



Summary Report of Public Input into the myPG OCP Review Summer 2010 – OCP Priorities

This document focuses on the major activities for engaging the public and key stakeholders in the OCP review stage of myPG, Designing the Outcome. There are two major outreach points in this phase, summer and fall. **This document refers to the Summer period: OCP Priorities.** Our main goal in the summer period was to inform stakeholders and the general public about the OCP update process and to do an **initial scan of the priorities for OCP inclusion.**

Overarching Engagement Principles

Through this engagement, the City's intention was to:

- **Use broad community outreach** to ensure key ICSP principles for public engagement are implemented, and OCP Priorities outcomes and opportunities to participate are brought to the attention of the community.
- **Catalyze and coordinate partnerships** for effective strategy development and to support implementation success.
- **Ensure an evolving, learning process** to challenge our mindsets and open the opportunity for innovation and creativity.
- **Be transparent, diverse and progressive.** Transparency through broad outreach. Diversity by focusing on key stakeholders, including youth and First Nations. Progressive by showcasing the products of each phase and showing evolution through the project.
- **Communicate consistently, and have clear objectives** by working with a consistent set of materials so that outcomes can be fairly compared.

The ICSP principles for engagement are:

- **Inclusive** - Engagement is our foundation for success. All voices are invited to participate, and will have opportunities to contribute meaningfully throughout.
- **Reflective** – We are learning together from each other in this process. Our shared community learning will guide myPG as well as future communications with the City.
- **Action oriented** – City council, staff, community partners and stakeholders are committed to implementing the plan in a timely manner and catalyzing immediate actions.
- **Creative** – Changing our mindset about the possible future for PG, and acting on that, while change and challenges occur.
- **Innovative** – We are trying new things to ensure effective, productive engagement and responsive plan and policy.

Prince George OCP Priorities – Public Input Overview

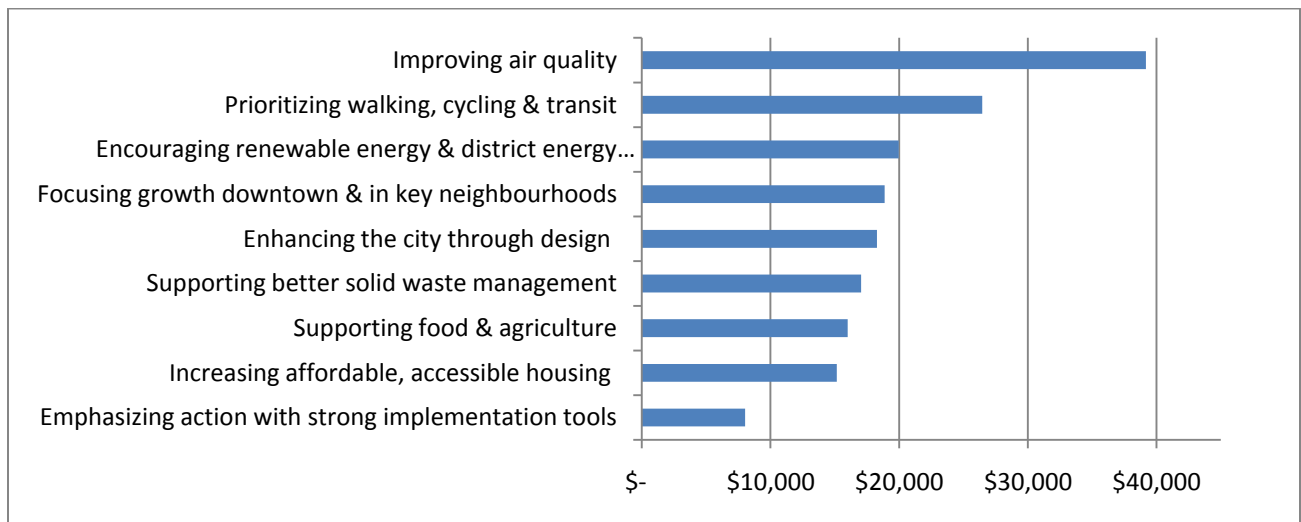
The following is a summary of public input received during the City of Prince George’s inquiry into OCP update priorities from June 11th to July 27th. The public was asked to help the city identify directions for the upcoming Official Community Plan (OCP) update. A set of OCP-relevant priorities was shortlisted based on previous public input into myPG goals and actions, Prince George’s Sustainable Community Plan. Four techniques were used to gather input on the short-listed priorities: (1) a “Sustain-a-bucks” Survey, (2) a Canada Day Bean Count, (3) stakeholder meetings and (4) “Asset Mapping”.

