Agenda - Executive Policy Committee - July 14, 2010

PUBLIC HEARINGS

Item No. 1 Plan Winnipeg Review - OurWinnipeg Plan By-law No. 67/2010
File PW 1/2010

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

1. That By-law No. 67/2010, the “OurWinnipeg Plan”, as amended in accordance with Attachment "C", be forwarded to Council for second reading.

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

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File: PW 1/2010

Applicant: Director of Planning, Property and Development

Subject: A proposal to replace Plan Winnipeg Vision 2020 with OurWinnipeg Plan

Exhibits Filed:

1. Application dated June 11, 2010
2. Council Decision of June 23, 2010; contains report from the Director of Planning, Property and Development dated June 11, 2010
3. First Reading of By-law No. 67/2010 by Council on June 23, 2010
4. Notification of Public Hearing to:
   - A. Minister of Local Government dated June 23, 2010
   - B. Applicant (Director of Planning, Property and Development) dated June 23, 2010
   - C. Rural Municipalities within 1 km of the City of Winnipeg dated June 23, 2010
   - D. School Divisions in/surrounding the City of Winnipeg
5. Notification of Public Hearing for newspaper advertisements received June 24, 2010
6. Report from the Winnipeg Public Service dated June 28, 2010; includes Attachment B "OurWinnipeg Consultation Report" and Attachment C "Errors and Omissions - OurWinnipeg and Complete Communities"

The Winnipeg Public Service to advise that all statutory requirements with respect to this application have been complied with.

Moved by Councillor

That the report of the Winnipeg Public Service be taken as read.

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REPRESENTATIONS:

In Support:

In Opposition:

For Information:

For the City:

Moved by Councillor
That the receipt of public representations be concluded.

Moved by Councillor
That the recommendation of the Winnipeg Public Service be / not be concurred in and forwarded to Council.

Moved by Councillor
That the following supporting reasons be provided, namely:

Moved by Councillor
That the public hearing with respect to this application be concluded.

ADMINISTRATIVE REPORT

Title: PW 1/ 2010 (By-law 67/2010) *OurWinnipeg Plan* – Public Hearing

ISSUE: For consideration at the public hearing of the *OurWinnipeg Plan* to replace *Plan Winnipeg Vision 2020* as the city's 25-year blueprint that will guide the physical, social, environmental, and economic development of Winnipeg.

Critical Path: Executive Policy Committee → Council

AUTHORIZATION

Author	Department Head	CFO	CAO
P. Regan	D. Joshi	N/A	Glen Laubenstein, CAO

RECOMMENDATIONS

1. That By-law No. 67/2010, the "*OurWinnipeg Plan"*, as amended in accordance with Attachment "C", be forwarded to Council for second reading.

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

The City of Winnipeg Charter requires that *Plan Winnipeg* be reviewed and re-adopted/replaced every five years. *Plan Winnipeg 2020 Vision* is the City's current long-range policy plan having been adopted as By-law 7630/2000 of the City of Winnipeg on December 12, 2001. *OurWinnipeg* will replace *Plan Winnipeg 2020 Vision* as the City's new long range policy plan that will guide the physical, social, environmental, and economic development of our city.

Giving second reading to the *OurWinnipeg Plan By-law* will allow it to be forwarded to the Minister of Local Government for consideration prior to third reading and final approval by Council.

OurWinnipeg meets the City of Winnipeg's requirement under Section 224 of the City of Winnipeg Charter to adopt a development plan by By-law which must set out:

(a) the city's long-term plans and policies respecting

(i) its purposes,

(ii) its physical, social, environmental and economic objectives, and

(iii) sustainable land uses and development;

(b) measures for implementing the plan; and

(c) such other matters as the Minister or Council considers necessary or advisable.

IMPLICATIONS OF THE RECOMMENDATIONS

OurWinnipeg is Winnipeg's 25-year blueprint that will guide the physical, social, environmental, and economic development of our city as per the City of Winnipeg Charter.

The *OurWinnipeg* Plan is the product of input from more than 42,000 Winnipeggers and the largest public engagement exercise in the city's history. A consultation report summarizing this exercise is attached (Attachment "B"). Public engagement took place in three phases, with phases one and two resulting in the Call to Action for *OurWinnipeg* and the draft *OurWinnipeg* package. Phase three was an opportunity to introduce the draft plan to the public in advance of the public hearing process. A list of errors and omissions was gathered during phase three, and is appended (Attachment "C"). Drawing on these contributions from thousands of participants, the vision statement for creating the kind of city Winnipeggers want in 25 years is:

OurWinnipeg: living and caring because we plan on staying.

OurWinnipeg positions Winnipeg to accommodate significant growth in a coordinated and sustainable way, which is a key to our future competitiveness. It sets a vision for the next 25 years and provides direction in three areas of focus – each essential to Winnipeg's future:

- A City that Works
- A Sustainable City
- Quality of Life

OurWinnipeg Plan integrates four Direction Strategies that provide detailed policies, directions, and strategies necessary for implementation. The four direction strategies are *Complete Communities*, *Sustainable Transportation*, *Sustainable Water and Waste Infrastructure*, and *A Sustainable Winnipeg*.

The *Complete Communities Direction Strategy* is an innovative, practical "playbook" that guides land use and development for Winnipeg. Its primary focus is to describe Winnipeg's physical characteristics and lay out a framework for the city's future physical growth and development. This Direction Strategy has been submitted, as a By-law for a Secondary Plan covering Winnipeg, to Council for its consideration.

The *Sustainable Water & Waste Direction Strategy* promotes actions required to protect public health and safety, ensure the purity and reliability of our water supply and maintain or enhance the quality of our built and natural environments. This Strategy has been submitted to Council for its endorsement as policy.

The *Sustainable Transportation Direction Strategy* provides a vision for transportation in Winnipeg for the next 25 years. Its emphasis is on moving people, goods and services in a way that is sustainable. This Strategy has been submitted to Council for its endorsement as policy.

