

To: Community Services Committee

From: Ron Diskey, Commissioner,
Community Services Department

Report Number: CS-22-16

Date of Report: February 9, 2022

Date of Meeting: February 14, 2022

Subject: Community Centennial Public Feedback Update

Ward: All Wards

File: 03-05

1.0 Purpose

The purpose of this report is to provide the findings of the Public Consultation seeking input into how the community can best celebrate the City of Oshawa's 100th year as a City in 2024.

Attachment 1 - Results of the Community Centennial Public Consultation Process

2.0 Recommendation

That the Community Services Committee recommend to City Council:

that report CS-22-16, dated February 9, 2022, concerning the Community Centennial public feedback update be received for information.

3.0 Executive Summary

N/A

4.0 Input From Other Sources

The following were consulted in the preparation of this report:

- Recreation and Culture Services
- Corporate Communications
- Community Centennial Committee

5.0 Analysis

5.1 Public Consultation Process

On June 9, 2021, staff reported to the Community Services Committee through [CS-21-65](#) that the Community Centennial Committee's Community Engagement sub-committee would be seeking community feedback related to Centennial plans and activities.

Staff undertook a four-week public consultation process beginning on Wednesday October 20, 2021 and concluding on Wednesday November 17, 2021 to engage community members and to gain feedback from Oshawa residents and businesses on how the community can best celebrate the City's Centennial.

The consultation process was comprised of various engagement initiatives that included the use of Connect Oshawa (www.connectoshawa.ca), the City's online engagement platform. Engagement opportunities included:

- Community members were invited to provide their feedback by visiting Connect Oshawa (www.connectoshawa.ca/100anniversary) to complete an online feedback form.
- Community members who preferred to complete the feedback form on paper were asked to call Service Oshawa at 905-436-3311 during regular business hours.

The public consultation was promoted to the community and stakeholders through various mediums, including media materials, social media, as well as print and digital promotional material.

5.1.1 Findings

In total, 172 submissions were received from Connect Oshawa.

Respondents were asked what ward they live in/is your business/property located in. The results were:

- 29 respondents from Ward 1
- 24 respondents from Ward 2
- 22 respondents from Ward 3
- 44 respondents from Ward 4
- 23 from Ward 5
- 7 respondents did not know
- 22 respondents skipped the question

Respondents were asked what key initiatives should be the focus of City staff and the Community Centennial Committee.

The top three priorities were:

- Creating a legacy project (e.g. new park, new facility, green-space)
- Hosting events/celebrations/festivals
- Highlighting Oshawa's history and significant milestones

63% of respondents said that they would like to see a new signature event created for the centennial celebration.

The top three signature events that most interested respondents were, in order:

- Family-friendly (e.g. street festival)
- Culinary (e.g. farmer's markets, restaurant specials)
- Musical and theatre (e.g. concerts, performances)

43% of respondents said that there was an existing City of Oshawa event they would like to see enhanced to celebrate the centennial anniversary. 42% were unsure or didn't know. The three most popular events for enhancement were:

- Summer in the City
- Canada Day
- Bright and Merry Market

Before completing the survey, the majority of respondents (56%) reported being unaware that Oshawa is celebrating its Centennial anniversary in 2024.

5.2 Sponsorship Sub-Committee Update

The Sponsorship sub-committee was convened in October 2021. The role of this sub-committee is to look at potential donation and sponsorship opportunities. The Community Partnerships Manager is a co-chair of this sub-committee and is a key staff resource.

To date, City staff have presented information on the City's sponsorship strategy. The sub-committee is brainstorming potential sponsors as well as researching available provincial and federal grants. The Community Partnerships Manager has begun outreach to existing sponsors as well as new sponsors by way of a welcome letter from the Mayor's office. Additionally, once the program of events and initiatives have been finalized, a formal sponsorship package will be prepared for the sponsorship sub-committee for solicitation.

