

# WintercityYXE Strategy – Pop Up Events

*What We Heard Report*  
May 25, 2020



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## Engagement Summary

Three Pop Up engagement events were completed to obtain feedback from the public on the draft WintercityYXE Strategy in February and March of 2020. The Pop Up engagement events were set up at various venues in order to get feedback from various segments of the population. Due to COVID-19, two planned Pop Up engagement events were cancelled and a third Pop Up engagement event was cancelled because the venue had closed for the season.

Participants at the Pop Up events were able to discuss the Project with Administration and provide feedback using post-it notes. Additional information was available to participants through an online survey.

In general, participants provided input such as:

- 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;
- considerations for winter lighting;
- support for Community Associations; and
- support for the winter economy.

## 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 bring 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 the Strategy, we have undertaken broad community engagement to identify opportunities and priorities. We have developed a number of actions based on this engagement. In addition, we've aligned the strategy with other plans, strategies, policies and bylaws. As a result of feedback received from stakeholders, a four step process for WintercityYXE was developed:

Table 1: Summary of Engagement Steps

Step	Explanation
Build on the strength of existing assets	Creating an inventory of existing assets to provide a foundation from which the City and community stakeholders can promote what already exists, seek synergies through cooperative efforts and identify gaps.

Engage the community	<p>Community conversations to create new and/or promote and strengthen existing winter experiences. This included:</p> <ul style="list-style-type: none"> <li>An interactive breakfast workshop in March 2016 was held with 45 community members to generate ideas feasible in the short term for the Strategy.</li> <li>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: <ul style="list-style-type: none"> <li>Improving mobility;</li> <li>Improving facilities and infrastructure;</li> <li>Providing more support to existing activities;</li> <li>Introducing new events and things to do; and,</li> <li>Improving the promotion of events and activities.</li> </ul> </li> <li>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.</li> </ul> <p><i>WintercityYXE Working Group</i> 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.</p>
Quick Wins	Implement quick win actions including providing support through grants for initiatives that support the goals of Winter City.
Develop the Strategy	The project team has developed a draft Winter City Strategy.
Close the loop	The draft Strategy was shared with stakeholders through targeted workshops and with the public at Pop Ups and through an online survey. This report outlines the results of these Pop-Up events.

## 1.5 Summary of Engagement Strategy for Closing the Loop

Table 2: 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	Acknowledge and Understand Strategy and Guiding Principles	Facilitated Workshop
	Consult			



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

			strategy they would prioritize.	
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## 2 Pop-Up Events

The Pop-Up events were intended to provide the public an opportunity to review the proposed content for the WintercityYXE Strategy and provide their feedback to the question “did we miss anything?”

### 2.1 Method

Six Pop-Up events were planned for WintercityYXE as follows:

Table 3: Pop-Up Schedule

Date	Time	Location	Status	Participants
February 27	10am to 2pm	Frances Morrison Central Library	Completed	62 participants
March 5	10am to 2pm	Saskatchewan Polytechnic	Completed	70 participants
March 9	12:30pm to 3pm	Meewasin Rink	Cancelled because rink closed prior to event date	N/A
March 11	10am to 2pm	University of Saskatchewan – Place Riel	Completed	26 participants
March 13	1:30pm to 4pm	Market Mall	Cancelled because of COVID-19	N/A
March 18	6pm to 9pm	Blades Game	Cancelled because of COVID-19	N/A

#### 2.1.1 What We Asked

The Pop Up events offered an opportunity to share the concepts and ideas that will be included as part of the final Strategy. Information was presented on six boards (Figure 1) and participants were invited to post post-it notes if they had comments.



Figure 1: Pop-up Boards



*Figure 2: Pop-up at the Frances Morrison Central Library*



*Figure 3: Pop-up at the University of Saskatchewan*



## 2.2 Intended Audience

Pop Up events were an opportunity for the public to get to know information about the Project and provide their input. Locations were selected in different parts of the City and to get input from various segments of the population (eg. students, seniors, families at specific venues).

