



**BUILDING MARKHAM'S
FUTURE TOGETHER**
2015-2019 Strategic Plan

Markham Centre: Online Community Engagement



28 January, 2019





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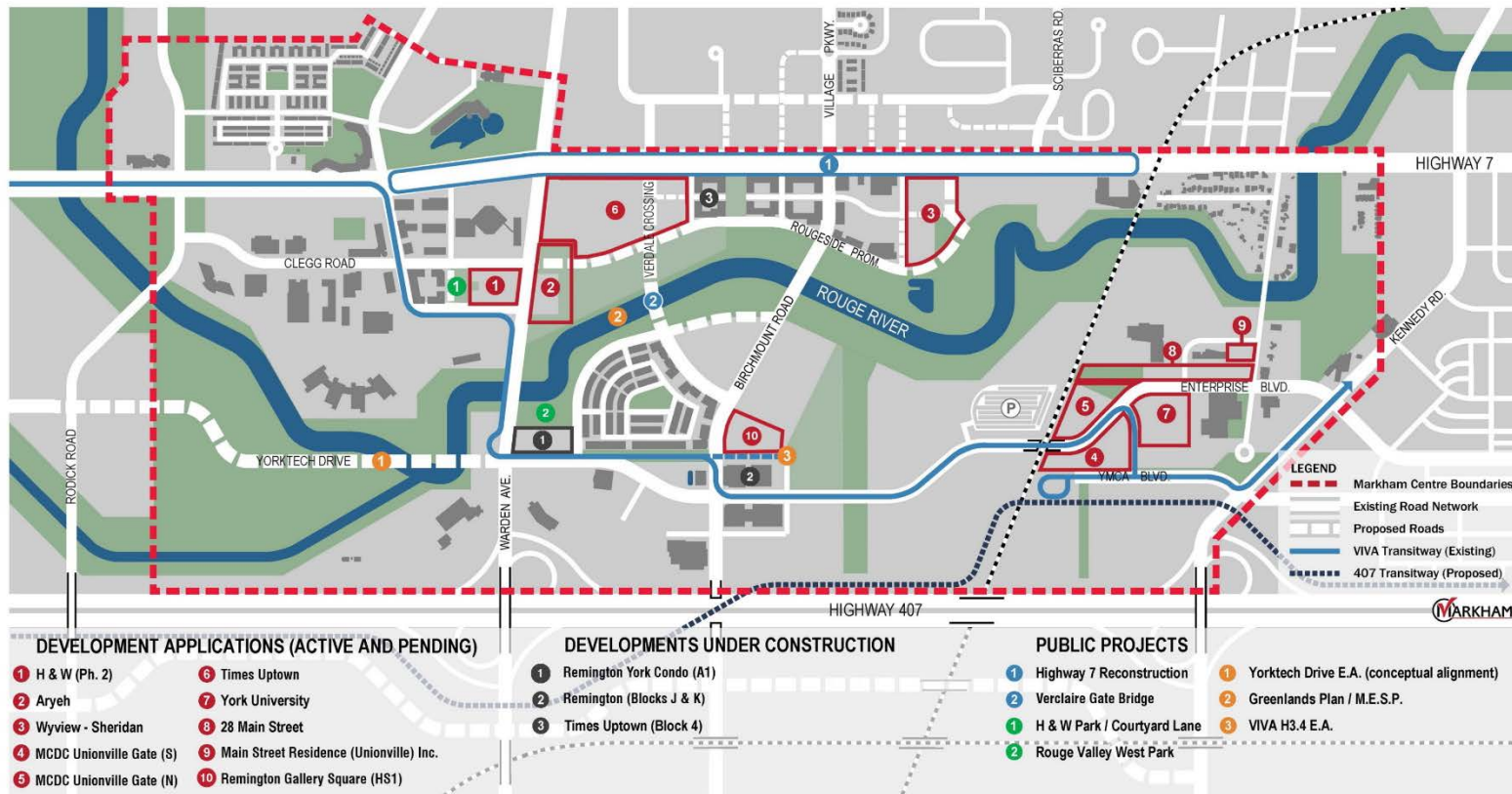


MARKHAM CENTRE VISION

"To create a complete and integrated community, containing a mix of uses suitable to a City Centre, including recreational, cultural and institutional facilities."



