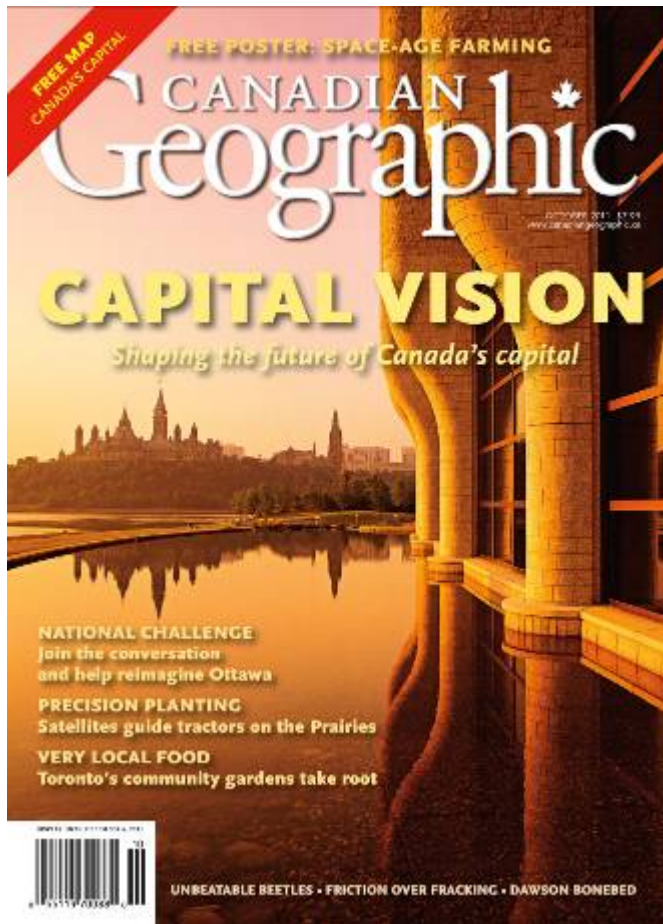


# Horizon 2067: The Plan for Canada's Capital National Engagement Strategy: Public Consultation Report

## Appendices

- Appendix 1: *Canadian Geographic* magazine cover
- Appendix 2: *Canadian Geographic* poster map
- Appendix 3: Example of advertisement for Capital Conversations and list of newspapers and dates of publication
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- Appendix 5: Example of an invitation to the Capital Conversations
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Appendix 1: Royal Canadian Geographical Society magazine cover





# Shaping Canada's Capital





## What is Canada's Capital?

- A centre of influence**

It is the most familiar image on the nightly news: Parliament Hill, home to our national legislators, and, at its centre, the Peace Tower, honouring Canadians who sacrificed their lives in armed conflicts. Two blocks away are the Supreme Court, the judicial heart of the country, and the Bank of Canada, the nation's ultimate money manager. Nearby and in a number of employment districts in the region, government employees offer many services to Canadians.
- A window on the world**

With more than 125 countries having a diplomatic representation here, along with a number of foreign delegations, Canada's Capital Region is a multinational mash-up. Heads of state are welcomed to our country, and affairs of state are discussed at embassies downtown, along Sussex Drive and in nearby Sandy Hill. The official residences include 24 Sussex Drive, home to the Prime Minister; Harrington Lake, the Prime Minister's country residence; Stornoway, where the Leader of the Opposition resides; the Farm at Kingsmere, official residence of the Speaker of the House of Commons; Rideau Hall, where the Governor General lives; and 7 Rideau Gate, where visiting dignitaries stay.
- A place for celebration and belonging**

When Canadians want to celebrate their country or commemorate events of shared meaning, the Capital is the place to be. Each February, people jam the frozen Rideau Canal for a Winterlude skate. In July, on Canada Day, hundreds of thousands of boisterous Canadians congregate on Parliament Hill to celebrate with multilingual performers from all parts of the country. And each November, on Remembrance Day, large groups convene solemnly at the National War Memorial to honour our fallen soldiers.
- A keeper of our stories**

You can discover a lot about Canada on Confederation Boulevard, home to museums and institutions where Canada's culture and history come alive. The boulevard encircles the downtown areas of Ottawa and Gatineau in a 7.5-kilometre, flag-lined promenade, with Victoria Island, an Algonquin meeting place for thousands of years, in the middle. Along its route are places such as the National Gallery of Canada, next to Nepean Point, and the Canadian War Museum, seemingly rising from a battlefield on LeBreton Flats.
- A guardian of natural spaces**

Canada's Capital does every nature-loving Canadian proud. Just to the north are the rugged hills and lakes of Gatineau Park, 361 square kilometres of Canadian Shield glory. The 20,350 hectares of the National Capital Greenbelt surround the region on the Ontario side and feature recreational pathways, forests and internationally recognized wetlands such as Mer Bleue. In all, there are 28 high-value ecosystems located in the Capital Region. The green and blue assets are here to stay; sustainability is an integral part of future plans for the Capital.



## Put more YOU in Canada's Capital


Help create the new Plan for Canada's Capital. What's on your wish list for Canada's Capital of tomorrow, something to instill even greater pride? The National Capital Commission, the federal planning agency for the Capital Region, is staging a series of conversations across the country as part of its Horizon 2067 review to collect great ideas on the future of the Capital. Share your ideas by visiting [www.canadiangeographic.ca/horizon2067](http://www.canadiangeographic.ca/horizon2067) or [www.horizon2067.ca](http://www.horizon2067.ca)








Scan this code to view a video of Canada's Capital Region


1867	1896	1899	1916	1939	1946-1950	1958	1967	1970-2010	2017-2067
<p>A Confederation is born</p> <p>Ottawa becomes the Capital of the new Confederation when Nova Scotia and New Brunswick join Ontario and Quebec to form the Dominion of Canada. Ten years earlier, Queen Victoria had designated Ottawa the Capital of the Province of Canada.</p>	<p>Laurier shares his vision</p> <p>Prime Minister Wilfrid Laurier states his intention to make Ottawa "as attractive as possibly could be; to make it the centre of the intellectual development of this country."</p>	<p>Ottawa Improvement Commission (OIC) created</p> <p>Mandated to transform the lumber town into a beautiful city, this federal government body begins by clearing storehouses from the banks of the Rideau Canal and building the scenic Queen Elizabeth Driveway.</p>	<p>Fire destroys Parliament Buildings</p> <p>During a House of Commons debate, fire breaks out in the Reading Room and spreads throughout the Centre Block. By the next morning, the Centre Block and Victoria Tower are in ruins. Quickly rebuilt, the Parliament Buildings form one of the nation's most iconic symbols.</p>	<p>National War Memorial unveiled</p> <p>King George and Queen Elizabeth unveil the National War Memorial in Confederation Square and dedicate it to Canadians who served in the First World War. (It was later rededicated to include those who served in the Second World War and Korean War.)</p>	<p>Gréber Plan changes face of the Capital</p> <p>French architect Jacques Gréber recommends moving the railways out of the city's core, transferring government offices from downtown to other parts of the Capital, creating a scenic parkway system and the National Capital Greenbelt, and expanding Gatineau Park.</p>	<p>The Capital region grows</p> <p>Legislation doubles the size of the National Capital Region to 4,715 square kilometres, encompassing both Ottawa and neighbouring Hull, Que., and establishes the National Capital Commission (NCC) to implement Gréber's recommendations.</p>	<p>Canada celebrates 100 years</p> <p>In honour of Canada's Centennial, the National Arts Centre, the Confederation Park and the Astrolabe Theatre at Nepean Point are established and a new home for the National Library of Canada is completed. On Jan. 1, the Centennial Flame on Parliament Hill is lit by Prime Minister Lester B. Pearson.</p>	<p>Creating a 'Capital experience'</p> <p>Building on decades of planning, the Capital Region comes into its own as a place of celebration and commemoration. Confederation Boulevard, the Rideau Canal Skateway, the Canadian Museum of Civilization and 235 kilometres of recreational pathways are completed, and major events, such as Winterlude, grow in popularity.</p>	<p>Reimagining the Capital</p> <p>At Canada's 150th and 200th birthdays, the Capital Region is even more vibrant and representative. Which short- and long-term ideas did you offer to make this happen? Take the first step today by weighing in at <a href="http://www.canadiangeographic.ca/horizon2067">www.canadiangeographic.ca/horizon2067</a> or <a href="http://www.horizon2067.ca">www.horizon2067.ca</a></p>











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3





Have your say in the  
future of Canada's Capital!  
**join the discussion**  
for a chance to win a 64 GB Blackberry® Playbook.™



Ottawa: September 27 • Québec City: September 29 • Halifax: October 18 • Victoria: October 28 • Edmonton: November 2  
Forums hosted by the National Capital Commission and The Royal Canadian Geographical Society.

**horizon2067.ca**

@Horizon2067  #cc2067

**Capitale** 





# Web advertisement example



## Appendix 3b: List of newspapers and dates of publication

City	Media	Language	Type	Date
National	Metro	English	Web	September 15 <sup>th</sup> to October 15 <sup>th</sup>
Ottawa	CHIN	English	Radio	4 Spots per day between September 23-26
	CFRA			
	Rouge	French		
	The Ottawa Citizen	English	Paper	September 17 <sup>th</sup> and 21 <sup>st</sup>
	Le Droit	French		
	La Revue			
	Metro Ottawa	English		
		September 23 <sup>rd</sup>		
Quebec City	Le Soleil	French		September 26 <sup>th</sup>
			Web	September 26 <sup>th</sup> to 29 <sup>th</sup>
Halifax	Metro Halifax	English	Paper	October 14 <sup>th</sup>
Victoria	Times-Colonist			October 23 <sup>rd</sup>
			Web	October 23 <sup>rd</sup> to 27 <sup>th</sup>
Vancouver	Metro Vancouver		Paper	October 26 <sup>th</sup>
Edmonton	Metro Edmonton			October 31 <sup>st</sup>



## Appendix 4: Example of tweets

**Mentions**  
 (Horizon2067)

**Richard\_Florida**  
 Sep 28, 8:01am via Echofon  
 @Richard\_Florida piece will broadcast?  
 Show Conversation

**rakerman**  
 Sep 28, 8:01am via Echofon  
 @davidreevely there is an online @Horizon2067 discussion / ideas market ideas.horizon2067.ca but that doesn't help the unwired  
 Show Conversation

**championdumonde**  
 Sep 27, 11:05pm via Web  
 Ideas on bicycle commuting incentives. (2 days off/year) urbanvelo.org/chris-king-com... @Horizon2067  
 1 retweets

**M\_MacNeil**  
 Sep 27, 9:46pm via Tweet Button  
 @Horizon2067 Ottawa could be 'one of the great conference centres of the world' ottawacitizen.com/Ottawa+could+g... #cc2067  
 2 retweets

**bradwasson**  
 Sep 27, 8:51pm via TweetDeck  
 RT @Feeny\_d: @florence\_k interviewed @Horizon2067: "what about a new branding for the Capital like "Hot-ttawa" #cc2067#HJBF2011 performer!

**sopnic**  
 Sep 27, 8:33pm via HootSuite  
 Our gateways need 2 b a priority MT @Horizon2067 @Richard\_Florida we must think thru arrivals & linkages to reflect our values #cc2067

**ExcitingAds**  
 Sep 27, 6:45pm via Web  
 @Richard\_Florida @Horizon2067  
 Show Conversation

**rebeccamakonnen**  
 Sep 27, 6:43pm via Web  
 Entendu une foule d'idées très intéressantes pour Ottawa de @richardflorida, @florence\_k, Stephen Lewis et George Hazel @Horizon2067 #cc2067

**Mentions**  
 (Horizon2067)

**davidreevely**  
 Sep 28, 8:28am via HootSuite  
 @Horizon2067: forums, surveys, Twitter and a little of good will. http://ow.ly/6HbpV #cc2067  
 Show Conversation

**Horizon2067**  
 Sep 28, 8:28am via HootSuite  
 #ModernOttawa (@M2JL) was there and delivers a good overview of @Horizon2067 that took place yesterday in #Ottawa. TY. tiny.cc/xi6u4  
 1 retweets

**Horizon2067**  
 Sep 28, 8:24am via HootSuite  
 RT @M\_MacNeil: @Horizon2067 Ottawa could be 'one of the great conference centres of the world' ottawacitizen.com/Ottawa+could+g... #cc2067  
 1 retweets

**OpenFileOTT**  
 Sep 28, 8:10am via TweetDeck  
 Today's #MorningFile: What #Ottawa media said about the leaders' debate, LRT concerns, and @Horizon2067 dreams: opnfil.es/qaOtJO

**gschaadt**  
 Sep 28, 8:08am via Web  
 @Horizon2067 Do we know when the @Richard\_Florida piece will broadcast?  
 Show Conversation

**rakerman**  
 Sep 28, 8:01am via Echofon  
 @davidreevely there is an online @Horizon2067 discussion / ideas market ideas.horizon2067.ca but that doesn't help the unwired  
 Show Conversation

**championdumonde**  
 Sep 27, 11:05pm via Web  
 Ideas on bicycle commuting incentives. (2 days off/year) urbanvelo.org/chris-king-com... @Horizon2067  
 1 retweets

**Mentions**  
 (Horizon2067)

**Richard\_Florida**  
 Re: Gallup poll - Can Beauty Save the World? bit.ly/muyqID (CBC Radio) #cc2067 @Horizon2067 #atlanticcities

**Open\_File**  
 Sep 28, 9:58am via TweetDeck  
 Ottawa #MorningFile: What #Ottawa media said about the leaders' debate, LRT concerns, and @Horizon2067 dreams: opnfil.es/qaOtJO

**CanGeoMag**  
 Sep 28, 9:06am via HootSuite  
 RT @Horizon2067: From yesterday's @Horizon2067 in #Ottawa. (VIDEO) http://ow.ly/6HdI9 via Ottawa Citizen on line. #cc2067

**Horizon2067**  
 Sep 28, 9:00am via HootSuite  
 From yesterday's @Horizon2067 in #Ottawa. (VIDEO) http://ow.ly/6HdI9 via Ottawa Citizen on line. #cc2067

**Horizon2067**  
 Sep 28, 8:49am via HootSuite  
 @gschaadt The afternoon panel of @Horizon2067 will be airing on Rogers TV 22 on Sunday @ 9pm. #cc2067  
 Show Conversation

**Horizon2067**  
 Sep 28, 8:32am via HootSuite  
 @davidreevely Many ways to engage into @Horizon2067: forums, surveys, Twitter and a little of good will. http://ow.ly/6HbpV #cc2067  
 Show Conversation

**Horizon2067**  
 Sep 28, 8:28am via HootSuite  
 #ModernOttawa (@M2JL) was there and delivers a good overview of @Horizon2067 that took place yesterday in #Ottawa. TY. tiny.cc/xi6u4  
 1 retweets

**Horizon2067**  
 Sep 28, 8:24am via HootSuite  
 RT @M\_MacNeil: @Horizon2067 Ottawa could be 'one of the great conference centres of the world'



## Appendix 5: Example of an invitation to the Capital Conversations

Having trouble reading this email? [View it on your browser.](#)  
 Si vous ne pouvez pas lire ce courriel, [consultez-le à l'aide de votre navigateur.](#)

# Horizon 2067 | the Plan for Canada's Capital le Plan de la capitale du Canada



Please share this invitation with your local communities and networks.  
 Veuillez afficher cette invitation dans votre collectivité et vos réseaux.

November 2, 2011 | Le 2 novembre 2011  
 Edmonton



Larry Beasley, CM  
 Shafraaz Kaba  
 Tegan Martin-Drysdale  
 Al Chapman  
 Vivian Manasc

## Have your say in the future of Canada's Capital!

The National Capital Commission (NCC), together with The Royal Canadian Geographical Society and the Legislative Assembly of Alberta, invite you to a capital conversation in Edmonton.

### MARK YOUR CALENDAR!

**Wednesday, November 2, 2011**  
**7:30 am to 10 am**

Winspear Centre  
 Sir Winston Churchill Square  
 Corner of 99 Street and 102 Avenue  
 Edmonton, Alberta

Internationally renowned planner and distinguished professor **Larry Beasley** will open the discussion with a keynote address. Community-focused architect **Shafraaz Kaba**, NextGen co-chair **Tegan Martin-Drysdale** and cultural supporter **Al Chapman** will join the conversation to discuss their views on creating a more vibrant and

## Prononcez-vous sur l'avenir de la capitale du Canada!

La Commission de la capitale nationale (CCN), avec le concours de la Société royale géographique du Canada et de l'Assemblée législative de l'Alberta vous invitent à une conversation sur la capitale à Edmonton.

### AJOUTEZ CETTE DISCUSSION À VOTRE CALENDRIER!

**Le mercredi 2 novembre 2011,**  
**de 7 h 30 à 10 h**

Winspear Centre  
 Sir Winston Churchill Square  
 À l'angle de la 99 Street et de la 102 Avenue  
 Edmonton (Alberta)

**Larry Beasley**, planificateur de renommée internationale et professeur distingué, lancera la discussion en prononçant un discours d'ouverture. **Shafraaz Kaba**, architecte axé sur la collectivité, **Tegan Martin-Drysdale**, coprésidente de



representative capital for Canada. The panellists will also share recent “capital” achievements in Edmonton.

The public is invited to take part in a discussion moderated by architect **Vivian Manasc**, Senior Principal of Manasc Isaac Architects.

Also joining the conversation will be **Marie Lemay**, Chief Executive Officer of the National Capital Commission, **André Préfontaine**, Executive Director of The Royal Canadian Geographical Society, and **Brian Hodgson**, Sergeant-at-Arms of the Legislative Assembly of Alberta.

This event is free and open to the public. A light breakfast will be served.

**Please RSVP by  
Friday, October 28, 2011  
to [protocol-protocole@ncc-ccn.ca](mailto:protocol-protocole@ncc-ccn.ca).**

For more information about this event and Horizon 2067, please visit [www.Horizon2067.ca](http://www.Horizon2067.ca), call us at 1-800-465-1867 (toll-free) or email us at [info@ncc-ccn.ca](mailto:info@ncc-ccn.ca).

NextGen, et **Al Chapman**, leader dans le domaine culturel, se joindront à la conversation pour exprimer leur vision sur l'édification d'une capitale plus dynamique et représentative pour le Canada. Les experts souligneront également les réalisations « capitales » qui ont récemment été menées à bien à Edmonton.

Le public sera ensuite invité à participer à une discussion animée par l'architecte **Vivian Manasc**, directrice principale de Manasc Isaac Architects.

**Marie Lemay**, première dirigeante de la Commission de la capitale nationale, **André Préfontaine**, directeur exécutif de la Société géographique royale du Canada, et **Brian Hodgson**, sergent d'armes de l'Assemblée législative de l'Alberta, se joindront également à la conversation.

Cette activité est gratuite et ouverte au public. Un petit déjeuner léger sera servi.

**RSVP d'ici  
le vendredi 28 octobre 2011  
à [protocol-protocole@ncc-ccn.ca](mailto:protocol-protocole@ncc-ccn.ca).**

Pour en savoir davantage sur ce forum et Horizon 2067, consultez notre site Web à [Horizon2067.ca](http://Horizon2067.ca) ou communiquez avec nous au 1-800-465-1867 (sans frais) ou par courriel à [info@ncc-ccn.ca](mailto:info@ncc-ccn.ca).



### Join the Discussion!

Help shape the vision for Canada's Capital!  
Let us know how YOU see the Capital in 2067. [Horizon2067.ca](http://Horizon2067.ca)



[@Horizon2067](https://twitter.com/Horizon2067) #cc2067

### Joignez-vous à la discussion!

Contribuez à définir la vision de la capitale du Canada! Dites-nous comment VOUS voyez la capitale en 2067. [Horizon2067.ca](http://Horizon2067.ca)



[@Horizon2067](https://twitter.com/Horizon2067) #cc2067



Not interested anymore? [Unsubscribe](#).



Si vous ne désirez plus recevoir ce bulletin, [annulez votre abonnement](#).



## Appendix 6a: Example of an e-bulletin

Having trouble reading this email? [View it on your browser.](#)  
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# Horizon 2067 | the Plan for Canada's Capital le Plan de la capitale du Canada



**Newsletter — September 2011**  
**Bulletin — septembre 2011**

## Have your say in the future of Canada's Capital!

The National Capital Commission (NCC) invites Canadians to a conversation about the future of their capital. Share your ideas about creating a more vibrant and representative capital city for all Canadians. Visit [Horizon2067.ca](http://Horizon2067.ca).

## Upcoming Events

### Ottawa–Gatineau — Capital Conversations: Aboriginal Peoples Dialogue

September 27, 2011, 8:30 am

### Ottawa–Gatineau — Capital Conversations

September 27, 2011, 1:30 pm

### Québec City — Capital Conversations

September 29, 2011, 8:30 am

### Gatineau — “Put More You in Canada's Capital” Kiosk

October 8, 2011, 11 am to 5 pm

Gatineau Park Visitor Centre

33 Scott Road

Gatineau, Quebec

## Exprimez-vous sur l'avenir de la capitale du Canada!

La Commission de la capitale nationale (CCN) invite les Canadiens et Canadiennes à prendre part à la conversation sur l'avenir de la capitale de leur pays. Exprimez-vous sur la façon de créer une capitale plus animée et représentative de la population canadienne. Visitez le [Horizon2067.ca](http://Horizon2067.ca).

## Activités à venir

### Gatineau–Ottawa — Conversations sur l'avenir de la capitale — Dialogue des peuples autochtones

Le 27 septembre 2011, à 8 h 30

### Gatineau–Ottawa — Conversations sur l'avenir de la capitale

Le 27 septembre 2011, à 13 h 30

### Québec — Conversations sur l'avenir de la capitale

Le 29 septembre 2011, à 8 h 30

### Gatineau — Kiosque « Je veux me reconnaître dans la capitale du Canada! »



**Halifax — Capital Conversations**

October 18, 2011, 4 pm

**Victoria — Capital Conversations**

October 28, 2011, 8:30 am

**Edmonton — Capital Conversations**

November 2, 2011, 8:30 am

Le 8 octobre 2011, de 11 h à 17 h

Centre des visiteurs du parc de la Gatineau

33, chemin Scott

Gatineau (Québec)

**Halifax — Conversations sur l'avenir de la capitale**

Le 18 octobre 2011, à 16 h

**Victoria — Conversations sur l'avenir de la capitale**

Le 28 octobre 2011, à 8 h 30

**Edmonton — Conversations sur l'avenir de la capitale**

Le 2 novembre 2011, à 8 h 30

**Join the Discussion!**

Help shape the vision for Canada's Capital.  
Let us know how YOU see the Capital in  
2067. [Horizon2067.ca](http://Horizon2067.ca)

[@Horizon2067](#) #cc2067**Joignez-vous à la discussion!**

Contribuez à façonner l'avenir de la  
capitale du Canada. Comment la voyez-  
VOUS en 2067? [Horizon2067.ca](http://Horizon2067.ca)

[@Horizon2067](#) #cc2067

Not interested anymore? [Unsubscribe](#).  
Si vous ne désirez plus recevoir ce bulletin, [annulez votre abonnement](#).



