

# RIBBON *of* GREEN

## **PUBLIC ENGAGEMENT & COMMUNICATIONS PLAN**

January 2017



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## INTRODUCTION & PROJECT OVERVIEW

*It is important that the public, stakeholders and Indigenous communities be involved in shaping the Ribbon of Green project to create a stronger, more relevant and effective plan. This Public Engagement and Communications Plan will outline how to involve the public, stakeholders and Indigenous communities ingathering their insight and feedback to inform the project.*

### PROJECT BACKGROUND

The North Saskatchewan River Valley and Ravine System is the Edmonton region's greatest natural asset and a significant contributor to the quality of life of Edmontonians. Long established as a gathering place for Indigenous Nations and then fur traders, Edmontonians continue to value the conservation and celebration of the natural and cultural heritage of the River Valley.

**In 1990, The Ribbon of Green Concept Plan** provided a foundation for the planning, management, and prioritization of park development within the North Saskatchewan River Valley and Ravine System.

**In 1992, the Ribbon of Green Master Plan** divided the system into three different areas based on their priority for planning and infrastructure (identified as Priority 1, Priority 2 or Priority 3 areas). It laid out a decision-making framework based on technical analysis, policy and financial data for activities in Priority 1 and 2 areas. Three Land Management Planning Units (Preservation, Conservation and Extensive Use areas) guided the completion of site development master plans for most of the Priority 1 area.

**Since the completion of the 1990 and 1992 Ribbon of Green plans**, most of the Priority 1 sites have been built out, and Priority 2 sites are partially built out.

The city has also dramatically grown. What was then a city of just over 600,000 is projected to service a region of 2,000,000. In response, Edmonton is building up, in and out to accommodate this growth. With an increasingly diverse population, situated in the heart of Treaty 6 territory, Edmonton serves as a key meeting place for fostering lasting relationships between peoples native to this area and from all over the world.

**The 2018 Ribbon of Green** will consolidate the previously completed Ribbon of Green plans, and develop strategic conceptual guidance for areas previously not undertaken: the southwest and northeast portions of the North Saskatchewan River Valley and Ravine System.

The project will take place between January 2017 and December 2018.



*“The North Saskatchewan River valley is no doubt part of Edmonton’s identity and mythology. The “ribbon of green” forms the longest stretch of connected urban parkland in North America, a fact that Edmontonians are proud to share.”*

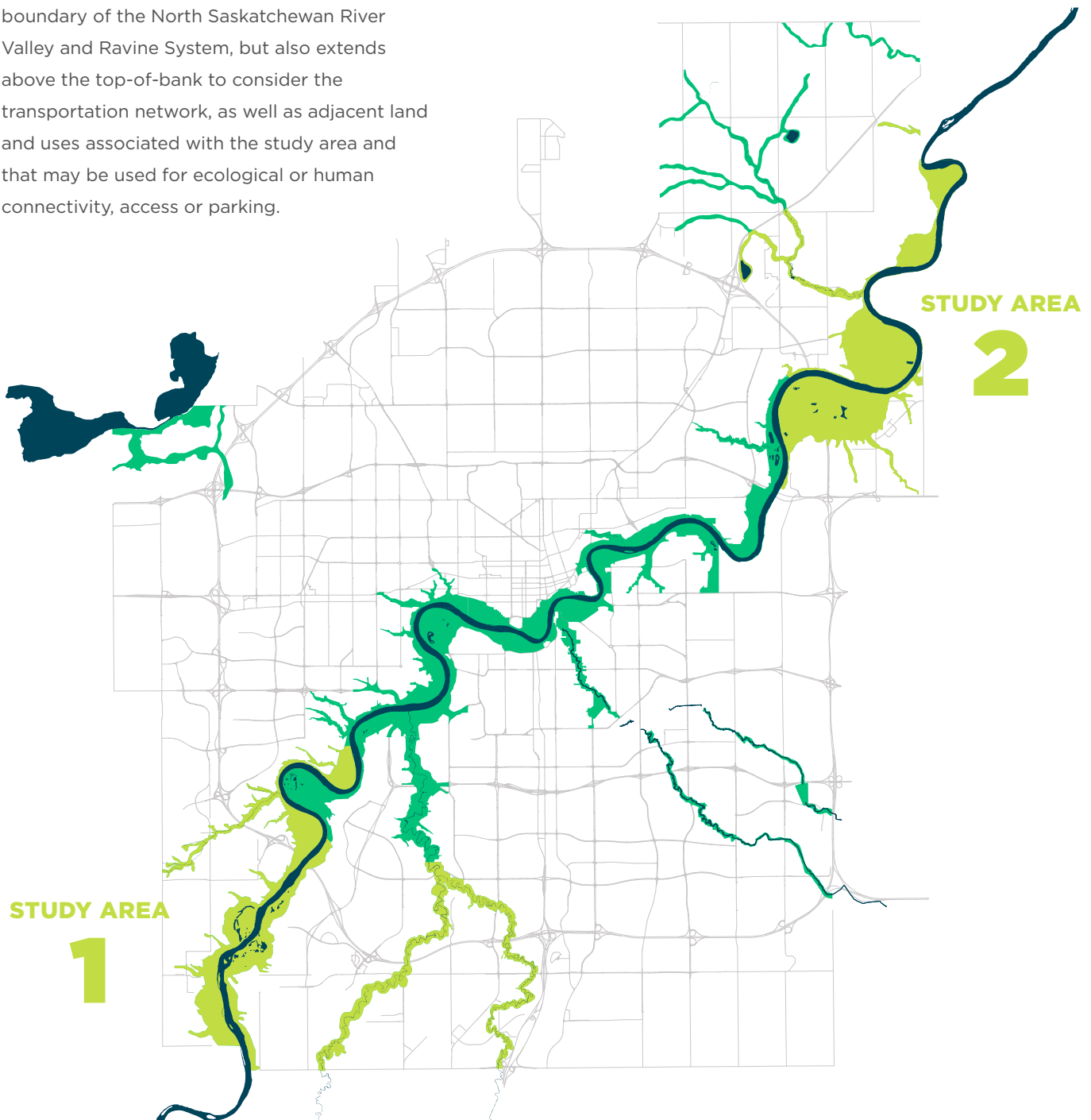
— [avenueedmonton.com/City-Life/The-Mysterious-Island](http://avenueedmonton.com/City-Life/The-Mysterious-Island) (2016)