Markham Centre Overview



- Approximately 700 acres of development land
- Nearly 300 acres of greenways, parks and open space
- Regional Centre with investments in transit (VIVA & GO)



Why Online Engagement?

- Align with Markham's digital strategy
- Adopt "YourVoiceMarkham" early on to inform our planning efforts
- Allow people to conveniently access the tool anywhere, anytime
- Engage groups of people typically under-represented in public meetings
- Offer communication choices to share feedback (ideas, stories & maps)
- Ensure easy tracking and reporting
- Learn from discussions between participants online
- Support online engagement with in-person pop-ups
 - In different locations
 - Using a variety of interactive engagement tactics



Why Now?

Markham Centre is the new downtown for the entire city. Community engagement will help:

- Identify and address community concerns and questions early on
- Educate everyone about Markham Centre today (developments, transit, parks/open space etc.) & the next stages of planning for our downtown
- Help the City identify key objectives in the early phases of the Markham Centre Secondary Plan Update – a unique city building opportunity
- Build community relationships early on by listening and using feedback to inform the process



What are we hoping to achieve?

- Engage all of Markham in an early constructive conversation about the future Markham Centre
- Understand the preferences and expectations (live, work, learn and/or play) for Markham Centre
- Inform and educate about the upcoming Secondary Plan Update
- Reach a broad audience that is representative of the diversity in Markham





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Your Markham Centre Map

Tell us about living, working and having fun in Markham Centre.
Drop a marker and let us know:

Drop a marker and let us know:

1. What do you love about Markham Centre today?
2. What could improve Markham Centre?
3. What is your wish for Markham Centre?