A *Sustainable Winnipeg* is an integrated community sustainability strategy that outlines a plan of action, proposes a system of sustainability indicators and measures. This Strategy has been submitted to Council for its endorsement as policy.

Implementation

The City will implement *OurWinnipeg* through the *OurWinnipeg Action Plan.* The Action Plan will be created in an integrated way, involving departments, partners and the community as appropriate. More than a simple "to-do" list, the Action Plan will include communications and outreach, which is critical to fostering strong collaborative working relationships, and will draw from measurement and continuous improvement loops, which is critical to effective decision making and action.

The Action Plan will include three core functions:
1. Relationship Building, Outreach and Marketing
2. Implementation Plans
3. Monitoring, Measuring and Continual Improvement

Striving for sustainable innovation and benchmarking against best practices are integral parts of measurement and continual improvement. This work, including the research, development and testing of new tools and approaches, will be an integral part of the Action Plan and the implementation of *OurWinnipeg*.

The Action Plan will build on the action-oriented model used for the *Call to Action* for Winnipeg (January 2010).

HISTORY

- *Plan Winnipeg 2020 Vision* is the City's current long-range policy plan having been adopted as By-law 7630/2000 of the City of Winnipeg on December 12, 2001 to replace *Plan Winnipeg…toward 2010*.

- On March 21, 2007, Executive Policy Committee recommended to Council that the Province of Manitoba be advised that The City of Winnipeg has commenced the review of *Plan Winnipeg 2020 Vision* as required by the City of Winnipeg Charter.

- On April 25, 2009 the Sustainability Symposium marked the beginning of the City's comprehensive process to create a new Municipal Development Plan – the *OurWinnipeg Initiative* – that will be based on principles of sustainability.

- Between April 25th 2009 and May, 2010 more than 42,000 Winnipeggers provided input into the *OurWinnipeg Initiative* through *SpeakUpWinnipeg.com*, round tables, open houses, major face to face events, and through community outreach.

- On June 23, 2010 City Council granted first reading to By-law 67/2010 (*OurWinnipeg Plan*) and 68/2010 (*Complete Communities Direction Strategy*).

- Publication of the ad in the Winnipeg Free Press and Winnipeg Sun will be two weeks in advance of the public hearing.

FINANCIAL IMPACT

Financial Impact Statement **Date:** June 22, 2010

Project Name:

PW 1/ 2010 (By-law 67/2010) OurWinnipeg Plan – Public Hearing

COMMENTS:

The recommendations of this report are:

1. That By-law No. 67/2010, the “OurWinnipeg Plan”, as amended in accordance with Attachment "C", be forwarded to Council for second reading.

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

There are no financial implications associated with these recommendations.

Karen Ayotte
Acting Manager of Finance & Administration

CONSULTATION

In preparing this Report there was consultation with:
(See attached consultation report – Attachment “B”)

Internal Consultation: Public Works; Transit; Water and Waste; Community Services; Winnipeg Police Service; Winnipeg Parking Authority; Office of Sustainability; Legal Services, Winnipeg Fire Paramedic Services.

External Consultation: Extensive public engagement and stakeholder dialogue was conducted as part of this project.

SUBMITTED BY

Department	Planning, Property and Development
Division	Planning and Land Use
Prepared by	Brett Shenback, OurWinnipeg Team Member – Planner
Date	June 28, 2010
File	PW 1/2010 (By-law 67/2010)

Attachment “B”: – Consultation Report

Attachment B: Consultation Report

Attachment “C” – Errors and Omissions Report

Attachment C: Errors and Omissions Report

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APPENDIX 1: Discussion

Report Summary

- *OurWinnipeg* integrates four Direction Strategies that provide detailed policies, directions, and strategies necessary for implementation. The four direction strategies are: *Complete Communities* (submitted for adoption as By-law), *Sustainable Transportation, Sustainable Water and Waste Infrastructure,* and *A Sustainable Winnipeg* (submitted for endorsement as Council policies).
- Each of the five (5) documents are being advanced under separate reports, which will describe the merits, content, and overview of each of the planning documents:
    - *OurWinnipeg* Plan will be adopted as a Plan Winnipeg By-law.
    - *Complete Communities Direction Strategy* will be adopted as a Secondary Plan By-law.
    - The remaining three Direction Strategies – *Sustainable Transportation, Sustainable Water and Waste Infrastructure* and *Sustainable Winnipeg* – will be endorsed as Council Policy.
- The adoption of this Plan has received first reading at Council.

Plan Intent

The *OurWinnipeg Plan* recognizes that cities are now competing, on a global scale, for economic development. The City of Winnipeg will continue to offer the sustainability advantages and the quality of life that current citizens expect and prospective citizens will value. The City of Winnipeg is early in a cycle of strong growth, the pace of which we haven't seen for decades. The city is welcoming new citizens and businesses, and embracing sustainability opportunities. Today, as a city, we face a number of questions that were central in the drafting of the *OurWinnipeg Plan*, such as:

- How are we going to accommodate growth and change?
- How do we capitalize on growth while making sure our city stays livable, affordable and desirable?
- How do we make sure that all Winnipeggers benefit from this growth?
- How do we maintain and enrich what we value while finding room for a growing population?

Plan Content

The *OurWinnipeg Plan* sets a vision for the next 25 years and provides direction in three areas of focus – each essential to Winnipeg's future:

A City that Works

Citizens choose cities where they can prosper and where they can enjoy a high quality of life. A well-run city is an important starting point. The "basics" matter: public safety, water quality, wastewater infrastructure, and public amenities and facilities are the essentials to keeping people healthy. But quality of life goes beyond the basics. Our communities need to support various lifestyles, providing a range of options for living, working and playing. A variety of housing styles for residents to choose from are required, as are transportation choices for residents and businesses alike. The whole system has to work together efficiently and sustainably.

The directions identified within this section are focused within the following key categories:

- City Building
- Safety and Security
- Prosperity
- Housing
- Recreation

- Libraries

A Sustainable City
Sustainability is part of how the City does business, reflected in policies and programs that respect and value the natural and built environments – protecting our city’s natural areas and heritage resources. We act as a corporate role model for social, environmental and economic sustainability, and measure and report progress in key corporate and community sustainability areas.

