Call to Action Consultation Report

SUMMARY

The Call to Action is the first report for OurWinnipeg and is based on six months of intensive public engagement. The report lays out the vision and directions for the OurWinnipeg plan and includes 76 actions the City will take in the next 24 months. Public input on the draft was requested from November 12th to December 7th, 2009.

Public input received through the Call to Action consultation process confirmed key directions for OurWinnipeg and provided additional information to be used in the next phases of this initiative. Overall, the 76 actions were strongly supported by Winnipeggers after the draft Call to Action was released.

The consultation for the Call to Action draft was conducted through three avenues:

A. Open houses
B. Web site - SpeakUpWinnipeg.com
C. Written submissions

Print and online advertisements were used in addition to targeted e-mail invitations to previous SpeakUpWinnipeg participants. A total of 302 Winnipeggers attended open houses, 3,703 people visited the website, and 5 organizations submitted written input.

MEDIA/COMMUNICATION CAMPAIGN

The Call to Action was released publicly on Thursday, November 12th, accompanied by a media release. Advertisements were run in the Winnipeg Free Press and Winnipeg Sun on the weekend preceding the first Open House. The Open Houses were highlighted on SpeakUpWinnipeg.com and online advertising campaigns were run through the Winnipeg Free Press, Winnipeg Sun and Facebook.

The communication plan for the Open Houses relied heavily on the established networks and relationships developed through SpeakUpWinnipeg thus far. All symposium, roundtable, and charrette participants received an e-mail inviting them to look at the Call to Action draft on the website and come out to one of the eight open houses. E-mails to roundtable participants highlighted particular actions that related to their roundtable discussions. In addition, an internal e-mail was sent to all City of Winnipeg staff from the Chief Administrative Officer.

CONSULTATION METHOD

A. Open Houses

Dates, Locations, Attendance

The open houses were held at eight locations across the city in both city-owned and privately-owned facilities, from 5-8 p.m. (Red River College open house started at 3 p.m.). All facilities were fully accessible and located along major routes with transit service and ample parking. Open houses were catered by *Food for Thought* except for those in Canad Inns. A child-friendly activity table staffed by Community Services was provided at each event. There were a total of 302 participants.

Date	Location	Attendance
Tuesday, November 17	Red River College	41
Wednesday, November 18	Sturgeon Creek CC	44
Thursday, November 19	Windsor CC	28
Friday, November 20	Access Transcona	30
Monday, November 23	Thunderbird House	34
Tuesday, November 24	Canad Inns Fort Garry	52
Wednesday, November 25	Bronx Park CC	33
Thursday, November 26	Canad Inns Garden City	40

Who was Involved

In addition to the OurWinnipeg team, the open houses were staffed by representatives from Community Services, Police Services, Public Works, Planning and Land Use, Parks and Open Spaces, Water and Waste, and the Winnipeg Committee for Safety. The open houses at Red River College and Thunderbird House were opened by an Elder. Several members of council attended open houses in/near their ward.

The open houses were jointly hosted with the Water and Waste Department who were simultaneously conducting a recycling consultation. The open houses were advertised separately in order for them to remain "distinct, but aligned". The cost and responsibility for transportation, logistics and other resources were split between departments resulting in a beneficial division of labour and reduction in expenses.

Design/Content

The open houses were designed to provide clear and detailed information, an unrushed atmosphere, and many opportunities to provide feedback and ask questions. The open houses were set up with nine stations:

- a welcome table where people were greeted, could sign up for the e-mail listserve, and receive an overview of the event;
- an overview station on SpeakUpWinnipeg and the Call to Action;
- a computer station where people could explore the website and comment online;
- six component stations: Sustainability, Communities, Safety and Security, City Building, City Competitiveness, City of the Arts.

All six component stations had a staff person to answer any questions. Staff members were provided with more detailed briefing notes on the actions.
Each station had poster boards with abridged content from the Call to Action draft. French and English boards were used at the Windsor Park (Riel CCA) open house.

Feedback Instruments

The open houses had four means for people to provide feedback: surveys, post-it notes, comments to staff, and posting on the website. A sample of one of the surveys is shown in Appendix A.

The surveys were broken down for each component and included its key path and a list of all its actions. Open House attendees were asked to prioritize each action based on a five point Likert scale ranging from "not a priority" to "essential". People were also encouraged to leave written comments on the back on the surveys.

Comments written on post-it notes were stuck to display boards and were available for other people to read at following open houses.

Results
People who came to the open houses stayed between 30 minutes and an hour. In this time most people read the boards, completed surveys, and talked to a number of city staff. People took the opportunity to learn more about SpeakUpWinnipeg and OurWinnipeg, ask questions about directions, specific actions and possible implementation tools.

