



**City of Saint John  
Plan SJ Citizens Advisory Committee**

**Agenda**

**Wednesday, September 22nd, 2010 6:00 PM – Plan SJ Storefront**

- 1. Welcome & review of regrets**
- 2. Approval of the Agenda**
- 3. Approval of the September 2nd, 2010 Minutes**
- 4. Business arising from Minutes**
- 5. Update on recent outreach activities**
- 6. Review of Choices for Growth and Change Open House and communications plan**
- 7. Review of proposed Youth Engagement Workshops & stakeholder focus groups**
- 8. Next meeting: October 12, 2010**

**Attachments:**

- 1. Choices for Growth and Change Communications Plan**
- 2. Youth Engagement Proposal (accepted by Council)**



## SAINT JOHN CITIZEN ADVISORY COMMITTEE MEETING

**DATE:** Thursday, September 2, 2010

**TIME:** 7:00 p.m.

**LOCATION:** Brunswick Square Storefront

**PRESENT:** Derrick Mitchell  
Sara Mudge  
Anne McShane  
Jennifer Nicholls  
Gerry Lowe  
David Drinnan  
Shawn Peterson  
Barry Harbinson  
Andrew Miller  
Councilor Peter McGuire

**STAFF:** Ken Forrest, Commissioner  
Jacqueline Hamilton, Deputy Commissioner  
Sarah Herring, Planner  
Nayan Gandhi, Planner  
Jody Kliffer, Planner  
Janessa Davidson, Recording Secretary

**REGRETS:** Councilor Carl Killen  
Ann Crozier  
Mokhtaria Benhatchi

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### **1.0 Call to Order & Welcome/ Introductions of Consultant Team**

The meeting was called to order at 7:00 in the PlanSJ storefront by Anne McShane.

### **2.0 Approval of Agenda**

It was **MOVED** by Peter McGuire, **SECONDED** by Andrew Miller to approve the agenda for July 28, 2010 meeting as presented.

**CARRIED.**

### **3.0 Adoption of Minutes**

It was **MOVED** by Gerry Lowe, **SECONDED** by Barry Harbinson to approve the minutes from July 28, 2010 minutes as amended.

**CARRIED.**

### **4.0 Business Arising from Minutes- Letters**

Anne McShane advised the Committee that they have been receiving letters from the Friends of Rockwood Park and Sandy Point Road Neighborhood Groups related to the Saint Point Road Planning Study which has recently been forwarded by Council for a public review period. Ms. McShane suggests that CAC send replies to these groups indicating that any comments on wider issues related to the municipal plan (i.e. green space, residential development, etc) can be considered as part of the PlanSJ process and these groups should be encouraged to participate in the upcoming PlanSJ public workshop. However, that we should be clear that there is a separate public review process in place specifically for the Sandy Point Planning Study which will provide a forum for these type of submissions to be considered. Gerry Lowe noted that when replying to request from specific groups, the Committee should be represented as a whole, and not on an individual basis. As well, the Committee is encouraged to direct the public to the engagement avenues that are available and in general refrain from providing a personal opinion.

### **5.0 PlanSJ Choices for Growth CAC Workshop**

#### **1. Presentation for Growth Options**

Mark Reid and Cyndi Rottenberg-Walker with Urban Strategies were in attendance of the CAC meeting. They presented a slide show highlighting the Growth Options slideshow and discussed the Opportunity Areas for more significant change in the City with the Committee. Ultimately, they would like to know if they are promoting the right opportunity areas, if they have missed any, or if any changes are needed to the Options for Growth and Change before they are presented to the public.

#### **2. Roundtable Discussion of the Draft Options**

After the presentation, the following discussions, questions and comments took place:

- One of the key intentions is to monitor the take-up of the areas (i.e. every 5 years or sooner). Once an Option is chosen it can be adjusted and modified to meet reality, with the use of review, evaluation and incentives.