The directions identified within this section are focused within the following key categories:
- Sustainability
- Environment
- Heritage

Quality of Life
Beyond providing a “City that Works” and planning for sustainability, our city needs to offer a high quality of life in order to be competitive. Three important aspects of quality of life are access to opportunity, the maintenance of vital healthy neighbourhoods, and being a creative city with vibrant arts and culture. All of these areas include social aspects that are critical to the overall well-being of our city. The City is committed to collaborating within its mandate with other governments and service providers in these areas. In some cases, further intergovernmental discussion or strategic planning is required to move forward on the directions included in the plan.

The directions identified within this section are focused within the following key categories:
- Opportunity
- Vitality
- Creativity

Implementation
The City will implement *OurWinnipeg* through the *OurWinnipeg Action Plan*. An Action Plan will be created in an integrated way, involving departments, partners and the community as appropriate. More than a simple “to-do” list, an Action Plan will include communications and outreach, which is critical to fostering strong collaborative working relationships, and will draw from measurement and continuous improvement loops, which is critical to effective decision making and action.

The Action Plan includes three core functions:
1. Relationship Building, Outreach and Marketing
2. Implementation Plans
3. Monitoring, Measuring and Continual Improvement

Striving for sustainable innovation and benchmarking against best practices are integral parts of measurement and continual improvement. This work, including the research, development and testing of new tools and approaches, will be an integral part of the Action Plan and the implementation of OurWinnipeg.

Public Engagement
- *OurWinnipeg* is based on the voices of Winnipeggers, commencing with the visions shared by participants at the Mayor’s Symposium on Sustainability, held April 25, 2009, and augmented by the input received through the comprehensive speakupwinnipeg citizen involvement process. Over the course of approximately one year, more than 42,000 Winnipeggers provided input into the planning

process through speakupwinnipeg.com, roundtables, open houses, major face to face events, and through community outreach.

- Public Involvement on *Our Winnipeg* and the companion documents was undertaken in three phases(See attached consultation report – Attachment “B”):
    - SpeakUpWinnipeg #1 (April 2009 – September 2009): Provided an opportunity for high-level / blue sky discussion regarding the future of our city. A wide range of online (blog, video, polls), social media tools, public events, roundtable meetings and a street team were used to engage more than 30,000 Winnipeggers.
    - SpeakUpWinnipeg #2 (October 2009 – January 2010): Provided an opportunity to check-in with key stakeholders and the general public. Website engagement was again used, along with open houses.
    - SpeakUpWinnipeg #3 (February – June 2010): Provided an introduction to the draft *OurWinnipeg Plan* and accompanying Direction Strategies. This phase provided an opportunity to check back with key stakeholders and to share information with the general public in advance of the formal review/approval process. Website engagement, roundtables and public information sessions were used. Through the course of SpeakUpWinnipeg 2 and 3 more than 12,000 additional people were engaged.

OurWinnipeg Consultation Report

As part of the OurWinnipeg initiative, a public engagement program was created called SpeakUpWinnipeg. It was designed to maximize several tools to encourage all Winnipeggers to participate through three phases:

- **SpeakUpWinnipeg #1 (April-September, 2009)**
  - An open-ended, 'blue-sky' period of discussions on a wide-range of topics
  - Process of creating the vision for OurWinnipeg
- **SpeakUpWinnipeg #2 (October 2009 – January, 2010)**
  - A 'check back' with Winnipeggers on the process and direction of the OurWinnipeg initiative i.e. "did we hear you right?"
- **SpeakUpWinnipeg #3 (February – June, 2010)**
  - An introduction to the draft OurWinnipeg Plan and four Direction Strategies (Complete Communities, A Sustainable Winnipeg, Sustainable Transportation, Sustainable Water & Waste)
  - Introduction to the formal public hearing process

SpeakUpWinnipeg

The result of SpeakUpWinnipeg was a conversation with more than 42,000 Winnipeggers. SpeakUpWinnipeg combined online resources and discussion, face-to-face meetings, real-time updates, large 'imagine if' events and extensive background research. The website, SpeakUpWinnipeg.com, was a major hub for the process and featured:

- Blogs
- Videos
- Resources
- A calendar of events
- User submissions
- Question of the Days
- Coordinated activity on Facebook and Twitter

Face-to-face involvement took place through:

- Roundtables
- Focused neighbourhood conversations
- Stakeholder workshops
- Invitations to speak to groups or at events
- The SpeakUp Squad
- Major public events

SpeakUpWinnipeg.com

Using a website as a major consultation tool was a new approach for the City of Winnipeg. The website, and resultant web presence, proved to be successful for providing opportunities for engagement.

From April 25th, 2009 to June 20th, 2010, SpeakUpWinnipeg.com had:

- 8,796,255 hits[1]
- 162,909 page views
- 49,814 visits
- 30,590 visitors
- 737 registered users
- 1,479 total comments received through the blog and e-mail
- 649 Facebook fans
- 242 followers on Twitter

Of the registered users, 624 (85%) provided postal codes that were within the city of Winnipeg[2]. These postal codes indicated that users of the website were from across all areas of Winnipeg (Appendix A).

[1] April 25, 2009 - May 31, 2010
[2] Also includes areas belonging to the Canada Post Urban Forward Sortation Area for Winnipeg.

SpeakUpWinnipeg #1: April – October 2009

PURPOSE
This was the largest consultation component of SpeakUpWinnipeg. It served to promote the new plan and the SpeakUpWinnipeg process, to create a vision for the plan, and to support open conversations on a wide-range of topics.

