

CITY OF VAUGHAN

**EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 23, 2008**

Item 1, Report No. 39, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on June 23, 2008.

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**METROLINX  
DEVELOPMENT OF THE REGIONAL TRANSPORTATION PLAN**

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Engineering and Public Works, dated June 20, 2008, be approved; and
- 2) That the staff presentation and presentation material, be received.

**Recommendation**

The Commissioner of Engineering and Public Works recommends:

That staff be authorized to provide formal comments on the Metrolinx draft Regional Transportation Plan if the deadline for comments is before September 8, 2008.

**Economic Impact**

There is no economic impact associated with this report.

**Communications Plan**

There is no specific communication plan associated with this report.

**Purpose**

The purpose of this report is to provide Council with a high level overview of the Metrolinx “Green” and “White” papers and the development of the Regional Transportation Plan (RTP) for the Greater Toronto and Hamilton area.

**Background - Analysis and Options**

**What is Metrolinx?**

In 2006, the Province created the Greater Toronto Transportation Authority (GTTA) with the mandate to plan and coordinate transportation in the Greater Toronto and Hamilton Area (GTHA). In December 2007, the GTTA adopted the name “Metrolinx” as it better reflected its mandate to provide seamless, coordinated transportation links throughout the GTHA.

The key mandate of Metrolinx is to provide leadership in the coordination, planning, financing, development and implementation of an integrated multi-modal Regional Transportation Plan that conforms with the transportation policies of the growth plans approved under the *Places to Grow Plan* and other Provincial transportation policies and plans.

The mission statement for Metrolinx is “To champion, develop and implement an integrated transportation system for the GTHA that enhances prosperity, sustainability and quality of life.”

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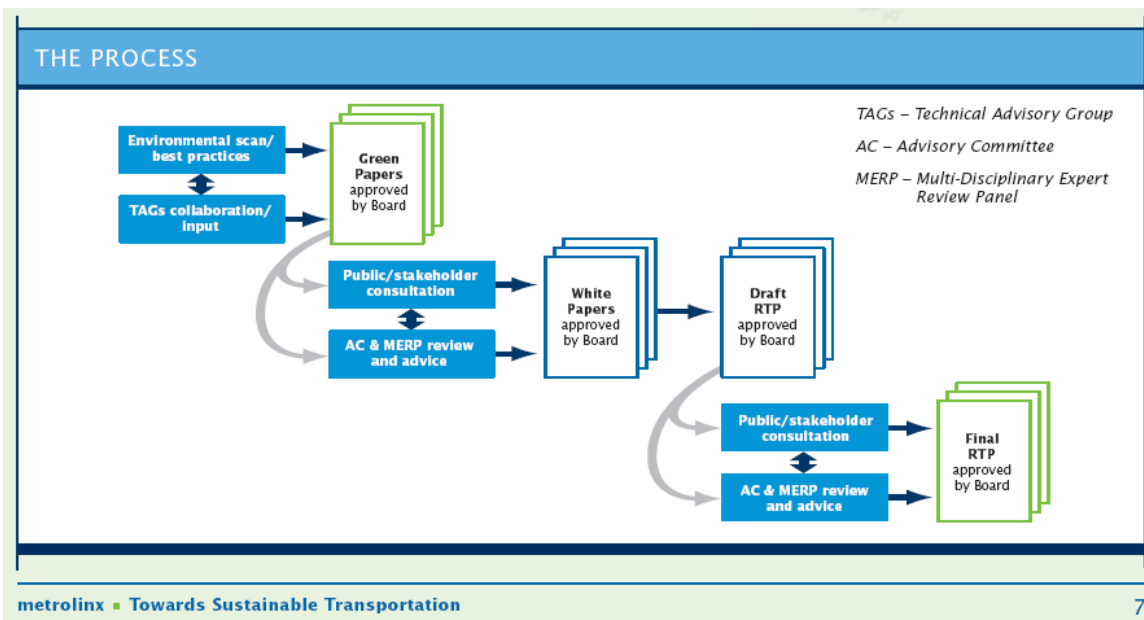
Metrolinx Goals

One of the key objectives of Metrolinx is the development of an integrated and comprehensive Regional Transportation Plan (RTP) for the GTHA by the Fall of 2008 with a real focus on public transit. Metrolinx has retained the IBI Group as the primary consultant for the development of the RTP. Some of Metrolinx other goals are to:

- Develop an investment strategy to identify the suite of potential financial tools and revenue sources to fund the initiatives and priorities identified in the RTP;
- Recommend how to invest in assets and develop a rolling, five-year capital plan towards that end. This will help make sure that there is a fair, transparent and easy-to-understand approach for prioritizing the transportation infrastructure investments that we will need to create a competitive, healthy and strong GTHA;
- Metrolinx will work with key stakeholders on developing regulatory and legislative changes that continue to protect the environment, but result in a significantly more streamlined environmental assessment process for public transit projects;
- Metrolinx will be responsible for the system that will allow riders to move across the Greater Toronto and Hamilton region with a single fare card;
- Assume responsibility for “Go Transit” operations over time; and
- Assist municipalities across Ontario to save costs by coordinating their transit fleet acquisition orders, equipment specifications, and timing. This initiative will advance public standards in areas such as environmental performance, fuel economy, disability access and advanced technology in a consistent and cost-effective way.

RTP Development Process

The RTP development process includes a series of seven consultation papers (Green Papers) on key transportation topics and initiatives. These “Green Papers” will be followed by “White Papers” and then by a draft RTP as outlined and illustrated below.



Between December 2007 and March 2008, Metrolinx released a series of seven Green Paper documents, as the first step towards developing the Regional Transportation Plan. These Green .../3

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Papers present key trends, challenges and opportunities for the GTHA transportation system for public discussion and showcased best practices from around the world. The Green Papers focused on the following transportation related issues:

- Towards Sustainable Transportation (Discussion Paper #1)
- Mobility Hubs (Green Paper #2)
- Active Transportation (Green Paper #3)
- Transportation Demand Management (Green Paper #4)
- Moving Goods and Delivering Services (Green Paper #5)
- Roads and Highways (Green Paper #6)
- Transit (Green Paper #7)

The content of each of the Green Papers is summarized later in this report.

