

OUR CITY  
OUR FUTURE

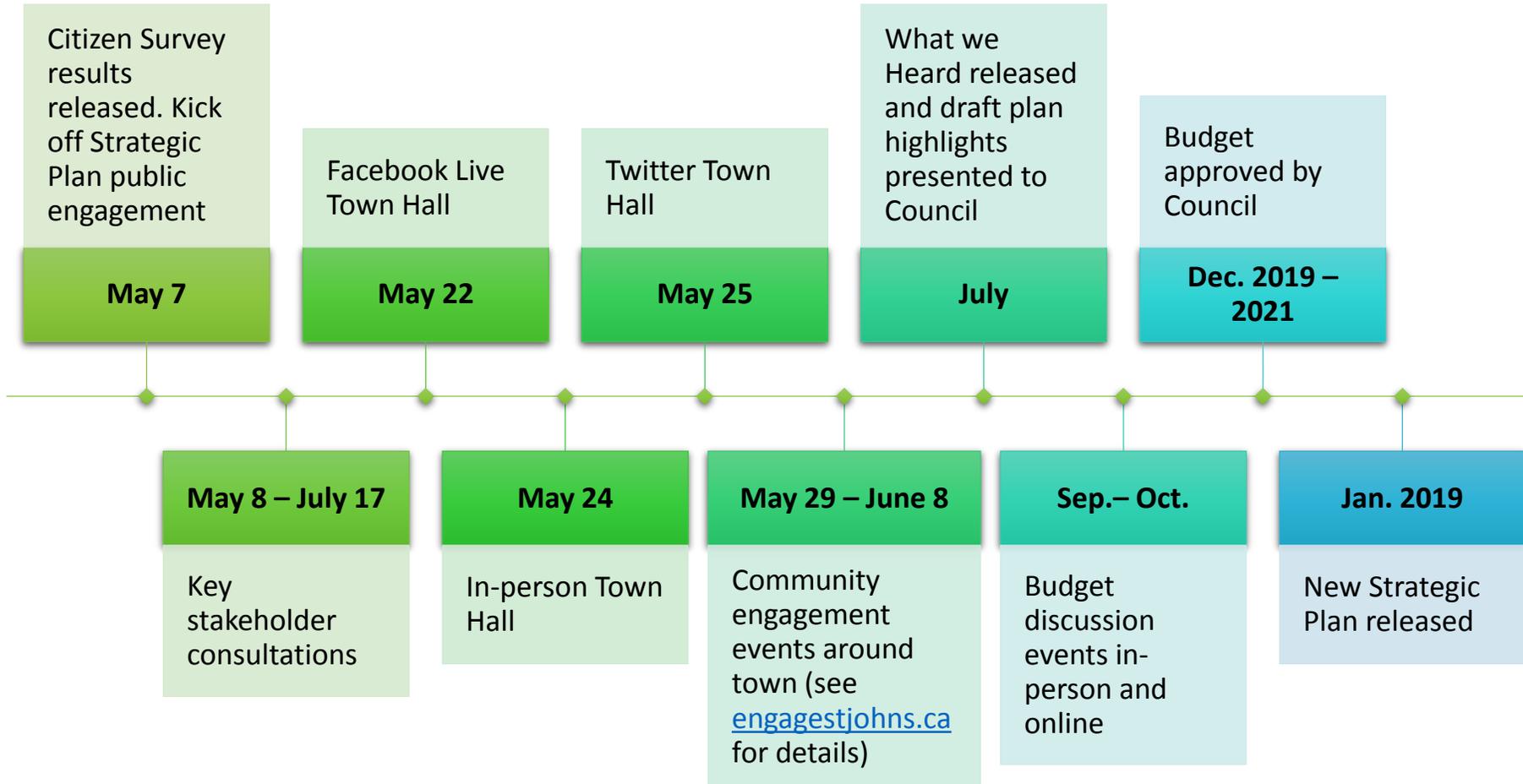


Our City. Our Future  
Developing a New Strategic Plan  
What we heard through our Public Engagement Process

Engage!  
St. John's

ST. JOHN'S

# Process schedule



# Who we engaged

- Residents
  - Citizen survey
  - Town halls (in person and online)
  - Drop in engagement sessions in each ward
  - Seniors day
  - Youth sessions
  - Newcomers session
  - Citizen's Voice session
- Commercial property owners/business community organizations
- Targeted communities
  - Paratransit Working Group
  - Downtown organizations
  - Mil rate discount residents
  - Advisory committees – Seniors, Arts and Culture, Environment, Built Heritage Experts Panel, Inclusion
- Management focus groups
- Created an Ad Hoc Budget and Strategy committee comprised of members of all committees
- Online at [engagestjohns.ca](http://engagestjohns.ca)

# What we heard from the Citizen Survey

- The [full survey report](#) was released in early May 2018
- The questionnaire was designed by MQO Research in consultation with the City of St. John's. A total of 502 surveys were completed (313 landline/189 cell) resulting in an overall margin of error of +/- 4.4 percentage points 19 times out of 20.
- The survey provided resident perspective on some key topics including: quality of life, importance and satisfaction with city programs and services, communications, accountability, value for money and taxes, capital spending, engagement, and client service.

