SYMPOSIUM 2014
Niagara Falls, Ontario
October 1-2

HEALTHY OPPORTUNITY PRACTICE PROFESSIONAL SYMPOSIUM
COMMUNICATION
COLLABORATION
ENGAGEMENT
SOCIAL COMMUNITIES
PUBLIC

Final Program

General Information

Mobile Program Guide - App

Full program descriptions can be found on our Mobile Program Guide App. You can access the app on your smartphone (Blackberry, IOS or Android), tablet, or even your computer! The app is web-based to allow access on any device, but it is a fusion product, so once loaded it will work, even without internet access. Use the app to:

- Create a personal schedule
- Take session notes (and access following the Symposium)
- Create your attendee profile and share your social media links
- Give feedback on sessions to help design future programs

Download now at **eventmobi.com/oppi14**

We are here to help! Stop by the registration desk, if you have any questions or concerns regarding the App - we are happy to help you download it and will share a few tips. Computers will be available at the OPPI Display, if you do not have a device and would like to access the app.

Registration/Information Desk

Located at the top of the stairs on the 2nd floor, the registration desk will be open the following hours:

Tuesday, September 30 - 5:30pm - 9:00pm
Wednesday, October 1 - 7:00am - 5:00pm
Thursday, October 2 - 7:00am - 2:00pm

WiFi Access

We have included WiFi access for all participants. The code can be obtained at the registration desk.

To log on:

- ✓ Connect to SSID Corresponding to Meeting room you are in (e.g., Oakes South etc.)
- ✓ Launch a web browser
- ✓ Follow the on screen instructions

Get Social

Tweeting about the Symposium or sessions? Use the hashtag **#OPPI14** Follow **@OntarioPlanners**

Feedback

Please take a moment after each session to let us know your opinions and future learning needs. Evaluations can be found below the descriptions of each session in the mobile app.

Tuesday, September 30

7:30pm - 9:00pm	**Idea Bombing Networking Reception**
Oakes Ballroom - 2nd Floor	*Facilitators: Krista Voigt & Robert Voigt*
	Cash bar, canapés will be served.

Idea Bombing (IB) in Ontario was launched by Robert and Krista Voigt in 2013 as a way of making community engagement more appealing, interesting and hopefully more effective. IB was created as an adaptation of various citizen engagement techniques that Rob has been developing and using in his planning practice and Krista's background and work in organizational development and change management.

IB creates a party-like atmosphere that is part meetup, part popup bar, part talk series, all fun! Blank canvases, note boards, a video corner and other methods, mixed with food and music, make up the IB stage. The IB at the Symposium will be an educational brain storming/capacity building event. Attendees will learn about the IB format and how it has been used, and will experience IB firsthand as participants. A feature video/Skype presentation from John O'Callaghan of Idea Bombing Sydney, Australia will also be part of the event.

The discussion will be focused on the theme of the Symposium and will explore ideas, dialog, and synergies relating to the resources and tools available to Planners for community engagement. Idea Bombing will be a great way of kick starting the Symposium, bringing people together, and preparing you for the next two days.

Wednesday, October 1

7:30am - 8:30am	**Networking Breakfast**
2nd Floor Foyer	***Sponsored by: Weirfoulds LLP***
8:30am - 8:45am	**Welcome & Symposium Overview**
Oakes Ballroom - 2nd Floor	*Paul Stagl, OPPI President*
8:45am - 9:45am	**Seeing the Forest and the Trees: Surviving and Thriving in the Coming Data Boom**
Oakes Ballroom - 2nd Floor	*Nora Young, Host & Creator of CBC Spark*

As individuals, we're generating more data all the time about our movements, habits and tastes. You may be doing it now: registering 'likes' on Facebook, tracking your runs with a GPS-enabled monitor, logging your spending with a personal finance app. You may not even know you're doing it, but the simple act of using digital tools, such as e-readers, creates information about you and your personal preferences.

We're on the cusp of a Data Boom, a new era in information, fueled by our digital devices. It will offer personal insights, open opportunities for new services and change the nature of our cities and communities. The Data Boom has the power to make our personal lives and communities better, but it also carries tremendous privacy risks.

Drawing on her book, and her experience as host and creator of CBC's technology show, Spark, Nora explains how this Data Boom will change society, and what it means for individuals, businesses and communities.

Nora's talk will help you to plan strategically for the changing world, and give you the big-picture look at one of the top trends that will define our world in the coming years.

9:45am - 3:15pm *1st Floor Hennepin & Peninsula Rooms*	**Planning Knowledge Exchange - Display Tables Open** Take time during the day to visit our sponsor displays.
9:45am - 10:15am *1st & 2nd Floor Floor Foyer*	**Refreshment Break** ***Sponsored by: Bousfields Inc.***
10:15am - 12:30pm	**Breakout sessions** *Select from a variety of session lengths and learning styles.*

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2 hour Intensive Training Workshops

10:15am - 12:15pm *Oakes Ballroom - 2nd Floor*	**100: Provincial Planning and Participation in the Digital Age** *Presented by the Ministry of Municipal Affairs & Housing* Digital technologies are transforming the way the Province carries out its roles in Ontario's land use planning system. From taking the current pulse, to conducting consultation, to disseminating information and data in a broadening "open data" environment, Ontario is embracing new technologies and approaches. This session will explore some of the Province's leading edge efforts in the field of land use planning.
10:15am - 12:15pm *Fallsview - 2nd Floor, enter through Milestones Restaurant*	**101: Circles: Engaging the Multiple and Diverse Voices** *Jennifer Ball, University of Guelph & Wayne Caldwell, MCIP, RPP, Director and Professor, School of Environmental Design and Rural Development, University of Guelph* ***Limit of 25 participants. Pre-registration is required. -*** *Limited space available* The 2006 World Planners Congress in Vancouver, B.C. emphasized the need to be much more intentional about engaging citizens. Most planners agree with the standards this challenge affirms. In practice, however, they are frequently frustrated with the results of conventional approaches to engaging the public. Using the Circle process offers an alternative strategy and can play a critically important role in the planning process. Circles engage the public in a way that builds relationships, develops understanding and diffuses power imbalances. Participants will experience Circle while also learning the key elements of the Circle process. Together, we will explore examples of planning contexts where Circles have been or may potentially be used in practice.

