



PALERMO COMMUNITY ENGAGEMENT SERIES MAY - JULY 2023

OVERVIEW

Located at Dundas St W and Bronte Rd in North Oakville, Palermo is envisioned as a new community surrounded by nature and made for modern living. The vision for this future community will incorporate new housing opportunities that will meet the needs of a range of life stages. In the Spring of 2023, the Palermo Engagement Series established a dialogue with the community at the onset of the planning process, allowed for ideas to be shared about the future of the site, and provided an opportunity for education and awareness about the project over a three-month period.

This engagement series was hosted online and provided multiple touchpoints for the community to participate and share their feedback. Various channels for outreach were leveraged to support project awareness and feedback gathering from a diverse audience across the Oakville area. Efforts to engage the public included one online survey hosted on SurveyMonkey and a Virtual Community Meeting, held via Zoom Webinar. Multi-channel materials were created and shared to support information gathering and project awareness, including the Palermo website, a print brochure and informational one pager, social media targeted ads, and a series of emails sent to the Palermo database. The following report includes a summary of key findings and community feedback received via this engagement series, which will be included in subsequent development applications to help inform the vision for the site.

HIGH-LEVEL STATISTICS

543 Survey Submissions
105 Attendees to the Virtual Community Meeting [incl. Project Team]
1,079 Survey Open Comments
35 Questions Answered via Zoom Webinar
17,392 printed mail drops to local homes & apartments
28,365 Total Campaign Reach on social media
1,601 Social Post Engagements
1,650 Website Page Views
931 New Users visiting the site

GOALS & OBJECTIVES

- Provide local community members in Oakville an opportunity to see the proposed concepts for the site, ask questions, and share ideas for the future of Palermo.
- Ensure the valued opinions of Oakville residents are heard and voiced throughout the planning process.
- Create a two-way dialogue between the project team and the local community for idea sharing and feedback gathering to take place.

METHODOLOGY

- Accessible: A range of digital tools that are accessible for learning and sharing feedback.
- Inclusive: Targeted outreach to a range of stakeholders and local community members with diverse perspectives.
- Transparent: Our aim is to drive awareness and education, and gather statistically relevant data that can be measured/quantified to support the planning process. This is a fluid consultation process that is responsive to the needs of the community, planning requirements, and insights gathered.
- Informed: The self-driving nature of the various online engagement tools ensures feedback is informed, helps to facilitate more in-depth conversations, and realizes more focused outcomes that can be tallied, vetted and distilled into actionable direction.

TIMELINE & KEY DATES

- MAY – Website & Survey Launched; Direct Mailer #1 & Targeted Social Media Ads
- JUNE – Virtual Meeting Outreach; Direct Mailer #2, Emails & Targeted Social Media Ads
- JULY – Virtual Community Meeting
- AUGUST – Engagement Report, with survey and Virtual Meeting insights

OBSERVATIONS & KEY TAKEAWAYS

Comments and points of feedback covered a range of topics including: traffic, transportation and transit, height, community amenities and facilities, retail, housing, parks and recreation, planning and project details, employment, sustainability, and history/heritage.

Key takeaways include:

1. The results and key findings from the online survey echoed similar themes and topics raised at the virtual meeting. Traffic and transportation/transit are the most frequently raised topics within both feedback environments, followed by housing typology, quantity and location of towers, and seniors as a key demographic for consideration.
 - a. Majority of traffic questions or comments raised were related to problem solving for congestion a new population influx would bring to the Dundas St W and Bronte Rd intersection. Many community members are interested in how the Bronte Road Expansion Study currently underway by the Town of Oakville and the Region of Peel will help address traffic impacts.
 - b. A large part of the traffic conversation included pedestrian safety as a primary area of focus due to the high traffic and speed of vehicles on both Dundas St W and Bronte Rd; traffic calming measures, wider sidewalks, a community designed with a high walk score in mind, and a pedestrian bridge were suggested ideas to improve road safety.
2. Housing as a key topic primarily focused on a diverse mix and opportunity for reinvention in seniors housing within the virtual meeting environment; within the survey, affordability was highlighted as an important consideration for young adults (ability to stay in Oakville) as well as seniors. Family-sized units and single detached housing were key areas of interest within the housing section of the survey.
 - a. Consider additional consultation with local senior stakeholder groups to define and refine the housing strategy for this demographic.
3. Transit becomes relevant when it is tied to convenience. It must not only be an improvement from the existing transit experience in Oakville, but it must provide access to downtown, the airport, or GO station as these are the primary use cases highlighted by respondents. Results indicate the audiences who will benefit most from the new transit hubs will be:
 - a. Young adults: connections to school, jobs
 - b. Seniors: connects to amenities/seniors' centre/family
4. Height was raised as a primary topic of discussion, especially as it relates to traffic and congestion. Many attendees at the virtual meeting see height as tied to the concept of maintaining Oakville character. The "right size" is a notable point of discussion, and must be anchored by the strategic location of height that is based on findings from technical studies and proximity to transit.
 - a. Bringing in heritage inspired components to the design of neighbourhoods and the main street is an important consideration to maintaining the Oakville character.
5. Parks and recreation were a major focus for survey respondents, with 534 responses and 45 new ideas. The community is seeking more public sport facilities with activities for all ages; connections to trails and nature are also a priority. The ability to provide active public outdoor spaces for all to enjoy will deliver a key benefit to existing and future residents.
6. There is a major desire for a walkable main street experience that improves choice and variety of options both in retail and resto for existing and future residents. "Make it vibrant" is a common theme seen throughout, where people are eager for a new bustling urban centre with things to do: festivals, events, activities, shops, restaurants and cafes. There is an opportunity to provide "third places" for young adults within Palermo through the delivering of amenities/facilities, programming and outdoor spaces.
 - a. A grocery store and school were highlighted as key community amenities to address existing gaps in the community. Community-based activities, facilities, and amenities are important benefits that will also deliver value to the community.

