



**Dixie Outlet Mall Community Engagement
Open House #3 Reporting Summary
December 4, 2020 - January 4, 2021
Engage.plandixie.ca
1,800 Attendees**

Overview

Hosted online and facilitated by Plan Dixie, Open House #3 created a means for the community to see a draft plan for the site at Dixie Outlet Mall, and share feedback with the Project team for a period of 30 consecutive days. The virtual Q&A gave residents access to a site plan video and PDF presentation to help inform, guide conversation, and to spark dialogue between residents and the Plan Dixie team -- questions and comments could be submitted via the online Q&A tool and were responded to publicly by various project team members. This month-long public engagement process ensured the community was able to provide robust, meaningful feedback that could be gathered to support the development of the Master Plan after a formal application is submitted to the City of Mississauga.

High-Level Statistics

- 1,800 Attendees
- 149 Questions Submitted
- 17,759 Total People Reached
- 6,685 Website Page Views
- 3,244 New Users visiting the site
- 9,779 Video Thru-Plays
- 11,680 Social Post Engagements
- 117 Engaged Visitors* (6.5%)
- 166 Informed Visitors (9.2%)
- 1,428 Aware Visitors (77.8%)

**Engaged visitors asked a question, Informed visitors viewed more than 4 pages, Aware visitors visited at least 1 page.*



Observations & Key Takeaways

Questions covered a range of topics including: housing, community amenities, parks and green space, density, traffic, height, transit, parking, servicing and infrastructure, sustainability, and retail.

1. 37.6% of respondents inquired about the plans for retail and green spaces and community amenities
2. 32.9% of questions were about population size, 22.8% of questions were about traffic and studies
3. Residents are eager to learn more about the results of the technical studies and specifics of the plan, including building locations and built form, traffic, population size, housing affordability, and how green spaces, community amenities, schools, and retail experiences will be incorporated into the area.
4. There was a desire to be involved in additional engagement opportunities by 6.7% of respondents -- many residents expressed a strong interest in being involved throughout the planning process to ensure the plan meets their needs.

Way Forward:

Plan Dixie will continue to keep the lines of communication open with the community surrounding the formal application process, technical studies, and future opportunities for engagement, through social media, the website, and e-newsletters, to ensure community members remain informed and engaged in the project throughout the process. A Statutory meeting will follow a formal application to the City, where the community will have an opportunity to learn about the results of background studies and share additional feedback with the Project team. Various tactics will be considered such as 1-pagers, videos, and interactive digital tools to convey complex planning and technical site details to the community.

Topics to consider may include but are not limited to: community and environmental benefits of sustainable transportation, Sustainability Charter initiatives, street improvements for cyclists and pedestrians, positive impacts on traffic flow changes near the QEW and Haig Blvd, “right sized” retail or park experiences, and other Master Plan topics or key themes.

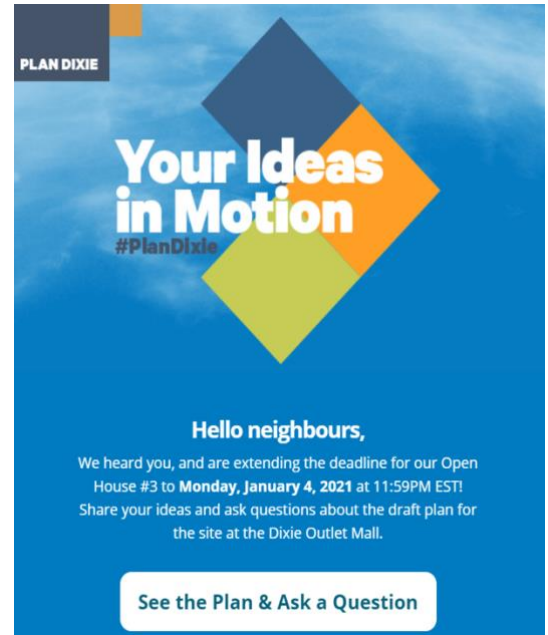


Outreach Summary

Tactics & Channels

1. Three emails sent to the Plan Dixie Database (259 contacts)
2. One social video post targeted to postal codes within a 2km radius of Dixie Outlet Mall
3. Regular website updates throughout the engagement period
4. Invites to Stakeholder Groups & Residents Associations -- via the Plan Dixie team and Councillor's office

Outreach tactics allowed for Plan Dixie to engaged with a number of visitors from various postal codes: L5E, L4Y, L4X, L5G, L5B, L5H, L5A, L4W, M8W.