## 2.3 Marketing Techniques – Pop Ups

The Pop Up locations were promoted in a Public Service Announcement (issued March 4), as well as posted on the project website and on the City of Saskatoon's social media channels (Facebook, Instagram, Twitter).

## 2.4 Analysis

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

## 2.5 Data limitations

The Pop Up engagement events were intended to gain feedback from the public on the draft Strategy. Effort was made through the Pop Ups to engage with the public about considerations should be taken into account during the finalization of the Strategy.

Data limitations are outlined in **Error! Reference source not found..**

Table 4: Data Limitations

Limitation	Description
Feedback may not be specific enough for the needs of the Project.	A number of engagement methods were used during this phase of the Project to ensure various perspectives on the Project were captured.
Reporting does not capture all comments.	All post-it notes provided were recorded in the What We Heard Report as well as any notes taken by Administration during the Pop Up events. When considering the feedback provided by post-it notes, it is required that Administration makes some assumptions about what was intended by the comment.
Comments do not pertain to the Project	Comments provided that pertain to other related projects will be shared with the appropriate Administrative groups.
Pop Ups were cancelled	<p>Pop Ups were cancelled for the reasons provided. Due to COVID-19, it was not possible to reschedule to Pop Ups or to pursue engagement through other methods.</p> <p>As a result of Pop Ups being cancelled, some perspectives may have not been captured (Meewasin Rink, Blades Game, Market Mall Pop Ups).</p>
Pop Up locations	Due to the location of the Pop Ups, individuals could easily opt out of participating by simply passing by the display. Alternate locations were recommended during the Saskatchewan Polytechnic and University of Saskatchewan Pop Ups. These alternate locations will be considered for future Pop Ups.
Limits in verifying What we Heard Report	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. This differs from our typical process and may have caused confusion for some participants.

## 2.6 What We Heard

Table 5: What We Heard

Theme	Frances Morrison Central Library	Sask Polytech	University of Saskatchewan
<b>Washrooms</b>	<ul style="list-style-type: none"> <li>Safe for families</li> <li>Concerns places where people do drugs</li> <li>Open paddling pools up for washrooms                             <ul style="list-style-type: none"> <li>families winter</li> <li>Even if private venture</li> <li>Place to change diapers</li> </ul> </li> <li>Hard to go out in winter with kids – no public washrooms</li> </ul>	<ul style="list-style-type: none"> <li>Winter washrooms (public)</li> </ul>	
<b>Winter Clothing/ Equipment</b>	<ul style="list-style-type: none"> <li>Better coats</li> <li>Maybe toques and mitts. Donations welcome.</li> </ul>		<ul style="list-style-type: none"> <li>As a renter sometimes moving regularly is part of life. Not all landlords are good at keeping facilities snow removal. Is it possible to get small grant for reasonable quality snow removal equipment? Eg. high quality shovels, ice scrapers, sidewalk salt? Cheap stuff breaks, good stuff is expensive and it becomes my responsibility to clear snow and replace equipment</li> </ul>
<b>Safety – Homelessness</b>	<ul style="list-style-type: none"> <li>Safety / homelessness</li> <li>Place to access a phone</li> <li>Lighting really important to feel safe</li> <li>Place where someone there to help you</li> <li>Something from higher up – more authority</li> <li>Different system from lighthouse (long term help). Need more interim</li> </ul>	<ul style="list-style-type: none"> <li>Safety kit for homeless?</li> </ul>	



