



WATERFRONToronto

Meeting Minutes

Queens Quay Construction Liaison Committee

Meeting #2 Summary

Thursday, February 16, 2012

1:00 pm – 3:00 pm

Attendance:

Kelly Gorman (260 Queens Quay West)
Vicki Baron (Waterfront Regeneration Trust)
Carol Forsyth (410 Queens Quay)
Kathi Bonner (Brookfield Properties)
Greg Gibb (Waterclub Condos)
Helder Melo (Harbourfront Centre)
Clay McFayden (Toronto Cyclist Union)
Aleksandar Petricic (401 Queens Quay W)
Veronica Maggisano (Oxford Properties)
Ulla Colgrass (York Quay Neighbourhood Association)
Frances Ford (Toronto Island Community Association)
Jennifer Chan (Councillor Vaughan's Office)
Carol Jolly (Waterfront BIA)
Cindi Vanden Heuvel (Toronto Passenger Vessel Association)
Lene Andersen (Accessibility)
Max Moore (Harbourfront Community Association)
David Cekani (460/480 Queens Quay West)
Vesna Saltagic (228/230 Queens Quay West)
Pamela Laite (Toronto Tourism)
Tom Smahel (Toronto Centre for Active Transportation)
Craig Somers (City Sightseeing Toronto/Star Coach Services)

Luigi Cifa (Eastern Construction)
Renato Tacconelli (Eastern Construction)
Dave Madeira (Waterfront Toronto)
Michelle Noble (Waterfront Toronto)
Tracy Erickson (Waterfront Toronto)
Andrea Kelemen (Waterfront Toronto)
Simon Karam (Waterfront Toronto)
JD Reeves (Waterfront Toronto)
Adam Nicklin (DTAH)

1. Welcome and Introductions

Michelle Noble, Waterfront Toronto
- Meeting called at 1:00 p.m.

2. Review of Meeting Minutes

- Michelle Noble provided an update on the Action items from the first CLC meeting.
- As requested by the CLC, a list of member organizations/participants was circulated to committee members.
- Further to suggestions made at the last meeting, Waterfront Toronto extended invitations to the Toronto Island Marina, Toronto Centre for Active Transportation and has been in touch with The Ferry Docks.
- Waterfront Toronto also followed up and has received confirmation from the Tour Bus Company that they will be participating in the committee.

- Waterfront Toronto has initiated a working group to deal with biking and alternate routes along Queens Quay. The working group consists of representatives from Waterfront Toronto, Eastern Construction, Toronto Cyclist Union, local Councillors' offices, City Cycling Infrastructure & Programming section of Transportation, City Community Planning.
- The Draft Construction Matrix was circulated to the CLC. It will be updated to include a column on noise level and intensity of construction activity.

3. Construction Update

- Michelle Noble stated that the dates outlined in the Draft Construction Matrix are likely going to change due to funding issues with Toronto Hydro. It was explained that Toronto Hydro put a request for additional funding in to the Ontario Energy Board but that the request was turned down. A number of efforts are being made to resolve this issue so we can move forward with construction. Eastern Construction is drafting different scenarios. The group was advised that this means there will be a delay in the start of construction. Waterfront Toronto assured everyone that although we don't know the exact timing, we will be constructing Queens Quay.
- Question: Does this mean that there could be more than one construction project underway at the same time (i.e. TTC repair work)?
Answer: We are still expecting to undertake construction at the same time.
- Question: If the Hydro work does not happen now – does that mean they could rip up the street when it's complete to do its work?
Answer: No. There is a 5 year moratorium from the completion of the project when they cannot go back and rip up the street.
- Question: Does that mean that the start date could be out 6 weeks now? Taking us to April or May?
Answer: Yes, this impacts the timing. Staging may change but it will still be guided by minimizing activity in key areas during peak season.
- Question: Can the BIA help in anyway? Can they help push for Hydro solution?
Answer: Councillor Vaughan's office has reached out to Hydro. The Councillor's office noted that they were not sure if a letter writing campaign was necessary at this point in time but that they would let us know if public pressure was needed.
- Waterfront Toronto promised the group that as soon as we have further details the information would be shared with the CLC and as outlined in the Communications Plan, followed by a broader update to the public and community-at-large.

4. Communications Plan

Michelle Noble walked the CLC through the detailed Communications Plan for the Revitalization of Queens Quay. The Communications objectives and strategy were presented to the group. Michelle stressed the importance of setting a new standard for re-building a major street in Toronto and the goal to over-communicate. We don't want anyone to be surprised that there is construction along Queens Quay.

