

Street Team 2024



APPROACH

The Valley Line Street Team is a communications tool that supports the City of Edmonton's Valley Line West communications goals. The team partners with community groups, and other City departments to reach key audiences to build public confidence in the Valley Line West project, to set appropriate high-level expectations for construction impacts, and to enhance the public's understanding of the Valley Line West.



17,880 interactions
January - November



136 events
January - November



- Partnered with ETS to attend **9** events
- Invited to participate in community events by **10** event organizers
- 5** events attended with Marigold Infrastructure Partners



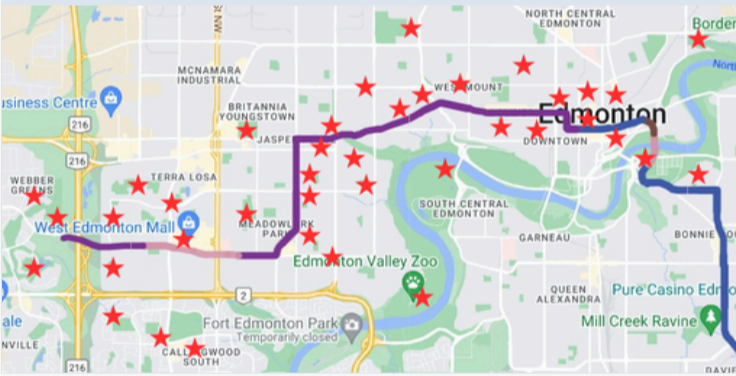
FREQUENT QUESTIONS & CONCERNS

- When will the Valley Line West open?
- Will there be crossing arms, gates, and bells?
- Where will the Valley Line West go?
- Where are the stops located in my neighbourhood?
- Will the stops open in stages?
- Is the Valley Line West project delayed?
- How do I use my Arc card on the Valley Line?
- When will Stony Plain Road and the bridge open?
- Concerns for businesses impacted by construction
- Traffic concerns along 87 Avenue
- Safety concerns



TARGET AUDIENCES

Events and pop-up locations were chosen to reach diverse audiences including newcomers, community members and road users impacted by VLW construction

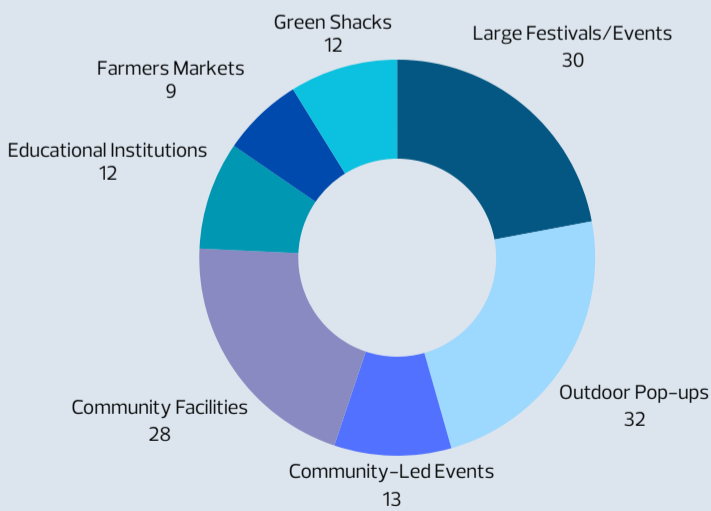


HOW DO THEY ENGAGE?

- Low-floor Matching Game
- Life-sized Safety Boardgame
- One on One Conversations
- Valley Line West Booklet



LOCATION BREAKDOWN



NOTABLE EVENTS

- Get Ready in the Park - **466** interactions
- Fountain Splash Day - **545** interactions
- Paul Kane Park Pop-up - **372** interactions
- Leagues on the Line - **583** interactions
- Glenora Summer Picnic - **195** interactions
- MacEwan/NorQuest Block Party - **115** interactions



QUARTERLY SHIFT BREAKDOWN

