

Engagement

WINTER 2014

Summary Report

Transparent

Responsive

Growth Plan to Half a Million

Communication & Engagement

Accessible

May 2014



City of
Saskatoon

GROWINGforward!
Shaping Saskatoon

Prepared for the City of Saskatoon by Urban Systems Ltd.



Contents

1.0: February Public Event	1
1.1 Introduction	1
1.2 Attendance	1
1.3 Intake Methods	2
1.4 Promotion.	2
1.5 Activity Station Feedback	4
Station 1 - Growth Plan Overview	5
Station 2 - Transit System Plan	8
Station 3 - Rapid Transit	13
Station 4 - Growth Near Major Corridors	16
Station 5 - Core Area Bridges & Networks.	20
2.0: Post-Event Engagement	23
2.1 Post-Event Engagement	23
2.2 Working Groups	24
3.0: Digital Engagement	29
3.1 Shaping Saskatoon Survey	29
3.2 Shaping Saskatoon Forum.	39
3.3 growingfwd.ca	39
3.4 Email.	39
3.5 Social Media.	40





1

February 25

Public Event

1.1 Introduction

This chapter summarizes feedback received at the Public Event on February 25, 2014 at TCU Place in Saskatoon. The chapter begins with a synopsis of the event, including attendance and methods for collecting input.

Activity Station Feedback responds to project-specific questions posed at the event. This information will be used to inform Phase 3 (Possibilities) of *Growing Forward! Shaping Saskatoon*. Public input obtained from engagement will be considered and reflected in the options assessed in the next phase of this project.

1.2 Attendance

Attendance was recorded using a sign in sheet at the entrance of the event. In total 194 participants signed in. An unknown number of additional attendees opted not to sign in.

1.3 Intake Methods

In addition to sign in sheets to track attendance, the event used several different methods for recording input, including:

- Activity stations (using markers and post-its to record feedback)
- Interactive mapping (using dots to indicate specific locations)
- In-person dialogue (through facilitated discussion, participants were encouraged to express their feedback using the post-its provided)

1.4 Promotion

Several channels were used to promote the Public Event, including:

Pop up booths

- February 17, 2014 @ Cosmo Civic Centre for the Family Day Skate Event. Approximately 15 people, mostly newcomers.
- February 19, 2014 @ Saskatoon Field House. Approximately 90 people, mostly seniors.

Marketing / advertising

- Star Phoenix City Pages ads: Sat/Sun February 8/9, February 15/16, February 22/23.
- Eagle Feather editorial & ad: February 12 (monthly issue)
- Metro ads: February 19, February 24, February 25
- Postcard Distribution @ SIAST + U of S: February 25
- Radio ads: February 20-25
- Poster distribution: February 18 - 25
- Targeted stakeholder emails

Articles, News Releases / PSAs

- Star Phoenix article re: bridges, promoting event, February 5
- News Release for website launch (growingfwd.ca) + promoting event, February 5
- PSA for event reminder, February 24



GROWINGforward!
Shaping Saskatoon

Public Event #1

February 25th, 2014
TCU Place, 35, 22nd Street East
10 – 1 p.m. & 6 – 9 p.m.

Saskatoon is changing. It is how we manage change that is important.

Growing Forward! Shaping Saskatoon is a proactive way of planning for our future. By building on our strengths and applying what we have learned from public participation in Saskatoon Speaks, we are improving how we move around the city and ensuring future growth continues to be sustainable.

For more than a century Aboriginal peoples have been a part of helping Saskatoon grow and shape its future. Now more than ever, Aboriginal peoples are important to help shape the economic development of Saskatoon. That's why all Aboriginal peoples should have their say and be a part of Growing Forward – Shaping Saskatoon. This way, we can be sure the future remains bright and prosperous for everyone in our community.

Saskatoon belongs to you – have your say on Rapid Transit, Future Bridges and How We Build along Major Streets!

Growing Forward! Shaping Saskatoon is the next step to take us from visioning to action. You are invited to provide input on specific options that will shape our **Growth Plan to Half a Million**, such as rapid transit, managing growth along corridors and improving travel across the river.

Attend the **Public Event** or visit us online to get involved and have your say!

You can register to attend online at www.growingfwd.ca
facebook.com/saskatooncitynews [#yxegrowingfwd](https://twitter.com/yxegrowingfwd)



**City of
Saskatoon**

GROWINGforward!
Shaping Saskatoon

Public Event #1

February 25th, 2014
TCU Place, 35, 22nd Street East
10 – 1 p.m. & 6 – 9 p.m.

Saskatoon is changing. It is how we manage change that is important.

Growing Forward! Shaping Saskatoon is a proactive way of planning for our future. By building on our strengths and applying what we have learned from public participation in Saskatoon Speaks, we are improving how we move around the city and ensuring future growth continues to be sustainable.

Saskatoon belongs to you – have your say on Rapid Transit, Future Bridges and How We Build along Major Streets!

Growing Forward! Shaping Saskatoon is the next step to take us from visioning to action. You are invited to provide input on specific options that will shape our **Growth Plan to Half a Million**, such as rapid transit, managing growth along corridors and improving travel across the river.

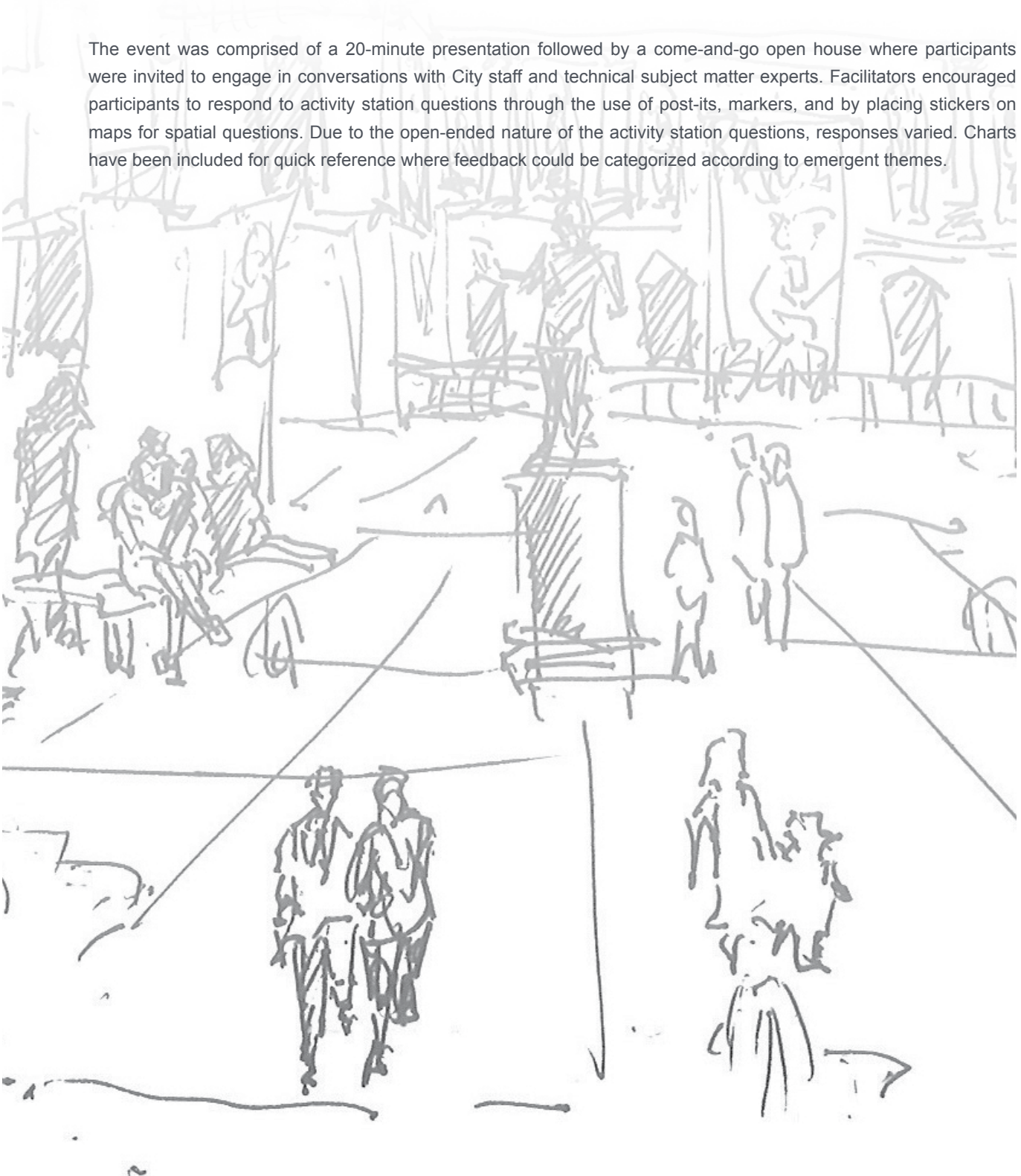
Attend the **Public Event** or visit us online to get involved and have your say!

You can register to attend online at www.growingfwd.ca
facebook.com/saskatooncitynews [#yxegrowingfwd](https://twitter.com/yxegrowingfwd)

Print ads were created using project branding and key messages. Ad content was adapted to be used for promotional posters and post cards.

1.5 Activity Station Feedback

The event was comprised of a 20-minute presentation followed by a come-and-go open house where participants were invited to engage in conversations with City staff and technical subject matter experts. Facilitators encouraged participants to respond to activity station questions through the use of post-its, markers, and by placing stickers on maps for spatial questions. Due to the open-ended nature of the activity station questions, responses varied. Charts have been included for quick reference where feedback could be categorized according to emergent themes.

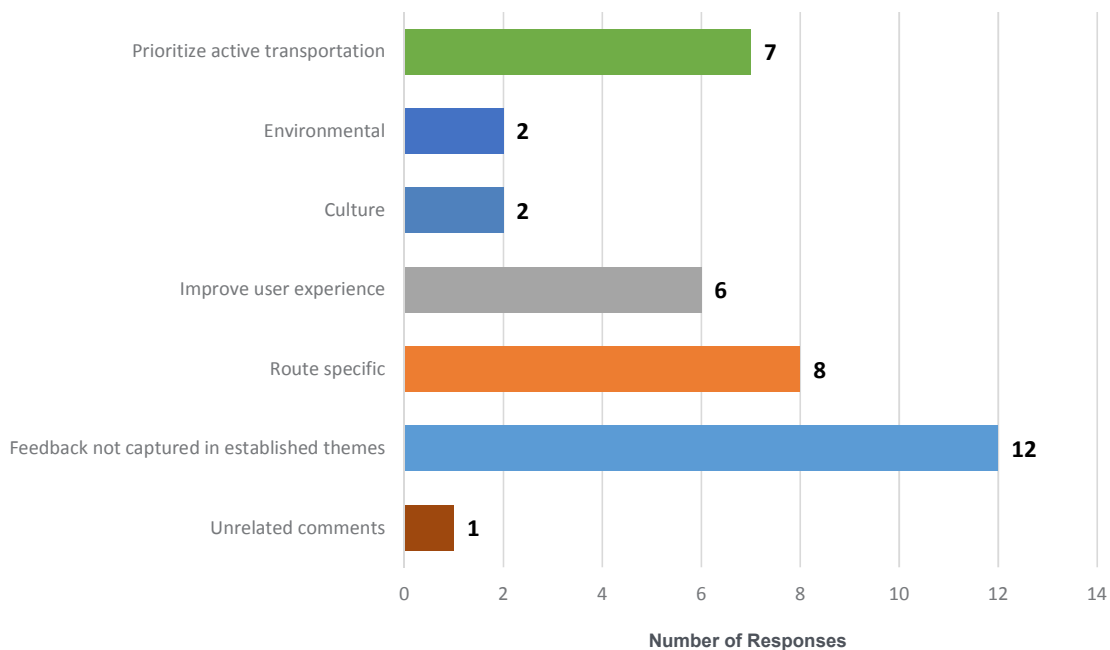


Station 1: Growth Plan Overview

What other goals and objectives should we consider to promote Moving Around?

Comments could be categorized according to which aspect of the transit system they addressed.


- **Twelve (12)** comments provided general feedback or posed questions that could not be charted according to themes. For example, consideration of impacts of online shopping to traditional design, bridges have to accommodate all modes of transportation and users, and ensure regulatory process is efficient.



What other goals and objectives should we consider to promote Sustainable Growth?

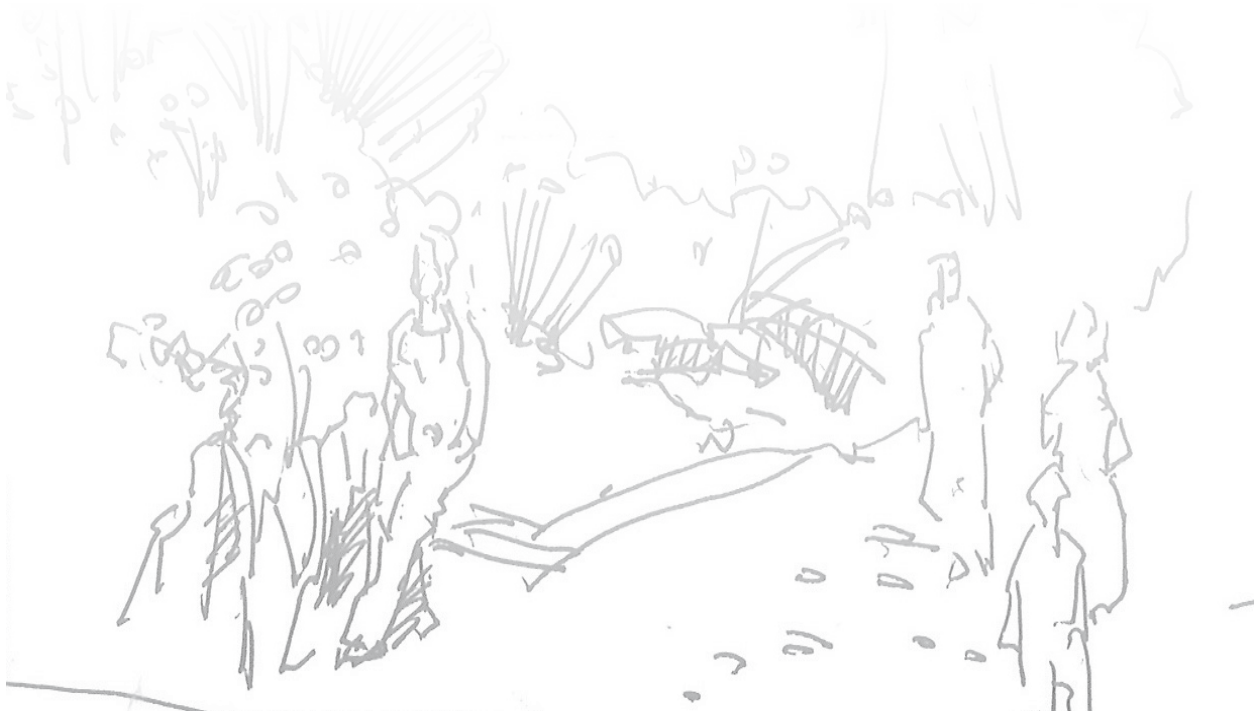
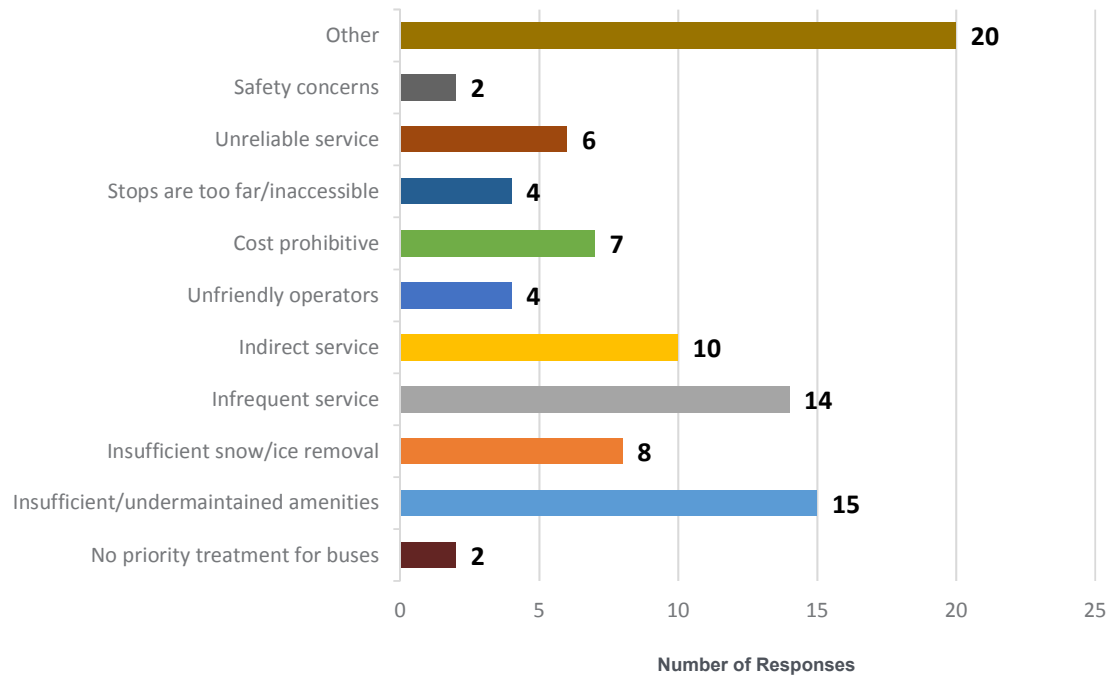
Responses for promoting Sustainable Growth were too varied to be categorized systematically and are listed below, instead.

- Any additional transit system ought to be powered by solar-electric; all existing buses have long, flat roof just right for conversion to solar panels
- Promote photo-voltaic installs in C of S power zone
- When building granny suites, duplexes, multi-dwelling units, PLEASE, make sure there is enough parking on the property so that all the street parking is NIL!
- LEED and passive solar designed developments
- Plan for a City that is far less reliant on fossil fuels and that is primarily driven by safe renewable forms of energy (Comments added: Yes, Agreed)
- Have more business zones near residential to discourage commuting
- Limit negative effects of gentrification in infill areas - comprehensive neighbourhood planning / zoning to protect most vulnerable population (ensure diverse amenities)
- "Agrihoods" space for residents to grow their own food
- Many communities have local groceries and shops. This is beneficial and creates sense of community
- Maintain integrity of existing neighbourhoods. Do not disrupt them with heavy traffic roads
- In promoting sustainable growth ensure sufficient green space, particularly natural areas, is protected within the City
- Support 8th St. improvements that it develops a sense of community as Broadway Ave. enjoys - which should be protected
- Easy and direct bike routes from east side to U of S

- 
- Permeable parking lots
 - Quiet spaces - small mini gardens with sound barriers for contemplation
 - Enforce limits on surface parking lots. At least in the B6
 - Very unsafe for cycling
 - We should be able to safely cycle to and from all areas in City. North Industrial
 - Access for all to green spaces and wilderness
 - No bridge across swales! Keep wild spaces wild. Maintain wild riverbeds
 - Respect for heritage places and spaces
 - Provide more neighbourhood dog parks so residents don't have to drive
 - Give people reasons to come to and move to the City from across Canada
 - Current zoning bylaws draw a barrier to increased density
 - Keep transportation corridor and rail together like on Warman. Limit sound. Into 2nd and City Park
 - Zoning to promote a mix of uses
 - Older neighbourhoods need new amenities to help balance growth pressures, and we shouldn't have to beg

Station 2: Transit System Plan

What are some barriers to your use of transit?



What are some barriers to your use of transit?

A large number of responses (20) could not be categorized according to recurring themes and, instead, have been included below:

- Bus - please NO RADIO PLAYING by bus driver.
- Transit - please no advertising obscuring windows
- All these things keep people from riding the bus
- Consider opinions from people who actually ride the bus daily! I feel like the ones who make/change the transit don't live in Saskatoon or even ride the bus
- I've noticed that "Airport" bus route is rarely used. Suggestion: redirect it to Hampton, therefore connect Hampton with the Core Area
- Drivers who ride the brake & make me motion sick
- No one listens when people give feedback. (Comment added - Yes)
- Inhospitable climate - overcrowding - marginal financial benefit
- Check Victoria - traffic, walking etc., bus vs car, excellent traffic flow
- No bus wraps on windows!! People like to see out!! - Especially obscuring at night and when windows muddy (much of the time)! (Comments added - Amen!, Yes!, Agree!)
- Different transit services for strollers or ways
- GPS essential - won't work without it
- Mobile Application (App) - GPS tracking
- Older buses with steps are a barrier to my use of a shopping tote cart
- Free transit service within the Core.
- Click 'n' go not easy to use and often not accurate
- Drivers that are not knowledgeable about connections, If every driver could have a mobile app it would help to to better service customers.
- The City feels like two cities separated by a river. Need a pedestrian transit corridor - Victoria Bridge, should not be car focused
- Favor active transportation = transit & walking & cycling & handicap transportation

Which areas could be best served by improved transit service?

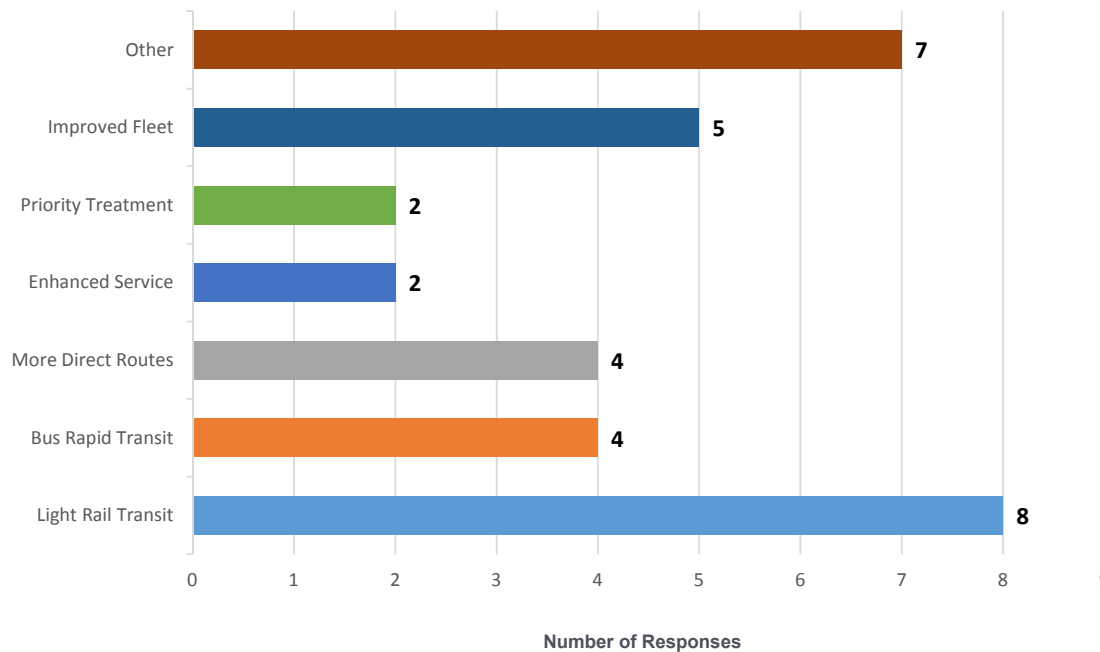
Participants were asked to use sticker dots to indicate which areas of the city could best be served by improved transit service. This information will be used in considering transit system improvements.





Place up to three dots on the map to indicate where enhanced service could increase ridership.

Are there other types of transit services you would like us to explore for Saskatoon?



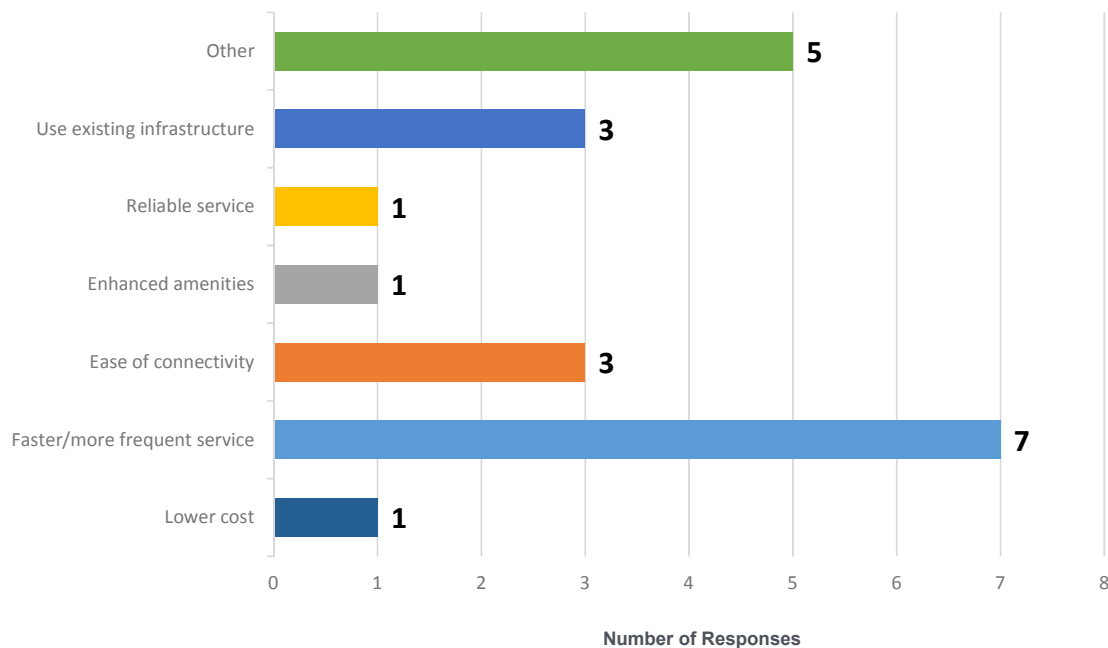
“Other” Feedback

Seven (7) respondents provided comments that could not be categorized according to these themes:

- Do not move City Centre Transit Terminal!
- Reduce parking in core and up parking rates to encourage transit use
- Change lighting in terminal (i.e. if it is “blue” make it “yellow” or v.v. - not sure of the technical but one is more prone to criminal activity)
- Encourage a large reduction in automobile use to be replaced by rail, walking, cycling and small neighbourhood buses (comment added: Yes! Change modal share projection should account for this. Car -most expensive option)
- Park ‘n’ ride to access rapid transit. Both car, bike park ‘n’ ride
- Definitely more and safer bike lanes and corridors. Possibly a bike rental system like Montreal too
- Study Israeli “sherut” service as an alternative

Station 3: Rapid Transit

What do you think are important features of rapid transit for Saskatoon?

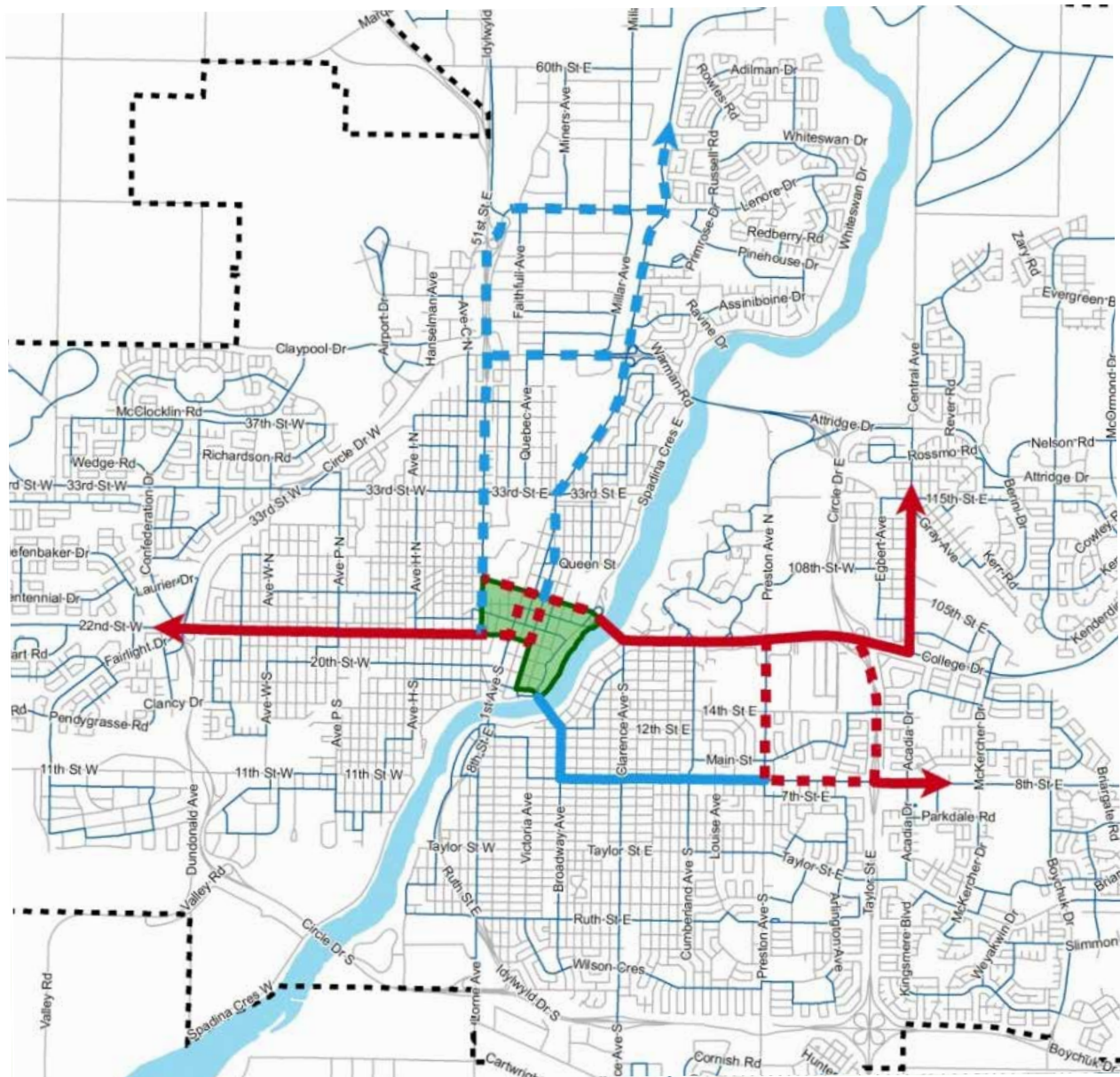


“Other” Feedback

Five (5) respondents provided comments that could not be categorized according to these themes:

- Core neighbourhoods which house lower income rentals should be prioritized for rapid transit
- Create more dense hubs in suburbs to increase ridership
- Design rapid transit to get commuters to and from work. This gets the bulk of traffic off the roads and out of parking areas
- Do NOT reduce parks or damage present buildings - go underground
- Transit oriented development. Stimulative effect of LRT

Candidate corridors for rapid transit are identified on the map. What are some of the most important destinations served by these potential corridors? Should other corridors be considered?

