

Starting the Conversation, Building a Project Vision Together and Exploring Opportunities

Engagement Summary

La Perle and Belmead Neighbourhood Renewal

October 2023 – February 2024

REFINE
CREATE

The La Perle and Belmead Neighbourhood Renewal Project Team organized the following opportunities for community members to **CREATE** a Vision and Guiding Principles, gather local knowledge to explore opportunities for Neighbourhood Renewal and share how the Project Team should best communicate with the neighbourhoods.



Survey

- + An online survey was available to the public from January 15 to February 5, 2024, asking participants to help **CREATE** a Vision and Guiding Principles and **REFINE** opportunities for La Perle and Belmead Neighbourhood Renewal

375 survey participants



Project web page

- + We asked residents to visit the project web page to access information about the project and learn more about La Perle and Belmead Neighbourhood Renewal

2,899 visits to edmonton.ca/BuildingLaPerleandBelmead



Events

Events shared information with residents and gathered feedback from the community to help us **CREATE** a Vision and Guiding Principles and **REFINE** opportunities for La Perle and Belmead Neighbourhood Renewal

Stakeholder events

- + A virtual workshop took place on January 23
- + An in-person drop-in open house was held at the Belmead Community League on January 25, and at the La Perle Community League on January 27
- + The Project Team met with the La Perle Community League, the Belmead Community League and the three schools in the neighbourhoods

Pop-ups

- + The Project Team was in La Perle and Belmead on Halloween in 2023 handing out candy and postcards to residents
- + 11 residents and/or partner groups contacted the Project Team through the online form or directly by phone or email to learn more about the project

129 in-person participants
24 online participants
Over 150 community conversations



How we communicated

- | | | |
|---|---|---------------------------------|
| + 2,940 Starting the Conversation letters delivered | + 5,349 Visioning and Exploring Opportunities postcards delivered | + 20 posters |
| + 70 Starting the Conversation postcards handed out | + 5,349 newsletters delivered | + 15 yard signs |
| | | + 2 road signs |
| | | + 158,350 social media ad views |

The Project Team will provide a **What We Heard** Report online in spring 2024. For more information and to sign up for project updates on La Perle and Belmead Neighbourhood Renewal, please visit edmonton.ca/BuildingLaPerleandBelmead.

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton