

# PUBLIC ENGAGEMENT

SHARE YOUR VOICE SHAPE OUR CITY

Edmonton

## Reporting Back

### SHARE YOUR VOICE

### SHAPE OUR CITY

*This is your city.*

*We welcome your input on how we maintain, grow and build Edmonton.*


*We believe engagement leads to better decision-making.*

*We are committed to reaching out to our diverse communities in thoughtful and meaningful ways.*

*We want to understand your perspectives and build trusting relationships with you.*

*We will show you how you help influence City decisions.*

*Share your voice with us and shape our city.*

Project/Initiative Background	
<b>Name</b> <b>Dates</b>	The Way Ahead Renewal Project February 19 <sup>th</sup> – March 2 <sup>nd</sup> , 2018
<b>Contact information</b>	vision2050@edmonton.ca
<b>Level of public engagement</b>	
<b>Description</b>	The City of Edmonton is renewing Council's strategic plan for 2019-2028, reaffirming the City of Edmonton's vision, principles, and strategic goals that together define Council's direction for Edmonton. Between January 16 and March 30, the City of Edmonton held facilitated conversations with Edmontonians to hear their views on Council's draft vision, principles and goals.

## SUMMARY

The City of Edmonton is renewing Council's strategic plan for 2019-2028, reaffirming the City of Edmonton's vision, principles, and strategic goals that together define Council's direction for Edmonton. The renewed strategic plan will guide all of the City's transformational work that takes the City closer to Council's vision for Edmonton in 2050.

Nine sessions were held from February 19<sup>th</sup> to March 2<sup>nd</sup>, 2018 with the following groups:

- Edmonton Chamber of Voluntary Organizations

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- Edmonton Federation of Community Leagues
- City of Edmonton Agencies, Boards and Commissions
- Canadian Home Builders Association
- Urban Development Institute
- NextGen
- Youth Council
- Concordia University of Edmonton Students' Union
- Social Service Agencies:
  - Multicultural Health Brokers Cooperative
  - Macewan University Student Union
  - U of A Student Union
  - Kings University
  - Edmonton Energy Transition Committee
  - Edmonton Design Committee
  - Institute for the Advancement of Aboriginal Women (IAAW)
  - Bent Arrow Traditional Healing Society
  - Accessibility Advisory Committee
  - Bissell Centre
  - Greater Edmonton Foundation (GEF Seniors Housing)
  - Capital Region Housing
  - Canadian Native Friendship Centre
  - ETS Advisory Board
  - Child Friendly Edmonton Advisory Committee
  - NAIT
  - Edmonton Federation of Community Leagues (EFCL)
  - Naming Committee
  - CBI Financial Stability & Independence United Way of the Alberta Capital Region

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- Jasper Place Wellness Centre
- Indigenous Advisory Council
- GoA - Housing and Homeless Supports
- Mustard Seed
- Edmonton John Howard Society
- Operation Friendship Senior Society
- Alberta Community and Social Services - Cross Ministry & Community
- Alberta Community and Social Services - Community Services and Supports Division
- Social Enterprise Fund
- Early Learning and Care Committee
- Boyle McCauley Health Centre
- Coyes & Associates - Business Development Services
- GoA - High Risk Youth Initiative
- Concordia
- River Valley Alliance
- Old Strathcona Youth Society
- Boyle Street Community Services
- Alberta Residential Landlord Association
- Family for Family Literacy
- Early Childhood
- 123 Grow
- Childhood Development Coalition
- ABC Head Start
- Canadian Red Cross Associate
- Child Friendly Housing
- Canadian Multicultural Education Foundation
- e4c

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- ECOHH Policy & Communications Committee
- House Next Door Society
- Ending Homelessness – Affordable Housing
- Edmonton Public School Board
- Inglewood Community Table

The objectives of the meetings were to:

- Share Council's draft vision, principles and goals
- Gather feedback and insights to refine the vision, principles and goals

This report summarizes the participants feedback.

### WHAT WAS DONE

Events were structured as small-group facilitated discussions. Participant feedback was collected by notetakers and used to create event summaries. The themes below are derived from the summaries of the four sessions held. The following questions were asked:

- 1) What are the words in the vision that jump out at you?
- 2) What are your general thoughts around the city's goals? What did you notice?
- 3) Will these goals lead to the kind of Edmonton that you would feel proud to call home?
- 4) What will you see if these goals were to be achieved?