## WHERE ARE THE STUDY AREAS?

- › The Southwest River Valley
- › The Big Island area
- › Oleskiw River Valley Park
- › Wedgewood Ravine
- › The southern reaches of both the Blackmud and Whitemud Creek Ravines
- › Horsehills Creek
- › The Northeast River Valley

The boundary of the study area follows the boundary of the North Saskatchewan River Valley and Ravine System, but also extends above the top-of-bank to consider the transportation network, as well as adjacent land and uses associated with the study area and that may be used for ecological or human connectivity, access or parking.



## TWO MAIN PROJECT GOALS

**Goal #1:** Develop a vision, and innovative, implementable, integrated conceptual level plan for each study area that facilitates public access and use while sustaining healthy and resilient ecosystems by:

- Identifying recreational amenities appropriate to each study area
- Proposing a trail network that aligns with the top-of-bank transportation network and supports the regional trail system
- Determining multi-modal accesses from the top-of-bank to the river valley

Development of the plan includes:

- Confirming the Land Management Planning Units (Preservation, Conservation and Extensive Use), with the potential to add additional units, if needed
- Consolidating the Ribbon of Green Concept Plan (1990) and the Ribbon of Green Master Plan (1992) into the new Ribbon of Green plan
- Developing policy to guide the use of the Ribbon of Green Priority 3 study areas and integrate those with the ecological and recreation planning approach identified in BREATHE: Edmonton's Green Network Strategy, The Ways, and other City of Edmonton strategic policy documents.

**Goal #2:** Support and sustain an interconnected River Valley system that meets the needs of the environment, and those who work, play or live in Edmonton as part of the broader multifunctional green network. This will be achieved by:

- Identifying ecological corridors, restoration sites, access to the river as well as access to the River Valley for all modes of transportation, trail alignments, and amenity nodes in coordination with adjacent neighbourhood planning and development within the study areas.

*“Take a river boat from one shore of the world’s largest urban park to the other. From the water, look up and consider the skyline, the bustling core and the towers and urban villages to the east and west... Spend an hour or a week in the glorious North Saskatchewan River Valley, the world’s largest preserved park.”*

City Vision, The Way Ahead  
(2014)

# PLANNING CONTEXT

The Ribbon of Green will support the vision, guiding principles, and policies of The Ways Strategic Plans, and BREATHE: Edmonton's Green Network Strategy. Additionally, the Plan will provide direction for relevant City policies, by-laws, and master plans for specific parks in the river valley.

## River Valley Open Space Planning in Edmonton

The City of Edmonton is updating its River Valley open space planning framework.

This diagram shows how strategic planning projects currently underway relate to one another and to plans that have been approved by City Council.



= Currently Under Development

## EXTERNAL ENGAGEMENT OVERVIEW

The City of Edmonton is committed to excellence in public engagement. Because of the city-wide scale, regional impacts and timeframe of this project, a network of interlinking engagement activities will be fundamental. Building on Edmonton's shift towards an "Open City" system of public participation, the engagement process for Ribbon of Green will aim to make the most of stakeholders' and citizens' problem-solving potential, build community, and create advocates for the vision for the North Saskatchewan River Valley and Ravine System.

### AUDIENCE

The Ribbon of Green team will engage with Edmontonians, River Valley users and Indigenous communities who have an interest in the River Valley, and specifically those in communities adjacent to the study area. Throughout the engagement process, we will reach out to Edmontonians through organizations within specific communities of interest such as children, youth, seniors, and persons with disabilities, community leagues, conservation and environmental organizations, and the development industry. Additionally, since a significant portion of each study area is privately owned we will be engaging directly with affected landowners.

We have identified four audience streams of engagement: stakeholders, public (online and in-person) and Indigenous. These different groups will be engaged at various times throughout the four periods of active engagement of the project.

