

*Ottawa:
A Natural Magnet for Talent*



**Presentation to Ottawa City Council
Planning and Development Committee**

Monday November 4, 2002 | Ottawa City Hall

OVERVIEW

 **What is *Canada25*?**

 **Our vision for a great city**

 **How to achieve this vision**

 **Five priorities for Ottawa**

CANADA25 SEEKS TO PROMOTE A NEW DEFINITION OF THE ROLE OF YOUNG CANADIANS IN PUBLIC LIFE

Canada25's Mission

To engage the perspectives of young Canadians living around the world in Canada's public policy debates

In doing so, *Canada25* will

- ✳ **Work to develop and implement creative and constructive policy positions and initiatives**
- ✳ **Act as a resource for decision makers looking to involve young people**
- ✳ **Build a network of young Canadians living in Canada and around the world to encourage ongoing engagement in Canadian policy issues**

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- **To fulfill this mission we will**
 - **Develop ongoing policy thinking in areas of focus. For 2002, these are:**
 - **Cities**
 - **Innovation**
 - **Canada and the World**
 - **Execute national initiatives along with individual local initiatives**

OUR VISION FOR A GREAT CITY



Density

- **We reject urban sprawl**
- **Smart cities will build up rather than out, reclaiming space to create safe, environmentally friendly neighbourhoods that minimize the cost of transport and infrastructure**



Diversity

- **We want to live in diverse neighbourhoods in cities that are intersections of the world**
- **We care deeply and passionately about social inclusion and the alleviation of poverty**



Discovery

- **Discovery that comes from innovation, both in education and in industry, fuels economic development and ensures a flow of young talent to the city**
- **Great cities have an element of *human discovery*—that celebration of the human spirit that comes from the arts, culture, inspiring public spaces, and infrastructure that facilitates human interaction**

Cities matter because they are the primary unit for economic and social development, and also the key magnets for attracting and retaining young talent in Canada.

HOW TO ACHIEVE THIS VISION

Density

- **Density is high; public transit is a preferred choice**
- **People live where they work and play; young people can afford to live in the city**
- **Classes and socio-economic backgrounds are mixed in neighbourhoods**
- **Environmental sustainability is a major factor in design of built space and infrastructure**
- **Public spaces are vibrant and attractive – in all senses of those words. People want to be there**

Diversity

- **Diversity in class, income, and colour**
- **A rich, living culture... citizens recognize the importance of their relationships with one another**
- **Diversity manifests itself in engagement and involvement in the community**
- **Social capital is strong; citizens are active in building civil society**

Discovery

- **A great city feeds on itself; building clusters and slivers where it is an indisputable global leader, calling in the best talent in the world**
- **Universities play a critical role**
- **Increasing the degree of risk tolerance—supporting success and learning from failure**
- **Promotion of life-long learning and continuous personal improvement**

ACTIONS FOR OTTAWA

Our vision

A great city is one that embraces diversity, has a vibrant urban culture and allows the majority of its residents to travel to school and work without having to get into a car.

Five Priorities

- 1. Prioritize all forms of transportation planning**
- 2. Build vibrant neighbourhoods and a dynamic downtown core**
- 3. Work towards creating a truly socially inclusive city**
- 4. Encourage a culture of innovation economically, socially and culturally**
- 5. Do a better job of ‘selling our story’**

OTTAWA HAS A CHOICE... A TALE OF TWO CITIES

Los Angeles, USA

- 🍁 **Began building freeways in the 1940s**
- 🍁 **Removed transit rail lines in 1950s**
- 🍁 **Commuters by Car, truck, or van in 2000: 3,452,192 or 85%**



Curitiba, Brazil

- 🍁 **Chose universal access over the private auto in 1970s**
- 🍁 **Redesigned streets to accommodate high volume buses**
- 🍁 **Commuters by transit in late 1990s: 1,900,000 or 75%**



