

# City of Saint John – Focus Group Sessions

Conducted by Chapman Group – Summary of Key Highlights\*

## Methodology:



- 2 Focus Group Sessions: Growth & Quality of Life
- 20 Participants
- 19 Community and Business Groups represented

Data  
Collection:

September 1,  
2021

## Overall Major Themes



Infrastructure

Maintain current infrastructure and invest strategically.



Focus on Core Mandate of the City

Deliver exceptional core services for residents.



Population Growth

An intentional and focused strategy is necessary.



Quality of Life

Preserve the excellent quality of life residents of Saint John.

## Strengths



Strategic Location

Proximity to Saint John River & Bay of Fundy.



Development Opportunities

Greenfield and brownfield sites and access to nature within City limits.



Quality of Life

Safe and secure, small city feel.



Infrastructure

Rail, air, roads, internet, post secondary institutions and quality talent.



Affordability

Affordable housing market and potential to capitalize on work from home opportunities.



Parks & Recreation

Saint John's natural beauty, vibrancy of Uptown core and trend of community gardens.



Strong Charitable Sector

Strong charitable sector and community centres in priority neighbourhoods.



Family

Family atmosphere within the city and welcoming newcomers.



Streamline Processes

Antiquated by-law systems and bureaucracy.



Welcoming Newcomers

Access to accommodations that meet the needs of newcomers.



Cost of Development

Non-owner-occupied taxes and high cost of utilities.



Lack of Identity

Clear strategy to communicate and market the City.



Transportation

Infrastructure, scheduling and accessibility of bus services, active transportation and walkability.



Access to Mental Health

Lack of mental health crisis resources.



Affordable Housing

High rent, out-of-province landlords and lack of temporary housing.



Truth & Reconciliation

Holding the municipality accountable to the Calls to Action.

## Local Issues



Amenities

Amenities need to be competitive.



Execution and Implementation

Fully implement the Neighbourhood Plans.



Population Growth

Foster partnerships with governments to leverage immigration programs.



Delivering Core Services

Focus on the delivery of core services to all residents.



Housing Strategy

Need for a housing strategy is essential.



Transportation and Walkability

Improve the walkability of the city.

\*Items not displayed in any particular order of importance