Theme	Frances Morrison Central Library	Sask Polytech	University of Saskatchewan
	<p>help / place to warm up. Help make sure good. Lighthouse process place go for night / warm up.</p> <ul style="list-style-type: none"> <li>• If can't help self -place get help</li> <li>• Need more efficient / faster process (for getting help)</li> <li>• People [have] needs</li> <li>• More places to warm up – especially when -30</li> <li>• Buses for free when too cold</li> <li>• Free transportation when having a hard time</li> <li>• Homelessness <ul style="list-style-type: none"> <li>• Winter time</li> <li>• Gets over crowded</li> <li>• Better system for people who are homeless when cold</li> </ul> </li> <li>• Active participation on cold weather Strategy by multiple organizations – more than support [needed]</li> <li>• Creating a place for people to have a cup of coffee and timbits to warm up for 1-2hours then be on their way</li> </ul>		
<b>Getting Around - General</b>	<ul style="list-style-type: none"> <li>• Fix the sidewalks</li> </ul>	<ul style="list-style-type: none"> <li>• Circle Drive around City / Freeway will help</li> <li>• Hard to walk down sidewalk / think about drainage</li> <li>• Better moving traffic flow within and coming out of the City</li> <li>• Better road maintenance</li> <li>• C-Country skiing routes between popular rec destinations</li> <li>• Inner city cross country ski paths</li> </ul>	

Theme	Frances Morrison Central Library	Sask Polytech	University of Saskatchewan
		<ul style="list-style-type: none"> <li>Street width – 2<sup>nd</sup> choice – remove obstacles – creative ways to remove obstacles and create space</li> <li>Getting sprayed by cars along high traffic roads like Idylwyld, separate sidewalk buffer strips</li> <li>Fix potholes</li> <li>Ski trails in winter</li> </ul>	
<b>Getting Around – Snow clearing</b>	<ul style="list-style-type: none"> <li>Salting sidewalks more – ice and snow</li> </ul>	<ul style="list-style-type: none"> <li>Clean sidewalks in parks</li> <li>De-icing at doors, hallways 7-15</li> <li>Clearing snow from inner streets</li> <li>Clear snow on side streets as well</li> <li>Better road management – especially on side streets (need to change / nightmare to go down side streets / traffic jams)</li> <li>Salt / sand side streets not just main streets</li> <li>Reclaiming sand from snow removed from street</li> <li>Salt roads more often and Cres too</li> <li>Cres – icy all winter</li> <li>Clean roads during winter</li> <li>Clear snow quickly</li> <li>Try to plow</li> </ul>	<ul style="list-style-type: none"> <li>Please de-ice sidewalks – it's hard to walk</li> <li>Trails should be a high priority</li> </ul>
<b>Getting Around - Bus</b>		<ul style="list-style-type: none"> <li>Heated bus stops, better bus routes</li> <li>Bus timing – not for only winter, all the time</li> <li>Increase the bus frequency during winters</li> <li>Increase the bus frequency during winters</li> <li>Faster bus system</li> <li>Heated bus shelters</li> <li>Finish the 33<sup>rd</sup> Street multi-use bus system</li> </ul>	



Theme	Frances Morrison Central Library	Sask Polytech	University of Saskatchewan
<b>Getting Around – Unique Impacts on People Living with Disabilities</b>	<ul style="list-style-type: none"> <li>Sidewalks cleared. Scooters – it no have to go on road. Not safe.</li> <li>Wheelchair accessible curbs – clear.</li> </ul>		
<b>Getting Around- Biking</b>	<ul style="list-style-type: none"> <li>Accidents winter biking – gap between car and road gone</li> <li>More snow removal on side of road to support bike riding</li> <li>Biking in winter <ul style="list-style-type: none"> <li>Coming up with regulations</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Lights for bikes in winter times – visibility</li> <li>BID Bike paths (gradients off curb, insane problem, newer paving – pools water, solve drainage problem)</li> <li>Warman – Bike Path (stop sign / bike path, ways to restructure if can't give enough)</li> <li>Split sidewalk and bike path – good for winter</li> <li>More cycling infrastructure like Victoria Ave</li> <li>Better accommodation winter cycling</li> <li>Bike path to W Bridge is good. Plan W bridge to Wanuskewin</li> <li>Warman Road Bike Path – narrow</li> </ul>	
<b>Lighting</b>	<ul style="list-style-type: none"> <li>Lighting really important to feel safe</li> </ul>	<ul style="list-style-type: none"> <li>More direct – non sodium lighting</li> </ul>	<ul style="list-style-type: none"> <li>Use more white light, smaller lighting structures</li> </ul>
<b>Lived Experiences / People's Stories</b>	<ul style="list-style-type: none"> <li>Sucks being in the cold [Reference to homelessness]</li> </ul>		
<b>Inclusion/ Welcoming Places</b>	<ul style="list-style-type: none"> <li>Places for some coffee</li> <li>Make places more friendly</li> <li>Bad timing City did made look like no want people downtown – shut off washrooms. [Should] not punish everyone.</li> <li>Could use winter activities for the homeless children like all invited fundraiser</li> </ul>	<ul style="list-style-type: none"> <li>Friendly and welcoming businesses – let people use their washrooms makes a better biz district</li> </ul>	

