

Waterfront Toronto's Public Consultation on the draft MIDP

# Round One Feedback Report

September 19, 2019

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## **Appendices** (*Under separate cover due to their length*)

- Appendix 1. Public Meeting Summaries (100 pages)
- Appendix 2. Online Consultation Summary (114 pages)
- Appendix 3. Written Submissions (134 pages)
- Appendix 4. Library Drop-In Feedback (7 pages)

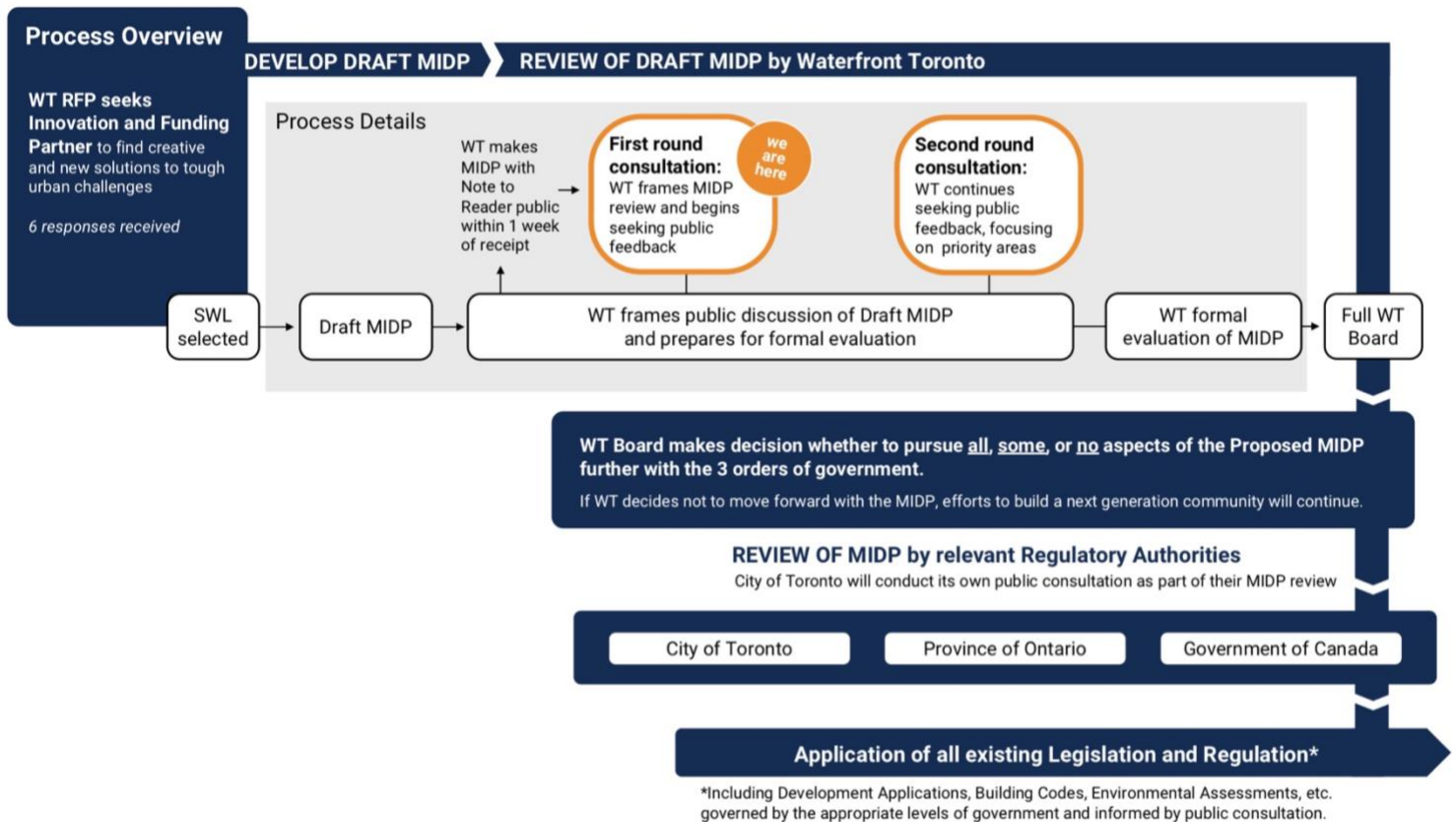
The raw feedback from the online consultation is also available.

# Overview of the Process

On June 17, 2019 Sidewalk Labs submitted their Draft Master Innovation and Development Plan (MIDP) to Waterfront Toronto for review and evaluation. One week later, on June 24, 2019, it was released by Waterfront Toronto to the public along with a commitment to hold two rounds of public consultation to seek feedback on the MIDP.

Feedback from the public is critical to informing Waterfront Toronto’s thinking about Quayside and Sidewalk Labs’ proposal. It is Waterfront Toronto’s responsibility – informed by consultation with the public, technical experts, and all three orders of government – to determine if the ideas in the MIDP are in the public interest and respond to the objectives established for Quayside. Waterfront Toronto’s formal evaluation, reflected in the process overview graphic below, will take place following the second round of consultation. The full Waterfront Toronto Board will then decide whether to pursue all, some, or no aspects of the proposed MIDP further with the three orders of government. The MIDP is ultimately subject to the approval of Waterfront Toronto’s Board of Directors and Sidewalk Labs.

If Waterfront Toronto decides not to move forward with the MIDP, efforts to build a next generation community at Quayside will continue. If the MIDP does move forward, it would be subject to review by relevant regulatory authorities at the municipal, provincial, and federal levels. All existing legislation and regulations will apply. The City of Toronto has also made a commitment to conduct its own public consultation as part of their MIDP review.



The first round of public consultation ran from June 24, 2019 through to July 31, 2019. The purpose was to orient the public to the MIDP from the perspective of Waterfront Toronto as a public steward working with the support of all three levels of government. Very early feedback on the MIDP was also sought, recognizing that the length of the MIDP and the volume of material within it would require much more time for Waterfront Toronto and the public to become familiar with the document.