Through a comprehensive consultation process, Metrolinx received a broad range of public input on the Green Papers, which was used to inform the development of two companion White Paper documents.

#### Green Papers

One of the first steps that Metrolinx undertook in developing the RTP was the release of seven “Green Papers” that presented key trends, challenges and opportunities for the GTHA transportation system. An overview of each Green Paper is provided below:

#### Towards Sustainable Transportation (Discussion Paper #1)

This document sets out the process and steps that will be followed in preparing the RTP. In addition, it generally identifies the trends and outlooks for the transportation system in the GTHA.

The document establishes the three key principles (pillars) on which the RTP will be developed, which are:

1. **“People”** – the plan will improve the quality of life and health of the citizens by providing:
  - A more sustainable and integrated transportation system;
  - Better mobility for people of all ages and means;
  - Greater choices among transportation modes;
  - Coordinated information, facilities, operations, and pricing within and across the system; and
  - Greater comfort, convenience and safety.
2. **“The Environment”** – The RTP will reduce impact on the environment by:
  - Striving to limit energy consumption and emissions
  - Operating within the constraints of our ecosystem.
3. **“Our Economy”** – The plan will support a competitive, robust economy throughout the region by designing a transportation system that:
  - Takes into account the needs of businesses for the movement of goods and delivery of services;
  - Is affordable to both the public and private users;
  - Allocates costs fairly; and
  - Reduces health costs and other costs related to accidents.

The foundation for success of the RTP is the financial commitment from the Province in the amount of \$11.5 billion (\$17.5 billion with federal participation) through MoveOntario 2020 to finance the implementation of the RTP.

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For context, it is noted in this Green Paper that the capacity of the transportation system in the GTHA has not kept up with the pace of demand over the last two decades. Travel times on roads are increasing and accidents and weather result in further delays. The existing road network in urban areas is now largely built out and there are very limited opportunities to add capacity.

Based on current trends, residents throughout the region travel more than they used to. Residents also rely more on their cars, with automobile trips growing three times faster than transit trips. In fact, according to information in Green Paper #1, the percentage of commuter travel made by transit, walking or cycling dropped from 31% to 24% in two decades. Today's typical household size is smaller, more affluent, owns more vehicles, makes more trips each day, and use public transit for a smaller share of the trips. This travel behaviour, combined with the difficulty and cost of widening roads in most urban communities has led to traffic congestion across the region.

To compound the traffic problem, the population in the GTHA is expected to increase from just over 6 million to about 8.6 million people by 2031 (this is larger than Metropolitan Chicago or London UK are today). It is clear that the mode by which people and goods move within and across the GTHA must change in order to accommodate this expected population and employment growth.

Once the roads become congested, rapid transit is a key response. Unfortunately, rapid transit expansion in the GTHA has seen limited activity over the past 20 years. The only significant improvement was the five kilometer extension of the Sheppard Subway. This transit investment is very low compared to the rapid transit and commuter rail construction that averaged 135 Kilometres in each decade from 1960s to the 1980s. Toronto's rapid transit network is now merely average compared to other major metropolitan areas in Europe and America.

Accordingly, the Green Paper concludes that there is no disguising the GTHA's transportation crisis and challenges, which loom even larger with the high rate of population and employment growth projected for the region over the next 25 years. The development of the RTP will provide the framework for establishing a vastly improved, sustainable transportation system. Change is imperative, and with everyone's commitment, the GTHA will remain one of the world's most attractive and successful city-region.

#### Mobility Hubs (Green Paper #2)

This Green Paper set out the key issues around Mobility Hubs that need to be considered in order to determine where and what should be built. A Mobility hub is defined as a place of connectivity, where different modes of movement, from walking to high speed rail, come together seamlessly. A mobility hub is a place in an urban area that is attractive, with an intensive concentration of employment, living, shopping and activity around a transit interchange. Successful mobility hubs depend on supportive land-use concentrations and planning.

There are three main types of Mobility Hubs:

- Primary Hubs – Significant regional city centres (Central Toronto, subway centres and urban growth areas)
- Secondary Hubs – major activity centres (airports, emerging centres, universities, major parks and stadiums, and regional shopping centres)
- Tertiary Hubs – major transit stations (higher order stations not included above)

Metrolinx has identified a number of candidate Mobility Hubs in York Region including Markham/Markville Centre, Newmarket Centre, Richmond Hill/Langstaff Gateway and the Vaughan Corporate Centre.

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The document provides a comprehensive review of the various aspects of Mobility Hubs including:

- A vision for new mobility
- Challenges to creating Mobility Hubs
- Examples from other places
- Mobility Hubs in the GTHA
- The structure of Mobility Hubs
- Creating Successful Mobility Hubs
- Mobility Hubs Candidates and Characteristics

#### Active Transportation (Green Paper #3)

The Active Transportation Green Paper presents the benefits, challenges, and opportunities for greatly increasing the role of active transportation in meeting the daily needs, and as part of a solution to current and future urban transportation challenges. Active transportation is defined as any form of human power, including walking, cycling, in-line skating, etc. Active transportation is important in many ways including promoting a healthier lifestyle, quality of life, a cleaner environment, sense of community, and reduced cost to everyone.

The document provides a comprehensive review of the various aspects of Active Transportation including:

- The benefits of Active Transportation
- Creating Active Communities
- Active Transportation in the GTHA
- Recent Successes
- Barriers to Active Transportation
- Innovative Practices Elsewhere
- Key opportunity Areas
- Looking to the Future

The key objectives in relation to active transportation are:

- Integrating transportation modes, reducing physical barriers and improving the community design and infrastructure;
- Making active transportation safer and more comfortable;
- Increasing the public awareness of the benefits of active transportation and breaking down social barriers; and
- Making cycling, walking or using a wheelchair a realistic first choice for travel, wherever possible.

This Green Paper recognizes that the City of Vaughan adopted a Pedestrian and Cycling Master Plan in 2007.

