

# Express, Experience & Embrace Winter



## Regina's Winter City Strategy 2021

# Vision and Goals

In August 2019, City Council outlined their vision for making Regina a Winter City. Winter Cities is a concept that encourages communities in northern latitudes to plan their transportation systems, buildings and recreation projects around the idea of creating a vibrant and active city in all four seasons.

Based on this direction, the City of Regina (City) worked with key external stakeholders and performed research on what actions other Winter Cities are taking. The review also included a reflection on Regina's current "winter-friendly" initiatives and how they would support becoming a Winter City.

After this review, the team worked to solidify a vision with supporting themes and goals.

It is recognized that the City, alone, cannot achieve this Winter City vision. It will require the commitment of many partners and stakeholders. To truly become a Winter City we will need the City, city leaders, businesses and community groups to come together to address winter challenges.

Together we need to develop and deliver on plans, policies and initiatives that support the vitality of Regina in the winter and transform how people perceive and experience winter.



**The goal of the Winter City Strategy is to create a common vision and shared understanding of opportunities to help residents and visitors embrace winter. Together we can create a city that is inviting, vibrant and prosperous even in the coldest months of the year.**



# Winter City Vision

We are the champions of winter! We leverage winter as an asset to strengthen our economy and improve our quality of life. Residents and visitors celebrate and embrace all aspects of winter living in Regina.

## Winter City Themes and Goals

To help achieve the Winter City Vision, three key themes with supporting goals were adopted :

### ▶▶▶ Express Winter | Foster a Positive Winter Culture



- **Goal 1:** Create and tell a positive “Winter-in-Regina” story
- **Goal 2:** Promote winter events and amenities within Regina and surrounding area

### ▶▶▶ Experience & Explore Winter | Participate in Inclusive Winter Living



- **Goal 3:** Make it easier to move around the city
- **Goal 4:** Enhance winter events, activities, amenities
- **Goal 5:** Celebrate Regina’s culture, heritage and traditions
- **Goal 6:** Make winter inclusive for everyone

### ▶▶▶ Embrace Winter Design | Create Winter Spaces



- **Goal 7:** Incorporate urban design for winter fun, activity, beauty and interest
- **Goal 8:** Warm up winter through strategic lighting, wind breaks and options for warming-up



# Becoming a Winter City

We need action to realize the Winter City Vision! By working together, the City and community partners, have identified actions for the next several years. It's expected these actions will grow and expand as more members of the community get involved in the Winter City movement.

To the right are highlights from the City's action plan. This action plan spans many years as winter living is a way of life. Actions that require City funding or resource supports will be brought forward through the City's annual budget process.

## Measuring Success

It is important to measure our progress toward achieving the vision, themes and goals. The following measures will be used as indicators of success of the Winter City Strategy.

- Residents' perception of winter and satisfaction with services surveyed annually.
- Progress on the recommended actions with a link back to appropriate plans and/or policy including (i.e. Transportation Master Plan, Recreation Master Plan and Winter Road Maintenance Policy)

- Economic impacts of large events such as a winter exhibition, festival or sporting event, in collaboration with Economic Development Regina

The community is also planning several exciting initiatives such as a winter exhibition and larger winter festivals. Watch for announcements from our community partners.

## We are working on it!

- Install a skating loop in East Regina
- Install an art projection at the Neil Balkwill Civic Arts Centre
- Partner with the community and provide support for winter initiatives
- Assess the Snow Angels Pilot to determine a long term program
- Enhance snow management practices

## Quick wins (2021/2022 Winter Season)

- Create a grant for initiatives aligned with the winter goals
- Educate how to have safe firepits in public spaces
- Add more outdoor programming to existing recreational programming
- Commission ice and/snow sculptures and hold workshops
- Explore skating on storm detention ponds and natural ice surfaces
- Hold a storytelling event during Indigenous Storytelling Month

## Medium Term (2022/2023 or 2023/2024 Winter Seasons)

- Tell Regina's Winter Story
- Host a design competition for warming shelters
- Extend the outdoor ice season and add crokicurl sites

## Long Term (2024/2025 and Beyond)

- Review the Official Community Plan for alignment to winter goals
- Incorporate changes into required policies and bylaws after the Official Community Plan review

For more information on actions and additional details, refer to the next pages attached.