## **The MIDP submitted by Sidewalk Labs**

The MIDP is organized into three Volumes. In the broadest terms, Volumes 1 and 2 propose plans for development and innovation (mostly things that we can see and touch). In Volume 3, Sidewalk Labs describes what they think is required to make those plans happen. There is also a fourth Overview document.



**Volume 1:  
The Plans**



**Volume 2:  
The Urban Innovations**



**Volume 3:  
The Partnership**

Volumes 1 and 2 describe Sidewalk Labs' proposals for Quayside, as well as a much larger portion of the waterfront. The proposals include plans for: development of Quayside (12 acres); development of a larger area that Sidewalk Labs calls "The River District" (153 acres); social infrastructure and community facilities; economic development; urban innovations that focus on mobility, public realm, buildings and housing, sustainability, and digital innovation; and, new governance models and regulatory frameworks to support implementation of the innovations.

Volume 3 of the MIDP focuses on how Sidewalk Labs proposes that the plans be implemented. Their proposals include: creating a special district called the "Innovative Design and Economic Acceleration District" (IDEA District, which is 190 acres in size and includes Quayside and The River District) that would be governed by a new Public Administrator and other entities; roles for Sidewalk Labs (developer, advisor, tech deliverer, and provider of optional financing); and, financial streams for the public sector related to real estate, infrastructure, and Intellectual Property. The proposal also describes commitments required from governments (including potential future investments) and areas of necessary public policy and regulatory reform.

## Materials from Waterfront Toronto

To support the process of seeking public feedback during the first round of public consultation, Waterfront Toronto produced the following public materials:

- An *Open Letter* from Board Chair Stephen Diamond on June 24, 2019, which confirmed that there a number of exciting ideas in the MIDP that respond to challenges that Toronto faces (particularly related to environmental sustainability and economic development), and also identified examples of proposals where it is clear that Waterfront Toronto and Sidewalk Labs have different perspectives on what is required for success;
- A *Discussion Guide* with an overview of the public consultation process;
- A *Note to Reader* that was based on an initial, high level review of the MIDP and provided a synthesis of what Waterfront Toronto asked for from its Innovation and Funding Partner, the response from Sidewalk Labs, where and how the MIDP aligns with existing industry practices and what is new, where the privatization of public assets is being proposed (if at all), and financial impacts and risks;
- *Display boards* that condensed the material from the Note to Reader; and
- *Slide presentations* shared at the public meetings.

All of these materials are available on Waterfront Toronto's Quayside project [website](#).

## What is covered in this Report

This Round One consultation Feedback Report was written by the facilitation team from Swerhun Inc., the firm retained by Waterfront Toronto to support its public consultation process on this project. Swerhun works exclusively for governments, public agencies, and non-profits working to support public policy. The Swerhun team's role is not to advocate for any particular project outcome, but rather to support the delivery of transparent, constructive, and meaningful consultation processes.

This Round One consultation Feedback Report does not assess the merit or accuracy of any of the perspectives shared, nor does this documentation indicate an endorsement of any of these perspectives on the part of Waterfront Toronto.

### Round One Public Consultation Activities

The design of the first round of public consultation was informed by feedback from Waterfront Toronto's Board or Directors, staff responsible for the Quayside project, and the Quayside Stakeholder Advisory Committee (SAC). Sidewalk Labs did not participate in the design or delivery of the consultation process. Representatives from Sidewalk Labs did attend the public meetings as observers in order to hear public feedback first-hand.

There were four ways to participate in this first round of public consultation, including:

- Seven (7) identical drop-in information sessions held at different branches of the Toronto Public Library;
- Four (4) identical public meetings held in four different locations;

- An online survey that began on July 10, 2019 (this report is based on responses received by midnight on July 31, 2019 - the survey remains open); and
- Written submissions provided to Waterfront Toronto by July 31, 2019

Approximately 1,034 people participated in all consultation activities for Round One. The table that follows below provides details on the dates, times, and locations of these activities.

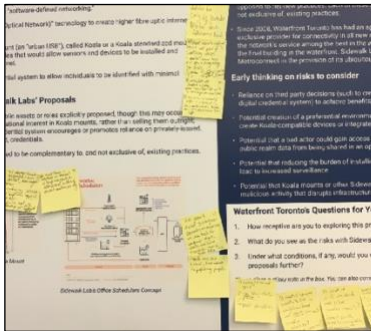
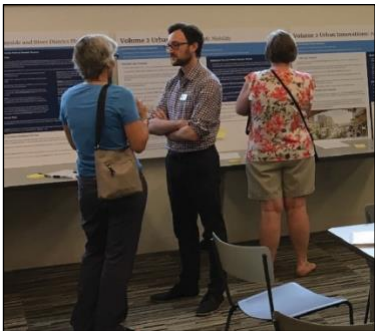
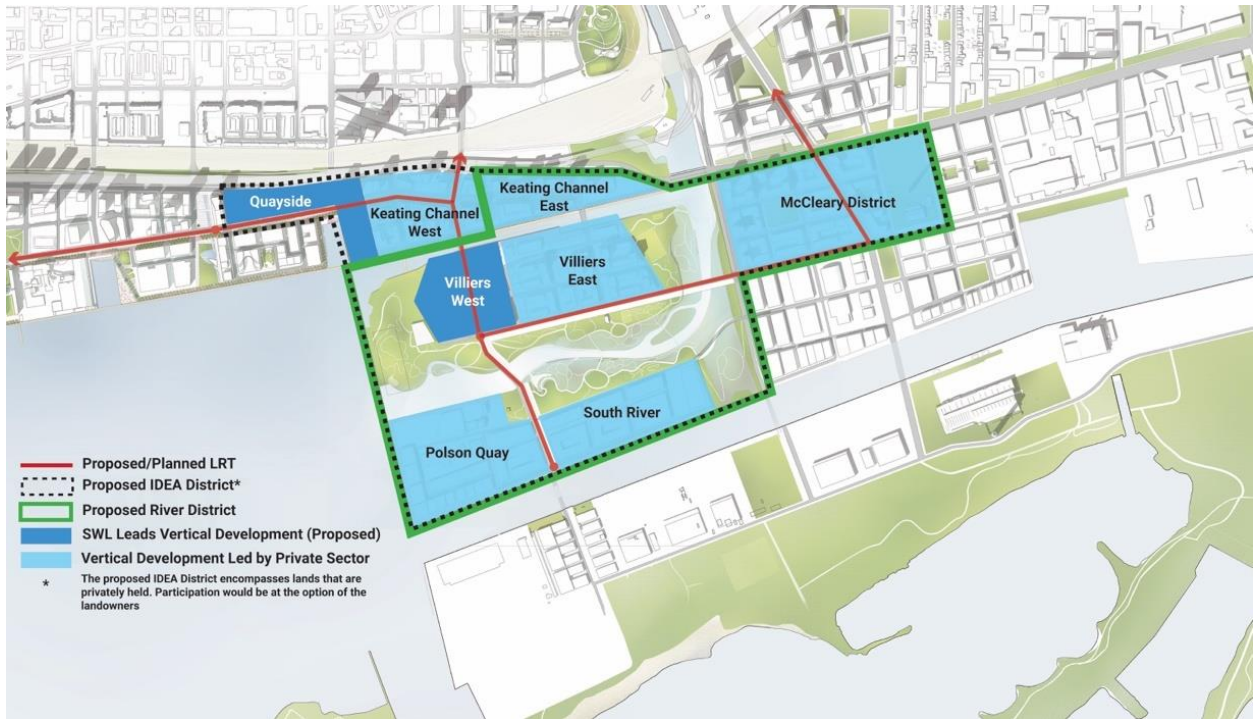
Summary of Round One Public Consultation activities:

Activity	Date / Location / Time	Number of participants*
Toronto Public Library Program (Drop-In Sessions)	Mon, July 8: North York Central Library, 2:30-4pm Tues, July 9: Scarborough Civic Centre, 4:30-6:00pm Wed, July 10: Fort York Public Library, 6:30-8pm Thurs, July 11: Brentwood Library, 2:30-4pm Thurs, July 11: Queen/Saulter Branch, 6:30-8pm Thurs, July 18: St. Lawrence Branch, 6:30-8pm Thurs, July 25: Toronto Reference Library, 6:30-8:00pm	200
Four identical public meetings	Mon, July 15: North York Civic Centre, 6-9pm Wed, July 17: Radisson Admiral Hotel, 6-9m Sat, July 20: George Brown Waterfront, 9am-12pm** Tuesday, July 23: Chestnut Conference Centre, 6-9pm	600
Online survey	July 10 – July 31 at <a href="http://www.QuaysideTO.ca">www.QuaysideTO.ca</a>	200
Written submissions	Delivered by July 31, 2019 to Waterfront Toronto (at <a href="mailto:quayside@waterfronttoronto.ca">quayside@waterfronttoronto.ca</a> ) or shared directly with the Swerhun Inc. facilitation team.	34
	Total	1,034

\* The number of participants in the process is necessarily an estimate, since it is based on the number of people who chose to sign-in at the drop-in sessions and public meetings. The number of online survey respondents is also an estimate, with exactly 172 people completing the “quick” quantitative survey, and anywhere from 5 to 76 people providing responses to at least one of the 16 sub-sections of the of the more detailed online consultation. Written submissions were received from 24 individuals and 10 organizations, many of which represent a much larger constituency or membership.

\*\* A video recording of the third public meeting (held at George Brown’s Waterfront Campus on Saturday, July 20, 2019) is available on the [Waterfront Toronto YouTube channel](#) and on the [Quayside project website](#).

# Map of Quayside, and the River District and the IDEA District as proposed by Sidewalk Labs



## Overall Observations

In the broadest of strokes, this first round of public consultation on the MIDP gave voice to three positions, including:

- those that are **supportive of the project**, usually based on the opportunity associated with individual innovations and/or the value of innovation in general;
- those that hold a **cautious “maybe” position**, who see both great opportunity and great risk, and who have said in the broadest of terms “if the MIDP moves forward, it has to be on terms that work for Toronto”; and,
- those that are **against the project**, with major issues raised related to (but not limited to) lack of trust in Sidewalk Labs, Google, and Alphabet.

These positions were thoughtful, well-articulated, and emerged consistently through all the consultation activities completed, with varying strengths depending on the activity. For example, those with concerns about the project brought a strong voice to the public meetings. At the same time, at every public meeting there were some participants who expressed support for the MIDP, and many who focused on the additional information they need to better understand the consequences of the proposal, along with the additional analysis they would like to see Waterfront Toronto undertake and bring back to the second round of public consultation.

Most of those participating in the online “quick survey” expressed support for much of the MIDP, while analysis of the more detailed online survey responses revealed significant polarization of opinion. A sizeable number of these responses were in favour of virtually every aspect of the MIDP and a sizeable number were opposed to virtually every aspect of the MIDP. On many aspects, however, respondents identified conditions that, if fulfilled, might allow a revised proposal to proceed.

Many participants throughout all consultation activities identified conditions that they would like to see met if Waterfront Toronto chooses to move forward, including (but not limited to):

- Limiting the geography of the project to Quayside (12 acres);
- Ensuring strong public control and oversight;
- Ensuring strong controls on all things digital (including data collection and governance); and,
- Making it fair financially for Toronto, and fair economically for the Canadian economy and supportive of Canadian businesses.

There were a number of suggestions about how Waterfront Toronto can support responsible public reflection on the MIDP, with many participants emphasizing the importance of reviewing the proposal from a position of strength, given the great value of this public asset. Examples of specific suggestions made include (but are not limited to):

- Sidewalk Labs demonstrating if/how the RFP objectives can be met at Quayside and, if not, explain why not (which would also help the public understand the intentions behind the IDEA District);
- Waterfront Toronto completing a risk assessment; and
- Considering this proposal in the broader Canadian context (including impacts and opportunities of Canadian business sectors and the Canadian economy) and the global context (i.e. demonstrating how experiences in other cities can inform evaluation of the MIDP).



