

**TO: City Clerk, Executive Committee**  
**FROM: City Manager**  
**DATE: June 13, 2011**  
**SUBJECT: Community Visioning Initiative: Saskatoon Speaks, Shape Our Future**  
**FILE NO: CC 116-2**

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**RECOMMENDATION:** that this report be received as information.

## **BACKGROUND**

As Saskatoon continues to grow and the issues facing us become more complex, we recognize the need and value of engaging our citizens on a community-wide basis. On December 14, 2009, City Council approved that Administration proceed with a community engagement plan for the City of Saskatoon's Community Visioning initiative.

Saskatoon Speaks, Shape Our Future, was designed in a manner to offer a unique opportunity for the community to talk about their aspirations and ambitions for our future Saskatoon. It was a community visioning process where citizens tell us what matters to them, what they like and value about Saskatoon, what they want to improve, and what they aspire to achieve as Saskatoon grows over the next 50 - 70 years.

The intent was for the community to create a vision of the future that is clear, forward thinking, sustainable, inclusive, and desirable to residents as we grow to a population of 500,000. The Community Vision is one current and future residents will be able to embrace and collectively aspire to achieve. The final Vision Document will help to prepare the City's overall Strategic Plan, as well as other major planning initiatives.

## **REPORT**

Saskatoon is a booming city, and now was the time to discuss the city's future as a community and develop a shared vision to ensure that as the city grows, it remains one of Canada's most attractive, livable, and prosperous cities. The Saskatoon Speaks Community Visioning initiative provided citizens with an opportunity to reflect on issues facing our contemporary city, and to collectively identify potential directions toward positive change that will benefit everyone.

### **The Process**

- a) Interviews - The visioning process began in May 2010 with interviewing community leaders and key stakeholders to shed light on opportunities facing Saskatoon and to identify the themes that a long-term vision needs to address.
- b) City Summit - A three-day public forum was held on September 29 and October 1 and 2, 2010, to bring the Saskatoon community together to discuss the city's future.

- c) Community and Youth Voice Sessions - Following the City Summit, community groups and high school classes had the opportunity to host their own sessions to gather input for the vision.
- d) Online Questionnaires - Online questionnaires were available from October 2010 to February 2011 so that people could answer the questions that were posed at these events. In addition, the Saskatoon Speaks website offered other social media tools such as Twitter, Flickr, YouTube, blogs, and Facebook as ways to get involved.
- e) Focused Visioning Sessions and Public Open House - From November 30 to December 3, 2010, a series of Focused Visioning Sessions and a public open house were held to discuss the emerging visions and directions based on the previous community consultations. In addition, a luncheon focusing on the economy was held on January 12, 2011, with representatives of the business community.
- f) “What You Said” Forum, Aboriginal Gathering, and Online Questionnaires - On March 16, 2011, community leaders, stakeholders, and citizens had an opportunity to attend the “What You Said” Forum. This event provided us with an opportunity to share what we heard from the community and to make sure we captured what they said. This was an important final step to ensure the use of accurate information from the community. For those who could not attend the March 16 Forum, online questionnaires were available for a four-week period. In addition, another session was held with representatives from the Aboriginal community in April 2011. The comments and feedback received as of April 13, 2011, were used to refine the final Vision Document.

### Community Vision

The Saskatoon Speaks Community Vision is complete, and the Community Vision document (Attachment 1) is attached. The document summarizes community perspectives that emerged from Saskatoon Speaks. It captures shared values and aspirations, along with the community’s vision and potential strategies related to eight inter-related themes including Social Well-Being; Parks, Recreation, and Community Safety; Arts and Culture; Moving Around; Shaping Growth; The City Centre; The Environment; and The Economy. Additional information, including more detailed responses from the community, is available in a variety of interim reports. A list of background documents and interim reports that can be obtained through the City Clerk’s Office is attached (Attachment 2).

The Community Vision described in the final Vision Document will provide input into the Strategic Plan, as well as other City plans, such as the Culture Plan and City Centre Plan, to ensure the plans align with broad community values and goals. The Administration will also share the Community Vision document and interim reports with other organizations and agencies to encourage others to act in ways that align with the vision and play a role in building a great city. Information on this process, along with other ways the Administration is furthering discussions that were initiated through Saskatoon Speaks, will be the subject of a future report.

It is important to note that the success of the Community Visioning initiative relied on broad consultation to capture the diversity of voices reflective of Saskatoon's current and future demographics. More than 10,000 people participated in Saskatoon Speaks – people from all parts of the city, all backgrounds, and all walks of life. With each method of participation, and following each major event, participation results were analyzed to determine if segments of Saskatoon's population were under represented. As a result, special efforts were then made to target specific groups such as youth-at-risk, seniors, new immigrants, Aboriginals, and the business community. Please refer to Attachment 3 for the Saskatoon Speaks 2010-2011 Participation and Demographic Summary Report.

### **FINANCIAL IMPACT**

On December 14, 2009, City Council approved the reallocation of \$400,000 from the Transportation Infrastructure Expansion Reserve to fund the Community Visioning initiative under Capital Project 2011.

On May 25, 2010, City Council approved the cost of the consultation services at an upset of \$431,000, plus applicable taxes. Additional project costs for the project manager, marketing and promotions, communications, logistics, facility rentals, and contingency fees are \$269,000, for a total of \$700,000.

In 2010, your Administration applied to the Federation of Canadian Municipalities (FCM), Green Municipal Fund for approximately \$200,000, and the balance of the \$100,000 shortfall was allocated from the 2009 year-end operating budget surplus. We anticipate that we will receive a decision from FCM regarding our application in July 2011.

### **COMMUNICATION STRATEGY**

Your Administration will provide the media, stakeholders, and citizens with an update on the Saskatoon Speaks Community Visioning initiative to advise them that the final Community Vision document is complete. This update will include information on how community input will be used in the next steps, and to thank citizens of Saskatoon for their participation. A variety of tools will be used including PSAs, newspaper advertisements, social media updates (e.g. Twitter, blogs, and Facebook), emails to participants, and a letter to agencies who have an important role in shaping the city's future (e.g. Saskatoon Health Region, Public and Catholic School Boards, etc). Using input from the community through Saskatoon Speaks, the Administration is also planning the production of a second video to share the final Saskatoon Vision which will be created by City Council.

### **ENVIRONMENTAL IMPLICATIONS**

There are no environmental implications.

### **PUBLIC NOTICE**

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

**ATTACHMENTS**

1. Saskatoon Speaks Community Vision Document (June 2011).
2. List of Saskatoon Speaks Background Documents and Interim Reports.
3. Saskatoon Speaks 2010 - 2011 Participation and Demographic Summary Report (April 7, 2011).

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Date: \_\_\_\_\_

Community Visioning Initiative, Saskatoon Speaks

copy: His Worship the Mayor