The audience for this project includes, but is not limited to:

- Indigenous communities
- Government of Alberta
- Adjacent municipalities and Enoch Cree Nation
- Environmental organizations and naturalist groups
- Community leagues
- Landowners
- Urban Development Institute
- River Valley Alliance
- City identified Communities of Interest (children, youth, seniors, busy parents and families, newcomers, multicultural, persons with disabilities, etc.)

#### Council Initiative on Public Engagement:

*The City of Edmonton's policy on public engagement (C513 - Public Involvement) is a guiding document for the City's approach to public engagement. The Council Initiative on Public Engagement was launched in 2014 with a goal of strengthening the City's public engagement. Through a variety of engagement events and workshops, over 1000 voices have contributed to identifying opportunities and challenges related to the City's approach to public engagement.*



Engaging stakeholders and the public in the development of Ribbon of Green is critical to the success of the Plan. The Ribbon of Green team is fortunate to be working concurrently, or immediately after other major initiatives within Edmonton's River Valley, including BREATHE: Edmonton's Green Network Strategy, and the Oleskiw River Valley Park Master Plan. Project Leads from these different initiatives have shared their external stakeholder lists with the Ribbon of Green team to ensure all relevant stakeholders are invited to online and in-person engagement opportunities. The following table quantifies the number of potentially interested people or organizations:

<b>Stakeholders</b>	~150 Organizations	
<b>Community Leagues</b>	SW	13 immediately next to study area + 10 nearby
	NE	3 immediately next to study area + 4 nearby
<b>Private Landowners</b>	SW	1300 titles (831 unique landowners)
	NE	129 titles (96 unique landowners)
<b>Public</b> <i>Who have expressed interest through ROG website, Insight and other means</i>	700 people at in-person events total 4000 comments online (total interactive map and online survey)	
<b>Indigenous communities and organizations</b>	Treaty 6 Nations: 18 Treaty 7 Nations: 4 Treaty 8 Nations: 1 Metis Nation Regional Organizations: 2 Local First Nations Organizations: 2 Partner Organizations: 2	

## ENGAGEMENT VALUES

The values below guide the engagement process for the public, stakeholders, and Indigenous Peoples:

*Respect | Honesty | Openness  
Inclusion | Cooperation | Learning*

## ENGAGEMENT PRINCIPLES

These principles will anchor our actions and thinking as we engage with the public, stakeholders and Indigenous Peoples:

- Be open, timely and responsive
- Listen and share stories to understand
- Support informed engagement
- Follow through on commitments

## COORDINATING WITH OTHER PROJECTS

There are multiple active projects relating to Edmonton's open space system generally and the River Valley specifically. Throughout the Ribbon of Green, we will look to coordinate with these projects when possible. This will involve:

- Incorporating lessons learned and building on input received through recent engagement activities
- Aligning messaging
- Coordinating engagement activities, when possible, to avoid engagement fatigue
- Distributing Ribbon of Green communications materials at related events to spread the word
- Arranging a display at related events, when possible



## PUBLIC ENGAGEMENT

A robust public engagement process results in stronger, more locally relevant projects. The following goals will ensure that the public engagement process is transparent, focused and accessible.

### PUBLIC ENGAGEMENT GOALS

The public engagement process is committed to the following goals:

- Identify relevant external and regional stakeholders that have an interest and/or connection to the study area
- Engage residents and regional stakeholders in updating the land management framework and creating programs (trail network, picnic areas, etc.) and plans for each study area in Edmonton's river valley
- Engage residents and regional stakeholders in creating an innovative, implementable, integrated vision for the North Saskatchewan River Valley and Ravine System
- Provide opportunities throughout the project for participants to provide meaningful, appropriate and actionable input that will be used to create the Ribbon of Green plan
- Implement an engagement process that is open, transparent and respectful
- Provide opportunities for involvement that are convenient and accessible
- Provide opportunities to engage communities of interest that are harder to reach
- Creatively engage and communicate with the general public, stakeholders and communities, including adjacent municipalities
- Clearly communicate the project goals, what the engagement process can and cannot influence, and how public input was used to help shape the plan
- Build relationships with stakeholders who will advocate for the plan

# INDIGENOUS ENGAGEMENT

Two streams of activities and outreach efforts have been identified for Indigenous engagement. These streams are: involve, and inform. They will help guide engagement and communication with different Indigenous communities throughout the project.

Communities that we have not heard from will be part of the 'inform' stream; we will keep these Indigenous communities informed about the project and our engagement activities. Other Indigenous communities will be part of the involve or inform streams depending on how they have self-identified. Indigenous communities may move between these streams throughout the project, depending on their interests and capacity to engage. We will continue to encourage and allow for any interested Indigenous community member to become 'involved'.

## INDIGENOUS ENGAGEMENT GOALS

The City of Edmonton acknowledges the traditional land on which we reside today, which is the Territory of the Treaty 6 First Nations and the Metis Nation of Alberta Zone 4. We acknowledge and thank the diverse Indigenous peoples whose ancestors footsteps have marked this territory for centuries such as: Cree, Dene, Sauteaux, Nakota Sioux, Blackfoot, as well as the Métis and the Inuit. As a City, we are committed to engaging with First Nations and Métis communities when projects intersect with Indigenous interests.

