

MYPG ENVISIONING PHASE DATA ANALYSIS

The following section describes the process and framework that was used to analyze the data received from the community during the Envisioning Phase of myPG.

Process

Community input was collected in a variety of forms: workbooks, surveys, interview sources, and Launch Event results from October 26, 2009 to January 14, 2010 for the Envisioning the Future Phase of myPG. The resulting information was presented back to the community in the Understanding Options Phase of myPG, as the community review of the Goals and Actions, open for comment from March 27, 2010 to April 19, 2010.

The myPG project team began analysis using a database and results from the workshops, as sources of community input in a structured format.

To provide an initial framework for the analysis, we started with two sets of “coding categories”:

- The first is based on generic goal areas across the three sustainability sectors – economic, social and environmental*;
- The second is based on “strategy areas” typical of communities – e.g. land use, economic development, and social development. Coding Categories are defined in full in the appendix.

We then used a spreadsheet to:

- Collect all inputs for each of the questions we asked;
- Cross-reference the responses with the starting set of coding categories;
- Identify new coding categories when responses did not fit the generic categories – ensuring the analytical framework was responsive to the community’s perspective;
- Weight each response to reflect the number of people the response represented; The numerical values used were:
 - 1 for surveys, because an individual provided it;
 - 5 for Kitchen Table Workbook responses because this was the average number of people per group; and
 - 6 for Launch Event responses, reflecting the larger number of people per group at the event.
- Assess community priorities according to the sum of responses (or ‘hits’) corresponding to each coding category;
- For questions 1 and 2, summarize a draft theme statement for each coding category, where there was sufficient input to do so;
- For questions 3, 4, and 5, group responses to identify common current and potential actions, and challenges.
- Some interesting ideas were flagged for reference or future research.

* These are mirrored in the baseline work found in “The Evolving Plan” at www.mypg.ca.

CODING CATEGORIES

Coding categories to sort and analyze the input received during the Envisioning phase of myPG are divided by primary and secondary categories. Secondary categories are a more detailed second-level description of a primary category. Responses were first coded by primary categories, then sorted using secondary categories.

Sustainability Goal Categories

Primary Category	Secondary Category	Description. (Responses that include comments about...)
Environment		
	Air Quality	air pollution, quality; smog; pulp mill smell
	Climate	greenhouse gas emissions; climate change; fossil fuels
	Water Quality	clean drinking water; adequate supply; conservation; water pollution, quality, contamination; indoor and outdoor use; water-borne pollutants, hazardous materials, pesticides, household cleaners; sewage, stormwater, wastewater treatment; tributaries and streams; aquatic health; stream stewardship; stream/aquatic habitat; wildlife corridors; fish; watersheds
	Energy Efficiency	energy use reduction, energy efficiency
	Renewable Energy	renewable energy; wind power; cogeneration; bio-energy; geothermal power; solar power
	Ecosystem Health	ecosystems; biodiversity; ecological cycles; wildlife; environmentally sensitive areas; habitat quality; wildland/urban interface; forest management; terrestrial habitat; trees, woods; environmental stewardship, leadership, education, awareness
	Flood Protection	floodplains; flood control and protection
	Solid Waste	recycling; composting; landfill reduction; zero waste; waste reduction, generation, diversion; landfill contamination, leachate; reuse
	Soil Contamination	contaminated soils, groundwater; loss of reproductive ability, damage to natural food systems; brownfields
Society		
	Housing	housing affordability, healthiness, diversity, accessibility, green and energy efficient; housing types; rentals; non-market and supportive housing
	Equity and Inclusion	equity; poverty, low-income, economic/income gaps; fair access to employment, education, health and community services, housing; social exclusion; prejudice; inequality; homelessness; cultural diversity; inclusiveness
	Health and Wellness	Health, physical, mental and social well-being; community food security; health promotion and support services; disease prevention; injury prevention; active living and healthy eating; cultural health and safety; and spiritual health; exercise; medical care, health care; illness; community kitchens, nutrition and cooking education, health education, literacy
	Safety and Security	public safety, child/youth safety; crime prevention;

		rehabilitation and reintegration; apprehension and prosecution; emergency disaster response; criminal behavior; gangs
	Sense of Place	pride of place, identity with physical space; physical heritage
	Cultural Richness	arts; culture; recreation; cultural heritage; performing arts, visual arts, media arts, literary arts; education
	Community Connections	personal bonds/connections; ; communal identity, civic participation and voter turnout, volunteerism, charitable donations; values, ideas, symbolic systems of meaning; social capital, community connectedness, social networks
Economy		
	Prosperity	economic prosperity, growth; business development and expansion; healthy, secure economic development; above average employment and income rates
	Diversification	diverse economy, diversification; expanded economic development; less dependence on forestry; sector expansion
	Sustainable Business	sustainable economy, green business/industry, local business; improvement of social and environmental aspects of businesses; innovative approaches
	Global Connectivity	Exports, external markets, connectivity by road, rail, air, telecommunications; trading economy; global competition
	Labour	educated labour, skill training; adequate labour supply; diversity of job opportunities for labour force; skills gap; recruitment and retention
	Fiscal Health	municipal funds, budget, taxes, user fees, grants, costs, incentives, government funding

Strategy Categories

Note: these categories are changing and will continue to do so as more input is analyzed.

Primary Category	Secondary Category	Description. (Responses that include comments about...)
Land Use/Transportation		
	Transportation	alternative transportation; transportation opportunities; accessibility; cycling; pedestrian, walking; transit, buses; facilities
	Development Patterns	land use, development patterns, compact development, sprawl, mixed use; architecture, design; physical form, neighbourhood design
	Riverfront	developing riverfront property; using the riverfront; waterfront access
	Downtown	downtown revitalization, improvements and development, downtown-related safety, cleanliness, business attraction
Environmental Services		
	Trails, Parks, Connectivity	trails, bike lanes; parks, green space, trees; community garden; network; connections; access
	Infrastructure	street cleaning, services; potholes; sewer services; infrastructure; beautification; benches; street lights; energy utility
	Solid Waste Management	garbage collection; recycling services, litter pick up, compost services
	Environmental Stewardship	general environmental initiatives, environmental clean up

	Buildings	green building practices; retail, residential, industrial buildings; design; management
Economic Development		
	Communications / Brand	promoting the city, marketing, brand development; public perception, reputation; towards attraction and retention of residents and business
	Fiscal Prudence	taxes; funding revenue
	Investment/Direction	investment; recommended economic directions
Governance		
	Leadership & Action	action; progressive leadership; awards; city staffing; staff education, awareness;
	Engagement	community engagement; listening to citizens; voting; committees; responsiveness
	Planning & Monitoring	long term planning; monitoring; evaluation; success story; model
	Regulation/Incentive	bylaws, incentives, etc
	Partnership	partnership, collaboration; coordination; building relationships
Social Development		
	Community facilities and services	library, recreational, youth services and facilities, community centres
	Arts, culture and heritage	art, galleries, art centres, cultural programming, heritage
	Policing	Law enforcement; rcmp
	Social services	Social services for homeless, disadvantaged,
	Education	Education, schools