OUTREACH SUMMARY

The following outlines the outreach process, including tactics and channels for outreach for the Palermo project for 2023.

Website

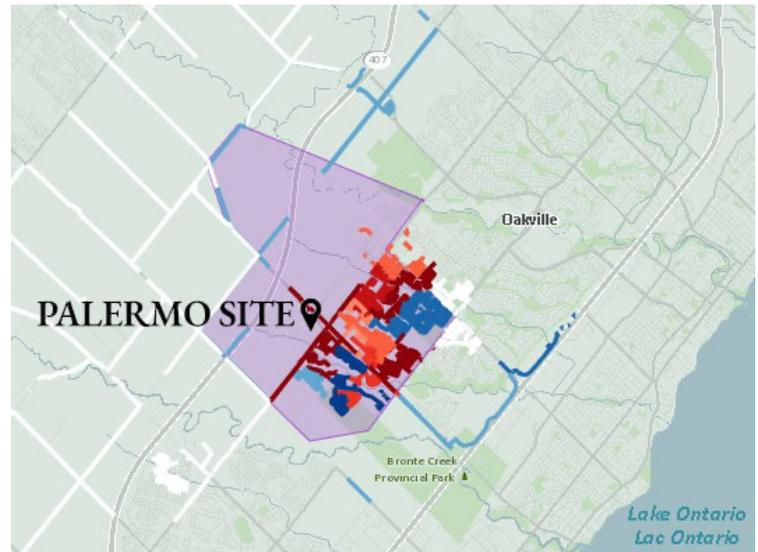
A dedicated project website launched in May 2023 to support project awareness and allow for community members to learn more about the concepts proposed for the site. The website is a nimble tool that can evolve throughout the lifecycle of the project, and is accessible 24/7 for education and learning surrounding:

- Project details, such as site context, planning pillars, and renderings.
- How to get involved or share feedback.
- Reports and resources for the project.
- An online form and contact details for community inquiries and questions.

Printed Direct Mail

Two direct mailers were distributed via Canada Post - the first in May 2023 to drive project awareness and survey feedback, and the second in June 2023 to promote registration for the upcoming Virtual Community Meeting. The first direct mailer included information about the project pillars, with a QR code to the online survey and a link to the project website. The second direct mailer included meeting information, a QR code to register for the Zoom Webinar, and a link to the website where community members could learn more about the project. Outreach for both mailers included:

- 8,696 homes and apartments reached per mailer - a total of 17,392 homes and apartments reached.
- Targeted outreach to postal codes within 5km of the site: L6M
- Highly visual creative to support project awareness and education surrounding the future of the site at Palermo.



Social Media Paid Ads

A strategic set of long-term ads were run to drive traffic to the survey, encourage attendees/registration for the virtual meeting, and increase awareness about the project. Using Facebook's Ads Manager tool, social ads were targeted to residents with postal codes within a 5km radius of the Palermo site to ensure a diverse audience could be reached as part of the consultation process.

- 58% Women | 42% Men
- Majority were 45-54 years of age for the survey ad; virtual meeting was majority over 65 years of age.

Online Survey

Launched in May 2023 to gather feedback from the local community and understand the need state and areas of opportunity across a range of themes: housing, parks and green space, community amenities and services, retail, employment, and active transportation. The survey remained open for 30 days to ensure statistically relevant data could be collected, and sentiment analysis of the community could be assessed. Important elements of the online survey include:

- Implemented using a 3rd Party Software that generated both qualitative and quantitative data and to ensure data security, privacy, and integrity.
- Allows for demographic segmentation using postal codes and age.
- Powered by targeted social media outreach to postal codes within 5km of the site, and follow up email outreach to inform survey respondents who have opted-in of high-level survey results.
- Drives email collection and builds the database for future outreach and engagement.

Virtual Community Meeting

Hosted on Tuesday, July 25, 2023 to share information about the proposed plans, answer questions, and gather feedback from the community about the future of the site. As part of the outreach process to ensure a range of audiences were reached, the following tactics were included:

- Direct mailer - a visual postcard with meeting details and a registration link sent to 8,696 homes and apartments within 5km of the site.
- Social media ads targeted to postal codes within 5km of the site.
- A series of emails to the growing database of subscribers, generated via the online survey and Palermo website.
- Website updates to promote registration for the virtual meeting.