## Feedback from the Four Public Meetings

All of the public meetings were characterized by rich discussions, thoughtful questions and comments, and a wide range of perspectives and interests. An individual summary was written for each meeting (see Appendix 1). The overall themes that emerged from all four meetings are based directly on these individual summaries and are reflected below.

### Participants and format

Each public meeting had between 100 and 200 participants, with about 600 participants in total across the four public meetings. The representation was diverse, with about 10-15% of people at each meeting indicating that it was their first meeting related to Quayside, while others had been watching (and participating in) previous Quayside-related discussions. There were interested residents, community organizers, tech experts, leaders of organizations from the non-profit and private sectors, students, academics, representatives of labour, public servants, and many others with a range of perspectives on the project.

The meetings were three (3) hours in length and organized to include less than one hour of presentation time and over two (2) hours for questions, feedback and discussion by participants. Four breakout rooms were hosted at each public meeting, one focusing on each of the three volumes of the MIDP, and a separate (fourth) room for Digital Innovation, Digital Governance, and Intellectual Property. Each breakout room had between three and five smaller table discussions, and each table had a representative from Waterfront Toronto and one facilitator. There were fifteen (15) small table discussions at each public meeting, or sixty (60) in total.

Note that the intent of the public meeting summaries was to capture the range of perspectives that were shared at the meetings. There are references to “few”, “some”, and “many” participants expressing a certain point of view, but it’s important to note that not all participants were asked to confirm whether they did (or did not) agree with any particular point raised by the other participants. As a result, the summaries are necessarily qualitative in nature.

### Consistent themes from the public meetings

Throughout all four public meetings, the following feedback themes emerged:

1. **The Draft MIDP is difficult to get through and contains both too much, and too little, information.** Many considered the 1,500 page document to be inaccessible, characterized as either a poorly conceived communications plan or an effort to overwhelm. Many said that a shorter, simplified version is required, while at the same time saying that more information is needed in key areas.
2. **“There is huge potential, but also huge risk”.**
  - a. There were participants in every meeting who said that they were conditionally receptive to some of the ideas in the Draft MIDP. These participants said that they recognized and/or saw merit in:
    - the need for new thinking to address urban challenges and receptivity to some of the innovations, smart city technologies, and city-building techniques (accompanied by questions/concerns about financing, implementation, and mitigating failure);

- climate positivity and sustainability, with a push to see even more;
- the potential for the partnership to speed up our ability to implement new ideas and transfer lessons, including the potential to expedite transit and other development;
- the economic development potential and the potential for new jobs and tax revenue;
- affordable housing and the social infrastructure (but more information required);
- the proposed governance structures (accompanied by concern of how they would be funded, operationalized, and integrated with current structures); and
- the opportunity to create a world-leading digital governance framework (centred on citizens and privacy, with a de-centralized Urban Data Trust).

**b.** Many concerns and questions about the MIDP were expressed, including (but not limited to):

- concern about the overreach of the Draft MIDP in terms of both land and governance (in relation to what was asked in the March 2017 RFP);
- concern about data collection, surveillance, and inability to get informed consent from citizens;
- concern that we should not be contemplating a proposal like this until all levels of government have the policies and regulations in place to manage it (such as stronger protections against data breaches and frameworks informing how we want to use technology in our cities);
- questions and concerns about the Intellectual Property (IP) proposals, including concern about the risk that public actors (including governments) would have an incentive to turn its residents into units for financial gain, concern that the 10% profit-sharing for IP proposed is not enough, and that the patent pledge imposed by Sidewalk Labs could hinder Canadian companies from competing globally;
- concern about the governance proposals, including lack of clarity around the proposed governance structures and effort by Sidewalk Labs to isolate itself from democratic processes;
- a lack of information about public benefits and public harms of the proposals;
- concerns that development of a tech sector, especially by Google and Sidewalk Labs, could result in the area becoming unaffordable;
- safety and accessibility concerns related to curb-less street designs;
- questions about the development process and land ownership;
- a need for more economic development detail (e.g. number and type of jobs); and
- the risk that Quayside will not be able to integrate with the rest of the city.

Many of the innovative solutions to complex urban issues related (for example) to mobility, affordable housing, public realm and sustainability were presented separately from their governance, financial and data context making an assessment of consequences or trade-offs difficult.

**3. There were several suggestions about how Waterfront Toronto can support responsible public reflection on the Draft MIDP.** Many participants emphasized the importance of reviewing the proposal from a position of strength given the great value of this public asset. The feedback included very specific suggestions on the types of research and analysis that many participants would like to see completed and shared publicly in order to inform a rigorous consideration of the Draft MIDP.

Specific requests included (but were not limited to):

- Sidewalk Labs demonstrating if/how the RFP objectives can be met at Quayside, and if not, explain why not (this explanation would also help the public understand the intentions behind the IDEA District).
- Waterfront Toronto completing a risk assessment, including (but not limited to):
  - where this type of project has worked and where it has failed, including: a strong understanding of the track record of proposed innovations, what happens if/when they fail (i.e. contingency plans), and transparency regarding trade-offs in partnering with Sidewalk Labs;
  - an analysis of the opportunity cost, for example recognize that “it’s not Google or nothing,” need to compare this proposal to what else could be done;
  - identifying and seriously considering all potential consequences and outcomes, including those that are unintended;
  - considering the risk of not moving forward with the opportunity (i.e. figure out what Waterfront Toronto is/isn’t willing to budge on, and think about how to move forward while addressing risks); and
  - needing an analysis of potential issues if Quayside is insular and separate from the rest of Toronto.
- Considering this proposal in a broader Canadian and global context, including:
  - comparing benefits to the Canadian economy if this was run by Canadian company(ies) rather than a US tech giant; and
  - completing research that puts the proposal in a global context (e.g. through comparisons with other partnerships).
- Needing more information about a number of aspects of the proposals, including (but not limited to):
  - why the proposed governance structures are needed, how they would be staffed, and how they would be integrated with existing structures;
  - mechanisms to help achieve affordable housing targets; and
  - whether technology is the right solution to the challenges we’re considering.