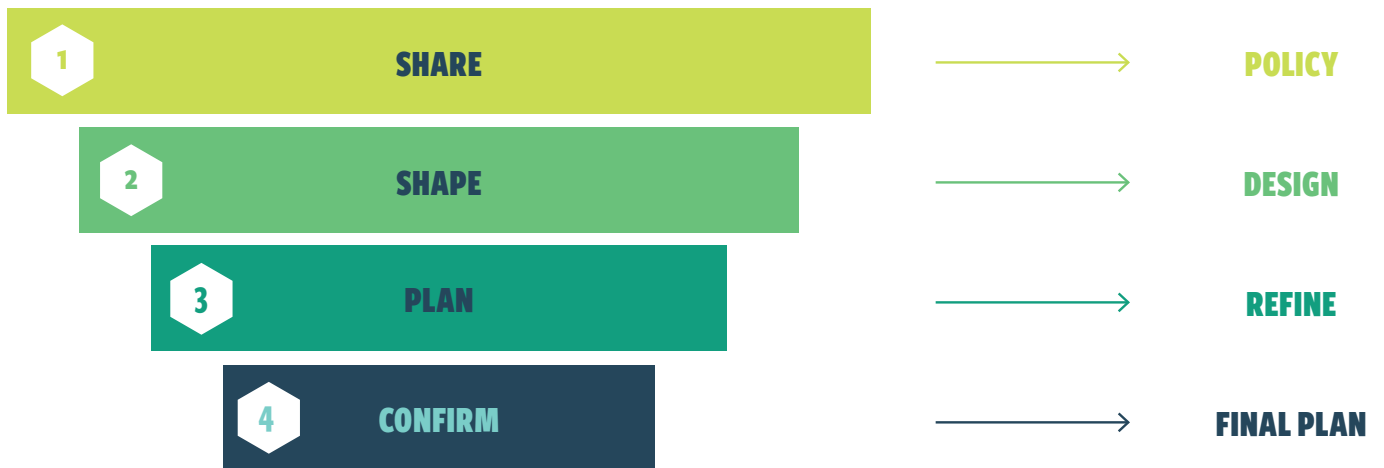
Respecting our existing relationships with Indigenous communities and the Memorandum of Cooperation and Dialogue with the Confederacy of Treaty Six First Nations as well as the Memorandum of Shared Recognition & Cooperation with the Métis Nation of Alberta, we embark upon Indigenous engagement following our project engagement values and principles, and we will seek to achieve the following goals for Indigenous Engagement:

- Identify relevant Indigenous communities that have a interest and/or connection to the study area through previous consultation processes within the City of Edmonton, Memoranda agreements, and our understanding of traditional territories
- Recognize the cultural, historical, and environmental importance of the North Saskatchewan river valley to Indigenous communities
- Implement an engagement process that is open, transparent, and seeks to provide meaningful opportunities for engagement by addressing barriers to participation where possible
- Identify with Indigenous communities, ways they can provide meaningful input that will be used to create the Ribbon of Green plan
- Provide opportunities throughout the project for Indigenous communities to provide meaningful, appropriate and actionable input that will be used to create the Ribbon of Green plan
- Clearly communicate the project goals, what the engagement process can and cannot influence, and how Indigenous communities' input was used to help shape the plan