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15 Minute Ignite Sessions in the Planning Knowledge Exchange
(Lobby Level)

10:15am - 10:30am *Hennepin Room*	**IA1: City Planning and Social Media: #Friends #Forever?** *Carolyn Rowan, Masters of Science in Planning Candidate,University of Toronto* By connecting real residents with real city planners, social media platforms have the potential to eliminate discomfort with the traditional planning process, introduce familiarity and stimulate productive conversation. However, there are some very real issues that must be resolved before embracing social media as a planning tool. These include concerns about transparency, privacy, accessibility, the participation gap, misinformation, etc. This session will explore the theory and

current limitations of social media for the planners interested in this emerging form of active engagement and the potential benefits of investing in the experience of the planning process.

10:15am - 10:30am *Peninsula Room*	**IB1: Metrolinx Online with Smart Commute** *Aubrey Iwaniw, Senior Advisor, Metrolinx*

Metrolinx is entering the digital age with a strong collection of programs which employ digital tactics to reach the community. This session will highlight the Smart Commute program, which uses social media platforms, tracking and matching applications and digital communication campaigns to inform the public about alternatives to driving alone. It will detail how Smart Commute initiated its digital communication plan and report on lessons learned and helpful adaptations.

10:40am - 10:55am *Hennepin Room*	**IA2: Open Data for Planning – Review on Municipal Planning Information on the Web** *Ian Graham, MCIP, RPP, Director of Planning for R.E. Millward & Associates Ltd. and Publisher, NRU Publishing Inc.*

Not even a decade ago one needed to hire a consultant to figure out what zoning or official plan policy designation applied for a particular property. Today, the public has direct access to municipal websites to find this out unassisted. Municipalities are also providing information online to show the status of development applications. Ian Graham—planner and publisher of a municipal information service—will review Ontario municipal planning department websites and their services with respect to access to open data. The session will consider the benefits of easily available data and the implications for the role of planning consultants.

10:40am - 10:55am *Peninsula Room*	**IB2: Do You Like What You See? Using a Visual Preference Survey to Engage the Public** *Tim Moerman, MCIP, RPP, Planner, City of Ottawa*

This session will highlight an extremely successful online Visual Preference Survey undertaken by the City of Ottawa to engage the public regarding a proposed zoning amendment to widen suburban driveways. The survey drew over 1,100 responses, including over 500 written comments. The presentation will detail the development of the Visual Preference Survey, including the choice of images and scenarios, methods of gaining publicity and interpretation of the results.

11:05am - 11:20am *Hennepin Room*	**IA3: Bringing Traditional AT & Trails Plannning & Design into the Digital Era** *Claire Basinski, Project Planner, MMM Group Limited*

Innovative technology and digital tools are now available to assist with trail and Active Transportation design, development and implementation. This ignite session will highlight examples of projects where these tools have been used to enhance study findings and outcomes. In many cases the tools have continued to influence implementation and are used to promote the use of active forms of transportation and recreation in communities of different scales.

11:05am - 11:20am
Peninsula Room

IB3: Digital Innovation and Public Service in Conservation and Environmental Protection
Chris Jones, Senior Planner, Toronto and Region Conservation Authority
Chris Moore, Manager, Digital Media, Toronto and Region Conservation Authority

Recent initiatives by the Toronto and Region Conservation Authority using social media and other online resources to engage citizens in the Living City vision and programs will be presented. While the session will explore various ways the TRCA has employed social media, it will focus on recent initiatives offering online tools related to the TRCA's development regulation function. This will include TRCA's initiative to streamline the process and build capacity in an effort to provide more timely services to the public.

11:30am - 11:45am
Hennepin Room

IA4: How to Make Planning Cool to Kids
Kevin M. Duguay, Principal, Kevin M. Duguay Community Planning and Consulting Inc.
Kelly A. Weste, Municipal Planning Advisor, Ministry of Natural Resources

For the past 5 years, Peterborough area students (Grades 8, 9, 12 and post-secondary) have been given the opportunity to learn about land use planning and the policy decisions that shape their community. During an intense one-day design charrette, students learn planning and urban design principles, identify design issues in the study area and develop solutions. The solutions are realistic, creative and respectful of the fundamentals of good land use planning. This session will provide a tool kit for hosting your own WTPD event.

11:30am- 11:45am
Peninsula Room

IB4: Going Viral: Recipes for Success in Online Engagement for Broad AND Informed Public Input
Dave Biggs, Co-Founder of MetroQuest

Digital & online tools hold the promise of engaging a broader demographic. So why do some "go viral" and others flop? This presentation will make it easy for participants to understand when and how to leverage technologies for public engagement, what to look for when selecting the right tool for the job, and best practices for their successful application.

Learn by stories – This presentation will draw on recent award-winning case studies.
Learn by doing – Hands-on examples will allow participants to try these tools themselves.
Learn by dialog – Key discussion questions will draw participants into a high energy dialog.

11:55am - 12:10pm
Hennepin Room

1A5: From Exclusion to Inclusion: Planning and Human Rights
Jacquelin Pegg, Inquiry Analyst, Ontario Human Rights Commission

Learn about the critical connection between human rights and planning laws, and the important role planners play in helping communities move from saying "No" to saying "Welcome." Topics include identifying and removing barriers to housing, what requirements for "a range of housing" mean from a human rights perspective, and applying a human rights lens when consulting with communities.

11:55am - 12:10pm *Peninsula Room*	**IB5: Use Gamification to Change Employee Behaviour and Engage the Next Generation of Knowledge Workers** *Tony Cancelliere, Co-Founder and Managing Director of Syntropy Group* Used by companies around the world, gamification helps organizations create engaging training activities that take advantage of peoples' enjoyment of games and create lasting changes in behavior through goal setting, real-time feedback, and task mastery. This session will introduce participants to the idea of gamification and provide them with real take-aways that can be applied to their organizations today.

