



# WintercityYXE Strategy – Digital Engagement

*What We Heard Report*  
May 25, 2020



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## Engagement Summary

An on-line survey was available to participants to obtain feedback from the public on the draft WintercityYXE Strategy from March 4, 2020 to March 19, 2020. The online survey was promoted on social media.

Survey respondents were provided information about the draft WintercityYXE Strategy and were asked if there were any elements missing. 33 participants responded to the online survey. It is assumed that the low response rate is in part due to COVID-19.

In general, survey respondents were in support of the draft WintercityYXE Strategy and feedback provided helped to refine the language for the Strategy. Participants provided input such as:

- Importance of positive attitudes toward winter;
- recommendations for specific winter events and activities;
- ensuring access to information and tools for winter living;
- addressing issues regarding homelessness;
- concerns regarding winter safety;
- comments regarding how to get around in winter safely;
- ensuring access to winterized washrooms;
- support for the winter economy;
- review of civic policies;
- importance of a strategy that is for the City as a whole;
- importance of winter design; and
- suggestions regarding refinement of language.

## Consideration of results

Feedback provided helped to refine the language for the Strategy through ensuring the language in the draft Strategy is streamlined and clear. While the Strategy itself will be high level and not address specific activities and events, specific feedback will be considered in the implementation phases of the Strategy.

## 1 Background

WintercityYXE is an intentional effort by the City and community stakeholders to celebrate what makes Saskatoon unique as a four-season place that is inviting, vibrant, safe and prosperous. Facilitated by the City's leadership and engaging the interest and efforts of the entire community, the Strategy articulates the changes necessary to help residents, businesses, organizations and visitors embrace winter with as much enthusiasm as they have the summer season while recognizing the challenges that the winter months for those who are vulnerable.

During the development of the Strategy, community members shared their experiences during winter and made recommendations on what the Strategy should include. Experiences are influenced by individual circumstances, whether that be age, mobility, economic circumstances and many others. The actions identified in the Strategy are intended to guide future changes and actions required on a city wide level by both the City and the community in order to achieve our shared vision as a Winter City.

### 1.1 Strategic Goals

WintercityYXE supports multiple City of Saskatoon Strategic Goals identified in the Strategic Plan. In particular:

- Quality of Life by providing opportunities for activities in a winter city;
- Sustainable Growth by ensuring our City Centre is vibrant in all seasons of the year;
- Moving Around by ensuring accessibility and connectivity continue to exist when snow and ice are present; and,
- Economic Diversity and Prosperity by creating an environment for business sustainability though all seasons.

### 1.2 City Project Team

Lynne Lacroix, General Manager of Community Services	Project Sponsor
Lesley Anderson, Director of Planning and Development	
Christine Gutmann, Planning and Development	Project Manager
Jennifer Pesenti, Strategy and Transformation	Communications Support
Mandy Fehr, Strategy and Transformation	Engagement Support

### 1.3 Spokesperson(s)

Lynne Lacroix, General Manager of Community Services and Project Sponsor  
Lesley Anderson, Director of Planning and Development

### 1.4 Summary of Engagement Activities – WintercityYXE Project

To achieve the goals of WintercityYXE, broad community engagement was undertaken. All feedback received at the engagement events can be found in the relevant Council reports found at [saskatoon.ca/wintercityYXE](http://saskatoon.ca/wintercityYXE). Stakeholder Engagement activities included:

- An interactive breakfast workshop was held in March 2016 with 45 community members to generate ideas feasible in the short term for the Strategy.
- 770 community members participated in engagement activities between January and April 2017 to generate ideas for the Strategy. The engagement process consisted of City-hosted Roundtable Sessions attended by various stakeholder groups, an online survey and kitchen table talks. Specific opportunities that were identified through these engagement activities were:
  - Improving mobility;



- Improving facilities and infrastructure;
- Providing more support to existing activities;
- Introducing new events and things to do; and,
- Improving the promotion of events and activities.
- The International Winter Cities Shake Up Conference was hosted in Saskatoon in January 2019. The Conference was pursued by the community as an opportunity to accelerate the development of the Strategy by bringing international expertise into the local engagement events. A WintercityYXE Cafe was held at the conference venue to garner input on the Strategy from conference delegates and the public. A Pop Up engagement event was also held in the Nutrien Wintershines Igloo.