## Appendix 6b: List of newsletters and their articles

### Newsletter #1 - September 2011 - Have your say in the future of Canada's Capital!

- Upcoming Events

### Newsletter #2 - October 2011 - Many Canadians have their say about the future of Canada's Capital!

- A “Capital Conversation” in Québec City
- Launch of “CapitalConversations” in Ottawa–Gatineau
- A meeting place to discuss major international challenges
- Want a chance to win a 64 GB BlackBerry® PlayBook™?
- Participate online
- Upcoming Events

### Newsletter #3 - October 2011 - Thank you Halifax!

- The Capital should represent Canada to the world, say Atlantic Canadians
- A conversation between two capital cities
- New Canadians want Capital to show Canada’s best
- Put more Halifax in Canada’s Capital
- Two-day charrette workshop @ Dalhousie University
- Want a chance to win a 64 GB BlackBerry® PlayBook™?
- Participate online

### Newsletter #4 - November 2011 - Victoria welcomed Canada's Capital on October 28, 2011

- Getting to WOW in Victoria!
- British Columbians say Capital should represent Canada to the world
- UVic students have their say on future of Capital
- Put more B.C. in Canada’s Capital — Streeters in action
- Shaping urban travel choices
- B.C., land of sustainability: Exploring Canadian innovation
- Want a chance to win a 64 GB BlackBerry® PlayBook™?
- Participate online
- Upcoming Events

### Newsletter #5 - December 2011 - Connecting Albertans to Their Capital!

- A “Capital Conversation” in Edmonton
- Albertans say Capital should represent Canada to the world
- New Canadians have their say in future of Capital
- Put more ALBERTA in Canada’s Capital — word from the street
- We want to hear from you!
- Want a chance to win a 64 GB BlackBerry® PlayBook™?

### Newsletter #6 - December 2011 - Canada's capital visits Toronto, one of the most multicultural cities in the world!



- A Capital Conversation in Toronto
- Put more Toronto in Canada's Capital
- Ontarians have most positive perception of their national Capital
- We want to hear from you!
- Want a chance to win a 64 GB BlackBerry® PlayBook™?

Newsletter #7 - January 2012 - Thousands of Canadians shared their thoughts on their Capital

- Animation, lighting and cultural activities: a stimulating conversation in Montréal
- The word on the street from Montréal: "I want to see more nightlife and culture in Canada's Capital"
- Great Canadians contribute to the vision for their nation's capital
- Many thanks for your contribution!



## Appendix 7: Example of Word Cloud

Les Canadiens veulent plus de ceci dans la capitale du Canada. Plus le mot est gros, plus l'idée est populaire.

---

transport collectif • activités écologiques • Activités nocturnes • air pur  
ictoria, d • augmenter les sports nautiques non motorisés • avoir des e  
ritures et + de vie de quartier • avoir un TGV pour le transport • avoir  
ur les berges du Canal Rideau • Bilingualism • conserver le patrimoine •  
e, anglaise, autres • de la nature et des espaces verts • de la v  
uits) • DES BELLES RUES AVEC DES ARBRES • des édifices plus élevés

## We Asked, You Spoke.

Canadians want to see more of these in Canada's Capital. The larger the word appears, the more popular the idea.

---

f the history • a world class new Main Public Library • aboriginal presen  
healing/peacebuilding centres • aboriginal history and culture • aborig  
• aboriginal wellness centre • access • access to the Ottawa river • acces  
playgrounds • accountability • action • actual cultural life for residents  
nabeg history, heritage & culture • Algonquin Heritage • AlgonquinNati



## HORIZON 2067

### Plan for Canada's Capital Canada

Charting the Future of  
Canada's Capital  
in the 21<sup>st</sup> Century

An Invitation  
to Dialogue

## HORIZON 2067

### Plan de la capitale du Canada

Tracer l'avenir  
de la capitale du Canada  
au 21<sup>e</sup> siècle

Une invitation  
au dialogue





# CANADA'S CAPITAL REGION

## REGION DE LA CAPITALE DU CANADA



# THE PLAN FOR CANADA'S CAPITAL LE PLAN DE LA CAPITALE DU CANADA

## Plan for Canada's Capital Plan de la capitale du Canada

*Policy Plan  
Plan de politique*

*Master Plans  
Plans directeurs*

*Sector Plans  
Plans de secteurs*

*Areas Plans  
Plans de  
zone*





## The last 10 years... important changes

2001-2002	Municipal amalgamation
9/11	Security parameters changed forever
2003	First Official Plan of the new City of Ottawa
2005	First Urban Development Plan of the new City of Gatineau: NCC Core Area Plan, Strategic Transportation Initiative, Gatineau Park Master Plan
2006-2007	<i>Charting a New Course</i> Report of the Panel on the NCC Mandate Review
2010	Making public transit a priority: City of Ottawa LRT / City of Gatineau Rapibus
2011+	Choosing our Future (Ottawa / NCC / Gatineau) – Let's Shape Tomorrow (Gatineau)

## Les derniers 10 ans... d'importants changements

Fusion municipale
Les enjeux de sécurité changés à jamais
Le premier Plan officiel de la Ville d'Ottawa
Le premier Plan d'urbanisme de la Ville de Gatineau CCN: Plan de secteur du cœur, Initiative stratégique de transport, Plan directeur du parc de la Gatineau
<i>Ouvrir de nouveaux horizons</i> Rapport du Panel de la Revue du mandat de la CCN
Le transport en commun une priorité: Train léger de la Ville d'Ottawa / Ville de Gatineau, Rapibus
Choisir notre avenir (Ottawa / CCN/ Gatineau) – Aménageons le futur (Gatineau)



## PLAN REVIEW • RÉVISION DU PLAN

- |   |   |
|---|---|
| 1. FALL 2010 – SUMMER 2011<br>AUTOMNE 2010 - ÉTÉ 2011   | RESEARCH & ANALYSIS: <i>AN INVITATION TO DIALOGUE</i><br>RECHERCHE & ANALYSE : <i>UNE INVITATION AU DIALOGUE</i>        |
| 2. FALL 2011 - WINTER 2012<br>AUTOMNE 2011 - HIVER 2012 | A VISION FOR THE CAPITAL OF THE 21 <sup>ST</sup> CENTURY<br>ÉNONCÉ DE VISION POUR LA CAPITALE AU 21 <sup>E</sup> SIÈCLE |
| 3. WINTER- SPRING 2012<br>HIVER - PRINTEMPS 2012        | CAPITAL CONCEPT AND PLANNING PRINCIPLES<br>CONCEPT DE LA CAPITALE ET PRINCIPES DIRECTEURS                               |
| 4. SUMMER - FALL 2012<br>ÉTÉ - AUTOMNE 2012             | PLAN POLICIES & NILM REVIEW<br>ÉNONCÉS DE POLITIQUES ET REVUE DE LA MTIN  |
| 5. WINTER - SPRING 2013<br>HIVER - PRINTEMPS 2013       | CONSOLIDATION & PLAN APPROVAL<br>CONSOLIDATION & APPROBATION DU PLAN  |

# THE CHALLENGES FOR TOMORROW'S CAPITAL

## LES DÉFIS POUR LA CAPITALE DE DEMAIN

A PLACE OF <b>MEANING</b> UN LIEU <b>IDENTITAIRE</b>	A PLACE OF <b>INFLUENCE</b> UN LIEU <b>D'INFLUENCE</b>	A PLACE TO <b>LIVE</b> UN MILIEU DE <b>VIE</b>
<ul style="list-style-type: none"><li>• A Capital for <b>all Canadians</b> Une capitale pour <b>tous les Canadiens</b></li><li>• A place for <b>expression</b>, where all can gather and experience a sense of belonging Un lieu <b>d'expression</b>, de rassemblement et d'appartenance pour tous</li></ul>	<ul style="list-style-type: none"><li>• A fascinating <b>window on the country and the world</b> Une fenêtre ouverte sur le <b>pays et sur le monde</b></li><li>• The Capital: <b>working for Canadians</b> Une capitale au <b>service des Canadiens</b></li></ul>	<ul style="list-style-type: none"><li>• A <b>sustainable</b> Capital Une capitale <b>durable</b></li><li>• <b>Working Together:</b> collaboration and concerted efforts <b>Agir ensemble</b> pour la capitale de demain.</li></ul>



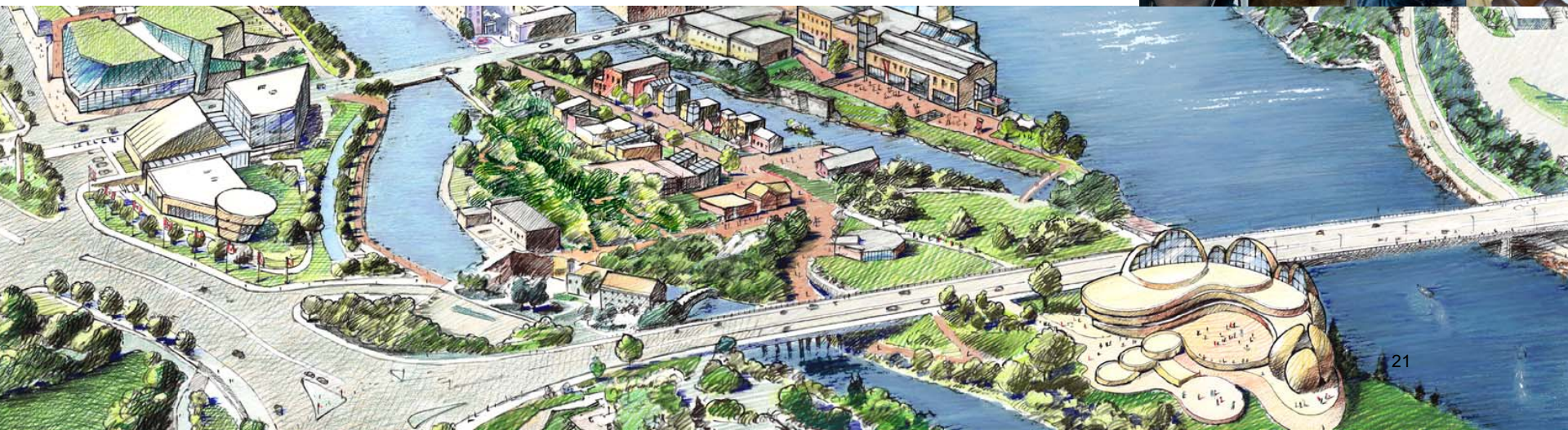
## CHALLENGE 1 • DÉFI 1

**A Capital for All Canadians**

Meaningful initiatives for the Capital ...

**Une capitale pour tous les Canadiens**

Des initiatives ayant un sens pour la capitale ...





## CHALLENGE 2 • DÉFI 2

**A Vibrant Capital**

Reaching Canadians near and far...

**Une capitale animée**

Se parler de toutes les manières ...





## CHALLENGE 3

## DÉFI 3

**A Window on the Country  
and on the World**

Only in the Capital...

**Une fenêtre ouverte sur le  
pays et sur le monde**

Unique à la capitale ...





## CHALLENGE 4 • DÉFI 4

### A Sustainable Commitment to Future Generations

Put the car on a diet...

Un engagement durable envers les générations futures

Se déplacer autrement qu'en auto...





## CHALLENGE 5 • DÉFI 5

### Working for Canadians

Where Canadians meet their government...

### Au service des Canadiens

À l'écoute des Canadiens ...



## CHALLENGE 6 • DÉFI 6

**Working together...**

Collaboration and concerted action...

**Agir ensemble ...**

Collaboration et concertation...





Put more **YOU** in Canada's Capital!

Je veux **ME RECONNAÎTRE**  
dans la capitale du Canada!



[www.horizon2067.ca](http://www.horizon2067.ca)

## DISCUSSION GUIDE

### Capital Conversations : An Invitation to Dialogue

Horizon 2067: Plan for Canada's Capital <sup>1</sup>

This discussion guide accompanies the document *An Invitation to Dialogue* (August 2011) – available at [www.horizon2067.ca](http://www.horizon2067.ca).

<p>challenge 1 <b>A CAPITAL FOR ALL CANADIANS</b> Building a capital that is representative of Canada and Canadians.</p>	<p>How should YOU be better represented in Canada's Capital?</p> <p>Canadians should see themselves, their values and their culture reflected in the Capital. They should feel a sense of pride when visiting.</p>
<p>challenge 2 <b>A VIBRANT CAPITAL</b> Building a capital that is a place for expression, where all can gather and experience a sense of belonging.</p>	<p>How can the Capital become a great "people" place?</p> <p>The Capital is a place where Canadians gather and celebrate. Parks, public events and spaces, natural areas and landmarks, together with the people who enjoy them, work to create a vibrant capital.</p>
<p>challenge 3 <b>A WINDOW ON THE COUNTRY AND ON THE WORLD</b> Building a capital that continues to be a unique and fascinating window on the country and the world.</p>	<p>What should the Capital say about our country to the world?</p> <p>Canada's Capital is a unique and fascinating international microcosm, home to over 120 diplomatic missions. It is also where heads of state from around the world are welcomed by our leaders and where our parliamentary democracy is at work.</p>
<p>challenge 4 <b>A SUSTAINABLE CAPITAL</b> Building a viable, resilient and exemplary capital now and for future generations.</p>	<p>How can the Capital best represent our commitment to sustainability and the environment in Canada's Capital?</p> <p>Gatineau Park, our rivers and shorelines, the National Capital Greenbelt and over 250 km of recreational trails are some of the great assets that make our capital very livable. We want to ensure that all this is here for our children and future generations to enjoy — whether they live in the Capital or are visiting the region.</p>

<sup>1</sup> Horizon 2067: Plan for Canada's Capital is a review of the 1999 Plan for Canada's Capital. The Plan is the federal government's lead land use planning policy document for Canada's Capital Region. The Plan is prepared by the National Capital Commission on behalf of the federal government.



<p>challenge 5  <b>THE CAPITAL: WORKING FOR CANADIANS</b>          Building a capital where the federal public administration is connected to and integrated with urban life.</p>	<p>How would you describe an ideal working environment for the public service in the Capital?</p> <p>As Canada's Capital, we are home to the federal public administration, which works for all Canadians. Government workplaces can contribute to creating a great living environment. These workplaces should help make neighbourhoods more liveable and support an efficient public transit system.</p>
<p>challenge 6  <b>WORKING TOGETHER:</b>          Building a capital that is truly remarkable requires that many levels of government, groups and organizations work together.</p>	<p>How can we better engage people and organizations in building a great capital for all Canadians?</p> <p>The NCC cannot act alone in building the Capital. The NCC works with others in protecting our rivers, encouraging alternative modes of transportation and protecting our natural spaces.</p>





Canada

Office of the Chief Executive Officer Bureau de la première dirigeante

August 12, 2011

Chief Kirby Whiteduck  
Algonquins of Pikwàkanagàn First Nation  
1657A Mishomis Inamo  
Pikwàkanagàn  
Golden Lake, ON K0J 1X0

*Looking forward to  
seeing there!*

Dear Chief Whiteduck:

The National Capital Commission (NCC) has initiated the review of its *Plan for Canada's Capital*, the lead planning document used by the NCC and the federal government to guide the development of Canada's Capital Region over the next 50 years.

As part of the Plan's review, the NCC, in partnership with the Royal Canadian Geographical Society, intends to engage Canadians and Aboriginal Peoples and give them a forum to express their values, aspirations, stories and thoughts about how they should be represented in Canada's Capital Region. Given the rich history, culture and contributions of Aboriginal Peoples in the development of this country and region, we would like to launch this initiative with an Aboriginal Peoples Dialogue.

It is with great pleasure that I invite you to join me in the Aboriginal Peoples Dialogue at the official launch on September 27, 2011.

**Horizon 2067: Charting the Future of Canada's Capital in the 21st Century**  
**Aboriginal Peoples Dialogue**  
**Tuesday, September 27, 2011**  
**8:30 a.m. – 12:00 p.m.**

**Ottawa Convention Centre, Room 201, 55 Colonel By Drive, Ottawa**

The discussion will revolve around two important themes and seek to encourage dialogue on:

- **REPRESENTATION:** Creating a Capital Region that is representative of Canada and Canadians, our identity and our diversity;
- **VIBRANCY:** Creating a Capital Region that is a place for expression, celebration, gathering and belonging for all.

Some of the questions we would like you to consider include:

- *How can Aboriginal Peoples be better represented in the Capital?*
- *What would you like to see in the Capital now? In 2067?*
- *What would make you feel as though this is YOUR Capital?*

.../2



In partnering to create a vision for the Capital Region, my hope is that we can also begin a long-term sustained conversation on the planning and development of the region that will continue throughout the different phases of this project.

I truly hope that you will be able to join us to engage in a dialogue about your Capital Region and help us create a dynamic vision for a vibrant Capital that reflects the values, the heritage and the achievements of Canadians and Aboriginal Peoples from all regions of the country and is a source of inspiration and pride for all.

Please confirm your attendance before August 24, 2011, by contacting Emily Keogh, Officer, Public Affairs at the NCC. She can be reached at 613-239-5315 or by e-mail at [emily.keogh@ncc-ccn.ca](mailto:emily.keogh@ncc-ccn.ca).

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Marie Demay', written over a faint circular stamp.

Marie Demay, P.Eng., ing.  
Chief Executive Officer

c.c.: Emily Keogh, Officer, Public Affairs, NCC

## **Appendix 11 : List of people who were invited and attended the Aboriginal Peoples Dialogue**

The organizing committee invited the following groups to join the talking circle:

- **The Kitigan Zibi Anishinabeg First Nation**, near Maniwaki, QC;
- **The Algonquins of Pikwàkanagàn First Nation**, near Pembroke, ON;
- **The Assembly of First Nations**, which exists to promote the "restoration and enhancement" of the relationship between First Nations (630 communities in Canada), the Crown and the people of Canada;
- **The Inuit Tapiriit Kanatami**, the national voice of 55,000 Inuit living in 53 communities across the Inuvialuit Settlement Region;
- **The Métis National Council**, which represents the Métis Nation nationally and internationally;
- **The Congress of Aboriginal Peoples**, a nationally incorporated umbrella organization that represents the interests, nationally, of its provincial and territorial affiliate organizations across Canada;
- **The Native Women's Association of Canada**, which mandate is to achieve equality for all Aboriginal women in Canada;
- **The National Association of Friendship Centres**, a network of 117 Friendship Centres and seven Provincial/Territorial Associations nationwide that provide culturally enhanced programs and services to urban Aboriginal people;
- **The Confederacy of Cultural Education Centres**, a national non profit organization which represents eighty seven First Nations Cultural Centres;
- **The Algonquin Anishinawbe Nation Tribal Council**;
- **The Northwest Territories Dene Nation**;
- **The Senate Standing Committee on Aboriginal Peoples**;
- **The House of Commons Standing Committee on Aboriginal Affairs and Northern Development**;
- **Three youth**;
- **The National Aboriginal Health Organization**, a knowledge based organization that excels in the advancement and promotion of health and well-being of all First Nations, Inuit and Métis individuals, families and communities;
- **The Wabano Centre for Aboriginal Health**, which has for main purpose to create and deliver services that will prevent ill health, treat illness and provide support and aftercare. Services are offered in a culturally-sensitive way that welcomes, accepts and represents all Aboriginal people(s) and;
- **Aboriginal Nurses Association of Canada**, which mission is to improve the health of Aboriginal people, by supporting Aboriginal Nurses and by promoting the development and practice of Aboriginal Health Nursing.
- **The Wendake Huron-Wendate Nation**, near Québec City


The following people kick-started the dialogue:

- **Gilbert Whiteduck**, Chief of Kitigan Zibi Anishinabeg First Nation;
- **Marlene Jerome**, Grand Chief of the Algonquin Anishinawbe Nation Tribal Council;



- **Caitlin Tolley**, Youth representative/Recipient of National Aboriginal Youth Role Model Award;
- **Konrad Sioui**, Grand Chief of Wendake Huron-Wendate Nation;
- **Musqwaunquot Rice**, youth;
- **Yvonne Vizina**, Policy Analyst, Environment, Métis National Council ;
- **Barbara Van Haute**, Director of Population Health and National Initiatives, Congress of Aboriginal Peoples; and
- **Tina Dewache**, Senior Policy Analyst, Human Rights & International Affairs, Native Women's Association of Canada.

## Appendix 12: Example of IdeaScale

 IdeaScale


▼ Horizon 2067 - The Plan for Canada's Capital

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### Horizon 2067: The Plan for Canada's Capital

CANADA'S CAPITAL REGION: CANADIAN, JUST LIKE YOU.


Horizon 2067

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50 ideas posted

78 comments 0 votes 92 users

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Read the ideas, comments and suggestions of Canadians about how to deal with six challenges facing the Capital as we look to the future.

1. **A Capital for All Canadians**
2. **A Vibrant Capital: What makes a great "people" place?**
3. **A Window on the Country and the World**
4. **A Sustainable Capital for 2067**
5. **The Capital: Where Canadians meet their government**
6. **Many Players Build a Capital Together**

Join the conversation...

I suggest you...

SUBMIT NEW IDEA ▶

Visit [www.horizon2067.ca](http://www.horizon2067.ca) for more opportunities to have your say in shaping Canada's Capital.