Notwithstanding the need for additional analysis, many participants identified conditions they feel must be considered/met if the proposal is to move forward, including (but not limited to):

- start with the 12-acre pilot before considering whether to expand the partnership;
- identify strong limits and maintain strong public oversight and control, including a failsafe “out” clause that can be used to end the partnership, and consequences for breaches;
- avoid “situation dependency”;
- need data collection to be undertaken by a public actor (or many smaller, private actors) with strong public oversight; some said there were no conditions under which they were willing to consider data collection at all; and
- need updated policies and regulations from governments related to technology before any decision is made about Sidewalk Labs.

Specifically related to technology and data, many participants said that data governance needs to be strong and protect the public. Waterfront Toronto has the opportunity to be a leader in creating a strong digital governance framework that:

- disincentivizes the stockpiling of data;
- ensures there are severe penalties for data breaches;

- creates clear conditions under which researchers could access data; and
- makes sure there are strategies to address indirect data collection.

Waterfront Toronto was urged to avoid “boutique deals” on data governance with Sidewalk Labs, and instead work with the City of Toronto to do something that applies across the whole city. It was suggested that the Urban Data Trust(s) be citizen-owned or user-owned, act as an advocate, protect citizens and their data, and act as a data fiduciary.

Related to the second round of consultation, there were participants who urged Waterfront Toronto to scope back the discussion to what is reasonably feasible and structuring the discussion at the second round of consultation around Waterfront Toronto’s objectives, rather than following the structure of Sidewalk Labs’ proposal. Discussion of all digital topics also needs to be integrated into (and not separate from) other aspects of the proposal.

**4. There is a lack of trust in Sidewalk Labs (and their sister-company Google and their parent company Alphabet).** Concerns included (but were not limited to):

- the overreach of the proposal and questions about their true objectives/ambitions – noting that they act like “bullies” and are not accountable to any nation state;
- a lack of transparency around the track record of these companies in other cities;
- an asymmetry of power and influence, risk of privatization, and potential threat to our democratic processes, sovereignty, and institutions;
- a conflict of interest with Sidewalk Labs as both Advisor and Tech Provider;
- their business models’ focus on monetizing people’s data; and
- Google potentially “swallowing up” smaller companies.

Some participants were clear that they were not supportive of moving forward with Sidewalk Labs and expressed concern that Waterfront Toronto is even considering the proposal. Others said that while there are many issues in the Draft MIDP, these should not stop the evaluation/reflection on the potential good that could come from it; Waterfront Toronto needs to judge the project based on the merits of the proposal, not just the company itself. There was also interest in better understanding what Waterfront Toronto’s obligations are to Sidewalk Labs and what elements of the MIDP can move forward without Sidewalk Labs.

**5. There was a mix of appreciation and concern regarding Waterfront Toronto’s role.**

Some participants expressed appreciation for the consultation process and Waterfront Toronto’s leadership, including the past 20 years of work that Waterfront Toronto has done to successfully coordinate the work of all three levels of government. Others raised questions about why Waterfront Toronto was consulting the public on things that are outside of what it asked for in its RFP and raised concerns that Waterfront Toronto couldn’t be objective given their close working relationships with Sidewalk Labs.

## Feedback from the Online Consultation

As with all public consultation activities in round one, the online consultation was based on the MIDP and Waterfront Toronto's *Note to Reader*. It consisted of two separate but related surveys:

- a short, quantitative survey designed for providing a quick response; and
- a detailed, qualitative survey for those interested in providing more detailed feedback.

The survey was not designed or intended to be statistically significant; it was designed to supplement the public consultation to help Waterfront Toronto assess the diversity of opinions and understand the rationale behind the various positions on the Draft MIDP.

### Online consultation statistics

The Quayside online consultation launched on July 15, 2019 at [www.QuaysideTOSurvey.com](http://www.QuaysideTOSurvey.com). Squarespace, the platform on which the online consultation was hosted, collected Internet Protocol (IP) addresses to inform reporting on how many people visited the website, how many people submitted responses, and a general location of website visitors (at the level of country, region, or city). IP addresses were not connected to the survey responses. The online consultation website was not geofenced, and as a result did not limit responses from any place on the planet.

Between July 15, 2019 and July 31, 2019, the survey logged 1,382 Unique Visitors and 1,081 Visits<sup>1</sup>. The following list details the geography of Visits by IP:

- 805 of 1,081 were from Canada (75%);
- 276 of 1081 were not from Canada (25%) (209 from USA, and 67 from other countries);
- 740 of 1081 were from Ontario (68%);
- 662 of 1081 were from Greater Toronto and Hamilton Area (61%); and
- 591 of 1081 were from Toronto (54%).

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<sup>1</sup> Excerpt of definitions from Squarespace, the platform hosting the survey:

**Unique Visitors.** Unique Visitors is an estimate of the total number of actual visitors that reach your site in the selected time period. Unique Visitors is a good measure of your loyal audience and readership. Every time a visitor clears their cookies or opens your site from a different browser, Analytics counts their first new visit toward Unique Visitors.

**Visits:** A visit is a single browsing session and can encompass multiple pageviews. [Squarespace tracks] visits with a browser cookie that expires after 30 minutes. Any hits from a single user within that 30-minute browsing session count as one visit. This means that one person can register multiple visits a day if they close their browser and return to your site at least 30 minutes later. Visits are a good measure of attention on your site because they correlate with a single browsing session and are frequently used in marketing applications.

**Discrepancies between Unique Visitors and Visits:** In rare cases, Unique Visitors, which is typically lower than Visits, might be greater than Visits when viewing shorter date ranges. This could happen because only the first pageview of a new browsing session counts toward a visit. So, a visit that straddles the midnight boundary might contribute to the next day's Unique Visitors, but not Visits.

## The Quick Survey

The quick survey included 15 quantitative questions asking participants to rank how receptive they were to Sidewalk Labs' proposals and gave respondents a way to indicate where they needed more information. 172 responses to the Quick Survey were received. The table on the following page summarizes the results of their feedback to each question in the survey. See Appendix 2 for a more detailed summary.