ONLINE SURVEY

HIGH-LEVEL STATS

543 Total Responses

1,079 Total Open Comments

13 Survey Questions, 1 question to opt-in to receive email communications

93% Completion Rate (the number of people who completed the survey once they began filling it out)

Typical time spent: 7m:5s

Audience: majority 46-55 years of age (31%), followed by 36-45 years of age (25%)

COMMENTS, FEEDBACK & IDEAS - KEY THEMES

1. Traffic is the most raised topic for the Oakville community. The delivering of amenities and retail options are favoured by many, though traffic must be addressed to ensure impact is mitigated for locals in this area.
 - a. Traffic safety for cyclists and pedestrians were raised as a key priority, and the following should be considered: safe pedestrian crossings, cyclist routes, wider sidewalks, “car free” zones, and traffic calming measures on Dundas St and Bronte Rd.
2. Height has been raised as a key topic, particularly as it relates to density and traffic and ensuring the character of Oakville is maintained in the design and “feel” of this community. The “right fit” is important, and ensuring the diversity of Oakville is reflected.
3. There is a large focus on seniors, from amenities and housing, to access to transit. Note: only 11% of respondents were over the age of 65; many of the respondents were likely providing feedback about seniors as they have a parent that could benefit from this new community.
4. When asked about the #1 priority for Oakville, majority of respondents ranked walkable, connected communities with green transit infrastructure as the top priority (important to those 56-65 years of age), followed by the completion of new parks, recreation fields, and community facilities for all of Oakville (most important to those 36–55 years of age).
 - a. Housing affordability was most important to those 18-25 and 46-55 years of age, especially if it allows families to stay in Oakville.
 - b. Celebrating Oakville’s history was most important to those 65+ years of age.
5. Lifestyle: The #1 ranked amenity by respondents was a grocery store; this was also mentioned in open comments throughout the survey. Residents in the area are lacking in retail/resto options; this is highly important to many. A new local main street with retail/resto options was most valued by young adults (18–35 years of age).
 - a. Top choices for retail amenities included: Outdoor patios and terraces (425 votes), New restaurants (399 votes), A cafe or coffee shop (393 votes). New Ideas focused on specifics of retail, such as a gas station, ice cream shop, bakery, and affordable grocery.
 - b. Community facilities, such as a recreation facility, library, community centre or daycare, were ranked as second most important. Schools were highlighted as an area of interest by many within the open comments sections throughout the survey. Activities for young adults/kids were also raised as important, and this is an opportunity to create “third places” for young adults to aid in their development in building connections with people their age.
 - c. The integration of art/music/cultural activities were raised within the open comments throughout as an opportunity to include within the programming plan.
 - d. Building a complete community is important - one that is safe, livable, and affordable.
6. Housing: Providing a new housing supply was most valued by 18-25 years of age, followed by 56-65+.
 - a. The top ranked housing types were: Housing for families, i.e., 2+ bedrooms (304 votes; most valued by 26-35 years of age), affordably priced homes to buy (299 votes; most valued by those 26-35 years of age), and housing built for seniors (216 votes).

