its location and service times need to be optimized. Other topics raised:

1. Heritage preservation
2. Affordability of housing
3. Traffic and safety on Hwy 50 and surrounding roads
4. Safety of cyclists on roads
5. Infrastructure and utility capacity
6. Impact on environment; loss of farmland or greenspace, or the “essence” of Caledon

ONLINE PLATFORM INSIGHTS

1. The GO Station survey was the most active tool on the platform, with 293 submissions and 764 pieces of open commentary and ideas.

- a. 68% report they are very dissatisfied with the current public transit in Caledon; 23% believe this can be improved by implementing transit routes that connect to other places in the GTA, and the addition of new bus service routes to and from GO stations (17%)
 - i. 27% report there is no GO station in close proximity to where they live
 - ii. 30 people commented that they believe there to be no existing public transportation in Caledon that they are aware of
- b. 84% report they will use the proposed GO station, if approved and completed
 - i. 87% report they will use it for social and non-work occasions/activities
 - ii. Of the 73% of respondents who work, 64% report they would use the GO train to get to their place of employment if GO train services were available; majority work in Toronto (33%), followed by Brampton (13%)
- c. Top 3 priorities for the design of the proposed GO station: Rideshare pickup/drop off (23%), integration with existing bus routes in Caledon (23%), shuttle service to GO station (22%)
- d. When asked how the proposed Caledon GO station would benefit daily activities (work, social visits, general activities, etc.), 189 users (85% of respondents) provided positive responses, including: time and cost savings (gas, maintenance, parking, insurance), improved quality of life (reduced stress, better commute, convenience), kids being able to access school/jobs more easily, positive environmental impacts (less reliance on car, reduced emission), increased home value, and improved connectivity to the airport and Toronto (events, friends and family, dining, recreational, doctors appointments).

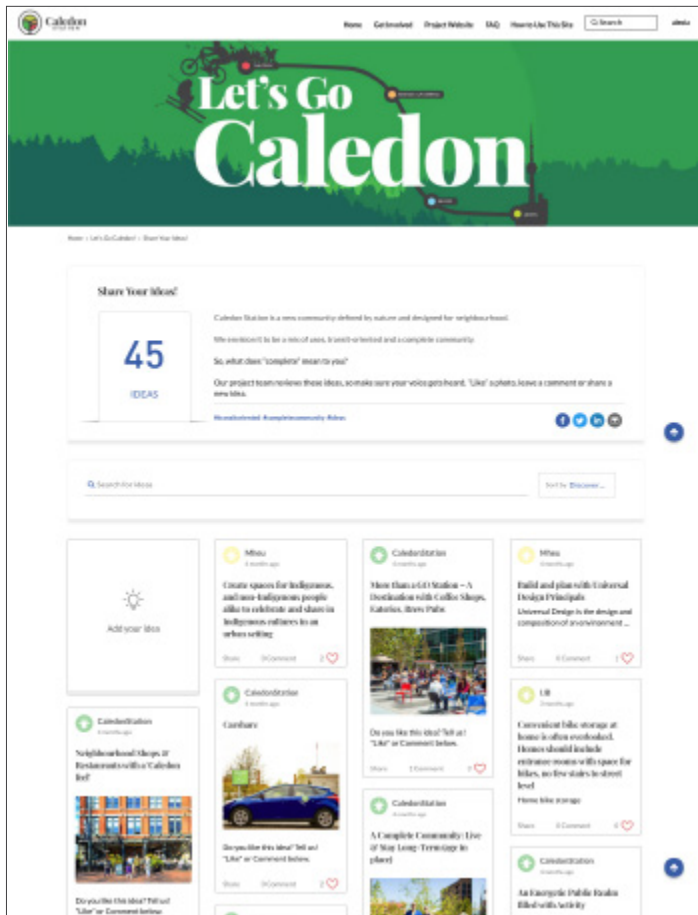
“It would allow me to travel into the city without driving my car. I’m in my 80s, it is uncertain how much longer driving will be an option.”



- e. 107 New Ideas for the GO station and integration with existing Caledon transportation system included key suggestions such as: ample parking, connections to proposed GO station from other towns in Caledon (East/West Caledon, Caledon Village, Palgrave, Bolton), bus routes to connect towns and other transportation routes (Zum), electric car charging stations, connectivity to the airport, a transportation hub for all modes with amenities nearby, improved road infrastructure, discounted fare pass, and timely bus/GO service.