# In Progress Now

Title/Description	Responsible Areas	Cost Estimate	Funding Source	Express		Experience				Embrace	
				Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<b>Install a skating loop.</b> The Towns MR4 park plan includes a 200-metre-long, 3-metre-wide skating loop and a full boarded rink with shelter. The boarded rink is scheduled for construction in 2021 with the rest of the park space to follow. In addition, the City will continue to explore establishment of a larger skating trail as outlined in the Recreation Master Plan.	Parks, Recreation and Cultural Services (PRCS)	TBD	Developer funded build				❄️				
<b>Install a lit art projection at the Neil Balkwill Civic Arts Centre (NBCAC).</b> A light art display was installed at the NBCAC this year. This initiative involves building on programming to activate the outdoor NBCAC space and further utilizing the new City owned lazer boxes by contracting an artist to do digital media activation.	PRCS	\$5,000	Approved operating budget				❄️	❄️			❄️
<b>Build additional winter recreational amenities.</b> Consider winter amenities in support of the Recreation Master Plan as part of new development or park re-development review processes. For example, a toboggan hill is being added as part of the Regent Par 3 park redevelopment.	PRCS	Project specific				❄️	❄️		❄️	❄️	
<b>Partner with the community or provide support for winter initiatives.</b> The City has dedicated staff that work with the community to encourage and enable events, programs and activities. This can include creating partnerships or supporting groups through community consulting services. Work will continue and additional effort will be made when engaging with groups to ensure they are thinking about how to activate the community in all four seasons. This will include at annual meetings with key community partners, such as the BIDs, PCC, REAL, Hotels Association and Tourism Regina to discuss and coordinate winter events.	PRCS	Existing FTEs	Approved operating budget		❄️		❄️	❄️	❄️		

# In Progress Now

Title/Description	Responsible Areas	Cost Estimate	Funding Source	Express		Experience				Embrace	
				Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<b>Provide support for winter initiatives with community associations and zone boards.</b> City staff will continue to implement the 2019 Community Association Review, with a focus on training, facilitation of inter-CA idea sharing, collaboration and assisting with volunteer recruitment efforts, consulting support and grant funding. As a part of this work, groups will be encouraged and supported to expand their winter offerings.	PRCS	Existing FTEs	Approved operating budget				❄️	❄️	❄️		
<b>Explore more heated transit shelters.</b> This initiative will be explored in the upcoming Regina Transit Master Plan report scheduled for Council review in Q4 2021/Q1 2022.	Transit & Fleet	N/A	Approved project budget			❄️			❄️		❄️
<b>Explore increased transit service on weekends.</b> This initiative will be explored in the upcoming Regina Transit Master Plan report scheduled for Council review in Q4 2021/Q1 2022.	Transit & Fleet	N/A	Approved project budget			❄️			❄️		
<b>Assess the Snow Angels pilot.</b> Snow Angels encourages snow clearing in residential neighbourhoods by providing financial support to groups who organize volunteers to assist people who need help with shoveling. The pilot will include data from the 2019/2020 and 2020/2021 winters. The outcome of the pilot will inform the future of the program.	Citizen Experience, PRCS	\$50,000 Annual	Approved operating budget			❄️			❄️		
<b>Assist residents with icy sidewalks.</b> The City provides free sand/salt mix for Regina residents to apply to icy sidewalks throughout the winter. In 2020, the City added two new sandbox locations, one in Harbour Landing and the other in Downtown, to increase the number to 12 throughout the community.	Roadways & Transportation	\$30,000 Annual	Approved operating budget		❄️				❄️		
<b>Enhance snow management practices.</b> Enhancements to the Winter Maintenance Policy were made to align with the OCP and TMP. Updates were reviewed by Council in report PW120-8 in fall of 2020. The enhancements will be operationalized in 2021.	Roadways & Transportation	\$778,000 Annual	Presented in 2021 operating budget			❄️			❄️		