Generally, Quick Survey respondents were more receptive to ideas presented in Volumes 1 and 2 of the Draft MIDP, with the exception of Privacy and Digital Governance, where a greater number of respondents were receptive to some or not receptive at all. Relative to Volumes 1 and 2, a greater number of respondents were somewhat receptive or not receptive to the ideas presented in Volume 3.

## Screenshot from Quayside Quick Survey

**QUAYSIDE**  
ONLINE CONSULTATION

# Quayside Quick Survey

The form below is a short and quick survey on Sidewalk Labs' proposals for Quayside. If you would like to read about more details in each section and answer detailed questions, please use the navigation above to jump to the section of your interest.

***When you are finished, please make sure to click "submit" before moving to another section or exiting.***

**How receptive are you to Sidewalk Lab's proposals about:**

**The Quayside and River District Plans**

- Receptive
- Receptive to some
- Not receptive
- Need more information

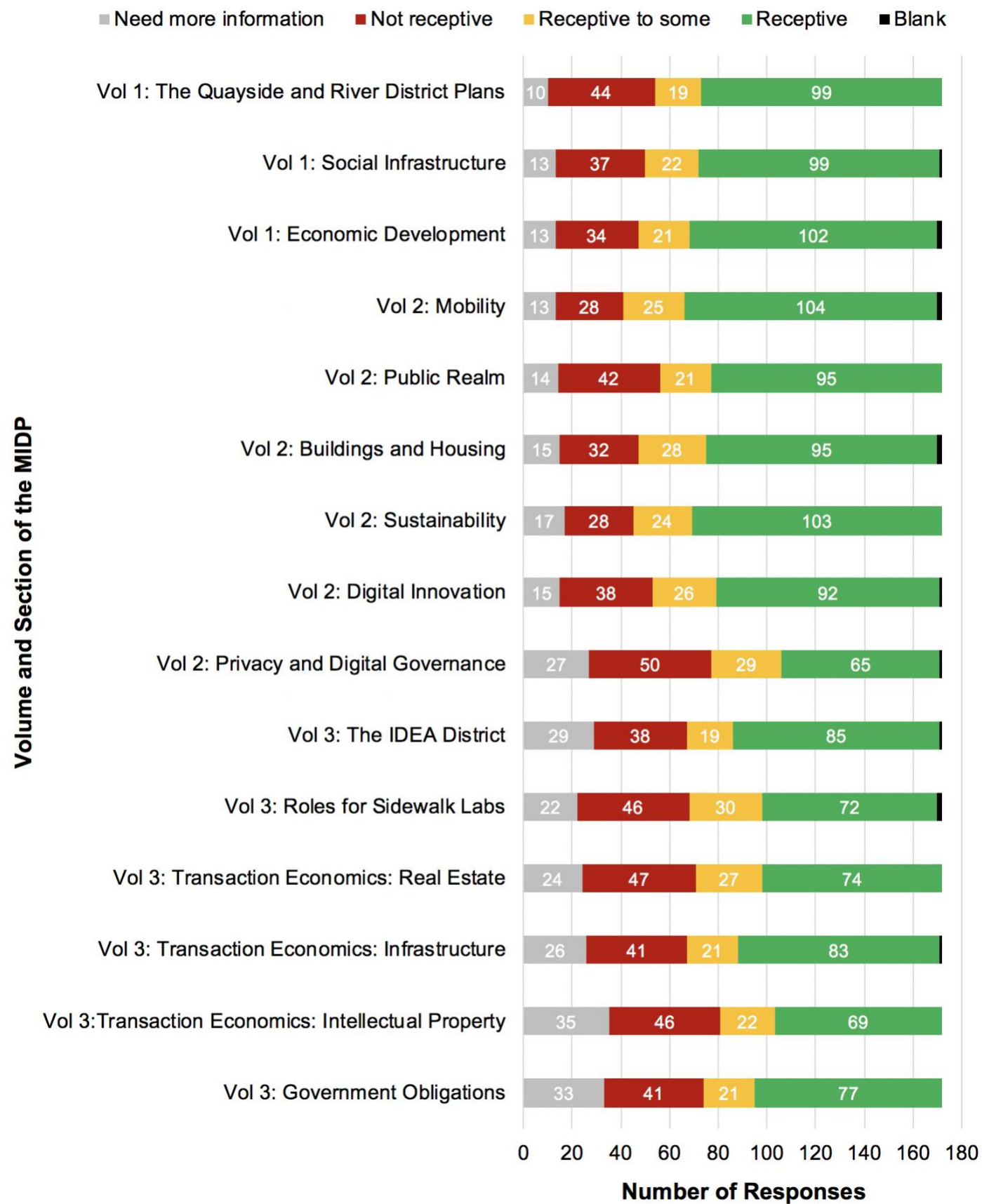
**Social Infrastructure**

- Receptive
- Receptive to some
- Not receptive
- Need more information

**Sidewalk Labs' Master Innovation and Development Plan**

**Waterfront Toronto's Note to Reader**

# Quayside Quick Survey Results



## The Detailed Survey

The detailed survey included 89 qualitative questions across 16 sections corresponding to different sub-sections of the MIDP as described through the lens of Waterfront Toronto's *Note to Reader*. The number of questions per sub-section ranged from 5 to 11. Given the volume of information and the number of questions, the detailed survey allowed respondents to navigate and share feedback about whichever sections were relevant to their interests.

For the detailed survey, the greatest number of responses to any set of questions was 76, which related to the Quayside and River District Plans sections. All other sections range from 5 responses to upwards of 65 responses. An organized summary of all responses is included in Appendix 2 (under separate cover), and the raw data is available at [www.QuaysideTO.ca](http://www.QuaysideTO.ca).