ONLINE PLATFORM INSIGHTS (CONT'D)

- Audience:** Survey respondents were primarily ages 45-64 (55%) and live in the following locations: Bolton (42%) and Caledon (41%).
- The Ideas Board had 163 points of engagement.** Most Liked Ideas were: An Easier Commute (Downtown or to Caledon Station) and Sustainable Design (green roofs, low impact development), Walk to Everything You Need (6 likes, respectively).
- There were 22 Comments & New Ideas across a range of topics,** including Parks & Programming (7), GO Station (4) & Active Transportation (4), Housing & Design (3), Heritage (3), and Sustainability (1)
- The Master Plan Principles Survey had 57 submissions.** The delivering of transit to Caledon through the proposed GO station is a key priority for the community. There is a desire for more retail and restaurant amenities, with 16 new ideas provided by respondents.

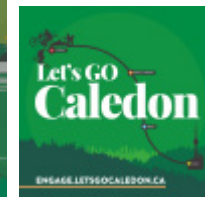


- Most important master plan principle: “A Complete Community: A mix of uses and amenities to meet the needs of your everyday”, followed by “A Transit Hub: It is more than a station; it’s a destination!”
- Most important feature: the proposed GO station (47), followed by over 75 acres of green space and 8 parks (33), housing options for all incomes and life stages (30)
- Top 3 retail amenities: Family friendly restaurant (34), bakery (30), grocery (29).
 - New Ideas: A gym, hospital, outdoor patios, health care, shoe store, women’s clothing store, ballroom dance studio, health food store, community/rec centre with gym, library, pool.

OUTREACH

Various online channels were used for informing the public and key stakeholders of the online engagement process, stakeholder workshops, and the public Residents' Meeting, including:

- 1. A series of outreach emails to the Caledon Station and online platform subscriber database:** 7 campaigns, 280 contacts, 665 total emails sent
- 2. Regular project website updates to keep the community informed and engaged:** 1,324 NEW/unique users, 2,072 total page views
- 3. Social Ads:** Highly visual and targeted outreach via postal codes to residents in Caledon and Bolton to reach a wide and demographically diverse audience. Channels: Facebook, Twitter & Instagram; total of 10 ads: 201,062 campaign reach [the number of times Let's Go Caledon content was viewed; may include multiple views from the same user allowing them to fully digest the content], 84,915 unique views on the 3D fly-through video, and 42,040 post engagements.
- 4. Stakeholder Outreach:** Emails to 30+ local stakeholder groups, associations, and local and regional Councillors providing an overview of the summer workshop plan, along with materials such as the fly-through video, informational project one-pager, and a workshop questionnaire worksheet to share with community members or networks. Included a request to participate in stakeholder workshops in the summer on key topics: Complete Community for an Age-Friendly Caledon, Economic Prosperity & Supporting Local Businesses, Future Ready & Sustainable Development, Mobility & Advancing Active Transportation at Caledon Station.



Online Platform Results

*source data is available by request

SHARE YOUR IDEA

- 163 Points of Engagement (Open Feedback)
- 11 New Ideas, 127 likes, 11 comments, 2 unvotes

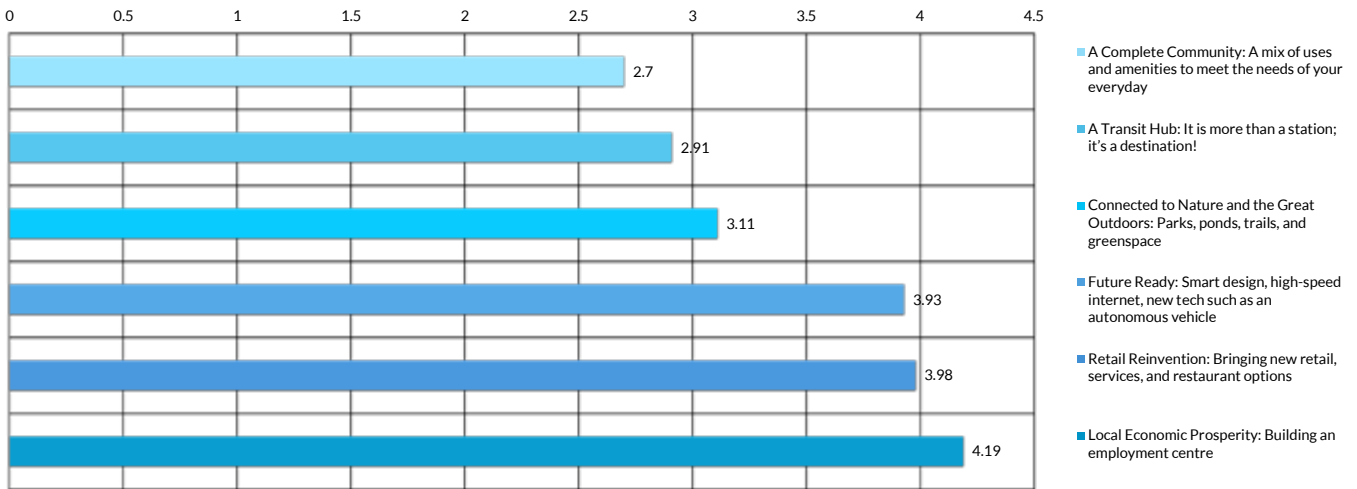


MASTER PLAN SURVEY

- 57 Submissions (Varied)
- 16 Pieces of Open Commentary & Ideas

Question 1:

