

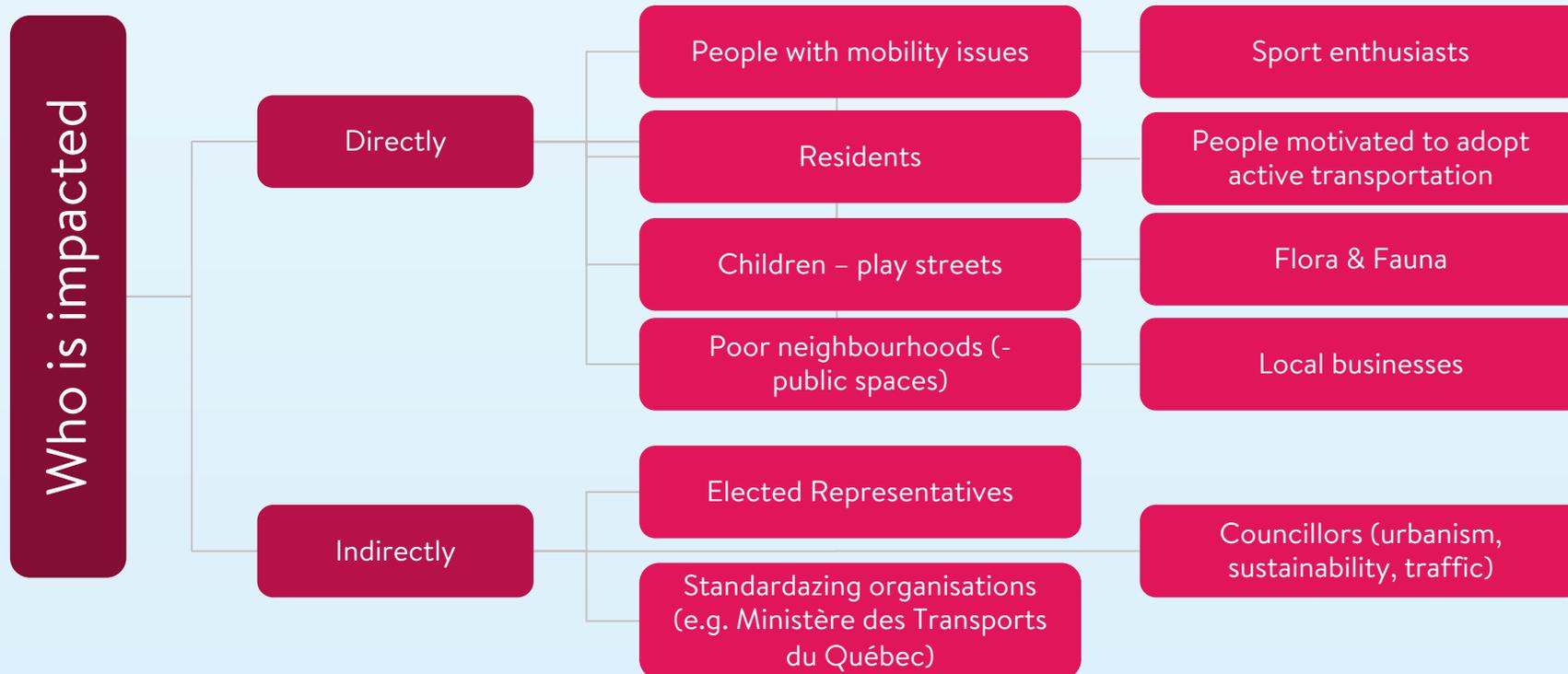


## EcoHack-a-City Laval – Final Presentation Group 1



# THE CHALLENGE

The lack of acceptance by citizens of a transition from residential streets where automobile traffic is privileged to shared streets favouring other uses (e.g. active mobility, greening)



# THE SOLUTIONS THAT ARE BEING TRIED

- 1 Public Consultations**  
In person / Online
- 2 Targetted Consultations**  
Letters sent by postal code  
Unique Code on the web
- 3 Co-creation Workshops**  
Participation Workshops
- 4 Dialogue between all parties involved**  
Committees by sector
- 5 Communications Plan**
- 6 Accessible Information**  
Webpages per projet
- 7 Informational Videos**
- 8 Government Campaigns**
- 9 Long-term Vision**
- 10 Various Intensity Plans**  
Low - Medium - High
- 11 Phased Approach**
- 12 Satisfaction Survey**  
After each project phase

# THE GAPS THAT EXIST AND WHO/WHAT IS PRIMARILY IMPACTED? WHAT IS THEIR SPECIFIC NEED?

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## Groups of people impacted by the gaps:

- Young families
- The elderly
- Workers with atypical working hours
- Other transportation uses: delivery, emergency services