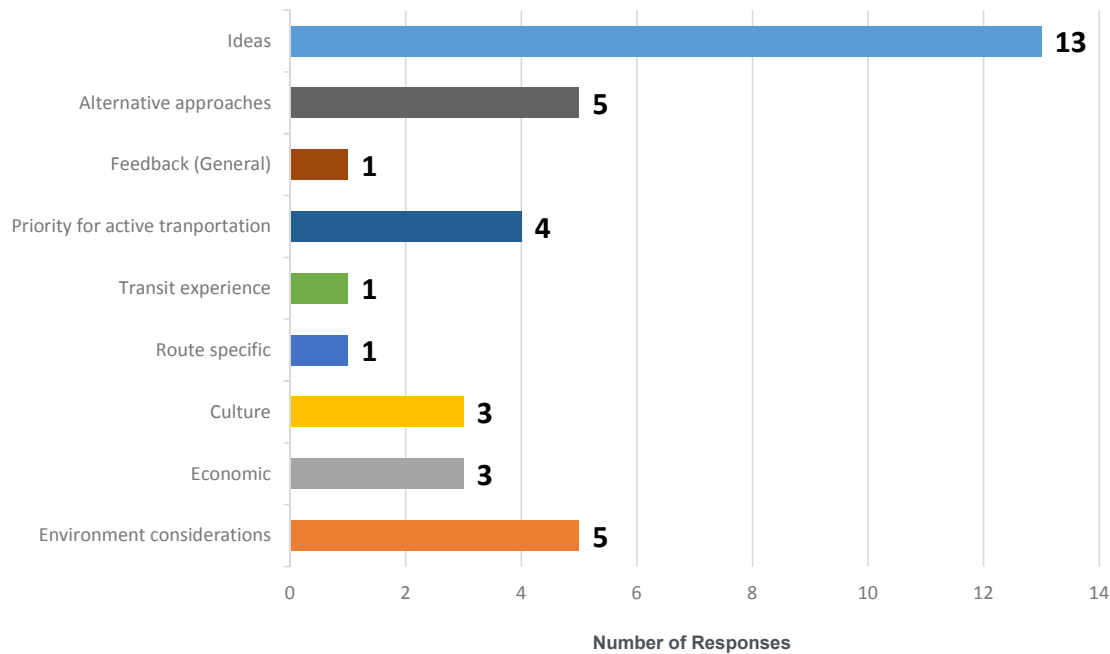


Participants identified specific important destinations and corridors for future consideration.

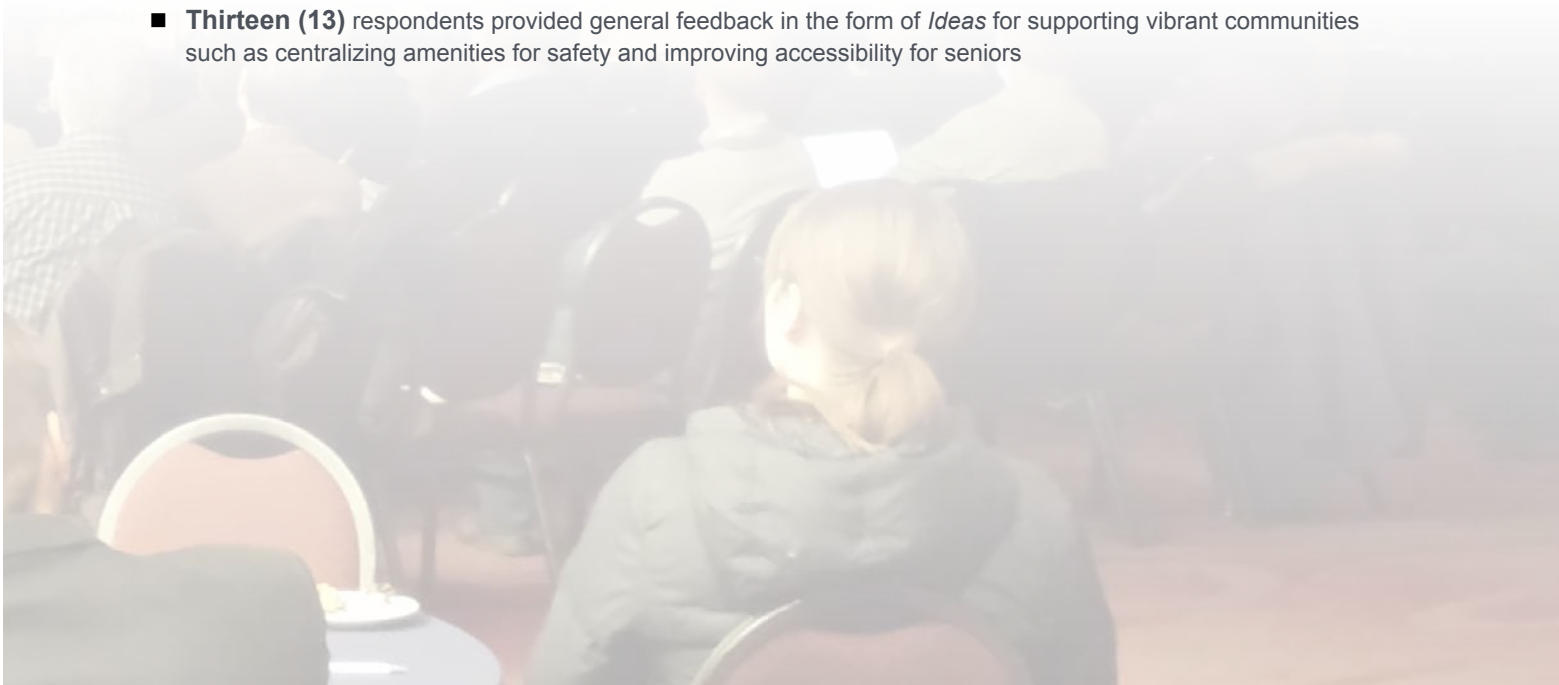
- Consider a corridor from NE sector across river to N end - this would be ideal for rapid transit by rail as 25,000 / hr crossing twice a day (and visa versa)
- A commuter train that brings commuters from communities N of the city in the N end. This would be provincial - \$ urban
- What are the thoughts around regional rapid transits
- Keeping current terminals as they are centre, Market Mall, Lawson, Confed.
- Identify corridors now. Differentiate between transit vs. commuter corridors (vehicles). Helps corridor identity
- Airport
- Every hospital - frequent service
- Bring back the Street Cars to 20th Street. This could be a great tourist feature and an incentive to use public transit
- More hubs for people to park & get on mass transit
- Plan for Park 'n' ride - bus rapid in new outlying neighbourhoods, include both cars and bikes in Park 'n' ride
- Need to reduce the number of vehicles (commuters) coming to City, for work. Park & Ride system for Martensville / Warman to North Saskatoon
- Faster entering / exiting at bus stops. Prepaid service before entering bus stop need, will solve today's problems
- Park & Ride system suburbs to core
- Blairmore and Stonebridge
- Transit ridership focus on students and commuters. Primary route looks good
- People going downtown don't want to go to the U of S first

Station 4: Growth Near Major Corridors

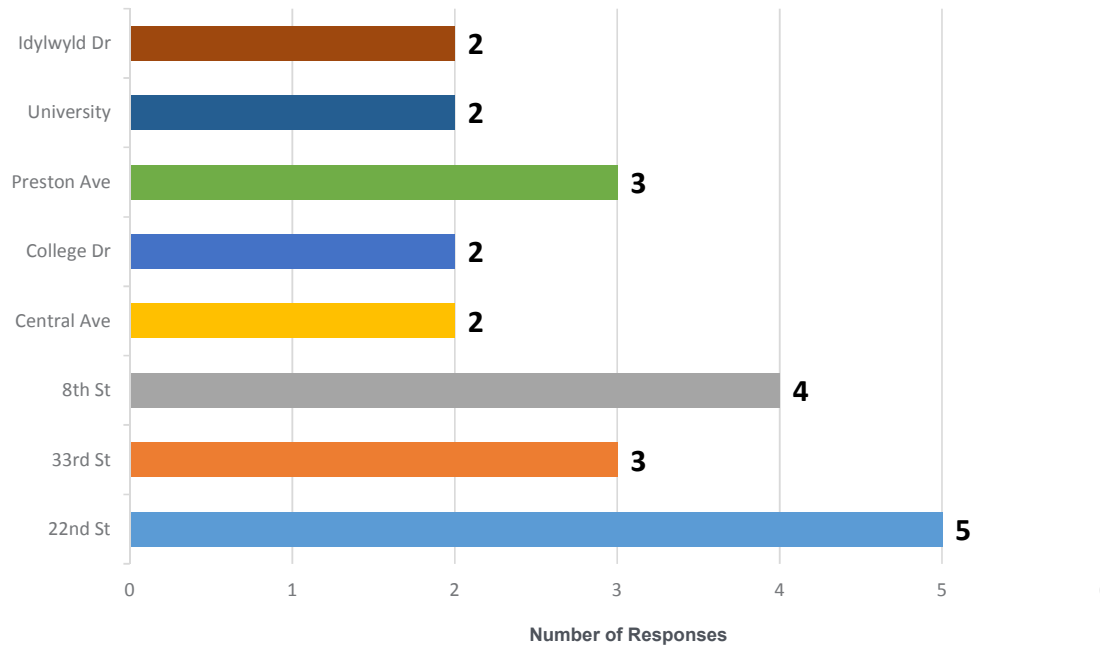
What other ingredients are needed to support vibrant communities near major transit corridors?



- **Thirteen (13)** respondents provided general feedback in the form of *Ideas* for supporting vibrant communities such as centralizing amenities for safety and improving accessibility for seniors



Which areas have the greatest potential to be vibrant areas in the future?



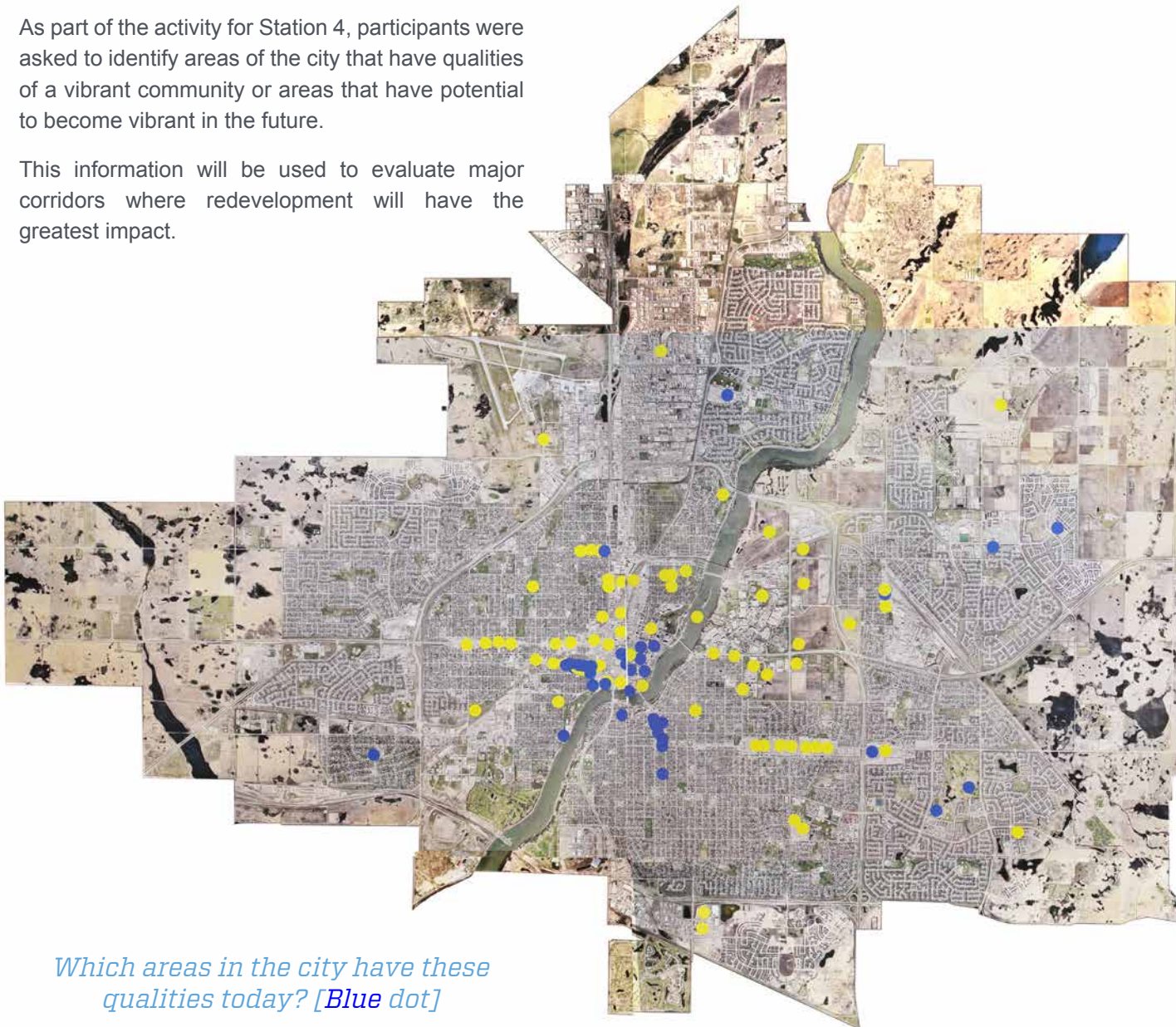
Which areas in the city have these qualities today?