5.3 Next Steps

In 2022, the CCC will review all feedback and ideas received from the community via the various engagement tools utilized by the Community Engagement sub-committee and other consultation processes. The CCC will prioritize events, public art projects and other initiatives and finalize a high-level program of initiatives. Where appropriate, the City of Oshawa will seek out partners to deliver on initiatives. Additionally, it is anticipated that the City would apply to eligible provincial and federal grants and explore any sponsorship opportunities between the years 2022 and 2023. In 2022, the CCC along with other partners, organizations and groups will begin event planning and development with the intent to deliver the program of initiatives in 2024.

Staff intend to report back to Council on Legacy projects with input from the Community Partnerships Manager and the CCC.

6.0 Financial Implications

There are no financial implications to this Report.

7.0 Relationship to the Oshawa Strategic Plan

This report addresses the Oshawa Strategic Plan by responding to the goal of “Cultural Vitality” and “Social Equity” and the related themes to “enrich our community through culture” and “enrich our community through diversity”, as well as “Accountable Leadership”, specifically the theme of “Deliberate Community Engagement”.

This report addresses Culture Counts, Oshawa’s Arts, Culture & Heritage Plan by responding to the goal: “Build a Strong, Vital and Connected Arts, Culture and Heritage Sector” through the strategy “Conserve and Celebrate Oshawa’s Rich History and Heritage”.



Jim Naumovski, Director,
Recreation and Culture Services



Ron Diskey, Commissioner,
Community Services Department

Community Centennial: Feedback Form Results

Staff engaged the public to gather the unique perspectives of Oshawa residents and businesses on how the community can best celebrate Oshawa's milestone centennial anniversary.

Feedback Form Findings

Members of the public were engaged through the use of an online feedback form, which was also made available as a paper form, which was available for a four-week period.

Note: Percentages referenced are approximate and have been rounded to the nearest whole number.

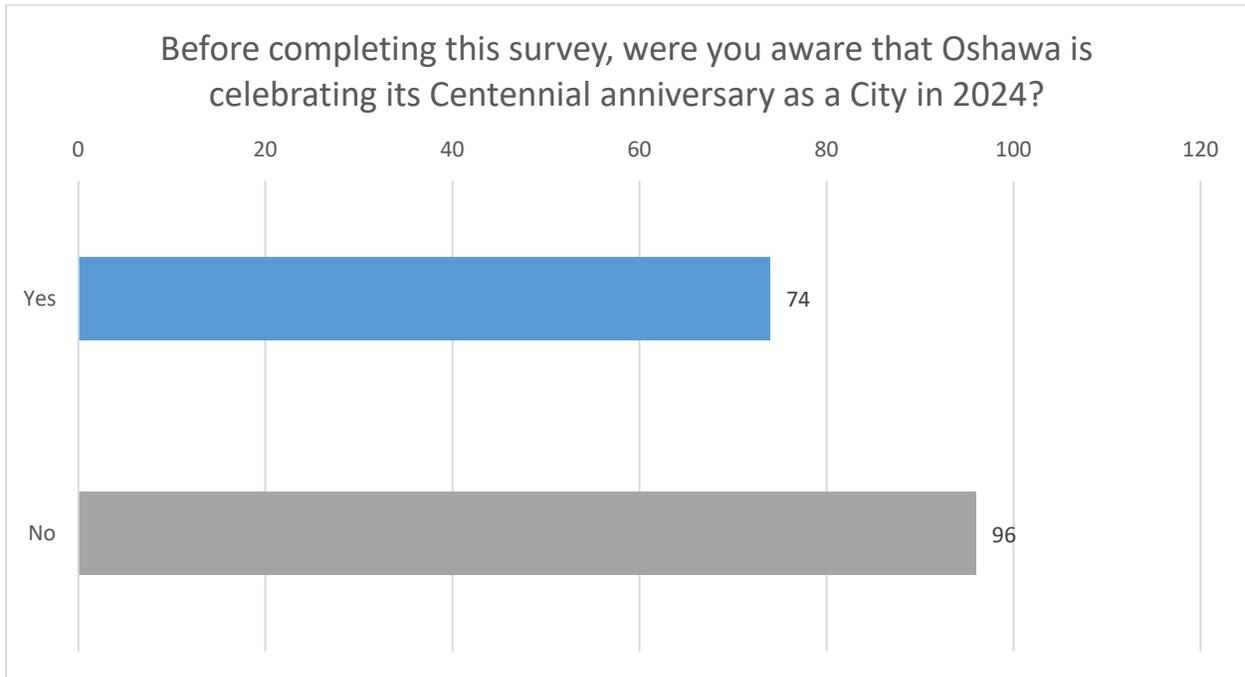
The following are the key findings that were gathered:

- 172 submissions were received from Connect Oshawa.
- Approximately 87% of respondents reported being an Oshawa resident and/or Oshawa business/property owner.
- The majority of respondents (56%) reported being unaware that Oshawa is celebrating its Centennial anniversary in 2024.
- The three key initiatives respondents felt should be the focus of City staff and the Community Centennial Committee were (respondents were asked to select their top three priorities):
 - Creating a legacy project (e.g. new park, new facility, green-space) (112 votes)
 - Hosting events/celebrations/festivals (106 votes)
 - Highlighting Oshawa's history and significant milestones (80 vote)
- 22 comments were received regarding key initiatives.
- 63% of respondents said they would like to see a new signature event created for the centennial celebration. 27% were unsure or had no preference.
- The three types of signature events most interesting to respondents (respondents were asked to select their top three priorities) were:
 - Family-friendly (e.g. street festival) (78 votes)
 - Culinary (e.g. farmer's markets, restaurant specials) (55 votes)
 - Musical and theatre (e.g. concerts, performances) (49 votes)
- 10 comments were received regarding signature events.

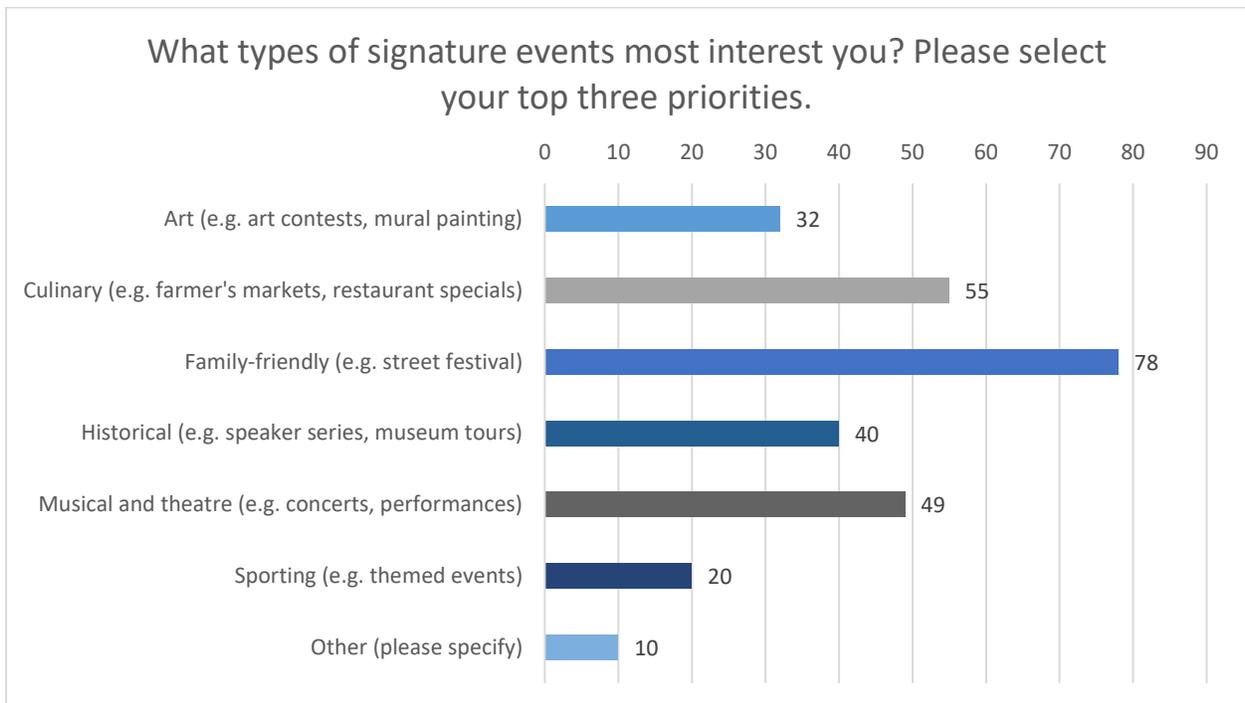
- 43% of respondents said that there was an existing City of Oshawa event they would like to see enhanced to celebrate the centennial anniversary. 42% were unsure or didn't know.
- The three most popular events for enhancement (respondents were asked to select their top three priorities) were:
 - Summer in the City (51 votes)
 - Canada Day (44 votes)
 - Bright and Merry Market (37 votes)
- We received 55 comments regarding enhanced events.
- 70% of respondents were unsure if there was a significant milestone in Oshawa's history that should be highlighted during the centennial anniversary. 22% of respondents said 'yes'.
- Submissions were received in all age categories, with the largest representation from those age 35-44 (29%), 25-34 (23%), and 55-64 (16%).
- Respondents represented all Wards, with the greatest representation from Ward 4 (26%), Ward 1 (17%), and Ward 2 (14%).