## Needs :

- Financial incentive programs
- Flexible on-demand transportation (especially on low use routes)
- Services for areas underserved by transit
- Small-scale collective transportation – beneficial to users and transportation companies
- Support for people who want to change the type of mobility they use
- Genuine testimony campaigns (good and challenging experiences) from people who changed their ways of life
- Educate the general public about the real cost of parking VS. temporary uses

# WHAT ARE THE IMPACT ZONES (1 TO 3) TO ACT ON IN THE NEAR FUTURE? AND WHY?

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Define a plan that includes a proportion of projects that are phased and 50% of those that take place in core areas

Create a multidisciplinary committee of advisory experts (municipal, NPO, academia, etc.) to understand the objectives and frame the process

Request statutory meetings "shared streets of tomorrow"

Learn about best practices for consultation and pilot projects

Integrate engineering into consultations

## OUR KEY LEARNINGS DURING THE PROCESS (AND HOW WE CAN USE IT IN OUR FUTURE WORK)

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- Consult and inform as much as possible
- Systematize the phased approach
- Plan for adjustments - be flexible
- Prioritize low hanging fruit / central neighbourhoods
- Create a 5 year approach to understand high social acceptability elements, to scale up these approaches without consultation and consult for other low social acceptability elements



**EcoHack-a-City Laval – Final Presentation Group 2**



# THE CHALLENGE

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In Laval...

- **80% of trips** are made by car while only 5% are made by active transportation
- The number of cars has grown faster than the population (7.5% versus 6.4%, respectively)
- The rate of car ownership is **1.6 vehicles per household**, one of the highest rates in the Montreal metropolitan area

Despite the still high dependence on the automobile, Laval citizens tell us that they dream of a "functional road network that puts the safety of citizens at the heart of its priorities and favours active and public transportation".

**How do we ensure citizen acceptability in the transition from traditional residential streets to shared streets that are more equitable to other uses?**

# THE SOLUTIONS THAT ARE BEING TRIED

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## **In terms of mobility**

In 2019, Laval adopted a parking policy to better manage the space occupied by cars in public spaces

[Laval's Bicycle Network Master Plan](#) (2019) aims to provide Laval with 450 km of bicycle lanes by 2031

The City of Laval's Engineering Department has revised its street templates (2019) and wishes to proceed with a major redevelopment of 130 km of local streets

## **In terms of consultation**

Currently, when work is being done on a street, only the affected residents are informed in advance

Consultations can sometimes be organized in response to the dissatisfaction of certain concerned citizens

When there is room for modification in the projects, the affected citizens are consulted with the collaboration of the Citizen Consultation Division. All documentation on current and completed consultations is available at

[www.repensonslaval.ca](http://www.repensonslaval.ca)

# THE GAPS THAT EXIST AND WHO/WHAT IS PRIMARILY IMPACTED? WHAT IS THEIR SPECIFIC NEED?

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## People primarily affected

- Residents of the streets that will be transformed
- Drivers on the streets of Laval
- Users of active and collective mobility, people with functional limitations
- Citizens requesting other uses for the street (greening, street play, social spaces)
- Municipal teams who wish to implement changes
- Decision makers who have a front row seat when citizens are unhappy or concerned about a change



## Key needs

- To be fully informed of upcoming changes and their purpose
- To be able to influence the future of their environment
- To have options that are acceptable to all users
- To ensure a dialogue between municipal staff and citizens
- To equip decision-makers with all the information they need to properly inform citizens on the ground and make informed decisions

# WHAT ARE THE IMPACT ZONES (1 TO 3) TO ACT ON IN THE NEAR FUTURE? AND WHY?

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## 1. Inform and communicate

- a. Awareness campaign on the vision of a project and its purpose
- b. Opportunities for dialogue in a respectful and empathetic context
- c. Systematic communication tactics depending on project scope:
  - i. Citizen meetings, site visits, storytelling, public notice/informative brochure

## 2. Give credibility to the process with the presence of experts and specialized and varied organizations

## 3. Favour pilot projects, consult by gesture in an iterative and progressive way

# OUR KEY LEARNINGS DURING THE PROCESS (AND HOW WE CAN USE IT IN OUR FUTURE WORK)

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- Importance of systematizing the process for social acceptability to have a better overview :
  - Reassuring for all stakeholders
  - Replicable approach
  - Easily improved
- Information = basis of any participatory process, knowledge is power
  - The more informed we are, the more informed our discussions
  - Show empathy
  - Be transparent
- Pilot project: power and relevance of the iterative and progressive gesture
- Do not take for granted that citizens understand the usefulness of these changes, but explain their rationale with the presence of experts and specialized organizations
- Importance of feedback at each stage