

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	
Name Dates	The Way Ahead Renewal Project March 18 th to March 30 th , 2018
Contact information	vision2050@edmonton.ca
Level of public engagement	
Description	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. Public Meetings and pop-up sessions in different parts of the City were also held at this time. Notes from these meetings were captured separately and are not included in this summary.

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.

Twenty-nine sessions were held from March 18th to March 30th, 2018 with the following groups:

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- Interfaith Group
- Edmonton Islamic Academy
- Edmonton Chamber of Commerce
- Boyle Street Community Services
- Prince Charles School
- Edmonton Screen Industries
- Enoch Cree Nation
- Rocky Mountain Seniors Ski Club
- Internal Engagement
- WAVE
- St. Leo Elementary School
- Downtown Business Association
- Edmonton Construction Association
- St. Thomas Aquinas School
- EPCOR
- Alberta Health Services
- Health City
- Alberta Innovates
- Servus Credit Union
- Braided Journey Leadership Camp for Indigenous Youth

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

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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:

Feedback on Vision

- Words in the vision that participants are happy to see: free from racism, housing is affordable, no one lives on the street and no poverty, "we" not "me", leave things better than we found them.
- Participants liked the idea that no Edmonontian will be trapped in poverty or living on the streets.
- What does affordable housing mean?
- I'm skeptical about ending homelessness
- I like the aspirational tone of the vision but it looks more like what we are today
- No chronic diseases in 2050 – really?
- I'd like to see the vision talk about metrics.
- Vision to be a safe and inclusive city that is free of racism resonated. Anybody who is coming to Edmonton is worried about their kids and their partner and we've got it all: education, culture
- The Indigenous spirit is missing from the vision.
- Vision and principles need to be courageous and worth fighting for
- What does low carbon mean?

"This is all nice and great but any city could fit this vision."

Collaboration and Connected

You need strong relationships to collaborate. Stronger relationships will help development happen faster

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- Collaboration differentiates Edmonton from other places. Our northerness has resulted in a collaborative “we’re in this together” and “we can only succeed when we all succeed” attitude.
- Collaboration at all levels is inherent in all that we do. It is what differentiates us from the rest.

Education

- Participants agreed with the vision statement that all children should have the opportunity to be educated. They agreed that there is a need for more high schools, so everyone has the opportunity to be educated.
- By 2050 100% of citizens should be literate. The more literate you are in the future, the more successful you will be. Education is a broad term, whereas literacy is a more concrete goal.
- There is pride in the post-secondary institutions in Edmonton.

“If people are more educated, tolerance and inclusion expand a bit.”

River Valley

The River Valley is an important aspect of keeping the City healthy. Participants also agreed that a healthy city includes less pollution, and more opportunities for youth such as summer camps, more recreation facilities and more youth oriented programs.

Inclusive

Equity is missing from the vision. Equity of opportunity will help level the playing field and give everyone different opportunities to thrive.

- Edmonton was the first human rights city and the vision is lacking equity. The City has been doing work on racism and discrimination and adding words like equity would suggest more inclusion so that every Edmontonian is included.
- How is the government planning on including people of colour in the vision? Immigration is large and 20% of the immigrants do not speak English, and that part of the population is discriminated against.
- This document is very European, and this vision does not recognize the duality of Canada.
 - o It was suggested there should be a goal about Indigenous peoples having full participation. By 2050, it is the hope that Edmonton has an Indigenous mayor and TRC is weaved into everyday life. Edmonton is on a reserve that was taken away from Papachase and there is no reflection of that in the vision.
 - o The word inclusive is too generic for the vision, if the City wants to represent Indigenous people then concrete things need to be done such as giving Indigenous people a seat on Council.
 - o A suggestion was made to add another festival that highlights, celebrates and educates the differences in religions.

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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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Leadership

- I love that the City is thinking 32 years out – That’s what we need to do to build strong communities.
- The vision could benefit from stronger leadership, bolder and more courageous language.

Business

- We can sell quality of life in Edmonton to attract and retain investment and employees. Our education opportunity is big. Work life balance is big.
- We have the nanotechnology institute at the U of A with an internationally acclaimed telescope.
- Need incentives from the city to attract and support investment, which does not necessarily mean cutting cheques but creating incubators.
- We need to brag more – we are too friendly. Calgary is more aggressive.
- Need to encourage business to come here. Lots of jobs to be created in Edmonton.
- Why not talk about our competitive advantage? What would attract people to Edmonton?

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.