Feedback Form Responses: General Public

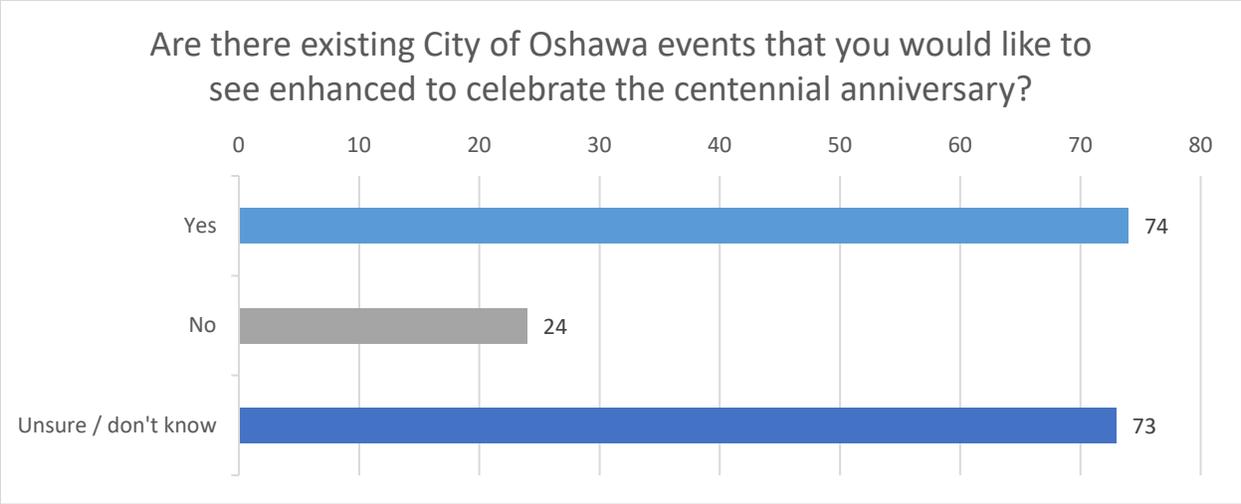
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