

# Hwy 15 & Gore Rd Intersection final design: Engagement Summary (Fall 2019 – Summer 2020)

## Engagement Overview

The final design of Highway 15 and Gore Rd intersection was released on Monday, June 15 providing residents an opportunity to review the future design of the intersection and ask questions of the project team, which is led by the Third Crossing team. The final design, which has a focus on active transportation, provides an increase in features for cyclists, pedestrians, and transit users.

In September 2019, the Third Crossing project team provided a draft concept design of Hwy 15 & Gore Rd intersection based upon the preliminary work on the Hwy 15 [Class Environmental Assessment](#). Since then, there have been City-wide decisions based on global and municipal interests surrounding climate change and sustainability, which have influenced the final design. The online Q&A was live for two weeks on the [City of Kingston's Get Involved platform](#) from June 15 – 29, 2020.

This engagement is not about the Hwy 15 Class Environmental Assessment (Class EA) that looked at the current and future transportation needs of pedestrians, cyclists, transit users, and motorists. For information about the Hwy 15 Class EA residents can visit the [Highway 15 project page](#).

## Engagement Highlights

- On the City's Get Involved platform, there were more than 1,700 visits to the webpage where the final design was located. A total of 405 participants downloaded the documents and there were 27 questions / comments asked of the project team.
- Throughout the two-week period, the project team received 33 comments via email through the Third Crossing inbox and through personal emails relating to the final design of Hwy 15 & Gore Rd design.
  - A focus on the comments/ questions were on the Point St. Mark and Gore Rd intersection with residents wondering what will be happening to that intersection and if the intersection will be permanently closed or re-opened.
  - Congratulations were given to the team on the design and the inclusion on the cycling and pedestrian infrastructure and hoping the City would replicate this design in other intersections
  - Questions of clarity on cycling infrastructure, the terminology of cross-rides and how to use the cycling facilities in the intersection
  - Further questions and requests for enhanced cycling facilities.

- Questions around traffic flow and congestion and managing traffic along Hwy 15

## Engagement Activities

The following section provides descriptions of the consultation activities undertaken in engaging with residents. These activities included various notifications, City releases and news articles.

### City of Kingston Get Involved Engagement platform

- The final design was release for two weeks on the City of Kingston’s Get Involved platform from June 15 – June 29, 2020. The final design remains live on the website for residents to view or download at <https://getinvolved.cityofkingston.ca/highway15-goreroad> . Residents were able to ask questions of the project team through an online Q&A. The website also included a series of display boards, providing the full story of the evolution of the intersection design, the rationale for the design and images of the current, the proposed design from September 2019 and the final design. The display boards provided information on how the final design is focussed on active transportation and transit improvements.

### Local advertisements and community notification

- **Project website** – The Project website (<https://thirdcrossing.cityofkingston.ca> ) was created by the Project team in June of 2018, and provides up-to-date information about the development of the Project, opportunities for engagement, information on the bridge design and location and details about the construction process. The website was also used to post information about the Hwy 15 & Gore Rd intersection final design with a link to the engagement.
  - Stats are forthcoming for this
- **Social media presence** - A targeted social media campaign was undertaken by the City of Kingston on both Twitter, Facebook and Instagram to provide information about the Hwy 15 & Gore Rd final design engagement. All Twitter posts remain available online @cityofkingston and can be found by using the hashtag #ThirdCrossing. This account has more than 45,000 followers who receive notifications (as of June 2020).
  - For the two week period of June 15 – June 29 there were 1,762 engagements on social media (Twitter, Facebook and Instagram).
    - Facebook highlights include – 1, 122 link clicks, 91 reactions
    - Twitter highlights include – 30 likes, 132 post clicks,
    - Instagram highlights include - 473 likes
- **Third Crossing e-newsletter** -The City of Kingston maintains a regular digital newsletter distribution which reaches 1,209 subscribers. Information regarding the release of the Hwy 15 & Gore Rd final design was provided in the June 15 and June 25. Copies of these can be found <https://mailchi.mp/cityofkingston.ca/your-connection-to-the-third-crossing-7965342> and <https://mailchi.mp/cityofkingston.ca/your-connection-to-the-third-crossing-7965202>
  - These newsletters performed really well with an open rate of 51.25% compared to other newsletters which have an average open rate of 34%.
  - The most popular links opened which were 1,266 were the Third Crossing video and the link to the Get Involved site for engagement

- City of Kingston e-newsletter – the City of Kingston issues newsletters with City-related information. On June 15 and June 27, e-newsletters were sent that contained information about the Hwy 15 & Gore Rd intersection engagement.
- Newspaper notification Kingston This Week - The notice of Hwy 15 & Gore Rd intersection engagement was published on June 18 and June 25 in a local newspaper City ad page.
- City of Kingston news release - The City of Kingston issued a news release on June 15, 2020 informing residents and media about the Hwy 15 & Gore Rd intersection final design and the online Q&A.
- E-City News – issued on June 17 and included information about the engagement.
- City of Kingston updates to council – on June 26, 2020 council was informed of the current engagement
- Media coverage – there were five media articles covering the engagement from local and regional news outlets, including Global News, Daily Herald Tribune, Kingstonist, iheartradio, The Whig, with all of the articles having either a neutral or a positive report.