Browse Recent Ideas

Recent (0)

### Appendix 13 “Categorization of ideas received through the “Put more YOU” campaign

Below is the detailed categorization of all the ideas we received:

<b>Challenge 1 – A Vibrant Capital (751)</b>	<b>Frequency</b>	<b>Total</b>
arts & culture	21	<b>148</b>
arts	28	
culture	20	
music	20	
museums and cultural institutions	15	
cultural events	12	
free or reduced fees for museums and cultural institutions	10	
public art	7	
contemporary art	3	
festivals	7	
exhibitions	5	
<b>activities</b>	<b>32</b>	<b>129</b>
nightlife	32	
affordable activities	15	
activities with animals	13	
shoppoing	10	
tourism	10	
entertainment	10	
events	4	
family activities	2	
night activities other than bars	1	
<b>spaces</b>	<b>19</b>	<b>142</b>
for people	39	
parks	30	
gardens	16	
fountains	14	
pedestrian-friendly spaces	12	
markets	10	
cultural centre	2	



vibrancy	130	<b>136</b>
"people-friendly"	6	
architecture	22	<b>109</b>
conservation of architecture / architecture from the past	31	
modern / cool architecture	22	
quality architecture	11	
buildings	7	
high rises	7	
landscape architecture	5	
environmentally-friendly architecture	3	
mix of old and new architecture	1	
infrastructure	16	<b>20</b>
Wi-Fi	4	
sports	8	<b>20</b>
equestrian sport	5	
running trails	4	
sports to watch	3	
food		<b>21</b>
business / economic activity		<b>15</b>
safety		<b>7</b>

<b>Challenge 2 – A Capital for All Canadians (459)</b>	<b>Frequency</b>	<b>Total</b>
heritage and history		<b>123</b>
heritage	86	
history	25	
local heritage	11	
interpretation	1	
cultural diversity	26	<b>61</b>
bilingualism	31	
religion / faith	4	
cleanliness and beauty	34	<b>43</b>
flowers	9	

values	42	
Aboriginal peoples	37	
accessibility	7	28
affordable for residents	10	
financial possibility of living in Ottaa	6	
universal accessibility	5	
representativity		19
provincial and regional representativity	14	
Ottawa-Gatineau representation	4	
Western representation	1	
childhood-family		16
youth		15
pride		15
commemoration		15
patriotism		13
exemplarity		11
diversity		10
identity		5
unity		3
new Canadians		3

<b>Challenge 3 – A Window on the Country and the World (20)</b>		<b>Frequency</b>
recognized worldwide		4
significant international institutions		3
Canadian representation		3
global centre for peace and conflict resolution		3
better international image		1
international symbols		1
more emphasis on representing Canada's culture		1
open on the world		1
promote Ottawa as most multicultural capital in world		1
reflective of Canadian culture		1
world class		1

<b>Challenge 4 – A Sustainable Capital (518)</b>	<b>Frequency</b>	<b>Total</b>
<b>nature and greenery</b>	26	<b>132</b>
greenspaces	73	
trees	22	
conservation	7	
wildlife	4	
<b>cycling</b>	34	<b>121</b>
bike paths	76	
safety and cyclists education	5	
bixis	3	
bike-friendly	3	
<b>public transit</b>	48	<b>87</b>
trains	9	
light rail	9	
subway	5	
integrated public transit between Ottawa and Gatineau	4	
downtown train station	3	
High speed train	3	
altvernative transportation	2	
boat-bus	1	
trolleys	1	
free public transit	1	
public transit to villages	1	
<b>sustainability</b>	46	<b>75</b>
green energy	16	
green technology	5	
recycling	4	
ecologically sound rain water management	3	
climate sustainability	1	
<b>urbanism</b>	13	<b>50</b>
density	18	
less car focused	13	
pedestrian-friendly	5	
more development	2	
<b>transportation</b>	5	<b>27</b>
parking	6	
(quality of) roads	6	
electric cars	4	
bridges	3	
less traffic	2	



traffic management	1
<b>pedestrians</b>	<b>11</b>
<b>agriculture</b>	<b>10</b>
<b>waterways</b>	<b>5</b>

<b>Challenge 5 – Working for Canadians (38)</b>	<b>Frequency</b>
innovation	8
involvement - consultation	6
non bureaucratic	2
accountability	3
evocativeness	1
focus on private property, and less on government	1
ideas	1
intelligence	1
NCC plans to actually be implemented	1
non-glacial change/innovation	1
reaches out to all of Canada	1
relevance	1
research and innovation	1
seat for government	1
strong community	1
take care of our city	1
take care of our communities	1
a safe and receptive place for dialogue on key societal, political and economic issues	1
not just cute but smart and sophisticated	1
prioritize management skills	1
feature different departments of the Government of Canada to visit from time to time	1
where public resources are shared/accessible by the public (example: meeting rooms for non-profit, access to land for community gardens, etc.)	1
manage lands in the national interest	1

Challenge 6 – Working Together (24)	Frequency
federal district	11
partnerships	7
future	1
unique world-class events, monuments, attractions	1
capture federal employment expanding outside of the greenbelt that could potentially become employment nodes	1
have a centre for knowledge, creativity and innovation	1
get people more active in their government	1
national institutions integrated to the urban fabric	1

## Appendix 14: Online questionnaire

### Question 1

Canada's Capital plays many important roles. While all of these roles can be reflected in the Plan for Canada's Capital, it will take time to realize all of them. To help us establish a sense of priorities, please rank the following roles in order of importance, where 1 is the most important and 5 is the least important:

Results	Canada's Capital Region	Rest of Canada
Representing Canada to Canadians, 4,505 (23.2%)	Representing Canada to the world	Representing Canada to Canadians
Representing Canada to the world, 4,214 (21.7%)	Preserving and protecting valued natural spaces	Representing Canada to the world
Preserving and protecting valued natural spaces, 3,735 (19.2%)	Representing Canada to Canadians	Preserving and protecting valued natural spaces
Creating places for expression, gathering and belonging, 3,704 (19.1%)	Creating places for expression, gathering and belonging	Creating places for expression, gathering and belonging
Commemorating and celebrating Canadians and their achievements, 3,282 (16.9%)	Commemorating and celebrating Canadians and their achievements	Commemorating and celebrating Canadians and their achievements

### Question 2

Certain factors may have an impact on the future of Canada's Capital. In your opinion, which one of the following is the most important factor that should be taken into consideration for the Plan for Canada's Capital?

Results	Canada's Capital Region	Rest of Canada
Sustainability, 347 (27%)	Sustainability, 207 (32%)	Sustainability, 140 (22%)
Diversity, a changing population, 192 (15%)	Other, 96 (15%)	Diversity, a changing population, 109 (17%)
Economy, 155 (12%)	Diversity, a changing population, 83 (13%)	Economy, 96 (15%)
Social and health, 149 (11%)	Social and health, 66 (10%)	Social and health, 83 (13%)
Other, 138 (10%)	Economy, 59 (9%)	Other, 42 (6%)
Role of government in Canadian society, 106 (8%)	Role of government in Canadian society, 41 (6%)	Role of government in Canadian society, 65 (10%)
Climate change, 92 (7%)	Climate change, 40 (6%)	Climate change, 52 (8%)
New communications technologies, 44 (3%)	New communications technologies, 24 (4%)	Globalization, 24 (4%)
Globalization, 44 (3%)	Globalization, 20 (3%)	New communications technologies, 20 (3%)



Don't know, 29 (2%)	Don't know, 10 (2%)	Don't know, 19 (2%)
<b>Total: 1,296 (100%)</b>	<b>Total: 646 (49.8%)</b>	<b>Total: 650 (50.2%)</b>

### Question 3

Why?

**Sustainability (157 comments) related to the following topics, in order of importance:**

<b>Results</b>	<b>Canada's Capital Region</b>	<b>Rest of Canada</b>
<ul style="list-style-type: none"> <li>• Develop sustainably for the long-term</li> <li>• Be an example for sustainable development</li> <li>• Sustain a healthy environment</li> <li>• Encompasses all factors</li> <li>• Future resources limited</li> <li>• Create a place for many generations to come</li> <li>• More sustainable transportation infrastructure</li> <li>• Most important factor</li> <li>• Make urban planning more sustainable</li> <li>• Diversify the economy</li> <li>• Maintain natural spaces</li> <li>• Think about the people that live in the city</li> <li>• Population growth</li> <li>• Long-lasting, eco-friendly buildings</li> <li>• Intensification within the greenbelt and efficient transit</li> <li>• Move towards green energy</li> <li>• Gap between rich and poor</li> <li>• Dumb question</li> <li>• Protect the greenbelt and create ecological corridors</li> <li>• Ensure funding is in place</li> <li>• Against diversity and political correctness</li> </ul>	<ul style="list-style-type: none"> <li>• Develop sustainably for the long-term</li> <li>• Be an example for sustainable development</li> <li>• Sustain a healthy environment</li> <li>• More sustainable transportation infrastructure</li> <li>• Create a place for many generations to come</li> <li>• Encompasses all factors</li> <li>• Future resources limited</li> <li>• Maintain natural spaces</li> <li>• Most important factor</li> <li>• Think about the people that live in the city</li> <li>• Dumb question</li> <li>• Population growth</li> <li>• Long-lasting, eco-friendly buildings</li> <li>• Intensification within the greenbelt and efficient transit</li> <li>• Move towards green energy</li> <li>• Make urban planning more sustainable</li> <li>• Protect the greenbelt and create ecological corridors</li> </ul>	<ul style="list-style-type: none"> <li>• Develop sustainably for the long-term</li> <li>• Be an example for sustainable development</li> <li>• Encompasses all factors</li> <li>• Future resources limited</li> <li>• Sustain a healthy environment</li> <li>• Create a place for many generations to come</li> <li>• Diversify the economy</li> <li>• Make urban planning more sustainable</li> <li>• Most important factor</li> <li>• Maintain natural spaces</li> <li>• Think about the people that live in the city</li> <li>• Gap between rich and poor</li> <li>• Population growth</li> <li>• Long-lasting, eco-friendly buildings</li> <li>• Intensification within the greenbelt and efficient transit</li> <li>• Move towards green energy</li> <li>• Ensure funding is in place</li> <li>• Against diversity and political correctness</li> </ul>

**Other responses and comments (139 responses) related to the following topics, in order of importance:**

<b>Results</b>	<b>Canada's Capital Region</b>	<b>Rest of Canada</b>
<ul style="list-style-type: none"> <li>• Urban planning/architecture</li> <li>• Representation/identity</li> <li>• Aboriginal</li> <li>• Arts &amp; culture</li> <li>• Transportation</li> <li>• Natural spaces</li> <li>• Social</li> <li>• Animation</li> <li>• Beauty</li> <li>• Governance</li> <li>• Local input</li> <li>• Bilingualism</li> <li>• Land management</li> <li>• Tourism</li> <li>• Sustainable development</li> <li>• Innovation</li> <li>• Safety</li> <li>• Youth</li> <li>• Community</li> <li>• Education</li> </ul>	<ul style="list-style-type: none"> <li>• Representation/identity</li> <li>• Urban planning/architecture</li> <li>• Aboriginal</li> <li>• Animation</li> <li>• Transportation</li> <li>• Arts &amp; culture</li> <li>• Beauty</li> <li>• Bilingualism</li> <li>• Local input</li> <li>• Land management</li> <li>• Sustainable development</li> <li>• Natural spaces</li> <li>• Social</li> <li>• Governance</li> <li>• Tourism</li> <li>• Innovation</li> <li>• Safety</li> <li>• Community</li> </ul>	<ul style="list-style-type: none"> <li>• Urban planning/architecture</li> <li>• Representation/identity</li> <li>• Governance</li> <li>• Natural spaces</li> <li>• Social</li> <li>• Aboriginal</li> <li>• Arts &amp; culture</li> <li>• Animation</li> <li>• Tourism</li> <li>• Sustainable development</li> <li>• Bilingualism</li> <li>• Innovation</li> <li>• Youth</li> <li>• Education</li> </ul>

**Diversity, a changing population (80 comments) related to the following topics, in order of importance:**

<b>Results</b>	<b>Canada's Capital Region</b>	<b>Rest of Canada</b>
<ul style="list-style-type: none"> <li>• Changing face of Canada</li> <li>• Celebrate our diverse cultural history</li> <li>• Changing urban trends</li> <li>• Show to the rest of the world</li> <li>• Represent bilingualism</li> <li>• Racism</li> <li>• Engage youth and capture the essence of Canada</li> <li>• Living trees</li> </ul>	<ul style="list-style-type: none"> <li>• Changing face of Canada</li> <li>• Celebrate our diverse cultural history</li> <li>• Changing urban trends</li> <li>• Show to the rest of the world</li> <li>• Represent bilingualism</li> <li>• Living trees</li> <li>• Racism</li> </ul>	<ul style="list-style-type: none"> <li>• Changing face of Canada</li> <li>• Celebrate our diverse cultural history</li> <li>• Changing urban trends</li> <li>• Show to the rest of the world</li> <li>• Engage youth and capture the essence of Canada</li> <li>• Represent bilingualism</li> <li>• Racism</li> </ul>

**Economy (80 comments) related to the following topics, in order of importance:**

<b>Results</b>	<b>Canada's Capital Region</b>	<b>Rest of Canada</b>
<ul style="list-style-type: none"> <li>• Sound economy is important</li> <li>• Current economic climate</li> <li>• Private sector growth needed in CCR</li> <li>• Link to job growth</li> <li>• Promote Canada's economy to the world</li> <li>• Fiscal prudence</li> <li>• Prevent recession</li> <li>• Long-term funding and investments</li> <li>• Gap between rich and poor</li> <li>• Increase economic activity</li> <li>• Innovation and PPPs</li> </ul>	<ul style="list-style-type: none"> <li>• Private sector growth needed in CCR</li> <li>• Sound economy is important</li> <li>• Link to job growth</li> <li>• Long-term funding and investments</li> <li>• Fiscal prudence</li> <li>• Current economic climate</li> <li>• Increase economic activity</li> <li>• Innovation and PPPs</li> </ul>	<ul style="list-style-type: none"> <li>• Sound economy is important</li> <li>• Current economic climate</li> <li>• Promote Canada's economy to the world</li> <li>• Link to job growth</li> <li>• Prevent recession</li> <li>• Gap between rich and poor</li> <li>• Fiscal prudence</li> <li>• Long-term funding and investments</li> <li>• Private sector growth needed in CCR</li> </ul>

**Social and health (70 comments) related to the following topics, in order of importance:**

<b>Results</b>	<b>Canada's Capital Region</b>	<b>Rest of Canada</b>
<ul style="list-style-type: none"> <li>• Important to invest in society and health</li> <li>• Aging population</li> <li>• Access to healthcare</li> <li>• Individual health is important for a strong country</li> <li>• Address social inequality</li> <li>• Strive to achieve healthy society</li> <li>• Build a city that fosters healthy living</li> <li>• Create spaces for social events</li> <li>• People come first</li> <li>• People need to feel like they belong</li> <li>• Distance the region from political reputation</li> <li>• Fix Lowertown homelessness, crime and truck traffic</li> <li>• The city needs to be liveable and vibrant</li> <li>• Being a good neighbour</li> <li>• Psychological well-being</li> <li>• Focus on education</li> </ul>	<ul style="list-style-type: none"> <li>• Build a city that fosters healthy living</li> <li>• Access to healthcare</li> <li>• Individual health is important for a strong country</li> <li>• Address social inequality</li> <li>• Important to invest in society and health</li> <li>• Strive to achieve healthy society</li> <li>• Aging population</li> <li>• Distance the region from political reputation</li> <li>• Fix Lowertown homelessness, crime and truck traffic</li> <li>• The city needs to be liveable and vibrant</li> <li>• Create spaces for social events</li> <li>• People come first</li> <li>• Being a good neighbour</li> </ul>	<ul style="list-style-type: none"> <li>• Important to invest in society and health</li> <li>• Aging population</li> <li>• Individual health is important for a strong country</li> <li>• Access to healthcare</li> <li>• Address social inequality</li> <li>• Strive to achieve healthy society</li> <li>• People need to feel like they belong</li> <li>• Create spaces for social events</li> <li>• People come first</li> <li>• Psychological well-being</li> <li>• Focus on education</li> </ul>



**Role of government in Canadian society (34 comments) related to the following topics, in order of importance:**

Results	Canada's Capital Region	Rest of Canada
<ul style="list-style-type: none"> <li>• Capital as centre of government</li> <li>• Society needs government</li> <li>• Adapt with changing role of government</li> <li>• Engage youth and society as a whole in government</li> <li>• Canada can be a leader in policy making for environmental and technological issues</li> <li>• Foster open government policies</li> <li>• Celebrate parliamentary democracy</li> </ul>	<ul style="list-style-type: none"> <li>• Private sector growth needed in CCR</li> <li>• Sound economy is important</li> <li>• Link to job growth</li> <li>• Long-term funding and investments</li> <li>• Fiscal prudence</li> <li>• Current economic climate</li> <li>• Increase economic activity</li> <li>• Innovation and PPPs</li> </ul>	<ul style="list-style-type: none"> <li>• Capital as centre of government</li> <li>• Society needs government</li> <li>• Adapt with changing role of government</li> <li>• Canada can be a leader in policy making for environmental and technological issues</li> <li>• Foster open government policies</li> </ul>

**Climate change (52 comments) related to the following topics, in order of importance:**

Results	Canada's Capital Region	Rest of Canada
<ul style="list-style-type: none"> <li>• Climate change impact on society</li> <li>• Environmental protection</li> <li>• Canada should be an example</li> <li>• Future generations</li> <li>• Green urbanism</li> <li>• Better public transit</li> <li>• Preserving natural beauty</li> <li>• Important</li> </ul>	<ul style="list-style-type: none"> <li>• Climate change impact on society</li> <li>• Canada should be an example</li> <li>• Future generations</li> <li>• Environmental protection</li> <li>• Green urbanism</li> </ul>	<ul style="list-style-type: none"> <li>• Climate change impact on society</li> <li>• Environmental protection</li> <li>• Future generations</li> <li>• Canada should be an example</li> <li>• Green urbanism</li> <li>• Better public transit</li> <li>• Preserving natural beauty</li> <li>• Important</li> </ul>

**Globalization (20 comments) related to the following topics, in order of importance:**

Results	Canada's Capital Region	Rest of Canada
<ul style="list-style-type: none"> <li>• Canada as a leader</li> <li>• Showcase the city to the world</li> <li>• We are interconnected</li> <li>• Develop a strong identity</li> <li>• Affects other factors</li> <li>• Global partnerships</li> <li>• Impacts the Capital</li> </ul>	<ul style="list-style-type: none"> <li>• Showcase the city to the world</li> <li>• Canada as a leader</li> <li>• Affects other factors</li> <li>• We are interconnected</li> <li>• Global partnerships</li> <li>• Impacts the Capital</li> </ul>	<ul style="list-style-type: none"> <li>• We are interconnected</li> <li>• Develop a strong identity</li> <li>• Canada as a leader</li> <li>• Showcase the city to the world</li> </ul>

**New communications technologies (16 comments) related to the following topics, in order of importance:**

<b>Results</b>	<b>Canada's Capital Region</b>	<b>Rest of Canada</b>
<ul style="list-style-type: none"> <li>• Use them as tools to educate the public</li> <li>• Reach the rest of Canada and the world/Leader in new technology</li> <li>• Embrace them to be competitive and sustainable</li> <li>• Keep up</li> <li>• The Capital is behind the times</li> <li>• Build on them to stimulate the economy and vibrancy</li> </ul>	<ul style="list-style-type: none"> <li>• Showcase the city to the world</li> <li>• Canada as a leader</li> <li>• Affects other factors</li> <li>• We are interconnected</li> <li>• Global partnerships</li> <li>• Impacts the Capital</li> </ul>	<ul style="list-style-type: none"> <li>• Use them as tools to educate the public</li> <li>• Embrace them to be competitive and sustainable</li> <li>• The Capital is behind the times</li> <li>• Build on them to stimulate the economy and vibrancy</li> <li>• Reach the rest of Canada and the world/Leader in new technology</li> </ul>

#### Question 4

In order for Canada's Capital to be a great capital, which five of the following features would you like to see more of? :

<b>Results</b>	<b>Canada's Capital Region</b>	<b>Rest of Canada</b>
Parks, green spaces and recreation facilities (66%)	Transit / public transportation (65%)	Parks, green spaces and recreation facilities (66%)
Transit / public transportation (59%)	Parks, green spaces and recreation facilities (64%)	Gathering places and people places (53%)
Gathering places and people places (54%)	Gathering places and people places (56%)	Transit / public transportation (53%)
Museums / art galleries / heritage buildings (44%)	Museums / art galleries / heritage buildings (43%)	National celebrations and festivals (Canada Day, Remembrance Day, Winterlude, etc.) (47%)
National celebrations and festivals (Canada Day, Remembrance Day, Winterlude, etc.) (44%)	Cycling / skiing / walking facilities (43%)	Museums / art galleries / heritage buildings (46%)
Cycling / skiing / walking facilities (40%)	National celebrations and festivals (Canada Day, Remembrance Day, Winterlude, etc.) (41%)	Multiculturalism / reflection of the diversity of Canada's population / presence of Aboriginal peoples (41%)
Public art / illumination (39%)	Public art / illumination (39%)	Public art / illumination (39%)
Access to waterways (lakes, rivers, creeks) (37%)	Access to waterways (lakes, rivers, creeks) (36%)	Access to waterways (lakes, rivers, creeks) (38%)
Multiculturalism / reflection of the diversity of Canada's	Multiculturalism / reflection of the diversity of Canada's	Cycling / skiing / walking facilities (37%)

population / presence of Aboriginal peoples (35%)	population / presence of Aboriginal peoples (28%)	
Scenic views (24%)	Monuments and commemorations (23%)	Scenic views (27%)
Monuments and commemorations (23%)	Performing arts facilities (23%)	Monuments and commemorations (22%)
Performing arts facilities (20%)	Scenic views (22%)	Performing arts facilities (17%)
Other (12%)	Other (16%)	Other (9%)
Don't know / No answer (3%)	Don't know / No answer (2%)	Don't know / No answer (4%)

**Other features or additional comments (146) related to selected features:**

**An exciting and vibrant Capital (55)**

Entertainment venues/sports venues/franchises e.g. CFL/nightlife/people downtown (18)

Vibrant waterfront/bistros by the Rideau Canal/gathering places by the waterfront/cafés in parks (8)

Benches, water fountains and shady areas, tree-lined streets, more trees, cut the grass (5)

Botanical garden (4)

Venue for expression and dialogue/public square (3)

Aquarium (2)

Beaches and places to swim in the river (2)

Public art and exhibits (2)

National celebrations and festivals

Historic sites

Great shopping

Police

Marina

Support for smaller festivals

Recreational space

Central library

National Portrait Gallery

Fireworks and party for New Year's Eve on Parliament Hill

Sparks Street

**A beautiful Capital (28)**

Sustainable or signature/landmark/worldclass architecture (e.g. Victorian, gothic, Eiffel Tower) (15)

Bridges and infrastructure/maintenance (5)

High quality housing downtown (3)

Grand avenues

Train station downtown

Better traffic design of downtown Ottawa

Integrating commercial and greenspaces

Public space and transport in suburbs



**A representative Capital (30)**

Presence of native peoples (6)

Bilingualism (3)

Need less, not more (3)

Victoria Island centre (3)

Places for youth and disabled (2)

Promote Canadian values (2)

Multiculturalism

Rename region

No circuses or rodeos

Respect of private property

Free enterprise

Create a Capital federal district

Let the City manage things/NCC to participate in the city

Business incubators

Access to historical documents

Reduce funding

Represent the regions

**A sustainable Capital (28)**

Agriculture/local food/outdoor markets (6)

More density (6)

Green spaces (4)

Green infrastructure (2)

Public transportation (2)

Proper urban plan (2)

Bike lanes and pedestrian networks

LRT

More parking

More walkable city

South Marsh Highlands

High speed transit links to other cities

**Other responses (5)**

Does not apply (3)

All features important (2)

### Question 5

How essential are each of the following in building an inspiring national capital that is a source of Canadian pride?