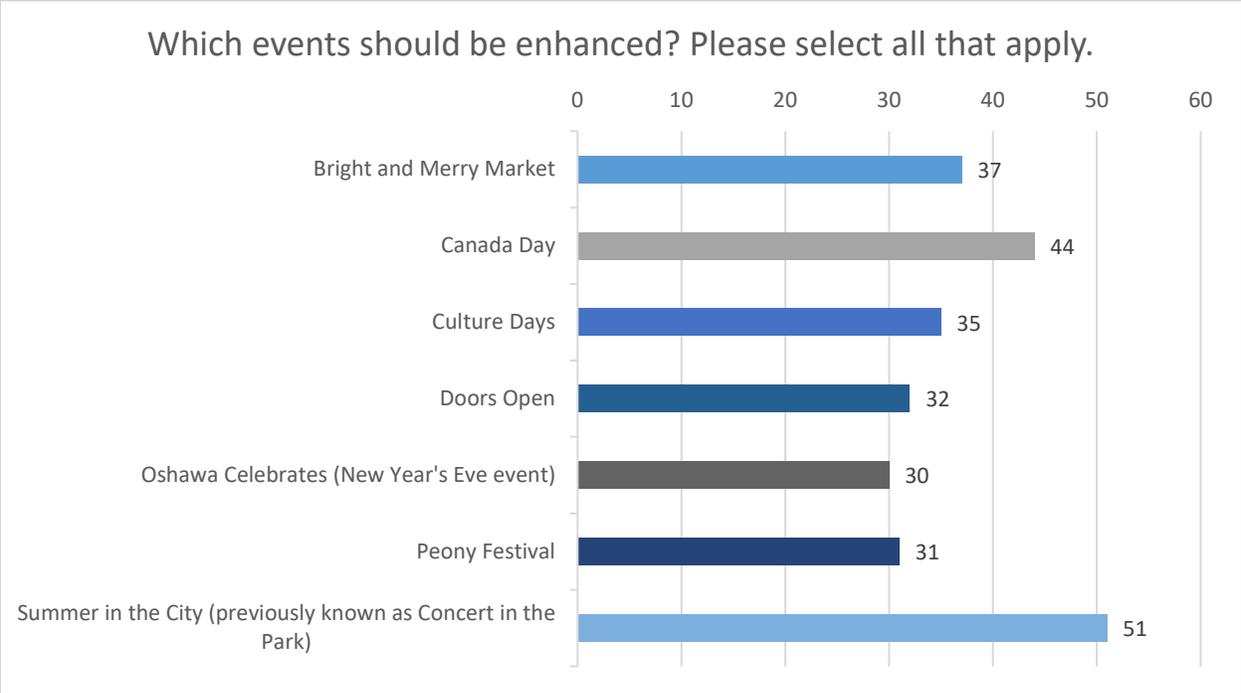
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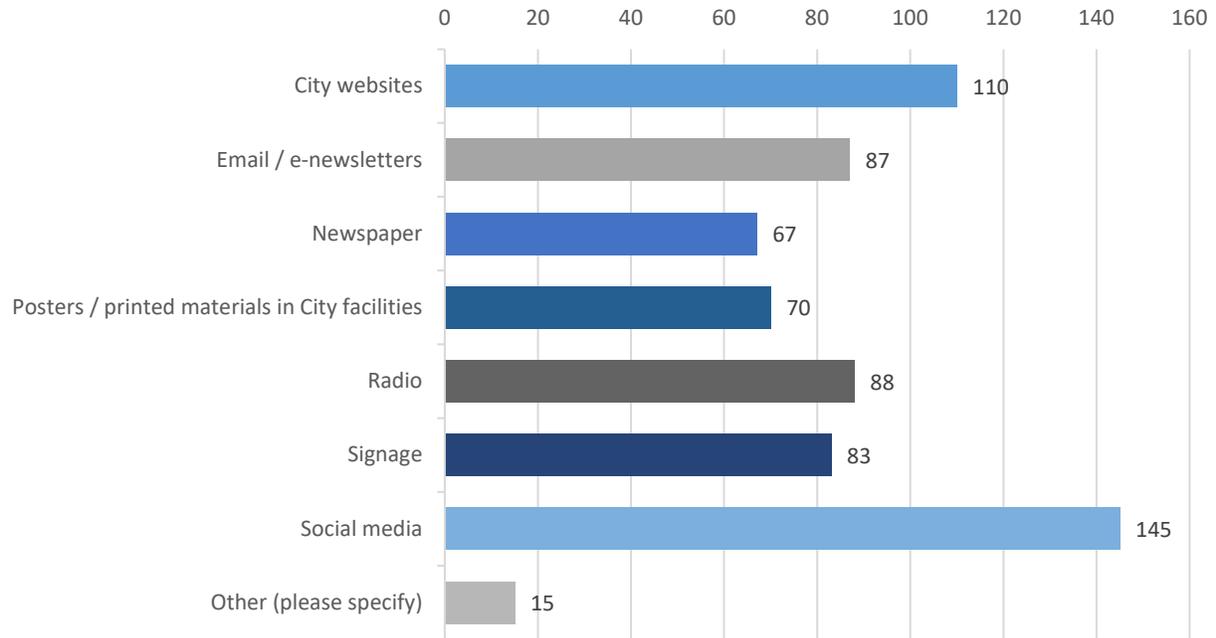


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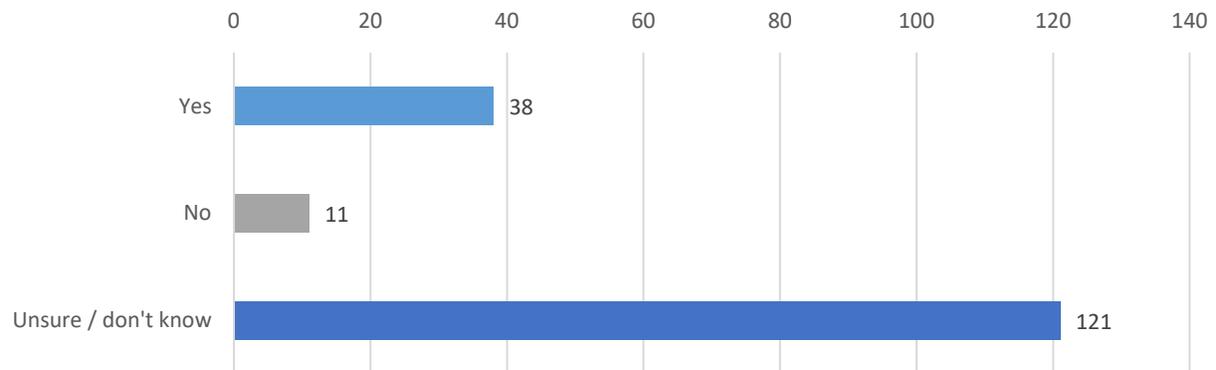
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What is the best way for the Community Centennial Committee to share information about events and initiatives related to the City's centennial celebrations? Select all that apply.

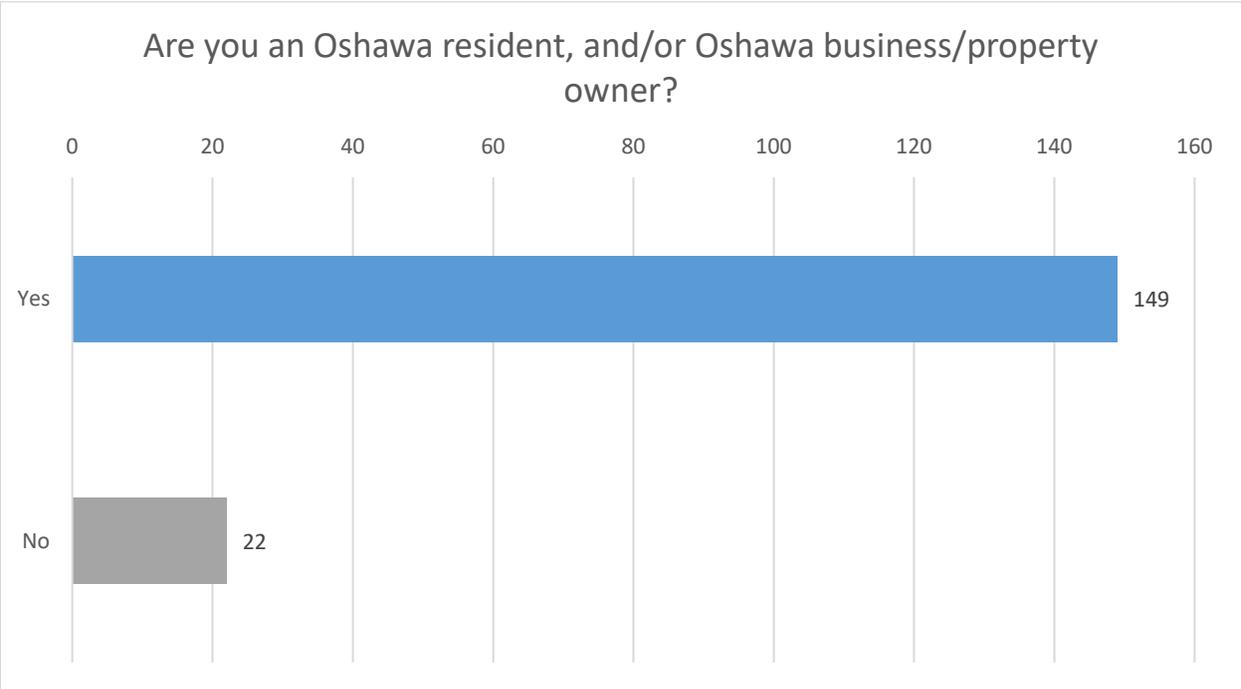
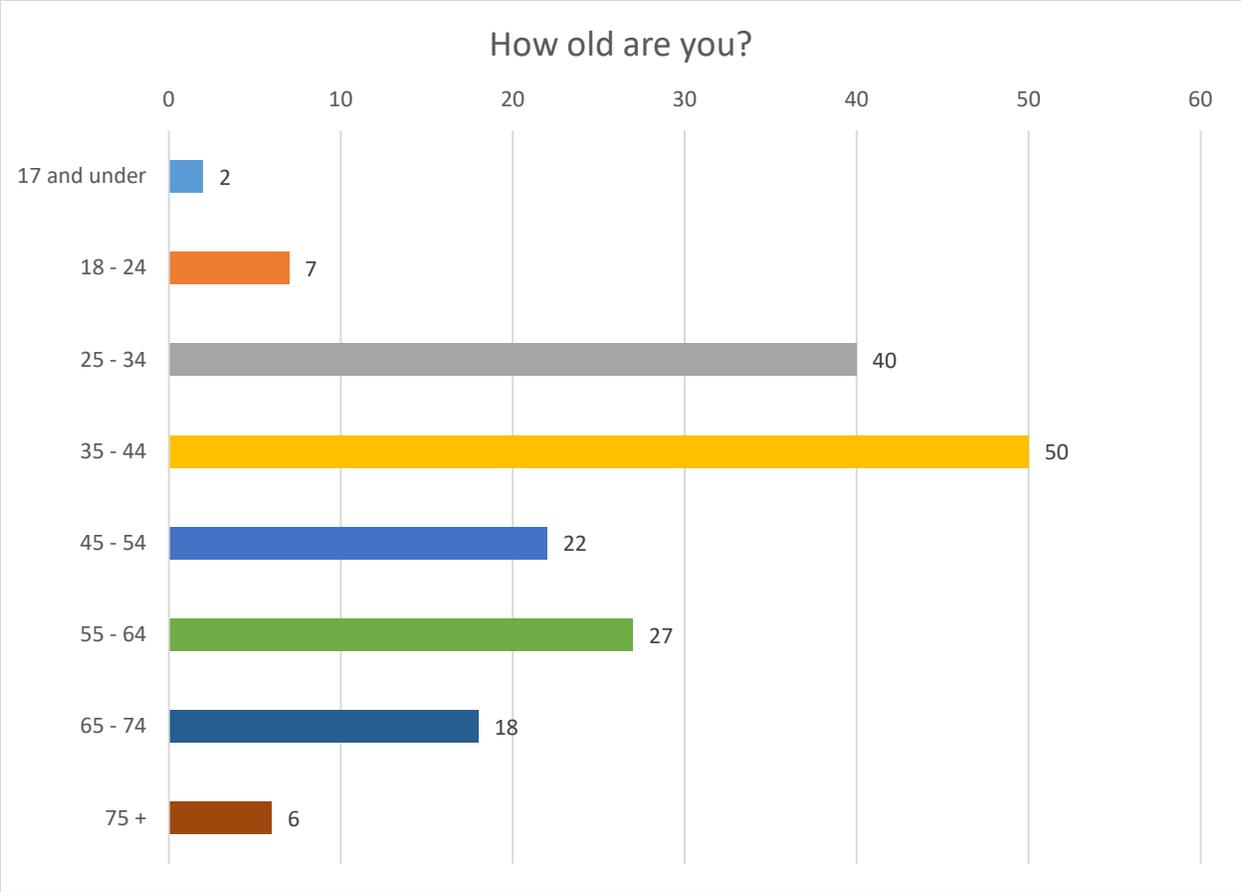


