

Appendix B

Public Engagement Report





BRANDON CITY PLAN

#YourCityYourPlan

Phase 1 “What We Heard” Community Engagement Report

Brandon City Plan Engagement Process

February — June 2022

This page intentionally left blank

Land Acknowledgement

The City of Brandon is located on Treaty 2 land, the unceded territory of the Dakota, and the homelands of the Red River Métis, who have lived in their territories since time immemorial.

Website: brandon.ca/CityPlan

Email: planning@brandon.ca

Phone: 204-729-2110

Table of Contents

Project Overview 1

Community Engagement Overview 2

 What we asked people..... 4

 How we let people know about the project 6

Community Workshops Feedback..... 10

 Inclusive Neighbourhoods..... 11

 Movement—Vision Zero..... 13

 Environment—Net Zero 15

Summary of Phase 1 17

Community Engagement Next Steps 25

Project Overview

A City Plan is a key strategic document that provides direction for growth and change in the city. It is a policy document common in cities across Canada. Its purpose is to guide growth and change in a community to efficiently manage resources and align with community values.

The City of Brandon (“City”) has relied on the Brandon and Area Planning District (“BAPD”) since 2013 to guide growth and change. With the dissolution of the BAPD in 2020, the City has the opportunity to develop an entirely new City Plan tailored to our unique needs and circumstances. The Province of Manitoba requires all planning districts and municipalities to adopt a development plan.

The **Brandon City Plan** will build on past work to facilitate growth and change in the community. This is an opportunity for the City to establish the community’s unifying values. This report summarizes engagement that has already occurred which will guide the City’s priorities for the **next 30 years**.

Community engagement is playing an important role in shaping the strategic planning for the City of Brandon. From **February 2022 to June 2022**, we asked citizen for feedback on what direction they think the City should be heading in.

Community Engagement Overview



PHASE 1

Initial Public Engagement

February 2022

The City Administration (“We”) asked people an **initial question**: *What kind of city do you want Brandon to be?* A week later, we released a **community survey** asking general questions about city values. What we heard helped to inform our **strategic planning** around developing **key focus areas** for future engagement sessions.

Targeted Community Meetings

March 2022

We met with **community groups** to discuss their **priorities and goals**, and determine opportunities to align this feedback with the City Plan.

Community Themed Workshops

April – May 2022

We developed workshops surrounding **three (3) themes**: **Housing, Movement, and Environment**. We ran community **themed workshops** for the public to provide feedback. Interactive information boards were placed at **various city locations** as well as online for people to provide comment. We also continued to **meet with community groups**.

*“One of the reasons I love
Brandon is the **people
capital**” - Survey Respondent*

Community Celebration

June 2022

We organized a **community gathering** to directly engage with residents, provide information on project, and offer further opportunities to share feedback.

Plan Drafting & Engagement Reports

July – August 2022

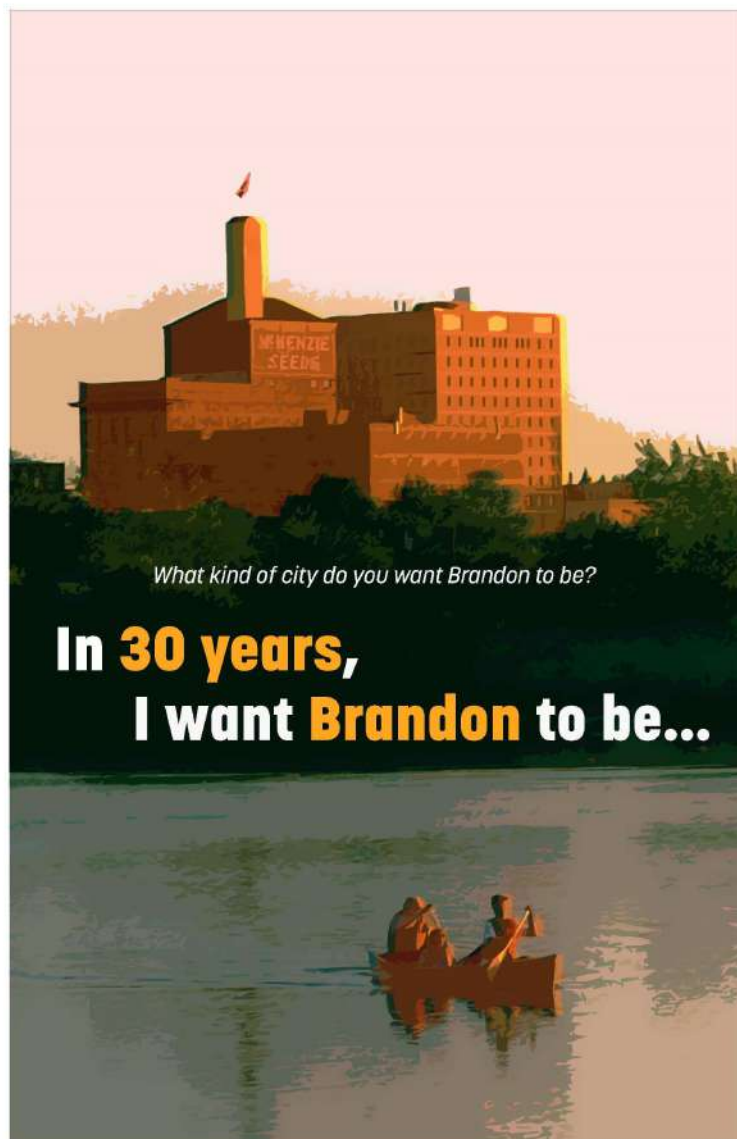
The draft Community Engagement Report Phase 1 was completed. The Community Engagement Report Phase 1 is targeted to be released by mid-August 2022.





What we asked people

We initially asked the Brandon community to provide feedback on **general city matters**.



1. General Themes

Why we asked for feedback

General themes were used to **guide our focus for specific engagement**. We used this general understanding of themes to **develop targeted questions and topics** that were important to the Brandon community.

What we asked

- Complete the sentence “**In 20 years, I want Brandon to be...**”
- What **do you like** about living in the City of Brandon?
- What **concerns** do you have about living in the City of Brandon?
- What is **most important** to you? Housing, Movement, Environment, Business, Community Services, other.