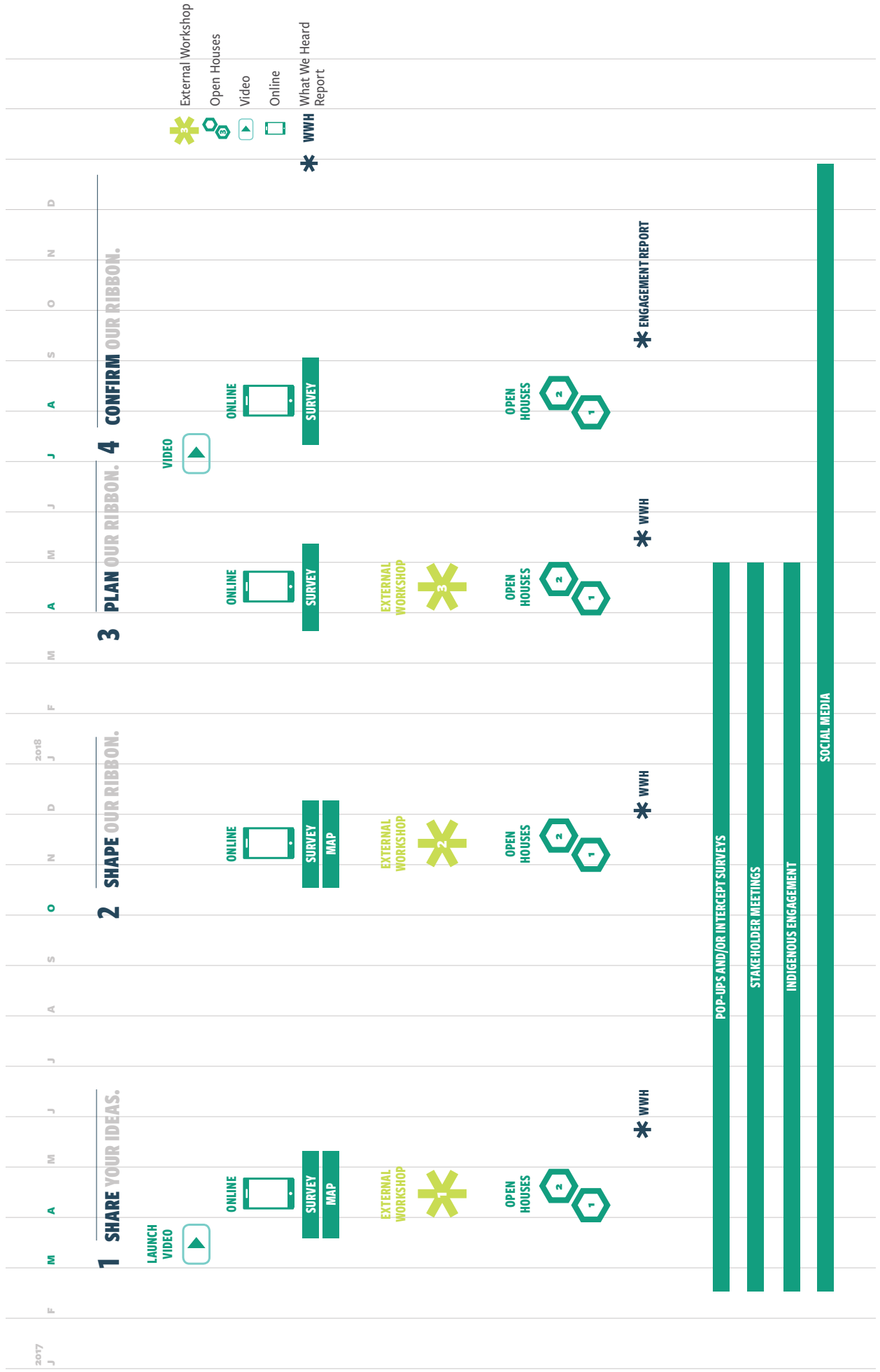
# ENGAGEMENT PROCESS

The engagement process for Ribbon of Green will take place throughout 2017 and 2018, with planned submission to Council during Fall 2018.

The engagement will be implemented during four active engagement periods:



# FOUR PERIODS OF ENGAGEMENT: SHARE, SHAPE, PLAN, CONFIRM







# 1 **SHARE YOUR IDEAS.**

## **GOALS:**

- › Introduce the project, create awareness about the project and opportunities to engage
- › Identify any initial concerns, issues, and opportunities
- › Incorporate feedback into the vision, program statement and priorities
- › Learn about history, recreational opportunities, cultural sites and traditional use areas

## **INFORMATION TO PRESENT:**

- › 1990 and 1992 plans
- › What we heard from BREATHE and other associated river valley planning projects
- › Directions from associated policy documents including BREATHE
- › Define the study areas
- › Site photographs
- › Launch communications tactics and identify sources of information (website, video, newsletters, survey, social media etc.)
- › Contact information
- › Opportunities for feedback and any associated deadlines
- › Inspiring case studies from other places
- › Next steps

## **QUESTIONS TO ASK:**

- › What is the history of the study areas?
- › What is important?
- › How well do you know the area?
- › What are the opportunities and challenges in each of the study areas?
- › What are significant cultural, environmental and recreational amenities and opportunities in each study area?

## **HOW WILL INPUT BE USED?**

- › The feedback garnered over this engagement period will inform the vision, program statement and priorities
- › Feedback will also be used to help develop and delineate the updated Land Management Planning Units and policies for the study areas
- › Inform the cultural and recreational assessments