5a. How essential is it to build the future by preserving the unique character of Canada's Capital, its past achievements and present opportunities?

		Local vs. Non-local		Total
		Capital Region	Other Canada	
How essential is it to build the future by preserving the unique character of Canada's Capital, its past achievements and present opportunities?	essential	70.5%	62.6%	66.4%
	somewhat essential	26.0%	33.3%	29.7%
	not at all essential	3.6%	4.1%	3.8%
	Total	100.0%	100.0%	100.0%

5b. How essential is it to recognize the contributions of the provinces, territories and Aboriginal peoples in the Capital of Canada?

		Local vs. Non-local		Total
		Capital Region	Other Canada	
How essential is it to recognize the contributions of the provinces, territories and Aboriginal peoples in the Capital of Canada?	essential	38.8%	57.6%	48.5%
	somewhat essential	46.1%	33.7%	39.7%
	not at all essential	15.1%	8.7%	11.8%
	Total	100.0%	100.0%	100.0%

5c .How essential is it to protect and enhance valued ecosystems (wildlife, habitats, wetlands)?

		Local vs. Non-local		Total
		Capital Region	Other Canada	
How essential is it to protect and enhance valued ecosystems (wildlife, habitats, wetlands)?	essential	63.1%	70.2%	66.7%
	somewhat essential	29.8%	26.1%	27.9%
	not at all essential	7.1%	3.7%	5.3%
	Total	100.0%	100.0%	100.0%

5d. How essential is it to create architecture and design excellence that befits the image of the Capital and contributes to a vibrant, stimulating urban environment?

		Local vs. Non-local		Total
		Capital Region	Other Canada	
How essential is it to create architecture and design excellence that befits the image of the Capital and contributes to a vibrant, stimulating urban environment?	essential	71.4%	57.0%	64.0%
	somewhat essential	22.1%	33.0%	27.7%
	not at all essential	6.5%	10.0%	8.3%
	Total	100.0%	100.0%	100.0%

5e. How essential is it to encourage the conservation of heritage properties and landscapes, as well as archaeological resources?

		Local vs. Non-local		Total
		Capital Region	Other Canada	
How essential is it to encourage the conservation of heritage properties and landscapes, as well as archaeological resources?	essential	62.4%	67.9%	65.2%
	somewhat essential	33.8%	29.8%	31.8%
	not at all essential	3.7%	2.3%	3.0%
	Total	100.0%	100.0%	100.0%

5g. How essential is it to build a viable and resilient capital by placing priority on pedestrians and cyclists and by promoting nature in everyday life?

		Local vs. Non-local		Total
		Capital Region	Other Canada	
How essential is it to build a viable and resilient capital by placing priority on pedestrians and cyclists and by promoting nature in everyday life?	essential	65.2%	64.8%	65.0%
	somewhat essential	27.4%	29.6%	28.5%
	not at all essential	7.4%	5.6%	6.5%
	Total	100.0%	100.0%	100.0%

## **Question 6**

6. Do you have any other comments?:

745 comments received.

### **Preliminary list of topics:**

Urban planning/transportation/architecture/shorelines  
NCC's Role/vision/call to action/livability for residents  
Vibrancy  
Consultation process  
Government/taxpayer money/economy  
Aboriginal



Sustainability  
Representation  
International/peacekeeping  
Thanks  
Botanical garden  
Bilingualism  
Heritage  
Youth  
Aquarium  
The Arts  
Homelessness/social  
Great as is  
Safety

Question 6 – Do you have any other comments?					
A vibrant capital	A capital for all Canadians	A window on the country and the world	A sustainable Capital	Working for Canadians	Working together
<ul style="list-style-type: none"> <li>• More people on the streets;</li> <li>• An exciting and vibrant urban atmosphere;</li> <li>• Government buildings are drab and architecturally uninspiring. Monuments and buildings should represent pride and Canadian identity;</li> <li>• New museums to display Canadian pride: polar/northern, portrait, technology, archives, provinces, and immigration museums suggested;</li> <li>• Appreciation for current museum offerings and that there are enough museums;</li> <li>• Create a magnificent city that showcases the beauty and vibrancy of the Capital to the rest of the world;</li> <li>• Create people places with seasonal cafés, restaurants, shopping, benches, fountains and interactive arts, that are accessible and fun for all Canadians, that focus on encouraging a vibrant downtown core, that utilize NCC lands, encourage exploration of outlying areas, and that are innovative, contemporary, and informal. Sparks Street, the Rideau Canal, the downtown and the muskoka chairs are mentioned;</li> <li>• There was an appreciation of current festivals, like Winterlude, as well as</li> </ul>	<ul style="list-style-type: none"> <li>• The Capital should reflect our unique history, multiculturalism and geography, building on Canadian architectural symbols, heritage buildings, views and green spaces;</li> <li>• Celebrate Canada’s history and achievements;</li> <li>• Restore, protect and enhance heritage buildings throughout the city;</li> <li>• Develop safeguards and decision-making frameworks to strengthen heritage conservation;</li> <li>• Restore the Parliament buildings and celebrate our heritage, including the monarchy;</li> <li>• Abolish the monarchy and change city street names to Canadian names;</li> <li>• Endorse an approach founded on strong placemaking for a national image and identity, combined with functionality;</li> <li>• The Capital should inspire and bring a sense of awe to visitors;</li> <li>• Attention should be given to urban aboriginals and poverty on reserves;</li> <li>• Look to First Nations in developing a vision for the Capital to become a vibrant international city, a community, a Capital and a city of strong values that</li> </ul>	<ul style="list-style-type: none"> <li>• Canada is on the cusp of international greatness and the Capital should reflect that;</li> <li>• Develop a brand that works and market it. Leverage partnerships with tourism entities and make the Capital accessible to the rest of the world;</li> <li>• Embrace being Canadian and show the rest of the world;</li> <li>• Make Ottawa-Gatineau the peace-building region of the world, highlight Canada’s role in past wars and peacekeeping;</li> <li>• Highlight Canada’s polar heritage;</li> <li>• Our Capital is the image of the nation we show to the world and should reflect our diversity;</li> <li>• The Capital should be a model used worldwide by leveraging best practices on the global stage and using our homegrown ideas;</li> <li>• The Capital should be funded and developed as a world capital, and showcase the best of Canadian innovation, planning, culture, and design;</li> <li>• That the Capital be a global centre for dialogue and international peace.</li> </ul>	<ul style="list-style-type: none"> <li>• Make the Greenbelt more accessible and multifunctional;</li> <li>• Keep Gatineau Park accessible and stop development within the Park, such as the recent highway construction;</li> <li>• Preserve natural habitats and green spaces in the Capital;</li> <li>• That Ottawa-Gatineau be a model and a beacon of sustainable development by becoming the most environmentally sustainable region in the world, with innovative green buildings, green energy, compact development, and public transportation infrastructure;</li> <li>• Value the role of forests and wildlife, while limiting human interference, and maintain green corridors;</li> <li>• Focus on sustainable agriculture in the Capital that enhances food security, promotes local production and involves the community;</li> <li>• Review the role of agriculture by limiting cash crops, such as corn production, and eliminating the Experimental Farm;</li> <li>• Ensure that the government plays a lead role in promoting sustainable development by reducing waste and educating the public;</li> <li>• The NCC has a key role to play in the sustainable</li> </ul>	<ul style="list-style-type: none"> <li>• Re-centralize federal institutions;</li> <li>• Too much money is being spent on the PFCC initiative;</li> <li>• NCC should review its spending and control how taxpayer dollars are spent and eliminate wasteful initiatives;</li> <li>• The NCC’s funds should focus on aspects of national importance in the Capital, as all cities must contend equally with their challenges;</li> <li>• Foster job creation in the region and help small businesses and private industry;</li> <li>• Scale-back government land-management and development;</li> <li>• Make federal employment opportunities more accessible;</li> <li>• More common sense decisions should be made on projects that benefit all Canadians;</li> <li>• Money spent in the Capital region should be redistributed to the provinces;</li> <li>• Government employees should work more efficiently;</li> <li>• The Conservative Party should have communicated this initiative to its membership;</li> <li>• Too much money is being spent on an already well-appointed Capital, which is an unfair burden and an insult to taxpayers;</li> <li>• The government should make efforts to promote democracy</li> </ul>	<ul style="list-style-type: none"> <li>• Open up federal buildings, so that tourists can visit them;</li> <li>• The future of federal campuses will require coordination with PWGSC. They could be developed as a mix of living space and workspace;</li> <li>• Shake-off the image of a strictly government town;</li> <li>• Represent the role of government in the Capital and describe the creation of Canada throughout the Capital Pathway network;</li> <li>• The rest of the country needs to find out what goes on in the Capital, by building awareness on government and national institutions;</li> <li>• The government should provide models of excellence for its new offices, by designing sustainable buildings that are also open to private tenants and enhance the work experience of civil servants;</li> <li>• The federal government should promote densification by not allowing federal employment node to move to outlying areas (such as the RCMP buildings in Nepean and the purchase of the Nortel campus). It should develop land holding in the centre, such as Tunney’s pasture and Lebreton Flats.</li> </ul>

<ul style="list-style-type: none"> <li>• The Capital needs to maintain a quality urban living experience for residents and reflect their values;</li> <li>• Cross-country skiing fees should be lowered;</li> <li>• Change City bylaws to allow for more music concerts and live entertainment in the ByWard market;</li> <li>• Add venues to attract tourists, either a zoo, aquarium, game park, amusement park or botanical garden;</li> <li>• Promote all aspects of culture and the arts, be it public art, performing arts institutions, gastronomy, monuments, and illumination;</li> <li>• Create open and accessible spaces for artists and the public to exchange and experience the arts;</li> <li>• Maintain funding for cultural institutions like the National Arts Centre (NAC) and the Canada Council for the Arts, and build on partnerships with the National Gallery of Canada to showcase art in the Capital;</li> <li>• Make the Capital a safe place where everyone can walk without fear. Install additional street lamps in the shadier areas;</li> <li>• Create a place for informal gatherings and protests;</li> <li>• Make protesters pay for access to parks, just as event organizers must pay;</li> </ul>	<ul style="list-style-type: none"> <li>• Promote aboriginal heritage and support partnerships with First Nation, Inuit and Métis populations;</li> <li>• Promote indigenous history, culture and landmarks through exhibits, representation at national festivals, places for expression and gathering, commemorations, gardens, and educational initiatives;</li> <li>• Further integrate aboriginal communities in future planning;</li> <li>• Recognize Victoria Island as Asinabka Island, as well as the Algonquin territory;</li> <li>• Create a healing and/or peace centre on Victoria Island;</li> <li>• The Capital should be truly bilingual, promote the importance of bilingualism, the shared history of French-speaking and English-speaking Canadians, and embrace the French presence in the region as a positive asset;</li> <li>• The Capital should be a place that everyone can relate to;</li> <li>• Represent all of the languages and cultures that now make up Canada;</li> <li>• Promote exchanges between all Canadians, from one ocean to the other, create interactive spaces that connect with other cities;</li> <li>• Represent all of the provinces in the Capital;</li> <li>• Let young people, and their diverse backgrounds, be represented in the capital;</li> </ul>		<ul style="list-style-type: none"> <li>• Canadians should have regular contact with nature in order to learn to respect it;</li> <li>• Certain natural ecosystems should be preserved, namely, the Greenbelt, South March Highlands, Carp Hills and the Deschênes Rapids;</li> <li>• Have compost and recycling stations at all public transit stops;</li> <li>• The NCC should work with its farm tenants to protect, maintain and enhance properties and open them to the public;</li> <li>• Scenic views in the winter (Rideau Canal) and summer (Parliament Hill, Gatineau Park) should be preserved, while scenic drives/promenades should not be used by commuters;</li> <li>• The height restriction on buildings in the core should be removed in order to create a memorable city skyline;</li> <li>• Create more density in the urban core and limit suburban sprawl;</li> <li>• Ensure the city is less car-reliant by better integrating cycling and public transportation infrastructure;</li> <li>• Increased density must be linked to increased land preservation;</li> <li>• Set the bar for the rest of the</li> </ul>	<ul style="list-style-type: none"> <li>• The NCC should experiment more, take risks and not be afraid to fail. It should think big;</li> <li>• A federal district should be created in the Capital region;</li> <li>• The NCC should not have any jurisdiction in Quebec;</li> <li>• The NCC should dream of greatness and not settle for second best;</li> <li>• NIMBY's should be ignored;</li> <li>• Approach challenges with pragmatism and understand that not everyone can be pleased;</li> <li>• More action, less studies;</li> <li>• The NCC should keep up the good work. It has a visible and positive presence;</li> <li>• The Choosing our Future initiative should be aligned with the Horizon 2067 plan;</li> <li>• The NCC should work with the community as partners for joint decision-making;</li> <li>• Only local residents should have a say in how the future of the Capital is mapped out;</li> <li>• Create a stronger identity for the Capital by instilling a more community feel among residents;</li> <li>• The plan should meet the needs of local residents first;</li> <li>• The NCC often stifles local initiatives, is unelected and unaccountable to citizens;</li> <li>• Decision-making should not be influenced by current political pressures, on the federal or municipal level, and should be made for the long-term;</li> </ul>	
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<ul style="list-style-type: none"> <li>• Demonstrate our social conscience as a nation by taking care of the poor, the homeless, and addicts. Some suggested that the Capital region remove them from the downtown core, while others suggested we deal with the main issues leading people to the streets.</li> <li>• Clean the streets of litter and add more garbage cans, while enforcing municipal bylaws;</li> <li>• Revitalize the downtown core, by providing greater access to the ByWard Market;</li> <li>• The area around Victoria Island should be developed as a dense urban development similar to Vancouver's Granville Island or Toronto's Distillery District. However, some respondents indicated that this area should be naturalized;</li> <li>• Buildings and monuments should be illuminated at night, so that the Capital is a city worth exploring on foot, at night;</li> <li>• LeBreton Flats should be redeveloped as a people place with parks, gardens, fountains, squares, and museums;</li> <li>• Plan an urban infrastructure that lets more organically developed places pop up in the city;</li> <li>• Revitalize Sparks Street, Bank Street and Rideau Street;</li> <li>• Encourage greater use of the Rideau Canal for "fun" businesses;</li> <li>• Remove westbound lanes of</li> </ul>	<ul style="list-style-type: none"> <li>• Residents should welcome tourists and demonstrate what is it to be Canadian;</li> <li>• The Capital needs to be a place that celebrates what Canada is about, its achievements, and the heart of government;</li> <li>• There should be a greater focus on the political development of Canada by creating a specific narrative for the Capital;</li> <li>• The changing face of Canada was mentioned, as well as anxiety related to immigration;</li> <li>• Mosaika is an exceptional event that promotes and brands Canadian culture;</li> <li>• It should make Canadians feel proud and impress foreign visitors;</li> <li>• It should be easier for all Canadians to visit the Capital;</li> <li>• Some feel that the Capital does not reflect the diversity of the country;</li> <li>• Youth should be engaged in providing their views on the Capital;</li> <li>• The Capital should be accessible for everyone, from youth to the elderly (take the 8-80 rule into consideration);</li> <li>• Include those that will not be able to physically visit the Capital in the Plan;</li> <li>• Conserve the waterfront heritage;</li> </ul>		<ul style="list-style-type: none"> <li>• Quick and easy access to green spaces around the Capital;</li> <li>• Create more pedestrian-only zones and shift the transportation balance in favor of pedestrians;</li> <li>• Create a more efficient multi-modal transit system;</li> <li>• Foster affordable-housing initiatives;</li> <li>• Improve greenspaces and parks along the rivers and parkways;</li> <li>• Clean the rivers and stop dumping sewage;</li> <li>• Better quality architecture, taller buildings, durable materials, renewable energy and green technology;</li> <li>• Build world-class iconic structures through design competitions that will set the Capital on the world stage, alongside Madrid, Tokyo, Paris;</li> <li>• Stop the greenspace fixation;</li> <li>• The capital should be a showcase for the best Canadian talents in architecture;</li> <li>• Poor esthetics often let the Capital down;</li> <li>• More cool neo-gothic buildings like the Parliament buildings;</li> <li>• Invest in the infrastructure needed for the region to grow sustainably;</li> <li>• Integrate the two public transit</li> </ul>	<ul style="list-style-type: none"> <li>• The 50 year plan should include a short-term action plan over 5, 10 and 15 years and should include smaller, easy to implement initiatives in order to demonstrate results;</li> <li>• All levels of government should work together to develop the region coherently with a common vision and the NCC should play a major coordinating role;</li> <li>• The NCC should concentrate on planning a Capital, rather than green spaces;</li> <li>• An independent board should be created in order to implement the Horizon 2067 plan. The Plan should be a "guide", not a "god" in developing a united vision;</li> <li>• Learn from mistakes in the past;</li> <li>• Begin by simply creating a great Capital that is a great place to live and engages communities to participate in its development. A great city for residents will also be a great city for visitors;</li> <li>• Take charge and shape a strong vision of what the capital should look like and how it should function. Focus on what makes the capital unique;</li> <li>• Make a bold move to create a global city, with visionary ideas and shared leadership. Think outside the box, follow ideas from renowned planners and build a city of the future;</li> <li>• The NCC should let the cities manage themselves and not</li> </ul>	
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<ul style="list-style-type: none"><li>• Install washrooms along the Rideau Canal;</li><li>• Move the NHL facilities to a more central venue;</li><li>• Develop Landsdowne;</li><li>• Encourage community initiatives like guerilla gardening or bicycle art;</li><li>• Create a summer boat area for children;</li><li>• Create walkable communities with businesses, offices, boutiques and institutions;</li><li>• Repair trails in Gatineau Park;</li><li>• Create a street with sprinklers that could spray every few hours or at the push of a button;</li><li>• Make greater use of the shorelines. Build a marina, add cafés, restaurants, innovative public spaces. Restore industrial areas with a blend of commercial and public access;</li><li>• Waterfronts should be a target for expansion and development, while maintaining natural spaces and views;</li><li>• Have reasons to stop along the rivers, as a destination, with pavilions for concerts and coffee shops;</li><li>• Develop a dense mix of residential and commercial buildings along the parkways;</li></ul>			<ul style="list-style-type: none"><li>• Have tramways go from LeBreton Flats to museums, Sparks Street and other venues;</li><li>• Complete the LRT;</li><li>• Have gondolas or water-taxis on the Rideau Canal;</li><li>• Keep pedestrians and cyclists apart;</li><li>• Limit car use in Gatineau Park;</li><li>• Use traffic calming measures along the parkways;</li><li>• Improve access for cars through enhanced parking and improved commuter corridors and highways;</li><li>• Improve access to the region through better national and international connection points;</li><li>• Expand the BIXI network;</li><li>• Do not build another bridge over the Ottawa River;</li><li>• The NCC should take a more active role in shaping transportation in the city;</li><li>• Increase RV travel opportunities and services in the Capital.</li></ul>	<ul style="list-style-type: none"><li>• Municipal limitations and conservative investments have led to lackluster architecture and planning;</li><li>• The NCC should demonstrate good leadership by listening and responding creatively to input;</li><li>• A wish list is not a plan. A plan tells you how to get to the desired ends;</li><li>• Don't be afraid to let the Capital grow;</li></ul>	
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**Other comments:**

- Comments related to the consultation process either supported the initiative or found that it was unnecessary;
- Comments relating to the questionnaire were either positive or highlighted an aspect that should have received more attention (e.g. sustainability, local residents, planning process, next steps)
- Some felt that there were not enough advertisements or that the consultation was being rushed;
- Others felt that this was a great opportunity for Canadians to engage in participatory democracy;
- Some expressed hope that the government would incorporate their ideas and take them seriously;
- Many hoped that opportunities for input would continue as the Plan was developed;
- Many respondents expressed their attachment to the Capital and that it made them proud to contribute to this initiative for future generations;
- Many would like to visit the Capital of Canada



## Perception of Canada's Capital Among Canadians

October 6<sup>th</sup>, 2011

# Marketing Intelligence



- Leger Marketing is the leading Canadian-owned market research and polling firm with more than 600 professionals working from its Canadian and American offices.
- Leger Marketing is the North American partner of WIN - the Worldwide Independent Network (WIN) of Market Research - the largest independent global network of market research.



Worldwide  
Independent Network  
Of Market Research





## RESEARCH METHODS



## RESEARCH METHODS

4

This poll was conducted online in all regions of Canada with a representative sample of **2,345 Canadians**, between **September 20<sup>th</sup>** and **October 3<sup>th</sup>, 2011**.