What we asked people

We then asked questions surrounding the topics of Housing, Movement, and Environment.

2. Housing, Movement, & Environment

Why we asked for feedback

Common themes were noted and used to **identify issues facing residents** which led to collaborating on suggested policy changes. Three (3) themes were frequently raised in the *initial survey findings* as well as *feedback received from community meetings*, which influenced our community workshop topics: Housing, Movement, and Environment.

What we asked

- What kind of **inclusive housing efforts** would you like to see in your City?
- What kind of **change in movement** (car, bike, others) would you like to see in your City?
- What kind of **efforts towards Net Zero**, would you like to see in your city?





How we let people know about the project

How we let people know about involvement opportunities



We sent **postcards** with the project's information to **22,600 residences**



We posted on **social media platforms** (Facebook, Instagram, and Twitter)



We dropped off **hard copy surveys** to **three (3) senior homes**; We also partnered with Seniors for Seniors to do workshops



We talked to media & attracted **radio and newspaper coverage**;
We advertised in the **local newspaper** and **radio**



We send email to the **Planning & Buildings Department subscribers**



We had over **20 meetings** with **community groups**



We met with **City Council & informed** them about engagement opportunities



We hosted a **community engagement celebration event** to gather general **in-person feedback**



We hosted **five (5) community workshop sessions** (Developers, Youth, Movement, Housing, Environment, Realtors, Blue Door, BUAPC, Seniors for Seniors)



We posted **information and feedback posters** at **six (6) community locations** (City Hall, Riverbank Discovery Centre, Brandon University, Assiniboine Community College, Downtown Public Library, & Shoppers Mall)



How we let people know about the project

How many people were interested in learning more about the project



21,000+

visited our **social media platforms** for the project



2,800+

views of the **project webpage**



800+

completed the **survey** online & in-person



380+

engagements on **social media post** (214 likes, 86 comments, & 84 shares)



100+

visited the **City Plan Celebration** event



80+

attended the **community themed workshops**



20+

community groups & organizations met with us



20+

calls & emails asking for more information about the project

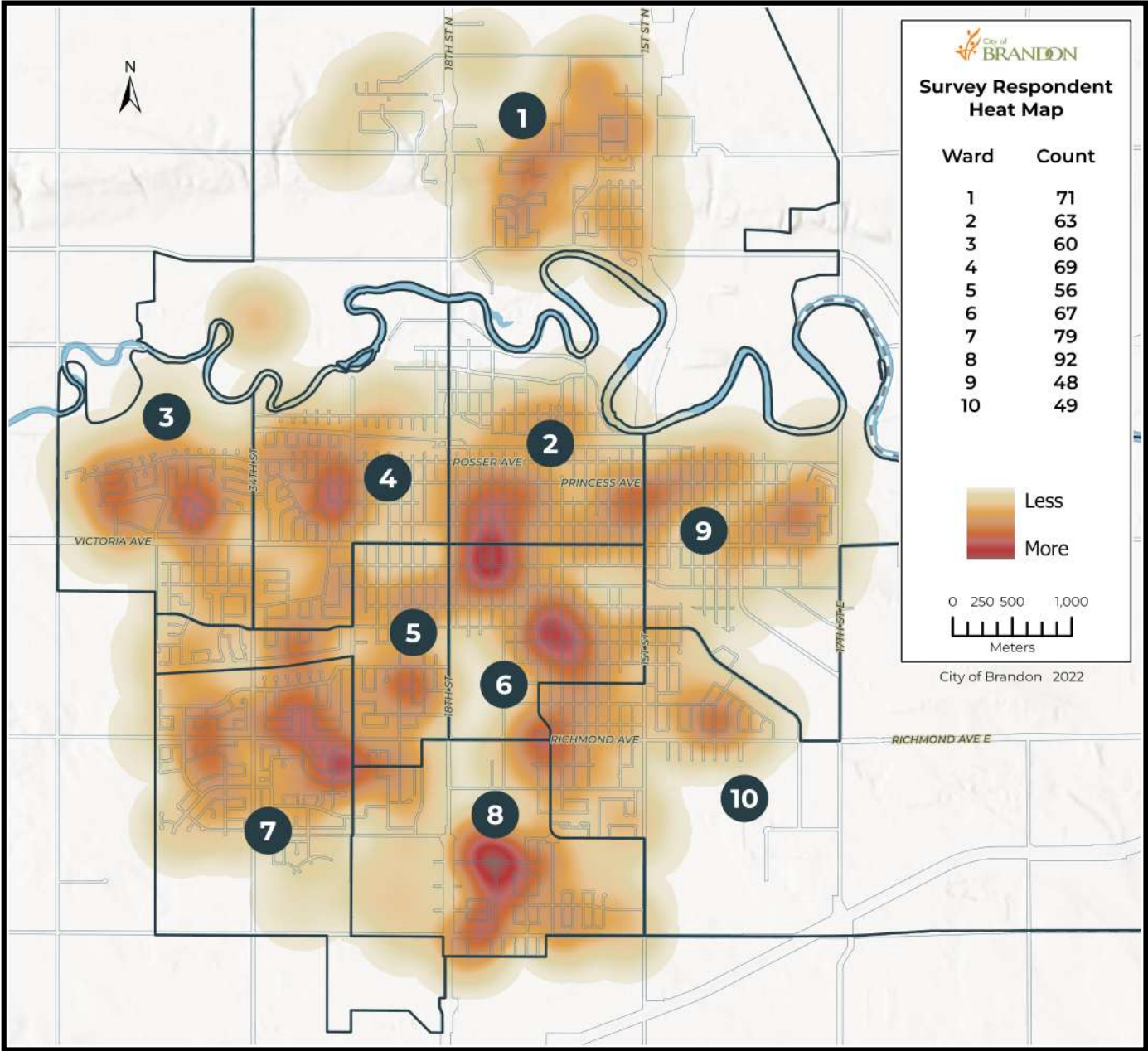


How we let people know about the project

Whom we heard from

We heard from people living in various parts of the City.

We asked people to identify their postal code in our initial survey to ensure we were hearing from a range of community members across the City. Below is a heat map of survey respondents across the City.



Whom we heard from



800+

completed the **survey** online &
in-person

We worked closely with several community groups, representing marginalized individuals, such as students, youths, immigrants, Indigenous Peoples, and seniors.

Age

<20 years	2%
21 - 30 years	15%
31 - 40 years	27%
41 - 50 years	21%
51 - 60 years	15%
>61 years	17%
Prefer not to answer	2%

Gender

496 

Woman

265 

Man

2 

Non-binary / Gender Diverse

31 

Prefer not to answer

Things I like in the City of Brandon



*The number of respondents shown on this page are captured from the **online survey** only*

Community Workshops Feedback

Our engagement on the **Brandon City Plan** revolved around having discussions with residents about the vision of the city for the next 30 years.

Engagement Objective

The Phase 1 of the community engagement, occurred from February to June 2022, was done to:

- raise awareness regarding the Brandon City Plan,
- determine the City's priority themes, and
- begin considering policies which will shape the City's vision for the next 30 years.

The Community Themed Workshops were built on the feedback from the Initial Public Engagement (i.e. initial question and community survey) and Targeted Community Meetings. Throughout the Phase 1 of the community engagement, we worked with several community groups on exploring the implications of making big shifts, such as addressing climate change more aggressively, or of becoming a city that values all modes of transportation or movement equally.

Feedback Tools

We asked feedback using

- A hardcopy feedback form
- In-person workshop sessions
- Follow up emails and phone calls
- Information poster boards for comment at community locations

Some people were unable to attend in-person meetings and chose to provide feedback by email or phone.



Inclusive Housing/Neighbourhoods

On May 17, 2022, the first community themed workshop was held and covered **Housing**. In this workshop, we facilitated what **Inclusive Housing/Neighbourhoods** meant, and some examples of what is already happening in the City was presented to provide context on potential options.

We explored Housing with residents through **three themes** to help guide the discussion, and provided the opportunity to give general feedback.

Mix of Housing Types

- More housing options like **tiny homes, one-bedroom suites, basement suites** allowed everywhere, attached or secondary suites permitted, co-op housing, student housing, halfway housing for former offenders, sober living facilities
- Mix of housing types creates **options for people of all abilities**
- Consider **fit** in neighbourhood, aesthetic, greenspace, design, and style
- **Access to services** like stores and schools
- **Multiple unit types** can foster community
- Increase density and **utilize existing utilities**. Permit four unit buildings everywhere in the city
- **Transit-oriented development** and bike infrastructure
- Consider **relationship to parking and traffic** when increasing housing types in neighbourhoods
- Narrow streets to slow traffic
- **Seniors housing** for increasing seniors population

Mix of Uses

- Housing on top of strip malls
- Level of service that **meets local need** such as office, café, daycare, small gym, pharmacy, and essential service
- Provide **amenities** like dog parks
- Provide more **appropriate parking and traffic increase**
- Security concerns for foot traffic, mixed uses brings different people, perceived as both an advantage and disadvantage
- Larger scale developments with higher density



Inclusive Neighbourhoods

Corridor Intensification

- Corridors shouldn't just be places to pass through with car. Better pedestrian, cyclist and public transit access (multiple modes of transportation)
- More **mixed-use development**
- Let **infrastructure** lead to where people are going, not just for leisure
- **Wide walkways on character streets** for pedestrian comfort and safety, no cars
- **Accessible fresh local food and places** to build community. **Amenities** draw people into areas
- Higher-density housing on corridors. **Build up** not out
- Consider corridor to non-corridor transition

Others

- More **housing options** for people experiencing homelessness
- Acoustically treated homes
- Make neighbourhoods pedestrian-friendly
- 3D-housing projects using waste material
- **More housing for seniors**
- Inclusivity and diversity on decision-making committees
- Increase in newcomers, need for appropriate housing





Movement–Vision Zero

On May 31, 2022, the second community themed workshop was held and covered **Movement**. In this workshop, we facilitated what **Vision Zero** meant, and some examples of what is already happening in the City was presented to provide context on potential options.

We explored Movement with residents through **four themes** to help guide the discussion, and provided the opportunity to give general feedback.

Active Transportation Network

- More **bike lanes** (dedicated-total separation from sidewalk) and more **education**, especially for drivers, about responsibility on the road and cyclist signs. Public safety campaign
- Prioritize **sidewalk cleaning** in winter months
- Bike paths that **connect the whole city** for commuting, not just for leisure. Connect 34th to 1st Street. Commuting on 18th Street, Aberdeen Avenue, 13th Street
- **Better lighting** on paths
- Old bike path loop is obsolete, **rework to start/finish at riverbank**
- Parked cars are **obstacles** for cycling
- **Connectivity to and through** greenspaces
- Markers on existing trails for emergency responders
- Bike **share** and bike **rescue** program

Vehicular Network

- **Less reliance on cars** and sprawl
- Fix the roads and back lanes so that people can use garages instead of parking on the street
- Replace 8th Street bridge
- **Eradicating one-way streets** could bring better traffic movement
- Opportunities to **incorporate active transportation**
- There should be a better way to denote lanes
- Policy to **limit street use to single vehicle traffic** and bicycle and pedestrians
- Electric fleet—lead by example
- Provide services within neighborhoods to reduce travel
- Introduction of **priority and carpool lanes**



Movement—Vision Zero

Traffic Calming—Speed Limit Reduction

- More **safe crossings** on high speed roads, high visibility crosswalk around traffic intersections
- **Red light cameras** at major intersections
- Double parking on street, and narrower
- **Fewer vehicles on the road** and more public transit should be the future of the city
- **Pedestrians** should have priority on the road
- Divide the city into neighbourhoods so each neighbourhood decides its own needs
- Straight long streets are easier to speed down
- When checking if speed reduction is ok, who is being polled? Drivers or pedestrians?
- Possible areas to improve, such as streets with high vehicular traffic

Parking

- **Accessibility** for people with mobility needs
- How much parking is really needed for new developments? Are we requiring more than is needed? Consider **elimination of parking minimums**
- We can use **parking as a tool** to migrate behavior away from car dependence. Incremental reductions will slowly influence behavior
- How do we make **specialty parking universal**? Maternity, seniors, electric, etc., ensuring spots for all that need them

Others

- **Bus timing** change to 6am—11pm
- **More convenient bus routes** and **heated bus stops** to allow more use
- Accommodation of **electric cars** and **buses**
- Are we planning new neighbourhoods to accommodate transit? **Increase density** and **corridor intensification**. If it takes longer because of traffic calming, people may take public transit



Environment–Net Zero

On June 7, 2022, the third community themed workshop was held and covered **Environment**. In this workshop, we facilitated what **Net Zero** meant, and some examples of what is already happening in the City was presented to provide context on potential options.

