

Agenda Item	Public Engagement Update
Purpose	Update the committee on the public engagement strategy and summary feedback from the March 20 public roundtable
Key Message	<p>The objectives of the roundtable included: providing an update on our principles and approach to working together, updates on the various streams of work and the concepts being further explored, and to receive feedback on project thinking to date.</p> <p>Initial impressions: participants generally found the presentations and discussions to be helpful and informative. Overall response is a mix of excitement, skepticism and some negativity.</p> <p>The full transcription of the feedback received through the facilitated conversations, comment cards and the comment boards has been shared with the project team and the summary feedback report is being finalized. The aim is to publish the feedback report together with the transcription of all feedback before April 20th.</p>
Areas of note/ Key issues	<p>Themes/areas of interest at the roundtable and neighbourhood meetings remain consistent with those identified at the November 2017 Townhall. Recent commitments made around privacy (Privacy by Design, using data to improve quality of life, not using/selling for advertising) have been well received.</p> <p>Less positive themes reflected include: A feeling that questions are not being answered to a satisfactory level of detail, specifically around data collection, governance and where it will be stored; no clarity on the business model.</p>
Expected Outcome	No action required
Key Takeaways/ Next Steps	The project team is taking this feedback into consideration to help advance the planning work underway. The next public roundtable is May 3.



**Quayside Committee Meeting – April 19, 2018
Communication Update for Quayside**

Agenda Item	Communication Strategy/Plan for Quayside
Purpose	Engage the committee in a discussion of the current communications and government relations challenges and go-forward strategies with regards to Quayside.
Key Message	At this juncture of the partnership and the project work program we have a significant opportunity to reset the narrative and re-establish Waterfront Toronto’s leadership role in communications and government relations related to the project.
Areas of note/ Key issues	The challenge of a coordinated communications approach with our Quayside partner and one which also reflects the broader communications alignment with governments.
Expected Outcome	Feedback from the committee.
Key Takeaways/ Next Steps	Creation of a go forward PR/GR strategy for committee and board review.