- **Broadway.** Eclectic mix of different businesses, restaurants, shopping, bars, coffee. Close to river, downtown and parks
- **Haultain near Broadway.** Important to have a variety of ages, young and old. Mix of cultures (opp. For more). Lots of green and places for people to walk and meet
- **Willowgrove Square** is a very cool example of an up and coming mixed use commercial developments right in a neighbourhood like the "older days"
- **33rd Street to Idylwyld Drive** scale-able, interesting shops, need parking meters, shouldn't be a major corridor for traffic
- Recognize **Montgomery Place** as a heritage district and do more to recognize war veterans
- **River Landing** - Pedestrian infrastructure - amenities built and under construction - proximity to downtown shops/restaurants
- **Erindale/University Hts area** - many parks, shopping is fantastic, walking paths, schools and facilities - would also benefit from improved access

Qualities of Vibrant Communities

As part of the activity for Station 4, participants were asked to identify areas of the city that have qualities of a vibrant community or areas that have potential to become vibrant in the future.

This information will be used to evaluate major corridors where redevelopment will have the greatest impact.



Which areas in the city have these qualities today? [Blue dot]

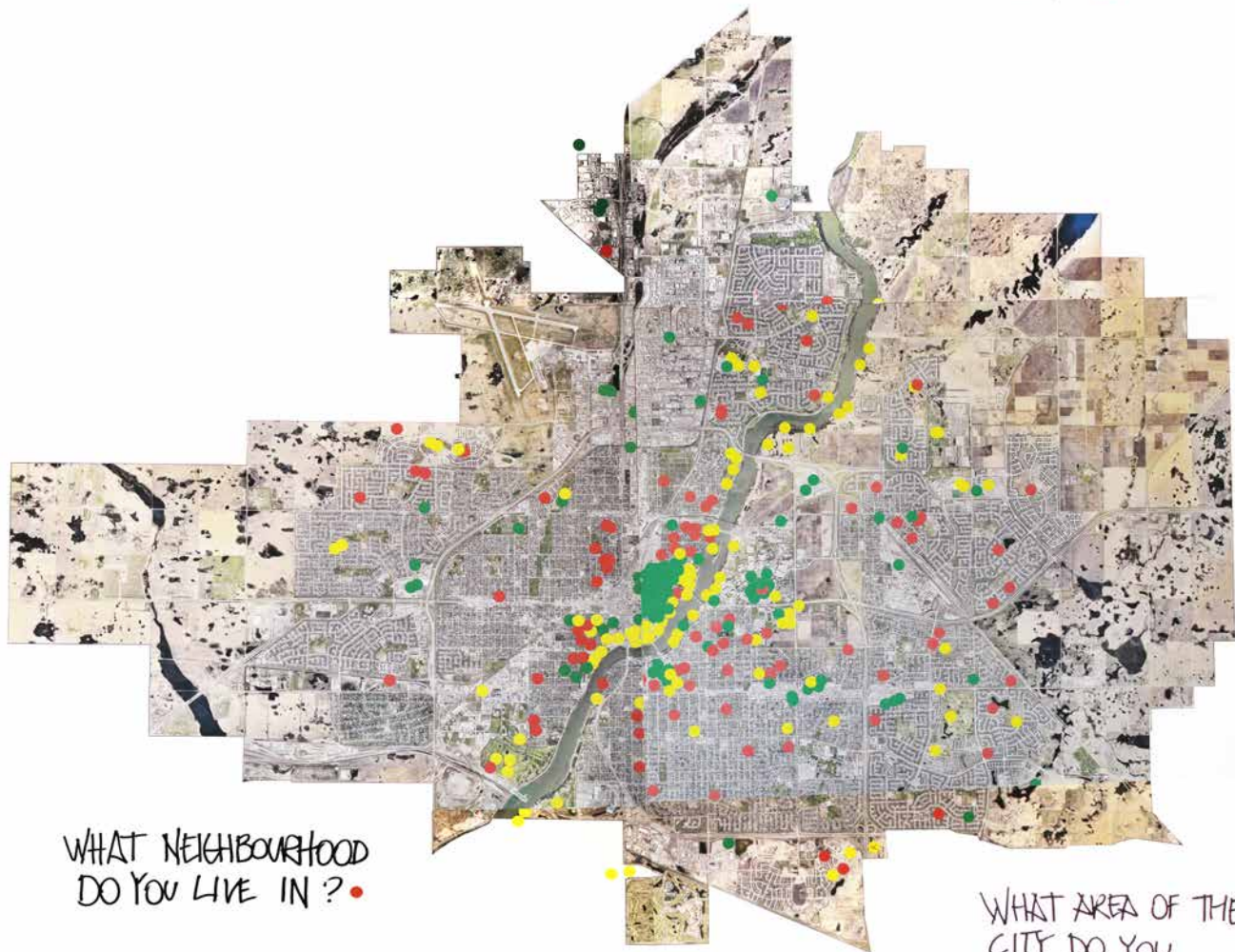
Which areas in the city have the greatest potential to be vibrant areas in the future? [Yellow dot]

Where in the city do you ... ?

This interactive mapping activity was a standalone exercise to gather input about where people spend their time. This information will be useful for identifying common destinations for various activities.

What area of the city are you most active in (work, shop, study, etc.)? [Green dot]

WHAT AREA OF THE CITY ARE YOU MOST ACTIVE IN ?
(WORK, SHOP, STUDY, ETC.)



WHAT NEIGHBOURHOOD DO YOU LIVE IN ?

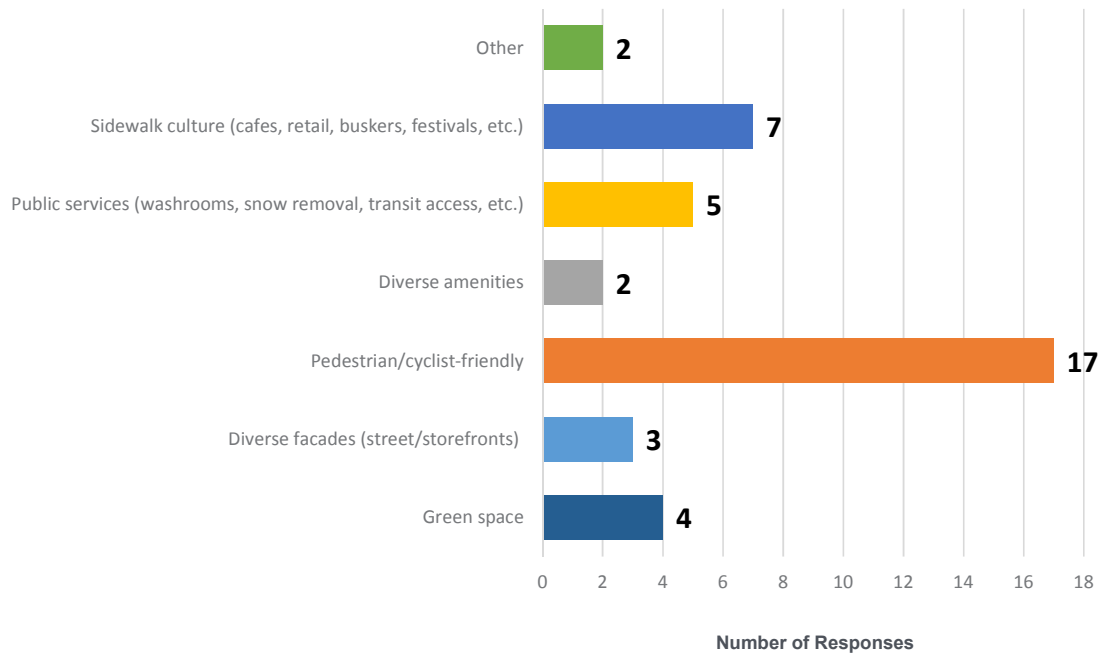
What neighbourhood do you live in? [Red dot]

WHAT AREA OF THE CITY DO YOU PLAY IN ?
(RECREATION, PICNICS, PARKS, ETC.)

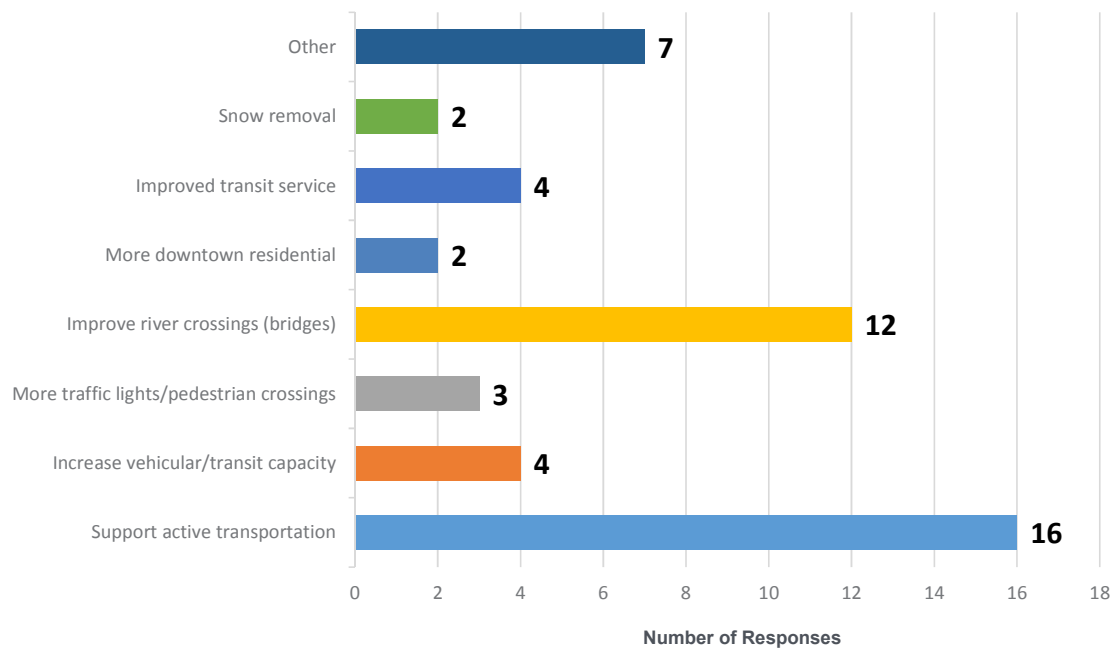
What area of the city do you play in (recreation, picnics, parks, etc.) [Yellow dot]

Station 5: Core Area Bridges & Networks

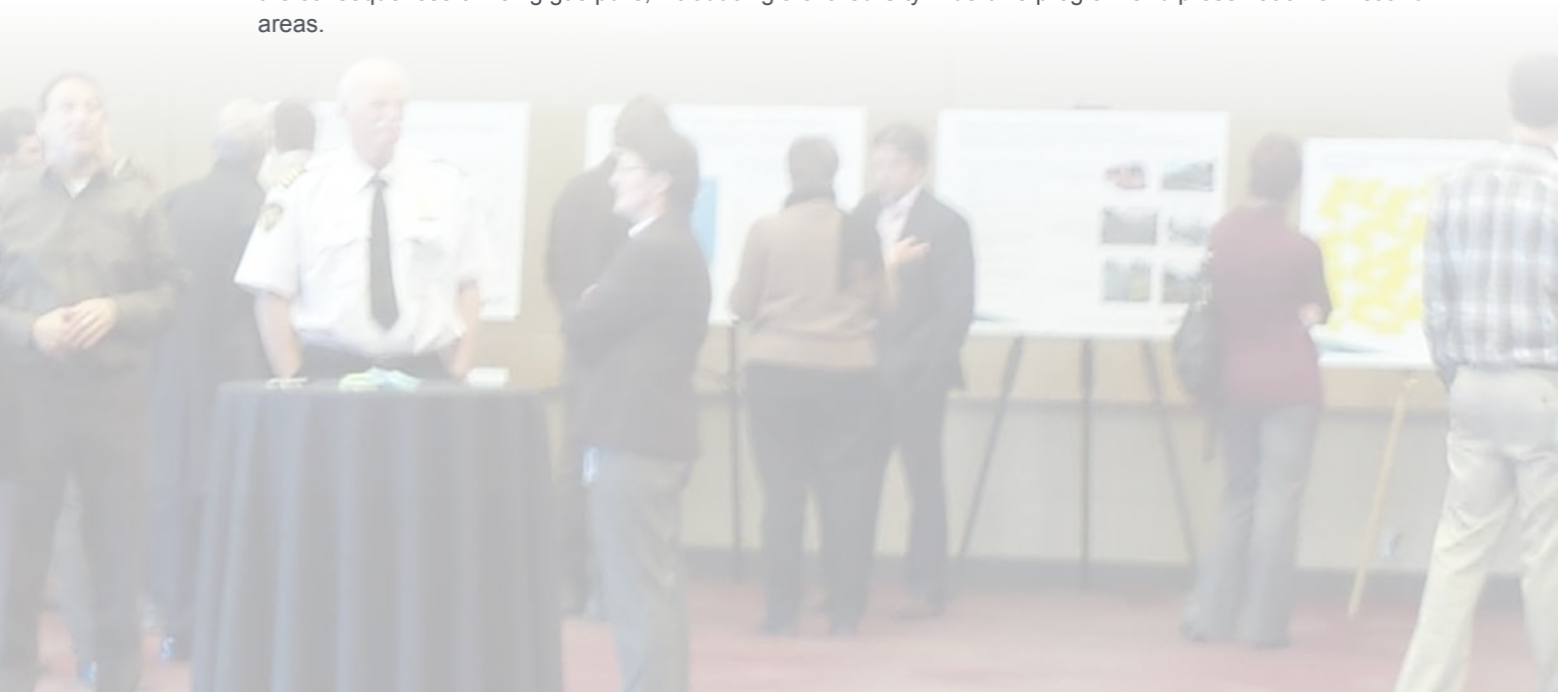
What are the most important qualities of a 'great' downtown street for you?