Workshops (10:15am - 11:15am)

Ontario Room - 3rd Floor	**102: Continuing the Conversation with Nora Young** *Nora Young, Host & Creator of CBC Spark* Spend time in a small, open format setting where Nora will answer your specific questions about technology trends and security.
Salon A - 3rd Floor	**103: Imagine Niagara & The Power of Social Media** *Erik Acs, Project Manager, Planning Programs and Engagement, Niagara Region* *Daryl Barhart, New Media and Communications Specialist, Corporate Communications, Niagara Region* *Katelyn Vaughan, Project Manager, Niagara Water Strategy, Niagara Region* Niagara Region has recently embarked on its five-year review of the regional plan and has taken new social media approaches to engagement. This session will share tips and tools about creating online videos, branding the project and its components, Facebook and tweet chat engagement tools, surveys and innovative engagement.
Salon B - 3rd Floor	**104: From Smart City to Intelligent Community** *John G. Jung, Intelligent Community Forum, New York City* The session will explore emerging developments and trends in "smart cities." It will focus on what the planning profession needs to know about the benefits to towns, cities and regions of becoming an "Intelligent Community." There are thousands of cities around the world that are now turning to advancements in technology, high-speed broadband and the analysis of big and open data to improve efficiencies, asset and budget management, as well as improvements in public services. Currently 126 cities on every continent have been recognized by the Intelligent Community Forum as an Intelligent Community; 20 of these are in Canada. Using examples of Smart Cities and Intelligent Communities from across Ontario—Stratford, Waterloo and Toronto—the session will benchmark them against other examples in Asia and Europe.
Niagara Room - 3rd Floor	**105: Cities Alive Podcast Project** *Danielle Davis, Planner and Landscape Architect, Corban & Goode* *Geordie Gordon, Cities Alive* Storytelling is our oldest and most meaningful mode of communication, yet it is extremely underutilized in our profession. Although facts and figures will always be a critical tool for planners to be responsible professionals, storytelling offers a

unique vehicle to persuade, inspire and give meaning to planning issues. What is more, the development of digital mediums have made it possible to make story sharing more accessible than ever. Using the Cities Alive Podcast as a case study, this lively session will explore the potential of digital storytelling to bring together city builders, connect diverse regions, bridge the communication gap between city-building professionals and the public, and provide professional development opportunities for planners.

Walking tour, meet in the Main Lobby

106: Talk the Walk: Walkability Audits as a Powerful Engagement Tool
Kate Hall, Active Transportation Planner Canada Walks – Green Communities Canada

***Pre-registration required - tour returns at 11:30am -* FULL**
Let's go for a walk! This session will get symposium participants out into the streets of Niagara, walking and talking about the walking environment. The purpose of a walkability audit is to evaluate the walking environment and identify areas of concern for walkers related to safety, access, comfort, and convenience. Walkability audits are a powerful tool for change – you'll never look at your streets the same way again!

Be sure to wear comfortable clothes and walking shoes!

Workshops (11:30am - 12:30pm)

Salon B - 3rd Floor

201: E-learning or E-larming? The Digital Turn in Canadian University Planning Programs
Laura Taylor, PhD, MCIP, RPP, Associate Profession and MES/Planning Program Coordinator, York University

The digital revolution has caused a paradigm shift in Canadian society. This session will consider the implications of the Information Age on planning education. While communication is a cornerstone of the planning profession, the way we communicate has shifted dramatically.

Incoming students are plugged in, internet savvy and experience the world though their fingertips. And the university is changing: multi-media classrooms, e-learning, digital admissions and record-keeping are arguably remaking the university from the ground up. Join a planning program director/ instructor and current students in a conversation about learning in the digital era.

Ontario Room - 3rd Floor

202: Enhanced Self-Regulation Legislation for the Planning Profession
Paul Stagl, OPPI, President
Andrea Bourrie, OPPI, President Elect
Ann Joyner, the Chair of the Self Regulation Strategy Group

OPPI's move towards enhanced self-regulation legislation for the planning profession in Ontario will be outlined by President Paul Stagl, President Elect Andrea Bourrie, and Ann Joyner, the Chair of the Self Regulation Strategy Group. They will introduce you to the government relations consultant that OPPI has retained. You will hear about our new position paper, and progress on meeting

with the new Minister of Municipal Affairs and Housing, government officials, MPPs from all parties, and other professional regulators and associations.

Salon A - 3rd Floor

203: How to Design a Design Charrette
Chris Hardwicke, Principal, Urban Design at O2 Planning + Design

The session will focus on how to plan, organize and facilitate a multi-disciplinary design workshop for small groups of stakeholders and technical experts. It is not a session about using design charrettes as a public engagement tool. The interactive session will focus on using design thinking as a tool to establish a collective vision; use game-playing exercises to encourage lateral thinking; and use evidenced-based planning tools to arrive at integrated design solutions that balance the interests of a wide variety of stakeholders.

Niagara Room - 3rd Floor

204: Healthy Built Environments
Dr. Charles Gardner, Medical Officer of Health, for the Simcoe Muskoka District Health Unit, and Co-Chair of the Healthy

Both the planning profession and the public health movement began with the cholera epidemic and the iconic removal of the handle on the Broad Street pump in Soho, London, England in 1854. Despite this it has only been in the last decade that the public health community has rediscovered the built environment as a means of improving population health.

The presentation will highlight public health contributions to the creation of healthy, sustainable and complete communities since the launch of the *Places to Grow Act* in 2006.

12:30pm - 2:00pm
1st and 2nd Floors

Networking Lunch

Box lunches will be distributed, seating is available in the Oakes Ballroom, Foyer & Upper Level of Milestones on the 2nd floor or the Peninsula/Hennepin rooms and lobby bar on the 1st floor.

2:00pm - 4:15pm

Breakout sessions
Select from a variety of session lengths and learning styles

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2 hour Intensive Training Workshops

2:00pm - 4:10pm
Oakes Ballroom - 2nd Floor

300: Preparing for the Growth Plan Review
Sponsored by: Hemson Consulting
Presented by the Ontario Growth Secretariat

The Ontario Growth Secretariat is gearing up for the first 10-year review of the Growth Plan for the Greater Golden Horseshoe. The session will offer an overview about the review process followed by an opportunity for planners to inform the review's scope. OGS is particularly interested in insights about the effectiveness of the Growth Plan. In addition, OGS is striving to reach a wider audience and attract broader participation in this review. To that end OGS staff is seeking participants' advice on the best ways to engage the public in the review.

2:00pm - 4:10pm *Fallsview - 2nd Floor, in Milestones*	**301: Circles: Engaging the Multiple and Diverse Voices** *Jennifer Ball, University of Guelph & Wayne Caldwell, Director and Professor, School of Environmental Design and Rural Development, University of Guelph* ***Limit of 25 participants. Pre-registration is required. - SESSION FULL*** The 2006 World Planners Congress in Vancouver, B.C. emphasized the need to be much more intentional about engaging citizens. Most planners agree with the standards this challenge affirms. In practice, however, they are frequently frustrated with the results of conventional approaches to engaging the public. Using the Circle process offers an alternative strategy and can play a critically important role in the planning process. Circles engage the public in a way that builds relationships, develops understanding and diffuses power imbalances. Participants will experience Circle while also learning the key elements of the Circle process. Together, we will explore examples of planning contexts where Circles have been or may potentially be used in practice.

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15 Minute Ignite Sessions in the Planning Knowledge Exchange (Lobby Level)

2:00pm - 3:10pm *Hennepin Room*	**IC1: Digital Tools: From Angst to Opportunity** *(3 Ignite blocks will explore various Digital Tools)* *Alyssa Bird, Senior Project Manager, 8-80 Cities* *Michelle Berquist, Project Coordinator, City of Mississauga Transportation and Infrastructure Planning Division* *Sheraz Khan, Artist & Designer* Interested in social media, but think #hashtags look strange in a #sentence? Tried a new e-tool and ended up with feelings of violence toward your computer? Have a favourite tip for staying connected and want to share? Saw something cool and want more? This session will equip participants with the knowledge and confidence to take their practice to the next level using online and digital tools and to take the profession into the expanding virtual public realm. Facilitators will provide tips and techniques to get past tech-headaches. They will introduce a variety of online tools and media channels, share social media etiquette and troubleshoot specific problems raised by participants.
2:00pm - 2:15pm *Peninsula Room*	**ID1: Engaging the Community for Feedback in a Digital Age** *Robert Orland, President & Founder, Orland Conservation* Three consultants—North-South Environmental, Orland Conservation and LURA Consulting—are working together on a Natural Heritage Study for the City of Vaughan. The session will highlight the methods the team is using to solicit input, including GIS mapping tools, e-newsletters, live twitter feeds and other social media, webpage bulletins, online surveys and stakeholder workshops.

2:25pm - 2:40pm *Peninsula Room*	**ID2: Understanding and Using the Peel Healthy Development Index** *Jim Dunn & Allan Fein, McMaster University*

This session will present the proposed Peel Healthy Development Index for assessing the health impacts associated with development proposals and the results of a feasibility assessment. Participants will work in small groups to explore an e-training tool designed to teach ways to use the index in a planning context. The groups will then apply the index to a case study. Challenges will be recorded and presented with real time successes.

2:50pm - 3:05pm *Peninsula Room*	**ID3: Ravines and the Storefront for Art & Architecture Initiative** *Megan Torza, Partner, DTAH*

This Ignite Session examines how to increase public awareness, discourse, and ultimately access to Toronto's ravine system through strategic partnerships between the public sector, architects/planners, artists and the youth of priority neighbourhoods fronting onto the City's ravines in the commissioning, production and appreciation of public art. The session will provide an overview of the WorldWide Storefront initiative, and feature the specific DTAH proposal for the RavinePortal exhibition, installation and speaker series in Toronto that explores the past, present and potential future role that ravines play in the life of the City, and how the work of the local design and artistic community can catalyze and inspire new populations to explore and enjoy this underappreciated natural resource.

3:05pm - 3:30pm *PKE Foyer*	**Refreshments Available**

3:30pm - 3:45pm *Hennepin Room*	**IC2: Planning for Radiocommunication Towers: Architectural Features or Visual Blight?** *Todd White, Executive Director, Canadian Radiocommunications Information and Notification Service*

Planners are increasingly challenged by the difficulty of justifying the location of infrastructure for mobile and wireless services in the public realm. And, as demand increases this will only get more difficult. This session will highlight options and offer advice to improve land use compatibility and reduce public concern with the growing number of these facilities in Canadian jurisdictions.

3:30pm - 3:45pm *Peninsula Room*	**ID4: Bringing the City to Life with Stories** *Danielle Davis, Planner and Landscape Architect, Corban & Goode* *Geordie Gordon, Cities Alive*

This engaging session will introduce participants to the Planning & Design Centre's Cities Alive Podcast - Bringing the City to Life with Stories. The podcast weaves together popular music with stories from city builders, change-makers, and leading academics from across Canada and abroad to explore what makes our cities tick. Cities Alive aims to inspire, engage, evoke and bridge the communication gap between planners, designers and the general public.

3:55pm - 4:10pm
Hennepin Room

IC3: Open Data for Planning – Review on Municipal Planning Information on the Web
Ian Graham, MCIP, RPP, Director of Planning for R.E. Millward & Associates Ltd. and Publisher, NRU Publishing Inc.

Not even a decade ago one needed to hire a consultant to figure out what zoning applied or which Official Plan policy designation established land use for a property. Today, the public can get direct access to municipal websites to figure out the planning policy and regulations that apply to a property or to an area. Municipalities are also providing information online to show the status of development applications submitted. Ian Graham, as a planner and publisher of a municipal information service, will provide a general review of Ontario municipal planning department websites and their services that relate to 'open data' on matters that are important to planners and the public. Does this access to information mean that roles for planning consultants have been reduced? Or does it simply provide professionals and the public a better means of acquiring information that is accurate, timely and more democratic.

3:55pm - 4:10pm
Peninsula Room

ID5: Metrolinx Online with Smart Commute
Aubrey Iwaniw, Senior Advisor, Metrolinx

Metrolinx is entering the digital age with a strong collection of programs which employ digital tactics to reach the community. This session will highlight the Smart Commute program, which uses social media platforms, tracking and matching applications and digital communication campaigns to inform the public about alternatives to driving alone. It will detail how Smart Commute initiated its digital communication plan and report on lessons learned and helpful adaptations.

Workshops (2:00pm - 3:00pm) 3rd Floor

Salon B - 3rd Floor

302: How a Digital Armature can Animate the Community Conversation around Transit: Region of Waterloo's Community Building Strategy
Melanie Hare, Partner, Urban Strategies Inc.

Waterloo Region employed a range of digital outreach strategies in preparing the Community Building Strategy to support its new ION RT corridor. Session participants will share lessons learned about building a constituency, technical considerations and meaningful outcomes. The engagement plan combined a full range of techniques from in-person dialogues to a dedicated, blog-style website, videos, online surveys and twitter feeds. The panel will share perspectives from regional staff, area municipal partners, the Urban Strategies consulting team and local stakeholders about the plan, the methods employed, their effectiveness and ways to improve digital techniques in the future.