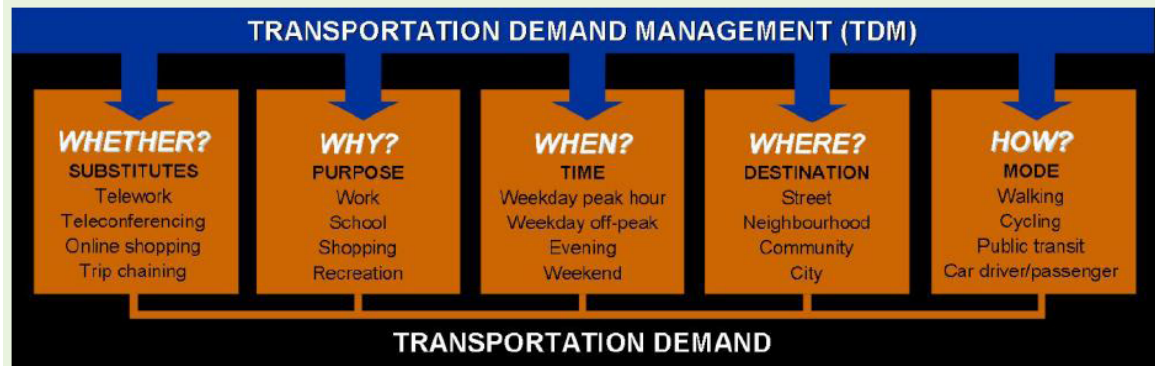
#### Transportation Demand Management (Green Paper #4)

This paper presents a case for a new forward-thinking Transportation Demand Management (TDM) strategy in the GTHA that embraces all components of the RTP. TDM is the use of policies, programs, services and products to influence whether, why, when, where and how people travel as illustrated below. TDM is a relatively new concept but it can play a vital role in how we shape our transportation system in the future.

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TDM has two general approaches:

- Education, Promotion and Outreach
- Incentives and Disincentives

The TDM Green Paper identifies a list of TDM initiatives that could be explored and implemented through the RTP. Some of the more innovative potential TDM initiatives are:

- Subsidized transit passes
- Tax exemption for transit benefit
- Walking school buses
- Universal transit passes for post-secondary students
- Virtual classes
- Community wide ride sharing
- Car sharing
- On-line trip planners
- Road pricing (tolls on highways, revenue used for transit, annual vehicle registration fee reflect distance driven)
- Real time transit information
- Parking management (designated car pool parking, zoning maximums,
- Employee work arrangement solutions (telework, flexible hours and compressed work weeks)

Currently, Smart Commute is a partnership between the cities and regions of the GTHA including Vaughan (Smart Commute North Toronto/Vaughan) to implement TDM. Working in these communities, Smart Commute encourages local employers and commuters to explore more sustainable transportation choices like carpooling, teleworking, transit, cycling, walking or flexible work hours. Starting on January 1, 2008, the Smart Commute Association became part of Metrolinx. Metrolinx will play a key role ensuring Smart Commute's on-going financial sustainability.

#### Moving Goods and Delivering Services (Green Paper #5)

Green Paper #5 outlines the key issues and challenges related to the movement of goods throughout the GTHA. This Paper also identifies the nature and magnitude of goods movement and service delivery in the GTHA, the roles and responsibilities of the various stakeholders, and the opportunities available to respond to major challenges.

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Most goods movement is performed by private industry on infrastructure largely supplied by the government. Goods are moved by a variety of different modes. In the GTHA, trucking is by far the most common mode. On average, commercial trucks make about one million trips each day in the GTHA. Other modes include rail, intermodal, marine, air, automobile, public transit and active transportation. The movement of goods in the GTHA represents a significant contribution to the local economic prosperity. On the down side, it also contributes to congestion, noise and pollution, and has social implications. Accordingly, one key objective of the RTP is to find a balance between the commercial community and environmental needs. In particular, the goal of Metrolinx is to create a more sustainable future by ensuring that:

- The transportation system operates efficiently;
- Conflicts between freight and passenger demands on the transportation system are minimized; and
- Goods movement and service delivery and associated facilities are compatible with the types of communities in which we want to live.

A number of the key objectives or potential initiatives identified in this Green Paper include:

- Influence land use decisions related to the location of new manufacturing and industrial developments and movement hubs;
- Develop an east-west toll truck route through the GTHA; through trucks are required to use this route;
- Implement private-public partnerships to invest in additional rail and road capacity for truck routes and arterial connections;
- Enhance and protect freight and passenger corridors;
- Implement a suite of technologies to monitor traffic, enable tolling and allow dynamic route/mode selection for shippers and drivers;
- Use information systems to collect data on truck movements;
- Fund innovative services that are aimed at improving freight efficiency in dense urban areas; and
- Develop and use common criteria and approaches for designating truck routes.

#### Roads and Highways (Green Paper #6)

The Roads and Highways Green Paper #6 provides a framework for thinking about today's roads and highway system within an integrated and sustainable transportation system.

For context, the hierarchy of roads is not only the backbone of the transportation system in the GTHA but also an integral part of our economy and quality of life. Our competitiveness relies on the continued ability to reach destinations quickly and conveniently, and residents depend on the road network to access employment, services and recreation. Congested and inefficient road networks threaten the competitiveness of the region and our reliance on cars and trucks poses other challenges, including rising emissions of greenhouse gases (GHG) and increased health risks. Making roads more efficient and having a variety of transportation choices (auto, transit, cycling, walking) will encourage the use of more sustainable and higher-capacity modes of travel rather than the single-occupant automobile. Roads and highways must be integral considerations to the development of transit services and more sustainable land use patterns.