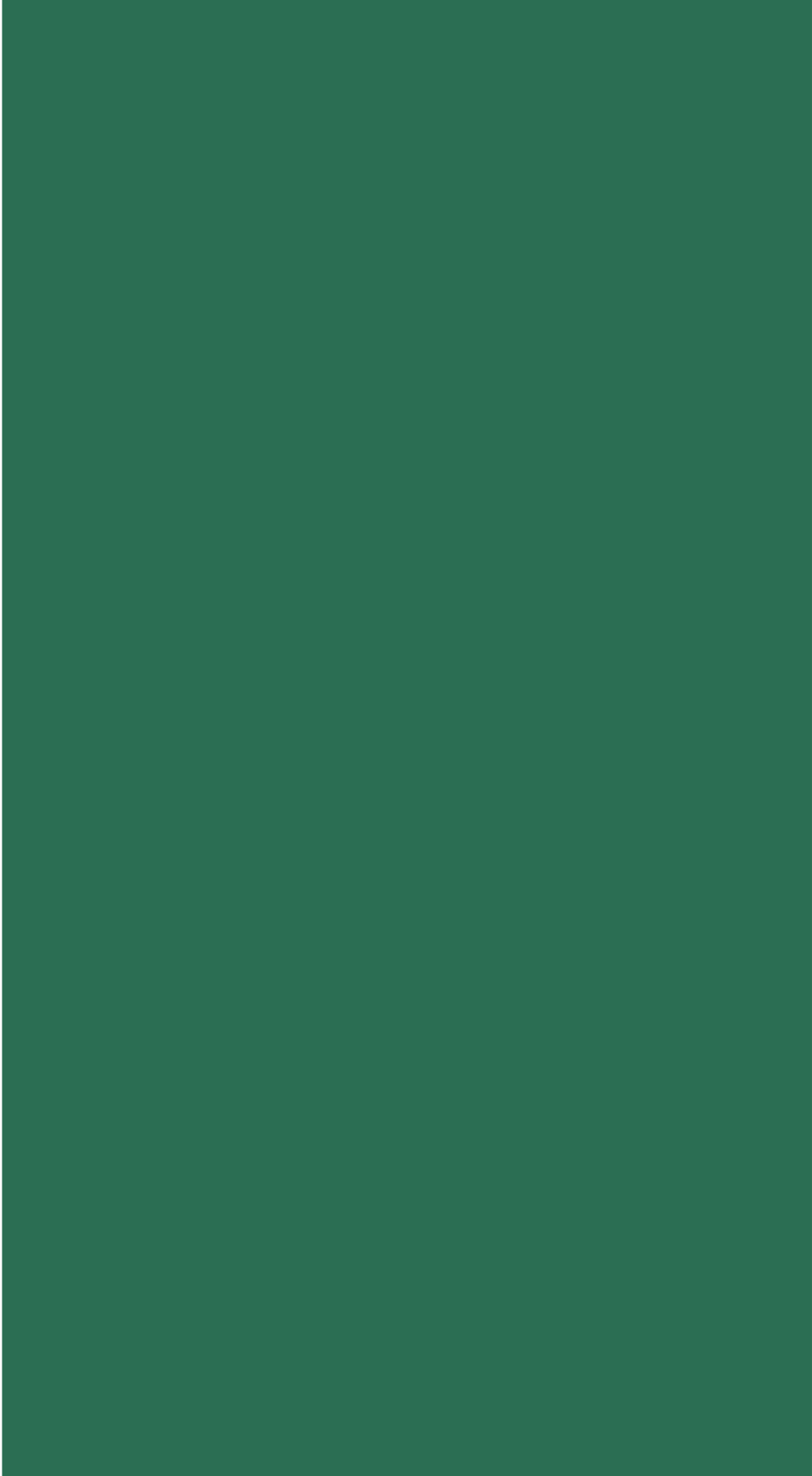


What strategies should we consider for improving mobility?



- **Seven (7)** respondents provided feedback that could not be categorized according to these themes. Such as the consequences of rising gas pulls, introducing a shared City wide bike program and preservation of wetland areas.







Post -Event Engagement

2.1 Post-Event Engagement

From February 25 to March 11, post-event engagement activities were held to consult the following stakeholder groups representing 340 participants:

- Aboriginal Community
- Business Leaders
- Newcomers
- Youth
- City of Saskatoon Staff
- Related Government Agencies

Opportunities to receive additional information and provide input were also extended to all public interested in learning more about the project.

Post-event engagement activities included:

- Presentations, both targeted and upon request (through the website)
- Working groups
- Supporting information posted to the project website

- Opportunities to provide feedback in-person to the project manager and Steering Committee members
- Opportunities to provide feedback electronically via the Growing Forward! Shaping Saskatoon project website contact us form
- Open discussion forum on the City's Shaping Saskatoon online engagement site

Consultation activities will continue throughout the summer primarily to educate and engage the public on Growth Plan topics and generate interest in the next stage of public engagement, which is scheduled to take place in fall 2014.

2.2 Working Groups

The City hosted a series of working groups with key stakeholders (internal and external) in order to gauge interest and invite feedback into the *Growing Forward! Shaping Saskatoon* initiative. These working groups are different from presentations in that participants were actively engaged in a discussion about specific portions of information presented at the public event. The sessions were intended to be conversational. A sampling of participant feedback gathered during the working groups is included in the following pages.

The City also had a presence at two community events. This “piggy-backing” allowed the City to target groups that may be harder-to-reach via traditional engagement. The City had a presence at Saskatoon’s International Women’s Day (March 7, 2014) and a Voice of Youth Leadership Forum (March 11, 2014). Results from engagement are summarized in the following pages.

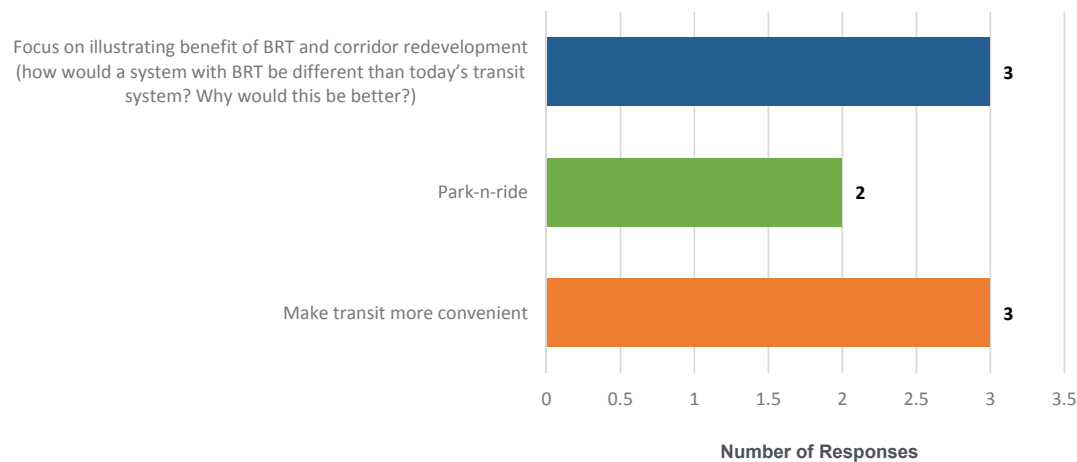


Business Working Group

The City hosted a working group session with the Combined Business Group, representing various local business interests in Saskatoon. The session was hosted at the Saskatoon Regional Economic Development Authority and was facilitated by Lee Thomas, Project Manager, and Alan Wallace, Director of Planning and Development. Attendees represented various local business groups, including but not limited to:

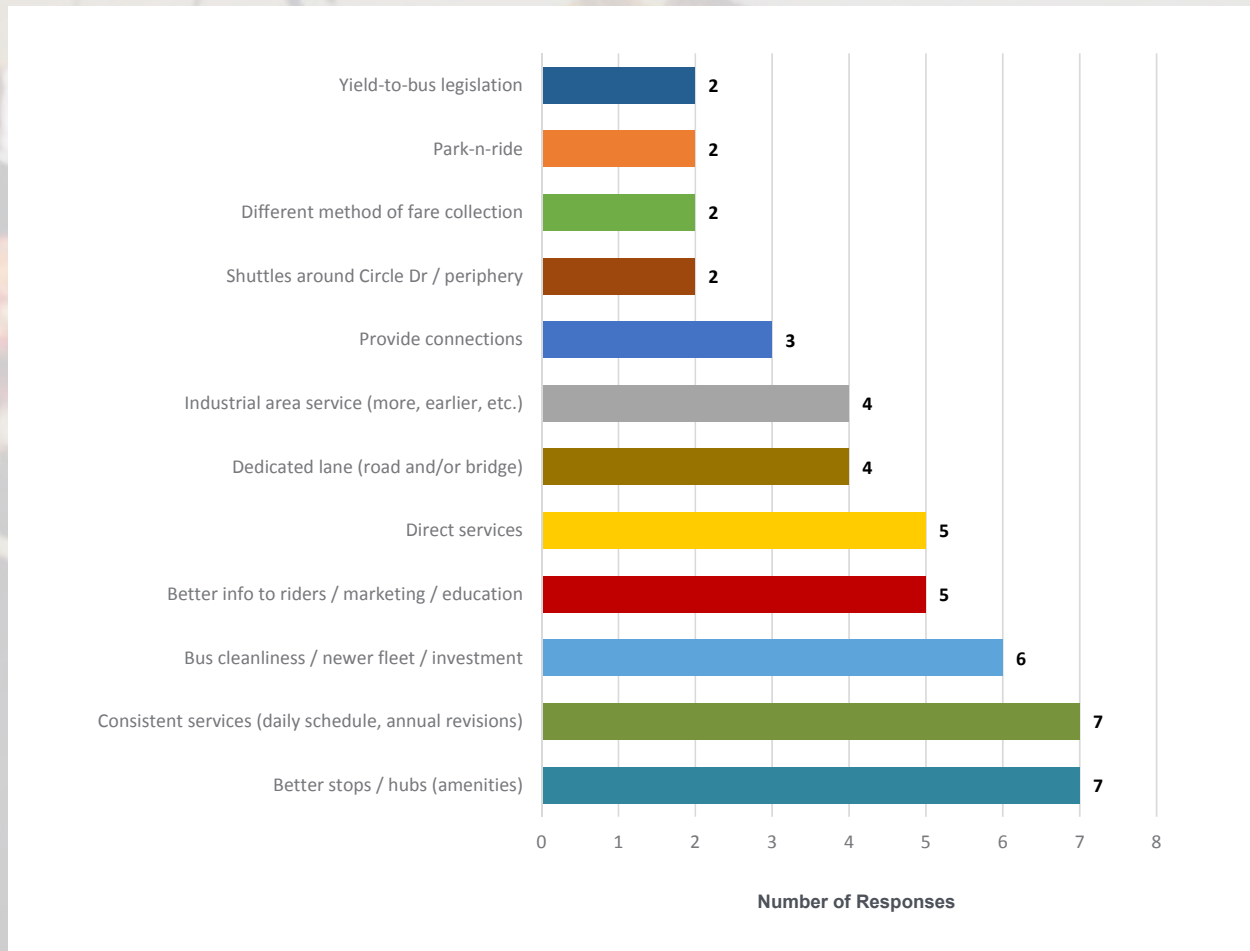
- Saskatoon Regional Association of Realtors (SRAR)
- 8th Street Business Group
- Tourism Saskatoon
- Downtown and Broadway Business Improvement Districts (BIDs)
- North Saskatoon Business Association

Main comments received during this session are summarized below by category.



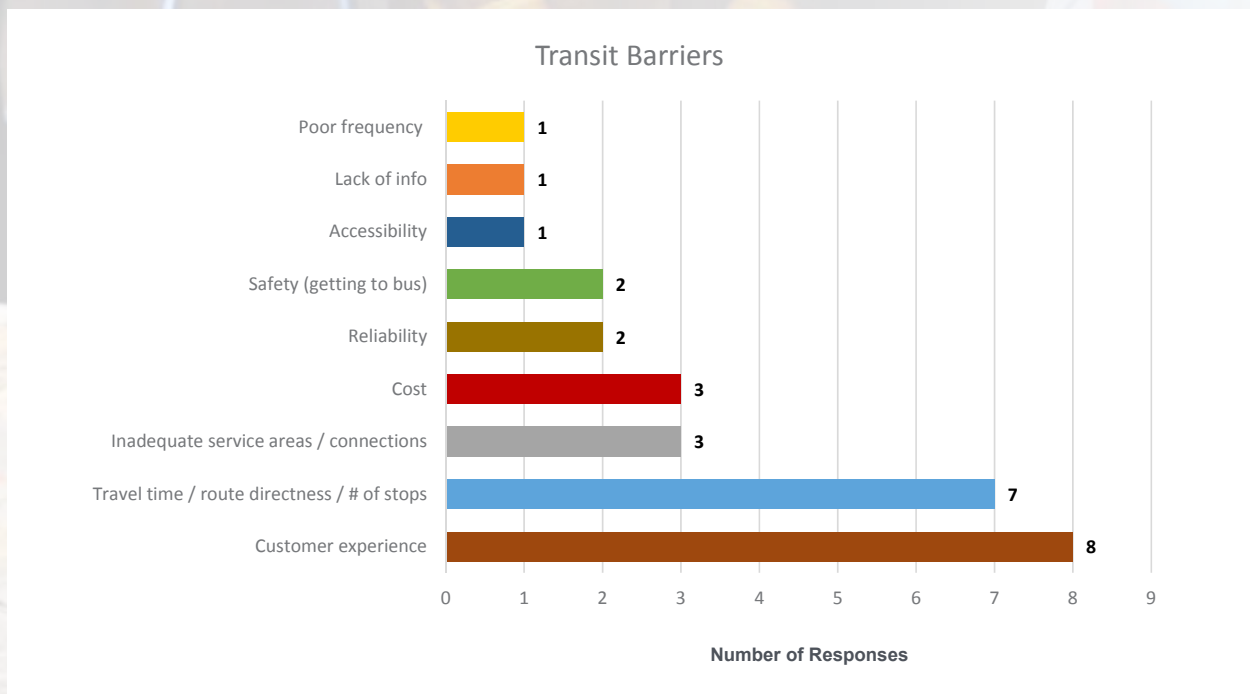
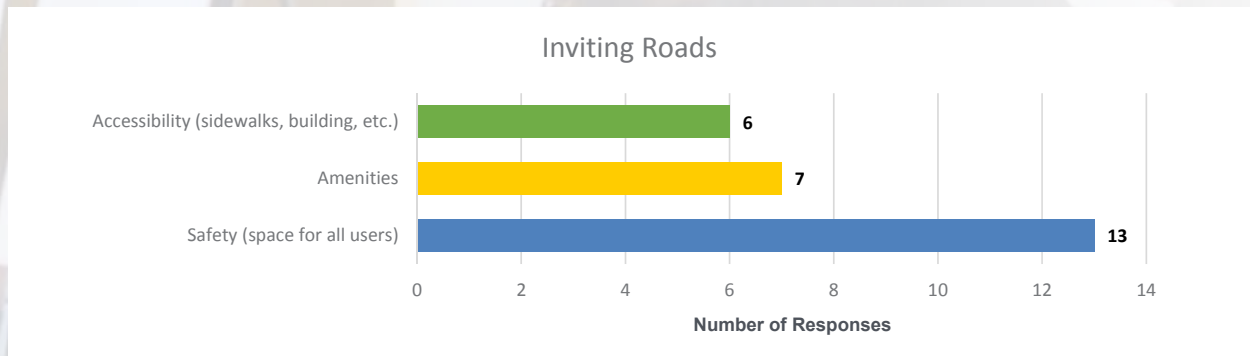
Day-In-The-Lounge (Transit Staff Input)

Event boards pertaining to transit were displayed in the Operators' Lounge on Tuesday, March 5, 2014. Facilitated discussions were held from 9:30 – 11:00 a.m. and 2:00 – 4:00 p.m. to capture operators during shift changes. Comments received during these sessions are summarized below.



