# ANNUAL REPORT 2008



ST. J@HN'S

#### **DID YOU KNOW THAT**

- The City of St. John's hosted four Citizenship Ceremonies in 2008.
- ☼ In addition to the committees of Council, there are also many joint committees with external organizations such as the Mayor's Advisory Committee on Youth, Mayor's Advisory Committee on the Status of Persons with Disabilities, and the Mayor's Advisory Committee on Seniors.
- The City of St. John's supports many community facilities and groups including the Resource Centre for the Arts, Railway Coastal Museum, and the Newfoundland Symphony Orchestra.
- The City publishes a monthly economic snapshot and a bi-annual economic outlook report.
- The St. John's Census Metropolitan Area (CMA) ranked third in terms of employment growth among 27 CMAs throughout Canada in 2008 with growth of 4.2%.
- St. John's was also ranked 5th for best development and investment promotion for a small city by Foreign Direct Investment (fDi) Magazine.









#### **MESSAGE FROM THE MAYOR**

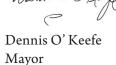
It is my pleasure to present the City of St. John's Annual Report for 2008.

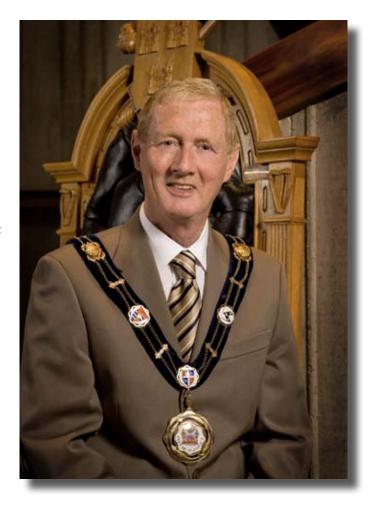
The City of St. John's is working diligently to build a healthy and prosperous community, and has achieved success on several fronts. This document will describe some of the exciting initiatives happening in our city while highlighting our accomplishments.

The economy of the St. John's area continues to produce positive indicators as growth and development continue. Increases in personal income, employment, and population resulted in strong growth in retail sales, which have increased to \$3 billion. Housing starts have also increased to 1,863 units, the highest level in over 30 years.

To build a healthy community, we aim to balance economic performance and fiscal responsibility with social consciousness. Essential infrastructure programs are complemented by recreation and leisure services, and work on issues such as affordable housing.

I would like to thank staff for their dedication and the many volunteers with various organizations throughout the City that work together to build a healthy and inclusive community. Finally, I would like to extend our gratitude to Mr. Andy Wells who resigned as Mayor in 2008, for the contributions he has made to the City of St. John's during his time on Council.





#### **CITY COUNCIL 2008**



Seated (1 - r):	
Councillor Debbie Hanlon	(Ward 4)
Councillor Wally Collins	(Ward 5)
Mayor Dennis O'Keefe	
Deputy Mayor Ron Ellsworth	
Councillor Shannie Duff	(At Large)
Standing (1 - r):	
Councillor Keith Coombs	(Ward 3)
Councillor Art Puddister	(Ward 1)
Councillor Sandy Hickman	(At Large)
Councillor Gerry Colbert	(At Large)
Councillor Frank Galgay	(Ward 2)
Councillor Tom Hann	(At Large)

### **CHIEF COMMISSIONER AND DIRECTORS**

Back (1 - r):

Michael Dwyer - Director, Regional Fire Services Neil Martin - Associate Commissioner / Director, Corporate Services & City Clerk Paul Mackey - Director, Public Works & Parks Kevin Breen - Director, Human Resources Robert Bishop - Director, Finance and City Treasurer

Front (1 - r):

David Blackmore - Director, Building & Property
Management
Elizabeth Lawrence - Director, Economic
Development, Tourism & Culture
Art Cheeseman - Associate Commissioner /
Director, Engineering
Ron Penney - Chief Commissioner and City
Solicitor
Cliff Johnston - Director, Planning
Jill Brewer - Director, Recreation





### **BUILDING A HEALTHY CITY**

St. John's - this is where we live, work, and play!

A strong economy, promotion of active living, and environmental programming are just a few ways to gauge the health and well being of a city. While the City carries out its mandate to provide safe roads, services, and infrastructure, there are a vast number of other initiatives the City of St. John's undertakes on behalf of citizens to ensure a better quality of life.