There were 322 surveys completed, 91 additional comments written on the survey forms and 137 comments posted on the display boards using post-it notes.

The surveys showed that all but one – accessible business cards[1] -- of the actions ranked at least a "medium priority" by the majority of Winnipeggers. Of the 76 actions 59 were ranked "high priority" or "essential" by over 50% of the responses. **The overall message was that the starting-point actions identified in the Call to Action are well-aligned with community priorities.** The survey results are listed in Appendix B.

B. Web Site

The text of the Call to Action was posted as a series of blogs on speakupwinnipeg.com. In addition it was made available for download in pdf form. Winnipeggers posted comments to the website or emailed responses through speakupwinnipeg.com. Representatives from all six component areas monitored comments on the web site and responded to questions and issues raised by posters. Close to real-time conversation made the web site a truly interactive engagement tool.
Between November 12th and December 7th:

- 3,703 visitors (65% were first-time visitors)
- 44 Referrals from winnipegfreepress.com (from online ads)
- 40 referrals from winnipegsun.com (from online ads)
- Facebook ad: 1.7 Million impressions, 509 clicks, peaked at 61 clicks in one day

C. Written Submissions

Written submissions were emailed directly and which were followed by meetings with some of the organizations. Written input was received from 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.

Written comments were generally supportive, often mentioning the open and collaborative approach of SpeakUpWinnipeg and the progress made on defining key directions to date. Typically, submissions then delivered a series of recommendations and requests for specific tools and strategies to be considered in the final version of the Call to Action or during the next phase of the OurWinnipeg planning process.

[1] Note that this action is an accepted best practice for accessibility. Actions that related primarily to City Administration tended to receive, on average, slightly lower support than those with a more public impact.

CONSULTATION FINDINGS:

We received hundreds of comments on the current directions of OurWinnipeg, on how specific actions could be focused and on potential new actions. These comments were supportive of the Call to Action and provided constructive feedback on the document.

Specific outcomes:

1. The vision and key directions for the OurWinnipeg plan were confirmed. The first draft, created with input from more than 30,000 Winnipeggers, was reviewed by at least 4,000 citizens (many representing organizations and networks) and found to be largely correct.

2. Comments and inputs on the clarity and messaging of the Call to Action have been incorporated into the final report without changing the content.

3. Many consultation participants recommended or requested specific tools or strategies for that were not able to be included in the Call to Action because they require the development of new supporting policy or changes to budgets. Many of these tools and strategies are being analyzed for possible inclusion in the forthcoming OurWinnipeg plan.

Prepared December 9, 2009

Appendix A – Sample Survey

Sustainability						
How high of a priority are the following actions for Winnipeg?	Not a priority	Low priority	Medium priority	High priority	Essential	Do Not Know
A Key Path for Sustainability: Leading By Example– A Sustainable Procurement Policy	☐	☐	☐	☐	☐	☐
Green Standards for City Buildings	☐	☐	☐	☐	☐	☐
Plan for a Sustainable Winnipeg	☐	☐	☐	☐	☐	☐
City of Winnipeg Green Workplace Initiative	☐	☐	☐	☐	☐	☐
Green Living Campaign	☐	☐	☐	☐	☐	☐
Online Sustainability Tools for Citizens	□	□	□	□	□	□
Greenhouse Gas Reduction Strategy	□	□	□	□	□	□
Green Fleet Vehicle Plan	□	□	□	□	□	□
Expanded Sustainability Scope for Mayor's Environmental Advisory Committee	□	□	□	□	□	□
Examine Curbside Composting	□	□	□	□	□	□
Residential Toilet Water Conservation Program	□	□	□	□	□	□

