

Engaging our Stakeholders and Communities to Understand “Why Pearson Matters” to Them

Update to Consultative Committee

June 7, 2022

Overview

As the GTAA plans for the future of Toronto Pearson, the company is undertaking a discovery exercise to engage its diverse stakeholder groups and communities and better understand how Pearson can enhance its **value proposition** as an economic enabler and community-builder. This work will help to inform an updated strategy and capital investment plan.

This presentation provides an update on conversations with government and business stakeholders and work underway to engage communities in conversation.

Framework for Conversations

Framework for Conversations with External Stakeholders & Communities

GOVERNMENT

Who: Key gov't staff

Why: Understand views on relationship & on how airport can further support the economy & gov't priorities.

How: Direct conversations

BUSINESS

Who: Industry & civic leaders

Why: Learn how Pearson matters to their business /sector & how it could further support competitiveness.

How: Roundtables, direct conversations, survey

COMMUNITY

Who: Neighbours, residents, community partners, airport workers, passengers

Why: To understand public aspirations for the airport & its future.

How: Survey, reference panel

Perspectives & feedback from conversations inform:

Opportunities to enhance Pearson's **'Value Proposition'**

Which inform:

- Updates to Strategic Plan & Capital Plan
- Advocacy, Engagement & Communications

Results to date:

Conversations with
Government

Government – Key Insights

Government Perspectives:

- Recognize economic importance of Pearson and its key role as international hub
- Understand how transit connections to Pearson supports passenger and goods movement
- Acknowledge GTAA's strong relationships with all levels of government

Challenges

- Airport recovery is counted on by the Federal Government
- Governments in Canada contribute significantly less than in other jurisdictions, particularly during COVID-19
- Airport often seen by Province as a matter of federal jurisdiction

Government Priorities

- Supply chain resilience is top of mind
- Eagerness to see how aviation sector can be more sustainable and support net-zero commitments

Results to date:

Conversations with
Business Stakeholders

Business Stakeholders – Key Insights

Restoring Access & Reliability

Current experience of travelling through Pearson creates lack of confidence to do business in Canada.

Return of direct passenger flights needed for cost competitive goods movement & supply chain stability.

Pearson plays important role in delivering timely healthcare services in Ontario – e.g., Northern Ontario does not have certain lab technologies available in southern Ontario.

Pearson's connectivity to key markets is crucial for business that needs to be conducted face-to-face.

“You don't write \$20M cheques to people you have never met.”

Pearson supports the pursuit of talent & competitiveness of post-secondary institutions – access to key recruitment markets.

Pearson needs to further digitalize the goods movement process and the passenger journey.

“We can track a pizza to our door but can't track a package from Frankfurt through Pearson.”

Business Stakeholders – Key Insights

Leadership, Advocacy & Innovation to Unlock Economic Growth & Build the Airport of the Future

Expectation that Pearson can play the role of a convenor across sectors to champion a bold vision for economic development.

Employers in the AEZ and beyond have a strong appetite to collaborate to “fight the fight together” to advocate for transit connectivity and employment growth:

“Pearson is the big kid in the block. Let’s stay in touch. Let’s work collectively. Let’s press government together.”

Want Pearson to take the lead on advancing new technologies and sustainability for aviation sector – making investments that enable zero-emission aircraft/vehicles, autonomous technology.

As a “first impression” of Ontario & Canada, Pearson can showcase made-in-Canada innovations & technologies to build a positive brand for our region & enhance the airport experience (e.g., autonomous shuttles, wheelchairs).

“Pearson as a living lab.”

Underway:

Community Conversations

Community Value Proposition

This component of the discovery work will help us better understand the community's expectations of, and aspirations for, GTAA/Toronto Pearson. By drawing on the perspectives of thousands of residents, partners, employees, and passengers, this project will identify the values that should guide airport development and the measures the airport should take to realize them.

Step 1: May

Online survey (closes June 17th) to identify community values.

<https://www.howwelead.ca/How We Lead>

Step 2: July

Reference Panel with 24 volunteers to identify measures GTAA should take to realize values from Step 1.

Step 3: Summer

Analysis of outputs from Step 2 to inform GTAA priority initiatives.

Two broad questions will be examined:

1. *What should the world's most innovative, prosperous and healthy cities expect of their airports?*
2. *How can Pearson help everyone achieve a more fulfilling, connected and prosperous life that helps Canada achieve its net-zero commitments?*

Feedback from Consultative Committee

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The GTAA's Consultative Committee is an important stakeholder group and advisory body that spans government, community and business. We want to hear from you about:

- 1. How Toronto Pearson serves as a competitive advantage for your community/industry/members/residents (i.e., Why does Pearson matter to you?)**
- 2. How Toronto Pearson can further support the competitiveness of your community / industry / members / residents? (i.e., What would a stronger, more robust airport be?)**

We'll send out a survey following this meeting and return a summary of the aggregated feedback before the next meeting.