#### *WintercityYXE Working Group*

Volunteer representatives from a variety of community sectors helped the development of the Strategy by guiding the plans for community engagement and debriefing on the results of engagement activities.

#### *Finalization of the Strategy*

Prior to finalization, the draft Strategy was shared with stakeholders through targeted workshops and with the public at Pop Ups and online. This report outlines the results of the online engagement.

## 1.5 Summary of Engagement Strategy for Step 5

Table 1: Engagement Strategy -Closing the Loop

Stakeholder	Level of Participation	Objective	Engagement Goals	Engagement Activity
WinterCity YXE Working Group	Inform	To provide the public with balanced and objective information to assist them in understanding the Winter City Strategy.	Acknowledge and Understand Strategy and Guiding Principles	Facilitated Workshop
	Consult			
	Involve	To obtain feedback on the Winter City Strategy.	Stakeholders provide feedback on the Strategy.	
		To work directly with stakeholders to ensure that their concerns and aspirations are understood and considered.	Stakeholders provide feedback on the aspects of the strategy they would prioritize.	
			Stakeholders indicate their preferences for strategy options and next steps.	
Stakeholder Groups Engaged	Inform	To provide the public with balanced and objective information to assist	Acknowledge and Understand	Facilitated Workshop

in Earlier Engagements	Consult  Involve	them in understanding the Winter City Strategy.  To obtain feedback on the Winter City Strategy.  To work directly with stakeholders to ensure that their concerns and aspirations are understood and considered.	Strategy and Guiding Principles  Stakeholders provide feedback on the Strategy.  Stakeholders provide feedback on the aspects of the strategy they would prioritize.  Stakeholders indicate their preferences for strategy options and next steps.	
Residents	Inform  Consult	To provide the public with balanced and objective information to assist them in understanding the Winter City Strategy.  To obtain feedback on the Winter City Strategy.	Acknowledge and Understand Strategy and Guiding Principles  Stakeholders provide feedback on the Strategy.  Stakeholders provide feedback on the aspects of the strategy they would prioritize.	Pop-Ups & Digital Engagement

## 2 Digital Engagement

The same questions that were asked in the Pop-Up engagements were asked through digital engagement opportunities. This was intended as a wide net approach to enable more stakeholders to provide input. The original plan for this approach included a survey, as well as asking some of the survey questions through social media channels. We were only able to complete the survey and, because of COVID-19, results were limited.

### 2.1 Method

The online survey was intended to provide the public an opportunity to review the proposed content for the WintercityYXE and provide their feedback to the question “did we miss anything”?

The online survey was available for two weeks from March 4<sup>th</sup> to March 19<sup>th</sup>. Social media was used to promote the survey; however, due to COVID-19, alternate methods were not used, such as sharing the online survey with specific stakeholder groups, and some social media posts to promote the survey were cancelled.

#### *Online Survey Content*

The online survey provided participants the draft language for the actions for each identified theme. For each theme, participants were asked “Did we miss anything?” and were provided space to provide a comment. Participants were also asked to provide feedback on the draft vision. Additional space was provided on the survey to provide additional comments.

An optional section on the survey allowed participants to provide information about their age, ward they live in, their gender, and if they are an indigenous person, a member of a visible minority, or a person with a disability.

An optional survey evaluation was also provided.

### 2.2 What We Asked

The online survey provided the following information:



## Draft WintercityYXE Strategy

The City has partnered with the community to create a Winter City Strategy (called WintercityYXE) to provide a roadmap for making Saskatoon as vibrant in the winter as it is in the summer.

The development of the Strategy has included a range of public engagement activities and the preparation of draft outcomes and actions.

We are now confirming the outcomes and actions of the draft strategy with the community to see if we got it right and if we are missing anything. More information about WintercityYXE and the draft strategy can be found on the WintercityYXE Engage Page at <https://www.saskatoon.ca/engage/wintercityyxe>

The draft strategy is divided into three pillars: Winter Economy, Winter Culture and Life, and Winter Design. For each pillar, we have identified desired Outcomes and Actions. The following survey outlines the various outcomes and actions and asks what we are missing.