“Sustain-a-bucks” Survey

203 citizens responded to a survey of OCP priorities from June 14 to July 16. During this time, the survey was posted online on the myPG website and was available in paper form at stakeholder meetings, city hall, the library and the City’s booth on Canada Day.

Community prioritization of established directions

Citizens were asked, “Imagine that you have \$1000 to spend on making Prince George better. Indicate which of these directions you would spend the funds on.” The chart of results below shows the community’s priorities.



Other priorities that came up

Recognizing that other things matter too, below is a list of additional priorities highlighted by respondents (in no particular order):

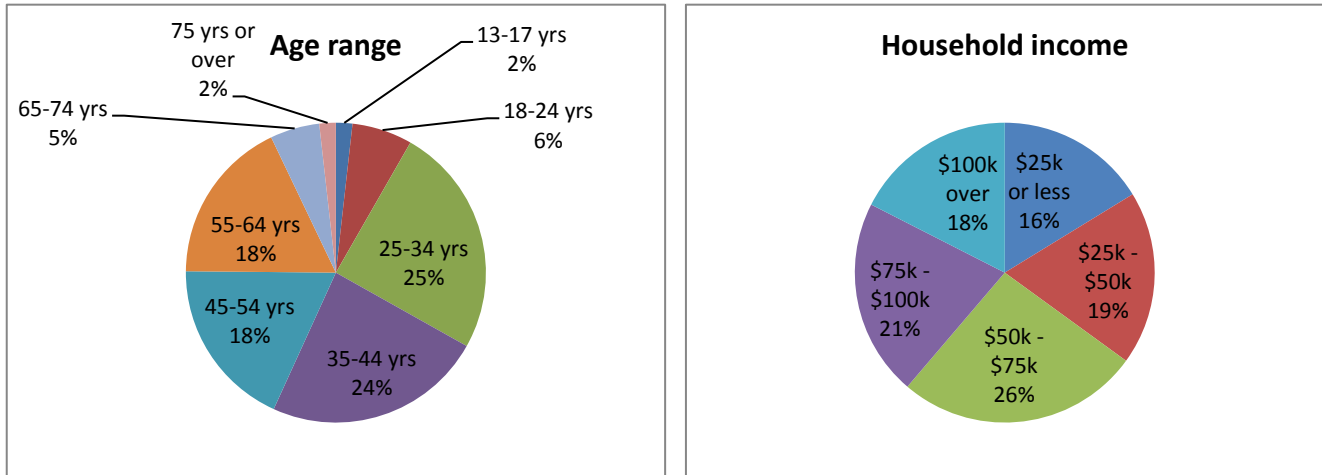
- Improving the library
- Improving infrastructure like roads while managing fiscal spending
- Prioritizing social development and poverty initiatives
- Focusing on neighbourhood centres and community groups
- Focusing on open space and river access
- Attracting new businesses and jobs
- Supporting arts
- Focusing on policing and at-risk support
- Fostering coordination, partnerships, leadership and a positive outlook
- Increasing First Nations/Aboriginal input

How is Prince George doing now?

We asked survey respondents how the City was currently performing on that same list of priorities. For the most part, survey respondents gave low-medium scores across the board for current City action. On a scale of 1 -3 with 1 being poor, responses averaged from 1.5-1.8. There was no significant difference between priorities.

Who responded?