- Waterfront Toronto will lead the process for communicating in a coordinated, consistent, frequent way to a wide audience of people but will look to our community stakeholders and government partners to communicate to their groups throughout the process. It is imperative that everyone use the same information and remain consistent.
- Waterfront Toronto will utilize multiple channels and tools for communicating - such as existing tools like the Waterfront Toronto website, social media platforms, media briefings, signage, constructions updates and notices and community meetings.

- In order to enable CLC members to readily answer questions from their constituents, they will be given the proper tools and key messaging so that what is being communicated is consistent. Waterfront Toronto will develop project key messaging, a backgrounder describing the project, its benefits and history and a fact sheet outlining how construction will happen. It is important that people understand this project is more than just resurfacing the road.
- It is anticipated that a technical media briefing with a high level explanation of finalized construction schedule will be scheduled prior to the launch of construction. The goal is to educate and get people excited about construction, explain that businesses are still open and encourage others to come down here.
- Following the media briefing, a public meeting and open house will be held to update members of the public and provide them with detailed construction staging maps. The public open house will allow people to focus on their own specific interest. The public meeting will also be another opportunity to update the community on some of the other projects in the central waterfront.
- Waterfront Toronto will issue a nicely crafted postcard as a notice of construction via a mail drop to all residents and businesses within the entire area. Construction notices will be posted in public areas of all buildings.
- Other initiatives include the creation of a special, detailed webpage for Queens Quay construction called 'Constructing Queens Quay' – outlining various construction details and phases. The webpage components will include the following: construction process overview, construction schedule, up-to-date construction notices, road closure and traffic routing information, TTC routing information (with links to TTC), and a construction web camera.
- Throughout the construction period Waterfront Toronto will provide regular on-ongoing news and reports about construction activity and progress showcasing that things are moving along.
- Construction notices and updates will be current and easy to find and will be provided in advance of work commencing. Notices will highlight the sorts of activity taking place and identify noise and mess levels.
- Waterfront Toronto will also be installing branded site signage throughout Queens Quay. There will be branded banners on construction fast fencing and project signage in key locations leading into the construction site. Signage will provide funder recognition, give some project information and include contact information.
- Waterfront Toronto will also work with the City of Toronto to create informational signage in the surrounding area.
- Question: what about creating a separate brand for this project?
Answer: The branding will remain Waterfront Toronto and The New Blue Edge. Waterfront Toronto will create set documents, messaging and other tools but the branding will remain Waterfront Toronto and The New Blue Edge. The most important thing is that everyone is using the same information and messaging
- Comment: The Waterfront BIA feels this is the time for businesses and community to really push to work together on telling people to come down to the waterfront. Remind people that businesses are still open for business. Try to get people to eat at the local restaurants, shop locally – ask employees to support local businesses.
- Comment: The Waterfront Regeneration Trust (Waterfront Trail) offered to share information on their website indicating that it is a go-to for outsiders – those using the waterfront trail across the city/Province. It was noted that The Waterfront Trail's map of the

Harbourfront area (Map 2-11 on Waterfront Trail's website) would be modified. Waterfront Regeneration Trust will tweet every week to their followers. Waterfront Regeneration Trust will look to the City of Toronto and the bike working group to coordinate getting bikes through the construction zone.

- Question: What about temporary bike parking?
Answer: The bike working group will examine options. Harbourfront Centre reminded everyone that York Quay parking garage will be complete in June and there will be storage available there.
- Comment: Please give some thought to Wheel Trans drop-off locations and how construction may impact that service.
- Comment: Make sure there are accessible paths with curb cuts to City of Toronto standards.
- Comment: Consider information and signage for the visually impaired.
- Comment: It was suggested that Waterfront Toronto create some sort of promotional postcard to hand out at the upcoming bike shows.
Response: Waterfront Toronto informed that we would not be able to make the deadline to submit postcards for the March 1st bike show. It was agreed that we would look at doing something during bike month (May/June).
- Comment: We need to keep in mind that we have many foreign tourists along the waterfront and we should try to make signs more visual – perhaps using more arrows.
- Comment: Directional signage for parking lots is very important and there should be plenty of advance notice given to motorists. The Waterfront BIA website will have detailed city provided parking lists available.
- It was agreed that CLC members would be given materials for dissemination in print form or PDF files electronically and hard copies as a take-away from the CLC meetings.

Next Meeting

- It was agreed that there wasn't a need to meet until mid-March when Waterfront Toronto would have a better idea and sense of timing regarding the start of construction.
- The group agrees that meetings should be held either Wednesdays or Thursdays from 1 to 3pm at Waterfront Toronto.