## Overall Perceptions

Quality of Life



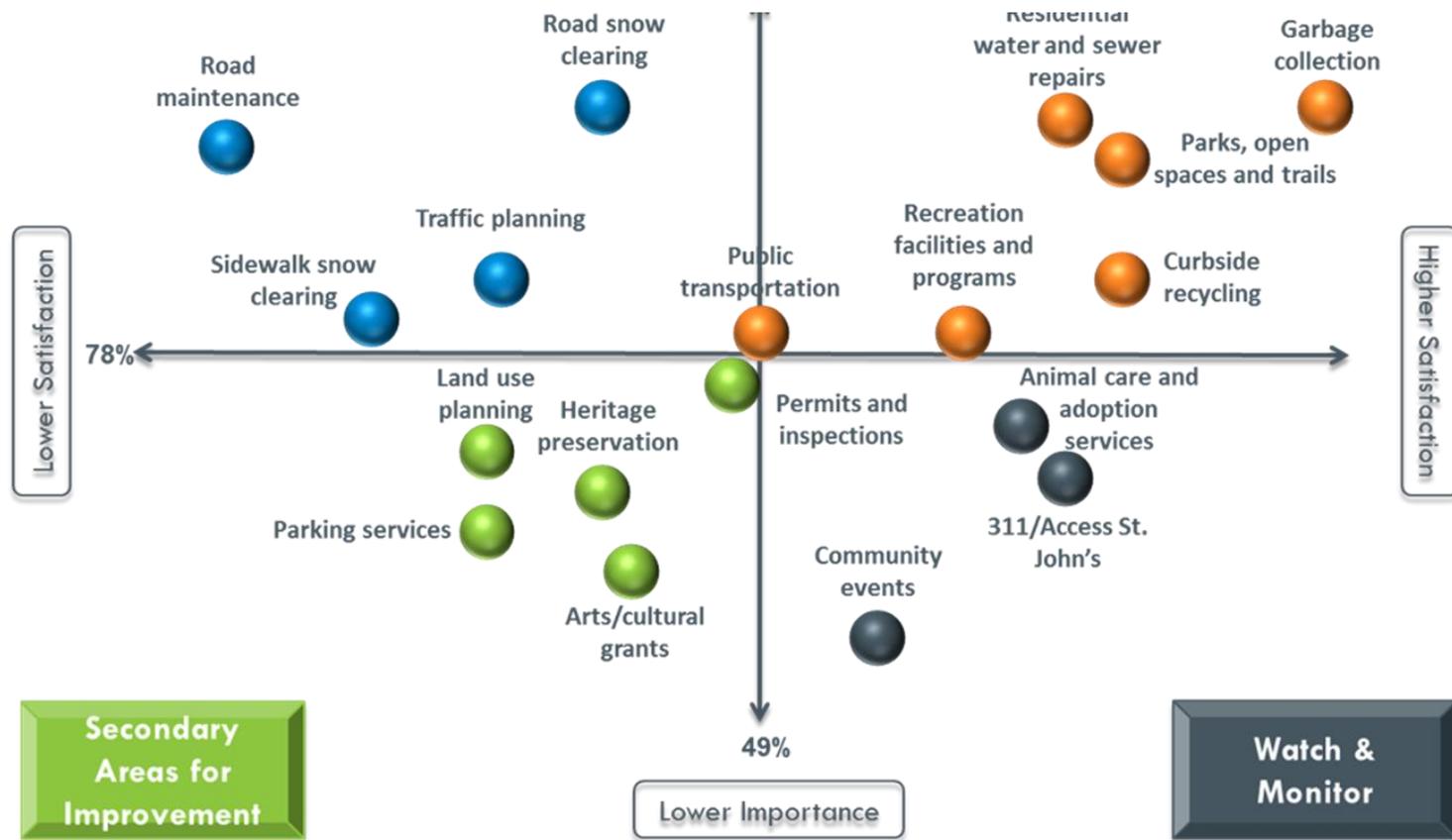
Overall Satisfaction



Value for Tax Dollars



What we heard from the  
Citizen Satisfaction Survey

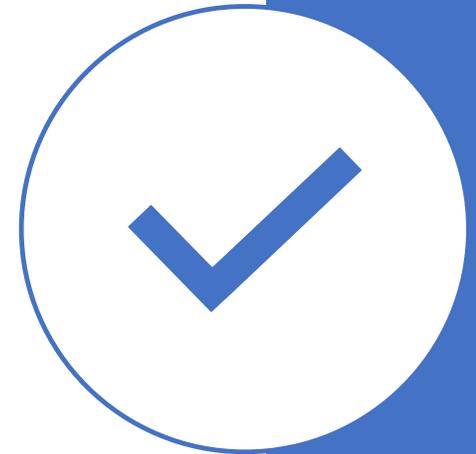


Programs and services above the horizontal line are relatively more important to people than those below the line. Those programs and services to the left of the vertical line have lower levels of satisfaction than those on the right of the line.