Participant feedback was collected by notetakers and used to create this event summary. To make this summary as clear and concise as possible, some recurring feedback has been consolidated, if it was appropriate, and enhanced understanding of the feedback.

### RESULTS AND FINDINGS

The following themes with supporting priority areas were identified:

#### Vision Words

- Words in the vision that participants are happy to see: housing is affordable at whatever life stage, connectivity, the "We", competitive entrepreneurs, the river valley, innovation, welcoming, global perspective, leave things better than we found them, free from racism,

*"If people could stay in their neighbourhood and find fulfillment that would be great."*

#### Clarity

The vision is long and wordy. The goals seem disconnected from the vision and principles. What will the

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goals look like when they are implemented and they 'hit the ground?'

- The term family friendly is changing – the variety of housing demands in Edmonton are changing
- Vision shouldn't be negative
- Vision is too long.
- Urban Shift is the weakest goal – I don't know what "smart" means here.
- The goal of Urban Shift, in particular, isn't clear.
- Need to expand on "business-friendly environment" - what does that mean?

***"We need more Edmonton identifiers."***

### Diversity of People

Most commented that Indigenous peoples must be reflected throughout the document

- Focusing on Treaty 6 in the document could distract from "diversity" and marginalize other cultures.
- I love the diversity of people
- For me, the free from racism is important.
- Urban Indigenous peoples need to be recognized and acknowledged, an they need urban leadership.

***"Equality of opportunity does not equal outcome."***

***"What does family friendly mean in an urban setting?"***

### Transportation and Connectivity

- Participants enjoy community attractions such as the Zoo, Fort Edmonton Park and the libraries.
- Participants would like to see more community gathering spaces and organized events that provide opportunities to connect with neighbours and community.
- Transit options that connect communities should be more efficient and affordable, with lower wait times and service later into the evenings.
- Participants love walkable cities, bike lanes and good public transit – Edmonton is not as good as other cities.
- It's difficult to get around Edmonton by bus.
- I would like the opportunity to do things in Edmonton without driving.

***"I don't honestly want to get a drivers license."***

- Edmonton should be a leader in autonomous vehicles

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- Define transportation options as pedestrian first.

### Community

Community is an important aspect of this vision that should be reflected more. We need to make sure we are one community. Education with the greater population will support with looking at systemic issues and barriers.

- How are we going to create that one community feeling?

### Housing

***“The fact that any city is fundamentally a city where a whole bunch of people live together in a bunch of homes. It bothers me that it does not say in here that each individual has a right to live in a safe, affordable secure home. This is an omission in the goals that troubles me.”***

- I'd love to live downtown but it's too expensive
- Need different types of housing for different kinds of people. Doesn't need to be a large family home
- The city is too developer led.
- What is the definition of affordable housing?
- We talked about a healthy city – housing is a determinant of health.

### River Valley

For many participants the river valley trails and park systems are an important part of why they love Edmonton, and where they like to spend their free time.

- River valley is more developed around Walterdale bridge; would like to see it developed beyond.
- There should be more recreational opportunities like an outdoor theatre.
- The river valley is great to build health and wellness.

***“Edmonton has the opportunity to really change now.”***

### Arts

Edmonton's arts are part of what makes the city pop—and they are missing from the vision and goals. We tend to silo our high-caliber cultural activities, when we could apply that creativity to the economic sector, as well. We can build health and wellness through arts and culture.

- The arts are missing from this document
- We have an incredibly vibrant theatre community. I would like to see more child centered activities within the arts.

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The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a blue square background.

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- We don't always appreciate the art. We have a strong music and theatre.

### Education

Education is presented in a narrow context of planning for the workforce. Edmonton is recognized for its choices for education, with four universities. Education enhances quality of life, not just employment—this should be recognized.

- I don't like the definition that children are referred to as "students waiting to be educated." Education is part of who they are. That is not their whole identity. They are people first. Learning is just part of what they do.
- I want to go away for university but settle in Edmonton.

### Energy and Climate

The goal on energy does not speak to the importance of the changes in the environment. It's meaning is not clear, and it doesn't seem to be complete or well-integrated.

- We need more visible implementation of alternative sources of energy.

***Thank you for participating in sharing your voice and shaping our city.***

For more information on City of Edmonton public engagement, please visit [www.edmonton.ca/publicengagement](http://www.edmonton.ca/publicengagement).