Niagara Room - 3rd Floor

303: Leveraging Web Tools and GIS to Deliver Better Planning
Shawn Chow, MCIP, RPP, Project Planner, MMM Group Limited
Kristy Shortall, MCIP, RPP, Project Manager, MMM Group Limited

This session will teach planners how to leverage GIS and webtools for enhanced planning analysis, collaboration, communication and stakeholder engagement. Recent technological and organizational innovations that can be leveraged to provide better information to support the planning process will be explored. These have implications not only for planners but for how planning deliverables are consumed by clients and stakeholders.

Salon A - 3rd Floor

304: Healthy Built Environments
Dr. Charles Gardner, Medical Officer of Health, for the Simcoe Muskoka District Health Unit, and Co-Chair of the Healthy

Both the planning profession and the public health movement began with the cholera epidemic and the iconic removal of the handle on the Broad Street pump in Soho, London, England in 1854. Despite this it has only been in the last decade that the public health community has rediscovered the built environment as a means of improving population health.

The presentation will highlight public health contributions to the creation of healthy, sustainable and complete communities since the launch of the *Places to Grow Act* in 2006.

Ontario Room - 3rd Floor

305: How to Design a Design Charrette
Chris Hardwicke, Principal, Urban Design at O2 Planning + Design

The session will focus on how to plan, organize and facilitate a multi-disciplinary design workshop for small groups of stakeholders and technical experts. It is not a session about using design charrettes as a public engagement tool. The interactive session will focus on using design thinking as a tool to establish a collective vision; use game-playing exercises to encourage lateral thinking; and use evidenced-based planning tools to arrive at integrated design solutions that balance the interests of a wide variety of stakeholders.

Workshops (3:15pm - 4:15pm) 3rd Floor

Salon A - 3rd Floor

401: EGLINTON Connects: Digital Innovation in a Large-Scale Planning Study Programs
Emily Wall, Planner, Brook McIlroy
Paul Gorrie, Architectural Designer, Brook McIlroy

EGLINTONconnects, a Planning Study led by the City of Toronto, is a comprehensive redevelopment strategy for a 19km segment of Eglinton Avenue. The study combines a major higher order transit investment with the City's Avenue Studies, producing detailed recommendations to guide the design and redevelopment of the streetscape, adjacent buildings, and open spaces. This session will highlight two of the digital tools which were used to document, test, share and discuss study findings and outcomes—Multi-Component Parametric Model, used for digital analysis and testing, and the Mega Map, used for illustrating and sharing study recommendations.

Ontario Room - 3rd Floor

402: Inspiring the Future for Change – Giving a Voice
Karla Kolli, MCIP, RPP, Associate, Dillon Consulting Ltd.
Ruth Marland, MCIP, RPP, City of Mississauga

Inspiration Port Credit is an ongoing strategic planning process led by the City of Mississauga. Port Credit, a thriving Mississauga waterfront community at the confluence of Lake Ontario and the Credit River is experiencing significant pressure to change. With many voices needing to be heard an integrated and comprehensive approach to engagement was developed. One which relied on various means and mediums and was underpinned by a dynamic, user-friendly and interactive project.

Salon B - 3rd Floor

403: Strategy Roadmap: Getting Kids Walking and Biking to School
Jennifer McGowan, School Travel Advisor
Bob Yates, Principal, Yates, Thorn & Associates

Metrolinx, in The Big Move, set a goal of getting 60 per cent of children in the GTHA walking or biking to school by 2031. While it is an ambitious target, the real challenge is to devise a way to make it a reality. To do this Metrolinx partnered with Global Vision Consulting to engage stakeholders in developing a Strategy Roadmap. A versatile tool that has been used in a variety of contexts, this session will highlight the methodology used to create this Strategy Roadmap. It will also offer examples of where it has been effectively employed in Canada.

Niagara Room - 3rd Floor

404: Leveraging Web Tools and GIS to Deliver Better Planning
Shawn Chow, MCIP, RPP, Project Planner, MMM Group Limited
Kristy Shortall, MCIP, RPP, Project Manager, MMM Group Limited

This session will teach planners how to leverage GIS and webtools for enhanced planning analysis, collaboration, communication and stakeholder engagement. Recent technological and organizational innovations that can be leveraged to provide better information to support the planning process will be explored. These have implications not only for planners but for how planning deliverables are consumed by clients and stakeholders.

3:00pm - 3:30pm
1st, 2nd and 3rd Floor Foyers

Refreshments Served

4:30pm - 5:30pm
Oakes Ballroom - 2nd Floor

OPPI Annual General Meeting & Awards Presentation

Find out what your professional organization has accomplished during the past year and what to expect in the coming months. How is OPPI promoting good planning in Ontario and helping members keep their skills current? Following the AGM, we will be recognizing outgoing Council members, the Member Service Award winners, our Gerald Carrothers, Ronald M. Keeble and Mary Lou Tanner Scholarship winners and those Full Members who have been with us for 25 years.

6:30pm - 8:00pm
Meet in the main hotel lobby for shuttle buses.

Networking Reception at Elements on the Falls

Join us at Elements on the Falls for a networking reception featuring fresh local delights and wines from the region. Stunning views of the falls, great food and great company—could you ask for more?

Thursday, October 2

7:30am - 8:30am
2ⁿᵈ Floor Foyer

Networking Breakfast

8:30am - 9:30am
Oakes Ballroom - 2ⁿᵈ Floor

No One Wants to Read Your Planning Report! Lessons in Getting People to Actually Pay Attention using Video
Andrew Angus, Founder & CEO, Switch Video

Mark Twain once said "I didn't have time to write a short letter, so I wrote a long one instead." In today's fast moving world a long letter (or planning report) is sure to be ignored. Attention spans are short and competition for that attention is increasing on a daily basis. The question is: How do you cut through this noise and get people to understand the key points you are trying to share? Andrew Angus has built a business helping people tell their stories in just 60 seconds using video. People actually watch these videos, enjoy watching them and best of all they understand and retain the information that is shared. This session will focus on tips, tricks and the brain science to help you engage with your audience using video and other visuals.