International Women's Day

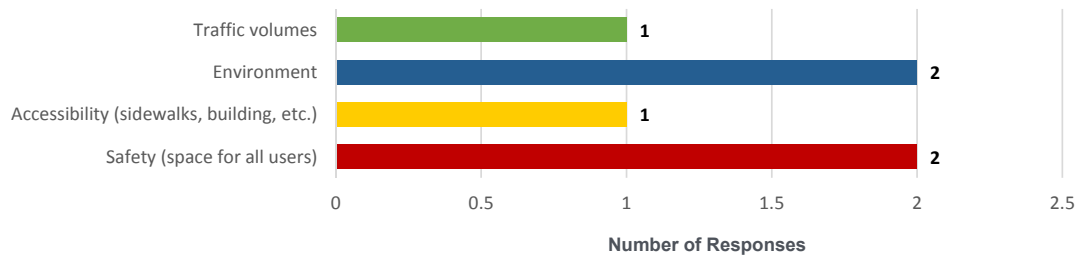
A forum for International Women's Day was held at Station 20 West on March 7, 2014. The forum was sponsored by the Elizabeth Fry Society, Breastfeeding Matters, Saskatoon Mothers Centre Coalition, U of S Community Engagement Office, Status of Women Office, Ministry of Social Services, and Government of Saskatchewan. *Growing Forward! Shaping Saskatoon* was represented at a tabletop discussion facilitated by Lee Thomas, Project Manager for *Growing Forward! Shaping Saskatoon* and Michelle Grenwich, Long Range Planner with the City of Saskatoon. Comments received during this session are summarized by category below.



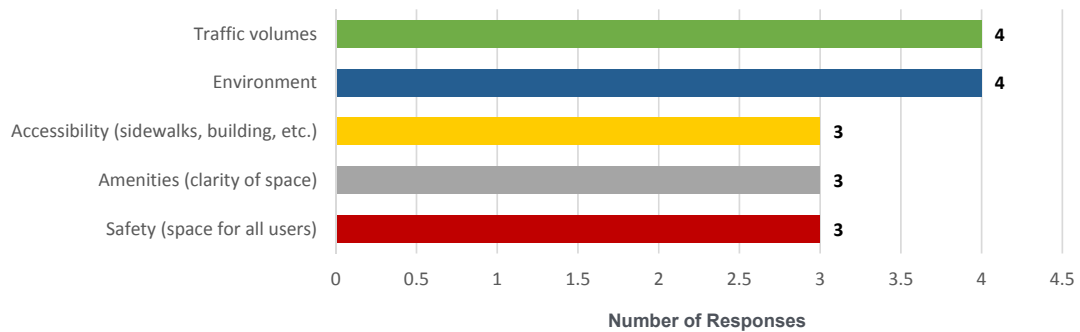
Youth Forum

Approximately 100 high school students from across Saskatoon attended a Voice of Youth Leadership Forum held on March 11, 2014 at the Ramada Hotel. *Growing Forward! Shaping Saskatoon* was invited to do a group activity during the forum lunch break. Comments received during this session are summarized by category below.

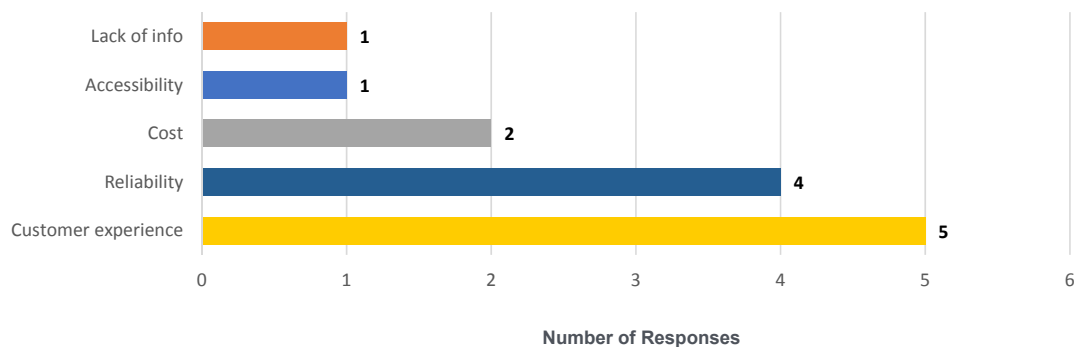
Inviting Roads



Uninviting Roads



Transit Barriers

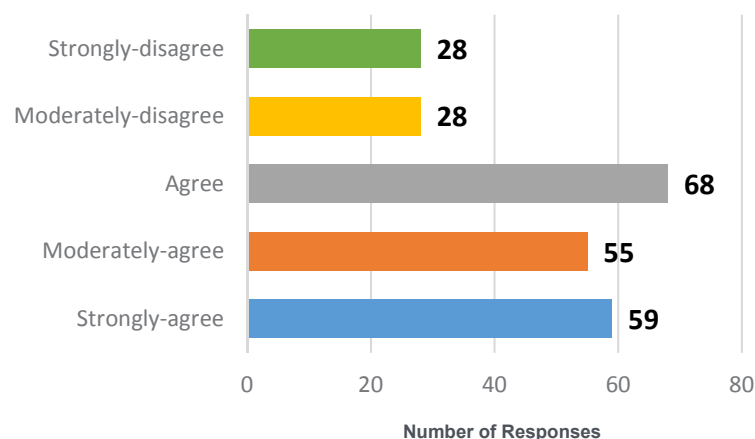


Digital Engagement

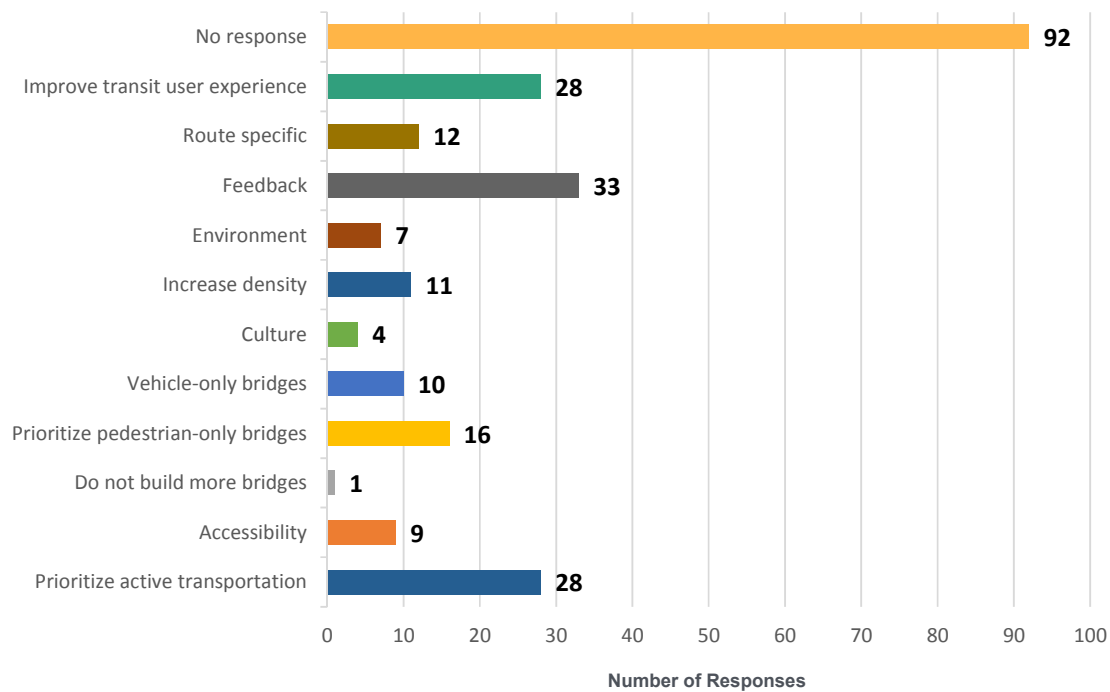
3.1 Shaping Saskatoon Survey

Shaping Saskatoon, the City's new online engagement tool, invited citizens to participate in a digital survey. The survey was a combination of multiple choice and open-ended questions. For the purpose of summarizing the data, open-ended responses have been categorized according to themes. In total, 250 surveys were received.

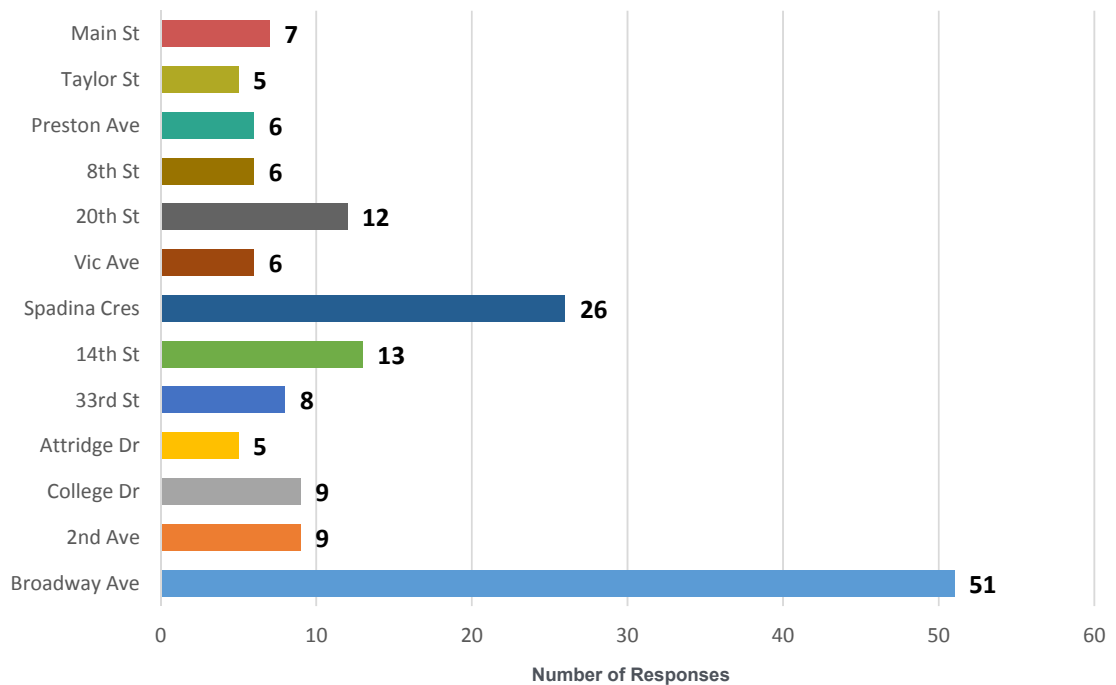
Question 1: Do you generally support the goals for Shaping Growth, Shaping Transit, and Shaping Bridges?



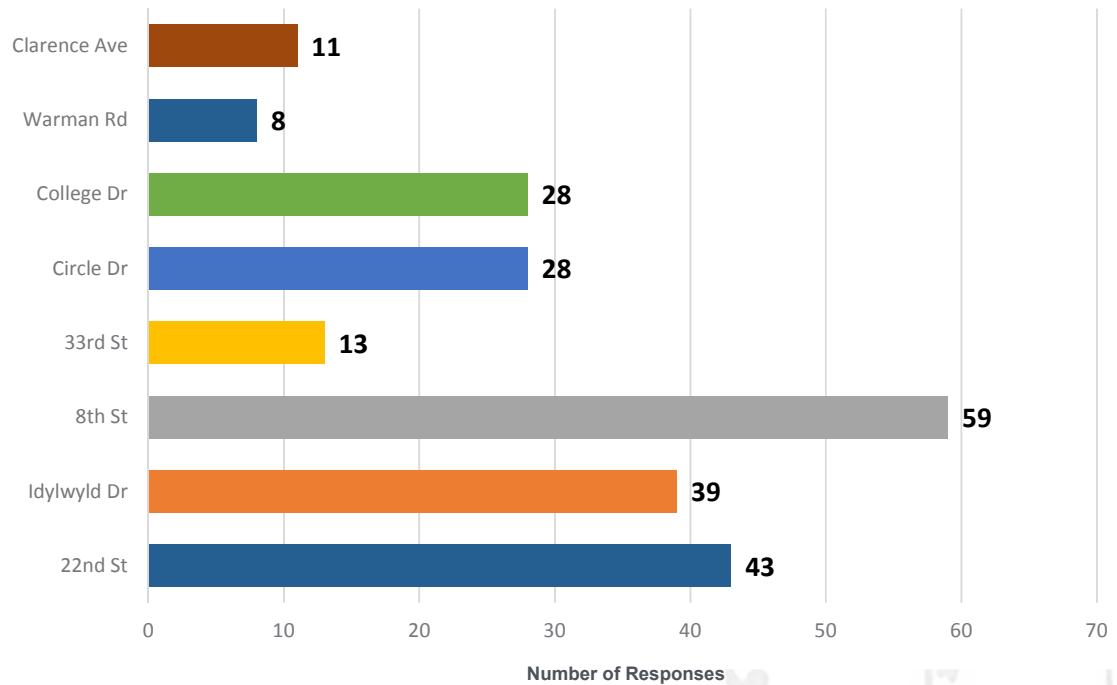
Question 2: Do you have other suggested goals for Shaping Growth, Shaping Transit, or Shaping Bridges?