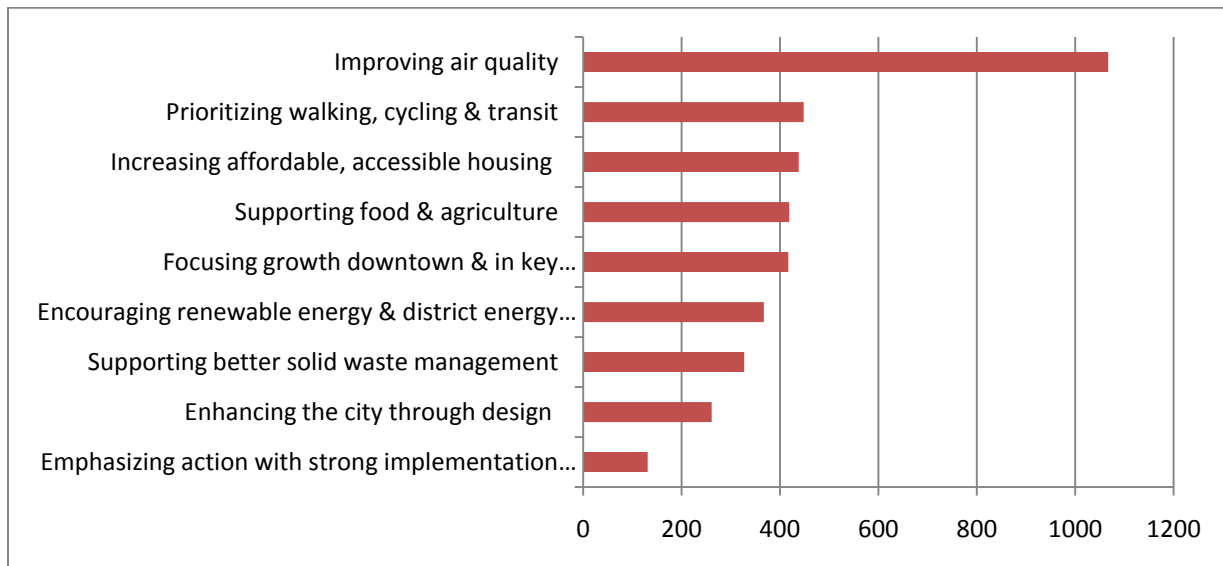
Women represented 60% of the respondents and there was a nice range of ages and household income.



Canada Day Bean Count

As a physical exercise in “Sustain-a-bucks”, residents were invited to ‘spend their beans’ on the same list of priorities described above at the City’s booth on Canada Day. Approximately **388** people spent a total of 3,875 beans to explain their priorities.

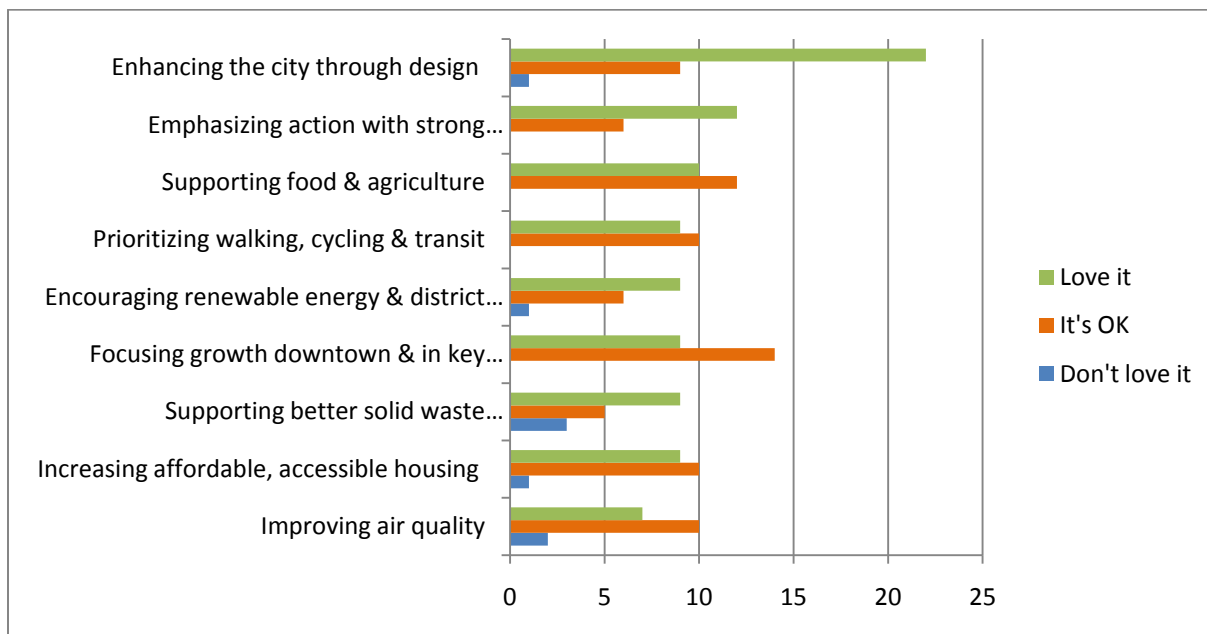
How Prince George spent their “Sustain-a-BEANS” on Canada Day



Stakeholder Meetings

City OCP planners made themselves available for a series of stakeholder meetings to hear what the community thought of the preliminary OCP directions. Four open meetings were publicized to a stakeholder list of over 500 organizations and individuals. Stakeholders also requested and received personal meetings for their organizations. A total of 11 stakeholder meetings were held representing 43 organizations in Prince George. Stakeholders had the opportunity to discuss the short-listed OCP update directions in more detail with City planners and were asked to rate the directions using: Love it, It's OK and Don't love it.