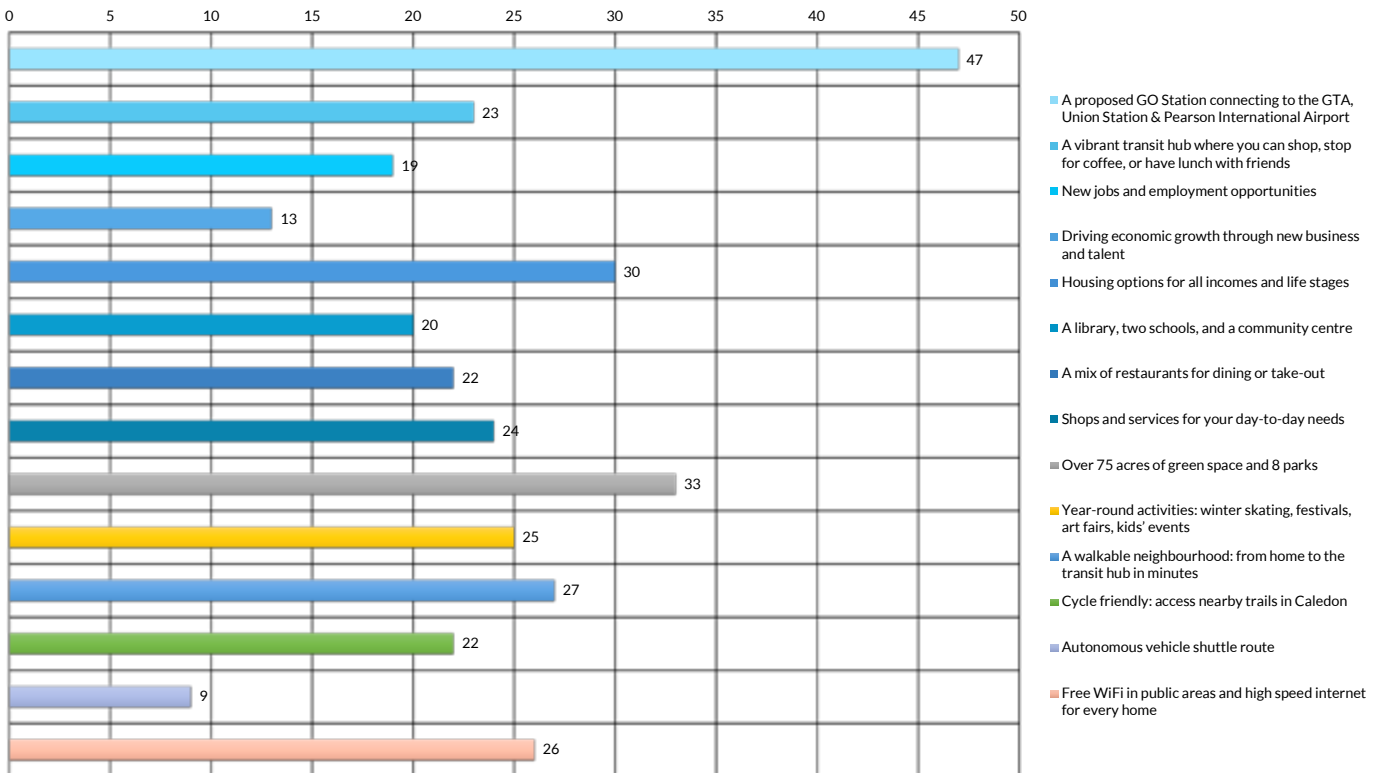
What's most important to you and the future of Caledon Station? Rank in order of importance, with 1 being the most important.