Observations on the feedback received through the Detailed Survey:

- Overall, respondents commented on their receptivity to the various proposals outlined in the MIDP, the perceived risks and benefits of the various proposals, conditions for Waterfront Toronto proceeding with the project, and also provided advice to Waterfront Toronto. Some of this advice was very detailed, and included references to other projects, plans and reports.
- The number of respondents decreased between sections on Volume 1 through to sections on Volume 3:
  - Volume 1. The greatest number of responses overall was 76 and were received to the first set of questions relating to the Quayside and River District Plans.
  - Volume 2. The greatest number of responses was 48 and related to the section on mobility.
  - Volume 3. The greatest number of responses was 14 and related to the section on the IDEA District (Public Administrator). The fewest number of responses overall was 5 and related to questions in Volume 3 relating to Transaction Economics (Infrastructure).
- In many places, respondents stated that they needed more information to answer questions. This was particularly true with the questions relating to Volume 3.
- Although there was polarization of opinion, there was also some middle ground. Analysis of responses shows significant polarization of opinion, with a sizeable number in favour of virtually every aspect of the MIDP and a sizeable number opposed to virtually every aspect of the proposal. On many aspects, however, respondents identified conditions that, if fulfilled, might allow a revised proposal to proceed.

## Those in favour of the proposal identified many benefits

These included (but were not limited to):

- it is innovative and forward thinking;
- it will provide social and economic benefits to the city;
- we will learn from it, especially with respect to new technologies;
- an urban tech cluster will facilitate economic growth;
- it will spur development of the waterfront;
- it will have positive environmental impact and contribute to sustainability;



- we need to explore new ways to develop;
- it addresses social needs through the inclusion of affordable housing, connectivity, amenities and public realm proposals; and
- seed funding will help to get development occurring.

## **Those in opposition to the proposal identified many drawbacks**

These included (but were not limited to):

- the increased geographic scope of the proposal beyond Quayside;
- discrepancy between existing precinct plans and the MIDP, especially reductions in density;
- data collection and privacy issues;
- lack of affordability and inclusivity;
- increased income inequality;
- lack of support for Toronto tech firms;
- over-reliance on technology, especially with regard to the public realm;
- the bureaucratization of public space;
- governance issues including duplication of effort and the creation of new bodies (Waterfront Administrator, Open Space Alliance, Waterfront Transportation Management Association, Waterfront Sustainability Association, Urban Data Trust, Waterfront Housing Trust) to take on functions that are currently provided by government;
- adverse financial impacts on the City of Toronto and taxpayers;
- the role of Sidewalk Labs including lack of experience as a developer and potential data use; and
- lack of trust in Sidewalk Labs.

## **Respondents identified key conditions for proceeding with the proposal**

These included (but were not limited to):

- restricting development and testing of technology to Quayside;
- incorporating additional affordable housing and parks;
- addressing data use and privacy concerns;
- providing additional community amenities, such as a library;
- addressing parking and circulation issues including funding of transit;
- ensuring public governance is retained for housing, transportation, recreation and other functions; and
- ensuring the City will not bear undue financial costs and will accrue appropriate financial benefits.

## Feedback from Written Submissions

In total, 34 written submissions were received up to and including July 31, 2019. These submissions ranged in length, contributing to a total of 125 pages. Ten submissions were received from organizations and 24 were received from individuals, of which 11 provided permission to share their name with their submission.

### Submissions from organizations

Ten organizations submitted written submissions as part of the first round of public consultation. The table below identifies the organization and summarizes some of the highlights of their submission. The original submission letters are included in Appendix 3 (under separate cover).

Organization	Highlights of submission
Federation of Northern Ontario Municipalities	Support for including wood as a major component of the MIDP and its potential to reduce carbon, drive northern industry, and create a stronger link between northern and southern Ontario.
Coalition Against Technological Development	Concern that technology is creating economic decline and consuming more resources than it protects; preference to see low-tech solutions to addressing environmental challenges.
Good Jobs For All	Concerns about public land grab, power grab, surveillance, and privatization; want to see public interest and public jobs protected in planning waterfront development and innovation.
Institute for Advancing Prosperity	Support for the idea of a Data Trust but needs more information than what is in MIDP, including: how the Trust would support itself; how it would be funded; and how the public derives value. Opportunity through this proposal to see control of Trust given to residents and operate more like a labour union stewarding collective data for public good.
Council of Canadian Innovators	This project is a missed chance to provide opportunities for Canada's existing, world-class smart city innovators; desire to get more information about what is proposed, including (but not limited to): why open data by default is in the public interest, how the proposal would be bound by existing privacy laws; how the proposed patent pledge would enable Canadian companies to compete globally.
Swedish Consulate	Concern about additional land in proposal; desire to see municipalities responsible for development and installation of infrastructure; support for the idea of testbeds, which have been done successfully in Sweden.
Unifor	Concern about scope creep and the additional land asked for in the proposal; concern about increase in property values and accelerated development harming existing residents and businesses.
Waterfront BIA	Support for Waterfront Toronto's engagement process; see opportunities for housing, jobs, recreation, and mobility in the proposal; desire for future consultation to focus on LRT and expanded role for Waterfront Toronto as Public Administrator.
#BlockSidewalk	Concern about procurement process, Sidewalk Labs' lobbying, use of non-disclosure agreements, and assertion of its right to buy lands without competitive procurement. Waterfront Toronto should not consult on things beyond what it asked for; this process should end.
West Don Lands Committee	Detailed feedback identifying benefits, questions, and concerns about many different sections of the MIDP.

## Submissions from Individuals

24 individuals shared written submissions with Waterfront Toronto during the first round of consultation. Of those 24 individuals, 11 gave permission to include their name with their submission:

Paul Beck	Donald James	Tim Warner
Julie Beddoes	William Lim	Bianca Wylie
Melissa Goldstein	Jane Rucchetto	John Yu
Blayne Haggart	Natasha Tusikov	

Key themes from the written submissions include:

- 1. Some interest and willingness to continue exploring the proposed ideas.** A few of those preparing written submissions were supportive of some of the ideas in the MIDP. Examples of ideas some were willing to further explore included:
  - *Some interest in and support for the idea of the Urban Data Trust* but need more information about how a Trust would support itself (i.e. how is it funded, how can the public receive value from what it generates, how is it publicly accountable).
  - *Interest in a smaller proposal.* Some said they would be willing to further consider the ideas in the MIDP if Sidewalk Labs submitted that was limited to the geography of Quayside.
  - *Conditions under which some kind of data collection might be acceptable,* including: data is not given away for free to large firms (which can leverage its existing large data sets to derive more value from it), data collection begins only after we've debated what kinds of data collection are acceptable or socially desirable (if at all). There is a need to first think more broadly about what kind of city we want and if/how technology fits in. Some support for the idea that the digital proposals can help achieve Waterfront Toronto's objectives and serve as a catalyst for change. Would want to see neutrality for wired and wireless connectivity infrastructure, legislative oversight of digital infrastructure.
  - *A better deal for Waterfront Toronto:* we should be an equal partner in any profit / revenue generated from this project.
  - *Interested in seeing a balance between affordable housing and housing affordability.* For example, the resale fee should be capped over a period of time or capped in terms of an amount.
- 2. Concerns about the proposal.** Many of the people that responded shared concerns about ideas in the MIDP. These concerns included (but are not limited to):
  - *Governance proposals:* including concern that a foreign, big tech company could have a hand in shaping Canadian democratic structures (whether proposing new governance structures or asking for changes to existing by-laws and regulations). Specific concerns about the new governance structures included that they create a "heavy bureaucratic burden" that's top down and reliant on on-going public funding and that it is unclear how these new structures would interface with existing ones. For the proposed "Urban Data Trust, concerns included: the term "urban data" has no legal meaning in Canada; proposed Trust is "ill-defined;" it is unclear how the proposed Trust would operate, what its structure and regulatory powers would be, what its funding sources would be, how it would relate to other regulatory bodies, and how it would be bounded by existing privacy laws.

- *Data collection*: the potential for surveillance and personal data collection by a foreign, big tech company and the potential for there to be no opportunity to opt out of data collection. Concerned that: data collected could be shared with Google / Alphabet; Toronto should not be part of a Google “research experiment”; and that data collection should only be undertaken by a democratically elected Canadian government. Another concern shared was that it is easy for de-identified data to be re-identified.
- *Concerns about the proposed partnership*: including worry that Sidewalk Labs’ proposed funding of the LRT could be used to give the company leverage in future negotiations; the proposed patent pledge does not give Canadian innovators opportunity to compete at a global scale.
- *Economic development*: including that it’s unclear how many of the proposed new jobs will be in Ontario; concern that this proposal represents a missed opportunity to leverage Canada’s own smart city innovators.
- *Other issues*: including that self-driving cars are in the distant future, creating a tall timber industry is outside of both parties’ control, the smaller units are too small, the proposal does not include a cost-benefit analysis and others.

3. **Lack of trust in Sidewalk Labs and the process to date.** Concerns about Sidewalk Labs and the process to date were common in the responses, including:

- Lack of trust in Sidewalk Labs, Google, and Alphabet (including their potential connections to state-run Intelligence communities)
- Concern that this project is a land and power grab that exceeds what was asked for in Waterfront Toronto’s RFP.
- Frustration that the MIDP is too big and too difficult to digest, containing “too many buzzwords” and not enough substance.
- Concerns that the MIDP is an “omnibus plan offering a corporation the power to define organizing principles and governance changes.”
- Precinct planning and regulations should come first, such as regulations around data collection and use, before considering this proposal.
- Other process concerns, including concerns with the RFP process that led to Sidewalk Labs’ selection, interest in understanding if Indigenous people have been engaged as part of this process, concern this project is diverting attention from other work.
- Range of opinions about Waterfront Toronto’s engagement: some glad to see Waterfront Toronto lead the consultation and attempt to make the MIDP accessible; others frustrated about the lack of time to review the MIDP for the initial consultations; concerns about the online survey being “gamed”; and, the opacity around timelines for the next round of public consultation.

## Feedback from the Library Drop-In Program

Waterfront Toronto worked with the Toronto Public Library to offer a Drop-In Program at seven library branches across the city, including a number of waterfront library branches, the Toronto Reference Library, and branches in North York, Etobicoke and Scarborough. These drop-in sessions were 1.5 hours in length and attracted anywhere from 10 to 15 participants to upwards of 40 or 50.

The format of the drop-ins was informal, with a series of information boards based upon the Note to Reader and several Waterfront Toronto staff on-hand to answer questions and share information with participants. Hard copies of the Draft MIDP were also available during and outside of the drop-in sessions.

Overall, the vast majority of discussion at the drop-ins focused on answering questions raised by participants. As with all the other consultation activities, there were some participants who were very concerned about the proposal, some who were very supportive, and a number who did not share their position and/or identified conditions under which this proposal could work for Toronto. Many participants in the drop-in sessions also participated in at least one public meeting.

The feedback collected at the Library Drop-In Program (through comments on post-it notes attached to the various display boards, completed feedback forms, and discussions with staff) is included in Appendix 4. The feedback received at the libraries is generally consistent with feedback received through the public meetings, the online consultation, and the written submissions.

## Next Steps

All feedback received during round one of the public consultations, including this report and all of its appendices, is a critical input to Waterfront Toronto's preparation for the next round of public consultation and to its review of the MIDP.

Since July 31, 2019, a few important updates have been provided by Waterfront Toronto and their advisors, including:

- On July 31, 2019 Waterfront Toronto and Sidewalk Labs agreed to extend the Plan Development Agreement (PDA) by six months in order to allow Waterfront Toronto more time to receive public feedback on the MIDP and to undertake an expert evaluation of it prior to making a recommendation to its Board of Directors. The [Amending Agreement](#) also includes a new termination provision should certain threshold issues [outlined](#) by Waterfront Toronto's Board Chair not be resolved. If the parties cannot reach an understanding on these issues, the PDA will terminate as of October 31, 2019; and
- On September 10, 2019 Waterfront Toronto's Digital Strategy Advisory Panel released its [Preliminary Commentary and Questions on the Draft MIDP](#).

Plans for the second round of consultations are being made for late November 2019, with confirmation of details to be provided after October 31, 2019.

For the latest information about Waterfront Toronto's work at Quayside, see [www.QuaysideTO.ca](http://www.QuaysideTO.ca).