Feedback from this survey will be considered in revising the WintercityYXE Strategy before presenting it to City Council. Feedback may also inform recommendations for implementing the strategy.

The following survey should take about 20 minutes to complete. Survey results will be shared in an Engagement Report that will be available on the Engage Page and as an attachment to reports going to City Council.

### Winter Economy

Desired Outcomes: Variety of activities that bring people outside in winter / Increased economic activity during the winter months

Actions:

- Research best practices for economic opportunities in winter
- Support opportunities for winter / shoulder season (late fall and early spring) outdoor sidewalk cafés and seasonal businesses
- Review civic policies to support winter season activities
- Support activities that animate street life in winter (bring people outside)

1. Did we miss anything?

- ☐ Yes
- ☐ No
- ☐ I don't know

2. What did we miss?

Enter your answer

## Winter Culture and Life

Desired Outcome: Variety of social and cultural events and festivals that spark interest and build community spirit throughout the winter

Actions:

- Promote community winter activities and events
- Support a variety of winter events and activities including the development of new ideas and concepts
- Reduce barriers for participating in events including affordability and accessibility for all ages and abilities
- Provide transportation options for events and activities
- Develop mobile event supports (eg. portable hot chocolate backpacks and other things that could be used at events)

Desired Outcome: It is easy to play and be active outdoors and indoors during the winter months.

Actions:

- Promote and support varied outdoor and indoor winter activities
- Reduce barriers for participating in activities including affordability and accessibility for all ages and abilities

Desired Outcome: Provide support for "how to winter"

Actions:

- Develop a Winter Emergency Response Guide
- Provide information on "how to winter" (including winter safety, home maintenance, and supports for vulnerable populations)

### 3. Did we miss anything?

- ☐ Yes
- ☐ No
- ☐ I don't know

### 4. What did we miss?

Enter your answer

## Winter Design

Desired Outcome: Moving around the city in the winter is easy and accessible

### Actions:

- Active Transportation including multi-modal transportation (bike/bus/walk)
- Design, designate and prioritize a winter cycling network for snow removal
- Provide a high standard of snow removal on the pathways and the Meewasin trail network
- Seek opportunities to expand the Snow Angel Program (a program that encourages residents to shovel or snow blow sidewalks for elderly neighbours and those with health concerns or mobility issues)
- Winter maintenance of roadways, sidewalks, pathways and active transportation infrastructure meets service level standards and policies set by Council
- Develop collaborations and efficiencies for snow removal operations, frequency and service levels at civic sites (City Hall, Police, Leisure Centres, etc)
- Accessibility to transit during cold or snowy weather / more comfortable transit shelters
- Identify and address accessibility barriers in winter
- Research opportunities to utilize snow as a resource

Desired Outcome: Public spaces and facilities are comfortable, safe and active during the winter months

### Actions:

- Development and implementation of Winter Design Guidelines and incentives to ensure that spaces encourage and promote comfortable and safe winter activity (eg. pedestrian friendly).
- Examine the need and benefit of a comprehensive winter lighting strategy for Saskatoon
- Invest in lighting projects (including temporary lighting pilot projects, winter decorative lighting)
- Evaluate the viability of a Warming Hut Program (in other cities this has taken the form of competitions to design and build artistic "warming huts")
- Review and revise civic policies to ensure ensure that they support a winter city

Desired Outcome: Assets that support winter activities

### Actions:

- Inventory and prioritize winterized washrooms
- Develop a map and promote locations of winterized washrooms

## 5. Did we miss anything?

- ☐ Yes
- ☐ No
- ☐ I don't know

## 6. What did we miss?

Enter your answer

## WintercityYXE Strategy

The following section includes questions about the strategy as a whole.

7. The draft vision for the WintercityYXE Strategy is:

Saskatoon is a vibrant city that thrives in the winter months. A prosperous and dynamic community, we work together to support an active winter lifestyle that is inclusive and accessible for all.