MASTER PLAN SURVEY (CONT'D)

Question 2:

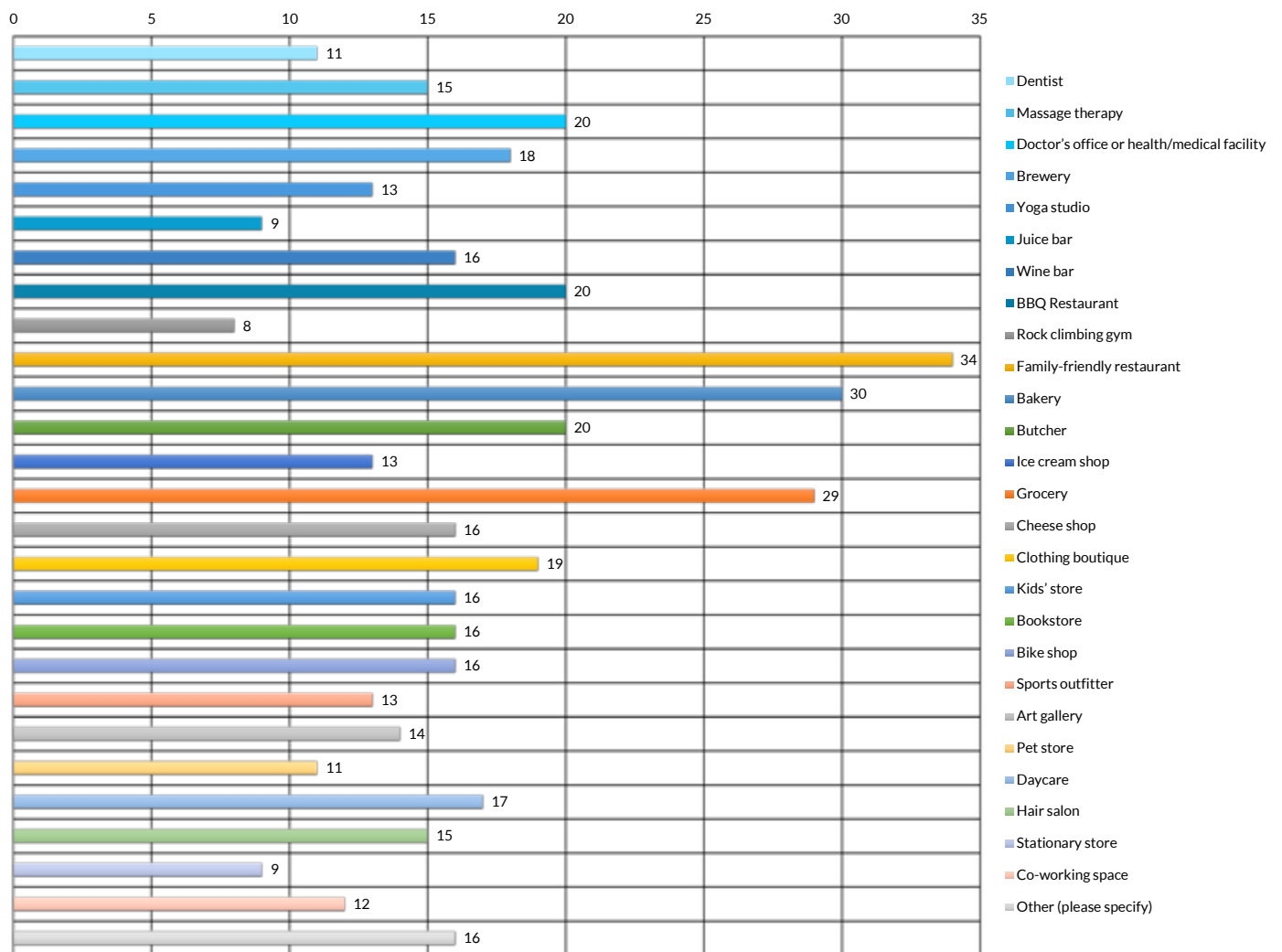
Which are the most important features of this community to you? Please select your top 7.



MASTER PLAN SURVEY (CONT'D)

Question 3:

Thinking about your everyday, what type of retail, services and restaurants would you like to see? Select all that apply, or add new using the "other" option.