ADD A PIN

Select a pin below and drag it on to the map



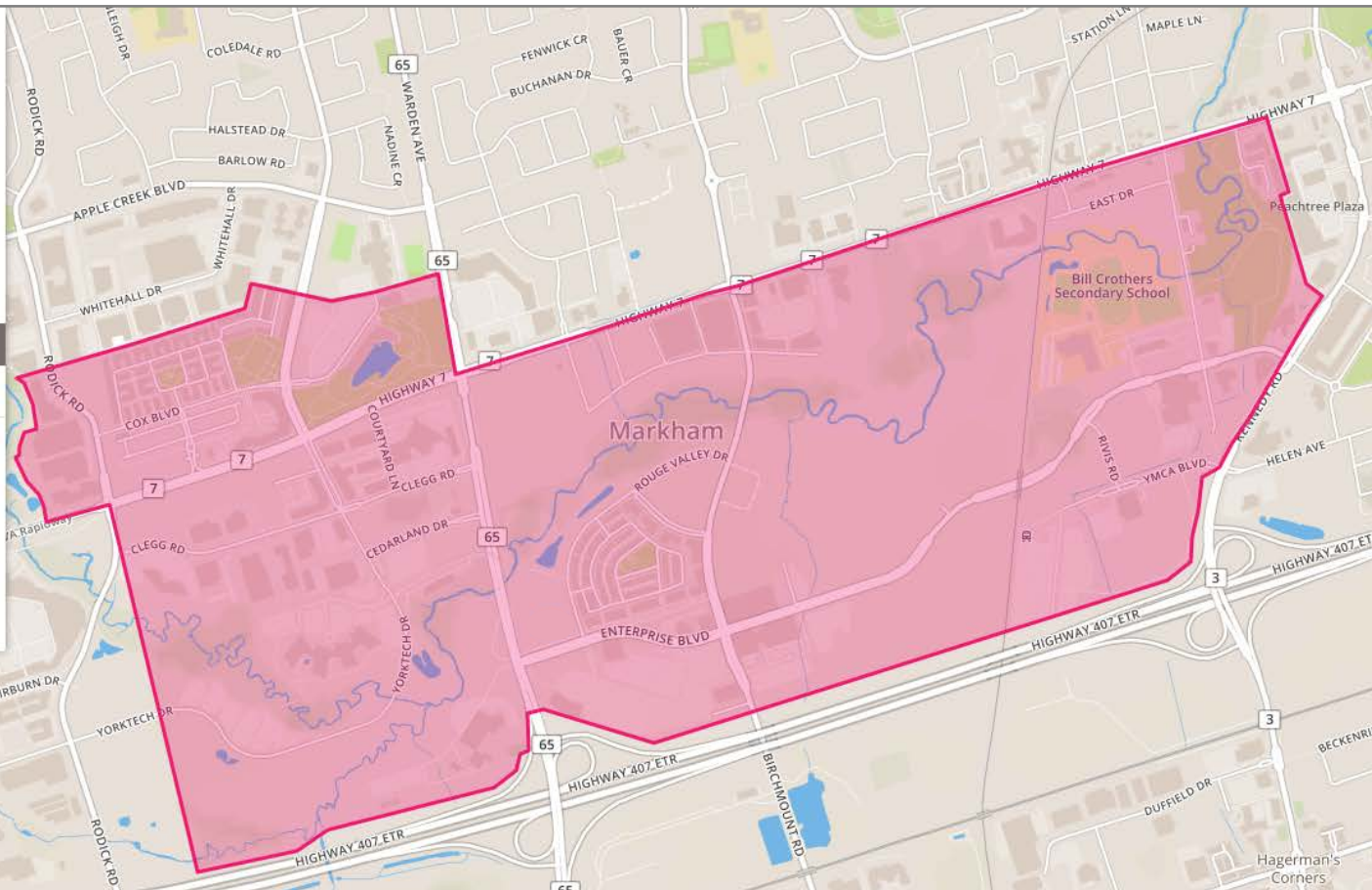
Love



Improvement



A Wish





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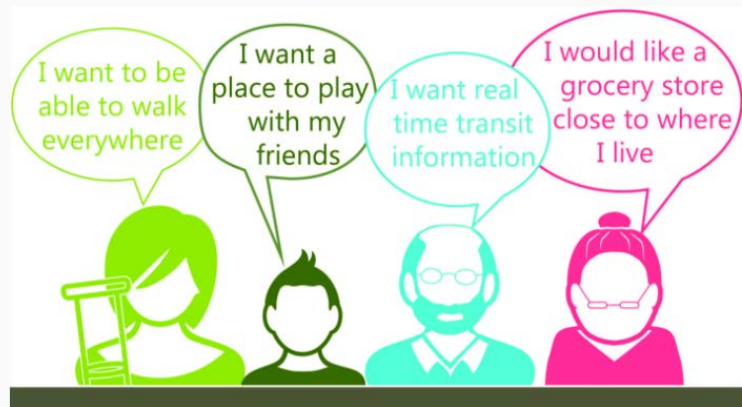
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PLACES IDEAS STORIES

What is your wish for Markham Centre

about 2 months ago



What ideas do you have for the future of Markham Centre? What is your wish for Markham Centre?



Add your idea

Tool 2: Ideas

PLACES IDEAS STORIES

Tell us what you love about Markham Centre today and what could be improved.

Share Your Story

Start your story by providing a title

Downsizing for our golden years

about 1 month ago

Example



Patricia Abbot

58 years old | Lives in Markham Centre | Banker | Takes GO Train | Enjoys art

Hello, I'm Patricia. My family and I lived in Thornhill for 25 years, but my husband and I decided to purchase a condo in Markham Centre this year after my youngest son moved out. We were looking for something that would be comfortable for us during the retirement years. I still work at a bank in Downtown Toronto, but I plan on retiring within the next two years.

Markham Centre was an easy choice. Getting to work is relatively easy as I

catch...

Continue reading

Respond to this story

Fun and School

about 1 month ago

Example



Jessica Morrison

17 years old | Lives in Milliken | High School Student | Takes VIVA | Athlete

Hello, I'm Jessica. I was born and raised in Milliken and still live there with my parents and sister. I'm a student at Bill Crothers Secondary School, so as you may have guessed, fitness is really important to me. I take the VIVA Green to school most mornings but walk when it's really nice out. I'm excited for York

Tool 3: Stories

Next Steps

- Work with Corporate Communications on the launch (mid - Q1 2019):
 - Engagement to last 2-3 months
 - Platform to stay live throughout the Secondary Plan Update process
- Complete testing of the engagement site and finalize details of the launch
- Identify pop-ups at events and other in-person engagements (schools, youth groups, community centres, GO station, Cineplex etc.)
- Spread the word!





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Thank you!