Metrolinx key objectives for the GTHA roads and highways include:

- Optimize the use of existing infrastructure;
- Accommodate a range of modes and users, including transit vehicles, pedestrians and cyclists; and

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- Analyze, design and fund roads and highways as integrated elements of the transportation system;

A number of potential initiatives identified in this Green Paper include:

- Implementation of HOV lanes, built through road widening or converted lanes;
- Reconfigure local roads to place greater priority on transit;
- Upgrade and expand active transportation facilities;
- Increase carpool lots and park-and-ride facilities in provincial highway corridors to link carpools, bus services and HOV infrastructure;
- Enhance the use of information and technology;
- Coordinate highway and transit agencies to develop common priorities and pool funds;
- Develop new guidelines, techniques and design standards to better integrate various modes and priorities; and
- Develop and implement financing, zoning, land use planning, and partnership schemes that promote greater integration between land use and transportation.

#### Transit (Green Paper #7)

The Transit Green Paper presents a very strong case that the transportation infrastructure has not kept up with the GTHA's rapid growth over the past several decades. Projected growth over the next 25 years based on the current auto-dependency is not sustainable from a social, economic and environmental perspective. The global experience has shown that large and growing metropolitan regions must increasingly rely on improved transit to preserve speed, capacity and reliability in major travel corridors. The solution is the development of a strong cross-regional transit system that serves inter-municipal trips and long-distant trips within each municipality, local transit services and transit supportive land uses. The Transit Green Paper identifies the key attributes and possible features of a future first-class transit system for the GTHA.

Metrolinx key objectives for the future transit system in the GTHA are:

- Improve the transportation experience and mobility choices for people of all ages, means and circumstances by improving transit's accessibility, and interfaces with other modes and selected land uses;
- Reduce time spent travelling by providing fast, frequent and reliable transit service;
- Maximize the convenience, comfort, and enjoyment of the transit experience based on high-quality infrastructure and customer-oriented service;
- Encourage compact, mixed-use, transit-accessible, pedestrian-friendly growth centres around mobility hubs, through regulatory and financial incentives, consultative planning and creative urban design;
- Promote more active and healthier lifestyles by encouraging walking and cycling to transit;
- Promote a more sustainable urban structure through transit investment which leads to new urban development, supports intensification of existing urban areas and new areas, and provides transit-accessibility to focus future growth into areas that are walkable and transit-supportive, and reduce motorized trip making;
- Reduce impacts of road expansion, such as rural land consumption, stormwater runoff, and heat gain by encouraging transit, carpooling and other measures;
- To increase road capacity for moving people and goods rather than simply vehicles;
- Connect people and jobs by providing convenient and reliable inter-regional and local transit;
- Free up road space for trucks that carry goods and services; and



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- Support tourism by providing easy access to, from, and within downtown Toronto and other major destinations in the GTHA.

A number of potential initiatives identified in this Green Paper include:

- Enhance accessible pedestrian and urban design near stations on all major routes;
- Develop a regional online trip planner;
- Provide real-time “next bus” information;
- Implement region wide smart card that would be accepted on all transit systems;
- Coordinate region-wide branding of transit services;
- Central coordination of municipal/provincial transit providers for system expansion and seamless service/fare integration; and
- Streamline the Environmental Assessment process for transit project approval.

The Transit Green Paper also presents three alternate approaches to sequential transit improvements in the GTHA. The approaches include a current trends version (status quo with approved projects), an incremental and a bold future vision alternative. These alternatives are presented in a preliminary fashion in the Green Paper to stimulate discussion and feedback. Ultimately, the RTP is expected to include elements from all three approaches. It is important to note that the extension of the Spadina Subway to the Vaughan Corporate Center is included in all three concept alternatives. The key difference between the three alternative networks from the Vaughan perspective is the order of transit along the Highway 7/407 corridor.

#### White Papers

In May 2008, Metrolinx published the two White Paper documents. These White Papers are intended to more specifically guide the development of the RTP.

The White Papers have been published as interim documents to provide a basis for ongoing consultations with stakeholders and the public. Input on the White Papers will help to inform the development of the draft RTP that will be released in conjunction with a draft Investment Strategy for public comment and broad consultation in late July. The Investment Strategy will set out a suite of potential dedicated revenue sources and funding tools to expand, maintain and operate the regional transportation system in a financially sustainable way over the next 25 years and beyond.

#### White Paper #1 – Vision, Goals and Objectives

The first White Paper, entitled “Visions, Goals and Objectives”, presents the vision for the GTHA transportation system, and sets out a series of goals and objectives which will form the basis for developing, evaluating and ultimately shaping the RTP.

Based on the information presented in the preceding Green Papers, the first White Paper summarizes the emerging trends and challenges in the region. In addition, it outlines the vision, goals and objectives for the region’s transportation plan.

Some of the key trends or challenges coming out of the Green Papers are:

- The current system of planning and financing transportation and the individual travel behaviours are unsustainable;
- The transportation system must be improved to meet the needs of the current and additional 2.5 million people that are expected move into the region by 2031;
- Existing infrastructure is being used inefficiently, with far too many trips being taken in single-occupant vehicles.

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- Too few trips are being taken by transit or active modes of transportation. The average percentage of trips taken by car across the GTHA is currently 75%.
- There is little choice for travelers. Most feel they need to use a car for getting around;
- The transportation system is not adequately integrated and coordinated across boundaries, or across modes;
- Land use planning and transportation planning are not being well integrated; and
- TDM and Intelligent Transportation Systems (ITS) efforts are under-funded and therefore not used to their potential across the GTHA.

These key challenges together with those that are outlined in the Green Papers will be addressed by the RTP. The vision developed by Metrolinx for the RTP is: “An integrated transportation system for our region that enhances prosperity, sustainability and quality of life.” In the White Paper #1, this vision is articulated into three distinct themes which form the basis of the goals and objectives of the plan. The three themes are:

- A high quality of life;
- A thriving, healthy and protected environment; and
- A strong, prosperous and competitive economy.

In total, there are 19 goals and 41 objectives identified in the White Paper #1 which will be used to guide the development of the RTP. Accompanying these objectives is a set of 118 numeric and subjective indicators which are to be used to measure the progress and effectiveness of the goals and objectives.