We explored Environment with residents through **four themes** to help guide the discussion, and provided the opportunity to give general feedback.

Waste

- **Waste recapture** - methane gas. How is waste being managed?
- **Education for newcomers** on blue and green bins, and recycling
- Waste bins at bus stops
- Downtown task force address garbage
- Recycle locally and provide incentives for recycling
- Compost in green bins works well
- No commercial pick up for food establishments. Some food places donate food that has been sitting
- **Green cart program for the whole year**. Indoor compost facility
- Recyclopedia=recycle everywhere
- A day in a year or month that doesn't cost anything to community members. People be given 24 hours to check bins and see if they can reuse or recycle anything
- Methane can be used as a heat source. Some municipalities do that
- Charging for hazardous waste
- Start **green cart program** based on need in spring. Expand to multi-dwellings and commercial spaces
- Increase tipping fees at landfill to help with waste management. Tipping fee for residential pick up
- Is it possible to have automatic assisted sorting of recycling?
- More auditing of recycling bins and green bins. **Penalize vs incentivize**
- Provide a more effective way to educate the public
- Advocate for implementation of deposit refund and a plastic bag legislation



Environment–Net Zero

Food Security

- Expand **public gardening** and have mentorship programs for inexperienced gardeners
- Need **more food rescue** and diversion
- **Literacy on food waste** by library, schools, food council, grocery stores. Use the downtown commercial kitchen
- More **garden space** close to home within neighbourhoods for security
- Incentives for developers to provide community gardens
- Native plants and edible perennials
- Use corner stores in new areas to address food diversion

Greenery

- **Urban heat island** in older areas. 18th street is drab and hot
- Have business centres **plant trees**
- Allow **alternatives to boulevards and lawns** that encourage biodiversity
- Reduce asphalt, **more permeable alternatives**. Also plant signage
- Urban gardens including rooftops
- Indigenous plant collaboration and education on greenery
- **Improve connectivity** between greenspaces

Buildings

- Energy reduction initiatives
- **Alternative heating** methods
- **Retrofit** older buildings
- Municipal buildings should set an example
- Proactive **updates to building codes**
- Prioritize **infill development** and support **better transit**
- Add **green zoning** provide incentives to spur green development
- Consider light pollution
- Site design elements that control drainage on site
- Public buildings to have electric chargers

Others

- Recycle and provide paper bags
- Why go green when we already have oil and gas
- **Bottle depot** for bottle can returns
- Need **urban forest management plan**
- Noisy vehicles that spit out black smoke should be prohibited
- **Awareness** of litter on the street, maybe through billboards
- Ban or reduce pesticides, let the dandelions grow
- Public greenspaces and walking paths in Brandon are strong, but need more

Summary of Phase 1...

We engaged with over **150 residents**, generating hundreds of comments and ideas during the **Phase 1 community engagement sessions**. Comments, concerns, and ideas received throughout the first phase of community engagement are generally summarized below.

Housing

Many residents felt there is a **growing need to address issues surrounding homelessness**. Residents were also concerned about **housing options** (e.g. tiny homes, one-bedroom units). Some residents also felt that there is a lack of housing for seniors and vulnerable people.

"In 20 years, I want Brandon to be a city where no one is homeless."

Movement

There were several concerns with the **condition of roads**. Residents also expressed that the City is **designed for vehicles only** and needs to **improve public transit** and design for **cyclists and pedestrians**.

"In 20 years, I want Brandon to promote cycling and walkability. With gas prices always going up I would love to see more bike lanes in the City"

Environment

Residents were concerned about **sustainable development**, **composting**, **energy transition**, and **maintenance of city tree canopy**.

"In 20 years, I want Brandon to be a place that takes climate change seriously."

Truth & Reconciliation

Residents also recommended to have a **strategy for truth and reconciliation**, and effort to reach out to Indigenous people

"Strategy for addressing Truth and Reconciliation Report recommendations and issues across all areas."



Summary of Phase 1 Community Engagement

Family Recreation

Residents expressed a **desire for recreational facility diversity**, such as water parks. There were concerns that there isn't enough **family recreation activity** options.

"The City needs more areas of green space, for people to go and enjoy with their families."

Public Safety

Residents expressed a desire to **improve the perception of safety** in downtown Brandon.

"In 20 years, I would love to see a safer, more bustling and vibrant downtown Brandon."

Substance Abuse

There were some concerns regarding accessible help for people with addiction problems. Some residents expressed a desire for **safe consumption** or **injection sites** in the City, and **quick response** for people needing detox and rehab.

"In 20 years, I want Brandon to be a safe city. No drugs, no stealing, no homeless, better help for all those that need help"



Summary of Phase 1 Community Engagement

Blue Door

Blue Door is considered as one of downtown's major hubs. We visited Blue Door every Thursday in March to engage with the downtown community about the project and get feedback on their vision is for the city.