9:30am - 10:00am
1ˢᵗ & 2ⁿᵈ Floor Floor Foyer

Refreshment Break

9:30am – 2:45pm
1ˢᵗ Floor Hennepin & Peninsula Rooms

Planning Knowledge Exchange - Display Tables Open

10:00am

Breakout sessions
Select from a variety of session lengths and learning styles.

Full Day Intensive Training Workshop

10:00am - 2:30pm
Canadiana Room - Marriott Fallsview (across the road)

500: Sandbox Design Charrette   *** *Off-Site*** *
Adam Bienenstock, Founder and Principal Designer, Bienenstock Design and Consulting
James Horan, Development Planning, City of Cambridge
Eldon Theodore, Partner, MHBC Planning
Robert Voigt, MCIP, RPP, Urban Planner, Artist, Blogger
Nathan Westendorp, Manager of Development Planning, County of Simcoe

An entertaining charrette format workshop focused on access to nature/natural playgrounds and active transportation. Adam Bienenstock and Robert Voigt will inform and inspire participants with a creative workshop similar to those that they conducted at the 2013 IFPRA World Congress in Banff. They will also be assisted by members of the OPPI Community Design Working Group.

The session will begin with entertaining presentations about the benefits of integrating nature and active transportation into our towns and cities, featuring project examples, stories, animation and videos. The hands-on component will include traditional charrette work but will be principally focused on a one-of-a-kind table top model building exercise using natural materials. Participants will be taken through an intense "real world" design exercise that brings their skills and workshop information together in a creative and enlightening format. People will leave the session with new insights, tools, energy, and commitment to improving active transportation and access to nature in their communities.

10:00am – 10:15am *Peninsula Room*	**IE1: The Planner's Online Toolbox - Student Research Evaluating Online Engagement Tools** *Mattson Meere, Recent Graduate, Queen's University*

Online tools are an emerging trend in planning practice, but there has been little research examining their use and effectiveness. As the planning profession begins to explore how to effectively integrate online tools to create successful and lasting public engagement experiences, this study aims inform decision making by addressing the following research questions:

- Which online tools offer features and functions best suited for achieving different public participation goals?
- What are the strengths and limitations of online public engagement tools in practice?

The presentation will highlight the key findings and recommendations from an evaluation of four widely used public engagement tools; EngagingPlans, MetroQuest, MindMixer and PlaceSpeak.

10:00am – 10:15am *Hennepin Room*	**IF1: From Inform to Empower and Everything in Between: It all Starts with a Plan!** *Tracey Ehl, MCIP, RPP, Principal, Ehl Harrison, IAP2 Canada Great Lakes Chapter, President* *Karla Kolli, MCIP, RPP, Associate, Dillon Consulting Ltd.*

Effective consultation starts with good planning, which considers the audience, objectives and appropriate tools and tactics. This session will walk participants through the development of a consultation plan using the tools available from the International Association of Public Participation (IAP2). IAP2's core values, ethics and spectrum of engagement provide a solid grounding for a consultation plan that is comprehensive, considerate of stakeholders and tailored to the needs of the situation.

10:20am – 10:35am *Peninsula Room*	**IE2: CPL, Competent Practise and the Public Interest** *Ryan Des Roches, Education Manager, OPPI* *Bob Forhan, Chair, OPPI Professional Standards and Registration Committee*

A brief overview of the relationship between OPPI's Continuous Professional Learning program, competent practice in the public interest, and the introduction of a new tool to assist members in the development and achievement of annual learning goals.

10:20am – 10:35am *Hennepin Room*	**IF2: Fresh Ideas for an Effective Public Communication Strategy** *Christy Chrus, MCIP, RPP, Senior Planner, Town of Ajax*

At the outset, plans for Ajax's first Heritage Conservation District in Pickering Village included a captivating communication strategy to ensure the public was well informed of the process and to offer sufficient opportunities for input at key stages. This session will highlight the variety of communication tools that were employed to garner public support and input into the process. The session will provide a quick synopsis of each of these tools used as part of the comprehensive communication plan.

10:40am – 10:55am *Peninsula Room*	**IE3: Mobility Management - Designing Better Transportation Systems by Engaging with Travellers** *Bethan Garner, Project Planner, MMM Group Limited* There is an increasing desire to plan our communities in ways that support healthy lifestyles. Sustainable modes of transportation are essential to this, particularly active modes. This session will introduce participants to the concept of Mobility Management—an innovate approach to the design and delivery of sustainable transportation systems. It is a user-centred approach which uses Design Thinking and focuses on needs and experiences. The presentation will explore why and how transport providers should pursue Mobility Management and Design Thinking, an area which is being transformed by technological advancements and social media.
10:40am – 10:55am *Hennepin Room*	**IF3: Accessibility for Ontarians with Disabilities Act, 2005, Design of Public Spaces Standard** *Presented by: Accessibility Directorate of Ontario* Learn how the AODA and Ontario's Accessibility Standard for the Design of Public Spaces impacts the work of professional planners. The presentation will highlight specific accessibility requirements for: on- and off-street parking, pedestrian signals, recreational trails/beach access routes and outdoor public eating areas, play spaces, travel paths (sidewalks, ramps, stairs, curb ramps), rest and service areas. The presentation will also feature technical resources to help organizations comply with AODA requirements.

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1 hour Workshops

10:00am - 11:00am *Ontario Room - 3rd Floor*	**501: Continue the Conversation with Andrew Angus** *Andrew Angus, Founder & CEO, Switch Video* Crave more about the use of video for your specific purpose? Join Andrew in a small group setting for an open forum discussion.
10:00am - 11:00am *Salon A - 3rd Floor*	**502: Digital Information and The Future Of Cities** *Jose Luis Hernandez, Vice President, World Council on City Data (WCCD)* The World Council on City Data (WCCD) and ISO 37120 were both officially launched at the Global Cities Summit on May 15th, 2014. The WCCD coordinates all efforts on city data to ensure a consistent and comprehensive platform for standardized urban metrics. The WCCD will become a global hub for creative learning partnerships across cities, international organizations, corporate partners, and academia to further innovation, envision alternative futures, and build better and more livable cities. The new international standard for cities ISO 31720: Sustainable Development of Communities – Indicators for City Services and Quality of Life provides a comprehensive set of indicators and a methodology that will enable any sized city in a developed or a developing economy to measure its social, economic and environmental performance in relation to other cities. The WCCD has identified 17 foundation cities to adopt ISO 37120 and to help build the WCCD. ISO 37120 is a demand-led international standard driven and developed by cities, for cities.