#### White Paper #2 – Preliminary Directions and Concepts

The second White Paper outlines the preliminary directions, proposed policies and programs that have been established to fulfill the goals and objectives listed in the White Paper #1. These preliminary directions are comprehensive and address the following issues:

- A system for complete mobility – presents 11 preliminary directions with 44 policy options.
- Place-making and mobility hubs - presents 7 preliminary directions with 33 policy options.
- Excellent customer service – presents 7 preliminary directions with 26 policy options.
- Sustainable funding – presents 7 preliminary directions with 17 policy options
- Innovation through research – presents 9 preliminary directions with 15 policy options.
- Partnership and decision making – presents 4 preliminary directions with 12 policy options.

In total, there are 45 preliminary directions and 147 policy options provided for discussion and consultation purposes.

#### Test Network Concepts

The second White Paper also describes and analyzes four preliminary transportation system test concepts. The Linear, Radial and Web test concepts are illustrated on Attachments No. 1 to 3, respectively, and generally described below from a Vaughan perspective:

1. ***Business-As-Usual (BAU)*** includes the current transportation structure and committed transportation projects. On a rapid transit perspective, it includes the Spadina subway extension to the Vaughan Corporate Centre and all currently programmed MTO Highway improvements.

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2. **Test Concept A: Linear** – Based on the MoveOntario 2020 projects with some additions and enhancements to improve inter-regional connectivity. On a rapid transit perspective, it includes the Spadina subway extension to the Vaughan Corporate Centre, the extension of the Yonge subway to the Richmond Hill Center, and a new east-west line north of Highway 7. This concept also includes the GTA-West Corridor and the planned extension of Highway 427 to Major Mackenzie Drive. The Vaughan Corporate Centre is identified as a major transit interchange/potential gateway hub.
3. **Test Concept B: Radial** – Includes elements of the “Linear” concept, plus a new east-west rapid transit line north of Highway 7 between the Vaughan Corporate Centre and Markham Centre in the Major Mackenzie Drive corridor. This concept does not include the GTA-West corridor. The Vaughan Corporate Centre is identified as an Anchor Hub.
4. **Test Concept C: Web** – Includes “Linear” and “Radial” routes strengthened by additional east-west regional express connectivity. The highway network is the same as the Radial Concept. The Vaughan Corporate Centre is identified as an Anchor Hub.

These test concepts for the transportation infrastructure system have been prepared for preliminary performance/cost comparison purposes only. Metrolinx will be considering numerous additional configurations and combinations during the process of developing the draft RTP.

The performance of the four test concepts was analyzed and the results of the key indicators show that:

- The capital costs for the four test concepts range from \$20 to \$95 billion;
- Transit operating costs range from \$2.1 to \$3.8 billion;
- Transit modal split could range from 17% to 29%
- Active transportation modal split could increase from 9% to 10.5%

#### Implementation and Investment Strategy

Metrolinx has yet to release a draft Implementation Plan and a draft Investment Strategy. It is anticipated that these documents will be available in late July.

#### Next Steps

Over the coming months, staff will continue to participate in the series of consultation and associated municipal liaison meetings. Metrolinx has requested that agencies and stakeholders provide comments on the White Papers 1 and 2 by July 10, 2008. Based on this input, Metrolinx is proposing to release the draft RTP and Investment Strategy for public and agency review in July 2008. The final draft RTP is tentatively scheduled to be presented to the Metrolinx Board in early Fall 2008. Given this accelerated work plan, there may not be an opportunity for staff to report back to Council on the draft RTP before comments are due to Metrolinx. Accordingly, staff is seeking Council's authorization to provide formal comments to Metrolinx on the draft RTP and Investment Strategy in the event that the deadline for comments is before September 8, 2008, which is the first available Council meeting after the summer hiatus.

The conclusions and recommendations of the RTP will be incorporated into the City's Transportation Master Plan.

#### Relationship to Vaughan Vision 2020

In consideration of the strategic priorities related to Vaughan Visions 2020, the recommendations of this report will assist in:

- The pursuit of excellence in service delivery;

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- Ensuring and enhancing community safety, health and wellness;
- Leading and promoting environmental sustainability;
- Planning and managing growth and economic vitality;
- Ensuring financial stability; and
- The demonstration of leadership and promotion of effective governance.

This report is therefore consistent with the priorities previously set by Council.

#### **Regional Implications**

City and Regional staff have jointly reviewed the Metrolinx Green and White Papers and collectively assembled comments on the White Papers which were summarized in Report No.1 of the Planning and Economic Development Committee, Regional Council Meeting on dated June 11, 2008. A copy of this Regional report is included as Attachment No. 4 to this report. These comments will be forwarded to Metrolinx by the Region for consideration in developing the draft RTP.

#### **Conclusion**

Metrolinx was created by the Government of Ontario to provide leadership in the coordination, planning, financing, development and implementation of an integrated multi-modal Regional Transportation Plan that conforms with the transportation policies of the growth plans approved under the *Places to Grow Plan* and other Provincial transportation policies and plans.

Between December 2007 and March 2008, Metrolinx released a series of seven Green Paper documents, as the first step towards developing the Regional Transportation Plan. These Green Papers present key trends, challenges and opportunities for the GTHA transportation system for public discussion and showcased best practices from around the world.

In May 2008, Metrolinx published two White Paper documents. These White Papers are intended to more specifically guide the development of the RTP. City and Regional staff have jointly reviewed the Metrolinx Green and White Papers and collectively assembled comments on the White Papers which were summarized in Report No.1 of the Planning and Economic Development Committee, Regional Council Meeting on dated June 11, 2008. These comments will be forwarded to Metrolinx by the Region for consideration in developing the draft RTP.

It is anticipated that the draft RTP and draft Investment Strategy will be released for public comment and consultation in late July 2008. Staff will continue to actively participate in the review of Metrolinx documents jointly with Regional staff, and report back to Council in the Fall with respect to the draft RTP and draft Investment Strategy. In the event that Metrolinx requires comments on the draft RTP before September 8, 2008, which is the first available Council meeting after the summer hiatus, then staff is seeking Council's authorization to provide formal comments to Metrolinx on the draft RTP and Investment Strategy.