- Clarify the meaning of “minor infill.” It means the places outside of the Opportunity Areas; small moves & redevelopment in stable neighbourhoods.
- If it doesn't resonate with the public then they may have a hard time accepting it and there needs to be choices for people to respond to in order to understand why. As well, this will guide investment with regards to which areas are more considerable.
- Ken Forrest noted that much of the growth in the planning period will happen in the last 15 years because the population is forecasted to grow as the aging boomers retire. The first years are used to create the infrastructure of neighbourhoods to accommodate the growth for the future.
- The Committee agreed that there needs to be clarification with the location and boundaries of some areas. Mr. Reid noted that they are going to work on a graphic style that will be more specific in some areas, and less in others, as this is very conceptual.
- There were questions about the basis was for choosing the Monte Cristo area on the West side. Staff noted that there is currently infrastructure and services in that area and the City has already spent the money to make it accessible.
- There were also questions about the merits of the Cedar Point opportunity area.
- There needs to be housing diversity so you have various types of product for different life cycle needs. For example, to bring people back to the City you need to build one level, and provide small homes with less land area for seniors.
- Main consensus:
  - Put a stop to ribbon development
  - There are stable, healthy neighbourhoods that will change, but they're not the major change areas. There will be policies that are developed for them that measure change and infill.
  - Explain the terms and development capacity analysis in language that is easy and simple to understand for the public.
- The Committee was polled on their preference for the two options. Six of the committee members favoured a more urban approach (option 1) and three preferred a more balanced approach between urban and suburban development (options 2).

### **3. Next Steps**

- The Committee noted we need to ensure that there is enough time for the interactive component at the end of the presentation at the October open house. Also, each table should have a resource person or facilitator to better explain the subject matter and purpose.
- There were concerns with the purpose of the panel discussion at the workshop. The Committee was in agreement that they would much rather see that half hour used for a better introduction so there is more better understanding of the tasks.

- We need to be clear that this is time to talk and gather feedback about the Growth and Options and what is relevant to this stage of the process. We also need to clarify what is out of scope of this phase (e.g. details of the policy directions in the municipal plan).

### **6.0 Next Meeting**

The next meeting of the CAC is scheduled for September 22, 2010 at 6pm in the PlanSJ storefront.

There being no further business, the meeting adjourned at 8:15 p.m.

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Jacqueline Hamilton,  
Deputy Commissioner of Planning & Development

## 1.0 Purpose

The purpose of this communications plan is to:

- Detail the communications materials and activities necessary to invite Saint John community members to participate in the October 14th Choices for Growth and Change Open House at Simonds High School.
- Continue with communication materials and methods that have proven successful in the past, as demonstrated by attendance at the January 27<sup>th</sup>, 2010 Launch Event, the June 12<sup>th</sup>, 2010 Opportunities and Directions Workshop, and feedback received from those who received communications and attended these events.
- Set a timeline to ensure that all communications are produced and distributed at the appropriate time.
- Ensure that all communications materials and information have a common look and contain similar messages.
- Ensure that the community is aware of the opportunity to participate in a key public engagement opportunity.
- Build awareness and generate public discussion around the Choices for Growth and Change in Saint John as presented during the Open House.
- Convey the feedback that was received at the Opportunities and Directions Workshop and how it has informed the process, and make the community aware of our recent communications materials (e.g. Newsletter 2, Public Engagement Report 2) and research (e.g. Technical Background Report, Fact Sheets and Urban Structure Report).
- Communicate some of the key facts and best practices from the Technical Background Studies that, -together with community input, -have shaped the Choices for Growth and Change. For example:
  - Saint John uses more land per person than cities of similar size. As a result, significant tax dollars are spent delivering services to every part of the city. Today it costs the City approximately \$20 million per year to maintain roads and pipes for water, wastewater and sewage. Also this means most Saint Johners need to use a car to meet their daily needs.
  - When development in a city expands without a growing population, everything new that is built on the edge of the city means something vacant is left behind in the core. Since 1971, fewer people have settled in Saint John and the city's population has declined by 25%.

- Complete communities where people can live work and play within walking distance of their home are models for smart growth. Before World War II, Saint John's pattern of development was compact, easily walkable, and well-served by street car. Neighbourhoods had a mix of uses – like shops, schools, parks and recreation, services, jobs, and transit stops – within walking distance of where people lived.

- Proactively respond to issues and questions in the community about PlanSJ (e.g. How does PlanSJ impact ongoing development applications and projects in the City?)
- Explain how community input will inform future stages of the PlanSJ project and the development of the Growth and Change Strategy and Municipal Plan.

### **2.0 Key audiences:**

- All members of the Saint John community
- Members of the PlanSJ Contact List
- Stakeholders and community groups
- Citizen Advisory Committee
- Mayor and Common Council
- City of Saint John staff

### **3.0 Key Messages**

PlanSJ is a made-in-Saint John Plan that involves Common Council, our Planning Department, a Citizen Advisory Committee, leading national planners and the community. We need to hear from community members about their choices for the future.