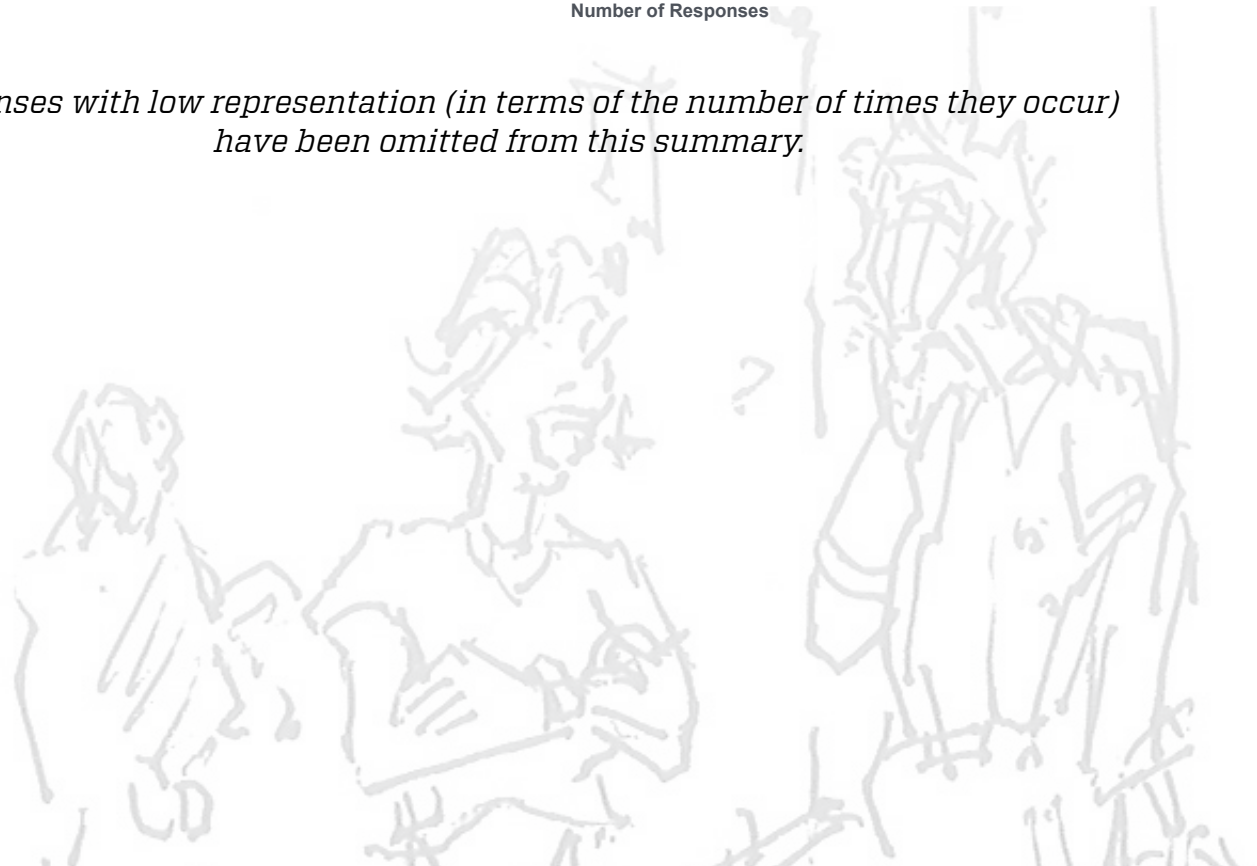
Question 3: What are some local examples of major roads that are inviting to you?



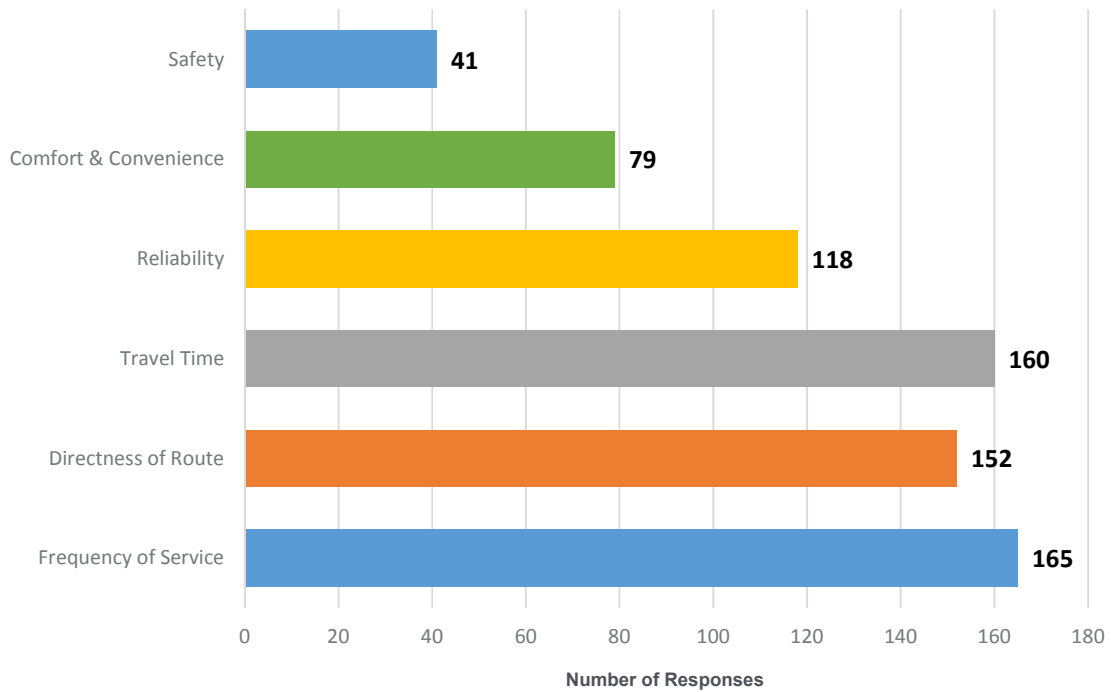
Question 4: What are some local examples of major roads that discourage you from using them?



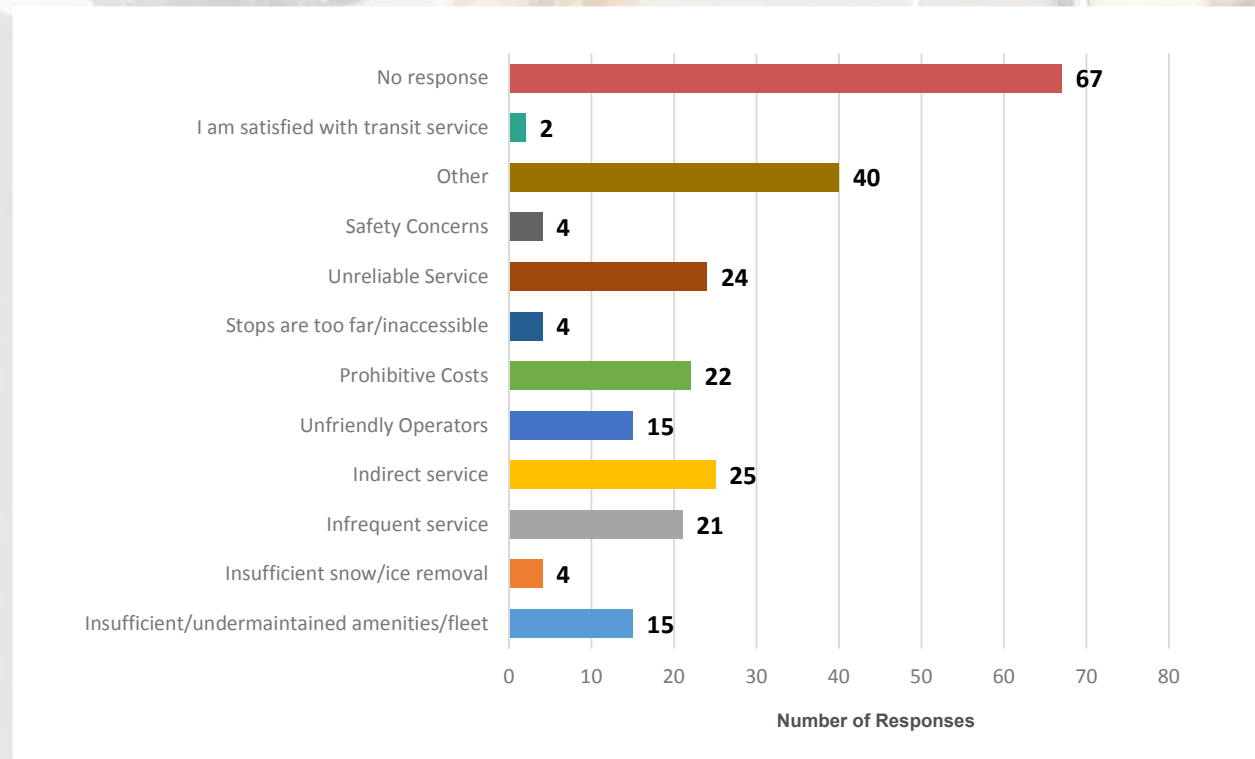
Responses with low representation (in terms of the number of times they occur) have been omitted from this summary.



Question 5: Are there barriers that discourage you from using transit for your daily travel needs?



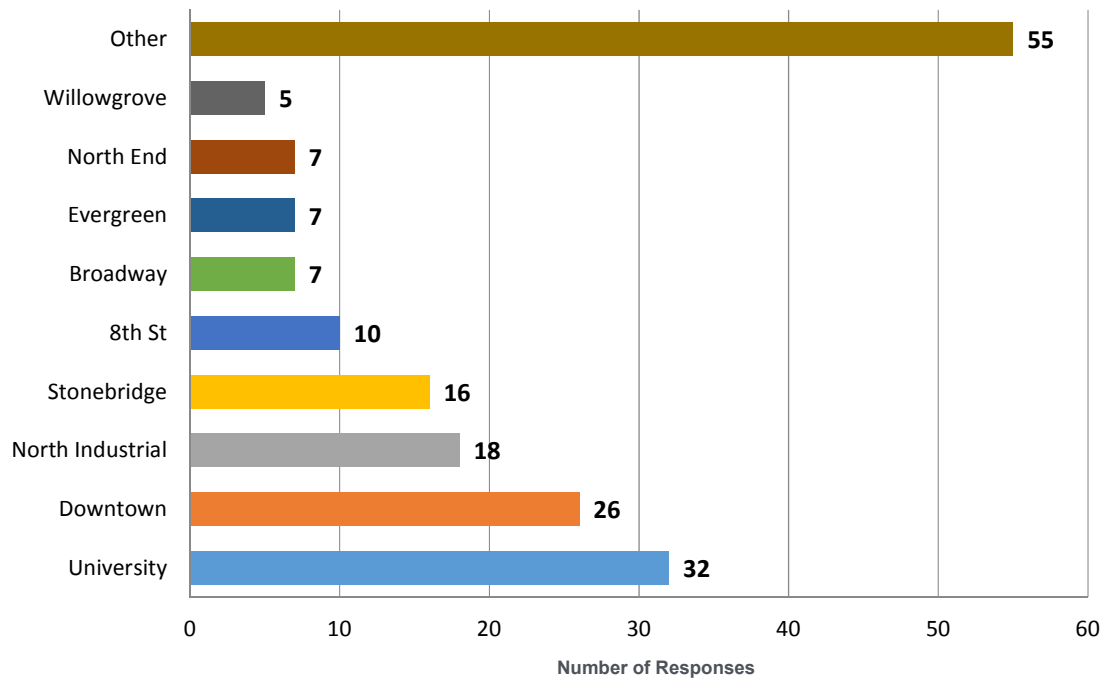
Question 6: Are there other items affecting your decision to use transit?



■ **Forty (40)** respondents provided feedback that could not be categorized according to the above themes. An example of these comments are:

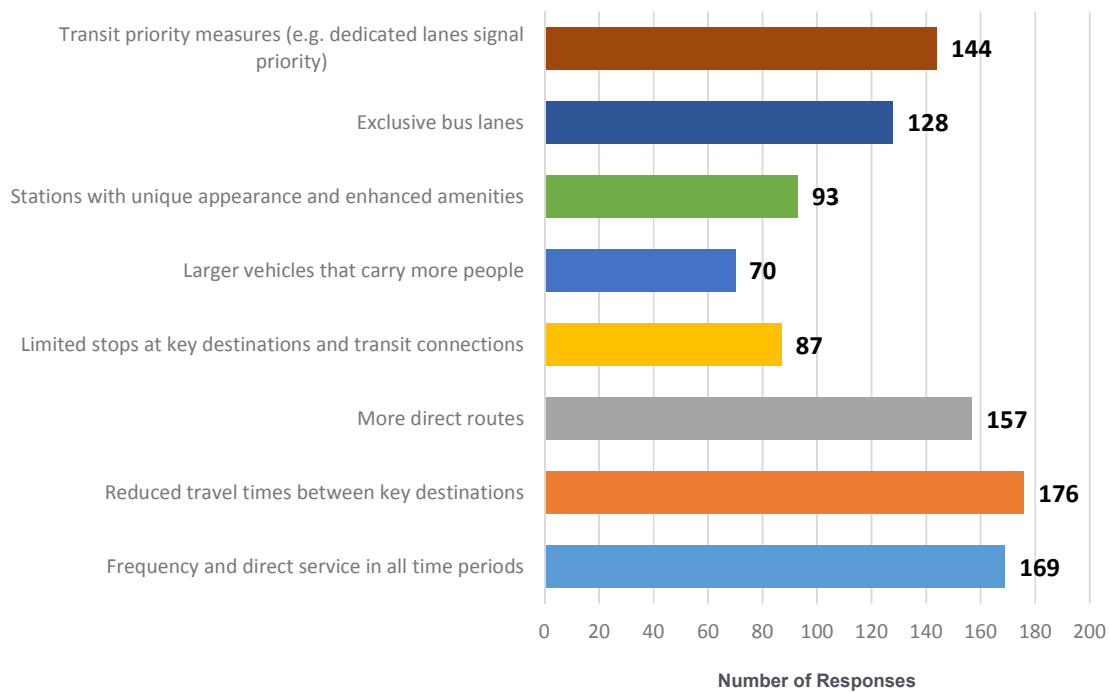
- “Advertisements on bus windows give me motion sickness and limits views”
- “Buses need to have bike racks”
- “Buses should be free and automobiles more heavily taxed”
- “Strollers should not be allowed on buses due to crowding”

Question 7: What areas of the city do you think would benefit most from improved transit services?