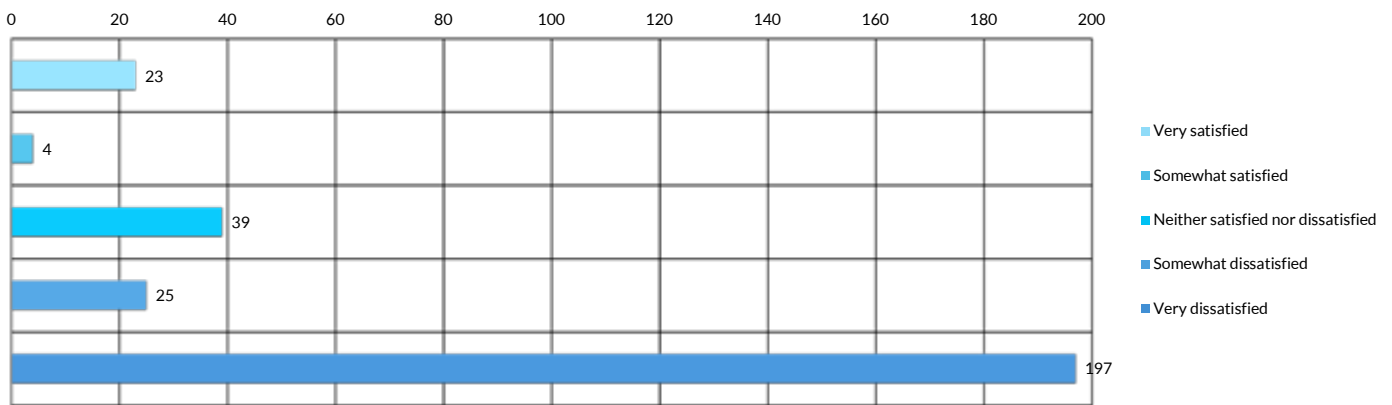


PROPOSED GO STATION SURVEY

- 293 Submission (Varied)
- 764 Pieces of Open Commentary & Ideas

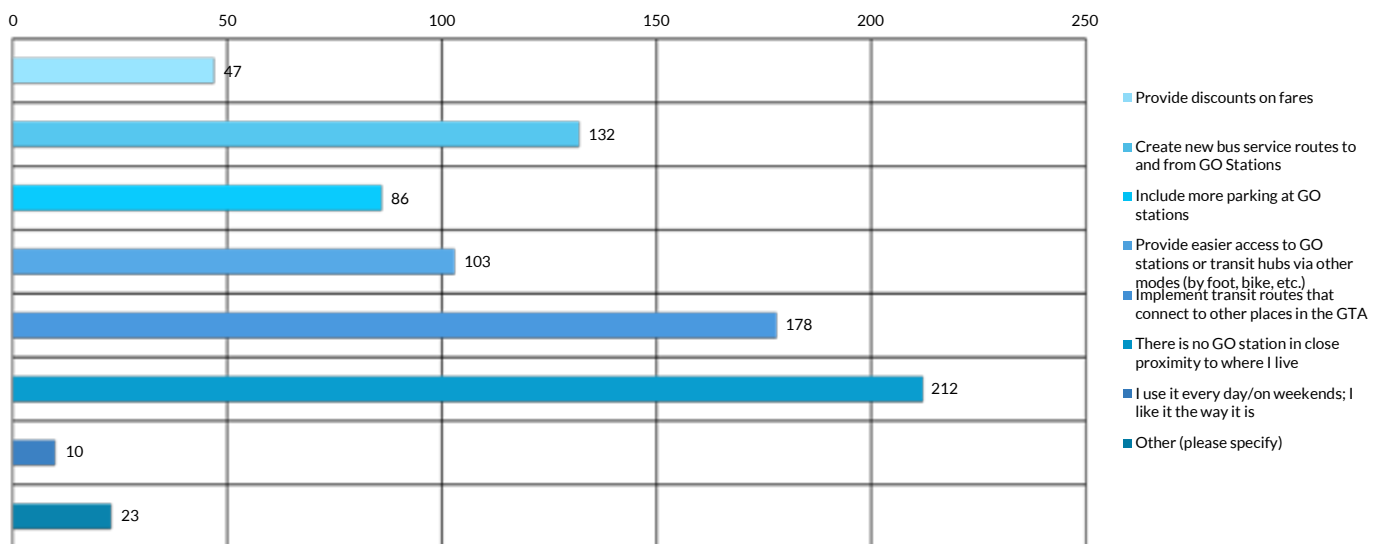
Question 1:

How satisfied are you with the current public transit in Caledon?



Question 2:

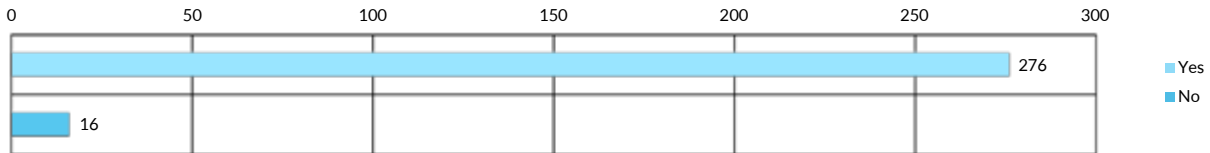
How can public transportation in Caledon be improved? Select all that apply.