APPROACH
The overall approach of SpeakUpWinnipeg #1 was to be flexible and receptive to input. It was a 'blue-sky city-wide conversation." SpeakUpWinnipeg took several major forms during the first phase:

- Major Public Events
- Mayor's Symposium on Sustainability
- Imagine Your City: City Building Charrette
- Online at SpeakUpWinnipeg.com
- Roundtables, stakeholder meetings, and focused neighbourhood discussions
- SpeakUpSquad
- Polling

This conversation focused on six areas: Sustainability, Complete Communities, Safety and Security, City Competitiveness, City of the Arts and City Building. Using the framework of sustainability, the basic questions used were "Where are we now? Where do we want to go? and How are we going to get there?"

Major Public Events
The Mayor's Symposium on Sustainability on April 25th, 2009 was the launch for SpeakUpWinnipeg. It had 267 participants and featured forums, roundtable discussions, and a panel discussion.

The City Building Charrette took place June 23rd – June 26th, 2009 and had approximately 500 participants. The event featured topic-centered workshops, an urban design bus tour, and asset mapping exercises.

SpeakUpWinnipeg.com
The site featured blogs, videos and question of the day which were used to support a wide range of perspectives from community members, local celebrities, and City staff. Over 1,200 responses were received as public comments or e-mails through the site during SpeakUpWinnipeg #1.

The site had 15,251 unique visitors and served 98,857 pageviews during SpeakUpWinnipeg #1. Additional online social media activities such as Facebook and Twitter generated 822 fans and followers. Face-to-face round tables and community consultations were supported through an online calendar on the site.

Roundtables, stakeholder meetings, focused neighbourhood discussions, events and speaking engagements.

A partnership approach was used for conducting roundtables. Community organizations acted as delivery partners in the design, planning, and communication of roundtables

and meetings involving 538 participants. (Appendix B). SpeakUpWinnipeg information was shared through organization newsletters, email lists, and networks. Stakeholder meetings were held in cooperation with various groups and associations involving 179 participants (Appendix C). Focused neighbourhood discussions were held in October and November of 2009, involving 370 people over 10 sessions (Appendix D)

There were also a number of events and speaking engagements that took place during SpeakUpWinnipeg #1 with a combined audience of 280 people. (Appendix E)

Outreach
The SpeakUpSquad promoted SpeakUpWinnipeg and actively engaged Winnipeggers throughout the city at public events. The Squad attended 48 events from June – September 2009 (Appendix F) and had contact with approximately 13,500 people. The Squad encouraged participation on SpeakUpWinnipeg.com, asked Winnipeggers to 'speak up' on videos for the site and recorded ideas and feedback.

The inputs from all components of SpeakUpWinnipeg #1 were tabulated and tracked into a searchable database where they were indexed according to key themes. This allowed for analysis of feedback for incorporation into the OurWinnipeg process and documents.

Polling
Between April 17th and 20th, 2009, Angus Reid Strategies contacted 602 people for a telephone poll.

KEY MESSAGES – What we heard

Through SpeakUpWinnipeg #1 several consistent themes were identified. The open-ended visioning approach led themes to be expressed as "desires" for:

- A pragmatic official plan
- Options for housing and lifestyle
- A better understanding of where growth is anticipated and when it will occur
- Support for Downtown
- A connected sustainable transportation network including efficient roadways and options for active transportation, rapid transit and enhanced conventional transit
- Well-maintained infrastructure
- Safety
- Growing economic activity
- Continued emphasis on recreation
- Leadership on sustainability
- Supporting and leveraging Winnipeg's arts sector
- Equitable opportunity
- Choices for all ages
- More integrated approaches and using partnerships to tackle issues such as poverty
- Follow through on plans
- Accessibility

SpeakUpWinnipeg #2 – November 2009 – January 2010

PURPOSE

SpeakUpWinnipeg #2 was a 'check back' with Winnipeggers asking "did we hear you right?" The draft Call to Action for OurWinnipeg was released on November 12, 2009 and public input on the draft was requested to December 7th, 2009. The draft contained the vision for OurWinnipeg, 15 directions to guide the plan and 76 short to mid-term actions based on community priorities heard through SpeakUpWinnipeg #1.

APPROACH

To get the word out, print and online advertisements were used in addition to targeted e-mail invitations to previous SpeakUpWinnipeg participants. The consultation for the Call to Action draft was conducted through three main avenues:

- Open houses
- SpeakUpWinnipeg.com
- Written submissions

The open houses were held at eight locations across the city (Appendix G), from 5-8 p.m. (with one starting at 3 p.m.)[3]. All facilities were fully accessible and located along major routes with transit service and ample parking. Surveys and feedback forms were used to collect input. There were a total of 302 participants.

The text of the Call to Action was posted as a series of blogs on SpeakUpWinnipeg.com. In addition, the Call to Action was made available for download in both official languages. Winnipeggers posted comments to the website or emailed responses through speakupwinnipeg.com. The website had 6,324 unique visitors and served 21,171 pages during this time.

Written submissions were received from a number of organizations (Appendix H). Several stakeholder sessions were also held (Appendix I).

KEY MESSAGES

The "check back" focus of SpeakUpWinnipeg #2 enabled the themes from phase one to be tested and refined, with early action steps proposed. In addition to confirming these themes, several new messages were heard during SpeakUpWinnipeg #2:

- Winnipeggers want to see detailed policy to support each theme area
- Connecting policy to action is critical

[3] These Open Houses were jointly hosted with the Water & Waste Department who were simultaneously conducting public consultation on solid waste recycling.

SpeakUpWinnipeg #3: February – June 2010

PURPOSE

SpeakUpWinnipeg #3 introduced the draft OurWinnipeg plan and the four supporting Direction Strategies:

- Complete Communities
- A Sustainable Winnipeg
- Sustainable Transportation
- Sustainable Water & Waste

This phase provided opportunities to explore the plan and discuss with City staff. This phase also provided an outline of the next steps for OurWinnipeg, including the Public Hearing process.

APPROACH

Introducing the plan took place through public information sessions, roundtables, stakeholder sessions, and SpeakUpWinnipeg.com. The public information sessions and roundtables were attended by approximately 300 people.

Public Information Sessions

Public Information Sessions were held at six different venues throughout the city (Appendix J). The purpose was to share the draft documents with the public and provide an introduction to the information contained within the drafts. One of the sessions was offered in both official languages.