For all programs and services, more than 50 % of residents rated them as being very important

# What we heard from stakeholders

- There were several themes that emerged from the consultation process.
- These include: **how we move and get around, how we connect with one another and how we connect with the city, how we sustain the city, financially, environmentally, economically** and how the **city performs** and delivers programs and services.
- What we heard around each of these themes follows.



# What we heard about mobility

- Need to be able to get where you're going safely regardless of mode: walk, bike, car – focus on moving people; not cars; consider importance of trails
- Metrobus and Go Bus are important and there needs to be better access, more efficient routes, it needs to be affordable, need to address perception issue
- Safety with crosswalks, lights, traffic, walk signals for persons with mobility challenges
- Roads and sidewalks need to be safe, in good repair and free of snow and ice
- Snow clearing in school zones needs to be improved
- Benches and covered shelters at bus stops
- More traffic safety, address speeding
- Want active, healthy communities, opportunities to be active
- There is increasing demand on the system for accessible services like Go Bus
- Build infrastructure that supports safe, sustainable, accessible transportation

# What we heard about connectivity

- More outreach to various communities like newcomers
- More and better communications, more visuals, highlight low cost/free offerings, help people find the information they need, work with partners
- Break down barriers to information
- St. John's is welcoming but people may still feel isolated especially in winter; need sense of belonging
- Events and activities for all ages in locations they can get to; events in locations that impact the economy as well
- Better connected neighbourhoods, identity, safety
- People need to feel pride in place, places to go, thing to do
- City designed for inclusion
- More and better engagement
- Use technology to connect people to each other, to Council, to the city overall

# What we heard about sustainability

- People need to feel pride in place, and have places to go so they stay here
- Green Spaces are important to people and we need more, smaller, short rest stop types of areas – pocket parks
- People want a clean city, free of litter
- People want a city they can afford to live in and want services they can afford to use
- Tourism, culture, arts, heritage – maintain sense of place, protect the integrity of who and what we are – what makes St. John's a good place to live and visit; understand the impact of these areas to the economy, attraction
- Partnerships – work with grassroots and others to solve problems, generate ideas, deliver programs
- Housing – more affordable housing, in areas that make it easier for access to core services and public transit
- The economy is a concern to people, cost of doing business, cost of living
- Entrepreneurship and local products can be a focus and attract young people, immigrants

# What we heard about sustainability

- Concern about vacant space/buildings and impact on community, missed opportunities
- Importance of protecting wetlands in protecting the environment and enhancing green space
- The Downtown is important to people – unique character, what attracts people and makes St. John's unique. Downtown needs to work together for a common purpose. Need to consider impact on tourism from projects such as Water Street.
- Focus on waste diversion, composting (what can the city do on its own?)
- Land use planning – retention ponds, green space, less sprawl, mixed use neighbourhoods
- Storm water management strategies to improve residential water and sewer
- Secondary treatment at Riverhead is a priority
- Financial management – providing a lot of services in a small population, need to spend the money effectively, focus on the right things
- Need to address challenges of the vulnerable – panhandlers, marginalized people and role City can play

# What we heard about performance and effective organizational practices

- Services and programs that work for people – relevant, timely, events at locations that people can access,
- Use both in person and online service delivery
- Do pilot projects, try new ways of doing things
- Think about how we design things, buildings, roads, etc.. for all
- Work with other levels of government and municipalities to reduce duplication/share services
- Customer focused service delivery
- More accountability for how we spend money and what we spend on
- Decision making that better considers impacts on people
- Good information management systems
- We need policies, procedures and processes that are clear to all
- Support managers and staff with tools in change management, performance management project management
- Design competencies for leadership and various positions
- Support good safety practices
- Focus on employee training and development
- Continue to develop a respectful workplace
- Advance internal communications and collaboration
- Engage employees effectively

# Next steps

- Determine the strategic directions based on what we heard externally and the internal needs
- Continue budget engagement process
- Determine goals that advance the directions
- Work with internal stakeholders to determine activities and indicators to advance the goals
- Report on previous plan and roll out new strategic plan Jan. 2019
- Report annually on performance of new plan publicly via a dashboard
- To stay in the loop about this project and others where public engagement is used, check out [engagestjohns.ca](http://engagestjohns.ca)

