

Neighbourhood Planning Initiative
City of Ottawa
 Workshop
 Wednesday, May 24th

Target Groups Identified as Potentially Benefiting from NPI:

1. **Residents – Citizens**
2. **Local Business**
3. **Community Based Organizations**
4. **Surrounding Neighbourhoods**
5. **Service-Providers and Facilities**
6. **City of Ottawa (Staff and Departments)**
7. **Politicians**
8. **Media**
9. **Key Influencers and Leaders**
10. **Non-resident consumers, employees, and visitors**
11. **City –at-large**

Residents – Citizens:

This group was described as those *people living in the neighbourhood*. For some, using the word “citizen” is problematic as a person’s citizenship is with their country and not their neighbourhood, community, or municipality. Additionally, new immigrants and refugees living in a neighbourhood are not yet Canadian citizens.

It was recognized that certain groups in the community are at greater risk of being isolated and marginalized and strategies will need to be developed in order to include the voices, needs, and interests of such groups including:

- | | |
|-----------------------|-------------------|
| ▪ Frail senior adults | ▪ Commuters |
| ▪ Youth | ▪ New Comers |
| ▪ Sex-Trade Workers | ▪ At-home Parents |

Local Businesses:

This group was understood to include any *business located within the neighbourhood*, whether or not it is locally owned and operated. It was also noted that there needs to be consideration for externally located businesses that may be doing business in the neighbourhood, either temporarily or on an ongoing basis, such as construction companies, real estate managers, and other others in the service industry.

Community-based Organizations:

Regardless of size, structure, or mandate, this group includes *community-based organizations with a local focus*, such as neighbourhood associations, community councils, tenants associations, and special interest groups. There will be some organizations in this group that are also service-providers.

Surrounding Neighbourhoods:

Given the reality that people living in one neighbourhood are likely to be spending time in the surrounding areas, either shopping, playing, working, going to school, participating in community events, or using recreational facilities, it was felt that surrounding neighbourhoods needed to be included in neighbourhood planning.

Service-Providers and Facilities:

This group was defined as those providing some type of *service, program, or space for people living and working, in the neighbourhood*, such as schools, community centres, clinics, post offices, parks, employment services, home support, addictions counselling, sports leagues, and day care centres. This group includes all services and facilities whether they are provided by a non-profit organization, business, or federal, provincial, or municipal government department.

City of Ottawa Staff and Departments:

This group includes City of Ottawa staff members and departments involved in *co-ordinating and integrating planning processes* and providing information, services, programs, and facilities in the neighbourhood.

Politicians:

This group includes *elected officials* in the federal, provincial, or municipal government, whose riding includes the neighbourhood. It may also include other elected officials who chair committees, task forces, or spearhead other initiatives that have an impact on the neighbourhood or relate to its issues and interests.

Media:

This group includes print, broadcast, and electronic media that *covers news, events, and issues in the neighbourhood*, including local newspapers, cable television, as well as the city-wide daily newspapers, radio programs, and regional television stations.

Key Influencers and Leaders:

This group includes individuals in the neighbourhood who have the ability **to engage, inspire and organize people to create a common vision and take collective action**. They may be people in formal leadership positions such as presidents or staff of community organizations, clergy, and school principals or they may be well-connected active residents

Non-Residents:

This group is described as all *those who work, shop, access services, and visit the neighbourhood but do not live there*. This would include employees of local businesses and service-providers, as well as those who regularly participate in recreational programs, attend worship services, and attend cultural events.

City-at-large:

Other neighbourhoods in Ottawa and the city as a whole have been identified as a group to potentially benefit from the Neighbourhood Planning Initiative.

Others:

It was also noted that there are other groups who may be interested in the work but are not direct or primary target groups such as other Neighbourhood Planning Initiatives, Think Tanks, and networks of policy makers.