



REPORT TO

GOVERNANCE AND POLICY COMMITTEE

GOOD NEIGHBOUR POLICY ENGAGEMENT RESULTS

Do not plan harm against your neighbour who lives trustingly beside you.

- Proverbs 3:29

Drafted

June 3, 2024

Meeting Date

June 4, 2024

Derek Luk, Senior Policy Advisor
Shara Singh, Manager, Corporate Communications
Shazia Vlahos, Chief Communications Officer, Policy, Government Relations & Strategy

INFORMATION REPORT

Vision: IN GOD'S IMAGE: Growing in Knowledge, with Justice and Hope.

Mission: Nurturing the faith development and academic excellence of our Catholic learning community through the love of God, neighbour, and self.



MULTI-YEAR STRATEGIC PLAN 2022 - 2025

IN GOD'S IMAGE: Growing in Knowledge, with Justice and Hope



Brendan Browne
Director of Education

Adrian Della Mora
Associate Director of Academic Affairs & Chief Operating Officer

Derek Boyce
Associate Director of Corporate Services and Chief Commercial Officer

Ryan Putnam
Chief Financial Officer and Treasurer

A. EXECUTIVE SUMMARY

To provide engagement results for the Good Neighbour policy (Appendix A).

The cumulative staff time required to prepare this report was 30 hours.

B. PURPOSE

1. The report addresses the Board's approval of GAP's recommended engagement strategy for the Good Neighbour Policy.

C. BACKGROUND

1. As part of the review of communications policies, the Good Neighbour policy was identified for review and engagement.
2. The Good Neighbor policy was last updated in April 2019.
3. On April 2, 2024, GAP passed the following motion:
 - That Staff bring back a strategy for consultation on the Good Neighbour Policy (S.25) at the May 7, 2024 Governance and Policy Committee Meeting;
4. On May 7, 2024 GAP passed the following motion:
 - That the Governance and Policy Committee recommend to Board that the Governance and Policy Committee approve Option 3 below as the engagement strategy for the Good Neighbour Policy:
 - Option 3: A sample of 23 Good Neighbour mailouts in 20 school communities with at least one school per impacted ward.
5. On May 16, 2024, the Board approved GAP's recommended option.
6. The 20 school communities and surrounding neighbourhoods were provided the opportunity to complete a survey from May 17 - May 31.

D. EVIDENCE/RESEARCH/ANALYSIS

1. A total of 483 surveys were completed (343 parents/guardians and 140 community residents).
 - a) The majority TCDSB parents/guardians from impacted school communities were satisfied with the level of communications provided as a result of the Good Neighbour policy, while responses from community residents varied with just over half noting their dissatisfaction with the level of communication and just under half noting “satisfied or “not applicable”.
 - b) Based on the community resident responses, some respondents may have forgotten about a recent project or believed the survey was about a non-existent project.

	Parent/Guardian	Community Resident
Satisfied	66%	24%
Dissatisfied	18%	55%
N/A	16%	21%

- c) Among the respondents who were not satisfied, the majority did not contact anyone for more information.

	Parent/Guardian	Community Resident
Contacted School Staff	11%	3%
Contacted Board Staff	5%	1%
Contacted School Trustee	7%	6%
Contacted other Elected Officials (Councillor, MPP, etc.)	2%	6%
Did not contact anyone	75%	78%
N/A	8%	10%

- d) All respondents noted they would like to be updated in the event of new construction or a school addition. In addition, parents/guardians were also interested in major program changes and major school events; and community residents are interested in updates about site modifications, and impact on traffic.

	Parent/Guardian	Community Resident
In the event of new construction or a school addition	69%	89%
In the event of site modification(s)	40%	66%
In the event of portable addition(s)	16%	25%

	Parent/Guardian	Community Resident
In the event of major program changes (such as French Immersion, daycares, before and after school programs)	57%	18%
In the event of new traffic pattern/flow being added to a school site	28%	61%
In the event of a major school event at a school site	63%	22%

- e) All respondents strongly preferred to be to be updated only when there is new information.

	Parent/Guardian	Community Resident
1-3 times per school year	12%	9%
Only when there is new information or an update	85%	88%

- f) Email is the most preferred communication method by parents/guardians, while community residents prefer to receive direct mail.

	Parent/Guardian	Community Resident
Email	97%	46%
Direct Mail	12%	68%
TCDSB School Website	16%	9%
Signage on Construction Site	14%	39%
Other (Please specify)	3%	5%

2. Based on the feedback received, below are for GAP's consideration:

- a) Update Operational Procedures (Appendix B) to include SchoolMessenger/email messages as preferred method to communicate with TCDSB parents/guardians and mailout for community residents.
- b) Consider communications for the start of a project, when there is a major status update, major school event or impacted traffic.
- c) Update the Operational Procedures to reflect the scope of the policy and sector best practices.

E. CONCLUDING STATEMENT

This report is for the information of the Governance and Policy Committee.