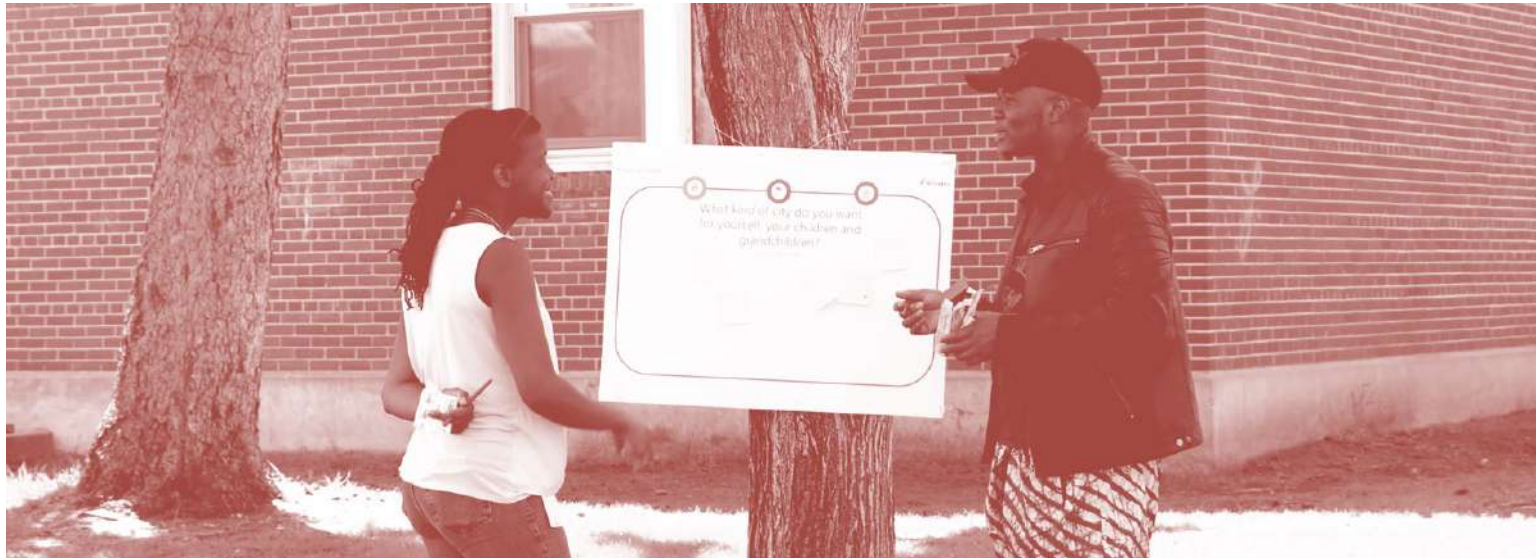
- Better **employment opportunities** for people with barriers to working
- **More affordable housing** to live
- Better medical support
- Services that help with housing
- Lowest homeless rate in Canada
- The Bears Self Healing Centre
- Medical transport services
- RJ Street Recovery Centre
- Encourage Indigenous business
- Public Safety
- Stop racism
- Police who care and don't harass us
- No needles on the ground
- A recovery centre that will take you when you need it and not put you on a wait list



Photo courtesy of Flo of Ask Auntie



Summary of Phase 1 Community Engagement



BUAPC May 26th Event:

*What kind of city do you want for yourself,
your children, & grandchildren?*

We also partnered with Brandon Urban Aboriginal Peoples Council (BUAPC) to put on a public event in Princess Park in May to collect additional feedback.

- Address climate change through proper awareness, cleaning of drainage, provision of alerts on weather changes
- Less discrimination
- Safe and clean
- Educate people and start addressing underlying issues
- Bring back the walking path with lighting. People need to get to the stores on north hill
- More Indigenous cultural activities
- Play structure in some city parks. Make the park more family friendly
- Safe injection sites with nurses available
- Homelessness, affordable housing resources for addictions, clean up downtown bus shelters
- Stop moving people around. Solve the issues
- Mens/womens, two-spirit, second stage housing—affordable living for all
- High housing cost, increase housing choice, access to employment especially for those with criminal record
- City safe for walking, recreation, aesthetic, and sustainable for anyone. Easy access to more job opportunity
- More Indigenous leadership & representation in schools and community



Summary of Phase 1 Community Engagement



Highlight of Phase 1 Community Engagement Process

The initial question and the survey that initiated the engagement process reached a number of residents, but were not effective in providing an opportunity for focused input. There were also concerns with the timing of receiving mailouts, and the survey closing shortly after postcards were received in the mail. Noting this, we provided them different opportunities for feedback.

After the initial phase, residents found registering and participating in the workshop sessions. We received feedback that residents appreciated being able to provide comments through different mediums, in person, or by phone or email.

Overall, residents and community groups were receptive to engage in the engagement process. We ensure that, as much as possible, we went to where the people were and met with them in their spaces. They appreciated that we would take the time to listen to their concerns and even follow-up with them about their project.



Summary of Phase 1 Community Engagement



Highlight of Phase 1 Community Engagement Process

Some community groups expressed a loss of hope in the direction the city is heading. Generally, residents were eager to understand the project and timelines, and get an idea of how the outcomes would affect them.

Community groups and residents have expressed the desire to be further engaged on an ongoing basis. Some people have mobilized to form working groups and advocacy groups.

"Just wanted to send a quick note to let you know how much I enjoyed tonight's event. I have been struggling with feelings of hopelessness for the last few weeks and this has felt like a breath of fresh hope. Thanks for giving us the opportunity to be heard with our hopes and dreams for the community we live in. Look forward to doing this again soon".

Community Engagement Next Steps



Phase 2 of the community engagement will begin in Fall 2022. This engagement process will include more workshops and connecting with community groups who were not available during Phase 1.

The City Administration will then present the Brandon City Plan to City Council, and begin the adoption process in Summer/Fall 2023.

PHASE 2

Further Community Workshops

September – November 2022

Internal & Stakeholder Discussion

January – March 2023

Adoption Process

May – October 2023

The background is a collage of three photographs. The top photo shows a group of children gathered around a table, looking at something together. The bottom-left photo shows a group of older adults sitting at a long table, some looking towards the camera and others looking away. The bottom-right photo shows a group of people sitting at a table, engaged in conversation. The text is overlaid on a semi-transparent white rounded rectangle in the upper half of the image.

BRANDON CITY PLAN

#YourCityYourPlan

Community Stakeholder Engagement Report

Brandon City Plan Engagement Process
February 2022 — *December 2022*

Land Acknowledgement

The City of Brandon is located on Treaty 2 land, the unceded territory of the Dakota, and the homelands of the Red River Métis, who have lived in their territories since time immemorial.

