



SAINT JOHN

What's Happening Saint John

November 17, 2022

The City of Saint John is pleased to provide the following summary of some of the great news, updates and important information about what's happening in the City.



News & Updates

City's 10-year strategic plan for 2023-2032 gets Council approval

The City of Saint John's 10-year Strategic Plan identifying a renewed vision for the City and a new set of long-term goals was approved by Council on November 1.

The 10-year Strategic Plan focuses on a vision for the community and will provide guidance to all strategic planning efforts by the City, while aligning strategic directions and managing limited resources to achieve maximum benefit for the community.

"This strategic plan will allow the City to be flexible and adapt to new realities over the next decade while still focusing on the goals we've identified, centering on uplifting the community and residents," says Stephanie Rackley-Roach, Director of Corporate Performance and Chief Information Officer. "With a focus on continuous improvement, accountability, performance and service, the City will continue to move forward in working to build a vibrant, prosperous community for our residents and be a city of choice."



Over the next ten years, the strategic plan will support and enhance the momentum and growth taking place in Saint John. It will be a key component in achieving the goals of the City of Saint John and will help provide a greater opportunity for neighbourhoods and residents to thrive and reach their full potential.

The full 2023-2032 strategic plan can be viewed on the City's website [HERE](#).

Paper copies are also available at the Customer Service Centre on the first floor of City Hall.

To learn more about the 10-Year Strategic Plan visit Shape Your City Saint John [HERE](#).

City to begin work on a comprehensive place brand strategy

After identifying a need for a municipal place brand strategy that will strengthen the image and reputation of the City, Council approved a recommendation to move forward in developing a comprehensive strategy and engaging Hawk Marketing to work on the project. Hawk, who were responsible for establishing Envision Saint John's recent brand campaign and strategy, are well equipped with the research, data, experience and creativity to effectively develop the City's strategy.



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The brand strategy will be aligned with Envision Saint John's regional strategy but focused more on the unique assets and characteristics of Saint John – one that will include materials and messaging the City can use to promote itself as integral to the region, yet distinct as the urban centre.

Saint John is progressive and vibrant, deeply rooted in history and character. Architecture, natural waterways, parks, recreational facilities, shops and restaurants, business sectors, careers, neighbourhoods and more are what make Saint John a great place to live, work and play. As a City, there is something for everyone and many stories to tell. We want to tell these stories both through a regional voice, and a municipal one.

Mayor and Council Tree Lighting kicking off Uptown Sparkles

The annual Mayor and Council Tree Lighting will be taking place on December 2 in front of City Hall. The event will coincide with Uptown Sparkles and will also include a special partnership with Saint John Energy as part of their 100th anniversary.

The festivities kick off at 6:00 p.m. with the tree lighting, carolers and more.

For more details about this year's Uptown Sparkles event, organized by Uptown Saint John, click [HERE](#).



Westside dog park officially opens

Dogs and their owners on the west side officially helped to celebrate the opening of a new dog park in their neighbourhood on Sunday, November 6. The park was made possible through funding from the City and J.D. Irving, Limited along with support from local businesses and is located on the Dever Road behind the Petter Murray arena.

Connie Quinn who lives on the west side has been working to open a dog park in the neighbourhood for over a year and was on hand to cut the ribbon and open it to the public. The park features benches, garbage cans, a place to hang leashes, a separate area for smaller dogs and even a fire hydrant, installed by the City. There is a special commemorative bench dedicated to Connie's daughter Kimberley, who passed away unexpectedly earlier this year, and their dog Nova who they also recently said goodbye to.

Saint John Santa Claus parades return beginning November 19

The 2022 Saint John Santa Claus parades will be returning this year after a hiatus due to COVID-19. Organizers from the Saint John Lancaster Business Association have developed a website with details about the Saint John parades as well as other parades in the region that can be viewed [HERE](#).

City of Saint John seeking vendors for arena canteen operations

The City of Saint John is now accepting applications for vendor operations at City arena canteens for the 2022-2023 season (October 14, 2022 – September 31, 2023).

The canteens will operate out of the Peter Murray, Charles Gorman and Stewart Hurley Arenas. Minimum bid for the yearly operation is \$1,500. To apply please email recandparks@saintjohn.ca or call 647-3502.