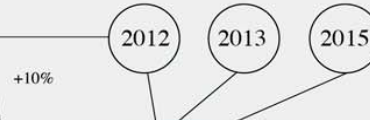
Final data was weighted by age, gender, language, level of education, regions and household composition (with or without children under the age of 18) in order to obtain a representative sample of the Canada population.

A probabilistic sample of 2,345 respondents would yield a **margin of error of 2%, 19 times out of 20**.

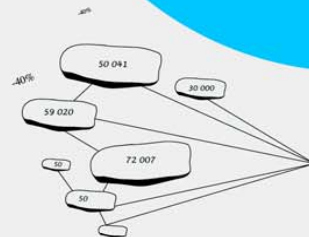
Survey respondents were selected randomly from the LegerWeb Internet panel, which has over 350,000 Canadian households. A stratification process was applied to invitation lists to ensure optimal representation of respondents. The panelists were recruited randomly from Leger Marketing telephone surveys. Several quality control measures ensure the representativeness and accuracy of Leger Marketing's surveys with its panel members.

In the tables, the numbers in bold **red** indicate a significantly higher proportion than that of other groups. Numbers in bold **blue** indicate a significantly lower proportion than that of other groups.

2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%



## DETAILED ANALYSIS OF RESULTS





## DETAILED ANALYSIS OF RESULTS

6

### A SAY IN THE FUTURE PLANS OF CANADA'S CAPITAL

Three quarters of the Canadian population (75%) think that they should have a say in the future plans of Canada's Capital.

Question 4A – Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

I should have a say in the future plans of Canada's Capital	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
<b>TOTAL AGREE</b>	<b>75%</b>	72%	<b>67%</b>	<b>79%</b>	75%	76%	74%
<b>Strongly agree</b>	<b>25%</b>	26%	<b>16%</b>	<b>30%</b>	23%	22%	27%
<b>Somewhat agree</b>	<b>50%</b>	46%	51%	49%	52%	55%	47%
<b>TOTAL DISAGREE</b>	<b>15%</b>	15%	<b>20%</b>	<b>13%</b>	17%	17%	16%
<b>Somewhat disagree</b>	<b>13%</b>	13%	<b>16%</b>	<b>11%</b>	15%	14%	15%
<b>Strongly disagree</b>	<b>2%</b>	2%	<b>4%</b>	2%	1%	3%	1%
<b>Don't know</b>	<b>9%</b>	12%	<b>11%</b>	7%	5%	6%	9%
<b>Refusal</b>	<b>1%</b>	1%	2%	1%	<b>3%</b>	0%	1%





## DETAILED ANALYSIS OF RESULTS

7

### INTEREST IN RECEIVING INFORMATION ABOUT ACTIVITIES AND INITIATIVES DESIGNED TO SHAPE THE FUTURE PLANS OF CANADA'S CAPITAL

Six Canadians out of ten (62%) say they are interested in receiving information about activities and initiatives designed to shape the future plans of Canada's Capital.

*Question 4B – Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:*

I am interested in receiving information about activities and initiatives designed to shape the future plans of Canada's Capital	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
<b>TOTAL AGREE</b>	<b>62%</b>	67%	<b>52%</b>	<b>68%</b>	56%	62%	65%
<b>Strongly agree</b>	<b>18%</b>	22%	<b>10%</b>	<b>23%</b>	19%	13%	18%
<b>Somewhat agree</b>	<b>44%</b>	44%	42%	45%	<b>38%</b>	48%	47%
<b>TOTAL DISAGREE</b>	<b>28%</b>	22%	<b>35%</b>	<b>25%</b>	33%	30%	27%
<b>Somewhat disagree</b>	<b>20%</b>	<b>13%</b>	<b>25%</b>	<b>18%</b>	22%	21%	21%
<b>Strongly disagree</b>	<b>8%</b>	8%	10%	7%	10%	9%	7%
<b>Don't know</b>	<b>8%</b>	8%	<b>11%</b>	<b>6%</b>	8%	8%	6%
<b>Refusal</b>	<b>2%</b>	3%	2%	1%	3%	0%	2%



## DETAILED ANALYSIS OF RESULTS

8

### CANADA'S CAPITAL AS TAKING THE LEAD IN CELEBRATING THE 150TH ANNIVERSARY OF CONFEDERATION IN 2017

Eight Canadians out of ten (79%) agree that Canada's Capital should take the lead in celebrating the 150th Anniversary of Confederation in 2017.

Question 4C – Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

Canada's Capital should take the lead in celebrating the 150th Anniversary of Confederation in 2017	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
<b>TOTAL AGREE</b>	<b>79%</b>	80%	<b>66%</b>	<b>84%</b>	82%	82%	79%
Strongly agree	40%	44%	<b>23%</b>	<b>51%</b>	36%	40%	37%
Somewhat agree	39%	36%	<b>43%</b>	<b>33%</b>	<b>46%</b>	42%	41%
<b>TOTAL DISAGREE</b>	<b>10%</b>	12%	<b>13%</b>	<b>7%</b>	8%	10%	9%
Somewhat disagree	7%	6%	<b>10%</b>	<b>5%</b>	5%	8%	8%
Strongly disagree	2%	<b>5%</b>	3%	2%	2%	2%	1%
Don't know	11%	7%	<b>19%</b>	<b>8%</b>	8%	7%	10%
Refusal	1%	1%	2%	1%	<b>3%</b>	1%	1%



## DETAILED ANALYSIS OF RESULTS

9

### SELF-PERCEPTION AS CITIZEN OF CANADA

The vast majority of Canadians (92%) see themselves as citizens of Canada.

Question 4J – Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

I see myself as citizen of Canada	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
<b>TOTAL AGREE</b>	<b>92%</b>	93%	<b>82%</b>	<b>95%</b>	<b>99%</b>	<b>96%</b>	<b>95%</b>
Strongly agree	72%	76%	<b>44%</b>	<b>81%</b>	<b>89%</b>	76%	<b>79%</b>
Somewhat agree	20%	17%	<b>38%</b>	<b>14%</b>	<b>10%</b>	20%	<b>15%</b>
<b>TOTAL DISAGREE</b>	<b>6%</b>	4%	<b>16%</b>	<b>2%</b>	<b>0%</b>	3%	<b>3%</b>
Somewhat disagree	4%	3%	<b>9%</b>	<b>2%</b>	<b>0%</b>	3%	2%
Strongly disagree	2%	1%	<b>7%</b>	<b>0%</b>	<b>0%</b>	1%	<b>0%</b>
Don't know	2%	2%	1%	<b>2%</b>	<b>0%</b>	0%	1%
Refusal	1%	1%	1%	0%	1%	0%	<b>1%</b>



## DETAILED ANALYSIS OF RESULTS

10

### PRIDE IN CANADIAN HISTORY

Eight Canadians  
out of ten (81%)  
take great pride in  
Canadian history.

Question 4R – Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

I take great pride in Canadian history	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
<b>TOTAL AGREE</b>	<b>81%</b>	84%	<b>68%</b>	<b>85%</b>	86%	<b>88%</b>	83%
<b>Strongly agree</b>	<b>33%</b>	39%	<b>16%</b>	<b>41%</b>	36%	37%	32%
<b>Somewhat agree</b>	<b>48%</b>	45%	52%	<b>45%</b>	50%	52%	50%
<b>TOTAL DISAGREE</b>	<b>13%</b>	10%	<b>21%</b>	<b>10%</b>	9%	<b>7%</b>	13%
<b>Somewhat disagree</b>	<b>10%</b>	8%	<b>16%</b>	<b>6%</b>	9%	7%	11%
<b>Strongly disagree</b>	<b>3%</b>	2%	<b>5%</b>	3%	<b>1%</b>	<b>0%</b>	2%
<b>Don't know</b>	<b>5%</b>	5%	<b>9%</b>	4%	3%	4%	3%
<b>Refusal</b>	<b>1%</b>	1%	<b>2%</b>	<b>1%</b>	2%	0%	1%





## DETAILED ANALYSIS OF RESULTS

11

### CANADA'S IMAGE

The vast majority of the Canadian population (90%) have a positive image of Canada.

Question 7R – Would you rate your overall perception of the following as very positive, somewhat positive, somewhat negative or very negative?

Canada	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
<b>TOTAL POSITIVE</b>	<b>90%</b>	87%	<b>81%</b>	<b>94%</b>	92%	93%	92%
<b>Very positive</b>	<b>55%</b>	63%	<b>31%</b>	<b>64%</b>	<b>64%</b>	59%	<b>63%</b>
<b>Somewhat positive</b>	<b>35%</b>	<b>25%</b>	<b>50%</b>	<b>30%</b>	<b>28%</b>	34%	<b>30%</b>
<b>TOTAL NEGATIVE</b>	<b>5%</b>	4%	<b>13%</b>	<b>2%</b>	3%	3%	<b>2%</b>
<b>Somewhat negative</b>	<b>4%</b>	4%	<b>11%</b>	<b>2%</b>	3%	<b>1%</b>	<b>2%</b>
<b>Very negative</b>	<b>1%</b>	0%	<b>2%</b>	1%	0%	2%	0%
<b>Don't know</b>	<b>4%</b>	6%	4%	3%	3%	4%	5%
<b>Refusal</b>	<b>1%</b>	<b>3%</b>	<b>2%</b>	1%	2%	0%	1%



## DETAILED ANALYSIS OF RESULTS

12

### OTTAWA'S IMAGE

Eight Canadians  
out of ten (82%)  
have a positive  
image of Canada's  
Capital.

Question 7AA – Would you rate your overall perception of the following as very positive, somewhat positive, somewhat negative or very negative?

Ottawa	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
<b>TOTAL POSITIVE</b>	<b>82%</b>	77%	77%	87%	82%	79%	79%
<b>Very positive</b>	<b>35%</b>	45%	29%	41%	35%	28%	33%
<b>Somewhat positive</b>	<b>46%</b>	32%	48%	46%	47%	51%	45%
<b>TOTAL NEGATIVE</b>	<b>9%</b>	6%	11%	7%	9%	11%	10%
<b>Somewhat negative</b>	<b>7%</b>	4%	9%	6%	7%	10%	8%
<b>Very negative</b>	<b>2%</b>	1%	2%	1%	2%	1%	2%
<b>Don't know</b>	<b>8%</b>	15%	9%	5%	7%	10%	11%
<b>Refusal</b>	<b>1%</b>	3%	2%	1%	2%	0%	1%



## DETAILED ANALYSIS OF RESULTS

Canadians  
rate their  
capital  
more  
positively  
than other  
int'l leading  
capitals

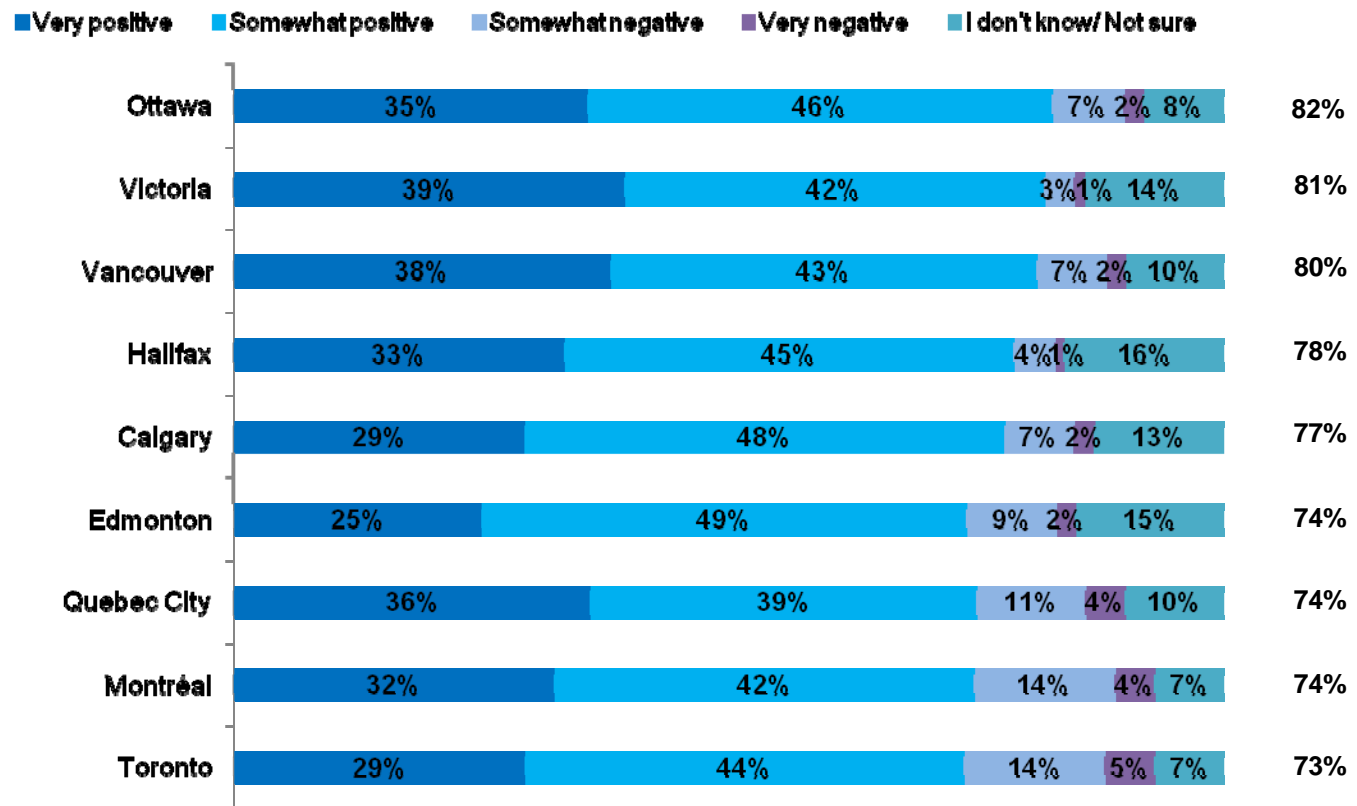
	Would you rate your overall perception of the following as very positive, somewhat positive, somewhat negative or very negative? (Respondents in Canada, United States, United Kingdom and France)				
	very positive	somewhat positive	somewhat negative	very negative	RR/Don't Know
Canada's Capital (Ottawa-Gatineau)	35	47	8	2	8
Washington, DC	29	47	18	6	-
Paris, France	17	63	18	3	-
London, England	27	55	14	4	-



## DETAILED ANALYSIS OF RESULTS

### CANADIAN CITIES' IMAGE AMONG CANADIANS

Total Positive



Question 7S-7AA – Would you rate your overall perception of the following as very positive, somewhat positive, somewhat negative or very negative?

(n=2,345)



## DETAILED ANALYSIS OF RESULTS

### “Very positive” perception of Canada and selected cities – total and by province

Over one in three (35%) Canadians have a very positive image of Canada’s Capital.

It is especially high in the Maritimes (45%) and within Ontario (41%).

		“Very positive” perception of Canada and selected cities - total and by province					
B1	Total	Maritimes	QC	ON	MB/SK	AB	BC
Canada	55%	63%	31%	64%	64%	59%	63%
Montreal	32%	40%	33%	32%	27%	26%	31%
Toronto	29%	35%	21%	37%	25%	21%	23%
Vancouver	38%	43%	30%	37%	40%	36%	52%
Calgary	29%	37%	18%	30%	33%	44%	29%
Halifax	33%	48%	20%	37%	38%	33%	33%
Victoria	39%	46%	24%	40%	46%	47%	52%
Quebec City	36%	37%	51%	33%	24%	23%	30%
Edmonton	25%	30%	17%	26%	30%	30%	26%
Canada’s Capital (Ottawa & Gatineau)	35%	45%	29%	41%	35%	28%	33%





## DETAILED ANALYSIS OF RESULTS

16

### PLACE THAT BEST SYMBOLIZES CANADA

Question 9 – Other than your own city or town, what one place would you say best symbolizes Canada?

Canada's Capital is the city that best symbolizes Canada for 13% of Canadians, followed by Toronto (10%), Vancouver (7%) and Montreal (5%).

	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
Ottawa	13%	14%	15%	14%	11%	12%	9%
Toronto	10%	13%	8%	15%	8%	5%	6%
Vancouver	7%	1%	7%	6%	6%	12%	9%
Montréal	5%	4%	7%	4%	1%	3%	5%
Calgary	2%	1%	1%	1%	2%	5%	3%
Halifax	2%	2%	1%	2%	1%	2%	1%
Québec City	2%	1%	5%	2%	0%	0%	3%
Québec	2%	0%	10%	0%	0%	0%	0%
Rocky Mountains	2%	0%	2%	1%	2%	4%	2%
Victoria	2%	1%	0%	1%	3%	2%	5%
Other	18%	23%	12%	18%	20%	15%	20%
Don't know	28%	31%	25%	28%	36%	30%	29%
Refusal	8%	8%	7%	8%	7%	11%	9%



## DETAILED ANALYSIS OF RESULTS

17

### CANADA'S CAPITAL MOST IMPORTANT QUALITIES

Reflecting the entire country is perceived as the most important quality for Canada's Capital

*Question 11 – How important do you think it would be for Canada's Capital to reflect each of these qualities? Please rank the following list in order of importance, where 1 is the most important and 8 is the least important.*

**Score given are ranking average, where the lowest score means the most important**

	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
Reflects the entire country	3,4	3,7	3,6	3,5	2,7	3,4	3
A source of pride	3,7	3,5	4,2	3,5	3,6	3,5	3,6
Historically relevant	4,1	4,3	4,2	4,1	3,9	4,3	4,1
Culturally rich	4,3	4,3	4,2	4,2	4,6	4,1	4,4
Inspiring	4,6	5,1	4,7	4,7	4,5	4,4	4,5
Environmentally friendly/ green	4,9	4,7	4,5	5	5,3	5,1	4,9
Multicultural	5,1	5,1	5	5	5,3	5,2	5,3
Relevant to me (reflects my personality)	5,9	5,4	5,6	6	6	5,9	6,2



## DETAILED ANALYSIS OF RESULTS

18

### CANADA'S CAPITAL MOST IMPORTANT ROLES

*Question 12 – Ottawa, as Canada's Capital, plays many important roles. To establish a sense of priorities, please choose the two roles that you find most important.*

Representing  
Canada to the  
world is the most  
important role that  
Canada's Capital  
plays

	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
Representing Canada to the World	65%	61%	56%	67%	68%	69%	72%
Representing Canada to Canadians	47%	51%	53%	43%	50%	50%	45%
Preserving and protecting valued natural spaces	24%	20%	33%	20%	22%	24%	24%
Commemorating Canadians and events of national significance	24%	20%	21%	26%	25%	22%	26%
Celebrating Canadian achievements	19%	19%	14%	24%	18%	19%	15%
Don't know	5%	5%	5%	5%	3%	5%	4%
Refusal	2%	4%	2%	2%	3%	0%	2%



## DETAILED ANALYSIS OF RESULTS

19

### FEATURES THAT CANADIANS WOULD YOU LIKE TO SEE MORE OF IN CANADA'S CAPITAL

*Question 13 – In order to be a great Capital, which five of the following features would you like to see more of in Canada's capital?*

In order to be a great Capital, 56% of Canadians would like to see more national celebrations and festivals in Canada's Capital.

	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
National Celebrations and Festivals	56%	52%	57%	59%	52%	53%	54%
Museums/Art Galleries/Heritage Buildings	50%	48%	52%	50%	49%	48%	54%
Parks, Green Spaces and Recreation Facilities	47%	50%	56%	46%	43%	41%	43%
Gathering Places and People Places	42%	49%	39%	42%	40%	41%	45%
Monuments and Commemorations	35%	30%	37%	35%	35%	35%	32%
Multiculturalism/reflect diversity of population	32%	37%	37%	28%	36%	28%	35%
Transit/public transportation	26%	20%	24%	31%	21%	21%	26%
Scenic views	26%	18%	27%	29%	24%	25%	21%
Access to waterways	24%	22%	31%	23%	21%	21%	19%
Public Art/Illumination	20%	20%	24%	18%	11%	26%	19%
Performing Arts Facilities	18%	24%	9%	21%	16%	20%	18%
Cycling/Skiing/Walking Facilities	17%	19%	19%	17%	18%	13%	15%
Other-please specify	2%	4%	1%	2%	4%	3%	3%
None	3%	4%	2%	2%	5%	5%	3%
I don't know	9%	10%	6%	9%	13%	12%	13%



## DETAILED ANALYSIS OF RESULTS

20

### LAST TIME CANADIANS VISITED CANADA'S CAPITAL

Question 14 – When was the last time that you yourself visited Canada's Capital?

Three quarters of the Canadian population (74%) have visited Canada's Capital in the past.

	Total (n=2,345)	Atlan. (n=157)	Quebec (n=584)	Ont. (n=722)	MB/SK (n=228)	Alberta (n=211)	BC (n=443)
Within the past 2 years	24%	17%	31%	33%	7%	11%	7%
Between 2 and 5 years ago	15%	18%	16%	18%	13%	9%	9%
Between 5 and 10 years ago	12%	16%	13%	13%	12%	11%	10%
Between 10 and 15 years ago	8%	7%	8%	8%	5%	9%	8%
Between 15 and 20 years ago	4%	5%	4%	4%	5%	5%	3%
More than 20 years ago	9%	8%	4%	10%	13%	7%	12%
Have visited, but do not remember how long ago	3%	3%	4%	1%	3%	2%	4%
Never have visited Canada's Capital	25%	24%	20%	13%	38%	44%	47%
Don't know	1%	2%	1%	1%	4%	1%	1%



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## Appendix 16: Quotes from Eminent Canadians

Some 30 great Canadians from various backgrounds shared their vision for the capital of their country in the January/February 2012 issue of *Canadian Geographic*.

### Challenge 1 – A Capital for All Canadians

*John Furlong, CEO of the Vancouver Organizing Committee for the 2010 winter Olympics.*

When we were working on the Olympic Games, we had decided to be about the country. We spent seven years trying to populate that notion, so we had to be everywhere. We had to touch every community, go down every street, be everywhere. You can't do that from thousands of miles away. The capital city needs to be connected, be relevant in other parts of the country, talk to the country and find ways to become that place that you feel is yours.