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Are there any significant milestones in Oshawa's history to be highlighted during the centennial anniversary?

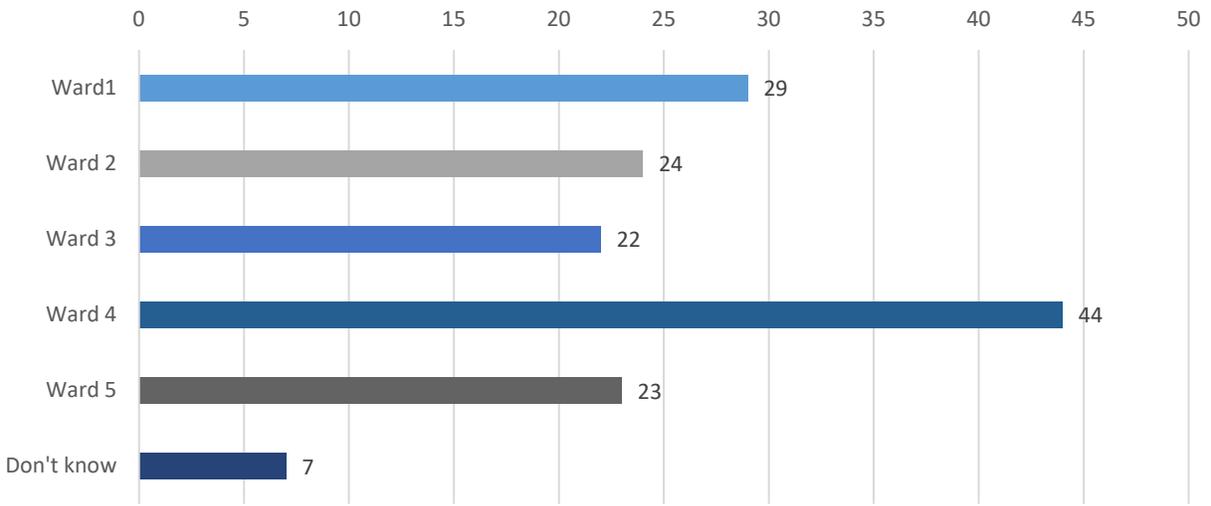


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What ward do you live in/is your business/property located in?
Select all the apply.



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