

Appendix B: How we communicated

Beyond Belonging:
Building a 2SLGBTQIA+
Safe Spaces Action Plan

Safe and Healthy Communities,
Social Development Branch,
Community Services Department

June 2025

Edmonton.ca/**beyondbelonging**

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

How we communicated

Phase 1 - Listen and learn: Pre-engagement workshops

The first phase of the engagement involved service providers and 2SLGBTQIA+ community leaders with whom the City had already begun establishing relationships, so communication was targeted and personalized to this audience.

Invitation emails

Invitation emails described the purpose of the pre-engagement workshops and invited recipients to participate either in either an in-person or online session. Emails were sent to 2SLGBTQIA+ community-based organizations and other key stakeholders on the stakeholder registry.

Draft community agreements

A set of guidelines were shared in advance of the pre-engagement workshops that served as a baseline understanding for how to participate in the engagement activities.

Local resources sheet

A list of resources was shared with participants who might be triggered by their involvement in the engagement and require support.

Phase 2: Explore and engage: Beyond Belonging implementation

Several strategies were used to share information about the project with 2SLGBTQIA+ communities. Because the engagement was intentionally targeted, communication efforts were strongly supported by 2SLGBTQIA+ organizations who helped amplify outreach through their existing networks and trusted relationships.

The following communication methods were used to advertise engagement opportunities:

- + Emails for 2SLGBTQIA+ service providers

- + Emails to Edmonton Insight Community who self-identified as 2SLGBTQIA+
- + Project Website
- + Online Engagement Portal (Engage Edmonton)
- + Posters
- + Postcards
- + Social media posts
- + Beyond Belonging Stickers



The following communication methods were used to advertise engagement opportunities:

Template emails for 2SLGBTQIA+ service providers

To support widespread participation and make it easier for service providers to share engagement opportunities within their communities, the project team developed accessible communication templates. These included sharable content with links to online engagement tools, as well as a customizable email invitation for organizations hosting their own conversations. This approach recognized the trusted relationships already held by community organizations and aimed to reduce barriers to spreading the word.

Edmonton.ca/BeyondBelonging - project website

This website is hosted on the City of Edmonton's main website under the City Government "Initiatives, Innovation and Strategies" portal and went live on March 25, 2025. The project website provides a thorough overview of the engagement initiative including information on the project context, priorities and timeline. The page also lists 2SLGBTQIA+ supports and services, answers to a number of frequently asked questions, and guidance on what to do if you witness or experience discrimination or violence.

Below are the statistics for the edmonton.ca/BeyondBelonging page between its March 20, 2025 launch and May 31, 2025:

- 267 total users
- 542 sessions
- 508 views

Engaged Edmonton - online engagement portal

The Engage Edmonton website was live between March 25, 2025 and April 21, 2025 and included the following information: project overview, project team contact information, 2SLGBTQIA+ Experience Map, link to the Share Your Ideas survey and a list of Community Supports and Services.

Below are the statistics for the online engagement portal:

- 1,143 views¹
- 998 visits²
- 697 visitors³
- 103 contributions⁴ to the 2SLGBTQIA+ Experience map
- 40 contributors⁵

Posters and postcards

Printed and electronic versions of posters and postcards were distributed to all 2SLGBTQIA+ organizations on the Interested Party Register.



¹ Views - the number of times a Visitor views any page on a site.

² Visits - The number of end-user sessions associated with a Single Visitor.

³ Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a site several times in one day.

⁴ Contributions - The unique number of responses or feedback collected through the participation tools.

⁵ Contributors - The unique number of Visitors who have left feedback or Contributions on a site through the participation tools.

Social media materials

Digital versions of the poster and postcard reformatted for a variety of platforms were provided to organizations that serve the 2SLGBTQIA+ community. This allowed the agencies to promote the project and the various engagement opportunities via their online community.



Stickers

In an engagement setting focused on equity, trauma-informed practice, and inclusion, small design choices - like offering fun stickers - can signal to participants that the space has been created with care and thoughtfulness. Featuring a rainbow motif and a URL linked to the project's Engaged Edmonton page, stickers were handed out at all in-person engagement activities.



Phase 3 - Reveal and confirm: What We Heard report and community meal

At the time of writing this report, the communications were not available.