*Jeff Boyd, RBC Royal Bank Regional President, Ontario North and East.*

As we travel toward the bicentennial of confederation, the evolution of our nation's Capital as a medium for public discourse, and as a celebration of our diversity becomes evermore important. Each and every Canadian should see themselves reflected in the fabric of the Capital and as our nation continues to grow and change, so should the city. In a country as diverse as ours, it is essential that we have one point of reference where Canadians can feel at home while having the ability to learn about the many diverse parts that constitute our country.

*Shawn A-In-Chut Atleo, National Chief, Assembly of First Nations*

Whether it be through art, exhibition or cultural meeting places like Victoria Island or the Museum of Civilization, my ideal capital city would reflect a shared history between indigenous peoples and all Canadians, and would affirm the unique, sacred and influential role of indigenous peoples historically, in the present and into the future.

*Hayley Wickenheiser, Hockey player, four-time Olympic medalist, Order of Canada*

I think [the Capital should be] open about being Canadian – the fact that you can come here and it doesn't matter your colour, your shape, your size.

*George Elliott Clarke, Poet, playwright, literary critic, Order of Canada, Order of Nova Scotia*

What is to be done? 1) Construct a Pavilion of the People, full of mosaics, mirrors, and totems, with 13 Great Halls representing the provinces and territories, celebrating our multicultural, bilingual, and Aboriginal fact. 2) Restore train service (electric this time) to downtown Ottawa-Gatineau.

*M.G. Vassanji, Author, writer and professor*

Two sorts of national capitals come to mind: the great ones and the modest ones. The great ones—London, Paris, Delhi, Cairo—are centres of culture and commerce, they possess inspiring architecture and are steeped in history. The modest ones are modern and

functional. Nobody but the bull-headed patriot would doubt that Ottawa falls into the second category. Nothing wrong with that. An ambitious Canadian capital would I think look to the future rather than the past. It would need infusions of money and unfettered ambition. Canadians think modestly. Think of recent architectural projects in Toronto: they are good, but they are not the Getty. I would say a grand capital project could succeed in Alberta, where one senses greater ambition and vitality. But then geography might kill the idea. Perhaps we're better off staying modest in Ottawa.

## Challenge 2 – A Vibrant Capital

*Raymond Moriyama, Architect and planner*

During the three decades I spent designing in Ottawa (the Ottawa City Hall, the Canadian War Museum and participating in the Aga Khan's Delegation Building and university buildings), I often envisioned a Capital more elegant yet stimulatingly unique by year 2050.

Our much-admired Parliamentary Precinct is the anchor. Every inch of surrounding Ceremonial Routes, now undistinguished, will be designed with consistent, specially designed Ceremonial light standards, pavement patterns, indigenous planting, plenty of comfortable seating, shelters and lines of art pieces, large and small, that clearly represent and speak to our Canadian citizens from over 200 different countries. Views, sunsets, moonlight and Ottawa River will be honoured.

Furthermore, new museums and institutions will be added along this route to encourage pride, pedestrians and new understanding of Canada and the World. Foremost in my mind is a Centre of the North and the Arctic conceived in a form of a 'warm' iceberg and content to truly help us understand our nation as a whole.

I see Ottawa and the NCC moving ahead with vision for greatness, unique among nations, unhindered by small-mindedness and mediocrity. The potential richness of our Capital is still untapped.

*Grete Hale, Chairman Emeritus of Morrison Lamothe Inc., volunteer for numerous organizations, and Emeritus Governor at the University of Ottawa.*

My sister Jean Pigott when she was Chair of the National Capital Commission used to say with great conviction that when planning for our Capital "think river, think river". That concept is not yet front and centre in our thinking; how we can best mobilize to creatively use the frontage of these 3 great rivers in our National Capital Region

*Jock Climie, ex-CFL football player, lawyer and sports commentator*

Our youth need heroes to look up to. They need inspiration to fuel their dreams. Kids that are inspired have a reason to get outside and to participate in some form of physical activity. Sports provide that motivation. With the concomitant growth in civic pride, that in theory should come with a professional sports franchise, the citizens of Ottawa have something to look forward to when the CFL returns.

*Michaëlle Jean, former Governor General of Canada, Special envoy to Haiti for UNESCO and Chancellor of the University of Ottawa*

Ottawa must be animated and not strictly an administrative and political capital. It has to become a place of cultural events reflecting the innovative ideas and creativity in our country. The capital should be bilingual beyond the public administration, and lead by example in this regard, while showing confidence, pride and authority for the two official languages of the country.

*Marc Mayer, Director, National Gallery of Canada*

I love the idea of creating a precinct of beauty within the city's core, a park setting that links Canada's symbolic institutions and the principal sites with some great outdoor art here and there. It would be great to enjoy Ottawa's majestic side on foot without ever seeing a car.

*Michael Smith, Chef, award-winning cookbook author and television host*

We need a stronger food presence in our capital. We have many great restaurants and perhaps the best Canadian cuisine program in the country at Rideau Hall, but we don't have an interactive food experience for the everyday visitor that reflects the many contributions that food and cooking make to our culture.

*Julie Payette, member of the Canadian Astronaut Corps, Order of Canada*

I live in Washington, D.C., the big capital to the south of us. They have people who come specially to the capital of the U.S. to go to the museums ... Wouldn't you also want your capital city to be a destination? If you're planning a trip out East, Ottawa should be a must.

*George Stroumboulopoulos, host of CBC's George Stroumboulopoulos Tonight and CBC's The Strombo Show*

Create a night life. It's not just bars – that's not what I'm talking about. It's selling the next chapter in Canadian art and Canadian artists, and that's music and fine art and theatre and dance and all that... And I think once we explore that part of the brain, that artistic side, the city will become even more interesting.

*Sophie Grégoire-Trudeau, host/speaker*

Ottawa seduces you at first sight — regardless of the season! Parliament stands proudly in the heart of this city, which welcomes visitors and dignitaries from around the world. With its impressive museums captivating young and old alike, and its magnificent views of the Rideau Canal inviting friends (and lovers!) to enjoy a leisurely walk, the nation's Capital is unique!

The future of the Capital? Its future definitely lies in its youth. We could have creations from young fashion designers displayed in store windows. Hip music festivals could be held throughout the year. Talented young chefs could come to work in the Capital to help promote their culinary talents and feature fine dining. And we could really celebrate our two wonderful official languages.

Ottawa has everything going for it. The Capital doesn't need to seek its future, it just has to create it — one engaged citizen at a time!

*Charlotte Gray, Author, Chair of Canada's National History Society*

The most romantic view of Canada's Capital city is from the sinuous terrace surrounding Douglas Cardinal's Museum of Civilization, in Gatineau. From there I gaze south across the surging Ottawa River to the Parliament Buildings — a Gothic extravaganza built 150 years ago as an absurdly ambitious gesture of confidence in a not-yet established Dominion.

The most banal view in Ottawa is looking north, from Rockcliffe Lookout across to Gatineau, where a scruffy line of houses, cafes and depanneurs fringe the river bank. Once upon a time, lumber men poled rafts of unfinished pine past these working class dives. Today, with the rafts long gone, the houses remind me that Ottawa began as a blue collar town. In a twenty-first century city that glitters with adventurous architecture and bustling office towers, they jar.

How long can or should they survive?

*Elizabeth Manley, 1988 Calgary Olympics silver medalist*

The Capital to me is the most beautiful city in Canada! Not because I live here, but because I have grown up here and watched its development for so many years. The Capital means achievement and warmth in all the people in it. No matter where you go, there's always a friendly face or hand to help you.

There is no room for boredom here: from sporting events, to government, to festivals, to theatres. It's full of life every month of the year. If there was to be any improvement in my mind, it would be less road construction at one time. My feeling is: work on one road at a time, not 20 — BUT, if that's all I have to complain about, then that's great!

I hope, in 50 years, our wonderful Capital doesn't change much more. I love it, because it's a "Big Little City" — easy to get around, yet still living in a city. That's the beauty of Ottawa. I also never want to see our beautiful parks, hiking trails and canals disturbed. What can I say, but I LOVE OTTAWA!

Challenge 3 – The Window on the Country and the World

*Bernard Voyer, Explorer, inspirational speaker*

Canada is the largest and most diverse playground in the world. The four elements that make up this earth take on a whole new dimension when you look at the scale of our country. Think of the Prairies or the Rockies as the earth. Water is represented by our lakes, rivers and oceans. The purity of our air extends all the way to the North Pole, while fire warms our homes and regenerates our forests. The national Capital has the duty to be the mirror on our country, and therefore has to express these four elements. In a few steps, in a few glances, one has to find the country as a whole in the Capital.



*Arlene Dickinson, CEO, Venture Communications, Venture capitalist on CBC's Dragons' Den and author of Persuasion*

Freedom. Protection of rights. [The Capital should say] that we are the model nation for how a diverse population of citizens can live and work together and embrace Canadian culture, beauty and possibilities. [It should be] less government driven and more Canadian driven. It needs to be a city of opportunity and expression, not a city driven by political power and narrow agendas.

*Martin Goldfarb, Principal, Goldfarb Intelligence Marketing, philanthropist, Order of Canada*

The Capital has to be the elixir of our democratic sense. When you walk on Parliament Hill, you get the sense that you're living in a free country with a charter that rests here. Every school-age child needs to know that they will take a trip to Ottawa; it has to be part of the [school] curriculum. It should be part of being Canadian.

*Catherine Clark, Journalist and host at Cable Public Affairs Channel (CPAC)*

I've lived here my whole life. I think Ottawa has done an increasingly good job of being a city that does reflect the whole world. We're not a Toronto. We're frankly not even a Montréal, in terms of the diversity of our population. But, we are a very diverse population here in Ottawa, and I think that's fairly evident to people visiting the city. We work hard on proving and showing that we are a bilingual city, and that sets us apart.

It's not a very vibrant place right now. Our whole downtown core is lacking, as many downtown cores are. I think that, in the next 50 years, it would really be great if we could do more with our architecture — with making Ottawa an extremely walkable city, from just past the Mint to just past the Supreme Court, or just past the War Museum, frankly.

*Rick Hansen, Man in Motion, Order of Canada, Order of British Columbia*

I hope to see our Capital city building on existing programs and initiatives that showcase to the world Canada's commitment to accessibility; serving as an example to the global community of what can be achieved when we all work together towards a shared vision for the future.

*Thomas d'Aquino, Chairman and Chief Executive, Intercounsel Ltd., and former Chief Executive and President, Canadian Council of Chief Executives (1981–2009)*

The Capital should, through its natural setting, monuments and architecture, communicate to Canadians and to the world our values, our achievements and our pride as citizens.

The Capital must do much to meet my dreams of what it should be. It cries out for much more inspiring architecture, for a greater sense of grandeur, for a more positive affirmation of pride.

The Capital in the next half century should boast the finest architecture imaginable and superb public buildings and public spaces, for example, museums, parks and gardens.

Instead of turning its back on the legendary Ottawa River, the Capital must embrace this stunning resource, just as it has embraced the historic Rideau Canal.

The most important role of Canada's Capital is to reflect to Canada and to the world who we are as a people — our values, our history, our achievements and our aspirations.

*Véronic DiCaire, singer/impersonator*

I think that Canada's Capital Region should be an example of all that our country can offer.

For me, this region represents my roots. I was born in Ottawa, and my family still lives in the suburbs. When I come here, I always feel like I'm coming home.

In travelling around the world with my career, I've come to realize that we have very little to be jealous of, when it comes to other countries.

Our Capital is beautiful, clean, green — and the people are warm and welcoming. We can live here in security — and in both official languages.

I think it's essential that we continue to develop leadership in terms of bilingualism, the environment and culture.

I hope that, in 50 years, the people who live in Ottawa and the surrounding area, as well as those who visit, will find a region that is among the cleanest in the world, a model in terms of the environment and an important cultural window — a reflection of its citizens.

*Geoff Green, Adventurer, educator and environmentalist*

Canada is a great Polar nation. Our biggest coastline is the Arctic Ocean. The Arctic represents 40% of the total land area of Canada. It has been home to aboriginal people for millennia, and today, it helps define our identity as Canadians. In the years ahead, the Arctic will become more and more prominent in our domestic and foreign policy, and our global image.

Canada's Capital is a crossroads and a gateway to the Arctic. It is home to the largest population of Inuit outside the North, and it is home to most of the key organizations focused on and involved in the Arctic, including our national museums.

One of my hopes to help make Ottawa one of the world's great capital cities, is that it will play a greater role in showcasing our Arctic's past, present and future to Canadians and to the World.

The concept of a Polar House based in Ottawa is an idea whose time has come. Imagine a national centre and gathering place to support Canada's Arctic and fulfill the need of Canadians to understand a vital part of their country, identity and future!

#### Challenge 4 – A Sustainable Capital

*Jim Cuddy, Singer-songwriter with Blue Rodeo and the Jim Cuddy Band*

I think that cities need to figure out a way of moving people in and out of their core without having to use single-passenger vehicles. I'd like to see a city that is ringed by places to leave the car and has really convenient, environmentally sensitive light rail movement around the city ... Because I think ultimately the real bane of cities is going to be car travel in the future.

*David Suzuki, PhD, cofounder of the David Suzuki Foundation, world-renowned scientist and environmentalist*

The Capital should reflect the reality that our home is the biosphere — the zone of air, water and land where all life exists. Our biological needs of clean air, water, soil, energy and other species and our economic necessities of raw materials, energy and absorption of emissions and waste are provided by what we call nature. Ecology and economics are based on the Greek word oikos, meaning household or domain. Ecologists study the conditions, laws and principles that enable species to survive and flourish while economists “manage” our household. Economics should exist within the limits and conditions set by ecology. The Capital region should cherish nature and our place within it.

#### Challenge 5 – Working for Canadians

*Severn Cullis-Suzuki, Environment and culture activist*

I want to be inspired by our Capital...Nowhere else in this country should it be more important to walk our rhetoric on Canadian values. Citizens may get frustrated with governments and individuals in politics, but the Capital must provide us with something to believe in – that Canada is committed to the well-being and future of the Canadian people, from coast to coast.

#### Challenge 6 – Working Together

*Craig Kielburger, co-founder of Free the Children, best-selling author, Order of Canada*

Canada's Capital should be a place of opportunity for young Canadians. Like all cities, Ottawa can always do more to create volunteer and employment opportunities for youth.

*Alison Loat, Director and co-founder of Samara*

I think the Capital should be a place that inspires Canadians to public service – whether that is a decision to serve in government or politics in some capacity or, more realistically and likely, just a willingness to engage with our political system and understand why it's important and see it as a meaningful way to contribute to the economy.

## **Appendix 17: Notes from Targeted Conversations**

### **Targeted Conversations**

#### **ABORIGINAL PEOPLES DIALOGUE IN CANADA'S CAPITAL**

September 27<sup>th</sup>, 2011

##### **Recognition/Representation**

- Recognizing this territory that we are on as Algonquin land is a very positive and respectful step to take. There should be monuments and institutions recognizing the Algonquin people and other Aboriginal peoples and that communicate other stories, for example the story of colonization and how it has come to an end
- Everything comes from pride: beautiful images of Aboriginal peoples are important
- Chief Whiteduck of Kitigan Zibi mentioned that, as a young man growing up in the national Capital, he could never find symbols that he could identify with, other than the Ottawa River (Kitchissippi) and important sites along it
- There has to be commemoration of the Ottawa River Aboriginal artists and historians that live in Ottawa could be involved
- Downtown is a good place to start recognizing Aboriginal peoples, closer to Parliament Hill, because people from all over the world go there
- It is important to have visual acknowledgement of Métis, Inuit and First Nations but there also needs to be a deeper reflection: we need more understanding
- We need an appreciation of all the different cultures of Canada beginning with all the Aboriginal cultures and highlight the best parts of them – not the discriminatory aspects
- We should show that Canada is committed to promoting the history, culture and uniqueness of Aboriginal peoples
- Wellington Street should be the avenue of flags, avenue of Canada: all provincial/territorial and First Nations flags should be there
- Indigenous flags should be more visible in the Capital
- It should be protocol that the diplomats and consulates bring their credentials to the Aboriginal communities
- Parks should all have indigenous names
- There are not only two official languages in Canada : all Aboriginal peoples languages should be valorized because they are actually invisible in the landscape
- To be vibrant, we need to be able to find all age groups and families. Taking a holistic approach will bring a wealth of suggestions to fill in the gaps of what is missing in the Capital
- Every nation has a right to have its own traditional territory
- Gatineau Park is very important because it was hunting territory used by the Anishinabeg people
- The Algonquin canoe at the Ottawa Airport is like a warm welcome home.
- Policies need to be fair toward Aboriginal People

## Dialogue

- The real dialogue is to give recognition to all Nations
- The diversity of Aboriginal peoples should be respected
- Aboriginal people must speak with one voice
- As of today, we always have to knock at the door, because we are forgotten but when you need us, when you need to show to the rest of the world, the beautiful images of the First Nations, dances, spirituality, then you come knocking at our door
- Aboriginal people should always have their place and voice heard
- Make sure that our place is first and foremost upfront, where we belong
- This dialogue is genuine openness and respect: many things can happen if this relationship can continue and become an alliance, like our ancestors
- The NCC should have dialogue sessions at centres such as Wabano and Odawa to hear the Aboriginal vision for the future
- The NCC should be the one who brings all people together
- I'd like to see simple things, more of our nations sitting within Parliament and in the House of Commons, more Aboriginal professors and Aboriginal doctors and nurses in hospitals and clinics
- There should be more dialogue directly with the Prime Minister
- Everything is a circle: we are thinking more and more from a circular perspective rather than a linear one
- Education is important in changing thoughts and mentalities

## A Gathering Place

- Victoria Island is a place of healing and reconciliation, the anchor of what a true national capital could and should become: a centre must be built on the Island to celebrate and gather together in the sacred circle. We should be cautious about what is developed for tourism and what is developed for the people themselves
- Canada is not the only country in the world that has indigenous people: Aboriginal people should work with diplomats and embassies of those countries to establish a gathering place where these indigenous people of the world can go
- A great people place is a place where people feel that they belong, that they are proud
- The Ottawa River used to bring our people together: this area was our gathering place
- Visiting the National Museum of the American Indian in Washington D.C. gives a feeling of great pride. Something along those lines would also instill a sense of pride among our youth.

## Environment, Health and Spirituality

- We need the means to solve our challenges; Aboriginal people need to look at what they can do for themselves
- Vibrancy begins by a healthy mother earth: that health will have an impact on us because those lands contain our medicines and the voices of our elders



- We need to support community based organizations, such as the Wabano Centre for Aboriginal Health
- There is no network of people to help anchor people: we need support
- The example of many regions having their own Aboriginal peoples centres should be followed. The NCC should establish a permanent Aboriginal arm to demonstrate commitment to sustainability and it would have to go beyond the Algonquin community
- The environment must be taken care of, including the rivers, which should be undammed
- The planning of the Capital is good for green spaces
- There should be more education about the flora and fauna of the soils in the region
- Teach values of peace to our young people
- Those deeper elements of sustainability should be addressed
- The indigenous spiritual perspective should take its rightful place: we need to feed the fire around the circle where we are all equal: no rank, no colour

#### Others:

- Great that high school students were invited here today: it is a good learning experience. Our young people are our future
- People visiting say the parliament buildings are nice and it is an interesting town but other capital cities are full of artistic displays, museums, restaurant rows. Our Capital doesn't do that
- The appreciation of tenacity and humour unites all Canadians: this should be reflected in the Capital
- The region is well taken care of and the city does have a sense of pride – proud to call it Algonquin territory

#### Public participations:

##### Victoria Island

- Victoria Island should honour William Commanda and be given to Aboriginal people for their ceremonies and spiritual gathering needs: the Circle of All Nations. It should be a place over which they have control.
- Build a museum/embassy of Aboriginal peoples
- Embassies ask "Where is the First Nations' embassy?" It should be in the nation's Capital
- Aboriginal peoples must beware of the trapping of their people into a museum or bronze statue: it is not enough
- There should be a World Centre for Native Studies
- There should be an International Centre for Aboriginal Performing Arts
- What is critical is the river and the trees and the connection to the land
- In the short term, there should be washroom facilities, a lodge, a water fountain and other outdoor facilities on Victoria Island

- Talking to other Aboriginal peoples from across Canada, you cannot do all of this just on Victoria Island, the vision of Victoria Island needs to be more defined
- There should be a bus stop at Victoria Island
- There should be free public transit to Aboriginal gathering places

#### Recognition

- Good opening and good way to start
- We are alive and vibrant peoples
- We are the caretakers of this land: please let us honor that role
- We have a spiritual role to play in this community
- Parks and streets should be renamed with Aboriginal names
- Identity needs to be strong : youth need to see names of ancestors
- Language is tied to the land: it should be more visible. In order to start the restoration of our nation, our language needs to be demonstrated
- Non-status have difficulty finding out about their roots and identity
- Grassroots programs need to be supported
- Youth and elders should be more involved
- NCC should collaborate to support female Aboriginal leaders that go out into the community
- We are not talking enough about Aboriginal people's achievements, that need to be reflected more actively in the Capital
- Sustainability is an investment in the people – relationship-building – taking the time to educate each other to build trust, respect and confidence
- History books do not provide the full picture: a detailed history, told by Aboriginal people, should be part of the curriculum
- The national anthem should incorporate Aboriginal people's languages.
- There should be signs when entering Ottawa to inform that it is an Aboriginal territory.