We have a team working hard to ensure that your city develops and expands in a manner that not only preserves, but enhances the elements of a healthy community. Recreation and seniors programs, assistance for community groups, and arts programs all contribute to a vibrant community. Working with community-based organizations and cooperating with other levels of government, enables us to move initiatives forward, making St. John's a better place for all citizens.





#### PARTNERS IN YOUR COMMUNITY



L-R: John Downton, Past-Chair BPF, Mayor Dennis O'Keefe, Mike Power, Chair BPF, Ken Dyer, Husky Energy

Photo courtesy of Bowring Park Foundation

Three levels of government, the sports community, and the private sector have partnered to make the new Newfoundland and Labrador Sports Centre on Crosbie Road a reality. The facility is utilized for a range of activities.

In addition to being a venue for provincial, national and international sporting competitions, the centre offers athletes access to world-class training facilities. The centre includes two buildings, the multi purpose indoor training facility named the PowerPlex and the Dr. Noel Browne High-Performance Centre which is an extension to the adjacent Swilers Rugby Club. The PowerPlex boasts one of the largest hardwood sports floors in Canada capable of having four basketball, seven volleyball and seven badminton courts playable at any one time.

The new "Husky Energy Fountain" in Bowring Park was officially opened on August 20th, 2008. The project was made possible through funding support from the City of St. John's, the Bowring Park Foundation and Husky Energy. At the opening ceremonies, Mayor Dennis O'Keefe noted how this project is an outstanding example of what can be achieved when the City works in partnership with great community-minded organizations. This addition to Bowring Park will be enjoyed by residents for generations, and represents a significant step forward for the park

revitalization project.

Pre-school age children take part in an Active Kids Program that is offered at the facility, and the Newfoundland Cardiac Rehab Association (NCRA) also administers programs from the centre. The facility hosts many other programs as administrated by the various provincial sports organizations that cater to athletes young and old.

## SUPPORTING HEALTHY LIVING



The Department of Public Works & Parks maintained 39 parks, 3,065 hectares of open space, 110 playgrounds, 53 sports fields, and 31 basketball and tennis facilities. The Department also managed 155 kilometres of walking trails and 53,000 mature trees.

#### WASTE DIVERSION



In March 2008 the City of St. John's unveiled its city-wide Waste Diversion Program which includes the curbside collection of recyclable and organic waste. The program will be launched in two phases; recyclables in 2010 when the construction of the Materials Recovery Facility is completed and organics in 2011 when the construction of the Central Composting Facility is completed. Both facilities will be located at the Regional Integrated Waste Management Facility located at Robin Hood Bay.

The City implemented a Waste Diversion Pilot Project in 2007 to gather data and information to determine the direction it would take on a city-wide curb side recycling program. Two areas of the city were selected to carry out the pilot, Cowan Heights, and an area in the Downtown. Participants were supplied with blue transparent bags for their recycling, and asked to sort their recyclable matter. Participants were asked to set out their sorted recycling and organics on the same collection day as their garbage. Data was collected for six months, and participation rates reached 65% in Cowan Heights and 40% in the Downtown. In early 2008, all of the information was recorded and analyzed with a final report presented to Council, recommending the implementation of a city-wide recycling and organics program. The pilot continued throughout 2008, collecting both recycling and organics and participation rates remained consistent.

#### **BUILDING NEW NEIGHBOURHOODS**



New housing developments are just one sign of a healthy economy. In 2008, several areas of the city were slated for development.

The redevelopment of the federal lands at Pleasantville by the Canada Lands Company (CLC) will create a large new neighbourhood with excellent amenities and a variety of housing, all on the shores of Quidi Vidi Lake. CLC now owns most of the federal lands, and is the landlord for much of Canadian Forces Station St. John's. CLC worked with the City and held extensive public consultations in 2008, including open houses in November, leading to a redevelopment plan that will be implemented in 2009.

The former Sprung Greenhouse site off Commonwealth Avenue, (accessed via Mount Pearl), was rezoned in 2008 and will be home to the new Brookfield Plains neighbourhood.

#### **FAST FACTS**

In the Department of Planning, 455 development applications and active files were opened in 2008, a record number.

#### YOUTH AND THE CITY



In May 2008, the Mayor's Advisory Committee on Youth (MACY) launched a new website for youth, designed by youth.

STJOHNSYOUTH.CA allows users to search through a calendar of events, look for volunteer opportunities, or get tips on

writing their resume. The website has 191 links to other programs, services and information, and a gallery where art work submitted to the Youth Only Art Show can be posted.

