



To: COUNCIL
Meeting Date: 5/30/2023
Subject: 23-115-CRS Citizen Appointments to the Placemaking Working Group
Submitted By: Danielle Manton, City Clerk
Prepared By: Maria Barrantes Barreto, Council Committee Services Coordinator
Report No.: 23-115-CRS
File No.: C11
Wards Affected: All Wards

RECOMMENDATION(S):

THAT Report 23-115-CRS Citizen Appointments to the Placemaking Working Group be received;

AND THAT Confidential Appendices B Report 23-115-CRS be received and remain confidential;

AND THAT the following individuals be appointed to the Placemaking Working Group for an 18-month term from the date of appointment _____;

AND THAT the City Clerk be directed to notify all successful and unsuccessful applicants;

AND FURTHER THAT Council Appointed Citizen Members to the Placemaking Working Group who do not submit their signed Code of Conduct form within the first month after their appointment has been made, shall forfeit their membership on the Placemaking Work Group.

EXECUTIVE SUMMARY:

Purpose

To appoint citizens to the City's Placemaking Working Group for an 18-month term from the appointment date.

Key Findings

- On February 28th, 2023, Council approved the Core Area Transformation Fund Application for a Placemaking Study (“Study”), Pilot Project and Placemaking Working Group.
- The initiative will draw up to a maximum of \$150,000 from the Core Area Transformation Fund for a Study and Pilot Project that will establish one of the City’s core areas as an open, accessible and attractive destination for the public.
- Staff completed the recruitment and evaluation process on April 28th, 2023, for the Placemaking Working Group and are seeking ratification of the recommended appointments.

Financial Implications

There are no financial implications.

STRATEGIC ALIGNMENT:

- Strategic Action
- Core Service

Objective(s): WELLBEING - Connect people to services that support individual and community wellbeing

Strategic Action: Lay the foundation for future community-building

Program: Council Support

Core Service: BIA / Core Area Support

BACKGROUND:

In July 2019, Council approved the implementation of the Core Area Transformation Fund (“CATF”), establishing programs and funding mechanisms designed to stimulate transformative investment and support city-building in Cambridge’s three (3) urban core areas. Council approved the formal CATF framework built on three (3) Investment Pillars:

1. **Private Sector Stimulus** – provided through the Core Areas Community Improvement Plan Financial Incentives;
2. **Strategic Land Acquisition/Disposition** – to support the growth of the core area(s) population in terms of both workforce and residents; and

3. Placemaking and Experiences – through CATF placemaking applications.

On February 28th, 2023, Council approved report 23-029-CRE Core Areas Transformation Fund Application – Placemaking, which sought to leverage the CATFs Placemaking Pillar by completing a Placemaking Study (“Study”) and installing a temporary Pilot Project in Downtown Cambridge.

In addition to approving the Study and Pilot Project, Council approved the creation of the Placemaking Working Group (“PWG”), consisting of up to eight (8) public members and two (2) members of staff, one of which will be the Director of Economic Development or designate.

The main objective of the PWG is to provide input and assist with the Study, determining which areas are available and appropriate for placemaking projects within the City’s core areas.

The City’s Strategic Plan enshrines the concept of Placemaking, which focuses on establishing the following:

1. Revitalize core areas as attractive destinations;
2. Enhance equity and inclusion efforts;
3. Encourage healthy and safe neighbourhoods;
4. Enhance opportunities to enjoy built and natural heritage; and
5. Create spaces that offer residents free activities to enjoy.

In conjunction with staff and consultants, the PWG will actively support the completion of the Study by providing input and recommendations to staff, consultants and Council on a Pilot Project that will be open and accessible to the public, including commenting on the draft Request for Proposal, regular meetings with the consultant and staff and assisting in the implementation and review of the Pilot Project.

ANALYSIS:

In collaboration with the City’s Community Development team, the Clerks Division actively recruited public volunteers to the PWG by completing the following actions during the recruitment and post-interview process:

Step One: Advertisement

The Clerks Division worked with staff to advertise PWG volunteer opportunities on the City’s website, social media pages, Council Connects e-newsletter and Cambridge Today. The advertisement and recruitment phase of the process ended on March 24th, 2023, at 4:30 p.m. Staff received 20 applications to the PWG from interested residents of Cambridge by the aforementioned deadline.

Step Two: Questionnaires and Evaluation Criteria

The next step of the process involved creating a questionnaire and distributing copies to all applicants that applied for the volunteer position by the deadline. The evaluation criteria for the PWG Questionnaire consisted of the following criteria:

1. Volunteer availability and commitment;
2. The level of understanding possessed by the applicants concerning their role and objectives in the working group;
3. Previous experience, including volunteer, professional and lived experience;
4. Understanding what applicants hoped to receive from this opportunity;
5. Noting the critical distinctions between advising and advocacy; and
6. A self-assessment to determine volunteer strengths and conflict resolution abilities.