# Short Term Actions 2021-2022

Title/Description	Responsible Areas	Cost Estimate	Funding Source	Express		Experience				Embrace	
				Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<b>Explore sponsorship opportunities.</b> Work with the community to determine if there are sponsorship opportunities for specific recommendations presented within the report, or if there are opportunities for a large sponsorship to support the overall winter city effort.	Citizen Experience	N/A	Revenue opportunity	❄️	❄️		❄️	❄️			
<b>Explore a lit art installation.</b> Include the addition of a permanent or temporary light art installation for consideration as part of the public art program planning. Exact location, timing and pricing would be identified based on priorities within the program.	PRCS	Existing FTEs	Approved operating budget; installation TBD				❄️	❄️			❄️
<b>Create a Winter Initiative Grant.</b> Expand on the Winter Activities Grant that was created in response to COVID – 19 to encourage the community to provide winter initiatives that support the goals. This program would animate and activate Regina in the coldest months of the year. There will be specific criteria to encourage the activation of key institutional, recreation and economic hubs in the winter, such as Wascana Centre and downtown Regina. The grants would range from \$500 to \$5,000 and be administered through the Community Investments Grant Program.	PRCS	\$50,000 Annual	Proposed funding through CIGP reserve in 2021. Future funding would be considered through 2022 budget request			❄️	❄️	❄️	❄️	❄️	❄️
<b>Host an Indigenous Story Telling event (Pilot).</b> Partner with Regina Downtown BID and other community partners such as Sakewekwak, RSO, AGR, Mackenzie, SWG, CJTR, Globe, Common Weal, Buffalo People Arts Institute and Heritage Regina to activate Victoria Park for one day in an Indigenous Storytelling Month event.	PRCS	\$2,000	Approved operating budget				❄️	❄️	❄️		
<b>Commission ice and/or snow sculptures and hold workshops (Pilot).</b> Commission an ice sculpture and/or snow sculpture to engage residents of the area and provide a workshop to activate the NBCAC park space.	PRCS	\$2,000	Approved operating budget				❄️	❄️			❄️

# Short Term Actions 2021-2022

Title/Description	Responsible Areas	Cost Estimate	Funding Source	Express		Experience				Embrace	
				Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<b>Provide public firepit information.</b> Promote the ability to have a public firepit on City-owned land by applying for a burn permit, provided there is compliance with the Regina Fire Bylaw. Ensuring community partners are aware of the process will enable increased participation during outdoor events.	Fire & Protective Services, PRCS, Land, Real Estate & Facilities	N/A	N/A				❄️				❄️
<b>Increase outdoor winter programming.</b> Leverage learnings from the winter Programming response to COVID - 19 to explore adding winter sport, culture and recreation programming to the existing programming offered by the City.	PRCS, Citizen Experience	\$5,000-\$10,000	Approved operating budget				❄️	❄️	❄️		
<b>Explore permitting skating on storm detention ponds and other natural ice surfaces.</b> Complete an analysis to determine if skating can be allowed on some storm detention ponds or other natural ice surfaces.	Fire, PRCS	N/A	N/A				❄️		❄️		
<b>Complete Mode of Travel Survey.</b> Survey and examine current modes of travel by establishing updated benchmarks including seasonal variations. Results will help inform a 5-year update to the Transportation Master Plan.	Sustainable Infrastructure	\$140,000	Approved project budget			❄️					
<b>Improve winter sidewalk clearing.</b> Administration will bring forward an amendment to The Clean Property Bylaw in Q2, 2021 that will outline options around improved sidewalk clearing in residential areas.	Roadways & Transportation, Bylaw, Legal, Citizen Experience	TBD	TBD			❄️			❄️		
<b>Incorporate winter design elements into the Zoning Bylaw.</b> Some new standards in the Zoning Bylaw already support winter goals. Continue to monitor and assess the impact of Zoning Bylaw changes and look for opportunities to incorporate early wins during regular Bylaw reviews.	Planning & Development Services	NA	Part of regular reviews						❄️	❄️	❄️