#### **BUILDING INCLUSIVE PROGRAMS**



The R.E.A.L. Program (Recreational Experiences and Leisure), continues to help all children access recreation opportunities. In 2008, the program experienced growth of 30% with children and youth from low income families placed into 1,675 programs at 70 different recreational and arts-based organizations.

The City of St. John's Department of Recreation has an inclusive mandate that encourages persons with a disability and/or individuals who require support to

participate in recreation programs. Program information such as brochures or flyers are available in alternate formats such as Braille, large print, or audio cassette. Attendant passes are available to persons living with disabilities who require an attendant or support worker to accompany them to activities or events. This pass enables the attendant to be admitted free of charge to certain activities/events. Over 150 attendant passes were in circulation during 2008.

#### IN YOUR COMMUNITY

The Community Development Division of the Department of Recreation had liaisons or partnerships with 199 organizations, involving 368 initiatives during 2008. This involved working with organizations from a variety of sectors including; neighbourhoods, health, parks, youth, education and sport.

#### 2008 HIGHLIGHTS



- 2,717 youth registered to play soccer
- The H.G.R. Mews
  Community Centre and
  the Wedgewood Park
  Recreation Centre
  facilities recorded over
  297,000 visits.
- Outdoor pools had over 36,000 visitors

## ST. JOHN'S REGIONAL FIRE DEPARTMENT— MORE THAN FIGHTING FIRES



The St. John's Regional Fire Department (SJRFD) is responsible for providing the St. John's metropolitan area with fire and emergency protection. Along with responding to fire, vehicle and medical emergencies, SJRFD also has special teams ready to respond to hazardous material emergencies, helicopter rescues, high angle (cliff) rescues, water rescues and confined space rescues.

In 2008 the SJRFD purchased a new Bronto Skylife Aerial Platform, which is a fire apparatus with a permanently mounted fire pump, water tank, hose storage area, aerial ladder or elevating platform with permanently mounted waterway, and a complement of ground ladders. This truck is a valuable asset to the SJRFD for fighting fires in the centre of St. John's.

#### **IMPROVING THE WAY WE DO BUSINESS**



The City of St. John's strives to provide superior service to the citizens and businesses in our community. To achieve this goal, employees are moving toward using the most progressive business practices available.

Accordingly, the City has embarked on a complete business process transformation with the implementation of an Integrated Municipal Management/Enterprise Resource Planning (ERP) system, called Project Velocity. Implementation will take place over the next four years, consolidating all departmental data and functions on a single electronic system.

Both Council and staff are fully committed to the implementation of Project Velocity. As employees embrace the new technology and the opportunity to upgrade and diversify their skills, service delivery to the general public will be the enhanced.

#### **FAST FACTS**

In 2008:

- 911 Communications Centre answered 50,211 calls
- 2,372 inspections were performed
- 60 training lectures on fire safety were conducted
- Learn not to Burn Program was delivered 26 times

## PROMOTING EMPLOYEE HEALTH AND WELLNESS

The City recognizes that one of the cornerstones of any healthy and safe workplace is the promotion of personal wellbeing. In 2008, the City undertook a wellness initiative to promote and encourage employees in their pursuit of personal health and well being. The goal was to educate employees regarding wellness, provide them with a snapshot of their health and provide information and support to assist in maintaining or improving their health and wellness.

Some of the projects undertaken included a pilot project (Fit For Life, Paving the Way) with Public Works and Parks (Streets Division), the establishment of an employee fitness and leisure room at the Depot, and the development of Wellness Education Sessions for all employees. Other initiatives include the launch of lunchtime fitness classes at the Newfoundland and Labrador Sports Centre, a new walking program designed to offer employees a fitness alternative on their lunch break, weekly wellness tips featured on the intranet, and a stretching/warm-up routine for Sanitation Operators.

On October 1, 2008 the City of St. John's opened its Employee Health and Wellness Centre located at the City Municipal Depot. The main focus has been to promote a culture where all city employees can achieve and maintain optimal health and wellness. The Health and Wellness Centre will be coordinated by the City's Employee Wellness Division with programs offered ranging from personal wellness assessments and planning, to educational seminars on health related topics.



Employee Health and Wellness Centre and members of the Wellness Team.

Top L-R: Sherry Cole, Heather McDonald, Lynn O'Grady, Helen Williamson.