To ensure that staff could execute Council's direction expeditiously, staff provided applicants with a firm deadline to submit their questionnaires to the Clerks Division by April 28th, 2023, at 4:30 p.m. Out of the 20 applications initially received, only 15 interested residents submitted their completed questionnaires by the deadline. Applicants that did not submit their completed documentation were not evaluated or considered for recommendation to the PWG.

Step Three: Evaluation and Recommendations

When evaluating the recommendations to Council, the Council Representative worked alongside Economic Development and Clerks staff to determine the appropriate criteria by which to make recommendations.

As a result of the meeting, the review panel filtered applications that represent the following segments of the community based on their uniform criteria: Development Industry, Cultural Diversity, Business Improvement Areas and Downtown Areas, Heritage, Social Services, the Community at Large, including the Arts Community, and Cambridge as one unified City. The review panel provided final recommendations for Council's consideration.

Placemaking Working Group

The purpose of the PWG is to provide input and assist with the Placemaking Study that will be initiated by the City of Cambridge and funded through the Core Areas Transformation Fund (CATF), creating a Placemaking Pilot Project that is open and accessible to the public.

- Afzal Badabhai
- Amanda Williams
- Angie Campbell
- Brad McEwen
- Brian Riddell
- Carol Thorman
- Ingrid Talpak
- Jayliya Fonseka
- Jeff Hunter
- Judy Major-Girardin
- Julie Dring
- Mano Duggal
- Michael Johnston
- Michelle Goodridge
- Nancy Woodman
- Patrick Simmons
- Samantha Tanchak
- Scott Higgins
- Sue Sturdy
- William Bennett

Code of Conduct Forms

Staff liaisons have advised the Clerks Division that collecting completed Code of Conduct forms from appointed members has been challenging during various terms. If staff cannot collect the Code of Conduct forms from appointed members, there is little recourse to address problematic behaviours by committee members.

Accordingly, staff are requesting the assistance of Council to ensure the recommendation includes a clause that requires the appointed members to sign off on all the necessary documentation or risk losing their appointment to the PWG.

EXISTING POLICY / BY-LAW(S):

Council considered and ratified the recommendations in Report 23-029 Core Areas Transformation Fund Application – Placemaking on February 28th, 2023. The report outlines the basis for the CATF Application and creation of the PWG to assist with the Placemaking Study and subsequent Placemaking Pilot Project.

FINANCIAL IMPACT:

There is no financial impact.

PUBLIC VALUE:

Leadership

The PWG encourages residents to exude pride of place by providing a space bound by civility, courtesy and procedure to express their insights and contributions in a measurable and meaningful manner. The recommendations represent the diversity within the City, allowing distinct community leaders to perform an active role in providing Council with the tools and knowledge to make well-informed decisions based on collective expertise.

Transparency

City staff ensured that all applicants received the same questionnaire as part of the appointment process, ensuring everyone had the same opportunity to detail their knowledge and lived experience using written format by a specified deadline.

Engagement

Placemaking emphasizes the importance of public input in shaping and designing public spaces. The PWG is a medium that allows for collaboration and information from residents, City staff, and consultants considering the community's diverse needs. Staff members recognize the importance of valuing the ever-present diversity rich within Cambridge. Providing recommendations that reflect the various segments within the City ensures melding mixed points of view to create a holistic Pilot Project.

ADVISORY COMMITTEE INPUT:

Not applicable.

PUBLIC INPUT:

Posted publicly as part of the report process.

INTERNAL/EXTERNAL CONSULTATION:

Cross-departmental consultation occurred between the Council-appointed representative, Community Development, Clerks, Finance and Legal staff to determine an appropriate approach, carefully considering all moving parts.

CONCLUSION:

Based on the applications and completed questionnaires received by the deadline, staff respectfully submit the recommendation report for Council's consideration and appointment to the PWG for a period of 18 months from the appointment date.

REPORT IMPACTS:

Agreement: **No**

By-law: **No**

Budget Amendment: **No**

Policy: **No**

APPROVALS:

This report has gone through the appropriate workflow and has been reviewed and or approved by the following as required:

Director

Chief Financial Officer

City Solicitor

City Manager

ATTACHMENTS:

1. 23-115-CRS Appendix A – Placemaking Working Group Terms of Reference
2. 23-115-CRS Confidential Appendix B – Placemaking Working Group