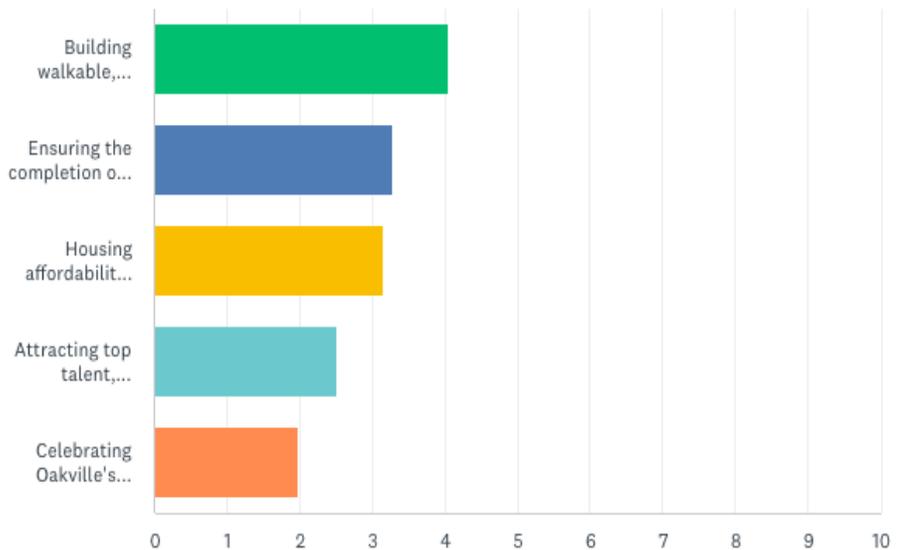
- b. New ideas for housing were focused heavily on seniors and included bungalows for seniors, multi-generational (granny suite), seniors' village, co-op housing for seniors, and housing designed with accessibility in mind.
- 7. Nature: Recreation is a major focus for this audience - access to parks and recreational facilities/activities are a priority and were highlighted by a large portion of respondents throughout the survey.
 - a. Top ranked recreational amenities included: multi-use trail loops for biking and walking (428 votes), seasonal activation (377 votes), passive open space with seating and shaded areas (361 votes).
 - b. New ideas for parks and open spaces were heavily recreation focused, such as public sport areas (soccer, football, baseball, outdoor rink, skatepark, bike park, pickleball, tennis, running loops, disc golf, outdoor pool), splash pad, places to picnic, dog park, fitness equipment, recreation for all ages. Other new ideas included access to nature, such as trails and natural areas for wildlife, gathering spaces for events/markets, and parks that are properly maintained (clean, garbage removal).
- 8. Connection: 67% responded they would use the future transit hubs (primarily 18-25 years of age).
 - a. Those who responded yes are looking for convenience: access to downtown or the airport as the primary use case, followed by access to the GO station. Notable: respondents advised connections must be faster than existing transit in Oakville (bus) for them to use it.
 - i. For youth: connections to school, jobs
 - ii. For seniors: connects to amenities/seniors' centre/family
 - b. For those who responded no, majority replied they either do not use transit, have no need for it (do not commute), and/or prefer to drive. Many opt for the GO train over the bus due to the current experience (slow, too many transfers, inconvenient, expensive, not connected to the places they need to go, impacted by traffic).
 - i. Some reference although they will not use it, their kids are likely to.
- 9. Respondents raised the topic of project timeline, and that construction noise and length of construction should be considered. Speed of completion of the project is important.

SURVEY QUESTION SUMMARY & KEYWORD ANALYSIS

The following questions were included in the survey, which aimed to understand key values and a wide range of perspectives of residents in Oakville and areas surrounding the Palermo site.

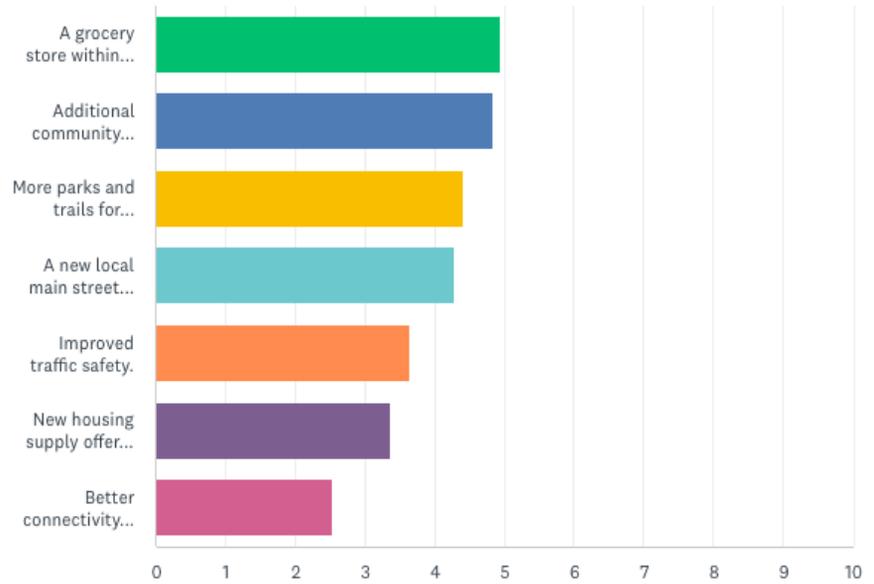
N.B: Word Clouds generated by an independent third-party Survey Platform. Excel spreadsheet of raw data as an appendix.

- 1. When thinking about the future of Oakville, what is most important to you? Rank in order of importance from 1-5, with 1 being the most important.
 - a. Top Ranked: Building walkable, connected communities with green transit infrastructure, followed by Ensuring the completion of new parks, recreation fields, and community facilities for all of Oakville.
 - b. Building walkable, connected communities was most important to those 56-65 years of age, while housing affordability was most important to those 18-25 and 46-55 years of age, respectively. Celebrating Oakville's history was most important to those 65+ years of age, while parks and community facilities were most important to those 36-55 years of age.



