

PUBLIC ENGAGEMENT

SHARE YOUR VOICE SHAPE OUR CITY



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 5 th – March 16 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.

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.

Eighteen sessions were held from March 5th to March 16th, 2018 with the following groups:

- Post Secondary Presidents

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- Francophone School Board
- Elizabeth Finch Elementary School
- Our Lady of Peace School
- Frere Antoine School
- St. Bernadette School
- Arts and Culture Community
- Native Counselling Centre
- Grandin School
- St. Basil School
- C5
- EEDC
- St. Alphonsus Elementary Junior High
- End Poverty Edmonton
- Edmonton Public Library
- Stantec Consulting Ltd.
- LGBTQ2 Groups
- St. Gabriel Elementary School

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?

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- 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 and poverty are addressed, “we” not “me”, recognition of Indigenous values, free from racism not trapped in poverty, Edmonton Metro region being a global power house, family friendly city,
- The vision is a very safe statement, it's not risky. It sounds very nice.
- The vision sounds like today's downtown rather than the future.
- The vision needs heart, spirit, passion.
- Vision is too long.
- Many commented that they were surprised that industry and business is not a dominant theme in the vision.
- There were many comments on the Artificial Intelligence and how it will change jobs going forward. Hard skills will be done by computers in the future – technology is changing jobs as we know them – our soft skills are what differentiate us from machines

“Edmonton is where energy happens.”

Collaboration

All Edmontonians are responsible for the vision. We should focus on collaboration. The vision will only be achieved if each person is bringing their unique perspectives, talents and feedback to the table. We need to remove barriers to collaboration. Having all the post secondary presidents working together gives Edmonton the notion of a city-wide campus.

- Edmonton was described as welcoming
- The city is more connected – connected in terms of housing, transportation and digital infrastructure.
- The City should work collaboratively with a Council of Elders to address issues

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- The principle of connected should be more collaborative

“The vision is about collaboration not replication.”

“Come on Edmonton; let’s be great at being an Edmonton city.”

The Arts

Edmonton’s arts are an integral part of the community - and they are missing from the vision and goals. Edmontonians should be aware of the economic and societal value of the arts. The city should support and amplify existing art centres including downtown and Whyte avenue.

Arts as a lifestyle choice should also be amplified. It should be clear that it is possible for artists’ visions to be fulfilled in Edmonton. They are leaders and capacity builders. Living, working, and display spaces should be affordable.

“Surprised by lack of mention of arts in vision or goals.”

“Food is mentioned twice, festivals is mentioned, but arts is not.”

“We are going to struggle with our own identity if we don’t invest in Edmonton’s arts. We hide behind provincial initiatives such as the Royal Arts Museum.”

Education

We have a really well educated population but they weren’t educated by us. By 2050 we want to see people here educated by us. If you educate people in a city they’ll stay there.

- Learning spans the whole life cycle – lifelong learning
- Looking at education as driving a workforce is too narrow of a focus.
- Every goal is supported by post-secondary education
- Education is supposed to be options that fulfill the whole being rather than just getting a job

Inclusive

Participants indicated that the document should include equity towards Indigenous people, not just equality, so that their unique history, culture and circumstances are considered. The document should not only reference Treaty 6 but all 79 Indigenous Nations that reside in Edmonton; focusing on Treaty 6 minimizes other Indigenous peoples. There is a lack of an Indigenous voice in the document.

As an Indigenous person, I don’t see myself in this document. I don’t see my grandchildren in this document.

- Indigenous people represent the highest growing population.
- As Canadians you have to recognize immigrants and Indigenous. This document is very European.

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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're all impoverished somewhere. Poverty is not just about money"

- We need equity which is different from equality.
- Lead by kindness, respect and humility
- There should be more Indigenous peoples in positions of leadership

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.