

Exploring Options and Tradeoffs Engagement Summary

Rossdale Neighbourhood Renewal

REFINE

The Rossdale Neighbourhood Renewal Project Team organized the following opportunities for the City's Indigenous Memoranda partners, regional Indigenous Nations and Communities and members of the public to share local knowledge and **REFINE** the options into a draft design.



Surveys

- + An online survey was available from August 6 to August 24, 2025, asking participants to share their perspectives on the design options
- + Paper copies were made available upon request

90 Completed Surveys



Drop-in community event

- + Community members were invited to attend a drop-in community event hosted on August 19, 2025, at the RE/MAX Field
- + Participants had the opportunity to learn and provide feedback about the benefits and tradeoffs for options proposed for Rossdale

100+ Participants



For more information and updates on Rossdale Neighbourhood Renewal, please visit edmonton.ca/BuildingRossdale

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Interested party meetings

Additional meetings, emails and phone calls with the City's Indigenous Memoranda partners, regional Indigenous Nations and Communities and interested parties were held or received by the Project Manager and also included in the overall feedback

- + Rossdale Community League - August 20, 2025
- + Edmonton Public School Board - August 25, 2025
- + Ortona Arts Hub - August 27, 2025
- + Dub Architects Ltd. - August 28, 2025

Five Conversations



How we communicated

- + Three road signs
- + 31 yard signs
- + 26 letters to property owners
- + 215 door hangers left on resident doors
- + Two posters in apartment and condo lobbies
- + 32 letters and emails to regional Indigenous Nations and Communities
- + One email to 55 list subscribers
- + 936 page views on the project web page
- + 411 clicks on the Facebook and Instagram ads

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