The community expressed the following key themes during the focus group sessions at the June 12<sup>th</sup>, 2010 Opportunities and Directions Workshop:

- Grow the city smaller and smarter
- Make Saint John the best small city it can be
- Redefine the size and boundary of the city and stop sprawling outward
- Building compact and complete neighbourhoods and communities
- Make walking, cycling and public transit more attractive, efficient and feasible
- Create diverse housing for a range of ages, income levels and lifestyles
- Build on the assumption that Saint John's population is stable
- Develop Saint John using green principles and practices
- Promote a mix of land uses and housing types throughout the City
- Fill in under-utilized and vacant spaces in existing neighbourhoods before building in new areas
- Make restoration of heritage buildings easier, allowing flexible uses and providing financial incentives
- Increase public access to the Waterfront
- Support entrepreneurs and arts and culture with facilities and services.

The Choices for Growth and Change phase of the PlanSJ project is a critical time for public input as the feedback we receive at this stage will set the direction for the Municipal Plan.

There are many ways for the community to participate in PlanSJ – through the website, Facebook, by phone, e-mail or by visiting the Storefront in Brunswick Square. The Storefront is an innovative approach to a project like this.

The PlanSJ process is designed to reach as many community members as possible. We want to reach people who might not normally be involved. Ultimately, community input is needed to deliver a Plan that will guide us for the next 25 years.

The PlanSJ process uses:

- \_\_\_ Technical Background Studies to determine where we are now in areas such as demographics, transportation, recreation, economics, infrastructure and the environment. These studies also identify key issues and opportunities for the future,
- \_\_\_ Input from the general public and the Citizen Advisory Committee,
- \_\_\_ Input from City planning staff and leading national planners, and
- Review of best practices that have worked in other communities.

All community members are invited to attend the **Choices for Growth and Change Open House on October 14<sup>th</sup> from 4pm–9pm at Simonds High School**. There will be information available for viewing from 4-6pm, a presentation at 6pm, and activities from 7-9pm.



4.0 Tools and Schedule

Date	Item	Detail	Responsibility
July	Design of Open House Invitation	Invitation to Open House drafted and designed for digital and paper distribution through a variety of methods	USI, Planning and Communications staff
September 1	Staff Workshop	Workshop with key staff from each City service area to discuss and develop the Choices for Growth and Change	City staff
September 2	CAC Workshop	Workshop with CAC to discuss and develop the Choices for Growth and Change	Planning and Communications staff, Citizen Advisory Committee
September 20 and ongoing	Paper Invitations	Invite to Open House distributed through: <ul style="list-style-type: none"> <li>- Storefront</li> <li>- Employee pay advice</li> <li>- Direct mail to Saint John households and businesses</li> </ul>	Planning staff



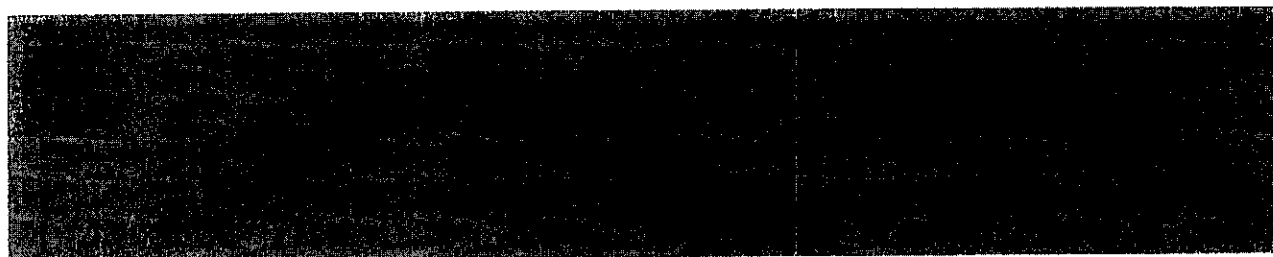
<b>September 21 to October 14</b>	Transit ads	Invite to Open House displayed in Saint John Transit buses	Planning and Communications staff
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<b>September 27</b>	TBR Presentation	Presentation of Technical Background Reports and invitation to Council and the community during regular Council meeting	Planning staff
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<b>September 28 and ongoing</b>	Television ads	Invitation/public notice for distribution on Rogers Cable TV	Communications staff
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<b>September 28 to October 1</b>	Stakeholder Invitations	Follow-up with targeted stakeholder groups by telephone	Planning staff and members of Citizen Advisory Committee
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<b>Ongoing</b>	Community Presentations and Invitations	Ongoing presentations to interested community groups, including Spruce Lake Industrial Parks and community	Planning staff
<b>Ongoing</b>	Stakeholder briefings	Information sessions with key stakeholders (Board of Trade, UNBSJ, industry groups) to advise them on the PlanSJ process, solicit feedback and encourage participation in the Choices for Growth and Change Open House	Planning staff
<b>October 12</b>	Youth Engagement	½ day Workshop with youth from English and French high schools and Teen Resource Centre	Planning staff and USI

