

Exploring Options and Tradeoffs Engagement Summary

Ottewell Neighbourhood Renewal

REFINE

Ottewell Design Options Survey



How We Communicated

- + To promote the surveys, we distributed 4,710 newsletters to Ottewell addresses, and had four colourful chalk art drawings on high-traffic sidewalk locations to help attract attention.
- + We also had six road signs throughout the community.
- + 147 emails were sent to list subscribers.

749 responses



About the Surveys

- + One survey with four components was conducted between June 28 – July 14 on the City of Edmonton website. Residents were encouraged to answer all four components or select the topics that held the most interest for them. The survey components were:
 - intersections
 - main neighbourhood roads
 - local roads
 - open spaces
- + Four online presentations were created to help people understand the options and tradeoffs in each of the surveys.

Response Breakdown

- + We received 746 responses, with an average of 186 responses to each of the four surveys. The survey on main roads was of greatest interest to people, with 231 responses. People were also very interested in commenting on open spaces, with 198 responses.
- + The survey asked for feedback on confirmation on the Vision Statement and Guiding Principles. These statements will guide the design of the Ottewell Neighbourhood Renewal.
- + Overall, about 86 percent of respondents agreed with the draft vision and principles. The team is reviewing people's comments and gaining many insights into life in the community.
- + In addition to several phone discussions, the detailed breakdown of the online survey responses is as follows:
 - 144 intersections
 - 231 main roads
 - 173 local roads
 - 198 open spaces

For more information and updates on **Ottewell Neighbourhood Renewal**, please visit:
edmonton.ca/BuildingOttewell

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