#### **Attachments**

Attachment No.1 - Test Concept A – Linear  
Attachment No.2 - Test Concept B – Radial  
Attachment No.3 - Test Concept C – Web  
Attachment No.4 - Report No.1 of the Planning and Economic Development Committee  
Regional Council Meeting on dated June 11, 2008.

#### **Report prepared by:**

Andrew Pearce, Director of Development/Transportation Engineering – Ext 8255.

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

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Item 2, Report No. 39, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on June 23, 2008.

**2** **2008 ETHNIC ADVERTISING**

The Committee of the Whole (Working Session) recommends:

- 1) That clause 2 of the recommendation contained in the following report of the Director of Corporate Communications, dated June 20, 2008, be approved;
- 2) That \$10,000 be allocated to Lo Specchio, and \$5,000 to the Jewish Tribune for the placement of ethnic advertising for the 2008 calendar year, to be utilized to publish special greetings;
- 3) That \$5,000 be allocated to various other ethnic media and that staff report back with respect to how it was allocated; and
- 4) That staff include the Vaughan Weekly publication in the review of the 2008 City Page Advertising Schedule to be brought to Council in the Fall.

**Recommendation**

The Director of Corporate Communications, in consultation with the City Manager, recommends:

1. That \$20,000 allocated to ethnic newspapers for the placement of third language advertisements for the 2008 calendar year be utilized to publish special greetings in specified publications; and
2. That Council direct staff to implement the 2008 Ethnic advertising program, once approved.

**Economic Impact**

The placement costs of Ethnic Ad advertisements are budgeted at \$20,000 and are included in the 2008 operating budget.

**Communications Plan**

Not applicable.

**Purpose**

The purpose of this report is to propose appropriate newspapers for ethnic advertising.

**Background - Analysis and Options**

A staff report was requested by the January 29, 2008 Committee of the Whole (Working Session) Report No. 4, Item 5, specifically:

That staff undertake a review of placement of advertisements in ethnic newspapers and provide a report to the Committee of the Whole (Working Session) meeting of March 18, 2008 and that the Community Equity and Diversity Committee be consulted; and that \$20,000 be allocated to ethnic newspapers.

This report addresses the issue of cultural diversity in our community.

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Staff conducted an analysis of ethnic publications in the GTA that serve the ethnic communities in Vaughan.

The Director of Corporate Communications met with the Community Equity and Diversity Committee April 1, 2008 to engage the committee and receive input and recommendations on the appropriate messaging and publications that best serve our diverse communities. There was a discussion about advertising effectiveness, publishing frequency, specific ethnic demographics and the allocated budget.

The committee suggested that the City of Vaughan publish special greetings in third language publications based on their circulation and frequency.

Criteria for selecting a publication for Ethnic Ad placements include:

*Audited Circulation* – A newspaper audited by the industry-standard Canadian Circulation Audit Bureau (CCAB) can accurately report its circulation in the City of Vaughan. If this is not available, a publisher’s sworn statement detailing the circulation of the publication can be requested.

*City-wide Circulation* – Newspapers with the widest distribution in the City of Vaughan best fulfill the City’s statutory notice requirements.

*Weekly frequency* – A weekly publishing frequency is required for some statutory notifications.

*Placement Costs* – The advertising placement rate is negotiated by the Director of Corporate Communications.

*Editorial Content* – Newspapers publishing local news of interest to the residents and businesses of Vaughan.

*Community Engagement* – Certain newspapers reach specific communities or groups that may not be served by other publications.

2008 Newspaper Information

The following table lists the recommended ethnic newspapers serving the City of Vaughan.

<b>Publication</b>	<b>Circulation in Vaughan</b>	<b>Circulation Area</b>	<b>Audited Circulation</b>	<b>Frequency</b>
Lo Specchio	28,000	Woodbridge	No	Weekly
Jewish Tribune	16,500	Thornhill	Yes, CCAB	Weekly
Sing Tao	8,000	Convenience stores, Vaughan Mills	No	daily
The Ahmadiyya Gazette	1,500		No	Every 2 months by subscription

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*Lo Specchio* and *Jewish Tribune* are delivered to residential households whereas *Sing Tao* is dropped off at convenience stores and Vaughan Mills and *The Ahmadiyya Gazette* is distributed every other month by subscription. Additional advertising could be placed in multilingual publications to recognize important cultural celebrations.

**Relationship to Vaughan Vision 2007**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated in the 2008 operating budget.

**Regional Implications**

Not applicable.

**Conclusion**

The placement of third language greeting ads will provide an opportunity to reach ethnic communities.

**Attachments**

None

**Report prepared by:**

Madeline Zito, Director of Corporate Communications



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Item 3, Report No. 39, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on June 23, 2008.

**3 COUNCIL CORPORATE ADVERTISING PROGRAM UPDATE**

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Director of Corporate Communications, dated June 20, 2008, be approved;
- 2) That staff review and update Policy No. 01.14, the Council Budget/Expenditure Policy;
- 3) That as part of the review, individual Members of Council be consulted, and emerging municipal standards be taken into consideration; and
- 4) That the draft report be brought back to a Committee of the Whole (Working Session) in October 2008.

**Recommendation**

The Director of Corporate Communications, in consultation with the City Manager, recommends:

That Council receive this report for information purposes.

**Economic Impact**

None.

**Communications Plan**

N/A

**Purpose**

The purpose of this report is to clarify the provisions of the Council Corporate Advertising Program relating to the publication of Holiday Greetings in local newspapers.

**Background - Analysis and Options**

**Council Greetings published on City Page**

Council Corporate Advertising is a Council budget item, administered by the Clerks Department. For the past several years, ad production and placement have been coordinated by the Corporate Communications Department. In 2006, a series of "holiday greeting ads" were placed in eight local papers on behalf of Vaughan Council.

This practice was reviewed in 2007, and staff was directed to "implement the use of the City Page to publish Council greetings" – Item 2, Report No. 43, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on October 9, 2007.

As a cost-saving initiative, the placement costs of Council Holiday Greetings are now covered by the approved City Page advertising budget, administered by Corporate Communications department.