PROPOSED GO STATION SURVEY (CONT'D)

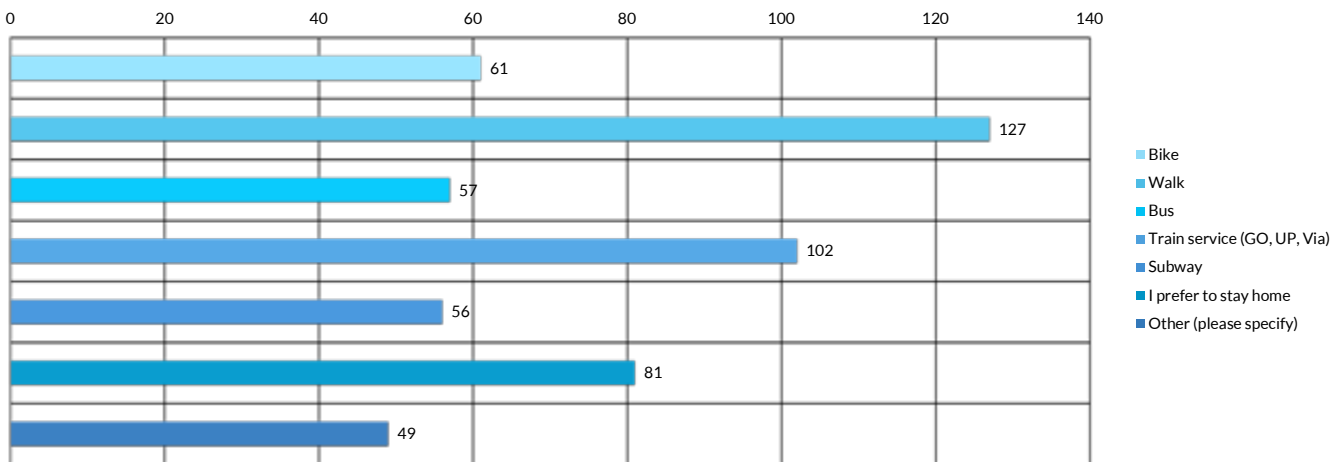
Question 3:

Do you own a car or access to a car?



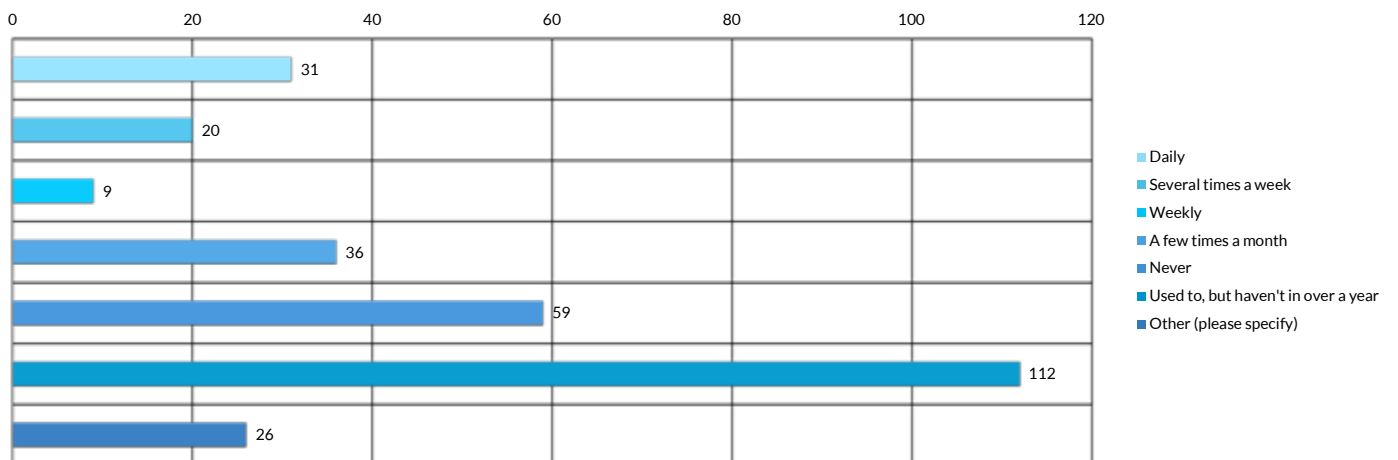
Question 4:

What type of transportation do you use when a car is not available? Select all that apply.