Website: brandon.ca/CityPlan

Email: cityplan@brandon.ca

Phone: 204-729-2110

Table of Contents

Project Overview	1
Stakeholder engagement overview	2
Group specific engagement	3
Engagement format	4
What we heard	5
Group priorities.....	5
Measure success	6
Core community values	7
Engagement follow up and next steps	8

Project Overview

A City Plan is a strategic document that provides direction for growth and change in the city. It is a policy document common in cities across Canada. Its purpose is to guide growth and change in a community, to efficiently manage resources and align with community values.

Since the purpose of the project is to find out what Brandon's community values are, it was vital to engage with various community stakeholder groups throughout the process to explain the project, understand their priorities and provide them an opportunity to provide feedback specific to the City Plan project.

There are various stakeholder and community groups in the city with different priorities such as local businesses, community wellness organizations, social groups and fellow governments. We met with several of these groups to understand their priorities and potential for alignment with the Brandon City Plan. This report summarizes the findings from stakeholder engagement carried out in 2022.

Stakeholder and community engagement is key to understanding community challenges and opportunities. Often these groups are doing the work on the ground and play an important role in shaping the vision for the City.

Stakeholder Engagement Overview



3 Stages

The stakeholder engagement sessions were done in 3 stages, introduction, update and draft review.

Project Introduction

From February 2022

The first stage was to reach out to as many stakeholders as possible through email lists, social media and phone calls to introduce the project to them and invite them to participate and follow along. We held most of these meetings between February and June 2022, but didn't reach enough groups, so we continued engagement in the fall of 2022 and winter 2023.

Project Update

From September 2022

After the introduction, we set up a second phase of engagement sessions to provide an update and summary of what we were hearing from the public. We met with **community groups** to discuss their **priorities** and **goals**, and determine opportunities for alignment.

Draft Plan Circulation

From June 2023

In the spring of 2023 we will conclude the public engagement portion and work drafting the plan. Once we have a draft plan we hope to circulate it to stakeholders to provide them an opportunity to review and give feedback before the document is finalized.

Group-specific Engagement

“Can’t we turn the old **Esso gas station** downtown into a **garden?**” - youth at BAYAC

It was very important to identify groups that are often excluded from the table on such important discussions. We were intentional about reaching groups such as youth, seniors, indigenous peoples, students and immigrants. The format for these meetings was more informal and didn't necessarily have the same flow or take the same 3 stage approach. For example, in working with Brandon Urban Aboriginal peoples' Council (BUAPC) we asked that they design the engagement process so that it is relevant for their community members.

The detailed feedback received from all these groups can be found in the Community Engagement database created to store all engagement feedback. A summary is provided on the next page.

“If the city is growing and having more people, in 30 years **transportation** will be an issue. We will need to build a **subway system** to make sure that people can still get around the city” -
Middle school student



The Province of Manitoba was carrying out EngageMB strategy in 2022 and provided some of their findings to the city. Special thanks to Rob Lavin of Seniors for Seniors.



Community priorities

BUAPC Event

- Less discrimination
- Addressing underlying issues of homelessness and substance use
- More Indigenous cultural activities
- More Indigenous peoples representation in government and leadership
- Safe injection sites
- Affordable housing
- Address climate change
- Multimodal options to get around the city easier
- Access to services for those with barriers
- Improve downtown safety
- Stop racism

Immigrant Communities

- Population retention and job opportunities
- Access to services and translation of information (signage)
- Partnership and collaboration to support and retain immigrant population
- Housing affordability
- Investment in immigration
- Transit availability and affordability
- Improve downtown safety
- Consultation with international students
- Address downtown revitalization

- Reduce red tape and bureaucracy

Youth (middle school age)

- More recreational options for all seasons
- More job opportunities
- No racism and sexism
- Less garbage and pollution
- Homes for people that are homeless
- More options to get around like safe cycling

Seniors

- Efficient multimodal options especially for seniors not driving
- Transit stops and service close to seniors homes
- Affordable housing
- Make information more easily accessible (often they don't know what's going on in the city)
- Programs for those with low income
- Social inclusion
- Early snow clearing for people using scooters
- Collaboration and partnership with groups such as students

“To only focus on **celebration of culture** is to use peoples cultures. It is important to **invest in culture**.” - rep from immigrant community

Engagement Format



The format for all the engagement sessions was similar, asking 3 main questions while also allowing for general feedback.

Group priorities

What do you want this plan to do for you?

Each group was provided general background information and an explanation of the project purpose, timelines and goals. We then had a discussion identifying what their specific priorities are in relation to the city plan project.

Measure of success

What does success look like?

It was important to have a discussion about expectations of the project. Groups were asked what success would look like to them. If we were to look back and say that the Brandon City Plan project was a success, what would that measure of success be?

Non-negotiable community values

What are your top three community values?

To try and understand the top values that should be in the city plan vision and not compromised, we asked participants to identify 3 top non-negotiable community values that the city should have.

What we heard



Community priorities

As part of the engagement sessions, the community groups were asked “what do you want this plan to do for you?” Below is a list of some answers provided:

What do you want this plan to do for you?

- Population retention
- Alignment with the priorities of age-friendly, poverty and community wellness initiatives, heritage
- Improve downtown safety
- Eradicate homelessness
- Clear plan with actionable items
- Use of all existing resources of previous studies done
- Cater for needs of those in more need, housing food, recreation, active transportation
- Collaboration with community groups
- Ensure the plan has simple words for the average person not “innovation and sustainable”
- Transit efficiency and multimodal network
- Rebuild trust and transparency
- Access to services for people with disabilities
- More employment
- Better wayfinding and signage that takes into consideration people whose first language isn't English
- More appealing look on highway.. “welcome to Brandon” sign that is welcoming and vibrant
- Resident prioritization through better communication and transparency
- Place where everyone feels like they belong
- Equity diversity inclusivity
- Affordable recreation for all
- Tourist attractions in the city
- Retail/shopping/cafes in university area
- Support and invest in culture and diversity
- Thriving Arts community
- Higher percentage of greenspace required of developers
- Access to safe affordable housing
- Prioritize aging population

What we heard



Measure success

If we were to look back on the project and plan, what would be our measure of success? What does success of this project and plan look like to you?

What does success look like?