## CITY OF VAUGHAN

### EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 23, 2008

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##### Placement Strategy

Staff was directed to produce a strategy for publishing Council greetings on the City Page for the next 12 months – Item 2, Report No. 43, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on October 9, 2007.

The basis of the proposed placement strategy for Council Greetings relates to provisions in Council Budget and Expenditure Policy No. 01.14. Item 3.1.4 states “Holiday greetings and advertising on behalf of all Members of Council – Advertising is limited to Christmas and Rosh Hashanah in the appropriate local newspapers.”

For the purposes of this strategy, the “appropriate local newspapers” are those publications contracted to publish the City Page. Item 5, Report No. 4, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 11, 2008, specified that the City Page advertisement “be placed in the Vaughan Citizen/Liberal, Vaughan Today and Vaughan Perspectives on a three week cycle.”

As a result, the placement strategy for Council Holiday Greetings will consist of Christmas greetings placed in each of the three City Page newspapers over the appropriate three-week cycle, and Rosh Hashanah greetings placed in each of the three City Page newspapers over the appropriate three-week cycle.

##### Individual Council Greetings

Item 4.1.15 of the Council Budget and Expenditure Policy No. 01.14 provides for the placement of “holiday greetings on behalf of an individual Member of Council.” The cost of this advertising “that can be directly attributed to individual Members of Council will be charged to the individual Office Budget of each Member of Council.” (4.1)

It should be noted that the previous Council established the practice of only publishing Holiday Greetings on behalf of all Members of Council, however, this approach has not been established as policy.

##### Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have not been allocated and approved.

##### Regional Implications

N/A

##### Conclusion

Pending Council approval of this Holiday Greeting placement strategy, Council Holiday Greetings for Christmas and Rosh Hashanah will be published on the City Page in each of the local newspapers contracted to publish the City Page advertisement.

##### Attachments

1. Council Budget and Expenditure Policy No. 01.14
2. Sample of City Page with Council Greetings

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**Report prepared by:**

Madeline Zito, Director of Corporate Communications  
Ted Hallas, Manager of Corporate Communications

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

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Item 4, Report No. 39, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on June 23, 2008.

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#### SIGN BY-LAW AMENDMENTS

The Committee of the Whole (Working Session) recommends:

- 1) That clauses 1, 2 and 4 of the recommendation contained in the following report of the Commissioner of Legal and Administrative Services and City Solicitor, dated June 20, 2008, be approved;
- 2) That clause 3, and clause 1, as it relates to election signs, and all other discussion and content relating to election signs in the report, be deferred to a future meeting when the report of the City Clerk on the 2010 Election is dealt with;
- 3) That an on-going program of sign removal be developed for Council consideration for the 2009 budget year; and
- 4) That an aggressive plan for enforcing compliance with the City of Vaughan's Sign By-law be prepared and brought back to Council for its consideration.

#### Recommendation

The Commissioner of Legal and Administrative Services and City Solicitor, in consultation with the Director of Enforcement Services, recommends:

1. That the penalty provisions of the Sign By-law be amended to reflect the new fine system authorized by the *Municipal Act*;
2. That the mobile sign provisions of the Sign By-law be amended to prohibit signs erected on vehicles;
3. That the election sign provisions of the Sign By-law be amended to allow candidates to erect signs from the close of nominations in the case of municipal elections and from the issuance of an election writ in the case of a federal and provincial election;
4. That Public Notice be provided pursuant to Notice By-law 394-2002;
5. That Staff proceed to investigate the feasibility of allowing signs on utility poles as an alternative to the illegal placement of signs on road allowances, and report back to the Committee of the Whole Working Session in the Fall with a comprehensive report.

Regional Councillor Frustaglio declared an interest with respect to clause 3, and clause 1, as it relates to elections signs, in that she is involved in outstanding matters relating to election signs.

Regional Councillor Ferri declared an interest with respect to clause 3, and clause 1, as it relates to elections signs, in that he is involved in outstanding matters relating to election signs.

Councillor Meffe declared an interest with respect to clause 3, and clause 1, as it relates to elections signs, in that he is involved in outstanding matters relating to election signs.

#### Economic Impact

Not applicable.

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#### Communications Plan

Public Notice of the proposed amendments will be given in accordance with Notice By-law 394-2002.

#### Purpose

This report is to provide draft amendments to the Sign By-law, 203-92, as amended.

#### Background - Analysis and Options

The proliferation of illegal signs continues to present challenges to Staff tasked with the enforcement of the Sign By-law 203-92, as amended (hereinafter the "Sign By-law").

Further, recent discussions regarding the election sign provisions of the Sign By-law makes this an appropriate time to introduce amendments to the Sign By-law to increase its effectiveness and clarify previous language.

##### a. Increased Penalties

The Sign By-law restricts the use of Mobile Signs in the City of Vaughan to:

- one sign per lot at any given time;
- 30 days on followed by 30 days off;
- Single coloured letters;
- Must be located entirely on private property ;
- Not in a parking space;
- Not in or within 8 metres of a driveway;
- Must display a valid permit issued by the Building Standards Department.

Mobile sign companies continue to erect mobile signs contrary to these provisions.

Enforcement of the Sign By-law is conducted by Enforcement Services Staff. Currently two Enforcement Officers are assigned to patrol both proactively and reactively to identify violations and remove the signs in violation. Due to the weight of the signs, the process of loading and unloading, and the administrative processes, approximately eight signs per shift can be impounded.

In 2007, approximately 325 signs were impounded and only 42 were recovered by the offending sign companies at a fee of \$300 per sign. Despite charging the companies each time signs are impounded, there has been no significant improvement in the level of compliance.

To increase compliance, Enforcement Services sent a letter to all sign companies known to be operating in Vaughan advising that their business licenses would be in jeopardy should they not comply with the By-law. The Licensing Department is currently reviewing two companies for potential business license suspension and/or revocation.