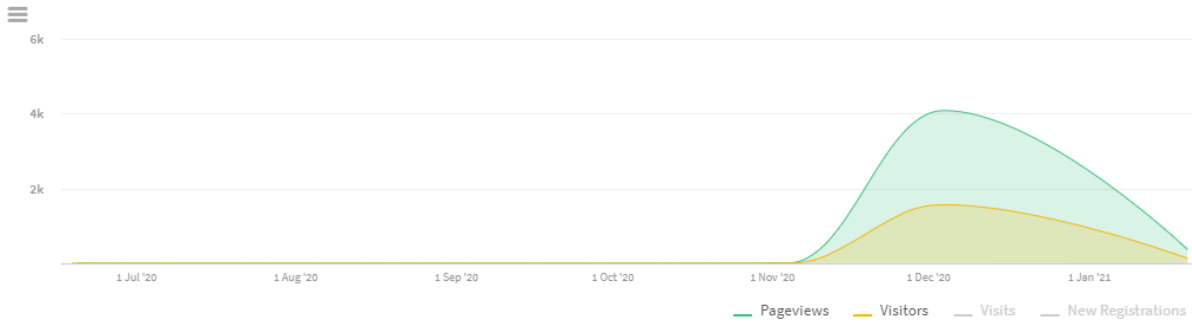


TRAFFIC

Visitors Summary

Plan Dixie from 26 May '20 to 18 Jan '21

DAILY MONTHLY



Traffic Sources by Channel

1. Majority of participants came direct to the platform (1,080 visits)
2. 361 visits came from social media
3. 63 visits came from organic search
4. 10 visits came from email outreach
5. 527 visits came from referral sites

Visits by Channel

Plan Dixie from 26 May '20 to 18 Jan '21

DAILY MONTHLY



TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS(%)	ENGAGED VISITS(%)
DIRECT	934	117 (12.5%)	90 (9.6%)
SOCIAL	346	16 (4.6%)	7 (2%)
EMAIL	7	2 (28.6%)	2 (28.6%)
SEARCH ENGINE	51	11 (21.6%)	7 (13.7%)
.GOV SITES	0	0 (0%)	0 (0%)
REFERRALS	515	38 (7.4%)	16 (3.1%)

Social Media Demographics

Using Facebook’s Ads Manager tool, social ads were targeted to postal codes within a 3km radius of Dixie Outlet Mall to ensure a diverse audience could be reached as part of the consultation process.

1. Majority 35-54 years of age
2. 67% Women, 31% Men



Q&A Platform Reporting

- ⇒ 1,800 Total Visits
- ⇒ 295 Visitors per Day
- ⇒ 33 New Email Subscribers
- ⇒ 149 Questions Submitted

Level of Engagement

- ⇒ 117 Engaged Visitors (asked a question)
- ⇒ 166 Informed Visitors (views more than 4 pages, viewed a photo)
- ⇒ 1,428 Aware Visitors (visited at least 1 page)
Most came from social and/or direct.

Key themes

1. Population Density
2. Traffic & Transit
3. Built Form & Housing
4. Parks and Community Amenities (schools, recreation, park size)
5. Retail
6. Sustainability

Open House #3: Q&A



The plan is for a 46-acre mixed-use community with new parks, enhanced retail, and a range of housing options (town homes, mid and high rise buildings). This draft plan includes housing for approximately 12,000 to 15,000 people, based on approximately 6,400 units.

Welcome, and thanks for joining us!

You came, you shared and you asked questions at Open House #1 and Open House #2. The Plan Dixie Team has been working hard on a draft plan for the site at Dixie Outlet Mall based on your ideas, City comments and consultant background studies (all part of the planning process). Feedback from this Q&A will be gathered to inform future versions of the plan as we move through this process.

Q&A Topics Summary – 149 Questions

- ⇒ 49 Questions on Population Density (32.9%)
- ⇒ 34 Questions on Traffic (22.8%)
- ⇒ 23 Questions on Built Form (15.4%)
- ⇒ 22 Related to Parks & Community Amenities (14.8%)
- ⇒ 19 Related to Retail (12.8%)
- ⇒ 18 Related to Affordability (12.1%)
- ⇒ 17 Related to Housing (11.4%)
- ⇒ 10 Related to Project Timeline + Community Engagement (6.7%)
- ⇒ 9 Related to Green Sustainability (6%)
- ⇒ 6 Related to Active Transportation (4%)