

Outreach Summary

Phase 0: Discover

This pre-engagement phase was focused on raising awareness of the project, hosting information sessions to introduce the project and recruitment of the Working Group.

Feedback was not gathered in Phase 0 as we focus on introducing the project to the communities and recruitment of the working groups. Feedback will be collected during Phases 1, 2 and 3



Awareness building, education and Working Group recruitment took place with the general public from March 3 to March 24, 2026, resulting in:

Total **ADS VIEWED**
3.3M+

Total **INVOLVED**
In-person and Virtual Sessions

84

Equity Deserving Groups

12 Youth

250 Teachers

Building Awareness

Tools used to build awareness of the project and opportunities to get involved included:

- Phase 0 education booklets mailed directly to all homes and businesses in the area.
- Large-format signs located in high-traffic areas.
- Two waves of geo-targeted social media ads (Facebook, Reddit, Instagram, Nextdoor).
- Digital ads/billboards located at Erlton CTrain Station and BRT stations within the project boundary.
- Geo-targeted video ads on YouTube.
- Email updates to project subscribers.
- Communications toolkits provided to local community associations and Ward Councillors to make it easy to help spread the word through their established communications channels and networks.

Outreach Timeline

February 12, 2026	●	Teacher's Convention
March 3, 2026	●	Community Association Information Session
March 5, 2026	●	Public Information Session #1 (virtual)
March 12, 2026	●	Public Information Session #2 (in-person)
March 16, 2026	●	Public Information Session #3 (in-person)
March 24, 2026	●	Information Session for Equity Deserving Group (youth)
March 24, 2026	●	Public Information Session #4 (virtual)