There were also two additional open houses held for the Heritage Conservation Management Plan and Draft Transit Oriented Development Handbook attended by a total of 78 people (Appendix K).

Roundtables, Stakeholder Meetings, Events & Speaking Engagements

Seven roundtables were held, providing the setting for in depth discussion pertaining to specific topic issues. Draft documents were on hand for people to follow as presentations were made with discussions throughout. In addition, nine stakeholder meetings took place between March and June (Appendix L).

Web

The documents were provided online in searchable HTML and PDF formats. They were available as whole documents or individual chapters. Additionally, 2 to 4 page summaries of the documents were provided in both official languages. Printed copies of the documents were made available through the Winnipeg Public Library, the Institute of Urban Studies Library and the Alice Chambers Memorial Library.

During SpeakUpWinnipeg #3 there were 42,881 page views, and 10, 205 visitors. The draft OurWinnipeg and direction strategies were viewed 11,075 times and all of the documents and supporting files were downloaded 3,466 times (Appendix M).

Polling
Between March 8th and 26th, 2010, Probe Research conducted a telephone poll with 603 people.

WHAT WE HEARD

During the process of introducing the draft OurWinnipeg package to the public, there was continued affirmation of the core ideas and most of the specific directions identified in the draft. Several new messages were heard in the early responses to the package:

MESSAGE	RESPONSE
Growth forecasts are difficult to build a plan from because of the number of variables involved in constructing them.	Forecasts were one of many inputs. Forecasts were provided by subject experts (Conference Board of Canada) with due consideration for external factors. The plan can adjust to growth that under or over-performs forecasts.
The Plan provides for the basis of inter-municipal planning.	
Interest in how the plan will be implemented – timing and cost.	OurWinnipeg Section 04 discusses implementation. An OurWinnipeg Action Plan will be brought forward for Council’s concurrence.
“Creativity” is an ambiguous title for the section of the Plan dealing with the arts.	Consideration should be given to amending the title to “City of the Arts”, as used in the Call to Action for OurWinnipeg.
More ambitious targets for community-wide greenhouse gas (GHG) reductions are needed for Winnipeg to be leader.	Proposed targets were selected based on being achievable but challenging. Based on a recent review of municipal targets shared by the Federation of Canadian Municipalities, Winnipeg's target is not out of line with other jurisdictions, though it is not the most aggressive. As detailed community-wide GHG reduction planning begins (summer 2010), the consideration of more aggressive targets is not precluded and could form part of the process.
A clearer, stronger policy about limiting the negative impacts of non-essential pesticides is needed.	The most effective tool for addressing the impacts of pesticides in Canada has been provincial regulation of the sale of cosmetic pesticides. Working with the Province of Manitoba on such a regulation is enabled by the proposed policy.
More definitive land use guidance is required with respect to the Airport Area lands.	Complete Communities is flexible and can be amended to align with changes in the marketplace. To that point, the urban structure map within “Complete Communities” can be amended by Council at some point in the future, as the plans for CentrePort change and evolve.

Appendix A: Canada Post Urban Forward Sortation Areas in Winnipeg represented by registered users on SpeakUpWinnipeg.com

R2C	R2E	R2G	R2H	R2J	R2K	R2L	R2M
R2N	R2P	R2R	R2V	R2W	R2X	R2Y	R3A
R3B	R3C	R3E	R3G	R3J	R3K	R3L	R3M
R3N	R3P	R3R	R3T	R3V	R3W	R3X	R3Y
R4A							

Appendix B: SpeakUpWinnipeg #1 – Roundtables, stakeholder meetings

Roundtables & Stakeholder Events		Dates	Location(s)
Group	Delivery Partner		
Older Winnipeggers	University of Manitoba Centre on Aging	June 4, 2009	Crossways in Common
Urban Aboriginal People - CLOUT	Thunderbird House	June 9, 2009	Thunderbird House
Aboriginal Council of Winnipeg	Thunderbird House	June 10, 2009	Thunderbird House
Caregivers	Continuity Care	June 11, 2009	River Access East
Caregivers		June 11, 2009	Millennium Library
Urban Aboriginal People	Mamawi	June 13, 2009	Thunderbird House
People with disabilities	Cerebral Palsy Association of Manitoba	June 16, 2009	Millennium Library
Community economic development	CCED-NET	June 17, 2009	West End Cultural Centre
Development Community		June 17, 2009	Convention Centre
Elders Council	Thunderbird House	June 17, 2009	Thunderbird House
People with disabilities		June 24, 2009	Millennium Library
Older Winnipeggers	University of Manitoba Centre on Aging	June 24, 2009	Wellington Retirement Residence
Older Winnipeggers	University of Manitoba Centre on Aging	June 25, 2009	St. James Assiniboia
University Students	Federation of Students – Manitoba Chapter	August 13, 2009	Sorrentos Restaurant
Poverty Groups	Winnipeg Poverty Reduction Council, Make Poverty History Manitoba	September 3, 2009	Red River College
Food Security	Food Matters Manitoba	September 21, 2009	St. Matthews Church
Government/	Institute of Urban	September 30, 2009	Planning, Property &

Attachment "B": – Consultation Report

Roundtables & Stakeholder Events		Dates	Location(s)
Group	**Delivery Partner**		
Research Sectors/Housing	Studies		Development Offices
Non-Profit Housing Providers	Institute of Urban Studies	October 5, 2009	Viscount Gort Hotel
Aboriginal Communities	Institute of Urban Studies	October 6, 2009	Indian and Métis Friendship Centre
For-Profit Housing Providers	Institute of Urban Studies	October 6, 2009	Viscount Gort Hotel
Assembly of Manitoba Chiefs	Assembly of Manitoba Chiefs	October 15, 2009	Assembly of Manitoba Chiefs
Aboriginals/Housing	Institute of Urban Studies	October 15, 2009	St. Regis Hotel
Newcomers/Housing	Institute of Urban Studies	October 19, 2009	St. Regis Hotel
GLBTT[4] Communities	Rainbow Resource Centre	October 21, 2009	Rainbow Resource Centre
General Public/Housing	Institute of Urban Studies	October 22, 2009	Masonic Temple
Older Winnipeggers/Housing	Institute of Urban Studies	October 26, 2009	St. Regis Hotel
Neighbourhood Development Corps/Housing	Institute of Urban Studies	October 28, 2009	St. Regis Hotel
Disability Communities/Housing	Institute of Urban Studies	October 29, 2009	St. Regis Hotel
Newcomer Communities	Mount Carmel Clinic	October 31, 2009	Millennium Library

