

# Public Consultation Strategy

## 945 & 1015 Bank Street (Lansdowne 2.0)

### 1.1 Public Consultation Strategy

The City of Ottawa prepared a Public Engagement Strategy for Lansdowne Park, dated June 2021. The City created the following engagement strategy objectives:

- / Ensure the outreach is far reaching and includes all of the City of Ottawa and the National Capital Region;
- / Inform, educate and consult the public in the development of Council's approved option to bring more people to Lansdowne Park as a 365-days-a-year destination;
- / Reach as many residents, businesses, stakeholders and potential visitors in the engagement process as possible;
- / Apply equity, inclusion, accessibility and diversity lenses through the engagement process;
- / Provide regular and frequent updates on project milestones and include a loop-back mechanism on all engagement activities; and
- / Seek a diversity of input from different demographics and communities as they experience the site in different ways.

Given that the proposed development is a large-scale City-initiated project, it is proposed that the City's BTSS team will lead the public consultation program for the Site Plan Control application for the Event Centre.

The scope of the public consultation is city-wide, given the nature of the proposed development and the users of the future event centre. In addition to city-wide scale consultation, additional neighbourhood-wide consultation is proposed, with the intended target audience being residents living in Old Ottawa East, Old Ottawa South, and the Glebe. These neighbourhoods have been identified specifically due to their proximity to the subject property, and their previous involvement in the project through attendance at pre-consultation meetings.

Engagement activities are planned to be a mix of in-person/virtual sessions and online activities to ensure that audiences have a variety of options to provide input on the project that are convenient and customized. These engagement activities will include:

- / Engage Ottawa Website – an online tool that provides the opportunity to provide access to information and provides feedback in a convenient, accessible manner. The Lansdowne 2.0 Engage Ottawa site is now an active website and can be found at the following link: <https://engage.ottawa.ca/lansdowne-2-0>
- / Consultation Sessions and Open Houses – targeted and structured sessions that will maximize their engagement potential.
- / Targeted Workshops and Meetings – workshops that will be customized to suit the needs and interests of the participants.
- / Community Outreach – special efforts will be made to reach and seek input from members of the Equity Deserving Lens Group. The City will ask the members how best to reach out and engage their communities.
- / Web and Social Media – Engagement opportunities will be shared and amplified via the City's social media channels, Instagram, Facebook, LinkedIn, Twitter, City's webpage. Public engagement sessions will be live-streamed and available on the City's YouTube channel.

- / Paid and Earned Media – To reach target audiences, the City will publish advertisements and provide regular updates to the media on the project. The City will work with local cultural media outlets and community bloggers to reach a broad audience.
- / Community Champions – A call out to Ottawa residents to recruit Community Champions from various demographics, interest groups, and subject matter experts to act as champions to assist in awareness and engagement of the public.
- / As We Heard It Reports – Regular, responsiveness summaries at key milestones of the consultations that provide feedback to the public.

Aside from the Public Engagement Strategy prepared by the City of Ottawa, the following engagement activities will comply with Planning Act requirements, including circulation of notices and the Statutory Public Meeting.

The following public engagement steps and activities will have already been undertaken in preparation of this application submission or will be undertaken in the following months after the application has been submitted.

- / Notification of the Ward Councillor, Councillor Shawn Menard
- / Community “Heads Up” to local registered Community Associations
  - o A ‘heads up’ notification to local registered community associations will be completed by the City of Ottawa during the application process.
- / Community Information Session
  - o A Public Open House was held on June 18, 2024 at TD Place Arena. The purpose of this open house was to introduce members of the public to the Event Centre development.
  - o A booth at the Lansdowne Farmers Market is arranged for August 11, 2024.
  - o A virtual Public Meeting is planned for September 10, 2024. The virtual format will allow for a presentation of the submitted materials and a follow-up Q&A with members of the public.

It is understood that ongoing discussions are held with key stakeholders of the project, including but not limited to, Parks Canada, National Capital Commission, Ontario Heritage Trust.

## 1.2 As We Heard It Report

The City of Ottawa’s BTSS team is leading the public consultation for Lansdowne 2.0, and as such, will be responsible for the preparation and distribution of an As We Heard It Report. Any materials to be provided to the public will be provided on the City of Ottawa’s Engage Ottawa Website. All materials can be found at the following link: <https://engage.ottawa.ca/lansdowne-2-0>