

# Emphasizing the Public Perspective:

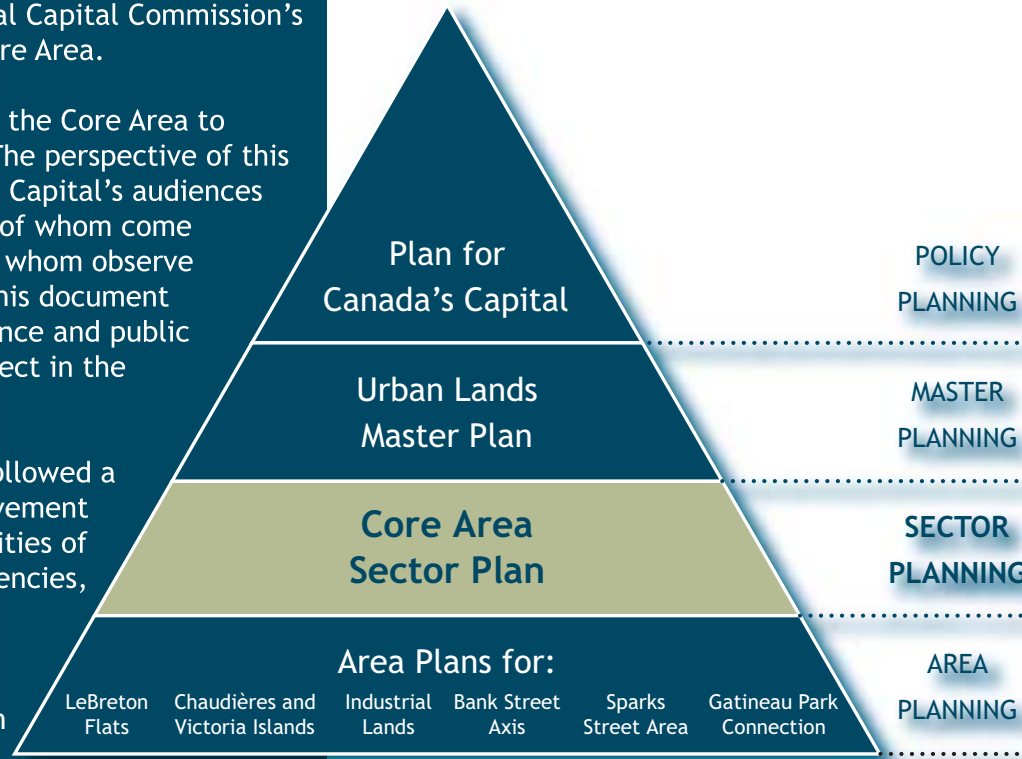
## PLANNING WITH PEOPLE

The Public Programming and Activities Vision is an integral part of the National Capital Commission's planning for the Capital Core Area.

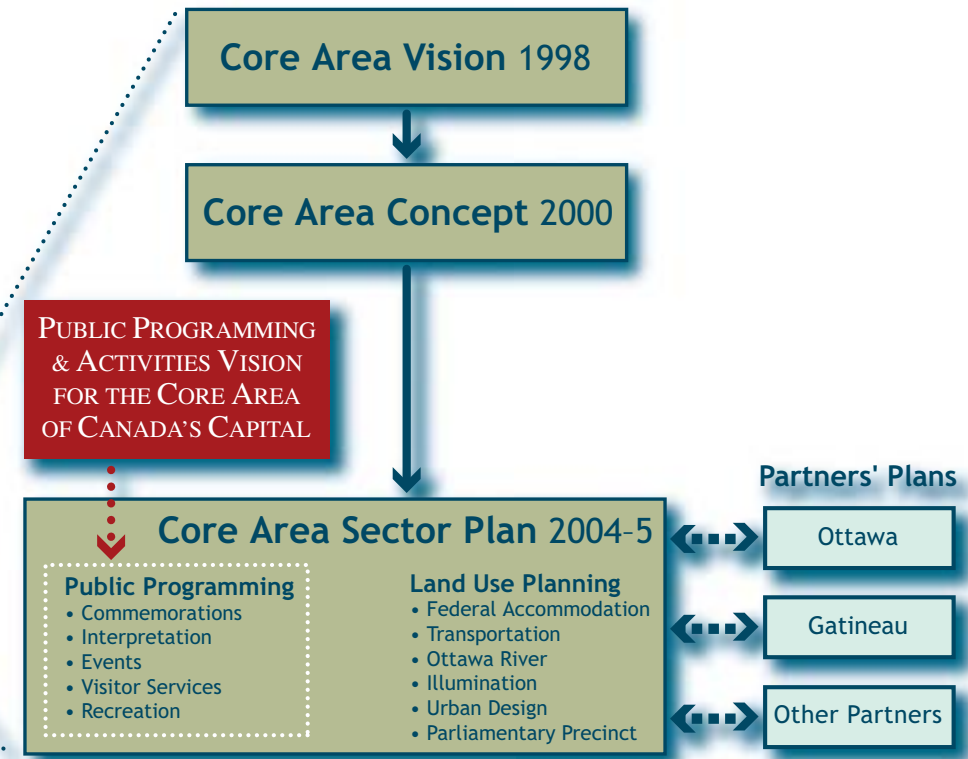
It proposes changes and ideas for the Core Area to enhance the public experience. The perspective of this document is primarily that of the Capital's audiences who include all Canadians, some of whom come to visit and explore, and some of whom observe or participate from a distance. This document describes the new visitor experience and public programs that Canadians can expect in the future.