TACTIC	DELIVERABLES	OBJECTIVE	AUDIENCE
<b>Project Launch</b> (CoE & O2 [material support])	<ul style="list-style-type: none"> <li>» Media release</li> <li>» Website</li> <li>» Postcards</li> <li>» Video</li> <li>» CoE Social Media</li> <li>» Newsletter</li> <li>» City facility boards</li> <li>» Community calendars</li> <li>» Display booth opportunity</li> </ul>	<p><i>To launch the start of the engagement activities</i></p> <p><i>Media coverage (positive or neutral in tone)</i></p> <p><i>Generate excitement from the media to tell the story, a full room of stakeholders</i></p>	<p>Influencers</p> <p>Media</p> <p>Targeted representative organizations</p> <p>Members of Council</p> <p>Stakeholder groups</p> <p>The public</p>
<b>Stakeholder Workshop #1</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Targeted invitations</li> <li>» Visual presentation</li> <li>» Take-away piece</li> <li>» Feedback sheets/opportunity</li> </ul>	<p><i>Stakeholder Workshop session is well attended and meaningful input is received</i></p>	<p>Stakeholder groups</p>
<b>Stakeholder Meetings</b> (CoE)	<ul style="list-style-type: none"> <li>» Visual presentation</li> <li>» Take-away piece</li> <li>» Feedback sheets/opportunity</li> </ul>	<p><i>To provide an opportunity for more in-depth and focused discussion with stakeholders</i></p>	<p>Stakeholder groups</p> <p>Landowners</p>
<b>Open Houses</b> 2 – 1 for each study area (CoE & O2)	<ul style="list-style-type: none"> <li>» Advertising</li> <li>» Visual presentation</li> <li>» Engagement materials</li> <li>» Signage</li> <li>» Printed materials</li> <li>» Feedback opportunities</li> </ul>	<p><i>To gain insight</i></p> <p><i>Sessions are well attended and meaningful input is received</i></p>	<p>General public</p>
<b>Events for Harder to Reach Groups</b> (CoE)	<ul style="list-style-type: none"> <li>» Pop-up engagement at community events such as the Winter Festival (Resourcing to be discussed)</li> </ul>	<p><i>Go to where people are and encourage participation from those not normally engaged</i></p>	<p>Newcomers</p> <p>Economically disadvantaged</p> <p>Children and youth</p> <p>People with disabilities</p> <p>Seniors</p> <p>Families</p>
<b>Online Survey</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Targeted communications</li> <li>» Media release</li> <li>» Insight Community</li> </ul>	<p><i>Continual promotion throughout the engagement period (target: 1,000 completed surveys for this period)</i></p> <p><i>Monitor success</i></p>	<p>General public</p>
<b>Interactive Map</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Interactive map</li> </ul>	<p><i>Opportunity to provide location-based feedback</i></p> <p><i>Continual promotion throughout the engagement period (target: 1,000 completed surveys for this period)</i></p>	<p>General public</p>



## 2 **SHAPE OUR RIBBON.**

### **GOALS:**

- Consult to gain feedback from stakeholders and the public about the spatial placement of the planning units and current policies to support a dialogue about how we can shape the draft concept plan for each study area
- To spatially understand the culture, history, environment, form, character, use, recreational needs, transportation and movement needs and wildlife and plant life of each study area

### **INFORMATION TO PRESENT:**

- Existing planning units, their definitions and locations
- Background analysis on study areas and unique features
- What we heard and how this impacted the material being presented
- Suggestions for additional planning units appropriate for the two study areas
- Site maps
- Photographs
- Opportunities for feedback and any associated deadlines
- Draft spatial placement of planning units
- Next steps

### **QUESTIONS TO ASK:**

- What do you think about these areas of focus (plain language question to direct people to comment on the application of the planning units)?
- What type of programming, amenities, features or commemoration would you like to see in these areas that relates to their focus?
- What do you think about the direction provided for each unit (policies, uses, management principles etc.)?

### **ADDITIONAL QUESTIONS FOR STAKEHOLDERS:**

- What do you think about the application of the Land Management Planning Units?
- What infrastructure and site requirements are needed to facilitate use?
- How can we protect and enhance the ecological network?

### **HOW WILL INPUT BE USED?**

- Inform the cultural and recreational assessments
- Input will be used to develop major components of the draft concept plan

TACTIC	DELIVERABLES	OBJECTIVE	AUDIENCE
<b>Communications Updates</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Website</li> <li>» Brochure</li> <li>» CoE Social Media</li> <li>» Newsletter</li> <li>» City facility boards</li> <li>» Community calendars</li> </ul>	<p><i>To launch the start of the engagement activities</i></p> <p><i>Media coverage (positive or neutral in tone)</i></p> <p><i>Generate excitement from the media to tell the story, a full room of stakeholders</i></p>	Influencers Media Targeted representative organizations Members of Council Stakeholder groups
<b>Stakeholder Workshop #2</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Targeted invitations</li> <li>» Visual presentation</li> <li>» Take-away piece</li> <li>» Feedback sheets/opportunity</li> </ul>	<p><i>Stakeholder Workshop session is well attended and meaningful input is received</i></p>	Stakeholder groups
<b>Stakeholder Meetings</b> (CoE)	<ul style="list-style-type: none"> <li>» Visual presentation</li> <li>» Take-away piece</li> <li>» Feedback sheets/opportunity</li> </ul>	<p><i>To provide an opportunity for more in-depth and focused discussion with stakeholders</i></p>	Stakeholder groups Landowners
<b>Open Houses</b> 2 – 1 for each study area (CoE & O2)	<ul style="list-style-type: none"> <li>» Advertising</li> <li>» Visual presentation</li> <li>» Engagement materials</li> <li>» Signage</li> <li>» Printed materials</li> <li>» Feedback opportunities</li> </ul>	<p><i>To gain insight</i></p> <p><i>Sessions are well attended and meaningful input is received</i></p>	General public
<b>Events for Harder to Reach Groups</b> (CoE)	<ul style="list-style-type: none"> <li>» Pop-up engagement at community events such as the Winter Festival (Resourcing to be discussed)</li> </ul>	<p><i>Go to where people are and encourage participation from those not normally engaged</i></p>	Newcomers Economically disadvantaged Children and youth People with disabilities Seniors Families
<b>Focused Events for Indigenous Groups</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Project Bulletin #2</li> <li>» Indigenous Relations Office electronic newsletter/blog</li> <li>» Follow-up Telephone Calls</li> <li>» In-Community Meeting #2 - Design Input Meeting</li> <li>» Feedback sheets/opportunity</li> </ul>	<p><i>Seek opportunities to appropriately incorporate cultural uses into amenity nodes</i></p> <p><i>Identify unique infrastructure and site requirements necessary to facilitate Indigenous use</i></p> <p><i>Through Indigenous input (knowledge) explore possible ways to protect and enhance the ecological network units and policies</i></p>	Indigenous communities
<b>Online Survey</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Targeted communications</li> <li>» Media release</li> <li>» Ads</li> <li>» Insight Community</li> </ul>	<p><i>Continual promotion throughout the engagement period (target: 1,000 completed surveys for this period)</i></p> <p><i>Monitor success</i></p>	General public
<b>Interactive Map</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Interactive map</li> </ul>	<p><i>Opportunity to provide location-based feedback</i></p> <p><i>Continual promotion throughout the engagement period (target: 1,000 completed surveys for this period)</i></p>	General public



