

## **Priorities Committee Meeting\_Sep07\_2021**

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### **STRATEGIC INITIATIVE AND UPDATE**

#### **Integrated Transportation Master Plan Update**

##### **Report Purpose**

To provide Priorities Committee with a progress report on the Integrated Transportation Master Plan update, including public engagement to date.

##### **Our Prioritized Strategic Goals**

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 2 - Manage, invest and plan for sustainable municipal infrastructure

Goal 5 - Foster collaboration through regional, community and governmental partnerships

##### **Report**

Strathcona County is updating the Integrated Transportation Master Plan (ITMP). The goal of this initiative is to create a prioritized plan that will guide transportation investment now and into the future. A major component of the ITMP is to engage various County stakeholders including residents, businesses, neighboring municipalities, other community groups and internal stakeholders through the public engagement process.

The public engagement process was designed to create opportunities for the public and stakeholders to provide input into developing the first phase of the ITMP. This first phase began with the exploration of the values participants thought should be included in the ITMP. Participants were also invited to identify existing transportation issues, forecast future transportation needs, and examine where the County should invest in transportation.

Participant feedback will be used to establish a common vision for how Strathcona County's resources and assets will evolve alongside growth. The emerging themes of the public engagement process included safety, accessibility, connectivity and efficiency/convenience. Refer to Enclosure 1, Strathcona County ITMP What We Heard Final Report (July 2021), for a full accounting of participant feedback. The public engagement process consisted of newspaper ads, social media, Strathcona County website, SCOOP discussion boards, SCOOP surveys and virtual focus group meetings.

Next steps will include the generation of various transportation modelling scenarios for the ITMP update. In addition to the responses from the public engagement process, the technical team will review other Strathcona County planning documents, the recent Integrated Regional Transportation Master Plan prepared by the Edmonton Metropolitan Region Board and associated surveys to inform the plan.

Future engagement on the scenarios is planned to take place in the fall of 2021.

##### **Council and Committee History**

Nov. 20, 2012	Council approved the Integrated Transportation Master Plan to provide a vision and strategic direction for transportation services, to influence travel behaviour over the coming decades to support a shift to a more sustainable and resilient transportation system.
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Nov. 20, 2012	Council directed administration to prepare a five-year implementation strategy, to be executed in conjunction with the annual budget process.
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Associate Commissioner: Stacy Fedechko, Infrastructure and Planning Services

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**Other Impacts****Policy:** N/A**Legislative/Legal:** N/A**Interdepartmental:** All Departments**Master Plan/Framework:** Transportation Master Plan**Communication Plan**

Communications Plan includes media and social media ads, SCOOP discussion boards, SCOOP surveys, and virtual meeting focus groups. To create stakeholder understanding that the County's transportation network supports and connects a safe, healthy community and strong economy. To create awareness and interest in participating in engagement on how Strathcona County manages and invests in its transportation network.

**Enclosures**

- 1 Strathcona County ITMP What We Heard Final Report (July 2021)
- 2 Scoop Survey Short Analysis Report
- 3 Integrated Transportation Master Plan presentation