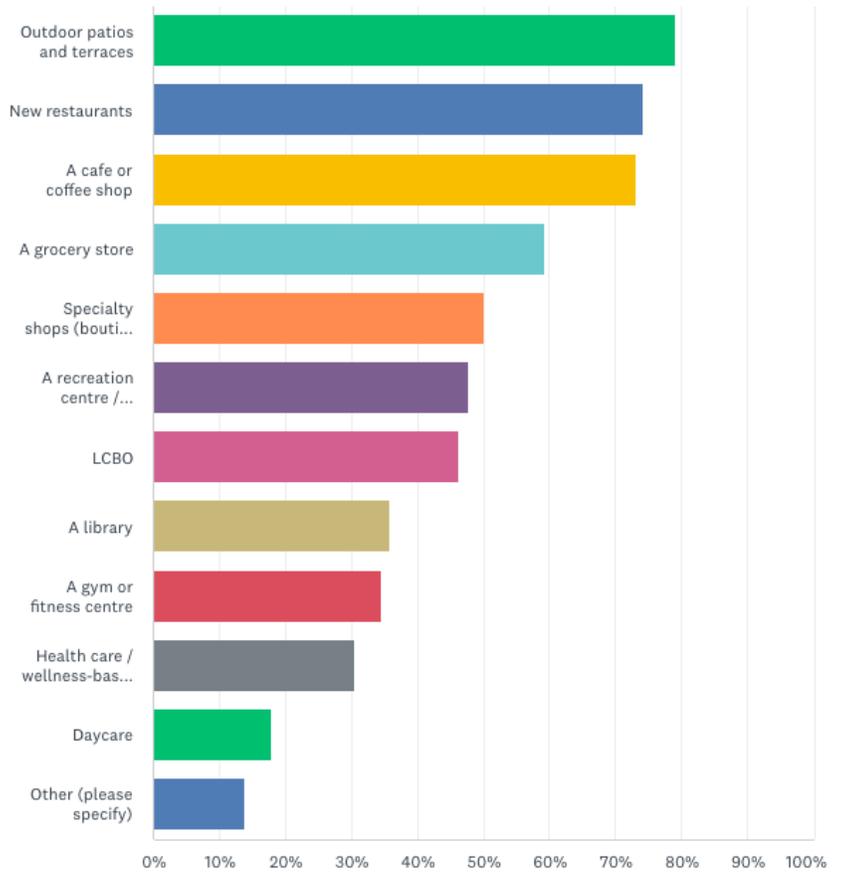
2. What does your neighbourhood need? Rank in order of importance from 1-7, with 1 being the most important.

- a. Top Ranked: A grocery store within close proximity, followed by Additional community services and cultural facilities (recreation centre, library, daycare facilities, etc.).
- b. New housing supply was most valued by 18-25 years of age, followed by 56-65+. A new local main street with retail/resto options was most valued by 26-35 years of age, followed by 18-25.



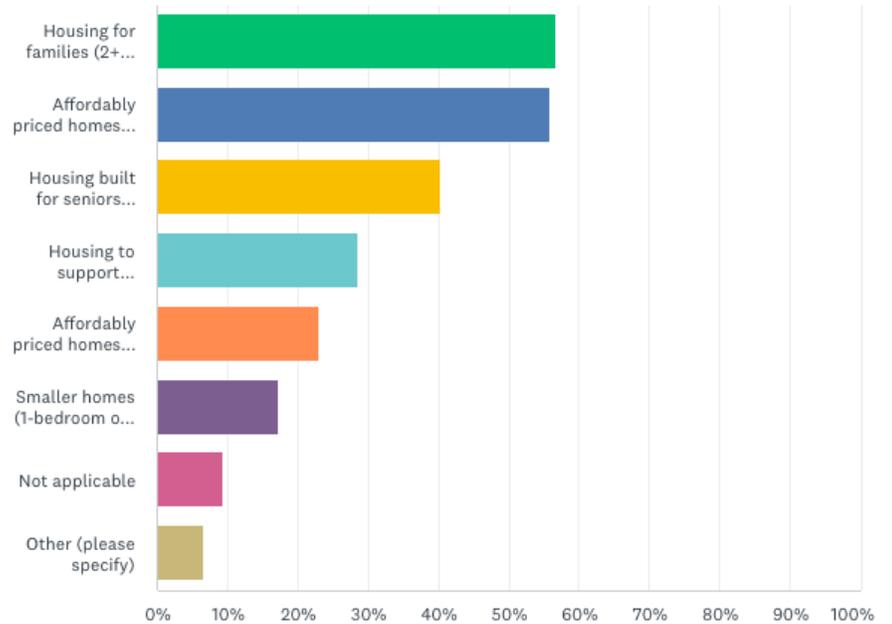
3. The vision for Palermo includes a walkable main street with local shops, specialty boutiques, restaurants, cafes, and outdoor patios. What types of amenities/services/retail does your neighbourhood need? Select all that apply.