- Council leadership, ownership and sticking to the plan
- Seeing and tracking action—implementation of the plan and clearly communicating the implementation
- More collaboration—Achieve goals together—teamwork—same vision
- Continued community engagement
- A plan that is reflective of people of all ages, incomes, cultures and backgrounds
- Consistency
- Community buy-in
- Central hub of information for people to know what's going on in the city. Consistent update
- An actionable document
- Improved communication
- A community that people are excited to move into
- No one left behind
- Achievable plan
- Solutions that solve long term issues, no more Band-Aids
- Councilors and advocacy groups as champions of plan
- Revitalized downtown
- Success is when we have worked with the same vision
- Plan should bring people downtown, residents and businesses
- Inspire action through a vision that can be championed
- Engaged citizens
- Population growth and retention
- Stakeholders can see themselves in the plan

“Success is when we are all working with the **same vision**.”

- resident at community group meeting



In an effort to understand what residents non negotiable core community values are, each of the stakeholder groups was asked the question “What three words do you think absolutely must be part of the vision for the City of Brandon?”

[illegible]

Community Engagement Next Steps



We have prepared a draft vision in the form of information sheets, highlighting the key topics brought up in the various community engagement sessions.

These information sheets are being shared with the public from January to May 2023. During this time the public can view and comment on the information to “**confirm the vision**” for the Brandon City Plan.

Next Steps

Community engagement Sessions (Confirm the vision)

January – May 2023

Project wrap up - Open House

June 2023

Policy drafting

June – August 2023

Draft plan for public review

September – October 2023

Formal adoption process

November 2023 – Spring 2024



Follow up and next steps



Address recommendations

How will you address the recommendations provided?

This project highlighted a lot of the great work already going on in the city such as various efforts by community groups to address issues in the City's core. Since this is a high level document, its purpose is to be a vision and guide all future growth and development. In a practical sense, it means everything we do, all decisions made and all initiatives moved forward should be in line with the Brandon City Plan.

More specific action items can be found in action plans or master plans. Brandon already has a number of masterplans in place such as the Recreation Master Plan, Greenspace Master Plans and Climate Change Action Plan (currently being drafted) that lay out specific action items. One of the implementation items for the City Plan then is to ensure all masterplans are in alignment with the City Plan.

We have heard often that Brandon, as an organization and community, work in silos. Brandon City Plan is an opportunity to bring alignment between various priorities and work within the same vision.

Communication strategy

How will you communicate with the public?

Residents have expressed concern that community engagement will cease once the project is complete. The project page will remain active after the document is drafted and adopted. The Brandon City Plan will be reviewed every 10 years and that process should involve comprehensive community engagement as well. Otherwise, residents can view updates on the project page or contact the local planning office to inquire about the Plan. The project team is in discussion with council about more effective communication.