#### Others

- Save what is left of South March Highlands and recognize its importance to Aboriginal peoples.
- It was great to see that John Baird cut a ribbon at Wabano Centre and to see the progress happening.
- Remove the dams on Chaudière Falls

#### CANADIAN NATIVE FRIENDSHIP CENTRE IN EDMONTON

November 2<sup>nd</sup>, 2011

#### How can Aboriginal peoples be better represented in the Capital?

- Recognize it was our land: Ottawa was not simply a “meeting place” for First Nations. The language used, that is the English language, is based on objectivity; it is distant and cold. Our language is about relationships. So anything you use makes me poignantly aware that I am an outsider
- Build trust

- Care for the environment
- Protect our sacred space and provide space for us to have our ceremonies that are not open for tourists
- What has been done to First Nations needs to be said over and over again until the memory has been purged. Money is not going to fix things. In Red Deer BC, they had a peace centre to acknowledge. Those spirits are still there until those spirits are rested. A Healing Centre could be an attempt at the same
- Each tribe has to be represented
- The survival of First Nations is threatened by the Indian Act
- Respect that the Capital is on Algonquin land first, but also acknowledge all the other communities
- Edmonton is not a gathering place. What about those who were there before? You cannot come in and claim it as a gathering place
- People go to Ottawa to see Parliament, but you do not see Aboriginal leadership. The places that people meet do not represent us. There is something missing. How do we know that Aboriginal people live in this high towered area? Maybe you should have Aboriginal parks. Or you could represent all the communities in a pavilion. Perhaps build a modern teepee? When I visited Australia, I did not see any real Aboriginal people. That is how I feel when I go to Ottawa, I feel disconnected. In Australia, they have these spaces with beautiful Aboriginal artwork but there is nobody there. You can build a place but Aboriginal people will only come if they feel welcome and comfortable
- We provide all these ideas and others end up building it. If we were to build it, we would be more comfortable
- Part of what you are building should represent the history of the people in that community. Look at some of the Aboriginal events that take place
- Maybe have National Aboriginal events taking place in the Capital
- The Friendship Centre represents Aboriginal people in Edmonton, but it is not widely frequented. There are not enough places that represent us; there should be more than one per city
- We are losing our language at a very fast rate; some of those teaching our language know how to speak it but do not know how to read it
  - Book-read Aboriginal peoples are not aware of the spiritual nature of our language
  - There are some programs to preserve the language but people do not attend even though it is free
- The word Aboriginal is problematic because of 'abnormal'; we are not Ab-Original.
- Authenticity is the word. When you embark on a collaborative effort, it is about partnership and listening. You must listen and work with the people

#### Aboriginal Engagement

- You have to open the spirits of the youth if you want to engage them
  - Consider meeting with Muckachese Academy: they have an academy that teaches a lot of these things

- Blue Quills College is doing some useful and creative things around Aboriginal culture and has a Master's program
- Our kids are trying to swim uphill
- They are trying to get internet to northern Aboriginal communities so that on-reserve youth will have access. Urbanized youth do have access to the internet
- Youth could share their stories by video
- Our youth are very powerful. It would be nice to showcase some of what they have done
- Perhaps if we had an Aboriginal Idol, we may have a youth presence

What would you like to see in the Capital now?

- Greater collaboration
- We have a declaration signed between the City of Edmonton and the Aboriginal community. We also have the Accord Agreement that outlines ground rules the City has to conform to in working with our communities
- Aboriginal Workforce Participation Initiative: City used this document to hire Aboriginal members which created greater visibility for us
- In Calgary, they have an Aboriginal Policy
- I was on a national committee where I was the Aboriginal representative for all of Alberta
  - If you really want to form a committee, you have to be clear about the roles it would play. Those committee members have to have a community that they represent
  - This whole representative issue is problematic because you have to represent seven voices. We don't speak for ourselves but speak for the community

What would you like to see in the Capital in 2067?

- I would like to see a teepee in Ottawa
- People who come to Canada need to know that Canada was ours. This is our land. We are the keepers of the land

## IMMIGRANT SETTLEMENT AND INTEGRATION SERVICES IN HALIFAX

October 18<sup>th</sup>, 2011

What makes Halifax a great city for you?

- Halifax is safe, quiet and beautiful. It is neither too big nor too small
- Good transportation is important, as is education
- Parks, gardens, trails, shopping centres are all considerations
- There should be more activities, big events and business opportunities (including specific support for newcomers who want to practice in their field or learn a new career)

What is important in a capital city?

- Safety is the most important attribute of a capital city

- Significant public sector features: hospitals, education facilities, low taxes, libraries, and historical places for visitors
- Within the private sector: good hospitality, entertainment including a vibrant nightlife and sports teams all at reasonable prices
- Job opportunities
- Spaces to practice one's faith
- Play spaces for children
- Competition among businesses
- Advertised on international television letting people know about the city in terms of its education, tourism, etc.
- Provide numerous sources of entertainment both for adults as well as children: theatres, museums, zoo, indoor/outdoor sports, recreational centers, parades, special ceremonies that represent Canada's Capital, concerts, waterfront amenities, etc.
- Clean air, good transportation including public transit, a city that promotes peace and democracy, has lots of green space, cycling paths and traditional cafes and restaurants showcasing Canada's historical delicacies

How can we make Canada's Capital Region familiar to Canadians and make it a great city?

- Activities
  - Showcase activities that take place in the city so that people can become more familiar with Canada's Capital through TV commercials
  - Organize a large activity such as a Canada Games competition which would draw attention to itself
  - Have public bazaars bearing inscriptions of inspirational words of famous people such as poets
  - Host an international bazaar
  - Support and bring international exhibitions
  - Support tourist activities in the city which would increase spending by tourists
- Embrace multiculturalism & Canadian values
  - The Capital should showcase that Canada is a country that opens its heart to people from around the world
  - Ottawa is perceived as snobbish due to the concentration of embassies. Showcase/highlight the picture of Canadians and local residents as friendly, polite, and helpful
  - Enhance the exchange of knowledge and experiences between newcomers and longtime residents
  - Showcase Canada's multicultural community and portray the country's official languages while highlighting its openness to other languages
- Socio-economic concerns
  - A capital city should position itself to create employment opportunities for educated people
  - Invest in making it easier for new immigrants to get relevant jobs



- Taxation is a concern when attracting immigrants and varying taxation structures among Canada's provinces is challenging
- The cost to travel to Ottawa is seen to be prohibitive
- Have more religious establishments at Canada's Capital
- Spaces
  - Have big parks, art exhibits, sporting events, and entertainment - particularly for children, good transportation and buildings built to attract foreigners/tourists/immigrants

What should the Capital say about Canada to the world?

- Project the image of a safe, free and peaceful city, respectful of individual rights, multiculturalism and a beacon to the world regarding these values
- Demonstrate a good economy, education system, and future for children
- Hospitality and historical elements should be strongly demonstrated in Ottawa
- It should make one feel proud and appreciate it as a good place for living
- Show other governments that Canada is a multicultural country which plays an important role in world events such as disasters, and protects human rights
- City that gives women more opportunities when compared to their country of origin, respects and protects their rights, promotes justice and is valued around the world

How should we communicate the Capital to the rest of Canada and internationally?

- Market Canada and Canada's Capital through various media such as videos posted on YouTube, websites about Canada/Ottawa with several translations of the content, travel guides, or a movie on Canada's Capital aimed at helping the world understand Canada
- Depict Canada as a safe and peaceful place, a great place to raise a family, education, good climate, a place occupied by friendly, helpful, polite people who are interested in and respectful of other cultures and religions
- Organize workshops and courses tailored to the needs of the particular newcomers
- Communicate your pride. The polite nature of Canadians is not always positive because it results in people in other countries becoming more familiar with places such as America
- Advertise the Capital internationally as a safe place, that is peaceful, with a clean environment and that respects democracy. Highlight famous Canadians
- Toronto is more visible externally and prides itself as a multicultural city that steers clear of racism which is a trait that Ottawa should aspire towards

EDMONTON IMMIGRANT SERVICES ASSOCIATION

November 3<sup>rd</sup>, 2011

Why did you choose to settle in Canada and what makes you proud of this country?

- Canadian values:
  - Peaceful place, not discriminatory based on religion
  - Respecting the laws

- Multiculturalism – you can experience different cultures and there is respect for them
- Socio-economic considerations:
  - Availability of English lessons – important to learn English whether you are here or in country of origin
  - International recognition of education system, allows you to work anywhere in the world
  - Health care
  - Support for children in terms of programs for kids and support services; balance between education and free time is important for kids
  - Employment resources makes it easier to find work
  - Social support network – If you are unemployed or unable to work (physically disabled), the government helps you. At 65, you get a pension
- Natural resources

What makes Edmonton a great city for you?

- Activities
  - Galaxy land
  - The Museum
  - The Zoo
  - West Edmonton Mall
  - Indoor soccer
  - The Public Library
  - Cinema
  - Heritage Festival
  - Klondike Days now called Capital X
  - Recreation Centres
  - Fringe Festival
  - Water parks for kids & playgrounds
- Spaces
  - Design of buildings
  - The parks, especially in the summer
  - The legislature – the landscape, the design of the building, the different types of flowers, the Mutart Conservatory with all the kinds of flowers
  - Public art in front of the university
  - Small town feel
- Socio-economic considerations
  - Healthcare is better than in other provinces
  - Education is better here than in other provinces
  - Taxes are lower here
  - Easier to find a better-paying job
  - Gas is cheaper
  - The train & public transit (although Toronto and Vancouver have better systems)

What is important in a Capital city?

- Range of Activities
  - Places for people to shop
  - Exhibitions
  - Amusement Park
  - A Zoo
  - A National Day with parades, fireworks, exhibitions – celebrating the history of the country
  - Free admissions to museums on special days
- Interesting spaces
  - Ruins – in Lebanon, you have ruins that people visit
  - Closing streets and making open spaces for people
  - Farmer's markets
  - Car-free days
  - Beirut is open 24 hours a day
  - In Korea, they built a river and brought nature back to the city
  - Public restrooms
  - Signage for tourists
  - Bridges connecting all the spaces downtown
  - Protection of old buildings
- Strong economy
  - Many companies are headquartered in Edmonton
  - Encourage students to go to Ottawa for university and keep them there
- Multiculturalism
  - In Lebanon they speak English, French and Arabic and also have different religions
  - Cultural activities

How can we make Ottawa a city that represents you and all Canadians?

- A festival that brings people from different cultures together – and voting for the best one
- Build a Memorial Hall and have children visit the Capital
- Special ceremony at 200 year anniversary with stories

If you were to visit the Capital, what would you like to see?

- Would be nice to see river, parliament, museums, galleries
- Ottawa is very clean and looks like a safe city
- Would be nice to see nature
- Promotion would be very useful – advertise across the country
  - Options to bring an entire family, offer packages
  - It is expensive to visit Canada
- It is cheaper to go outside the country than to travel within Canada
- Rideau Hall (it is free to visit)
- Trains that take tourists around the region
- A park that shows the history of Canada (how it was before)

A Capital for All Canadians: How can Canadians better see themselves, their values and their culture reflected in Canada's Capital?

- There should be more festivals and bars that represent all the provinces
- Identity – lots of people outside of Canada don't know that Ottawa is the Capital. It needs something to identify it, whether it is cultural like Rio; right now it's like Canberra to Australia
- Maybe use a two pronged approach, creating a national image and another that is local because sometimes what attracts tourists is something that residents hate
- Great city versus great capital
- Massive geographic barriers – huge country! Wasn't aware of the geography before and exactly how far and difficult it would be to get to Ottawa from the East or West; used to live in Ontario so it really wasn't that far
- Capital means different things to different people. I asked a person from NWT what do you want in your Capital, and they responded that they want it to be welcoming and safe. It is consistent for all communities. You want to harness that thinking – 'oh I really like that place, I want to go back'. What does that mean? Consider a Place – and a sense of place – home is where you want it to be. What makes a great place, is the people
- What amounts to land use; bringing Ottawa to Canadians – practice of taking kids there. They are brought there by schools and service clubs. It is a good way of introducing Ottawa to Canadians. Accessibility to Ottawa has deteriorated. Airport is ok but train is no longer downtown. Buses aren't in use much anymore, not in centre of the city. People need to come to Ottawa in train or car and even the network isn't that great. You need to think about how Canadians can get to Ottawa when thinking about making it a great place

A Vibrant Capital: What do you think would make the Capital a great people place; a more vibrant, exciting and inviting place?

- Somewhere that's worth visiting. So if you live on the periphery, you want to feel like you want to go there. Appeal, look all those things together that makes a person on the coast think that it'll be worth the trip. Last year, my son went there for a course, and thought it was an interesting place. I visited the museums; and believe the Capital has come to be recognized by young Canadians as a place to visit
- Knowing that there are a variety of things to do in Ottawa, not just a museum but lots of museums like the War Museum, so understand that there is lots to do with family. Can go to the carnival and parliament as well
- Those things are valuable, but one thing missing is randomness and less structure, like public art
- One thing that makes cities interesting to be in is a vibrant downtown core; lots of it is bogged up with cars and government buildings. Public transit in Ottawa needs

- to happen not in 50 years but 10 years ago. You can change it to a place to be – stop talking about it and just do it
- It needs spontaneity; like Seattle – sub-cultures run a little more deep
  - Sub-culture – and what the media might say would draw people away; I went there for Canada Day – it was really nice and fun but when I stopped at a gas station – locals were talking about leaving the city and expressing their dislike for outsiders. Also, maybe have more street parties to attract people
  - Ottawa is known to some as ‘the city that fun forgot’ – it needs more fun and festivals. Have BC day or other places’ Day in Ottawa to recognize the other provinces
  - People need to find how to navigate and retain visitors. They know people who live there that party in Montréal
  - A great place has quite a sense of community from coffee shops and pizza places, scene there is consistent. In Ottawa, things close at 9pm; on Cook Street, things are open to 11pm which fosters a sense of serving needs of people and having people on the street creates an interesting atmosphere and attracts people
  - Have a ‘Canada House’ in Ottawa that represents all the provinces – can have it at certain time of the year
  - Thought about Canada House but maybe to be more fluid so that it can include changes
  - Interested in seeing wool industries, i.e.: fiber artists – would be nice to see those projects in Ottawa
  - Playing centers – kitsch value of ‘I’m going to go see Alberta’ – had that in Olympics, celebrating separate provinces but recognize that Canadian culture was celebrated in the hockey house. I visited the capital – I felt like I needed to do that but always connected it to government and politics. Perhaps you need a disconnect between government to be able to see it as a city
  - You are not an American until you go to Washington and not because it’s the seat of the government, it’s about pride
  - I have never been to Ottawa, and having a BC House in Ottawa isn’t going to make me want to go there, it needs something more unique
  - What about using Beavertails or Skate to a bar – but maybe if you want to brand it like – you aren’t Canadian until...
  - Bank Street – transient population – change it so it is not an eye sore, rather they are engaged for education/work programs
  - Having a sports day in downtown; mass transit
  - Talk about friendliness in Ontario – not so much. Not like Winnipeg or Halifax. Maybe when there is an event they need to be welcoming. It is hard to get people to muster up that kind of enthusiasm so perhaps we need an event to anchor that in the Capital

A Window on the Country and on the World: What should Canada’s Capital project to the country and the world to enhance its unique international and cultural dimensions?

- You should use Ottawa as a model so that other cities can follow; use it as a window - outside looking in

A Sustainable Capital: How do we continue to improve the uniqueness and quality of the Capital's built and natural assets (waterways, cultural landscapes, heritage features) and promote sustainable and active mobility?

- Walking areas and benches for back-packers
- Ex. Calgary spent money to revitalize downtown, but suburbs were really well designed and people did not feel that they were missing anything: they were not interested in travelling back downtown. Now, they have put policies in place to help and it is slowly changing but the question is, how do you get people out; you need things to be sustainable – how we live, work and connect with our cities is very important
- Creativity is what you are looking for – go outside of governments, go partner with other organizations, i.e. go green
- Public transportation – it needs more incentive to get people out of their cars. We need reliability – people doubt if they can get to work on time. North South in Ottawa is good but east to west is still missing. Huge commute for people going from Orléans to Barrhaven
- Think about connectivity. I enjoy Victoria because they have a great bike path to get to work; Ottawa has a bike path, but it's a scenic thing, doesn't help with commuting to and from work
- I used to travel by bike in Ottawa for an hour to work and it was fine
- Bike lanes in this city end abruptly; continuity is important – but with a 50 year timeframe, make this a priority
- In Vancouver – they took out an entire lane to put in a bike lane, although it caused lots of complaints; you should do this in Ottawa

The Capital: Working for Canadians: How do we ensure that government workplaces are better connected and integrated to urban living and contribute to urban life and vitality?

- New families are moving into the suburbs. You need to have better housing in downtown, not close coffee shop at 7pm in the core. You need to be more vibrant

Working Together: How can we best achieve greater engagement and collaboration among many stakeholders to implement effective and promising solutions and initiatives in building Canada's Capital?

- Have partnerships with other departments to share the costs of implementation
- I'm not sure how to emulate major streets, but looking at museums, Ottawa has lots. When in Fairbanks, an objective was to overview little segments of US culture to go abroad using YouTube. Maybe have 'shorts' at venues to show people about Ottawa in the same way



## **Appendix 18: Results from IdeaScale**

### **Challenge 1 – A Capital for All Canadians**

**Physics:** Build a particle accelerator; this would put Canada at the forefront of modern research on physics.

- What role would the NCC play in this if the funding is from universities and private investors? Propose project to universities instead, might prevent ‘brain drain’ in Canada. It also costs billions of dollars. Interesting idea, but not cheap.
- The cost is not what matters, there are many universities that could contribute. It would be for research purposes.

**Bring the country together:** Build symbols that represent each province and territory. Implicate high school students, place symbols along Rideau or in front of provincial legislature building.

- Neat idea – do you mean build a replica of every major park from each provincial capital along the Rideau River? Ingenious idea.

**Ottawa Needs more Artists:** An “Artscape” type building should be created where artists from all over Canada can come and stay for a period of time with subsidized rent in live/work studios. Commission these artists to create temporary art installations, teach classes, sell their work, etc.

- Great idea.

**Aboriginal Capital:** Recognize Aboriginal contributions to Canadian history and society

**One year at a time:** Make a bronze statue for each important happening once a year – not political, do one for each provincial legislature, etc.

- How does this make Ottawa a Capital for all Canadians? Would anyone be willing to pay tax dollars to fund it?

**A diVINE city:** Use ivy or other green vines that grow fast and look nice and put them on the drab government buildings and apartments buildings in the downtown core

- Issue with vines is that they can cause structural damage (to concrete and steel) that is expensive to repair. If you want a green Ottawa, create guidelines for new builds that will apply to the older buildings when they get torn down and re-built.
- Interim solution to be retrofitted onto existing buildings, vines such as Virginia creeper is not as intrusive as other types of vines
- Good idea – might save money by reducing air conditioning costs.

**Ottawa/Gatineau District:** Creating a federal district might solve identity crisis and raise the region’s profile

- 5 administrations (cities of Ottawa & Gatineau, provinces of Quebec & Ontario, federal government) are constantly arguing...One district would

allow for projects to get done more quickly. Have the Board of the NCC elected and give them full control. Reduce the size of Ottawa to inside the Greenbelt + Aylmer, Gatineau, Hull & Chelsea

- Entire region needs to be worthy of being called our Capital city by Canadians, it should be inspiring. Local taxpayers & City Council can't pay for this on their own; they need the financial and political help of the entire country. We need a special Capital district.

**Queensway:** Bury the Queensway and use the current land for a train (like the GO Train) that could connect the suburbs and surrounding towns to the train station on Tremblay. Could be like Boston's 'big dig' where construction impacts were minimal.

**Planning is the problem, not the solution:** Suggest that the NCC and municipal planning departments be abolished, that zone restrictions be reduced to a bare minimum, and that emphasis be made on growing a regional economy that can actually afford to have the best possible infrastructure and services, without taxing the entire population of Canada to unsustainably subsidize it.

- Disagree with your suggestion – no planning boards will lead to poorly planned metropolis similar to Toronto. These projects need to be funded federally, there isn't enough money in the region. Capital should be a major tourist attraction, representing all of Canada, but should be a liveable city for people here too. NCC needs to expand on the foundation that has been created over the past 50 years and "wow" people.
- New Urbanism (Jane Jacobs) should be considered when newer neighborhoods are constructed but it will not serve the already established neighborhoods inside the core well.

**The Voyageurs Fountain:** Build a monumental historically related bronze fountain such as one would find in great cities such as Paris, Rome, Madrid, etc. It could represent Canada's vastness and historical context.

- Love this idea, it could be built at the centre of a park from Parliament to Museum of Nature or in a round-about on King Edward)

**Collaborative, ecumenical campuses and initiatives are valued:** There is a growing interest in developing collaborative, ecumenical campuses (with greater Christian unity or cooperation) and initiatives at the core of our national civic life to continue to help establish and strengthen intergenerational relationship.

- Church and state should always be separated and it would be hard to be inclusive of all other religious denominations. Your suggestion is not within the NCC's purview.

**Go for the drama:** Focus on the word national. Foreigners should get a sense of the whole country when visiting. Make the colleges and universities in the region experts in Canadian studies and have them administer an International Institute of Canadian and Peace Studies with scholarships for students from around the world. Revive the National

Portrait Gallery and start the Museum of Immigration to Canada. Hang a canoe or kayak from the Peace Tower.

- Idea of promoting Ottawa University and Carleton University as the best institutions of higher learning in the country is a great. Not sure about the canoe/kayak hanging from the Peace Tower. Museum of Civilization has an entire section on various cultures around the world and they also have the evolution of Canada. A museum dedicated to the modern day immigrants of the 1900s does not exist and is a neat idea.

**A huge walk-around and walk-in language Igloo for Ottawa:** A huge outdoor sculpture consisting of 'Welcomes' in English, French, First Nation's and new Canadians' languages.

- Rather than perpetuate the misconception that some of our 'neighbours to the South' already hold about Canadians living in a purely arctic climate, we could perhaps still build it to show the Canadians have a humorous side.

### **A Vision for Canada's Capital:**

1. Acknowledge the provinces and territories that make up this country (ex: Avenue of the Provinces, a significant signpost with directions and distances to hundreds of communities across the country).
2. Enhance scenic overlooks (ex: on 417 eastbound out of Kanata, in Gatineau Park where it can be accessed by cars).
3. Enhance recreational resources (ex: use the old railway line between Ottawa and Mattawa for cycling paths, construct a dedicated cycling bridge across the River, designate the Ottawa River as a Canadian Heritage River).
4. Strengthen cultural ties to founding nations (ex: create a native spiritual park along the shores of the river, recognize native leaders such as Chief Commanda, a Park of Two Peoples at the mouths of the Rideau and Gatineau rivers would pay tribute to the founding French and English cultures).
6. Preserve heritage buildings (ex: use the Government Conference Centre as a transportation hub for the new rapid transit system, do not straighten Wellington St. in order to create a grand boulevard).
  - Love the idea of a transportation hub at the GCC (old train station), but the rest seems a bit unimaginative.
  - We need a Capital for the youth and for families, one that makes people want to stay and live here. Ottawa needs to be cosmopolitan and act like a world capital city.