- a. Top 3 choices: Outdoor patios and terraces (425 votes), New restaurants (399 votes), A cafe or coffee shop (393 votes).
- b. New Ideas:
 - i. Gas station
 - ii. Art/culture or performance facility, local events (music, art fairs)
 - iii. Affordable retail/grocery
 - iv. Recreation: swimming, tennis, bike paths, senior centre, community centre, skating, skateboard park, outdoor track, Bike parking/facilities
 - v. Green spaces: dog park, community garden
 - vi. Pub, Bakery, Bookstore, Ice cream shop, food market, pharmacy, Costco, Beer Store, Walmart
 - vii. Amenities for teens, kids' activities



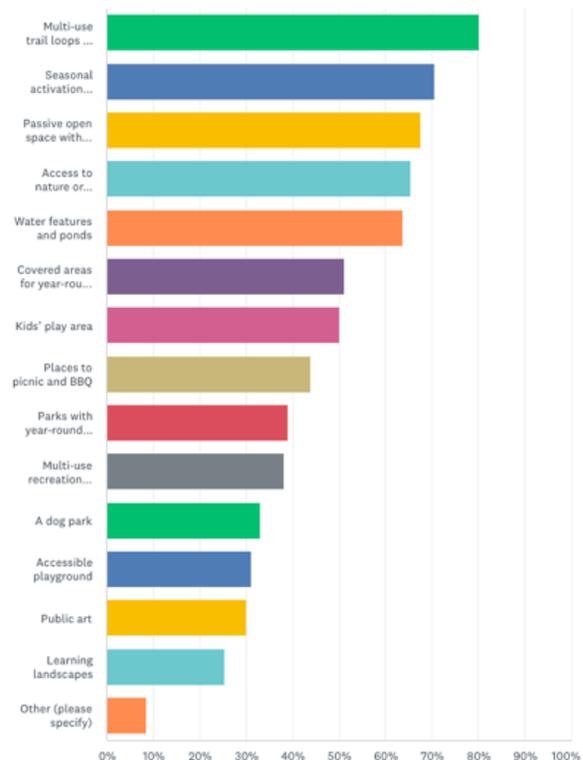
4. Palermo will provide a diverse mix of housing options to meet the needs of Oakville. Which type of housing would meet the needs of either you or someone in your family looking for housing in Oakville? Select all that apply.

- a. Top 3 choices: Housing for families, i.e., 2+ bedrooms (304 votes), Affordably priced homes to buy (299 votes), Housing built for seniors (216 votes).
- b. Affordably priced homes were most valued by those 26-35 years of age, while housing for families was most valued by 26-35 years of age.
- c. New Ideas:
 - i. Single family homes, bungalows (for seniors)
 - ii. Multi-generational (granny suite)
 - iii. Seniors' village
 - iv. Co-op housing for seniors
 - v. Accessible housing (for disabled)



5. Located between 14 Mile Creek and Glenorchy Conservation Area, Palermo will be surrounded by nature and trails. Let's build your ideal park! What type of parkland or public space elements does your neighbourhood need? Select all that apply.

- a. Top 3 choices: multi-use trail loops for biking and walking (428 votes), Seasonal activation (377 votes), Passive open space with seating and shaded areas (361 votes).
- b. New Ideas:
 - i. Public sport areas (soccer, football, baseball, outdoor rink, skatepark, bike park, pickleball, tennis, running loops)
 - ii. Disc golf, golf course, outdoor pool
 - iii. Splash pad, places to picnic
 - iv. Dog park
 - v. Fitness equipment
 - vi. Natural areas for wildlife
 - vii. A gathering place for events, markets



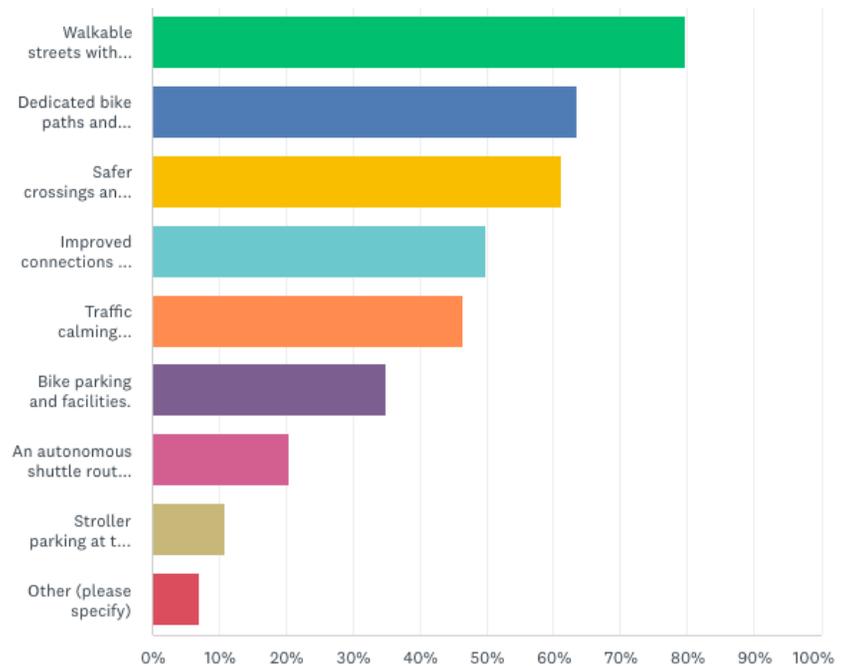
6. The proposed plans for Palermo include two low-emission bus terminals connecting to GO Transit, Pearson International Airport, Union Station, and beyond. Will you use this new transit infrastructure when completed?