How Prince George stakeholders rated the OCP priority directions.



Outstanding concerns and suggestions for improvement

The following is a snapshot of concerns and possible improvements brought up by stakeholders. In general, stakeholders wanted the City to do more on each of the priorities: they did not disagree with the preliminary direction.

- **Enhancing through design:** Design standards must be updated and be appropriate to PG
- **Emphasizing action:** Key direction for long term success; a sustainability checklist could help
- **Food & agriculture:** Need more economic incentives, provincial support, facilitate buyer support with year-round market and requirement for businesses to sell percentage of local, allow chickens
- **Transit:** Connected to air quality direction, need motorist education, focus on bus service, traffic wait times/convenience and safety factors.
- **Renewable energy:** Needs to be resident friendly, involve education and incentive, need density
- **Growth downtown:** Need urban containment boundary, be strongly linked to design and air quality directions, quality infill and neighbourhood destinations needed, little action lots of talk so far
- **Solid waste:** Focus on recycling and compost facilities/programs. Recycling facility can provide jobs.
- **Housing:** Be creative, increase rental options, safe and healthy homes
- **Air quality:** Need better education, experiment with industrial networking, look beyond business to wood burning, road dust, etc.

Asset Mapping

At the April Home Show and again at the Canada Day celebration, PG residents were asked to indicate on a map their most and least favorite places, and tell us why. Here is a summary of results:

The values most often reflected were: improved air quality; safety; cleanliness and quality appearance of the city; easy parking; good shopping; natural beauty; and access to recreation.

Most favorite places fall into a few categories:

- Peoples' homes and neighbourhoods, especially College Heights, the Crescents, and the Hart
- Parks with access to nature and recreation, with Forests for the World, Cottonwood Island Park and Fort George Park the most frequently mentioned locations
- Recreational facilities such as the aquatic centre and the library
- Downtown and shopping areas

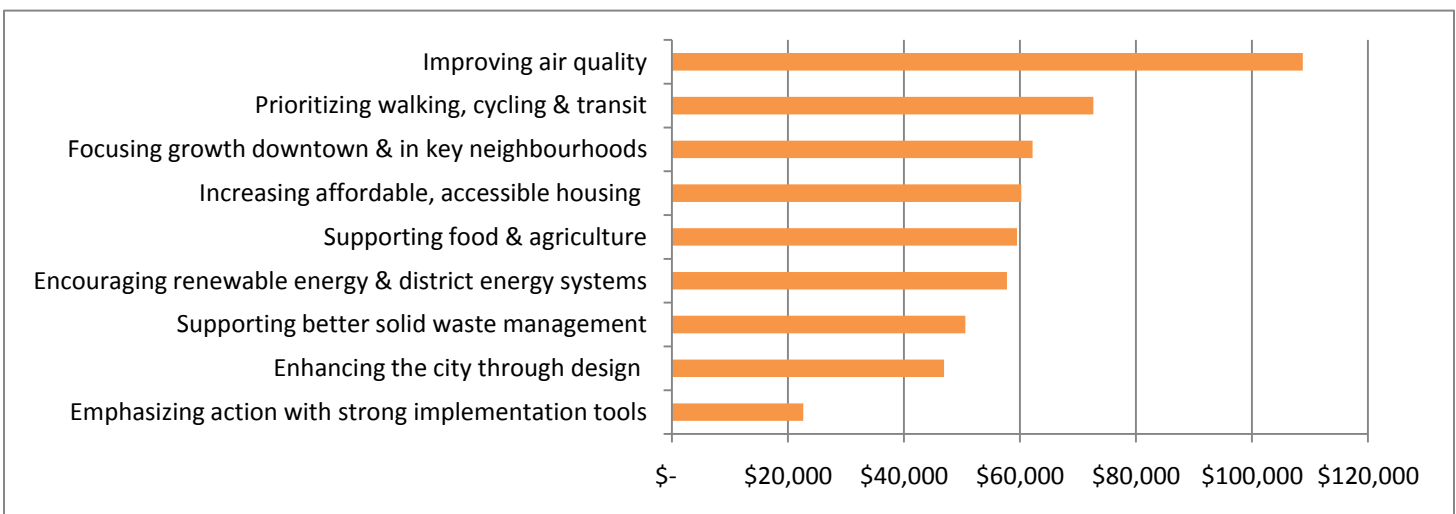
Least favorite places fall into a few categories:

- Unsafe, unattractive places: "the Hood", Queensway, and downtown most often mentioned
- Sources of poor environmental quality: pulp mills, landfill, and wastewater treatment plant
- Areas with congestion
- Poorly maintained roads

What We've Learned

In general we found that participants showed fairly strong support for **all** of the OCP update directions with highest support for improving air quality. *Emphasizing Action* received the least support in the survey and Sustaina-BEANS, but at meetings, it was strongly supported. This suggests the lower support was because it was not clearly understood. Stakeholders who noted dislike for a direction were concerned about doing more, not less, showing strong support for the direction itself and an interest in strong policy for each direction.