Appendix B – Consolidated Survey Results

##	Title	Component	Not a priority	Low priority	Medium priority	High Priority	Essential	Do Not Know	Blank	Mean	Mode	Median	=> High Priority	=> Medium Priority
1	A Key Path for Sustainability: Leading By Example– A Sustainable Procurement Policy	S	3	1	11	18	20	1	4	3.96	5.00	4.00	70%	91%
2	Green Standards for City Buildings	S	2	1	15	22	17	0	1	3.89	4.00	4.00	68%	95%
3	Plan for a Sustainable Winnipeg	S	1	0	8	21	26	0	2	4.27	5.00	4.00	84%	98%
4	City of Winnipeg Green Workplace Initiative	S	3	3	13	24	13	0	2	3.73	4.00	4.00	66%	89%
5	Green Living Campaign	S	3	4	15	19	15	1	1	3.70	4.00	4.00	60%	86%
6	Online Sustainability Tools for Citizens	S	2	11	14	16	12	1	2	3.45	4.00	3.00	50%	75%
7	Greenhouse Gas Reduction Strategy	S	3	4	3	19	28	0	1	4.14	5.00	4.00	82%	88%
8	Green Fleet Vehicle Plan	S	1	1	10	23	21	0	2	4.11	4.00	4.00	79%	96%
9	Expanded Sustainability Scope for Mayor's Environmental Advisory Committee	S	2	5	14	20	9	7	1	3.58	4.00	4.00	51%	75%
10	Examine Curbside Composting	S	1	7	8	17	23	2	0	3.96	5.00	4.00	69%	83%
11	Residential Toilet Water Conservation Program	S	2	2	15	21	18	0	0	3.88	4.00	4.00	67%	93%
12	A Key Path for Safety and Security: Safe Communities– A Cross-Sector Approach to Crime Prevention	SS	1	0	7	17	19	1	1	4.20	5.00	4.00	80%	96%
13	Crime Prevention Through Environmental Design (CPTED) Policy	SS	2	2	9	19	12	1	1	3.84	4.00	4.00	69%	89%
14	SafeGrowth: Planning for Safe Neighbourhoods	SS	1	2	9	20	14	0	0	3.96	4.00	4.00	74%	93%
15	Support Safe Communities Winnipeg	SS	1	1	6	19	14	2	3	4.07	4.00	4.00	77%	91%
16	High-Risk Youth Exploitation Strategy	SS	2	0	4	22	17	0	1	4.16	4.00	4.00	87%	96%

17	School Resource Officers	SS	2	3	15	19	6	0	1	3.53	4.00	4.00	56%	89%
18	Increased Police Presence	SS	4	1	16	12	11	0	2	3.57	3.00	3.50	52%	89%
19	Closed Circuit Television for Crime Reduction	SS	5	10	13	10	4	2	2	2.95	3.00	3.00	32%	61%
20	A Key Path on City Competitiveness: Stronger Together– Building a New Approach to Economic Development	CC	0	0	5	18	12	2	11	4.20	4.00	4.00	81%	95%
21	Continue the Conversation: SpeakUpWinnipeg.com	CC	1	2	15	13	13	1	3	3.80	3.00	4.00	58%	91%
22	Growth-based Provincial Funding	CC	0	3	10	15	12	3	5	3.90	4.00	4.00	63%	86%
23	Capitalize on the 'Green' Economy	CC	1	0	8	18	19	0	2	4.17	5.00	4.00	80%	98%
24	Attract More Business	CC	0	1	7	20	17	1	2	4.18	4.00	4.00	80%	96%
25	Priority Allocation of Revenue Growth	CC	0	1	15	11	8	11	2	3.74	3.00	4.00	41%	74%
26	Downtown Cultural Events	CC	2	3	16	14	10	2	1	3.60	3.00	4.00	51%	85%
27	Aboriginal Youth Strategy – Employment Opportunities	CC	2	0	6	14	25	0	1	4.28	5.00	5.00	83%	96%
28	Downtown On and Off-Street Parking Strategy	CC	1	4	9	12	17	4	1	3.93	5.00	4.00	62%	81%
29	Downtown as an Entertainment Hub	CC	1	5	13	17	11	0	1	3.68	4.00	4.00	60%	87%
30	Wi-fi Spots in City Parks	CC	4	14	11	10	4	3	2	2.91	2.00	3.00	30%	54%
31	Downtown Snow Removal	CC	2	0	11	17	14	2	2	3.93	4.00	4.00	67%	91%
32	Service Expenditure Reductions	CC	5	8	13	10	6	4	2	3.10	3.00	3.00	35%	63%
33	Alternative Revenues	CC	3	7	11	14	7	4	2	3.36	4.00	3.00	46%	70%
34	Provincial-City Efficiencies	CC	1	1	13	16	12	4	1	3.86	4.00	4.00	60%	87%
35	Strategic Focus	CC	1	2	6	24	9	4	2	3.90	4.00	4.00	72%	85%
36	Sustainable Infrastructure Funding	CC	1	3	5	20	14	2	3	4.00	4.00	4.00	76%	87%
37	Streamlining Regulatory Approvals	CC	1	3	9	16	14	4	1	3.91	4.00	4.00	64%	83%
38	Pursue Creativity and Innovation	CC	1	0	7	20	16	1	3	4.14	4.00	4.00	80%	96%
39	Measuring Results	CC	1	2	11	17	12	4	1	3.86	4.00	4.00	62%	85%
40	Advance Emerging Trade Initiatives	CC	2	4	13	13	10	2	4	3.60	4.00	3.50	52%	82%
41	Build on Economic Development Intelligence	CC	1	2	9	19	12	2	3	3.91	4.00	4.00	69%	89%
42	Promote Quality of Life	CC	2	0	3	16	25	1	1	4.35	5.00	4.00	87%	94%
43	A Key Path for City Building: Growing Up 'Connected' - A Balanced Approach to Growth and Development	CB	1	1	5	15	22	3	12	4.27	5.00	4.00	79%	89%
44	Transportation Master Plan	CB	1	1	1	18	36	0	2	4.53	5.00	5.00	95%	96%
45	Explore Affordable Housing Actions with Province of Manitoba	CB	0	3	8	22	24	0	2	4.18	5.00	4.00	81%	95%