In addition, Staff are recommending that section 3.10 of the Sign By-law be amended to reflect the new penalty regime under section 429 of the *Municipal Act*. Currently, the Sign By-law allows for a maximum fine of \$5,000 under the *Provincial Offences Act* for Part III Offences. For Part I Offences, staff write \$175 tickets to offenders.

Under section 429 of the *Municipal Act*, municipalities may now "establish a system of fines for offences under a by-law". In effect, this enables municipalities to set their own fines. Under such a system of fines, a minimum fine may be prescribed (not exceeding \$500) and maximum fines

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may not exceed \$100,000. As well, specific fines may be provided for continuing offences, multiple offences, escalating fines for second and subsequent convictions of the same offence, and special fines (in addition to regular fines) designed to eliminate or reduce any economic advantage or gain from contravention of the by-law. Section 425(3) of the *Municipal Act* also allows a municipality to charge Officers and/or Directors of a corporation who knowingly contravene a sign by-law. Staff are proposing to include such a system of fines, and to have minimum set fines of \$400 for Sign By-law contraventions. This new system of fines would be an effective tool to ensure compliance with the Sign By-law.

Business license suspensions and revocations would provide a more effective compliance tool.

#### b. Mobile Sign Definition

The current wording of the mobile sign provisions in the Sign By-law does not capture those signs that are mounted on vehicles. Council, at its meeting of April 14, 2008, directed Staff to:

*“investigate how those portions of the Sign By-law governing mobile signage could be amended, in order to prohibit the parking of large trucks for extended periods of time in commercial plazas adjacent to roadways, for the temporary display of non-permanent signage”.*

Two amendments will capture the intent of the recommendation above. First, Staff recommend that the term “Sign, Portable” found in the definition section of the Sign By-law be amended to read “Sign, Mobile”. Second, Staff recommend that any reference to “portable sign” in section 8.11 of the Sign By-law be changed to “mobile sign”. These amendments will ensure that signs mounted on vehicles would be subject to the same provisions that are applicable to other types of mobile signs. Discussion with the Regional Prosecutor indicates that they are prepared to prosecute such a charge.

#### c. Election Signs

The Sign By-law currently restricts the length of time that an election sign may be posted prior to an election to 21 days. This provision was successfully challenged in court during the 2007 provincial election, which had a campaign period of 30 days. The Superior Court of Justice found that prohibiting election signs to less than the 30 day election campaign period infringed upon a candidate’s freedom of expression under the *Charter of Rights and Freedoms*. To reflect the Court’s decision, Staff are recommending that the Sign By-law be amended to allow for the posting of federal and provincial election signs after the issuance of a writ. With respect to municipal elections, staff are recommending that election signs be permitted at the close of nominations. Other municipalities in the Greater Toronto Area such as Toronto, Brampton and Mississauga have implemented similar provisions in their respective Sign By-laws.

During the last municipal election campaign, Enforcement Services proactively enforced the provision of the Sign By-law which prohibits the posting of election signs on any municipal road allowances.

The enforcement action was to impound those signs in contravention of the provisions of the Sign By-law and to charge a confiscation fee of \$20 per sign to the candidate. This fee constitutes a debt against the candidate pursuant to section 99 of the *Municipal Act* and is collected as such. As a result of this enforcement action, 2683 election signs were impounded from municipal property. This further resulted in invoices being issued to those candidates whose signs were impounded from City property. The total value of those invoices was \$53,530. To date \$39,100 remains outstanding.

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Staff have sent invoices and demand letters to the candidates advising that the amounts need to be paid to avoid collection action being commenced. The unpaid amounts will now be forwarded for collection.

#### d. Signs on Public Property

The proliferation of illegal signs is especially prevalent on road allowances. In addition to increased penalties and the allocation of increased resources to deal with this issue, the City may wish to consider permitting the placement of signs on designated select utility poles, as a meaningful alternative to having signs illegally on road allowances. If businesses and/or other individuals are provided a meaningful alternative, they will have less incentive to place signs illegally on road allowances.

Staff are recommending that the City examine the feasibility of allowing signs on select utility poles. The placement of signs on utility poles allows businesses and/or other individuals to continue to place signs in highly visible areas, while at the same time, addressing City concerns such as traffic safety and aesthetics.

Several other major municipalities permit signs on designated select utility poles. For example, the City of Brampton has such a system in place. There, no person is allowed to place a sign on a right of way or other public property unless it is placed on a designated utility pole. City staff installed sleeves onto those utility poles on which signs would be permitted. Examples of these sleeves are attached to this Report. This By-law was challenged during a federal election on the basis that it violated the candidate's freedom of expression, by prohibiting the placement of election signs on right-of-way. The court held that the By-law was constitutionally valid, as it did not create an absolute prohibition for signs on public property.

That case is in keeping with case law on the issue of signs on public property. The Supreme Court of Canada has stated that a complete ban of signs on public property will likely not survive Charter scrutiny. However, it is open for a municipality to regulate which public properties where signs will be permissible. By allowing signs on designated utility poles or other types of City property, the City would be strengthening the Sign By-law.

The placement of signs on select utility poles, could be an effective tool to prevent the placement of illegal signs on road allowances.

#### Relationship to Vaughan Vision 2020

This Report is in keeping with the Vaughan Vision in that it speaks to enhancing and ensuring community safety, health and wellness, and it speaks to the pursuit of excellence in service delivery.

#### Regional Implications

None

#### Conclusion

The City has authority under the *Municipal Act* to increase fines for contravention of the Sign By-law. Implementing this new penalty regime will help decrease the proliferation of illegal signs in Vaughan. Amendments to the mobile sign provisions will allow Staff to enforce signs mounted on vehicles, while amendments to the election sign provisions will reflect recent case law on the issue of election sign timing. Lastly, allowing signs on designated select utility poles might provide businesses and/or individuals with a meaningful alternative to placing signs on road allowances, which will in turn likely promote greater compliance with the Sign By-law.

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**Attachments**

Attachment 1 – Examples of Utility Pole Signs

**Report prepared by:**

Tony Thompson  
Director, Enforcement Services

Chris G. Bendick  
Solicitor

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)