## 3 **PLAN OUR RIBBON.**

### **GOALS:**

- Present draft concept plan and policies for feedback.
- Consult with stakeholders and public to obtain feedback that will guide concept plan revisions, including river access opportunities, uses for amenity nodes, infrastructure and site requirements, multi-modal travel, access to plants and protecting the ecological network
- Consult with stakeholders and public to understand how draft policies could be refined

### **INFORMATION TO PRESENT:**

- Draft concept plans and supporting rationale
- Draft policies
- How what we heard has informed the project
- Opportunities for feedback and any associated deadlines
- Next steps

### **QUESTIONS TO ASK:**

- What do you think of the plans?
- How would you change the design(s)?
- What do you think of the categories of proposed associated policies?
- What do you think is missing?

### **ADDITIONAL QUESTIONS FOR STAKEHOLDER CONSIDERATION**

- Going back to your input throughout the project, do these plans, elements and details respond adequately to your needs and concerns? If not, how do you think it could be improved?
- Please review the draft policies and comment.

### **HOW WILL INPUT BE USED?**

- Feedback will be used to help refine the concept plans and the consolidated Ribbon of Green



TACTIC	DELIVERABLES	OBJECTIVE	AUDIENCE
<b>Communications Updates</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Website</li> <li>» Brochure</li> <li>» CoE Social Media</li> <li>» Newsletter</li> <li>» City facility boards</li> <li>» Community calendars</li> </ul>	<i>To advertise the engagement activities</i>	Influencers Media Targeted representative organizations Members of Council Stakeholder groups General public
<b>Stakeholder Workshop #3</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Targeted invitations</li> <li>» Visual presentation</li> <li>» Workshop activity</li> <li>» Policy commenting tool</li> <li>» Feedback sheets/opportunity</li> </ul>	<i>Stakeholder Workshop session is well attended and meaningful input is received</i>	Stakeholder groups
<b>Stakeholder Meetings</b> (CoE)	<ul style="list-style-type: none"> <li>» Visual presentation</li> <li>» Take-away piece</li> <li>» Feedback sheets/opportunity</li> </ul>	<i>To provide an opportunity for more in-depth and focused discussion with stakeholders</i>	Stakeholder groups Landowners
<b>Open Houses</b> 2 – 1 for each study area (CoE & O2)	<ul style="list-style-type: none"> <li>» Advertising</li> <li>» Visual presentation</li> <li>» Engagement materials</li> <li>» Signage</li> <li>» Printed materials</li> <li>» Feedback opportunities</li> </ul>	<i>To gain insight</i>  <i>Sessions are well attended and meaningful input is received</i>	General public
<b>Events for Harder to Reach Groups</b> (CoE)	<ul style="list-style-type: none"> <li>» Pop-up engagements and intercept surveys</li> <li>» (Resourcing to be discussed)</li> </ul>	<i>Go to where people are and encourage participation from those not normally engaged</i>	Newcomers Economically disadvantaged Children and youth People with disabilities Seniors Families
<b>Focused Events for Indigenous Groups</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Project Bulletin #3</li> <li>» Indigenous Relations Office electronic newsletter/blog</li> <li>» Meeting #3 - Present draft concepts and plans</li> <li>» Follow-up Telephone Calls</li> <li>» Feedback sheets/opportunity</li> </ul>	<i>Present plans and concepts to Indigenous communities for review and comment</i>	Indigenous communities
<b>Online Survey</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Targeted communications</li> <li>» Media release</li> <li>» Insight Community</li> </ul>	<i>Continual promotion throughout the engagement period (target: 1,000 completed surveys for this period)</i>  <i>Monitor success</i>	General public



## 4 **CONFIRM OUR RIBBON.**

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### **GOALS:**

- > Present final concept plan and confirm direction
- > Inform only; some minor tweaking can still occur