Do you have any feedback on the draft vision?

Enter your answer

8. Do you have any other comments about the WintercityYXE Strategy?

Enter your answer

## 2.3 Intended Audience

The original strategy included working with stakeholder organizations to forward engagement opportunities (the survey and social media) to their clients and or members. The use of social media to ask engagement questions may increase participation amongst different demographics than would typically attend an in-person event or fill out a lengthy survey.

33 individuals responded to the online survey. The number of responses is considered low; however, due to COVID-19, Administration was unable to extend the survey or undertake more comprehensive promotion of the survey. The low number of responses can also be assumed to be a result a shift in the priorities of the community at the time of the survey as a result of COVID-19.

Online survey respondents identified as follows:

Table 2: Survey Respondent Age

Age	Number of Respondents
18 - 24	2 (6%)
25 - 39	11 (33%)
40 - 54	15 (46%)
55 - 69	5 (15%)

Table 3: Survey Respondent Gender (Note: not all respondents provided their gender)

Gender	Number of Respondents
Male	16 (48%)
Female	12 (36%)

1 respondent identified as a person with a disability.

1 respondent identified as a visible minority.

## 2.4 Marketing Techniques

The online survey was promoted through a Public Service Announcement (issued March 4), as well on the project website and on the City of Saskatoon's social media channels (Facebook, Twitter).

Facebook and Twitter posts were made on March 4<sup>th</sup> to launch the survey and March 18<sup>th</sup> as a reminder that it would be closing. Additional posts were scheduled but not shared because of the decision to focus external communications on COVID-19-related information.

Figure 1: Launching Survey on Facebook





Figure 2: Launching Survey on Twitter



Figure 3: Survey closing soon Facebook post





Figure 4: Survey closing soon Twitter post



## 2.5 Analysis

The feedback provided was reviewed by Administration, analysed based on themes (Table 2) and was considered in the finalization of the Strategy document.

## 2.6 Data limitations

The online survey was intended to gain feedback from the public on the draft Strategy. Effort was made through the online survey to engage with the public about considerations that should be taken into account during the finalization of the Strategy.

Data limitations are outlined in Table 4: Data Limitations.

Table 4: Data Limitations

Data Limitation	Description
Feedback may not be specific enough for the needs of the Project	The online survey was complemented with other forms of engagement during this phase of the Project to ensure a comprehensive engagement.
Comments do not pertain to the Project	Comments provided that pertain to other related projects will be shared with the appropriate Administrative groups.
Limited number of respondents	Due to COVID-19, it was not possible to extend the survey or there was the potential for the advertising for the survey to be missed by potential respondents.
Survey format	Some participants did indicate that the survey format was difficult to follow and understand. Based on feedback from other engagement activities for the Project, the online survey was used as an opportunity to provide draft Strategy language rather than the summary used for

	other engagement methods such as the Pop Ups. In addition, the City uses Microsoft Forms for surveys, which has limited capabilities in terms of how information is presented.
Reporting does not capture all comments.	<p>All comments provided were recorded in the What We Heard Report. When considering the feedback provided by online comments, it is required that Administration makes some assumptions about what was intended by the comment.</p> <p>The What We Heard Report will be posted on the Project website. Due to COVID-19, the What We Heard Report could not be posted on the Engage Page at this time.</p>

## 2.7 What We Heard

Below are the comments provided in the online survey:

Question: What did we miss for the pillar Winter Economy?