[4] *Gay, Lesbian, Bisexual, Transgendered, Two-Spirited

Appendix C: Stakeholder Sessions

Stakeholder Session	Dates	Location(s)
Winnipeg Chamber of Commerce	June 2, 2009	Chamber Offices
Downtown Stakeholders	June 19, 2009	Forks Dance Studio
Destination Winnipeg	September 18, 2009	Planning, Property & Development Offices
Our Winnipeg Parks Plan Stakeholder Consultation	September 25, 2009	Millennium Library
Industry Exchange: Developers	October 7, 2009	Millennium Library
Planners, downtown stakeholders, transportation stakeholders	October 9, 2009	Millennium Library
Winnipeg Real Estate Board Trade Show	October 14, 2009	Convention Centre
Sustainable Transportation	March 11 -12, 2010	Millennium Library
The following stakeholder events held after October, 2009 also informed OurWinnipeg:		
Assinboine Park Enterprises	November 30, 2009	Assiniboine Park Pavilion
Sports Associations	December 3, 2009	Sport Manitoba
Trails /Stewardship/Resident Association Groups	January 14, 2010	Millennium Library
General Council of Winnipeg Community Centres	November 2, 2009	GCWCC Meeting Room
Biz Associations	December 14, 2009	Planning, Property & Development Offices

Appendix D: Focused Neighbourhood Discussions

Neighbourhood Discussions	Dates	Location(s)
Point Douglas Community Forum	October 7th, 2009	Ukrainian Labour Temple, 591 Pritchard
Fort Rouge/River Heights Neighbourhood Resource Network	October 8th, 2009	Fort Rouge Leisure Centre, 625 Osborne St
Assiniboine South	November 27, 2009	Breezy Bend Country Club, 7620 Roblin Blvd
Downtown/West End Central Network	October 15, 2010	West End Cultural Centre, 583 Ellice Ave
Seven Oaks Neighbourhood Resource Network	October 19, 2010	Kildonan United Church, 187 Kilbride
Transcona Neighbourhood Resource Network	October 20, 2010	ACCESS Transcona, 845 Regent
St. James Neighbourhood Resource Network	October 21, 2010	Military Family Resource Centre, 102 Comet Rd
River East Neighbourhood Resource Network	October 21, 2010	ACCESS River East, 975 Henderson Hwy
Healthy St. Boniface Network / Réseau Saint-Boniface en santé	October 28, 2010	Bilingual Service Centre, 614 rue DesMeurons
St. Vital Community Action Network	October 30, 2010	Centre 24/7, 533 St. Anne's Rd

Appendix E: SpeakUpWinnipeg #1 - Major Public Events & Speaking Engagements

Major Public Events & Speaking Engagements	Dates	Location(s)
Mayor's Symposium on Sustainability	April 25th, 2009	Winnipeg Art Gallery
City Building Charrette	June 23 - 26, 2009	Winnipeg Art Gallery
St. Vital Rotary Speaking Engagement	May 12, 2009	Niakwa Golf Club
City Leadership Breakfast Speaking Engagement	May 22, 2009	City Hall
Mayor's Senior Advisory Committee Speaking Engagement	May 25, 2009	City Hall
Partnership of the Capital Region Speaking Engagement	June 3, 2009	Partnership Offices
Winnipeg Access Advisory Committee Speaking Engagement	June 15, 2009	City Hall
Partnership of the Capital Region Speaking Engagement	September 14, 2009	Partnership Offices
Partnership of the Capital Region Speaking Engagement	September 17, 2009	Partnership Offices
Canadian Association on Gerontology Conference	October 22 - 24, 2009	Fairmont, Winnipeg, Manitoba
Manitoba Planning Conference	October 28 - 30, 2009	Brandon, MB
Association of Rural Municipalities Speaking Engagement	November 5, 2009	Lorette, MB
Southwood Golf Course Speaking Engagement	December 5, 2009	University of Manitoba

Appendix F: SpeakUp Squad Events Attended

Speak Up Squad - Event	Dates	Times attended
Kidsfest	June 4, 2009	1
Bike to Work Day	June 19, 2009	1
Aboriginal Day	June 20, 2009	1
St. Charles/ St. James BBQ	June 25, 2009	1
Polo Park	June 25-26, 2009	1
Art City Parade	June 27, 2009	1
Free Jazz at Lunch	June 29 - July 2, 2009	2
Fringe Festival	July 18 - 24, 2009	7
Canada Day	July 1, 2009	1
Out to Lunch Concert Series	June 24 - September 2, 2009	9
Dancing Under the Canopy	July 16 - August 13, 2009	4
Corydon Concert	July 3, 2009	1
Assiniboine Park Zoo	July 5, 2009	1
Village Market	August 13 -27, 2009	3
Portage Place	July 2, 2009	1
St. Vital Mall	July 15-16, 2009	1
Millennium Library	August 18 -25, 2009	2
Bikefest	July 19, 2009	1
Folklorama Kickoff	August 1, 2009	1
Picnic in the Park	August 22, 2009	1
St Norbert Market	September 2, 2009	1
Ciclovia	September 13, 2009	1
Park(ing) Day	September 18, 2009	1
WHHI Forum	September 18, 2009	1

Appendix G: Call to Action Open House Locations

Location	Date
Red River College	Tuesday, November 17, 2009
Sturgeon Creek CC	Wednesday, November 18, 2009
Windsor CC	Thursday, November 19, 2009
Access Transcona	Friday, November 20, 2009
Thunderbird House	Monday, November 23, 2009
Canad Inns Fort Garry	Tuesday, November 24, 2009
Bronx Park CC	Wednesday, November 25, 2009
Canad Inns Garden City	Thursday, November 26, 2009

Appendix H – Groups who submitted written comments for the Draft Call to Action for Our Winnipeg

- West Broadway Development Corporation
- Right to Housing Coalition
- Canadian Community Economic Development Network (CCedNet) Manitoba,
- Winnipeg Food Policy Working Group and
- Bike to the Future.

