
Capital Project No. 2173 - First Nations Development Support – Budget Adjustment

Recommendation

That the Standing Policy Committee on Planning, Development and Community Services recommend to City Council that the proposed budget adjustment of \$44,000 from the Reserve for Capital Expenditures for Capital Project No. 2173 - First Nations Development Support be approved.

Topic and Purpose

The purpose of this report is to request a scope expansion for Capital Project No. 2173 - First Nations Development Support. The proposal would enable a marketing and communication strategy to be created and implemented, to ensure resource materials on land development and Urban Reserve creation reach the target audience and meet their needs.

Report Highlights

1. Capital Project No. 2173 – Treaty Land Entitlement Communication Strategy (later renamed First Nations Development Support) has resulted in the development of educational materials on Treaty Land Entitlement (TLE), Urban Reserve creation, Aboriginal communication protocols, and land development. These have been made available online and shared at local events and meetings.
2. A proposed scope expansion would create and implement a focused marketing and communication strategy, to ensure the resource materials on land development and the municipal component of Urban Reserve creation reach the target audience and meet their needs. This will enhance Aboriginal partnerships and align with the City's commitment to respond to the Truth and Reconciliation Commission Calls to Action.

Strategic Goal

The City of Saskatoon's (City's) Strategic Goal of Sustainable Growth refers to the strategy of collaborative planning with regional partners and stakeholders.

Background

In 2008, City Council approved Capital Project No. 2173 – Treaty Land Entitlement Communication Strategy for the amount of \$135,000. Over the years, these funds have been used to develop a number of resources created to facilitate Urban Reserve creation, including:

- a) an assessment of the effectiveness of the City's communications with the First Nation community regarding Urban Reserve creation;

- b) educational materials including a TLE brochure, a Frequently Asked Questions brochure on Urban Reserves, First Nations Community Profiles for each First Nation with land holdings and reserves in the Saskatoon region, and ayisiṇowak: A Communications Guide;
- c) research into the development potential of areas with TLE holdings and Reserves;
- d) a Developers' Resource, which is underway, will assist First Nations and other prospective developers in navigating the land development process. The Developers' Resource will also provide information about the municipal component of the Urban Reserve creation process; and
- e) partnerships with the Saskatoon Tribal Council to hire a summer Planning Intern to assist with the above work.

The current balance of Capital Project No. 2173 is \$17,824; this is sufficient to complete the Developers' Resource.

Report

Progress to Date

There has been substantial progress over recent years in developing and enhancing relationships with Aboriginal partners, particularly First Nations that have purchased land in Saskatoon and the surrounding area for potential Reserve creation. However, typical efforts of preparing and sharing land development materials, through posting materials online and hosting meetings and educational events in Saskatoon, is not fully meeting the needs of the First Nations community. As a result, the Regional Planning Section, in collaboration with the Aboriginal Relations Division, is proposing to expand the scope of Capital Project No. 2173 - First Nations Development Support (Capital Project) to develop a more comprehensive approach that would respond to this communication gap directly.

Enhancing Partnerships through Focused Communication

The intent of the increase for the Capital Project is to expand the scope to add \$44,000 to ensure that information about urban land development and Urban Reserve creation is readily available to First Nations to assist with those processes, and to assist with decisions on land purchases.

The resources created through this project would be circulated to First Nations in conjunction with changes in leadership and administration, and at conferences and training sessions. It would also be promoted to First Nations who may be actively seeking land purchase opportunities in Saskatoon.

The additional funds would be primarily used for:

- marketing and communication tools regarding land development;
- travel costs to take the resource materials directly to communities that may benefit from them; and

- hiring a summer Planning Intern, in collaboration with the Saskatoon Tribal Council.

The goal of the Regional Planning Section is to provide comprehensive information about the land development and Urban Reserve creation process that may impact land selection decisions, as early in the process as possible, and preferably prior to land purchases being made. The intent is to provide as much information to the purchaser as possible, so that decisions to purchase are aligned with the First Nations development plans.

In addition, a proposed .5 full-time equivalent will be introduced as part of the 2019 Business Plan and Budget Review process. Combined with an existing .5 full-time equivalent, this would create a dedicated full-time resource that would support the timely implementation of the comprehensive approach outlined in this report.

Options to the Recommendation

City Council could choose to not approve the recommendation to expand the scope of this project.

Public and/or Stakeholder Involvement

As noted, an assessment was completed at the start of the Capital Project to determine the effectiveness of the City's communications with First Nations about Urban Reserve creation. A follow-up telephone and email survey has been initiated with First Nations who have land holdings and Reserves in Saskatoon and the surrounding region, and with First Nations who have previously expressed interest in investing in the Saskatoon area. The intent of the survey is to identify any gaps in understanding of the land development process. The Regional Planning Section will also be reaching out to developers in the Aboriginal business community, as well as staff from the Aboriginal Relations Division. This feedback is guiding the content of the Developers' Resource that is underway.

Communication Plan

The project scope expansion, as noted, would enable a comprehensive communication plan to be implemented. Various methods of communication are being considered to roll out the Developers' Resource to the community, including visits to First Nations, Tribal Councils, and Agencies. As well, targeted communications with Aboriginal organizations, the Saskatoon Regional Economic Development Authority, Indigenous and Northern Affairs Canada, and several provincial ministries will also be developed to ensure information is shared across jurisdictions, particularly with those currently involved in Reserve creation.

Other media options being considered include video, radio and television spots, as well as digital and print options. These options will be coordinated with the assistance of the Communications and Marketing Section.

If approved, Capital Project No. 2173 will be renamed, for clarity, as Aboriginal Development Support.

Policy Implications

The proposed budget adjustment does not have policy implications for the City.

Financial Implications

The proposed budget adjustment totals \$44,000. The proposed funding source is the Reserve for Capital Expenditures. The \$750,000 contingency held within the Reserve for Capital Expenditures is sufficient to cover this scope change.

Other Considerations/Implications

There are no environmental, privacy, or CPTED implications or considerations at this time.

Due Date for Follow-up and/or Project Completion

The projected due date to complete the Developers' Resource and implement the communication and marketing plan is April 2019.

Public Notice

Public notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Report Approval

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Jeff Jorgenson, City Manager

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