# Medium Term Actions 2022-2024

Title/Description	Responsible Areas	Cost Estimate	Funding Source	Express		Experience				Embrace	
				Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<p><b>Tell a winter story.</b> Develop a winter story that will be turned into a campaign that fosters a positive winter culture and activation of Regina in the winter. The campaign will have a component for residents and visitors. The City will take the lead; however, this story and campaign will be created through collaboration with community partners. Tourism Regina and the Events Alliance will be key partners in executing the campaign goals.</p>	Citizen Experience	\$75,000 first year, \$50,000 annual after	Present in 2022 operating budget	❄️	❄️						
<p><b>Host a design competition for warming shelters.</b> Partner with Regina Downtown and Warehouse Business Improvement Districts (BID) to create an architectural competition that looks to solicit innovative and creative designs for warming huts that add interest and serve a practical purpose. The winners would be asked to construct their ideas to be used by residents throughout the winter. If successful, this competition could become an annual event.</p>	PRCS	\$40,000-\$60,000 One time ask	Present in 2022 operating budget							❄️	❄️
<p><b>Explore an adopt-a-rink program.</b> There has been increased interest in creating small local rinks. Some residents are already creating unsanctioned rinks in parks. We will explore an adopt-a-rink program to enable residents to have a skating surface in their neighbourhood park by using local volunteers. This program would help to ensure rinks are created in appropriate areas and that proper insurance is in place to protect people creating the rinks and using them.</p>	PRCS	N/A	N/A				❄️		❄️		
<p><b>Extend the outdoor ice season and add two Crokicurl sites.</b> The current outdoor ice season is 11 weeks (two weeks of prep and nine weeks of skating). Increased funding would be used to extend the outdoor ice season. Outdoor ice is significantly impacted by weather, which doesn't always allow for an increased season. The City would determine how and where to extend the season. Options could include flooding only community hub sites early, flooding all sites earlier or keeping the some or all sites open longer. One or two crokicurl sites could be added where a community partner has been identified to manage the rocks.</p>	PRCS	\$50,000 Annual	Present in 2022 operating budget			❄️	❄️		❄️	❄️	

# Medium Term Actions 2022-2024

Title/Description	Responsible Areas	Cost Estimate	Funding Source	Express		Experience				Embrace	
				Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<p><b>Improve outdoor skating shelters.</b> As warm up shelters are replaced, there may be an opportunity to install a modern design that removes the need for staffing and is always available for use. A shelter review has identified three areas of improvement:</p> <p>(1) Grant money provided to community partners may need to be adjusted to reflect current costs.</p> <p>(2) The number of warm up shelters exceeds the number of community groups that are able and willing to operate them.</p> <p>(3) Shelters are of varying age and condition.</p>	PRCS	\$50,000 Annual	Present in 2022 operating budget				❄️		❄️		❄️
<p><b>Pilot an outdoor firepit.</b> Develop a pilot to test having public firepits on City-owned land at public amenities such as a skating rink or toboggan hill with a community partner.</p>	PRCS, Fire & Protective Services, Facilities	\$10,000 - \$20,000 One time ask	Present in 2022 operating budget				❄️				❄️
<p><b>Decorate flowerpots in winter.</b> Leverage existing infrastructure by decorating City flowerpots that can remain in place year-round. The City will run a pilot program in 2022, redesigning some flowerpots with winter displays including lights and colour. The pilot will help inform options and costs for a city-wide winter flowerpot program.</p>	PRCS	\$10,000 for pilot. Future program TBD	Present in 2022 operating budget				❄️			❄️	❄️
<p><b>Review Outdoor Patio/Tent Policy for winter.</b> Review and amend the Outdoor Patio Policy to allow for and include guidelines for winter use. The policy was created in 2013 with the requirement for a patio to be used only in Summer, mainly due to snow removal concerns (for on street patio). Part of the review may include temporary use on public and private land. Education and stakeholder engagement will be very important as part of the review process.</p>	Planning & Development Services, Bylaw, Roadways & Transportation	Existing FTEs	Approved operating budget				❄️			❄️	❄️

# Long Term Actions 2024 & Beyond

Title/Description	Responsible Areas	Cost Estimate	Funding Source	Express		Experience				Embrace	
				Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<b>Review the Official Community Plan (OCP) for alignment to winter goals.</b> Review and update the OCP to align with the winter vision and goals as part of the next 5-year review.	Planning & Development Services	TBD				❄️	❄️	❄️	❄️	❄️	❄️
<b>Incorporate changes into required policies and bylaws after the OCP review.</b> Review and update policies and bylaws to incorporate any required as a result of the OCP review as part of regular policy updates.	Planning & Development Services/All Areas	TBD				❄️	❄️	❄️	❄️	❄️	❄️