Theme	Frances Morrison Central Library	Sask Polytech	University of Saskatchewan
	<ul style="list-style-type: none"> <li>• Provide information in other languages</li> </ul>		
<b>Activities-Supporting People Experiencing Homelessness</b>	<ul style="list-style-type: none"> <li>• Could use winter activities for the homeless children like all invited fundraiser</li> <li>• Open snow shoveling jobs for the homeless maybe toques and mitts. Donations welcome.</li> <li>• See also Theme Activities – Inclusion &amp; Warmth</li> </ul>		
<b>Activities - Activity Location</b>	<ul style="list-style-type: none"> <li>• Festivals in the parks during winter? Example. Kiwanis Park [connected to not having summer festivals to protect the grass]</li> <li>• Live downtown [need things to do for people who live downtown]</li> <li>• Something down to river – figure out way [Reference to skiing]</li> <li>• Outdoor events are good but more indoor activities warm activities and awareness of inner city life included</li> <li>• Pest Hill. Needs \$ on that – places ignored like multi use parks. Establish a safe place to walk.</li> <li>• Other parks no love / make usable in winter</li> </ul>	<ul style="list-style-type: none"> <li>• No public spaces to new Canadians , go out no one</li> <li>• Better access to public green space at SaskPoly</li> <li>• Skating rink downtown wonderful</li> </ul>	
<b>Activities-Specific Ideas</b>	<ul style="list-style-type: none"> <li>• Skiing cross country – downhill would be nice.</li> <li>• Winter snowshoe hiking</li> <li>• More ice sculptures by Farmers Market and around time (Involvement from public)</li> <li>• Dog sledding, snow shoe hiking, snowball fighting, hockey, snow castle making</li> </ul>	<ul style="list-style-type: none"> <li>• Arts – ice sculptures / etc</li> <li>• More recreational sports (basketball)</li> <li>• Snow building contest</li> <li>• More info/help on getting started winter biking – how to, tips, etc</li> <li>• Throw a snow ball fight</li> <li>• More outdoor festivals and indoor (eg. winter interruption)</li> <li>• Smaller events don't equal just ½ big ones</li> </ul>	<ul style="list-style-type: none"> <li>• Risk adverse to new ideas like bonfires</li> <li>• Consider impact of activities and events on students / winter life and culture for students</li> </ul>