PRIORITIZE ALL FORMS OF TRANSPORTATION PLANNING


*Private motorized vehicles must cease to be the dominant feature of our cities if we want accessible and vibrant communities.
Have you ever seen outdoor cafes pop up around highways, or kids play around major routes?*

 **Implement and lobby for policies that promote public transit and alternative modes of transportation, such as:**

- **pressuring the federal and provincial governments to make transit passes a tax-deductible expense,**
- **encouraging building owners to install showers and locker facilities for cyclists**

 **Make public transit more attractive to young professionals:**

- **heated bus shelters**
- **schedules that can be downloaded to cell phones and personal organizers**
- **be proactive**

 **Continue to build on Ottawa's early transportation successes:**

- **downtown Transitway**
- **O-Train that "goes somewhere"**

BUILD VIBRANT NEIGHBOURHOODS AND A DYNAMIC DOWNTOWN CORE

OTTAWA MUST BUILD UP INSTEAD OF OUT

- **Reconfigure the calculation of property taxes system to provide an incentive for people to live in either: (i) higher density housing, (ii) the city centre or (iii) established neighbourhoods**
- **Revise the city's zoning by-laws to facilitate medium- and high-density redevelopment in the city centre and in established neighbourhoods**

URBANIZE THE SUBURBS

- **Mandate mixed density, multi-use development and in all new suburban communities, with an emphasis on designing communities around central transportation and commercial hubs**
- **Require that all new suburban neighbourhoods include affordable housing**
- **Mandate public consultation with respect to the development of all new suburban neighbourhoods**

WORK TOWARDS CREATING A TRULY SOCIALLY INCLUSIVE CITY

HUMAN CAPITAL IS OTTAWA'S MOST VALUABLE ASSET IN THE 21ST CENTURY

- **Create incentives for businesses to be more actively involved in addressing social ills; providing the “carrot” that encourages business to become more active in the community**
- **Extend provincial government nominee programs to the municipal level to increase Ottawa's ability to select immigrants that address their particular social and economic needs**
- **Invest in programs to help immigrants integrate quickly into communities and the economy, such as a mentoring and matching program**
- **Create a community ambassador program**
- **Bridge the gap between homelessness and all types of affordable housing**
- **Decrease the barriers between young professionals working in the private sector, NGOs, bureaucracy and politics**
- **Institute a civic leaders program in high schools**

ENCOURAGE A CULTURE OF INNOVATION ECONOMICALLY, SOCIALLY AND CULTURALLY

To instill a culture of innovation in Canadians:

- **Increase opportunities for internships and for meaningful summer employment for university students (e.g. internships in start-ups for engineers)**
- **Increase support for entrepreneurship programs at high schools and universities that allow students to start their own business and experience, first-hand, how the risk-reward balance works**
- **Showcase individuals, companies and communities who have managed the risk-reward balance well**
- **Build great city universities and ensure they're integrated into the community**
 - they attract young talent, foster innovation and help cities grow intellectually and culturally
- **Improve knowledge sharing and collaboration between business and the community-at-large (particularly between business and universities)**
- **Create a culture co-op that allows talented artists to realize their potential by reducing financial and organizational barriers**

OTTAWA NEEDS TO DO A BETTER JOB OF 'SELLING OUR STORY'

Ottawa has an image problem among young Canadians

As Canada's fourth largest city, we can be more than "a great place to raise a family"




Our research has shown that the best young talent is borderless, but is attracted to the economic opportunities and quality of life in great cities

We need to ensure that top young people from around the world add Ottawa to their list of great places to live

CONCLUSION

The country with the strongest cities wins.

-Glenn Murray, Mayor of Winnipeg

-  **Young talent matters. Ottawa's civic leaders must recognize that attracting and retaining a talented young workforce is vital to the city's future economic prosperity.**
-  **We believe that Ottawa can become a great city only if there is a fundamental shift in thinking by our civic and community leaders.**
-  **We look forward to working with Ottawa's leaders in our quest to make Ottawa a great place to live.**