Question 5:

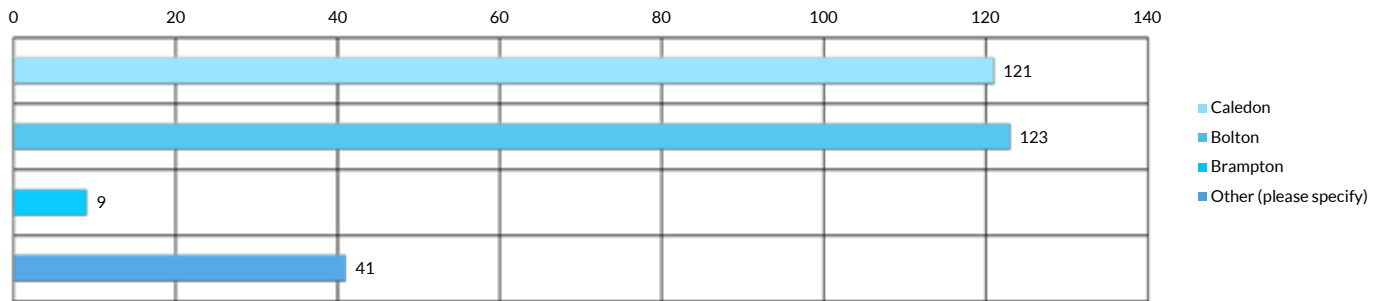
How often do you use public transportation?



PROPOSED GO STATION SURVEY (CONT'D)

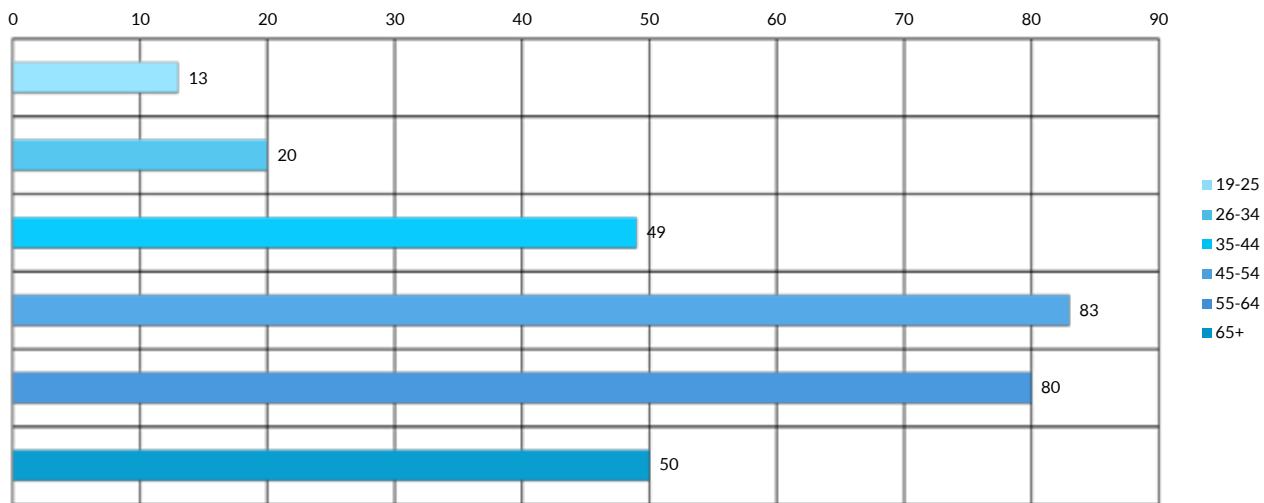
Question 6:

Tell us a little bit about you. Where do you live?



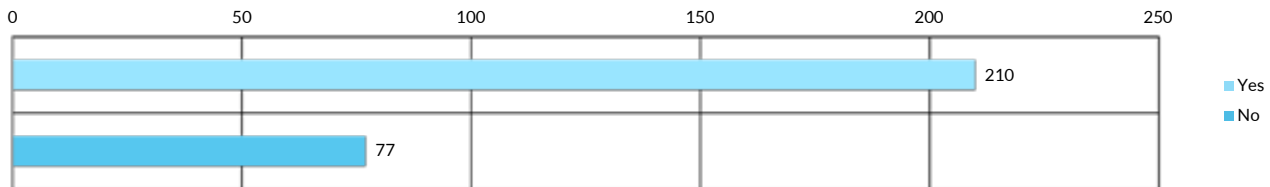
Question 7:

What is your age?