- a. Yes 67.04%, No 32.96%
 - i. Those who replied yes were primarily 18-25 years of age, followed by 26-35 years of age.
 - ii. For those who responded no, majority replied the reason to be:
 - 1. Do not like taking the bus - prefer GO train
 - 2. Prefer to use private transportation/car
 - 3. Current bus transit is slow, too many transfers, inconvenient, expensive, not connected to the places they need to go, impacted by traffic
 - 4. They do not use transit or rarely use it; note some reference their kids might use it.
 - 5. They do not commute (work remotely, do not go downtown)
- b. If yes, please tell us how the proposed bus terminals would benefit you with respect to your daily activities (work, recreation, social visits, general activities, etc.):
 - i. Majority responded yes if added convenience is delivered for:
 - 1. Access to downtown Toronto
 - 2. Access to the airport
 - 3. Access to the GO station
 - 4. Access to social activities
 - ii. Connections must be faster than existing bus transit in place
 - iii. For youth: connections to school, jobs
 - iv. For seniors: connects to amenities/seniors' centre/family

Work general activities **airport** way work
 Work recreation **car** live **Toronto** places **access** Bronte Go
Connect access airport **options** friends **Pearson** airport
 cost **Pearson** see **social** visits walk go train improve
 connections Union **family** events downtown Toronto Ease Also
 commute Toronto school time Hamilton **convenient** helpful
Union Station recreational **General activities** senior city parking
 visit teens **commute** work recreation **downtown**
 Connectivity **commute** easier access **easier** better connectivity
drive activities **travel** go station go

7. What type of mobility enhancements does your neighbourhood need? Select all that apply.

- a. Top 3 choices: Walkable streets with shops and restaurants (392 votes), Dedicated bike paths and trails (313 votes), Safer crossings and sidewalks for pedestrians for Bronte Road and Dundas Street (301 votes).
- b. New Ideas:
 - i. Safe sidewalks, crosswalks for families, walkable neighbourhoods
 - ii. Pathways for seniors, designed for accessibility
 - iii. Cycle track
 - iv. Connecting to trails zthroughout Oakville
 - v. Roundabouts
 - vi. School bus safety
 - vii. Underground parking
 - viii. Better transit



8. Are there new ideas, amenities, or things your neighbourhood needs not addressed above? Please tell us.
- Traffic is a key topic of interest. Road safety is important for all.
 - Commitment to a walkable, bikeable community. Car-free zones.
 - A larger focus on seniors: amenities, housing, access to transit.
 - Third places for teens.
 - A focus on recreation for all ages.
 - Integration of a school.
 - Design to human scale.
 - Community-based activities and amenities. Retail that provides variety and which people can walk to. A grocery store, cultural activities, farmers markets.
 - Maintaining the character of Oakville.

dog park centre nature accessible shops pool pubs connected
 grocery store music kids Costco safe free Bronte Social live
 transit people traffic lights traffic LCBO go families
 community neighborhood park work building
 Outdoor swimming pool cars community centre housing us
 walkable connections streets Pedestrian restaurants paths
 seniors space walk options school activities roads place homes transport
 Car free

9. Is there anything else you would like to tell us?

- Wider sidewalks, more patios
- More industry and jobs
- Speed of completion of the project
- Traffic calming
- Clean parks (garbage maintenance)
- Safe, livable, affordable
- A new town/urban centre
- Smarth growth
- Affordable housing to allow families to stay in Oakville
- Reflect the diversity of the community
- Consider heights within the surrounding context
- Construction noise and timeline should be considered
- Build a complete community
- Trails and outdoor spaces
- Consider a religious institution - as a community centre
- Provide a project timeline
- Public WiFi
- European inspiration
- Make it vibrant: things to do, festivals, events, activities, a bustling centre with shops, restaurants and cafes
- Art incorporation

development small housing city bus Green space move parking
 road place people infrastructure community family
 walk live traffic future town residents homes great space

VIRTUAL COMMUNITY MEETING

Tuesday, July 25, 2023

90 minutes, hosted online via Zoom Webinar Platform

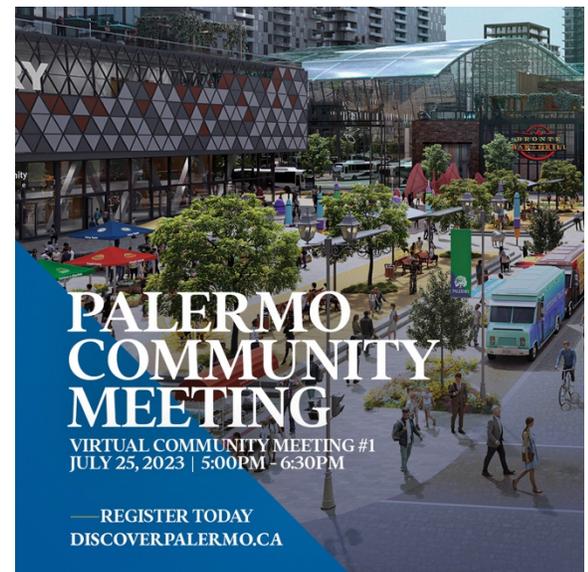
181 registered

105 total attendees (including facilitator and project team)