Appendix I – SpeakUpWinnipeg #2 Stakeholder Sessions

Stakeholder Sessions	Dates	Location(s)
Folklorama Organizers	December 10, 2009	Folklorama offices
Province of Manitoba	December 12, 2009	Provincial Office
Downtown Council	January 19, 2010	CentreVenture Boardroom
Destination Winnipeg	January 20, 2010	Planning, Property & Development Offices
Chamber of Commerce	January 22, 2010	Chamber Offices

Appendix J – SpeakUpWinnipeg #3 Public Information Sessions

Date	Location
Thursday, May 27th, 2010	Red River College Princess Street Campus
Saturday, May 29th, 2010	Win Gardiner Place
Monday, May 31st, 2010	Canad Inns Fort Garry
Tuesday, June 1st, 2010	River East Collegiate
Wednesday, June 2nd, 2010	Sturgeon Creek CC
Thursday, June 3rd, 2010	Franco Manitoban Cultural Centre

Appendix K – Additional Open Houses

Event	Date	Location
Heritage Conservation Management Plan Open House	May 29, 2010	Sport Manitoba
Transit-Oriented Development Open House	June 17, 2010	Millennium Library

Appendix L: SpeakUpWinnipeg #3 - Roundtables, Stakeholder Meetings, Events & Speaking Engagements

Roundtables, Stakeholder Events	dates	location(s)
Opportunity & Vitality Stakeholders	June 1, 2010	Millennium Library
Sustainability, Environment, Heritage, City Building Stakeholders	June 2, 2010	Millennium Library
Housing, Recreatoin Library Stakeholders	June 2, 2010	Millennium Library
Creativity Stakeholders	June 3, 2010	Millennium Library
City Building Stakeholders	June 3, 2010	Millennium Library
Opportunity & Vitality Stakeholders	June 4, 2010	Millennium Library
Safety/Security, Prosperity Stakeholders	June 4, 2010	Millennium Library
Transportation Stakeholders	March 12, 2010	Millennium Library
Province of Manitoba	April 8, 2010	Provincial Office
Urban Development Institute	April 15, 2010	CAO Boardroom
Industry Exchange: Developers	May 31, 2010	Convention Centre
Chamber of Commerce	June 3, 2010	CAO boardroom
Downtown Council	June 3, 2010	CentreVenture Boardroom
Winnipeg Realtors	June 4, 2010	Winnipeg Realtors Offices
Transit-Oriented Development Stakeholder Consultation	June 18, 2010	Millennium Library
Transit-Oriented Development Developer Consultation	June 18, 2010	Millennium Library
Speaking Engagements	**dates**	**location(s)**
Canadian Sustainability Indicators Network	March 2 -3, 2010	Toronto, ON
Leadership for Environment and Development	May 20, 2010	Winnipeg, MB
Canada Green Building Conference	June 9, 2010	Vancouver, BC

Appendix M: Document Downloads and Views. April 25, 2009 – June 20, 2010

Document	Downloads			Document Views
	Full Document	Individual Sections, Combined Total	At-A-Glance	
OurWinnipeg	378	797	168	2329
Complete Communities	184	368	89	1557
Sustainable Transportation	179	340	89	1109
Sustainable Water & Waste	89	96	19	475
A Sustainable Winnipeg	90	92	44	536
Call to Action	444			

Errors and Omissions – Our**Winnipeg** and **Complete Communities**

During phase 3 of SpeakUpWinnipeg a number of errors and omissions in Our**Winnipeg** and Complete Communities were noted.

The following list of amendments is recommended:

Our**Winnipeg**

1. That By-law No. 67/2010, Our**Winnipeg** be forwarded to Council for Second Reading with the following amendments:

   A. On page 3: the words "City of Winnipeg Charter" in sidebar text should be in bold type
   B. On page 4: the words "City of Winnipeg Charter" in image caption should be in bold type
   C. On page 8: delete the words "Rest of Winnipeg" in graph label and replace with "City of Winnipeg"
   D. On page 8: delete data point label on graph "849,00" and replace with "849,000"
   E. On page 13: add the words "The number of Aboriginal people in Winnipeg is growing at a faster rate than that of the non-Aboriginal population. Source: Statistics Canada, 2006 Census, Aboriginal persons based on identity." to the end of the first paragraph
   F. On page 28: add the words "(comma) updating the structure through local planning processes as described in **Complete Communities** or through **OurWinnipeg** amendments, as required." after the phrase "Monitor and maintain an up-to-date understanding of Winnipeg's land supply and evolving urban structure"
   G. On page 29: delete the word "PROPOSED" from title of figure 01a
   H. On page 29: delete the words "This is a draft version of the Urban Structure Map. It will be finalized upon approval of OurWinnipeg and its Direction Strategies. Source: Complete Communities" and replace with "Winnipeg's urban structure."
   I. On page 58: insert "Opportunities to volunteer with community-based recreation programs offer valuable and meaningful experiences, and the volunteer contribution is essential to their success." to the end of the second paragraph.
   J. On page 68: delete "KEY DIRECTIONS:" and replace with "DIRECTIONS:"
   K. On page 71: delete image and replace with an image of a non-downtown building.
   L. On page 79: insert "Vital neighbourhoods include greenspace, with opportunities to relax, reflect and connect with nature." after the third sentence in the second paragraph

M. On page 81: insert "especially in social gathering places" under DIRECTION 6, ENABLING STRATEGIES, third bullet, after the words "...grasses in public spaces"