Table 5: Winter Economy Pillar Feedback

Theme	Idea
<b>Safety</b>	<ul style="list-style-type: none"> <li>Danger prevention planning lens for winter</li> </ul>
<b>Getting Around – Accessibility</b>	<ul style="list-style-type: none"> <li>Implement maintenance strategy for accessible infrastructure to enable folks to get to the winter economy.</li> </ul>
<b>Homelessness</b>	<ul style="list-style-type: none"> <li>Keep people who are living on the street safe, dry, and warm.</li> </ul>
<b>Activities- Specific Ideas</b>	<ul style="list-style-type: none"> <li>Provide increased opportunity for residents to participate in winter outdoor activities such as xc skiing, long distance skating, biking, etc.</li> <li>Exposing people to winter outdoor activities and parks around the city (i.e. snowshoeing, skating, XC skiing, fat biking)</li> </ul>
<b>Partnerships</b>	<ul style="list-style-type: none"> <li>Work with SREDA and other stakeholders to develop a strategy to attract winter events, sporting or other, to our city</li> </ul>
<b>Economy</b>	<ul style="list-style-type: none"> <li>Look at current bylaws that may be inhibiting business growth in the winter. (food trucks, River Landing, etc)</li> <li>What about winter economic opportunities -- like Winnipeg's festival de voyageurs?</li> <li>Sponsoring outdoor ed/experience programs put on by existing businesses and non-profits</li> </ul>
<b>General Comments</b>	<ul style="list-style-type: none"> <li>More attention to weather instead of hard end dates for winter activities. Ex: the oval closes at the end of Feb regardless of the weather</li> </ul>

Question: What did we miss for the pillar Winter Culture and Life?

Table 4: Winter Culture and Life Pillar Feedback

Theme	Idea
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<b>Getting Around - General</b>	<ul style="list-style-type: none"> <li>Promote active transportation options in winter to help develop a culture of moving around outside in winter.</li> </ul>
<b>Activities- Specific Ideas</b>	<ul style="list-style-type: none"> <li>Make existing playgrounds/parks more winter friendly with lighting (since it gets dark so early) and structures or setups that can be played with in the snow while wearing winter clothing</li> <li>Desired Outcome: Maintain and support free winter activities that are already in place. Action: Support winter activities and winter-friendly areas that are already in place and being used, such as the tobogganing hill in Pierre Radisson Park. The hill is used by many in the surrounding neighbourhoods, and is the only tobogganing hill in the area. Residents do not want access to the hill reduced due to future park improvements.</li> </ul>
<b>Activities- Resources</b>	<ul style="list-style-type: none"> <li>Funding and resources for winter amenities and facilities. Winter maintenance budgets that allow for great maintenance of parks, ski trails, bike trails, etc</li> </ul>
<b>Attitudes / Perceptions</b>	<ul style="list-style-type: none"> <li>Provide training and learning opportunities to teach people how to get outdoors in the winter. Shift the focus of 'how long' winter is. People's perceptions of winter are out to lunch. Stop advertising or encouraging any language around winter that deems it to be a negative experience.</li> </ul>
<b>Civic Policies</b>	<ul style="list-style-type: none"> <li>Review civic policies that could impede winter access to facilities.</li> </ul>
<b>General Comments</b>	<ul style="list-style-type: none"> <li>Your format is not accessible</li> <li>Women's perspective on safety and health in winter</li> </ul>

Question: What did we miss for the pillar Winter Design?

Table 5: Winter Design Pillar Feedback

Theme	Idea
<b>Getting Around – Snow Clearing</b>	<ul style="list-style-type: none"> <li>Sidewalk snow, ice, ruts are really limiting, especially in older neighbourhoods. People with mobility issues or young children in strollers are literally housebound. Snow Angel program is lovely, but doesn't touch the reality.</li> <li>Review enforcement of sidewalk clearing. Provide better maps and wayfinding for people to find trails and paths that are designed for use.</li> <li>Increase snow plowing and removal on neighbourhood streets. Improve salting/sanding strategies for weather close to freezing mark</li> <li>Clearing pathways great, cycling in winter not so much</li> <li>Focus on safety in residential areas, where residents aren't able to get out of the neighborhood without danger. Part-timers in poverty and youth entering into unsafe properties to operate equipment, vehicles, or just deliver flyers without injury.</li> </ul>
<b>Activities- Specific Ideas</b>	<ul style="list-style-type: none"> <li>Cross country skiing accessible in all areas of the city. Funding may be required to provide the necessary equipment and staffing to keep the trails groomed.</li> </ul>