September 17, 2010

**RE: Proposal for PlanSJ Youth Engagement and PlanSJ Video**

Dear Jacqueline Hamilton:

Thank you very much for the opportunity to submit this proposal letter to create a project video, and to undertake youth engagement in relation to the PlanSJ project. This letter sets out our proposed scope of work for each of these deliverables respectively, in accordance with the PlanSJ Project Charter approved by Council.

**1.0 Youth Engagement**

1.1 Scope of Work

The Municipal Plan is a 25-year plan. It will therefore have an important impact on the youth of Saint John. For this reason the Project Team believes it is critical for young voices to be heard and for their ideas and aspirations for the City to be meaningfully incorporated into the PlanSJ process, and into the final Municipal Plan.

We propose a two-part approach to specifically engage youth participants at two key milestones in the PlanSJ process. Part I: Youth Representatives at the Directions Workshop will occur in June 2010, and Part II: PlanSJ Youth G2G (Get Together) will occur in September 2010. These dates are concurrent with other public engagement events scheduled to take place in June and September, which are the Opportunities and Directions Workshop and the Options for Growth and Change Open House. This will enable youth feedback to be incorporated into the PlanSJ process in sequence with feedback from the broader Saint John population.

The proposed engagement activities are geared generally towards high-school students. In addition, engagement activities are open to youth in their late teens or early twenties who may be included in programs at the Woodlawn Learning Centre or through The Resource Centre for Youth. This age demographic has been selected because the engagement program proposed will be of the greatest value to them, and because they will be well equipped to convey their thoughts and ideas to the project team in a manner that can be constructively incorporated into the formation of the Plan for Growth and Change and the Municipal Plan.

In addition to the activities outlined in this proposal, children and youth are welcomed and invited to participate in all public open houses and workshops, as well as to communicate and keep current with PlanSJ by becoming a fan of PlanSJ on Facebook, following PlanSJ on Twitter, dropping by the PlanSJ Storefront in Brunswick Square, phoning the PlanSJ office at 635-2000

etc. All public events led by Urban Strategies as outlined in the PlanSJ Project Charter will continue to include specific, interactive activities for elementary school aged children that will be similar in spirit to the very successful "Neighbourhood Colouring Station" at the project's public launch (January 27 2010), where children and the young at heart were invited to use their imaginations to draw all the ingredients that make up a great neighbourhood. It will also be interesting and important for the City to engage with younger children through other programming.

## 1.2 Youth Participation and Representation at the Directions Workshop

The PlanSJ Opportunities and Directions Workshop will take place in June. This highly interactive workshop will provide participants with opportunities to define the themes to be addressed by the Municipal Plan, and the principles that it will be built upon. An important component of this event will include the participation of youth representatives, who will be invited to disperse themselves among the various focus groups to ensure that youth voices are heard throughout the workshop and their input included in the Municipal Plan.

Urban strategies will assist in crafting the youth-focused invitations for the Directions and Opportunities Workshop. The youth communication and advertising will then be disseminated by the City, including the following target audiences:

- the District 8 Superintendent will broadcast an open invitation to high school students
- the Resource Centre for Youth (TRC) will send the invitation through their extensive youth network
- Invitations will be sent to the Centre scolaire Samuel-de-Champlain and Association Régionale de la Communauté Francophone de Saint Jean

## 1.3 Youth G2G Workshops

The consultant team proposes to deliver three (3) individual half-day PlanSJ G2G (Get Together) Workshops for youth, as outlined below. The workshop structure and content has been crafted in consultation with District 8 superintendent Susan Tipper, direct communication with each Principal, consultation with The Resource Centre for Youth, and discussion with a member of the Citizen Advisory Committee who is a former high school Principal in Saint John.