SPARC program returns

The SPARC program, a partnership between P.R.O. Kids, PALS and Anglophone School District – South, is returning on November 14. The program involves up to 10 children from each school participating in a recreational activity, giving them an experience they may not normally get to participate in due to lack of financial means or opportunity. Activities include art lessons, music lessons, sports, and more.

Saint John Story Series shines light on P.R.O Kids 20th year

Measure of success: P.R.O. Kids marks 20 years and over 20,000 children helped

P.R.O. Kids is marking a major milestone this month as they celebrate 20 years of helping children in greater Saint John.



Since it was first formed, the charitable program, operated by the City of Saint John and led by a dedicated group of 14 volunteer advisory members, has helped more than 20,000 children access sports, recreation arts and cultural activities.

“A lot of our families are from single-income households and many are newcomers. These are people who may have a more restrictive budget and, unfortunately, just don’t have the means to pay for the fees associated with these activities,” says P.R.O. Kids program manager Lori Lambert.

“Our program takes care of that,” adds Lambert. “Children who have financial barriers that prevent them from attending activities – whether that be hockey, basketball, music lessons, or art lessons – can have the opportunity to play, attend, participate and belong in the same way that other children do.”

P.R.O. Kids will be celebrating its achievements this week at its upcoming annual FUNraising dinner, an event that was put on hold for the last two years due to the COVID-19 pandemic.

Read the full Saint John Story Series article [HERE](#).



Congratulations, Saint John; you're becoming more Waste Wise.

City's enhanced Waste Wise program shows early signs of success

With three weeks of the enhanced Waste Wise program now complete, the City wants to extend a tremendous thank you to residents for their efforts to reduce household garbage and increase recycling and compost. Early results show that it's working. We are already seeing a shift in how much garbage is being diverted from the landfill. The initial target for garbage reduction was 15 per cent and we are exceeding this – all because our communities are working to do their part.



Recognizing that this program has been a significant adjustment for all residents, the City thanks the public for doing their best to make these changes.

Some important Waste Wise reminders to keep the momentum going and ensure that all garbage, recycling and compost can be collected:

- Residents must place bagged garbage in their new city-issued carts or must have a bag tag attached when placing at the curb.
- Recycling must be placed in the supplied totes, or similar containers; the colour of the container does not matter as long as the contents are sorted correctly.
- Collection schedules may have changed with the new program. Find your schedule by visiting www.saintjohn.ca/pickup

Any garbage or recycling that does not meet the requirements of the new program will be tagged with a reminder sticker indicating why it was not collected. Reasons for this could include being over the garbage limit, not having the appropriate bag tag, or that recycling was not sorted correctly.

All Waste Wise program details can be found on the [City's website](#) including an FAQ, bag tag vendor locations and sorting guides.



Events & Activities

Events Calendar!

Looking for things to do? Saint John has you covered with events in arts, culture, heritage, community, comedy, culinary, sports, music & performing arts. Visit [Discover Saint John](#) and check back often!



Growth At A Glance

In November, the One Stop Development Shop received **21** building and development-related permit applications with a value of **\$998,050**.

Year to date, the One Stop Development Shop has received **605** permit applications with a value of **\$92.8 million**.

As of November 14, 2022, this is how current growth numbers compare year-over-year:





Stories To Share

Fundy Rose returns November 18. Details [HERE](#).

Saint John Newcomer job fair attracts hundreds. More [HERE](#).

\$1.6 million funding boost for rural housing. Click [HERE](#).

2023 Operating budget released. Read [HERE](#).

Saint John holds Remembrance Day service for first time since pandemic began. More [HERE](#).

No rate increase proposed for Saint John Water. Read [HERE](#).

Romero House food drive underway. More [HERE](#).



Don't Forget!

Traffic advisory updates

Traffic advisories for road closures due to construction, maintenance or events are updated regularly and can be found on the community dashboard on the City's website [HERE](#).

The enhanced Waste Wise program is now underway

The City's new solid waste program began on October 23. For schedules, sorting guide, where to buy bag tags, and more information visit the Waste Wise page [HERE](#).

Harbour Bridge construction

Work continues on the Harbour Bridge rehabilitation project. For information and updates visit the Government of New Brunswick website [HERE](#).

**HERE
TO HELP!**

For inquiries related to municipal services, contact the City of Saint John Customer Service Centre at (506) 658-4455, email service@saintjohn.ca or visit us in person on the Ground Floor of City Hall, 15 Market Square, Monday to Thursday (excluding holidays), 8:30 a.m. to 6:00 p.m.