10:00am - 11:00am *Salon B - 3rd Floor*	**503: City of Ottawa & WORKshift** *Lise Guevremont, Planner, City of Ottawa*

How we communicate and share information is changing and so is the way we work. The City of Ottawa is making a significant investment in transportation infrastructure through a program called Ottawa on the Move, which includes roads, sidewalks, bridges and cycling pathways. The program's objective is to assist major employers to increase productivity by encouraging flexible work and to collectively alter commutes to lower demand on the transportation network, making it easier to get around the city. This session will describe the city's stakeholder engagement program supporting this initiative. It will also explore the city's efforts to implement WORKshiftTM, an initiative focused on changing the city's culture to embrace a flexible work environment through technology.

10:00am - 11:00am *Niagara Room - 3rd Floor*	**504: UNDER THE TENT Envisioning Neighbourhoods** *Gillian Mason, Centre for City Ecology* *Annabel Vaughan, Interim Director, Centre for City Ecology*

Toronto Envisioning Neighbourhoods Together (TENT) focuses on plain-language conversations and 3D mapping, offering a forum for the insights that come from the everyday experience of walking down a street. It promotes urban development that puts the community first. This session will highlight the TENT initiative and the progress that has been made through the pilot program in Toronto.

10:00am - 11:00am *Oakes Ballroom - 2nd Floor*	**505: Beyond the Usual Suspects: Lessons in Digital Engagement from 6 Planning Projects** *Dave Biggs, Co-Founder, MetroQuest* *Daniel Fusca, Stakeholder Engagement Lead, City of Toronto Planning Division*

This fast-paced session will draw out lessons learned in online public participation in an exciting ride through 6 recent case studies. Let's face it – there's good reason to be cautious. When contentious planning issues are being discussed, agencies need to be careful to avoid fueling the fire with online engagement. City and regional government agencies of all sizes are gaining valuable experience with online public participation for their planning projects. These 6 case studies have demonstrated that digital technologies can provide a positive and constructive way to extend the public participation beyond those (often angry) usual suspects. Learn about the role of online engagement in:

- Toronto Feeling Congested Transportation Plan
- York Region Transportation Master Plan
- Metrolinx Investment Strategy
- Town of Whitby Brooklin Area Study
- Ottawa Bike & Pedestrian Plan, and
- Brampton Transportation Master Plan

10:00am - 11:15am *Walking tour, meet in the Main Lobby*	**506: Talk the Walk: Walkability Audits as a Powerful Engagement Tool** *Kate Hall, Active Transportation Planner Canada Walks – Green Communities Canada* ***Pre-registration required - tour returns at 11:30am - FULL*** Let's go for a walk! This session will get symposium participants out into the streets of Niagara, walking and talking about the walking environment. The

purpose of a walkability audit is to evaluate the walking environment and identify areas of concern for walkers related to safety, access, comfort, and convenience. Walkability audits are a powerful tool for change – you'll never look at your streets the same way again!

Be sure to wear comfortable clothes and walking shoes!

11:00am - 11:15am	**Stretch Break**

11:15am - 12:15am
Oakes Ballroom - 2nd Floor

Branding to Evolve: Catalyzing Planning and Development Efforts Through Meaningful Digital Marketing
Jordan Axani, Manager of Strategic Development, LiveWorkLearnPlay Inc.

Branding and digital marketing of large-scale real estate development is usually used to drive sales. But, when used effectively, it can drive much more than sales. It can also engage the public and build community support. Exploring examples from Chile to Connecticut, this session will examine the power of building a meaningful brand and executing a digital marketing strategy. It will focus on sharing implementable best practices relevant to planners involved with large-scale real estate projects.

12:15pm - 1:45pm
1st and 2nd Floors

Networking Lunch

Box lunches will be distributed, seating is available in the Oakes Ballroom, Foyer & Upper Level of Milestones on the 2nd floor or the Peninsula/Hennepin rooms and lobby bar on the 1st floor.

1:45pm - 2:45pm

Breakout sessions
Select from a variety of session lengths and learning styles.

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15 Minute Ignite Sessions in the Planning Knowledge Exchange
(Lobby Level)

1:45pm – 2:00pm
Hennepin Room

IG1: ePortfolios - Changing the Way Students Demonstrate Learning Outcomes in Post Secondary Institutions
Sean Nix, MCIP, RPP, Professor, Mohawk College

In the digital age, students at all levels are learning many more technical skills for use on the job, such as how to employ geographical information systems. However, learning outcomes at post-secondary institutions have continued to be primarily paper-driven. Now ePortfolios are gaining attention as a way for students to apprise employers of their acquired skills. Mohawk College, among others, has recently moved to ePortfolios as a way of demonstrating students' learning outcomes. These may be accessed by prospective employers with the simple click of a mouse. This session will briefly discuss ePortfolios in post-secondary institutions and describe the Mohawk College experience within the School of Building and Construction Sciences.

1:45pm – 2:00pm *Peninsula Room*	**IH1: The Greater Toronto Suburban Working Group (GTSWG) – Making Them Talk, then Act, Together!** *Sean Hertel, Urban Planning Consultant, and Researcher at the City Institute at York University (CITY)* *Dr. Roger Keil, Professor, Faculty of Environmental Studies, York University and past Director of CITY* Low-tech communication is still an invaluable way to share ideas, collaborate and focus action. Session participants will hear about the working group's two-year conversation about the suburbs of the Greater Golden Horseshoe. Its purpose is to inspire new forms of collaboration and action in the suburbs.
2:05pm – 2:20pm *Hennepin Room*	**IG2: CPL, Competent Practise and the Public Interest** *Ryan Des Roches, Education Manager, OPPI* *Bob Forhan, Chair, OPPI Professional Standards and Registration Committee* A brief overview of the relationship between OPPI's Continuous Professional Learning program, competent practice in the public interest, and the introduction of a new tool to assist members in the development and achievement of annual learning goals.
2:05pm – 2:20pm *Peninsula Room*	**IH2: Inspiring Home Retrofit by Tapping into Local Interests** *Shannon Logan, MCIP, RPP, Project Manager, TRCA* Although planners may have instant access to a vast and growing public through social media, the specific messages they deliver may not translate to local action in support of their plans. This session will focus on how Sustainable Neighbourhood Retrofit Action Plans (SNAPs) are using social market research and targeted implementation programs to reach out to a new public. It will explore lessons learned from programs across five SNAP neighbourhoods in the GTA. Each has its own retrofit program informed by its neighbourhood context and local flavour, including unique retrofit challenges, social networks and effective communication strategies.
2:25pm – 2:40pm *Hennepin Room*	**1G3: Public Health & Planning 101 E-Learning Education Module** *Kevin Haley, Environmental Health Specialist, The Regional Municipality of York* *Monique Yu, Student, University of Waterloo* This session will describe the process involved in developing an education module to increase cross-disciplinary knowledge among public health and planning practitioners who are involved in the land use planning process. It will highlight how the module is intended to build professional capacity to enhance public policy related to healthy built environments. The presenters will also outline the next steps, the timing of the launch and how OPPI members can become involved. The participating organizations are Ontario Public Health Association, Ontario Professional Planners Institute, Public Health Agency of Canada and Public Health Ontario.