Average Prince George prioritization across the different avenues of public input



Appendix - Communications and Engagement Activities

To ensure balance of representation as well as to meet with target audiences, broad outreach was important. Priority participants included: Formal myPG partners, groups who have some decision-making influence due to involvement in program delivery, financing, development, etc), Youth , Aboriginal and First Nations, Neighbourhood representatives.

Priorities Survey	
Timeline	June 14-July 16
Objectives	<ul style="list-style-type: none"> • Receive feedback about initial list of issues, priorities
Description	HBL set up an on-line survey that parallels the stakeholder meetings, and coordinated with the City to embed it into the survey webpage. The city compiled a comprehensive stakeholder list from citizens involved in the myPG process and from the Official Community Plan Amendment Consultation Checklist approved by City Council. All contacts on the list, including public and stakeholders, were informed of the survey on-line by email or letter. The survey was available on the myPG website and advertised at all OCP events.
City outcomes	<ul style="list-style-type: none"> • Understand public opinion • Confirm issues and priorities • Identify possible solutions to issues
Public outcomes	<ul style="list-style-type: none"> • Awareness of the project and events • Early involvement • Ability to provide input and influence the scope of the project • Access to background information

Stakeholder Meetings/Presentations	
Timeline	June 11-July 27
Objectives	<ul style="list-style-type: none"> • Inform about OCP project timeline and process, key issues, priorities, relationship to other processes and previous policy work • Advertise piggyback events and survey • Receive feedback on initial list of issues, priorities
Description	HBL coordinated meetings with key stakeholders, including key audiences. The City presented at meetings, informing stakeholder groups about the OCP update in general, key issues we are aware of, and preliminary priorities for updates. Participants were asked what issues we are missing, what priorities should be emphasised more strongly, and how to address key issues. This process paralleled the survey.
City outcomes	<ul style="list-style-type: none"> • Stakeholder awareness of project and trust in city staff • Understand stakeholder positions • Confirm issues and priorities • Identify possible solutions to issues
Public outcomes	<ul style="list-style-type: none"> • Awareness of the project and events • Early involvement • Ability to provide input and influence the scope of the project • Access to background information

Project Website Updates

Timeline	Duration of project
Objectives	<ul style="list-style-type: none"> • Launch earned media strategy when website and brand go live • Inform about analysis, key issues, priorities, relationship to other processes and previous policy work • Serve as a resource library • Advertise events • Solicit feedback through survey and events
Description	An extension of myPG website, the site contains OCP-specific elements on the front page and in a sub-section of the site devoted to the Designing the Outcome phase of myPG.
City outcomes	<ul style="list-style-type: none"> • Clearly communicates project identity, background information, phases and schedule, and engagement activities • Avenue for gathering contact information for interested community members • Avenue for input from citizens (i.e. survey, email submission) • Provides easy access to important information in a timely fashion • Links to social media for advertising
Public outcomes	<ul style="list-style-type: none"> • Awareness of the project objectives, timeline, and events • Ongoing involvement • Ability to provide feedback • Access to background information

Piggyback Events

Timeline	April-August
Objectives	<ul style="list-style-type: none"> • Maintain profile of ICSP and OCP • Provide basic project information • Drive use of myPG website • Deliver survey and support on-line survey (to July 7) • Advertise any further summertime engagement opportunities
Description	<p>Using major public events as an opportunity to reach a broad cross-section of people, this tactic uses presentations and a booth to deliver information and surveys to the public.</p> <p>Key opportunities included:</p> <ul style="list-style-type: none"> • Canadian Home Builders Association Home Show (April) • Canada Day at Fort George Park–included within Mayor Dan Rogers opening ceremonies speech; organizing a booth; organizing surveyors
City outcomes	<ul style="list-style-type: none"> • Raises project profile • Communicates project identity, background information, and engagement • Deliver and support survey
Public outcomes	<ul style="list-style-type: none"> • Awareness of the project and events • Ability to provide input