Bottom L-R: Ross Marsh, Paul Peddigrew, Terry Burden, Chris Ashley, Bryan Harris.

#### **HUMAN RESOURCES AT A GLANCE**

Job competitions	293
Internal transfers	1,093
New hires	204
Resignations	53
Retirements	42
Average number of employees	1,141

#### ANNOUNCING....RIPPLES



In 2008 the City launched a new monthly e-newsletter - Ripples. Ripples is designed to improve information flow and provide staff with regular updates about the organization and current topics. The newsletter is published by the Department of Human Resources with input from all City departments.

#### RECOGNIZING OUTSTANDING SERVICE

Outstanding Service Awards are presented to City employees showing the most outstanding performance of work activities in one or more areas. The individuals receiving this award were nominated by a City employee, and then selected by a committee consisting of all directors heading City departments. This year the award was presented to Anita Rossiter, Office Services Supervisor, Department of Corporate Services.



The resignation of Mayor Andy Wells resulted in the calling of a by-election for June 3, 2008.

Coincidentally, the Deputy Mayor and the Councillor for Ward 4 also resigned to run in the by-election.

The City again used the Vote-By-Mail system which had seen a high degree of acceptance in previous elections. Voter kits were placed in the mail on May 16, with the voters casting their votes and placing them in the return mail up to June 3.

A total of 36,874 votes were cast resulting in the election of three members to Council: Mayor Dennis O'Keefe; Deputy Mayor Ron Ellsworth; and Ward 4 Councillor Debbie Hanlon. The newly constituted Council will manage the City's affairs until the next general municipal election scheduled for September 29, 2009.



L-R: Ron Penney, Anita Rossiter, Mayor O'Keefe

#### **AT YOUR SERVICE!**

In addition to maintaining our roads, clearing our streets, and collecting our garbage, the Department of Public Works & Parks responds to thousands of service requests. These may include repairing water main breaks, flushing blocked sewer mains, and completing water and sewer laterals.

Each year, the City surveys residents who have requested service to determine their level of satisfaction. Employees including the Switchboard Operator, On-site Supervisor and Work Crew continue to score highly in areas of attitude and efficiency. The survey results also measures the overall rating of service which again scored well in 2008.

#### **RESPONDING TO CITIZEN'S CONCERNS**

In January of 2008, a new policy granted the City of St. John's the right to issue tickets for certain by-law violations including by-laws concerning litter, snow removal, animal control and noise.

This ticketing option allows for a much quicker response to citizens complaints and eliminates much of the legal action, or red tape, of processing an action through the Courts. This new policy tends to increase the success rate as well, as recipients are more inclined to comply with requirements.

4,579
628
2,722
1,456



## **ACCESS ST. JOHN'S**

Access St. John's continues to provide citizens with the means to contact City Hall at any time, night or day. The call centre operates 24 hours a day, 365 days a year. In 2008, over 123,000 telephone calls were received and electronically processed through the City's 3-1-1 service.

Many financial transactions take place at the front counter of the service centre including tax payments, general and property inquiries, and issuing of permits such as downtown parking, sanitary landfill, street excavation and building permits.

The City commissioned an external, independent survey of users of Access St. John's services to determine how satisfied citizens were overall with the service provided throughout 2008 and to compare the results with 2006 and 2007 satisfaction levels. Six hundred interviews were completed with randomly selected residential and business clients and the survey confirmed the high level of service continuing to be provided by Access St. John's. The results assist staff in understanding what is most important to citizens and to make improvements to meet clients' needs.

#### A CLEANER HARBOUR



Investment in the single largest capital project ever undertaken by the City, the Harbour Clean-Up Project, continued in 2008 with \$35 million being spent. By its completion in 2010, the project is estimated to cost \$150 million. This year saw construction on the Riverhead Wastewater Treatment Plant continuing and a section of the Harbour Interceptor Sewer that rings the harbour installed on Harbour Drive from Waldegrave Street to Bishop's Cove.

#### INFRASTRUCTURE AND CAPITAL INVESTMENT



The City of St. John's continues to invest in streets, bridges, and water and sewer infrastructure, spending \$15 million in 2008. Investment in city streets was \$6.7 million and in total 67 streets were rehabilitated and traffic signals were upgraded at five intersections.