# Confirmed Opportunities

Description	City Partners	City's Role	Express		Experience			Embrace		
			Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<b>Architectural competition.</b> The City will partner with Regina Downtown BID and Warehouse BID to create an architectural competition that looks to solicit innovative and creative designs for warming huts that add interest and serve a practical purpose. The winners would be asked to construct their ideas to be used by residents throughout the winter. If successful, this competition could become an annual event.	Regina Downtown and Warehouse Business Improvement Districts (BID)*	Funding & partnership							❄️	❄️
<b>Downtown Rink Activation increased.</b> Leverage and expand on previous programming efforts to create activation of the Pat Fiacco Plaza Skating Rink.	Regina Downtown BID	Grant funding & consulting support				❄️	❄️	❄️		
<b>Waskimo and Winter Games.</b> Grow and relaunch Waskimo in conjunction with the Winter Games to be held in Regina February 2022.	Waskimo Board	Grant funding & consulting support				❄️	❄️	❄️		❄️
<b>Tell Regina's Winter story and help promote Regina as a winter destination.</b> Collaborate with the City on developing Regina's winter story and incorporate it into marketing campaigns. Assist community partners in helping to package and promote winter experiences in Regina.	Tourism Regina		❄️	❄️						
<b>Winter Event Strategy at the REAL campus.</b> While still in the early planning stages, this initiative involves activating Confederation park in December, continuation of Iceville and a Winter Exhibition.	Regina Exhibition Association Limited	Collaboration & partnership				❄️	❄️	❄️		❄️
<b>Use Railyard Space in winter.</b> Through the permit process, enable temporary use of the RRI lands for winter events.	Warehouse BID	Grant funding, consulting support, permit/request approval				❄️	❄️	❄️	❄️	❄️
<b>Increased Activation of Wascana Park.</b> Leverage existing opportunities such as cleared pathways, groomed cross-country ski trails, groomed Fat-Bike trails and expand programming to increase the activity in Wascana during the winter.	Provincial Capital Commission (PCC)	Collaboration & partnership				❄️	❄️	❄️	❄️	❄️

# Potential Opportunities

Description	City Partners	City's Role	Express		Experience				Embrace	
			Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
<b>Festivals/experiences.</b> Seek opportunities for Regina to acquire winter festivals/experiences	Events Alliance*	Member of Events Alliance, funding				❄️	❄️			
<b>Festival of lights.</b> Initiate a festival of lights for people to drive or walk through. Regina had this type of event for several years, sponsored by SaskPower.	Regina Exhibition Association Limited*	Grant funding & consulting support				❄️	❄️		❄️	❄️
<b>Increase active participation.</b> Hold various activities that get people outside and active during the winter months to create an active community. Specific examples from the working groups and community associations include: a winter movie in the park, programmed toboggan event such as cardboard races, ice sculptures, ski rentals, inter-CA hockey tournament, holiday parties and scavenger hunts.	PCC, Community Associations*	Grant funding & consulting support				❄️	❄️	❄️		
<b>Indigenous winter village.</b> Create opportunities to integrate local indigenous winter culture and traditions through events or an Indigenous winter village.	None Identified	Grant funding & consulting support				❄️	❄️	❄️		
<b>Newcomer winter package.</b> Develop a winter package/info packet for newcomers.	Regina Open Door Society*	Message development and consulting support	❄️	❄️				❄️		
<b>Sporting events/tournaments.</b> Leverage existing venues to look for opportunities to bring winter sport tournaments/events to the city.	Events Alliance*	Member of Events Alliance, funding				❄️				
<b>Winter fashion show.</b> Hold a fashion show where the focus is on winter fashions and it is demonstrated that it can be cool to dress warmly.	None Identified	Grant funding & consulting support					❄️	❄️		
<b>Winter activity hub.</b> Development of a permanent or temporary commercial anchor point to offer people a place to shop, eat, participate in recreation, warm up and enjoy year-round activities. Potentially something similar to The Forks in Winnipeg.	None Identified	Grant funding & consulting support			❄️	❄️	❄️	❄️		

\* other groups may be interested in playing a role in delivering these or a similar initiative.