60 questions submitted via Zoom Q&A function; 35 questions answered in session (live, via Zoom Q&A function)

OVERVIEW

On Tuesday, July 25, 2023, the Palermo Project Team invited the community to the first public meeting about the future of Palermo as a mixed-use community surrounded by nature and made for modern living. This was an opportunity for the public to share ideas, ask questions, and learn about the proposed plans for the site. The meeting included 3rd party facilitation by LURA Consulting and the agenda included: opening remarks and introductions; a vision presentation from lead architect Perkins & Will, followed by a question/answer discussion. Key stakeholders, local councillors and municipal staff were in attendance, including Councillor Elgar, Councillor Longo and Councillor Nanda.



VIRTUAL MEETING EXPERIENCE

The project team aims to create a convenient and accessible environment throughout the consultation process. This can be achieved via a virtual setting where a range of tools can be deployed to support knowledge sharing and collaboration in a safe space for all. It also provides access and ensures inclusivity by allowing participants to join the community meeting from the comfort of their own home; community members also have the ability to access the presentation and a recording of the meeting on the Palermo website (discoverpalermo.ca) if they could not attend.

Q&A EXPERIENCE

At the beginning of the Q&A portion of the meeting, the Project Team began by answering questions for 5 key themes raised by the community in advance of the meeting, through either social media, email / website contact form inquiries, or within the survey launched the month prior. The questions included:

1. Transportation, Traffic & Transit: What are the traffic impacts on Dundas St. & Bronte Rd., and how will these be resolved with an influx of this new population? How will you improve safe travel for pedestrians crossing Dundas St. and Bronte Rd.?
2. Height & Density: How many people will this new development bring to the area? How many units are you planning to build here?
3. Community Amenities: What community benefits and/or amenities and services will this project deliver?
4. Project Timeline: What is the timing for the project? When does construction start?
5. Heritage & Oakville Character: How will you maintain the small town feel of Oakville with this project?

Key topics raised by the community:

*Note question count included questions asked live in the meeting.

1. Transportation, Traffic & Transit: This was the most discussed topic raised by the community both in the live Q&A and through the Q&A box with 23 questions. Majority of questions and comments were centred around:
 - a. Bronte Rd. expansion/widening - to respond to traffic concerns
 - b. Traffic impacts and proposed solutions to address the influx of this new population; particularly as it relates to Dundas St. W. and Bronte Rd. intersection and future visitors who will drive to this destination for shops/events
 - c. BRT timeline and route / connections plan, and how to access current study underway

- d. Safe crossings (specifically for pedestrians, such as a pedestrian bridge) across Dundas St W and/or Bronte Rd.
 - e. Parking space allocation (residents, retail/visitors)
 - f. Specifics of transit hubs - connections and service areas
 - g. Road safety, especially as it related to truck traffic
 - h. Connections to Bronte GO
 - i. Specifics of road network/connectivity plan
2. Planning & Project: 8 questions were planning or project specific, such as status of the application, project and construction timeline, timeline for completion of transit hub and community amenities, project by numbers (future residents, heights mix), and land ownership.
 3. Housing: 8 questions regarding housing, such as unit mix / sizes, inclusion of rental options and supportive housing, creating a community of long-term owners, unit typology such as walk-up apartments, single family, townhomes, condos, and stacked townhomes.
 4. Height: 6 questions regarding height and density. Majority of questions asked about the number of towers, how many floors, and reasoning/rationale for the location and height of the towers.
 5. Seniors: 6 questions regarding seniors' engagement and housing. This was a key topic raised both in the Q&A box and during the live Q&A. Topics included: senior housing options that are not condos/high rise and the opportunity to include seniors in the consultation process.
 6. Retail & Community Amenities: 4 questions regarding retail, amenities and community facilities, such as the total square footage for retail/commercial, incorporation of a school, and the inclusion of a grocery store.
 7. Sustainability: 3 questions were asked about the environmental impacts of the project and assessments completed to date.
 8. Employment: 2 questions surrounding the topic of office and employment, such as attracting businesses to Oakville, professional services being offered, and industrial zoned lands.
 9. History/heritage: 2 questions regarding the history of Palermo and the idea of using Toronto's St Lawrence Market as inspiration for the design of Palermo.

WAY FORWARD

The Palermo Project Team is committed to a transparent, accessible and inclusive engagement process, and seeks to keep the lines of communication open with the community. The Project Team will continue to engage the community throughout the planning process. This may include:

1. Providing information about the formal application process, project milestones, and technical studies, and future community engagement opportunities, such as special interest group or stakeholder roundtables, and informal and statutory public meetings as required by the Planning Act.
2. Distributing communications through a variety of channels including website, social media, and email communications.
3. Gathering and reporting on feedback from the public to inform the plan for the site.