N. On page 82: delete "The" under DIRECTION 7, ENABLING STRATEGIES, second bullet, and replace with "the"

O. On page 83: insert "The Winnipeg Arts Council (WAC) is a not-for-profit, arm's length corporation established by the City of Winnipeg. Its mission is to develop the arts on behalf of the people of Winnipeg. WAC's mandate includes the management of the City's arts and cultural funding programs, managing and administering the City's Public Art Policy and Program, advising the City on cultural policy and presenting cultural plans from City Council's approval. As an arm's-length organization committed to artistic excellence and diversity, WAC has an integral role in advancing Winnipeg's international reputation as a City of the Arts. WAC will also be the lead partner in the development of a long-range strategic cultural plan for the city. For more information on WAC visit http://www.winnipegarts.ca" as sidebar text

P. On page 83: insert "(see Complete Communities) after the last bullet point under ENABLING STRATEGIES

Q. On page 85: delete "Destination Winnipeg" under DIRECTION 6, ENABLING STRATEGIES, first bullet, and replace with "Economic Development Winnipeg"

R. On page 87: insert "Source: Winnipeg Arts Council" at the end of the image caption

S. On page 94: insert alphabetical glossary entry "AFFORDABLE HOUSING Affordable housing Affordable housing costs less than 30 per cent of before-tax household income. For renters, shelter costs include rent and any payments for electricity, fuel, water and other municipal services. For owners, shelter costs include mortgage payments (principal and interest), property taxes, and any condominium fees along with payments for electricity, fuel, water and other municipal services. It includes housing provided by the private, public and not-for-profit sectors as well as all forms of housing tenure." (Source: CMHC Housing Observer 2009, pp 15, 81)

T. On page 97: delete alphabetical glossary entry heading "DESTINATION WINNIPEG" and replace with "Economic Development Winnipeg"

U. On page 98: delete "Farmland and open areas where there has been no prior residential, industrial or commercial activity. As opposed to a brownfield – the threat of contamination is much lower." under the alphabetical glossary heading GREENFIELD/GREENFIELD DEVELOPMENT, and replace with "Used in construction and development to reference land that has never been used (e.g. green or new), where there is no need to demolish or rebuild any existing structures."

V. On page 99: delete "In contrast to greenfield development (see Greenfield), it is the development of vacant parcels of land in otherwise built-up areas." under alphabetical glossary entry INFILL/INFILL DEVELOPMENT, and replace with "A type of development occurring in established areas of the city. Infill can occur on long-time vacant lots, or on pieces of land with existing buildings, or can involve changing the land use of a property from one type of land use to another."

Attachment “C” – Errors and Omissions Report

W. On page 102: insert alphabetical glossary entry “RECREATION Recreation is all those things that a person or group chooses to do in order to make their leisure time more interesting, more enjoyable and more personally satisfying”

Complete Communites

1. That By-law No. 68/2010, Complete Communites be forwarded to Council for Second Reading with the following amendments:

A. on the inside cover: insert ", Kathy Knudsen" at the end of the text under the heading COMMUNITY SERVICES DEPARTMENT
B. on the unnumbered facing pages under the heading HOW TO USE THIS DOCUMENT: realign arrows in graphics to visually correspond to referenced text
C. On page 11: delete "This is a draft version of the Urban Structure Map. It will be finalized upon approval of OurWinnipeg and its Direction Strategies." Under map image and replace with "Winnipeg's urban structure."
D. On page 11: delete fill colour from map areas outlined in red and identified in the map legend as Major Redevelopment Sites and replace with map areas outlined in red
E. On page 11: delete existing fill colour used for Red and Assiniboine Rivers in map image and replace with a contrasting fill colour for Red and Assiniboine Rivers to differentiate from areas identified in the map legend as New Communities
F. On page 26: delete "significant city-wide" under DIRECTION 3, first paragraph, second line, and replace with "major"
G. On page 28: delete "identiy" under DIRECTION 1, third paragraph, and replace with "identify"
H. On page 28: delete "simplified" under DIRECTION 1, fourth paragraph, and replace with "streamlined"
I. On pages 42 through 51: delete "Reginal" from vertical text on edge of pages and replace with "Regional"
J. On page 43: Under Characteristics of Regional Mixed Use Centres add "Large site area typically (±) 100 acres or more."
K. On Page 66: Under Characteristics of Major Redevelopment Sites add "Site area typically (±) 15 acres or more.
L. On page 75: The lands north of Leila Avenue, West of the Hydro corridor, east of Pipeline, and south of the Chief Peguis Trail should be identified as "New Communities" in Our Winnipeg and Complete Communities, and depicted as a separate Precinct on the map
M. On page 84: insert "OurWinnipeg directions in the areas of 01-4 Housing, 01-5 Recreation, 01-6 Libraries, 03-1 Opportunity and 03-2 Vitality will support and focus the kind and level of development that occurs in Reinvestment Areas." at the end of the last paragraph
N. On page 95: show the area known as the City of Winnipeg North End Water Pollution Control Centre on the map in grey
O. On page 138: insert "AND ENHANCE PLANNING EFFORTS TOWARD THE IMPLEMENTATION OF" under DIRECTION 3, after the word "COMPLEMENT"
P. On page 147: delete "Large, underdeveloped tracts of land that are not currently serviced by a full range of municipal services." under alphabetical glossary heading GREENFIELD / GREENFIELD DEVELOPMENT, and

replace with "Used in construction and development to reference land that has never been used (e.g. green or new), where there is no need to demolish or rebuild any existing structures."

Q. On page 147: delete "In contrast to greenfield development (see Greenfield), it is the development of land in otherwise built-up areas." under the heading INFILL/INFILL DEVELOPMENT, and replace with "A type of development occurring in established areas of the city. Infill can occur on long-time vacant lots, or on pieces of land with existing buildings, or can involve changing the land use of a property from one type of land use to another."

R. On page 154: delete "Zoning classifies of" under alphabetical glossary heading ZONING, and replace with "Zoning classifies"