#### ART IN YOUR COMMUNITY

In 2008 the City unveiled its latest piece of public art. "A Time", located on George Street, is the creation of local artist Morgan MacDonald. This legacy piece was a result of the Cultural Capital program funding along with support from the City of St. John's and Ms. Eleanor Gill Ratcliffe. It recognizes the contribution of the arts to the City of St. John's and the sculpture itself depicts the variety of disciplines with the bands of bronze symbolizing the energy of the arts community.

#### **CITY AS A CANVAS**

The Battery mural was created by Derek Holmes and April Norman in the summer of 2008. The Outer Battery Road retaining wall was chosen in response to suggestions from Battery residents and designs for the walls came from input from the local community.

The "City as a Canvas" mural program has as its goals to engage the public with art, invest in our local arts community, and celebrate our culture and heritage.

In this mural the artist's intention was to recreate images from the Battery's past as a way of preserving it, as well as to enlighten the thousands of residents and visitors who travel past this wall on their way to hike Signal Hill. It was the intention of the City of St. John's to commemorate the Battery and the people who have forged a community on the craggy rocks.



Photo Credit: Justin Hall

#### THE GROWING TOURISM INDUSTRY

St. John's abounds with spectacular ocean views, scenery, wonderful urban parks, charming streetscapes and significant historical sites. Visitors quickly discover why St. John's calls itself "The City of Legends." In 2008, St. John's hosted 975,000 visitors and tourism contributed \$337 million to the St. John's economy.

#### **2008 HIGHLIGHTS**

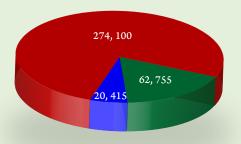
St. John's hosted 357,270 out of province visitors, spending a record \$202 million.

The accommodation sector recorded its best year in history, with 558,210 room nights sold.

The City of St. John's Visitor Information Centre serviced a record 17,591 visitors.

Total passenger movements at St. John's International Airport reached 1,222,585.

The cruise industry contributed a record \$2.6 million to the local economy. 15,153 cruise passengers and 7,193 crew on 18 ships visited St. John's in 2008.



Out of Province Visitors				
City of St. John's 2008				
Year	Air Visitors	Auto Visitors	Port Visitors	Total Visitors
2008	274,100	62,755	20,415	357,270







## **CULTURAL EXCHANGE 2**



Partnering with the Provincial Department of Tourism, Culture & Recreation and Parks Canada, the City of St. John's once again offered a unique event to bring together people working in culture and tourism to discover potential partnerships.

The event offered a jam packed two days of learning on the development, pricing, packaging and selling of unique tourism experiences. Led by well known speaker and trainer Joe Veneto, the event offered participants the tools to build a package and concluded with a series of one-on-one appointments to put the learning into practice, and find potential partners to develop their package ideas.

Fifty people including accommodations operators, musicians, festival organizers, natural attraction and tourism association representatives, participated in the event.

#### A HEALTHY ECONOMY

While the global economy was feeling the effects of a recession in 2008, the St. John's metro area weathered the economic storm better than most other jurisdictions in Canada. While the level of GDP did decline, trends in other economic indicators, which better reflect the overall strength of the local economy, performed well above those of most other Canadian regions.

Increases in personal income, employment, and population resulted in strong growth in retail sales, which have increased to \$3 billion, and housing starts increased to 1,863 units, the highest level in over 30 years. The real estate and residential construction industries of the metro region bucked the national trend.

The number of business occupancies recorded by the City reached 3,622, with 133 new businesses approved in 2008.

Major Projects 2008	> 2 \$ (millions)
Wastewater Treatment Facility	7.00
The Narrows Condos	8.36
Daffodil Place	4.66
Playtime Sports Soccer	4.80
Stella Burry Community Services	3.50
MUN, Barnes House Renovations	2.76
Eastern Health Clinic	6.29
Taxation Centre Renovations	3.90
Lawton's Pharmacy	4.00
OMI Services (D. F. Barnes)	3.20
P. F. Collins Customs Broker	3.87
Metro Self Storage (Kenmount Rd)	2.46
Metro Self Storage (Torbay Rd)	2.46
Waste Management Facility	7.00
J.M.J. Holdings Condo Devel	2.20
DFO Renovations	2.14

City Building Permits	# permits	estimated construction value (in millions)	
Residential Construction	3,267	\$151.6	
Commercial Construction	1,847	\$55.7	
Industrial Construction	6	\$2.7	
Gov't/Institutional	87	\$43.7	
Total	5,207	\$253.7	



135 Military Road

#### **FINANCIAL RESULTS**

The attached schedule includes the City of St. John's Consolidated Statement of Operations and Accumulated Surplus for the year ended December 31, 2008, as well as a supplementary schedule showing condensed results and a comparison to budget on the cash basis of accounting. As in 2007 the City of St. John's presents the full consolidated financial statements on the accrual basis and in compliance with Canadian generally accepted accounting principles for local governments. The City is, however, still required by its governing legislation to prepare its budget on the cash basis of accounting.

