

Communications Proposal

For the Ad Hoc GTR Committee

**From the Communications, Advocacy and Civic Engagement
Working Group – John Kastner & Andrew Hilton**

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Background & Purpose

- Learning from Guelph and Kitchener and other cities that have undertaken large-scale renewal
- Putting the Grand Trunk Renewal project in a revised and larger context
- Shifting the context of communications and public engagement, including future engagement on Guiding Principles



Context for Storyline

- Rather than ask:
“What should we do with the Grand Trunk Site?”
- Instead, ask:
“How can the Grand Trunk Site help Stratford to prepare for and manage our growing population and keep the city a great place to live, work and play for everyone?”



Proposal for the Committee's approval:

- In consultation with City Staff, draft a new storyline for use by the Ad Hoc Committee and the City that positions Grand Trunk Renewal not as a stand-alone project, but as part of the larger solution to managing population growth, economic competitiveness and their related challenges over the coming decades



Proposal (II)

- New Storyline focused on how GTR will help city achieve larger objectives related to:
 - Affordable and Attainable Housing
 - Economic Diversification and Competitiveness
 - Climate Change
 - Official Plan review
 - Mobility & Active Transportation
 - Social Services, Parks, Green Spaces & Community amenities
- Present New Storyline to Ad Hoc Committee for Approval



Reminder: Talking Points / FAQs

- With GTR Pop-up Engagement, please remember to check and use Talking Points and FAQs to answer questions from members of the public

1. What is going to happen at the site?

It is still early days and this project is still very much in the vision stage – what would we like to see there, what is preferable and what is possible? That is one of the key roles of the *Ad Hoc* Committee and City Council– to identify a positive end result that is a generational asset to this community. This will be done with significant input from the community.

2. This is an incredible opportunity and should not be seen as a problem.

The long and troubled history of the Cooper site notwithstanding, the City of Stratford is in a very enviable position in as much as it owns this huge property of the edge of the downtown core. That emphasizes the importance of “getting this right.”

3. The City of Stratford can’t afford this!

Every scenario for this development includes multiple partners working alongside the municipality’s interests and priorities and brining investment to the project. The cost of the project to the City is difficult to estimate at this stage, but its contribution would be small, and would mostly for building the needed infrastructure work (roads, water, sewers) to unlock the site for development. At the end of the day, a completed site will have a positive financial impact with new sources of property and business tax revenues.