The Options for Growth and Change Open House is scheduled to take place in the third week of September 2010. The Youth G2G Workshops will coincide with the general timing of this important Open House in order to provide an outreach mechanism to ensure that youth from all backgrounds and abilities are able to provide input into the options for growth and change.

## *PlanSJ G2G #1*

This workshop would include 12-15 participants selected by the Principals from each of the five English-speaking high schools, for a total of between 60 and 80 students from:

1. Harbour View High School
2. Saint John High School
3. St. Malachy's Memorial High School
4. Simonds High School
5. Woodlawn Learning Center

## *PlanSJ G2G #2*

This workshop would include 15 – 30 youth from the Youth Leadership Group at Centre scolaire Samuel-de-Champlain, Saint John's French language high school. Urban Strategies is committed to delivering all materials for the workshop in French in order to comply with the school's language regulations, including presentations, activities, hand-outs and information displays. In order to accomplish this, and in recognition that the core USI team is not fully fluent in French, USI will send their bilingual Senior Associate and other bilingual urban designers as support staff to facilitate the event as needed. We also propose to engage the assistance of the French-speaking members of the Citizen Advisory Committee, ADI and City staff.

## *PlanSJ G2G #3*

It will be important to engage youth from outside the school system, in recognition that significant numbers of Saint John's youth may not be completely engaged in the high school system or fully represented by the students who will be participating in the above two workshops. For this reason we propose to work with The Resource Centre for Youth (TRC) network to solicit the active participation of between 15 and 30 youth. The TRC provides outreach and programming for vulnerable youth, including homeless youth, youth who may come from challenging and / or unsupportive homes, and youth who may have experienced or may currently be experiencing growing up in poverty, whether in one of the five priority neighbourhoods or elsewhere in Saint John.

### 1.4 PlanSJ G2G Workshop Structure

We propose to maintain the same structure for the three workshops to ensure continuity. The themes of the workshop will be: "What Makes a Great Place" and "Great Places for Change in Saint John". Students will be invited to the PlanSJ Storefront for the workshop, where we propose to kick off each event with an engaging presentation on PlanSJ and the day's agenda.

A key component of the workshop will be to engage youth in a walking tour. During this activity, we will be taking participants to visit specific locations in a pre-defined walking route and inspiring them to think about different ways that spaces are used within the city and how these uses meet the needs of the people who live, work, play in and visit the area today, and in the future. Each group will be facilitated by one of the PlanSJ consultants, who will be prepared with a set of speakers notes for each stop on the route. The objective of the walking tour will be to teach students about contemporary principles and best practices in urban planning and design, including such topic areas as the mixing of different uses, good built form, well designed public realm, different modes of transportation, accessibility and inclusiveness, successful open spaces, public art, sustainability, and the waterfront. Students will be encouraged to bring a digital camera, and anything else they may need to help document their impressions in other ways, such as a notebook, video camera or sketchbook. The City will endeavour to provide digital cameras and video recorders to participants who are not able to provide their own equipment.

Following the walking tour, students will be invited to engage in a variety of hands-on, small-group activities, to be determined in consultation with the client. The activities would be crafted to enable students to apply the knowledge learned from the walking tour in different ways, such as but not restricted to:

- a) **Community Mapping:** an exercise that considers what the different options for growth and change presented by the consultant team would mean for Saint John. The objective would be to provide feedback on why participants think certain areas are appropriate for growth or change, why certain areas are not, and what type of growth and change they would like to see.
- b) **Saint John Present and Future:** The objective of the exercise would be to think critically and constructively about the City of Saint John as a whole today and the possibilities for the future. Participants would be asked what they like in Saint John and what could be improved, or a similar exercise. The task would be accomplished visually with drawings and photos, or in point form writing.
- c) **Site-Specific Activity:** Students would be asked to apply their knowledge of "what makes a great place" into practice by thinking about how the area of the site tour, or another location in Saint John, could be improved in the future. This assignment could take the form of key recommendations for the Municipal Plan for Council's consideration. Recommendations could be conveyed by a) enacting a Council Meeting, with students acting as the Councilors; b) a high level design charette for a key location inspired by the walking route, or somewhere else in Saint John; c) a bulleted list of priority actions.