The results for 2008 show an excess of revenue over expenditure of \$44,793,021 however this is primarily a result of including in revenue capital grants from third

parties, primarily the senior levels of government. Effectively, revenue is recorded in the year in which the grants are received but the related expenses, which will be the annual depreciation on the capital assets acquired or constructed, will be recorded in future years.

The condensed, cash basis statement provides a better picture of the City's current operations in 2008 with an operating surplus of \$894,281 on total revenues of \$179,078,374.

The full Consolidated Financial Statements of the City, along with an extensive discussion of the financial results for 2008 are available upon request and are also available on-line on the City's website at www.stjohns.ca/cityhall/publications.jsp.



## CONSOLIDATED STATEMENT OF OPERATIONS AND ACCUMULATED SURPLUS

## For the year ended December 31, 2008

	2008	2007
	\$	\$
Revenue		
Taxation	110,064,718	107,027,021
Grants in lieu of taxes	3,695,606	2,984,563
Grants and transfers	55,447,028	48,459,392
Sales of goods and services	43,712,602	40,735,338
Other revenue from own sources	19,033,918	18,359,002
	231,953,872	217,565,316
Expenditure		
General government services	34,361,592	32,440,462
Fiscal services	16,661,920	16,258,892
Transportation services	39,833,518	36,433,709
Protective services	24,825,751	24,346,819
Environmental health services	21,990,699	18,712,195
Recreation and cultural services	20,320,763	20,558,871
Environmental development services	5,076,812	4,673,580
Amortization and allowances	24,089,796	20,867,340
	187,160,851	174,291,868
Excess of revenues over expenditures	44,793,021	43,273,448
Accumulated surplus, beginning of year	456,517,377	413,243,929
Accumulated surplus, end of year	501,310,298	456,517,377

## Condensed Cash Basis Consolidated Statement of Operations

	2008 Actual	2008 Budget	Variance
	<b>\$</b>	\$	\$
Revenue			
Taxation	141,849,201	138,901,980	2,947,221
Other	37,229,173	35,567,580	1,661,593
	179,078,374	174,469,560	4,608,814
Expenditure	178,184,093	174,469,560	3,714,533
Excess of revenue over expenditure	894,281		894,281



## MAILING ADDRESS

PO Box 908 St. John's, NL Canada A1C 5M2

10 New Gower Street City of St. John's

## WEB SITE

www.stjohns.ca

MAYOR AND MEMBERS OF COUNCIL 2008	Telephone	Fax	Email
Mayor Dennis O'Keefe	576-8477	576-8250	dokeefe@stjohns.ca
Deputy Mayor Ron Ellsworth	576-8567	576-8474	rellsworth@stjohns.ca
Councillor Art Puddister (Ward 1)	576-2332	576-8474	apuddister@stjohns.ca
Councillor Frank Galgay (Ward 2)	576-8577	576-8474	fgalgay@stjohns.ca
Councillor Keith Coombs (Ward 3)	576-8643	576-8474	kcoombs@stjohns.ca
Councillor Debbie Hanlon (Ward 4)	576-2383	576-8474	dhanlon@stjohns.ca
Councillor Wally Collins (Ward 5)	576-8584	576-8474	wcollins@stjohns.ca
Councillor Gerry Colbert (At Large)	576-7689	576-8474	gcolbert@stjohns.ca
Councillor Shannie Duff (At Large)	576-8583	576-8474	sduff@stjohns.ca
Councillor Tom Hann (At Large)	576-8219	576-8474	thann@stjohns.ca
Councillor Sandy Hickman (At Large)	576-8045	576-8474	shickman@stjohns.ca

## FREQUENTLY CALLED NUMBERS

General Inquiries/Service Requests: 3-1-1

City Hall (9:00 am - 4:30 pm): 754-CITY (2489)

After Hours/Emergency: 3-1-1



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