	<ul style="list-style-type: none"> <li>Invest in infrastructure to support increased level of xc skiing, including development of ski trails, maintenance, grooming, and snow making equipment. We live in a cold climate but a very dry climate which gets very little precipitation/snow - This area is ideal for snow making which would increase the viability of xc skiing. Invest in infrastructure to provide large outdoor skating areas - See what Edmonton has done.</li> </ul>
<b>Activities- City Wide</b>	<ul style="list-style-type: none"> <li>Great for you to do these things downtown, what can you do for those of us (the majority) that live in the peripheral neighborhoods?</li> </ul>
<b>Warming Spaces</b>	<ul style="list-style-type: none"> <li>Have the goal of people using the river valley parks and Meewasin trail system just as much in the winter as they do in the summer. This would mean having many public washrooms and warming spaces open the entire year through the entire length on the park system and make it easy for people to walk, run, ski and bike everywhere along the river.</li> <li>The warming huts program works in Winnipeg because of the surrounding infrastructure ie. Ice path on river, forks, etc. Any program like this needs appropriate infrastructure in YXE. Meewasin trail might work for this purpose, but it's likely we should develop our own program that relates to yxe. Maybe an alley lighting/installation program or something that recognizes the prominence of our river valley or access to sunlight.</li> </ul>
<b>Downtown</b>	<ul style="list-style-type: none"> <li>The undesirable people that inhabit the downtown area are deterring me and my family from a lot of these event as safety is a real concern that i don't see being addressed. Washrooms along the riverbank have signs on them saying they are closed due to vandalism! That is just too scary.</li> </ul>
<b>River</b>	<ul style="list-style-type: none"> <li>Perhaps a way of diverting hot water run off from the power plant so that the river can freeze over allowing for transportation options over the river.</li> </ul>

Question: Do you have any comments regarding the Vision

Table 5: Vision Feedback

Theme	Idea
<b>Specific language</b>	<ul style="list-style-type: none"> <li>The second sentence seems unnecessarily long and appears to have a grammatical issue: referring to the city as both a thing and a "we"</li> <li>I don't feel comfortable with the word thrives in this context.</li> </ul>
<b>Strategy Support</b>	<ul style="list-style-type: none"> <li>Saskatoon is a 12-month, 4 season city that offers something new for everyone regardless of the weather.</li> <li>Great! Let's do this. And let's remember access. There's lots of apartment dwellers backing onto Kinsmen Park that have never worn skis. Let's get them out there! More skating rinks in more parks will also help.</li> </ul>
<b>Implementation Concern</b>	<ul style="list-style-type: none"> <li>I have little faith that it is anything but a marketing exercise, basically pouring money down the drain.</li> </ul>

Question: Do you have any other comments about the WintercityYXE Strategy and Do you have other feedback.

Table 6: Other Feedback

Theme	Idea
<b>Attitudes / Perception</b>	<ul style="list-style-type: none"> <li>We need to overcome people's perceptions about winter, the people who are showing up to events are probably already active people. People don't know how to dress in the winter and how to get outside, we need to train people what is possible. This goes for newcomers and lifelong Saskatchewan residents. Leaders of the city need to stop making easy jokes at speeches about winter and that it is cold outside, if we keep perpetuating myths about winter people will never see the other side of it. For example, the snow was melted off the roads in 2019 was mid-March, it didn't return permanently on roads until December. That's only 3.5 months of winter. The shoulder seasons get lumped into winter for some reason. Each season needs to be celebrated for what it offers.</li> </ul>
<b>Equity</b>	<ul style="list-style-type: none"> <li>It's obtuse to not acknowledge that there are people living here who don't have warm homes to leave, particularly when we point out how prosperous this city is. :/</li> <li>Not effective on accessibility and safety for all, and not very diverse inclusion yet. City sidewalks and curb ramps are maintained sporadically in west side neighborhoods due to deprivation, culture, lack of shovels, lack of phones or contact info for city hall reporting, etc. Walkways, driveway and alley sidewalk cuts, and private and public parking lots are not designed for human safety or their mobility aids, and the public needs much more awareness of consequences of innocent victims loss due to broken bones and concussions, and other consequences. Still not sure there is a plan to become effective on these equity concerns.</li> <li>Work with other agencies ( Ex.churches) to create warm up stations in areas of the city that have marginalized populations but less access to services needed ( IE Sutherland)</li> </ul>
<b>Activities - Cost</b>	<ul style="list-style-type: none"> <li>I wish I could still afford to go tobogganing at Diefenbaker. I wish the amenities were being developed for everyone not just a select few that happen to live in the neighborhoods where councillors live or where they wish to incentivize development. Wintershines is garbage. Wish you would stop wasting our tax dollars and deal with the realities that Saskatonians experience.</li> </ul>
<b>Activities – Specific Ideas</b>	<ul style="list-style-type: none"> <li>I am a geocacher and that is definitely one activity that should be included in the winter activity strategy---a Winter geocaching game is held every winter sponsored by the Saskatoon and Area Geocaching Association</li> </ul>