Theme	Frances Morrison Central Library	Sask Polytech	University of Saskatchewan
		<ul style="list-style-type: none"> <li>Speedy way in making more in door sporting centres</li> <li>No spot to put on skis near Kinsmen Park for a group of students</li> <li>Skiing along the river</li> <li>Conservatory old – winter use</li> </ul>	
<b>Activities-Inclusion &amp; Warmth</b>	<ul style="list-style-type: none"> <li>Outdoor events are good but more indoor activities warm activities and awareness of inner city life included</li> <li>Fire – Meewasin <ul style="list-style-type: none"> <li>Place to sit / warm</li> <li>Indigenous too</li> <li>Like at skating rink – sit outside warm</li> </ul> </li> </ul>		
<b>Community Associations</b>		<ul style="list-style-type: none"> <li>CAs \$1000 since 2000 to keep up rinks and up funding [hasn't changed even though costs go up]</li> <li>Greater support to CAs and more funding esp to maintain rinks</li> </ul>	
<b>Attitudes</b>	<ul style="list-style-type: none"> <li>Starts with people changing attitudes / banter</li> </ul>		
<b>Economy-Employment Opportunities</b>		<ul style="list-style-type: none"> <li>Find ways to create snow removal employment opportunities for those struggling with poverty</li> </ul>	
<b>Economy</b>		<ul style="list-style-type: none"> <li>Food vendors on nice days – like River Landing</li> <li>Friendly and welcoming businesses – let people use their washrooms makes a better biz district</li> </ul>	<ul style="list-style-type: none"> <li>Winter economy should be tied to free activities eg. temp skate rink by shops and restaurants but rink is free to access</li> </ul>
<b>Support for Strategy</b>	<ul style="list-style-type: none"> <li>Warming Huts- Cool Idea [should be along trail]</li> <li>Great ideas.</li> <li>No Feedback</li> </ul>	<ul style="list-style-type: none"> <li>Looks like good ideas</li> <li>Good idea</li> <li>Sounds good</li> <li>Only way to survive is to do things in winter. This is a good thing</li> </ul>	

Theme	Frances Morrison Central Library	Sask Polytech	University of Saskatchewan
<b>Need for Action / Follow Through</b>	<ul style="list-style-type: none"> <li>Follow through after the applause</li> </ul>		<ul style="list-style-type: none"> <li>Communicate to students about options of things to do</li> </ul>
<b>General Comments</b>		<ul style="list-style-type: none"> <li>Downtown malfunctioning</li> <li>Upkeep not equal to trees overgrown on corners – enforce</li> <li>All over City – fix roads / pipes / repave / repairs often end at driveways or leaves depressions and fills with water / ice at end of driveway</li> <li>CN removing trees along 33<sup>rd</sup> – brutal</li> <li>Use land to deal with problem re bridge/ light at Hazen</li> <li>Safer, more direct crossing between SaskPoly and Tim Hortons</li> <li>Foot bridge at Woodlawn</li> </ul>	

### 3 Evaluation

Table 6: Evaluation

Item Being Evaluated	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?	Pop Ups provided the public an opportunity to provide input on the draft Strategy content. Pop Ups 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?	Pop Up displays were placed in visible locations. Suggestions were provided by some participants on potential better locations or timing. These will be considered when planning future engagement events.
	Did we involve the individuals and groups who had a stake in the process?	Pop Up locations were selected in order to get feedback from various target groups (students, seniors, families). Three Pop Ups were cancelled for various reasons. Due to COVID-19, we were unable to reschedule the Pop Ups or to engage with the public in other formats.
	Did the engagement process meet stakeholder needs? Did we use effective techniques?	<p>Stakeholders were given the opportunity to discuss the project with Administration. If more details were requested, participants were directed to the website and the on-line survey for more detailed information.</p> <p>Participants at an earlier Pop Up suggested that maps be provided at future Pop Ups to provide context. Maps were provided at the University of Saskatchewan Pop Up.</p> <p>An attempt was made to provide participants with a chance to provide feedback on their experiences, but was discontinued because only a few people participated and, at times, the same people participated more than once.</p>
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 we involve the stakeholders at the appropriate level?	Participants were provided an overview of the Project. If more details were requested, participants were directed to the website and

Engagement Locations		the on-line survey for more detailed information.
	<p>Did the engagement process justify the resources spent?</p> <p>Were the locations of the pop ups effective in getting input?</p>	<p>The information provided the Project team the opportunity to gain feedback from the Public about the project.</p> <p>Formative or informal feedback that we received included location of pop-ups in the future being in more high traffic areas. However, we were unable to change locations because of booking process. The suggested locations will be considered for future engagement events.</p>



## 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.