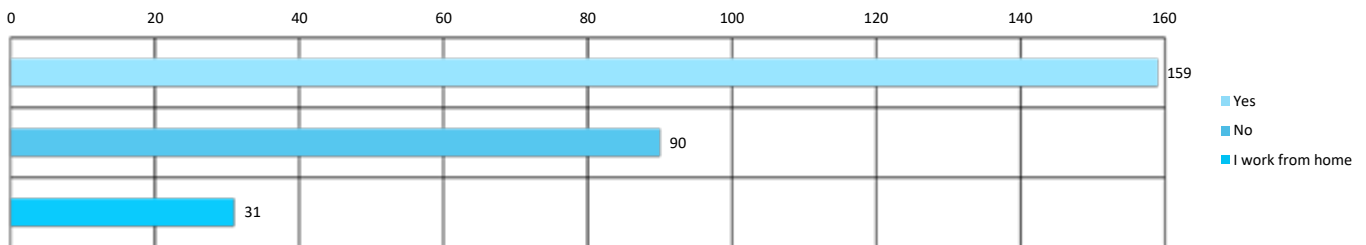


PROPOSED GO STATION SURVEY (CONT'D)

Question 8:
Do you currently work?



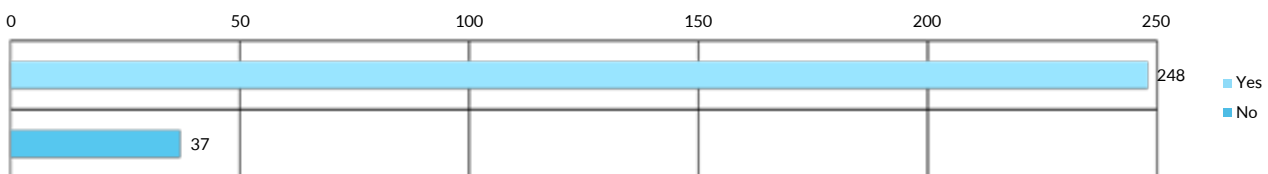
Question 9:
If GO train services were available would you use it to commute to work?



If no, why not? [open ended, see appendix for responses]



Question 10:
If available, would you use local GO train service for social and non-work occasions (holidays, weekends)?



If no, why not? [open ended, see appendix for responses]



PROPOSED GO STATION SURVEY (CONT'D)

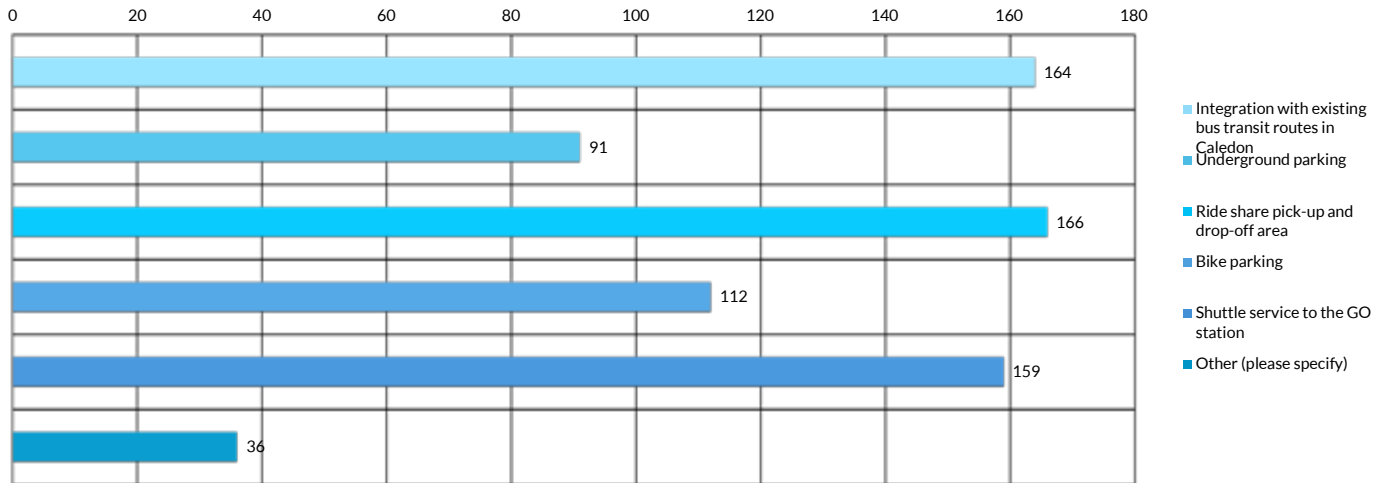
Question 11:

Briefly tell us how the proposed Caledon GO station would benefit your daily activities (work, social visits, general activities, etc.). [open ended, see appendix for responses]



Question 12:

What should be considered as part of the plans for the proposed GO station? Select all that apply.



Question 13:

Will you use the proposed Caledon GO station?