<b>Downtown</b>	<ul style="list-style-type: none"><li>• Make the river area safe for citizens who are afraid to utilize what their taxes pay for! Putting a homeless shelter in one of the most prolific areas of Saskatoon was a RIDICULOUS idea! move the Lighthouse support somewhere where it can be embraced better by the inhabitants.</li></ul>
<b>General</b>	<ul style="list-style-type: none"><li>• It could go beyond winter. An active city, period</li></ul>
<b>Support for Strategy</b>	<ul style="list-style-type: none"><li>• It seems like early days -- getting more tangible ideas would be great -- but I fully endorse this -- remaining active in winter is key, and will also help get people out of their cars.</li></ul>
<b>Design</b>	<ul style="list-style-type: none"><li>• Support Urban design that incorporates colour, winter vegetation, and creates microclimates for more comfortable human experience in winter months.</li></ul>



### 3 Engagement Evaluation

An optional evaluation was included in the online survey. Respondents provided the following responses:

Question: Overall, how was your experience completing this survey?

Response	Number of Responses
Very Good	5 (14%)
Good	13 (38%)
Neutral	10 (30%)
Negative	5 (14%)
No Response	1 (3%)

Question: The information was clear and understandable.

Response	Number of Responses
Strongly Agree	6 (18%)
Agree	11 (34%)
Neutral	8 (24%)
Disagree	7 (21%)
No Response	1 (3%)

Question: I understand how my input will be used.

Response	Number of Responses
Strongly Agree	2 (6%)
Agree	14 (43%)
Neutral	5 (14%)
Disagree	7 (21%)
Strongly Disagree	4 (13%)
No Response	1 (3%)

Table 6: Engagement Evaluation

Item Being Evaluation	Considerations in the Evaluation	Evaluation
Process and tools used to implement public engagement	Was the public engagement approach relevant and realistic for the stage of the decision-making process?	The online survey provided the public an opportunity to provide input on the draft Strategy content. The survey also provided people who did not have knowledge of the project through other formats to provide feedback.
	Were we able to get the degree of attention needed from the stakeholders?	The online survey was promoted using social media.

	Did we involve the individuals and groups who had a stake in the process?	<p>The online survey was open to anyone who wanted to participate. The number of participants was relatively low. This can, in part, be attributed to COVID-19. Due to COVID-19, Administration was not able to extend the period for the survey.</p> <p>Plans to promote the survey through other methods were not used due to COVID-19.</p>
	Did the engagement process meet stakeholder needs? Did we use effective techniques?	Stakeholders were given the opportunity to provide comments on the format. Comments regarding format will be considered for future engagement activities.
Results of the public engagement process	Were our decisions influenced by the stakeholder input?	Feedback provided was considered in the finalization of the Strategy including identifying actions that were missing or refinement of language. Feedback that pertained better to the implementation Strategy will be considered when the implementation Strategy is developed.
	Did the engagement process justify the resources spent?	The information provided the Project team the opportunity to gain feedback from the Public about the project.

## 4 Next Steps

This What We Heard Report will be posted on the project webpage.

The finalized Strategy will be presented to the Planning, Development and Community Services Committee for consideration. This is being planned for late summer / early fall. Following consideration of the Strategy, an implementation plan will be developed. This is being planned for late 2020 / early 2021. Timelines are subject to change due to COVID-19.

Actions identified in the Strategy will require further research, engagement and budgetary approval.