**Pride in democracy and dissent:** The Capital should be able to host world events (ex: presidential visits, G8 summits, etc.) without the drama that typically surrounds them. People should be allowed to express their opposing views and discontent in peaceful ways. Embracing these different opinions and promote them as the foundation of a healthy democracy.

- Dignitaries should feel safe too; anarchist groups are the ones that show up and incite violence, often preventing peaceful protestors from being heard.

**Grand Vista:** Create a wide green space running from the Parliament buildings all the way to the Canadian Museum of Nature. This would create a focal point for the Capital akin to the National Mall in Washington DC.

- Completely agree with this idea – would mean removing World Exchange Plaza, could create tunnels under the park for minor roads. There are 14 blocks between Museum of Nature and Parliament which is plenty for a national monument and one for each province/territory.

#### **Ideas to make Ottawa a World Class City:**

1. Build a tunnel off the Nicholas Street exit of the Queensway, connecting directly to the Inter-provincial bridge and to highway 50, which would alleviate traffic on King Edward.
2. Remove the height restrictions, best way for Parliament to be seen is via a park or walk like in other capitals. It should run from the Museum of Nature to Parliament Hill.
3. Open Sparks St. Mall to traffic, it would become obsolete with the above suggestion and it is not heavily used.
4. Make Ottawa/Gatineau a single city or a district.
5. Extend bike paths and park space beyond Strathcona and have them on both sides of the Rideau River.
6. Turn the Greenbelt into a green place for people to enjoy (ex: build projects like a zoo, large marina, aquarium, botanical gardens, mega sports park, etc.).
7. Convert the Ottawa River Parkway into a vision of green energy – build a glass tunnel which reduces carbon emissions and protects the wildlife around it.
  - I like some of your ideas but I wouldn't like to have a federal district – would not want to be financially dependent on the federal government. The province at least provides a buffer or second source of funding.
  - I like some of your ideas but to clarify the NCC does own the farm land inside the Greenbelt. The original Gréber report specifically referenced these agricultural properties as essential, to the viability and sustainability of the Capital. I agree with the Federal District.
  - I agree, agricultural land is extremely important. Co-operative housing might make more sense.

**Victoria Island with William Commanda's Vision:** Grandfather William Commanda's vision should be integrated into your renewal plans. We need a place of our own (as some visiting world delegates put it – our First Nation Embassy).

**Making Canada Day a multiple-day series of festivals in Ottawa:** Capitalize on the three significant days preceding Canada Day (National Aboriginal Day on June 21<sup>st</sup>, Fête de la Saint-Jean Baptiste on June 24<sup>th</sup> and Canadian Multiculturalism Day on June 27<sup>th</sup>) and link them to a number of sequential festivals. This could be done by 2017.

- Canada Day celebrations are already a week long – NCC prints booklets with all the festivals leading up to Canada Day. Problem is they are boring and dated, they need to reach out to Canadians as a unified people.

**Why not a route planner that includes cycling as an option?:** A good example would be the UK government.

- It is a commercial venture though that uses data that is specifically licensed to Google, Ottawa's data on where its bike lanes are for example is not available to OpenStreetMap because of licensing issues. The idea is to present a range of travel options when someone goes to an authoritative site (ie: OC Transpo or STO). Sometimes a bike can be much quicker for a short distance especially after the recent route cuts.
- They already have this, it's called Google Maps, and it has never given me wrong directions for my bike.

**Less rather than more:** Why can we only have more in the Capital? Why not less, like less pollution, less cars, less sprawl, less squabbling.

- I agree with a focus on sustainability with expansion of light rail and densification rather than further destruction of natural spaces that reduce water quality, air quality, healing effects of nature, etc.
- I think light rail is dated, and went out with last decade. We need better highways, a subway or a very fast elevated rail.
- Ottawa's light rail is diesel so it is not environmentally friendly . Electric/solar hybrid elevated rail or subway that uses the train passing collectors as a way to generate electricity makes more sense and sets us apart from other cities.

**Supporting the Vision of Victoria Island and Chaudiere Falls:** Build the "Asinabka Peace Centre" for Algonquin, the Inuit and Métis so they can share their knowledge.

- The Museum of Peace is the most important new structure we could build. There are many reasons to honour the vision of Grandfather William.
- Isn't Victoria Island contested land? Domtar is going to be closing in a few years and the land is being converted into a park by the NCC. I'd love to see the Chaudiere Falls like in those old pictures when it wasn't all dammed up.

**Victoria Island:** The proposed Aboriginal centre on Victoria Island will be a jewel in the crown of Ottawa, a globally important gathering place and tourist attraction, and an international example of how a government should value, respect, and celebrate aboriginal culture, history and an inspiration for future peace among all peoples.

**Historic Districts Need Vision:** Take historic districts more seriously. Having a real vision for historic districts and actually realizing those visions are extremely beneficial – they can provide unique opportunities for places for people to gather.

- It depends on what you consider to be a heritage building – have to consider if the building is structurally sound or whether it would make sense to build something modern instead.
- Would putting in cafés and patios ruin the historic value? Would this take away from the ByWard Market that generates a lot of tourism? I agree, the NCC does not do enough in terms of preserving heritage properties.
- We have a limited amount of heritage in this city and as the city grows, this heritage will be even more rare.

**Where is our Smithsonian?:** Rather than having a bunch of museums spread around the city, why not consolidate the Museum of Science and Technology and expand the Museums of Nature and Aviation at the Domtar, E.B. Eddy and Kruger facilities so as to have a continual stretch of public space from the War Museum to the Museum of Civilization?

- They just spent a lot of money on the new Museum of Nature. There is a proposal to move the Museum of Science and Technology to Jacques Cartier Park. I would love to see a Canadian version of the Smithsonian though, highlight famous Canadians, Canadian media, Canadian inventions and it would be fitting to incorporate it into the new Museum of Science and Technology.

**Unpaved biking path along the Rockcliffe Parkway:** I suggest the NCC paves the trail section that runs between Polaris Ave. and parking lot 17 on the River Pathway along the Rockcliffe Parkway. This small section of the trail is unpaved and connected to already paved sections.

**Ottawa – Canada’s Urban Outdoors and History Centre:** The combination of outdoors and history makes Ottawa a unique world Capital, we should play into this strength. Areas such as Gatineau Park, the Rideau Canal, the War Museum or Rideau Hall are promoted separately as if in a vacuum. We could have a “Canadian Outdoors Trail” that could allow locals and tourists to follow a circuit that would highlight the area’s natural assets. There could also be a “Canadian History Trail” that could link up with the outdoors trail and promote a plethora of activities.

- That is a great starting point, but the NCC is not only responsible for the aforementioned sites. Certainly a wonderful idea that I would support!
- An easier solution would be creating different types of museum passes and providing a shuttle to take people to their next destination.
- Wow! What an amazing idea!

**Public transit to visit the Capital Region :** I would like the NCC to offer public transit from places such as big hotels to bring visitors to areas of interest such as places to admire nature.



**Gatineau Park :** No directors of the NCC or member of the board should be in conflict of interest with regards to Gatineau Park. Only a campaign by environmentalists prevented the construction of 75 new houses near Pink Lake in 1989.

**Gatineau:** I suggest, with regards to Gatineau Park, to:

- a) acquire land north of the Park
- b) make the park more official (through a law of protection)
- c) sell the southern part of the park (south of St-Raymond) to Ville de Gatineau because this part is too interlaced by roads and hence is not a park. Furthermore, it would help densify Ville de Gatineau and it would also allow better public transit.

## **Challenge 2 – A Vibrant Capital**

**Make Ottawa Shine:** Reinstate the Portrait Gallery, take back LeBreton Flats, new and repave bicycle paths and separate cyclists from pedestrians, reclaim and rebuild the Chaudière Falls area utilizing the old buildings for cafés, art galleries, shops, etc., keep doing what you're already doing – gardens, Rideau Canal, bikeways, rivers, Gatineau Park (consider making it a national park).

- I agree about LeBreton flats.
- The Portrait Gallery is moving to Winnipeg, we already have far too many bike paths, Chaudiere Falls is an area I think needs to be fixed, but destroy all those old buildings and give the falls back to nature so generations can enjoy them in their former glory.
- I take great exception that the Portrait Gallery is moving to Winnipeg. The old buildings at Chaudiere have historical significance and can be restored to be architecturally interesting contemporary spaces. There can never be too many bike paths – it is the way of the future. LeBreton Flats is a travesty of planning.

**The Byward Market without cars!:** Remove cabs from around the market building, York and George streets, bring a mass transit stop right into the area and add some underground parking. The ByWard Market will then become the vibrant, pedestrian-friendly, character-filled area we know it can be!

- The NCC has the greatest influence in the market compared to the City of Ottawa. The city enforces police and by-law but the NCC own most of the properties.
- We should pave with bricks George St (between Dalhousie and Sussex), ByWrd St. (between George and York), William St. (between George and York), but not York St. because there are too many bars on that street and people take cabs in that area. There also needs to be more underground parking, because above-ground is unsightly.
- Too many cars is great for pedestrians. Keep the cars; keep them moving slowly; but use e-notice boards to let people know where parking is available. And, it's really a problem for the City, not the NCC.

**Revitalized Chaudiere area of Ottawa River:** Take a historical approach with pedestrian and cycling access, incorporate water access. Turn the former industrial buildings into cafés, etc.

- I recommend that everyone who reads this posting Google the Chaudière Falls before it was an ugly hydro dam as well as its surrounding landscape. The grainy photographs and painted pictures are amazing, and I'm sure the real deal would have been breathtaking.

**A park that snakes through Centretown like a green river:** Restore heritage buildings to their original glory and create a meandering green space all the way to the 417. Convert sections of Bank, Metcalfe and O'Connor streets into parkland.

**Ottawa needs a vibrant, mixed-use waterfront:** DowsLake, the Rideau Canal, the Ottawa River and the Rideau River are under utilized. Build another pavilion at Dows Lake. Right now it is all green space and no commercial development, and as a result our waterways are boring and dead.

- Developed waterfronts like other cities also mean expensive environmental studies, and can do more damage to green space. Perhaps expand the current pavilion at Dow's, maybe add a farmer's market or a flea market. This would tie in well with the Experimental Farm.

**Transportation infrastructure basics:** Serious public transportation infrastructure is one of the foundations of a liveable city that attracts residents and businesses, in this case, linkages with the City of Gatineau.

- This city has a good transportation system, but it needs a better one. Specifically one designed with sustainability in mind. Light rail is long overdue!
- Light rail is slow and outdated, we had it up until the 50's and then we took it all out, we know it today as the transitway, Ottawa River bike paths and there even used to be rail between Broadview and Richmond Rd. which is now a bike path.

**Ottawa for me... :**

- A vibrant world class capital
- A capital that wants to be vibrant, excellent and have a soul
- A green city where it's pleasant to live in safety

The soul comes with artists and individuals too, that's the way to go to give Ottawa a specific flavour.

### **Challenge 3 – A Window on the Country and the World**

**The Canadian Iceberg – A Canadian Arctic Museum:** I would love to see an iconic, remarkable and must-see building – a full size iceberg – built along the river in the city centre. A Canadian Arctic Museum and Polar Discovery Centre, for all things Polar and Canadian. The “greenest”, most sustainable, cool-climate building in the world powered with renewable energy.

- Nice idea. The Ottawa River goes through the city centre, but with the Museum of Civilization on one side and Parliament Hill on the other side, it would be hard to build. Perhaps it could work where the Domtar plant is beside the Museum of Civilization.

**Encourage stop over:** For example, KLM flies to Toronto and Montreal. They have a bus service to Ottawa. Encourage them to fly to Montreal, have a stop over in Ottawa (by taking the train) and then fly home.

- Traveling by rail in North America is different than in Europe. We tend to travel from point A to B without stops or stopovers. An ad campaign might be successful in getting people to travel like Europeans with stopovers.
- If a high-speed rail like a bullet train were to be constructed from Toronto to Montreal and pass through Ottawa, then there might be some merit to this idea. I don't think NCC has much to do with VIA rail and its routes, however.
- Tourists tend not to take the shortest route, so use the existing KLM service into Ottawa, stay a couple of days, then catch the train to Toronto. You need partners to make more complex ideas work and VIA rail is quite happy to work with anyone and it is quite different to the European train experience.

**Court International Institutions :** Other capitals/major cities house major international institutions, like the Hague, the UN or Interpol, but Ottawa does not. I suggest courting a major international institution, a sub-group of a major institution or at least a program of a major institution. This could help make the region influential on the world stage.

- I think that's an awesome idea. Human rights, peace, United Nations Institute, World Bank Institute, World Health Institute would bring many new faces to Ottawa, their money and would help to put this town back on the map.

**More international symbols in the Capital:** We have a lot of national and provincial/territorial symbols in the Capital, but nothing international (that make international visitors feel at home). What about a public space with flags of the Commonwealth nations or the flags of countries with an embassy/high commission in Ottawa?

- Most Canadians need to embrace nationalism more. Let's cross the first bridge which is to create a Capital with a national identity and promote nationalism before we work on internationalism.
- Many Canadians already know their culture. Ottawa not only has a local role to residents and a national role to Canada, but an international role in the global community.

**Ambassadors for the Capital:** Mobilize residents abroad as ambassadors to promote the nations Capital in their respective countries.

- Vacationers brag about Canada already when they are travelling to other countries. Canadians are regarded as very polite people and are liked by most nations, we easily accept other cultures...we already share our culture with many other countries. They seem to be more interested when you show an equal interest in them.

**Place in the World:** with 125 countries having diplomatic representation in Ottawa, a diplomatic tour might underline the importance of Ottawa on the world stage. Bearing in mind Canada's contribution to world peace and human rights, a Global Gathering place might be set aside at a site with suitable grandeur and space.

#### **Challenge 4 – A Sustainable Capital for 2067**

**Ottawa exemplar of sustainability:** Ottawa needs to change and show Canadians and the world what a sustainable city should look like. Emphasis needs to be placed on reduced energy needs, fully functional and accessible public transportation, higher density living, access to locally produced food and development of societal maturity through well supported performing arts, public art, green spaces and celebration of the natural beauty of the region. There are many opportunities for business and industry in these areas.

- I could see your idea happening in the next 20 years. In Toronto, at one of the local universities, they are experimenting with high rise farming. You build a massive glass high-rise capable of yielding a lot of produce, completely independently powered using solar panels and wind turbines. The soil is enriched with waste from the cities green box program and heated using geothermal energy (Ottawa patented technology). The idea is to incorporate condos, offices, commercial retail and agriculture into one building. It allows for better land use, sustainability and densification. Some of the design suggestions are quite artistic and not drab rectangular sky scrapers.

**A city that builds smarter and produces its own energy and food:** When designing new buildings, make them energy efficient, take advantage of sunlight and use wind and solar power. Retrofit out buildings with these same things in mind. Install rooftop gardens to regulate temperature and reduce the heat in the summer. Build up instead of out to reduce the impact on the surrounding environment and make new builds multi-purpose (homes, shops + offices in the same space). Set-up urban farms so people can buy local and during the winter, grow in tall glass buildings (ie: vertical gardens). Encourage community vegetable and flower gardens so people can interact.

- Like the idea of community gardens. Your ideas on energy are novel but not supported by government (who have been turning agricultural land into solar and wind farms). We have the means to build 0 emissions homes and to equip them with power saving technology but they violate the Ontario and City of Ottawa building codes because they supply our energy to us. The most you can do is have a small solar panel or wind turbine that doesn't violate noise bylaws.

- If we really want to make a difference, we need to make some drastic changes about how we think and how we plan and manage our cities. I don't think we should be developing farmland for wind or solar farms as the buildings themselves can be retrofitted to accommodate these alternate power sources. We shouldn't be cutting down forests to develop new farmland. Build up instead of out.

**A growing Greenbelt:** The Capital has outgrown the Greenbelt and now the Greenbelt needs to grow with it. Important natural areas are being lost all around the expanding urban edges, particularly to the west. The NCC could help to ensure that the Greenbelt is not cut off ecologically by expanding it to include remaining natural areas. Work with municipal governments to create fixed urban boundaries in order to prevent more sprawl.

- I don't think we need a large Greenbelt, the current boundaries are quite large and under utilized. The city is fearful of densification and too many people have a NIMBY attitude. The NCC should run an ad campaign promoting densification, showing the masses the benefits of building up and not out, the environmental pitfalls of destroying the Greenbelt and urban sprawl.

**Work harder for GHG reductions:** Work with the cities of Ottawa and Gatineau to set and meet strong greenhouse gas reduction targets.

**Farming Close to "Home":** Examine farm land that is currently underutilized and implement sustainable farming in a low density community. This could bring farming closer to home and offset some of the affordable housing needs. Don't produce for cash crops because there is the risk of being exposed to high levels of pesticides, fertilizers and herbicides. This can affect people directly and also the waterways.

- Not sure that the NCC owns those farmlands and they are not in the social housing business. Social farming communities are interesting but you cannot force people into that business just in order to qualify for social housing.

**Transportation often trumps all other quality of life factors:** King Edward Ave. is a good example of poor transportation planning. It is one of the few wide streets in the city that provides an opportunity for many trees, outdoor patios and many other potentially wonderful ideas. We've allowed it to be turned into a national disgrace, instead of being Ottawa's Champs-Élysées.

- Your idea of bringing beauty back to King Edward is an appealing one. I would like to see history brought back, perhaps borrowing an idea from Eddy St. in Hull where old pictures of the buildings are posted along the sidewalk. I attended a presentation on the idea of building a tunnel from the Ottawa River Bridge at the north end of King Edward under the market to take all truck and some car traffic to the Queensway. Worth considering.
- The tunnel is certainly an idea that would capture many people's imagination. The main downside is the astronomical cost of it. It doesn't

solve the problem of appropriate accessibility between the two east ends of Ottawa and Gatineau. Right now, anyone who wants to travel from the east end of Gatineau or Ottawa needs to go through the downtown. However, the whole bridge/tunnel/truck/traffic debate is a complicated set of issues and certainly worthy of much more discussion.

- That's a good idea about the community murals. It's a beautification technique used in Westboro and Vanier and has been very effective.
- I suggested the tunnel idea on a different posting. And this is an excellent idea, minus the murals. Bring back the character with new buildings and incorporate green space with it. You'll end up with a beautiful tree lined avenue with a more updated break-taking look.

**Get serious about bicycle transportation infrastructure:** Take advantage of all the green spaces in Ottawa and put in place a comprehensive and serious bike path transportation route. Eliminate the current gaps in paths and expand separate bicycle pathways throughout the city. This would promote sustainability through density.

- Yes, yes, yes!!! Long overdue!
- I don't think there is even a complete map of all the paths that you can use to ride a bike on in Ottawa. Perhaps the locations of all the paths could be licensed under Open Data to encourage map makers?

A sustainable transportation : During the Monday afternoon meeting, the panelist from Edinburgh in Scotia told us that with regards to transportation, we are thinking in terms of governments (two cities, to provinces, federal) but that the problem is with governance. I thought it was interesting and it made me think that an intermunicipal agency could possibly solve the governance problem with transportation. The two cities, the MRC des Collines and nearby towns in Ontario (Arnprior, Perth, etc.) could be part of it. The companies already existing could keep existing but would work together.

## **Challenge 6 – Many Players Build a Capital Together**

**Make Better Use of Existing Assets:** Be bold, be creative. Some lands should be put to better use, such as the Experimental Farm. The lands directly across from the Civic Hospital on the NW corner of Baseline and Prince of Whales could be transformed to new uses and sustainable transportation that support their nearby institutions (hospital and university). We need to seek these partnerships if we are to see the change we want.

- Hewlett Packard has a scheme whereby retired engineers are given a desk and work on whatever they like whenever they like. Many ideas here need IT expertise, i.e.: programmers. Currently there are many civil servants with such expertise retiring...could they be tapped as HP does?

**Time for a ring road?:** The green space is a treasure and should be protected, but we can't be so resistant to building new roads. Public transportation will always focus on getting people to and from the core, but moving around the city (i.e.: from Orléans to Barrhaven) is very difficult. And, from a risk management perspective, the dependence upon one single artery, from both east and west, with no realistic alternative, is



problematic at best. Even with increased intensification in the core, the suburbs communities are going to continue to grow. Movement issues will not go away, and commute issues are a primary driver of quality-of-life measures.

- The ring road, or better put highway 415 as it would be called, would save the trucking industry millions a year in savings from fuel and transportation costs. It would also save Ottawans a fortune in fuel costs and cut down travel times drastically, especially if they are trying to get from east to west without normal downtown congestion. It would also prevent further expropriation of land for the Queensway which will eventually have to be the size of the 401 in Toronto to accommodate our transportation needs. The only other option would be to make the Queensway a double-decker highway which would look like an eye sore in retrospect and again still do nothing to reduce travel time and cost for those going from east to west.

**Make city more liveable, not more driveable:** I do not think it is time for a ring road, but this is an important debate. My concern is that we automatically react to the needs of the automobile. My desire is to make the NCR more liveable. We need to look at the three concentric green belts and seven green corridors in Munster, Germany as an example. I would like us to maintain our green spaces and waterways, and be a national example for local food and health.

- I would agree whole heartedly with your vision, Ottawa needs a vision. The example given is an excellent one and could be used to establish a long term plan for Ottawa. Let's hope that this process leads to further connection not only with community members but all levels of government in this region and most of all with the City of Ottawa – they are a major stakeholder in this project.

## Process

**Include the public in these events!:** The public was not given the opportunity to speak at the September 27<sup>th</sup> event. Panelists spoke about inclusion, bottom up decision making and listening to the public, and then the public was excluded from asking questions to the panel. This is not a balanced way of obtaining views from both experts and the public. This process needs to be modified to make it more inclusive.

- Yes I agree completely. The whole spectacle was promoted as “A Capital Conversation”, it seems to me that there was not much of a conversation and more of a lecture. The most interesting aspect is that a question and answer period was provided at the morning session with Aboriginal Peoples. Organizers were not helpful in providing answers. Not much of a conversation, typical NCC, the appearances must be kept up, go through the motions of involving the public.

**Make the suggestions and comments accessible to all:** The default typeface for comments is too small to be easily read, especially by older people.

- Please note that the size of the font was increased upon receipt of your comment. If necessary, you can also adjust the size of your browser in settings. Hope this helps.
- Thank you.