

## CASE STUDY: RETHINK LONDON

**Client: City of London, Ontario, Canada**

### OVERVIEW

The City of London's current Official Plan was adopted by Council on June 19, 1989, and in 2012, the City recognized the need to update its cornerstone community-wide plan. From this emerged 'ReThink London' – an ambitious, city-wide community engagement initiative designed to get London's residents involved and talking about the future of the City of London.



Over 1,300 Londoners attended the launch of ReThink London, featuring a keynote address from CBC's Peter Mansbridge.

### SERVICES

Beginning in April 2012, Lura has served as the 'architect' behind the City of London Planning Department's community engagement and communication efforts relative to ReThink London. This has included:

- A launch event with Peter Mansbridge;
- 'Discover Your City' event (theme-based information sessions);
- 'Your Vision, Your Future' events (hands-on, interactive planning workshops);
- 'Building an Exciting, Exceptional, Connected City' event (public lecture with Brent Toderian);
- Widespread media coverage;
- Places and Spaces conversations;
- Meetings and presentations with local groups and organizations;
- A Workshop-in-a-Box;
- Comment cards and online questions;
- A dedicated project phone line and email;
- An extensive social media presence (Facebook, Twitter, and YouTube);
- An interactive project website mirroring all in-person engagement efforts; and
- A visual preference survey.

### RESULTS

As of February 2013, Lura helped the City's Planning Department build the capacity to directly engage approximately 10,000 individuals (and counting) as part of this exciting and innovative plan Official Planning project.