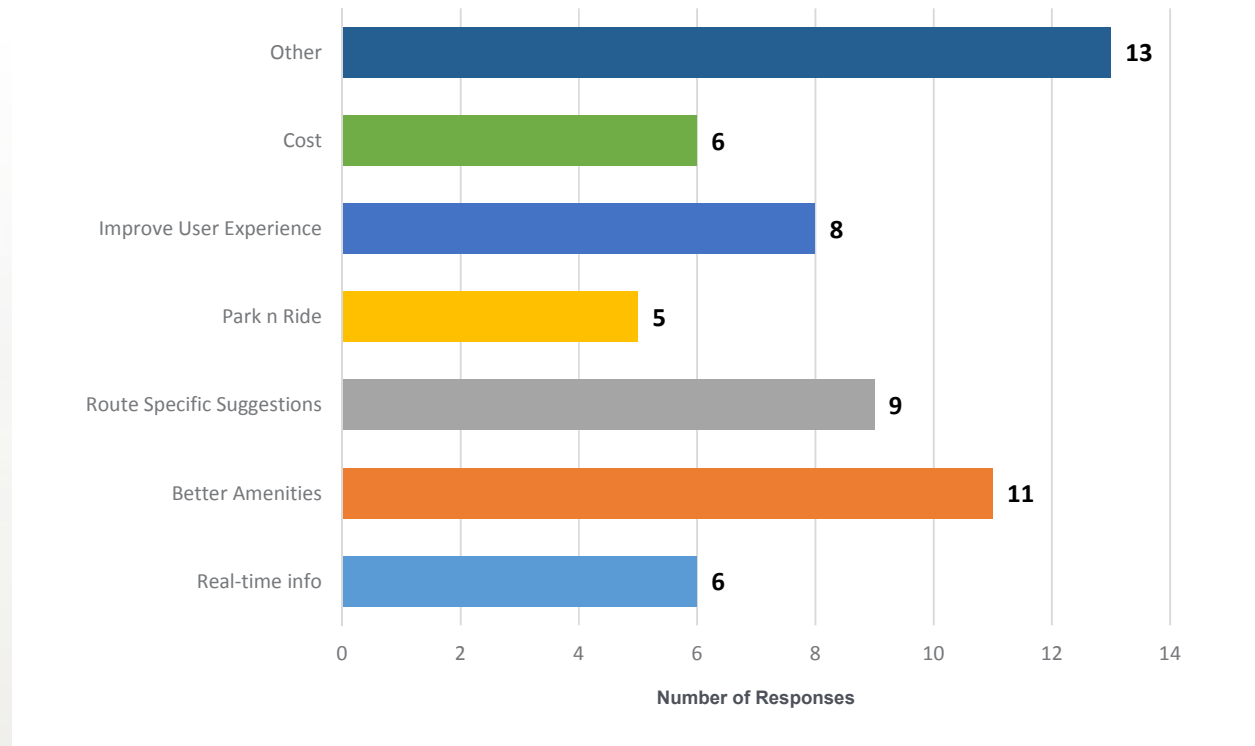


- **Fifty-five (55)** respondents indicated various areas of the city that could benefit from improved transit services. For the purpose of this report, only those areas with significant representation (in terms of the number of mentions) are reflected in the chart.

Question 8: Which rapid transit features do you think will be most important for rapid transit in Saskatoon?



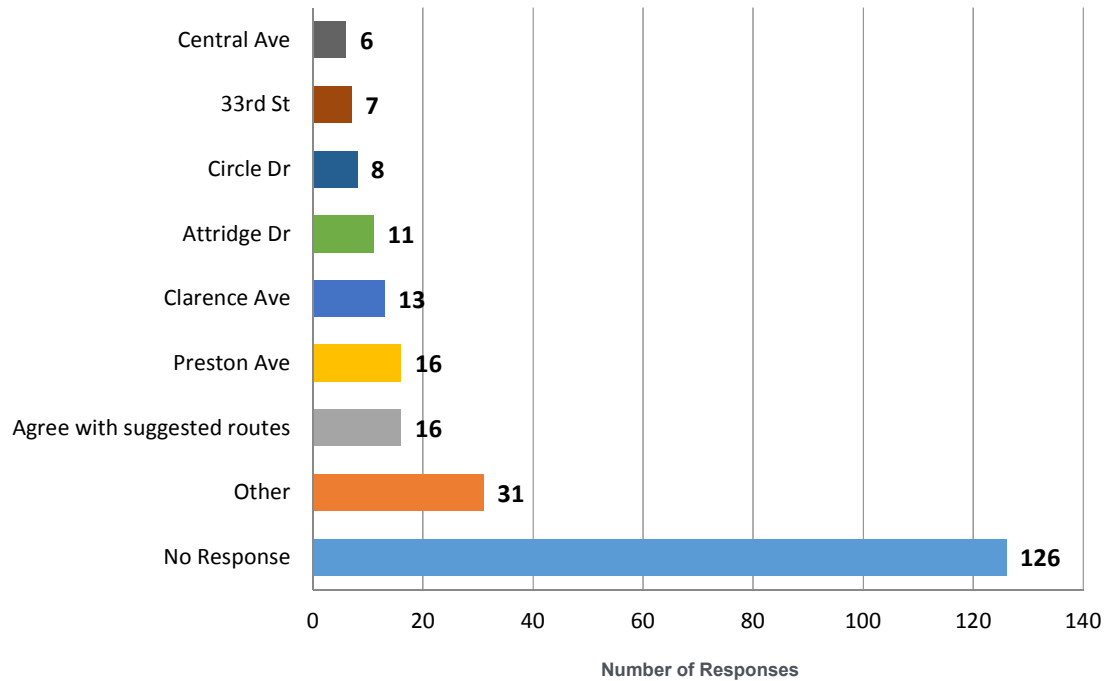
Question 9: Are there other features you think will be important for rapid transit in Saskatoon?



■ Thirteen (13) respondents provided feedback that could not be categorized. Examples of the comments are:

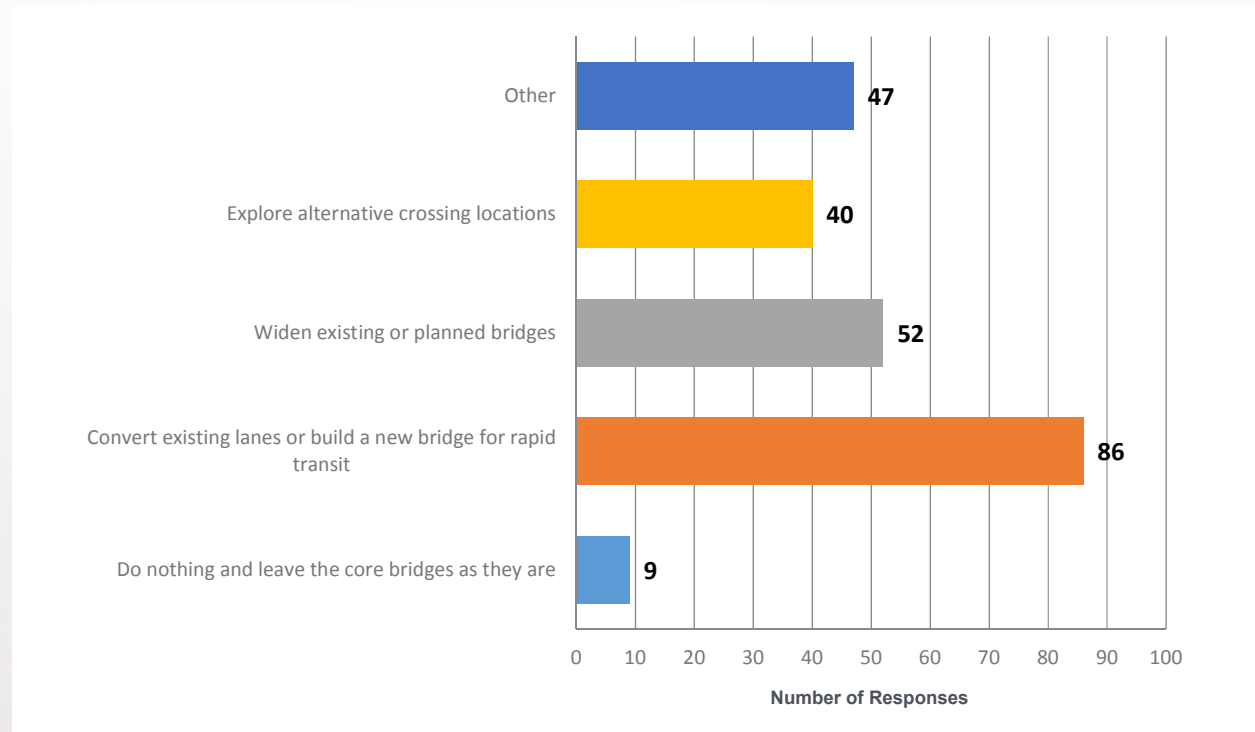
- “Educate the public on benefits of public transit”
- “Consult transit drivers for their input into decisions”
- “Consider needs of shift workers with different work hours than 8-5pm”
- “Think about rider rewards for public transit like airmiles for incentive”

Question 10: Are there other corridors you think should be examined for rapid and frequent transit service?



- **One-hundred and twenty-six (126)** respondents did not specify other corridors.
- **Thirty-one (31)** respondents provided feedback that did not identify a specific corridor for examination.
- **Sixteen (16)** respondents indicated that Preston Avenue should be examined as a candidate.
- **Sixteen (16)** respondents indicated that they agree with suggested routes.

Question 11: What core area bridge options do you think should be explored to accommodate this growth?



■ **Forty-seven (47)** respondents proposed alternate approaches to accommodate growth or provided general feedback (“Other”). Examples of the comments are:

- “Explore lane widths during rush hour “ replace Traffic bridge with a pedestrian / cyclist only bridge”
- “Explore reversible lanes”
- “Have experts make the decisions. Decisions should not be made based on this survey”

Question 11 used multiple choice responses and an open field for respondents to provide additional feedback. Respondents who selected “Other” provided additional comments. In total, forty-seven (47) respondents indicated “Other”.

3.2 Shaping Saskatoon Forum

From January 27 to March 21, 2014, the City facilitated an online discussion forum using the *Shaping Saskatoon* public engagement website. Participants were invited to share their ideas on how Saskatoon should grow to half a million people.

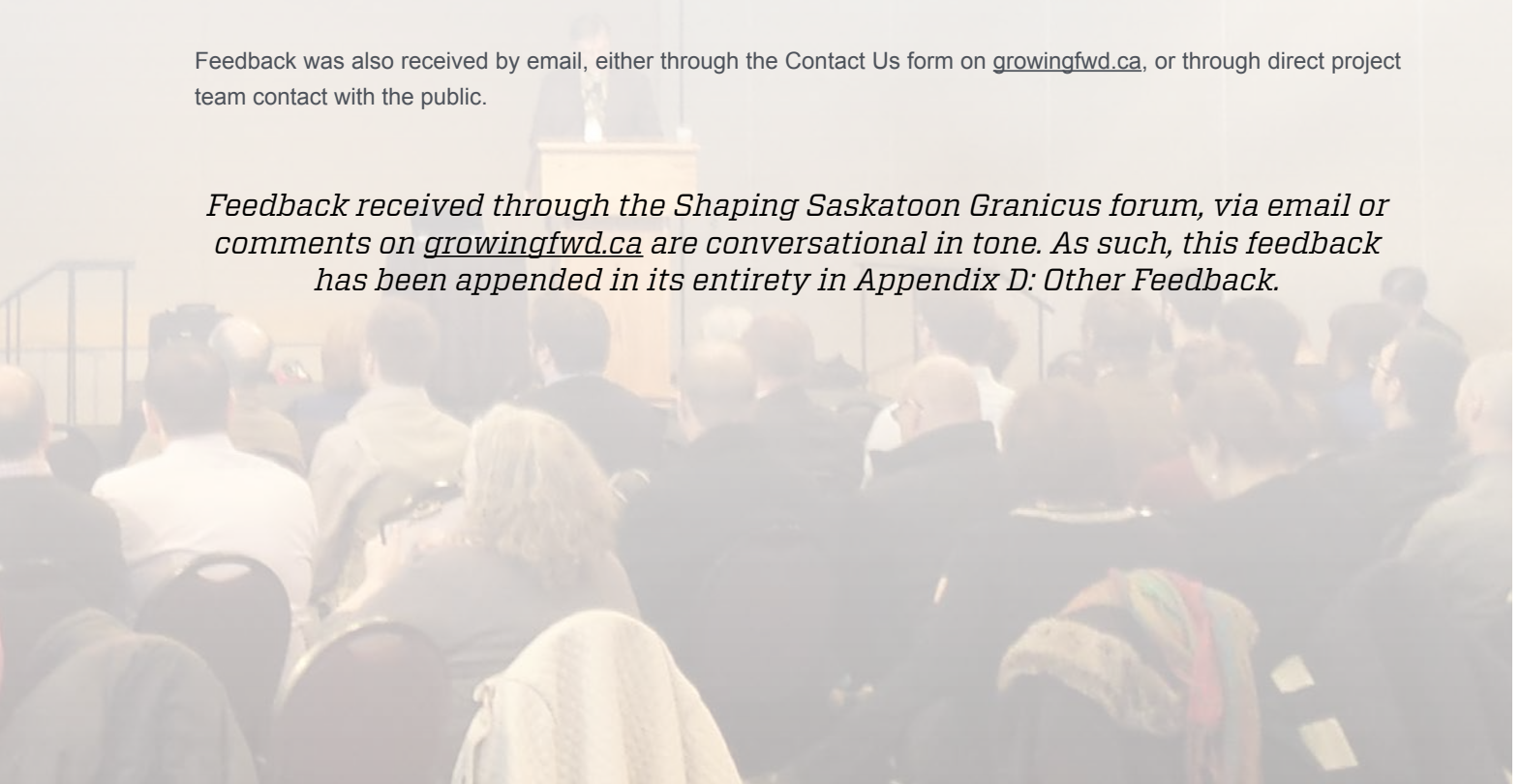
3.3 Growingfwd.ca

[Growingfwd.ca](http://growingfwd.ca) is a central location for information about the Growing Forward! Shaping Saskatoon initiative. Visitors to the site can keep up-to-date about project progress and learn about opportunities to become engaged. A subscription-based email newsletter provides real-time updates to subscribers and an email intake form sends requests for more information directly to the project team. The site is also enabled to allow comments on posts. This allows visitors to be part of a conversation online.

3.4 Email

Feedback was also received by email, either through the Contact Us form on growingfwd.ca, or through direct project team contact with the public.

Feedback received through the Shaping Saskatoon Granicus forum, via email or comments on growingfwd.ca are conversational in tone. As such, this feedback has been appended in its entirety in Appendix D: Other Feedback.



3.5 Social Media

The City's social media channels acted as “traffic directors” to drive people to growingfwd.ca and the *Shaping Saskatoon* online forum. In particular, social media was used to encourage an online audience to find out more about the *Growing Forward! Shaping Saskatoon* project and share their opinions online. Social media also played a large role in promoting the February 25 Public Event.

Facebook

The City created a Facebook event to promote the Public Event on February 25. Although the post promoting the event received over 200 views, interaction on this channel was minimal. The majority of dialogue occurred on Twitter.

Twitter

The City of Saskatoon engaged the public through the corporate Twitter account (@cityofsaskatoon) using the hash tag #yxegrowingfwd. A live Tweet Chat was used in conjunction with the Public Event on February 25 to facilitate discussion around *Growing Forward!* goals. For a complete list of related Tweets, see Appendix E.

YouTube

The City produced six (6) public-facing videos, which are housed on YouTube and embedded on growingfwd.ca. In total, the videos have received 1,238 views to date (March 27, 2014).