

# 62 Bayview Parkway Redevelopment

Future Community Housing | Virtual Public Information Centre #2

**We continue to share information and gather feedback during project planning and design.**

York Region hosted a second virtual Public Information Centre (PIC) on Wednesday, June 22, 2022 to share an update on the proposed community housing development at 62 Bayview Parkway in the Town of Newmarket.

We promoted the event in the community through social media posts, signs, mailings and advertisements. Thank you to everyone who attended! We captured your valuable feedback through polls and listened carefully during conversation.

## Promotions



### EVENT ADVERTISING AND PROMOTIONS FOR THE PERIOD OF JUNE 8, 2022 TO JUNE 22, 2022

Postcards  
SENT BY MAIL  
4,900+



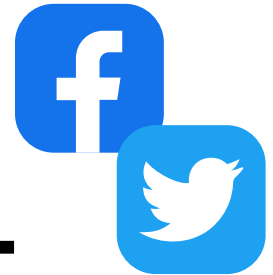
PROJECT PAGE  
Views  
9,000+



DIGITAL AD  
Impressions  
160,000+



SOCIAL MEDIA  
Reach  
25,000+



Registrants  
60

Attendees  
38

Signs & Posters  
20

# Live Polling Results

Live polls were held during the event with an average participation rate of 40%

## Q1 Welcome! Please share a bit about yourself.

50%

Close neighbour of 62 Bayview Parkway

20%

Other

10%

Representative from a non-profit agency or faith-based organization

10%

Representative from York Region

5%

Community Liaison Committee member

5%

Resident of the Town of Newmarket

## Q2 How did you learn about tonight's meeting?

45%

Email invitation

20%

Facebook or Twitter

15%

Postcard in the mail

10%

Poster in the community

5%

Project website

5%

Online advertising

## Q3 What does community mean to you?

80%

A place where everyone feels included, welcome and safe

10%

Connections with friends, family and neighbours

10%

A group of people living in the same area

## Q4 What nearby park do you use the most?

35%

George Richardson Park

35%

Mabel Davis Conservation Area

15%

Global Pet Foods Dog Park

15%

Other

## Q5 When visiting the park, which amenity do you use the most?

60%

Walking, hiking or running

20%

Dog walks

10%

Leisure and relaxation

5%

Sports and active play

5%

Access to nature

## Q6 What methods of communication do you think will be most effective as we move forward?

60%

Email updates

30%

Project updates on york.ca

25%

Social media

25%

Postcards and letters sent by mail

15%

Project e-newsletters

10%

Outdoor signs

10%

Online advertisements and news stories