46	Develop Transit Oriented Development Policy	CB	1	2	9	17	24	1	5	4.15	5.00	4.00	76%	93%
47	City Hall Building Accessibility Demonstration Project	CB	5	10	22	8	7	2	5	3.04	3.00	3.00	28%	69%
48	Improve Bike Parking	CB	3	7	20	12	12	0	5	3.43	3.00	3.00	44%	81%
49	Downtown Bike Share Program	CB	4	12	16	16	5	1	5	3.11	3.00	3.00	39%	69%
50	Handi-Transit Phone Protocol Changes	CB	2	6	17	8	13	8	5	3.52	3.00	3.00	39%	70%
51	Audible Transit Bus Arrival Announcements	CB	0	9	19	14	10	2	5	3.48	3.00	3.00	44%	80%
52	Real-Time Transit Information on Mobile Devices	CB	1	9	16	16	7	4	6	3.39	4.00	3.00	43%	74%
53	Mixed Use Office Park Demonstration Project	CB	1	9	17	13	7	8	4	3.34	3.00	3.00	36%	67%
54	Greenspace Naturalization Standards	CB	1	2	17	13	20	0	6	3.92	5.00	4.00	62%	94%
55	Showcase Area Redevelopment of Obsolete Industrial Areas	CB	1	1	16	20	16	1	4	3.91	4.00	4.00	65%	95%
56	New Parks Strategy	CB	1	3	13	20	18	1	3	3.93	4.00	4.00	68%	91%
57	A Key Path for Communities: Addressing Poverty - Towards a desired state in which all Winnipeggers benefit from growth and change	C	1	1	7	13	31	0	8	4.36	5.00	5.00	83%	96%
58	Aboriginal Youth Strategy: Programs	C	2	1	4	26	26	1	1	4.24	5.00	4.00	87%	93%
59	Accessible business cards	C	6	16	12	11	4	8	4	2.82	2.00	3.00	26%	47%
60	Taking Action on Derelict Buildings	C	0	2	17	21	16	1	4	3.91	4.00	4.00	65%	95%
61	Explore Urban Agriculture	C	2	6	13	19	15	2	4	3.71	4.00	4.00	60%	82%
62	Community-based service delivery model that better aligns services with local needs.	C	1	1	15	16	20	3	5	4.00	5.00	4.00	64%	91%
63	Community-based Neighbourhood Revitalization Strategies	C	0	3	5	31	17	1	4	4.11	4.00	4.00	84%	93%
64	Aboriginal Youth Strategy – Measurement Plan	C	2	1	12	25	14	4	4	3.89	4.00	4.00	67%	88%
65	Community Indicators System Pilot Project	C	1	6	19	16	7	7	5	3.45	3.00	3.00	41%	75%
66	Involve Aboriginal Winnipeggers	C	1	1	7	21	27	1	3	4.26	5.00	4.00	83%	95%
67	Newcomer Package	C	1	3	15	26	11	0	5	3.77	4.00	4.00	66%	93%
68	Age-friendly Winnipeg	C	0	1	21	19	16	0	4	3.88	3.00	4.00	61%	98%
69	Take action on accessibility of City-owned buildings	C	0	6	18	25	7	1	4	3.59	4.00	4.00	56%	88%
70	Community Recreation Fee Assistance Program	C	2	5	12	19	19	0	4	3.84	5.00	4.00	67%	88%
71	A Key Path for the City of the Arts: Ticket to the Future - A New Arts and Culture Strategy for the City of Winnipeg	CA	3	3	6	18	8	1	1	3.66	4.00	4.00	67%	82%
72	Apply an Arts and Culture perspective to Planning	CA	1	2	15	10	11	1	0	3.72	3.00	4.00	53%	90%

73	Heritage Conservation Strategy	CA	0	1	12	14	13	0	0	3.98	4.00	4.00	68%	98%
74	Winnipeg Arts Central and e-billboard	CA	3	5	14	12	3	2	1	3.19	3.00	3.00	38%	74%
75	Winnipeg Cultural Map	CA	2	3	16	13	5	1	0	3.41	3.00	3.00	45%	85%
76	Tools for Culture	CA	2	3	17	8	7	3	0	3.41	3.00	3.00	38%	80%