BRANDON CITY PLAN

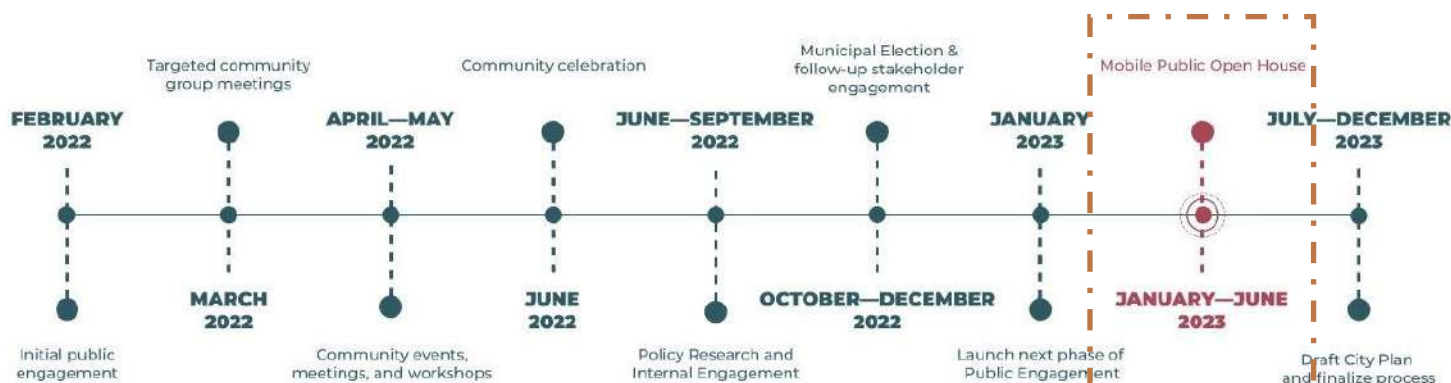
#YourCityYourPlan

Confirm the Vision **Final Engagement Report**

Brandon City Plan Engagement Process
January 2023 — *June 2024*

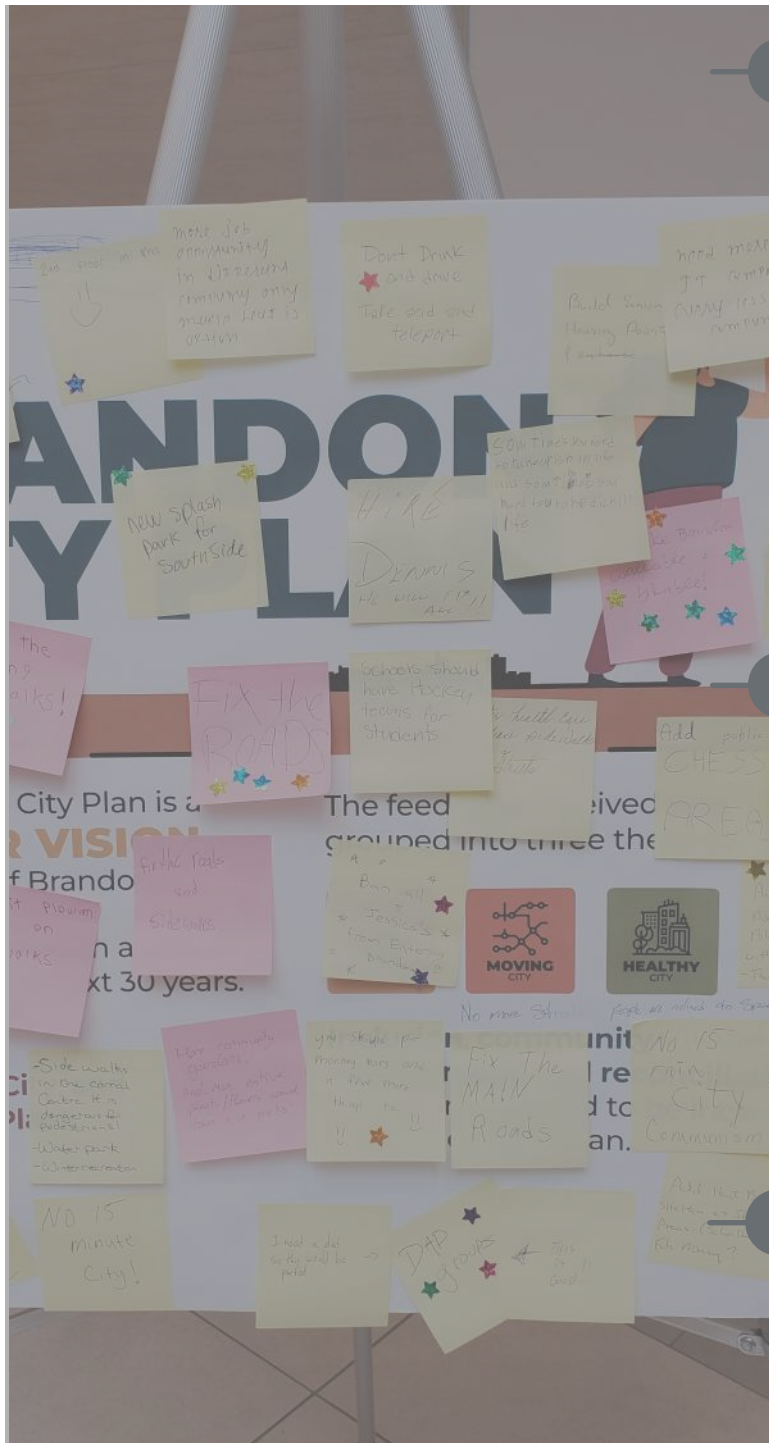
Overview

In the final stages of the City Plan project, it was important to share the draft vision with as many residents as possible to confirm the vision. It was vital to engage with various community stakeholder groups to explain the vision and its implications, understand their concerns and provide them an opportunity to give feedback before the final document drafting and formal adoption process.



We appreciate the effort the city is putting into **engaging residents about the future**. It is good to be part of the process of creating the vision” - *resident*

Engagement Plan 2023



Three modes of engagement were planned to wrap up the project engagement before moving into policy drafting.

Mobile Open House

January–June 2023

The primary engagement method was to have an open house in all city neighbourhoods. This would increase the chances of more residents being aware of the plan and visiting locations close to them to provide feedback. It is best practice in effective community engagement to go to where the people are instead of expecting them to come to you. Community Centers and some churches, all over the city were reserved for these events. Advertising was done through Brandon Sun, Radio, Social Media and posters.

Stakeholder Engagement

January–June 2023

At this time the team had engaged with various community groups and they had provided feedback. This stage involved further engagement with these groups to provide them the draft vision and ask them to confirm the findings or to clarify as needed. This would be done as part of ongoing meetings such as staff meetings and board meetings that these groups would be already hosting.

Boards at key locations

January–June 2023

To reach a larger group of residents, understanding that often residents prefer passive engagement methods, the draft vision was placed at various high traffic city locations such as the shoppers mall, to gather more resident feedback.

Engagement Plan Adjustment

“What do you mean this is a vision from residents? This is the first I am hearing of this plan.” - resident

After two open house sessions one at a church on the North Hill and one at Green Acres Community Center, the project was halted due to misinformation in the community regarding the city plan having a “15 minute city” agenda that aligns with the federal government and United Nations. As it was not possible or safe to continue mobile open house sessions, all were cancelled and instead a larger public meeting was held on March 18, 2023 at the Keystone Centre.

The purpose of the larger meeting was to provide a formal platform to explain what the project is especially to residents that were, at this stage, unaware of the project, provide some background as to where the draft vision came from and answer resident questions. The meeting was well attended with well over 100 people. In attendance were several residents that had been part of the city plan engagement process and helped draft the vision.

Following this meeting and having dispelled the misconceptions that derailed the project, administration proceeded to draft the city plan.



Draft City Plan

To share the drafted city plan document with the public, another public engagement session was planned for March 20, 2024. The purpose of this session was to get into some of the implications of the new city plan policies. As well, since there were several ongoing initiatives that align with the city plan, this event provided an opportunity to show residents how all the ongoing projects fall under the vision of the city plan. For example:

- Vision Zero Strategy—Traffic Calming and speed reduction
- Housing Accelerator Fund application to increase housing supply
- Active Transportation project to reconstruct 26th Street

We don't need a new plan. We just need you to fix the potholes.

- resident

Just over a dozen draft city plan documents were made available at the event for residents to review. The plan was also made available at key locations around the city and online.

Generally there was some understanding of the proposed plan with some frustration from residents about current conditions.

The next stage in the plan is to revise the document as needed based on feedback received (minor feedback mostly text changes) and begin the formal adoption process.





Lessons Learned and Next Steps



Lessons on Community Engagement

The city plan project rarely went according to plan. But throughout the process the main goal was to understand resident concerns and communicate clearly and transparently. Reaching residents on issues that aren't immediately impacting them is difficult. As implementation of initiatives commences and continues, we expect community engagement to continue.

Community buy in and support of this plan is vital to its success. As we move towards adoption and then implementation of the plan, we look forward to making the vision a reality.

“We need a plan that is
achievable and realistic” - resident

Next Steps

Plan Adoption—2024

The draft city plan has been circulated to the public, internal departments, surrounding municipalities and provincial authorities. Once the document is revised as needed, the formal adoption process will begin with 1st reading and then a public hearing hosted by City Council. 2nd and 3rd reading are scheduled for late summer-early fall.

The first step towards implementation of the plan is to bring all other documents, plans and strategies into alignment with the City Plan.