The development of this Vision followed a process which included the involvement of key stakeholders such as the cities of Ottawa and Gatineau, federal agencies, and many interest groups.

This Vision represents a crucial component of the full Sector Plan for the Core Area, slated for public consultation in 2005.



NCC PLANNING STRUCTURE



CORE AREA SECTOR PLANNING PROCESS

The illustrations in this document are only artist's concepts, not specific proposals.

The **Public Programming and Activities Vision** is intended to be descriptive, rather than a prescriptive, 'cast in stone' view of future planning. It is important to remember that programming represents only one element of the NCC's planning mandate which also considers land use, transportation, heritage resources, environment, urban design, and other concerns in the National Capital Region.

Many of the proposals can be implemented with little or no effect on the physical environment, while others require changes to the built and natural environment.

A Strategic Environmental Assessment has been conducted to analyze and recommend ways to mitigate environmental impacts associated with the implementation of this Vision.

# A Capital for All Canadians

## I N M I N D

### Representing Canada and Canadians

A Capital reflects the values and identity of a country through its institutions, symbols, architecture, art and commemorations. Because Canada's population is diverse and far flung, more so than in other countries, it is hard to identify values and characters that are consistent across all regions. But some emerge:

- cultural diversity,
- the environment,
- peace,
- freedom,
- sharing and collective responsibility.

Nevertheless, the increasing cultural diversity of Canada requires us to consider whether the Capital truly reflects our contemporary nation.

What is unique about a visit to Canada's Capital is that many people attach to it a goal of better understanding their nation and its government. A National Omnibus Survey conducted in 2002 reported that 76% of Canadians agree or strongly agree that "Canada's Capital is a source of Canadian pride for [them]."

Still, the attachment of national pride to the Capital is greater in Ontario than in areas further away from Canada's Capital Region.



### Understanding our Audience

Our audience is composed of both visitors who come from out-of-town and residents of the region who take pride in living in the Capital, participate in many Capital activities and frequently act as hosts to their visiting friends and relatives. Increasingly, we also realize that a less visible but still important audience are people who take an interest in the Capital and its identity, from a distance – by way of the media or internet.

There are between five to six million visits to Canada's Capital Region each year. Three out of four visitors to the Capital are Canadians about whom we know the following:

- approximately two-thirds are visiting friends and family
- one-third of visitors come for pleasure
- two-thirds of visitors come from a distance of 319 km or less
- more than three-quarters of visitors arrive by car
- approximately one-third visit between July and September

Many Canadians think of a visit to the Capital almost as a pilgrimage, an opportunity for national self-discovery. Planning studies that have been carried out in the past described these "pilgrims" as individuals who engage in a high-level of cultural activities, visiting national institutions like Parliament and national museums. While July to September are the most popular months for Canadians to visit (31.4%), travel to the Capital outside of the summer months is also strong with approximately 20% of visitors arriving January to March.

More than 300,000 visitors arrive as part of a group tour, usually by motorcoach.

The Capital is a top destination for school and youth travel, welcoming approximately 30,000 out-of-town student visitors, primarily in the months of May and June.

\* For a fuller review of audience and market research undertaken in the preparation of the Public Programming Vision, see the Situation Analysis (a separate document).