2:25pm – 2:40pm *Peninsula Room*	**IH3: NXT City Prize: A Scalable Model for Youth Engagement in City Building** *Jordan Axani, Manager of Strategic Development, LiveWorkLearnPlay Inc.*

The 2014 NXT City Prize asked people under 30 to inspire Toronto with big, bold, and forward-thinking ideas for its public spaces. With a jury led by Toronto's Chief Planner, Jennifer Keesmaat, 122 submissions from across Ontario were received, ranging from alternative bench designs, to mobile apps, to a park built over an expressway. Next year, the competition will expand to more cities across Canada. The success of the NXT City Prize begs the question: In the digital age, are there new models to gain meaningful input into the future of urban public spaces from our youth?

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1 hour Workshops

1:45pm - 2:45pm *Oakes Ballroom - 2nd Floor*	**601: Engagement – From Lemonade Stands to YouTube** *Joost Bakker, Principal, DIALOG* *Antonio Gomez-Palacio, Principal, DIALOG* *Bruce Haden, Principal, DIALOG*

Effective urban planning requires a robust engagement with the community who will be living and working in it. As alternative ways of engaging continue to emerge the opportunities and expectations multiply. This session will examine three case studies—Feeling Congested? Toronto Talks Transportation, University of British Columbia, Student Union Building public consultation and Rethinking Tolfino's historic Main Street, B.C. Each of these combines the use of new media with traditional engagement tools. The session will offer an analysis of the advantages and challenges of using various forms of new media in the planning and design of the stakeholder engagement process and in the use of these tools for design professional procurement.

1:45pm - 2:45pm *Ontario Room - 3rd Floor*	**602: Review Time! An Open Forum on Upcoming Provincial Plan Reviews** *Sponsored by: Aird & Berlis* *Paddy Kennedy, MCIP, RPP, Planner, Dillon Consulting Limited* *Loretta Ryan, MCIP, RPP, Director of Public Affairs, Ontario Professional Planners Institute* *Scott Tousaw, MCIP, RPP, Director of Planning and Development, Huron County*

Looking ahead, there are several key provincial plans which are slated for their 10-year reviews, including the *Growth Plan for the Greater Golden Horseshoe*, the *Greenbelt Plan*, *Oak Ridges Moraine Conservation Plan* and the *Niagara Escarpment Plan*. Join members of OPPI's Planning Issues Strategy Group to explore opportunities to improve these provincial plans. The session will explore both content and format of the plans. Commentary and feedback will help to shape OPPI's response to the Province concerning these plans. Registered participants will receive an information package in advance of the session.

1:45pm - 2:45pm *Salon A - 3rd Floor*	**603: UNDER THE TENT Envisioning Neighbourhoods** *Gillian Mason, Centre for City Ecology* *Annabel Vaughan, Interim Director, Centre for City Ecology*

Toronto Envisioning Neighbourhoods Together (TENT) focuses on plain-language conversations and 3D mapping, offering a forum for the insights that come from the everyday experience of walking down a street. It promotes urban development that

puts the community first. This session will highlight the TENT initiative and the progress that has been made through the pilot program in Toronto.

1:45pm - 2:45pm *Niagara Room - 3rd Floor*	**604: The Professional Standards Board – Processes for Certification in the Planning Profession** *Bruce Curtis, MCIP, RPP, Treasurer of the Professional Standards Board* *David Petrie, Executive Director of the Professional Standards Board* With the inauguration of the Professional Standards Board for the Planning Profession (PSB) in 2012, the landscape has changed for those wishing certification in the profession. In this session, gain an overview of what PSB does, find out what its new processes are, how they are administered, and what they mean to you if you are pursuing certification. The roles for existing certified OPPI members – as Mentors, Sponsors, PLAR Assessors and Examiners – will also be explained.
1:45pm - 2:45pm *Salon B - 3rd Floor*	**605: Digital Information and The Future Of Cities** *Jose Luis Hernandez, Vice President, World Council on City Data (WCCD)* The World Council on City Data (WCCD) and ISO 37120 were both officially launched at the Global Cities Summit on May 15th, 2014. The WCCD coordinates all efforts on city data to ensure a consistent and comprehensive platform for standardized urban metrics. The WCCD will become a global hub for creative learning partnerships across cities, international organizations, corporate partners, and academia to further innovation, envision alternative futures, and build better and more livable cities. The new international standard for cities ISO 31720: Sustainable Development of Communities – Indicators for City Services and Quality of Life provides a comprehensive set of indicators and a methodology that will enable any sized city in a developed or a developing economy to measure its social, economic and environmental performance in relation to other cities. The WCCD has identified 17 foundation cities to adopt ISO 37120 and to help build the WCCD. ISO 37120 is a demand-led international standard driven and developed by cities, for cities.
2:45pm - 3:00pm *1st and 2nd Floor Foyers*	**Refreshment Break** ***Sponsored by: Sorensen Gravely Lowes Planning Associates Inc.***
3:00pm - 4:00pm *Oakes Ballroom - 2nd Floor*	**Web 3.0 and What it Means for Planners** *Jesse Hirsh, Internet Strategist, Researcher, and Broadcaster* The first decade of the 21st century was all about the rise of social media, marking the second generation of web-based interaction. This next decade will bring the third generation, featuring the rise of artificial intelligence, cloud computing and the semantic web. The session will explore the impact this will have on the planning profession as the web delivers what you want by harnessing the explosion of user generated content.

Sponsors

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