### **INFORMATION TO PRESENT:**

- > Concept plans
- > Consolidated Ribbon of Green
- > Next steps

TACTIC	DELIVERABLES	OBJECTIVE	AUDIENCE
<b>Communications Updates</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Website</li> <li>» Brochure</li> <li>» CoE Social Media</li> <li>» Newsletter</li> <li>» City facility boards</li> <li>» Community calendars</li> <li>» Updated video</li> </ul>	<p><i>To advertise the engagement activities</i></p> <p><i>Project wrap up</i></p>	Influencers Media Targeted representative organizations Members of Council Stakeholder groups General public
<b>Stakeholder Meetings</b> (CoE)	<ul style="list-style-type: none"> <li>» Visual presentation</li> <li>» Take-away piece</li> <li>» Feedback sheets/opportunity</li> <li>» Comment form</li> </ul>	<p><i>To provide an opportunity for more in-depth and focused discussion with stakeholders</i></p>	Stakeholder groups Landowners
<b>Open Houses</b> 2 – 1 for each study area (CoE & O2)	<ul style="list-style-type: none"> <li>» Advertising</li> <li>» Visual presentation</li> <li>» Engagement materials</li> <li>» Signage</li> <li>» Printed materials</li> <li>» Comment form</li> </ul>	<p><i>To gain insight</i></p> <p><i>Sessions are well attended and meaningful input is received</i></p>	General public
<b>Events for Harder to Reach Groups</b> (CoE)	<ul style="list-style-type: none"> <li>» Pop-up engagements and intercept surveys</li> <li>» (Resourcing to be discussed)</li> </ul>	<p><i>Go to where people are and encourage participation from those not normally engaged</i></p>	Newcomers Economically disadvantaged Children and youth People with disabilities Seniors Families
<b>Focused Events for Indigenous Groups</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Project Bulletin #3</li> <li>» Indigenous Relations Office electronic newsletter/blog</li> <li>» Meeting #4 - Present draft concepts and plans</li> <li>» Follow-up Telephone Calls</li> <li>» Comment form</li> <li>» Final Project Decision Letter</li> </ul>	<p><i>Present revised plans and concepts to Indigenous communities to gather input and to build support</i></p>	Indigenous communities
<b>Online Presentation with Comment Option</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Targeted communications</li> <li>» Media release</li> <li>» Ads</li> <li>» City facility boards</li> <li>» Targeted Invites through Insight Community</li> </ul>	<p><i>Continual promotion throughout the engagement period (target: 1,000 comments for this period)</i></p> <p><i>Monitor success</i></p>	General public



## BETWEEN ACTIVE ENGAGEMENT PERIODS

- Interesting facts, history about Indigenous peoples and their traditional use of the river valley, discoveries, story sharing, 'did you know' campaigns related to the analysis work conducted in that project stage
- Social media quick polls and questions
- Pop-up engagement at events (including public engagement events for other projects) and intercept surveys managed by The City staff
- Stakeholder and community meetings can occur during these periods for focused and topic-specific conversations related to any corresponding analysis work
- Supplementary questions related to key pieces of analysis and research

### GOALS:

- Maintain momentum
- Gather additional insight to supplement the 'big questions' from each engagement period to strengthen the plan
- Inform analyses occurring between engagement periods

### INFORMATION TO PRESENT:

- Interesting facts, stories, photographs
- What we heard
- Progress updates
- Supplementary questions
- Display and information material

### QUESTIONS TO ASK:

- To be determined based on the timing in the project

### HOW WILL INPUT BE USED?

- The feedback garnered over this gap will inform corresponding analyses
- Supplementary traditional knowledge, stories and insights add richness to the analyses and plan

TACTIC	DELIVERABLES	OBJECTIVE	AUDIENCE
<b>Communications</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» 'Did you know' fact list</li> <li>» Interesting stories and photos collected through the process</li> <li>» What We Heard reports</li> <li>» Indigenous Community Project Bulletins</li> <li>» Social media posts</li> </ul>	<p><i>To maintain momentum and continue to broaden the reach of the engagement</i></p> <p><i>To generate excitement and interest</i></p>	<p>Influencers</p> <p>Media</p> <p>Targeted representative organizations</p> <p>Members of Council</p> <p>Stakeholder groups</p> <p>Indigenous communities</p> <p>General Public</p>
<b>Social Media Quick Polls</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Posts/Polls for Facebook and Twitter to ask supplementary questions</li> </ul>	<p><i>To maintain momentum and continue to broaden the reach of the engagement</i></p> <p><i>To generate excitement and interest</i></p>	<p>Influencers</p> <p>Media</p> <p>Targeted representative organizations</p> <p>Members of Council</p> <p>Stakeholder groups</p> <p>General Public</p>
<b>Stakeholder Meetings</b> (CoE)	<ul style="list-style-type: none"> <li>» Visual presentation</li> <li>» Take-away piece</li> <li>» Feedback sheets/opportunity</li> </ul>	<p><i>To provide an opportunity for more in-depth and focused discussion with stakeholders</i></p>	<p>Stakeholder groups</p> <p>Landowners</p>
<b>Meetings with Indigenous Communities</b> (CoE)	<ul style="list-style-type: none"> <li>» Meetings, as needed, to supplement analytical work</li> <li>» Feedback sheets/opportunity</li> </ul>	<p><i>Incorporate Traditional Knowledge and community feedback into the project's analyses.</i></p> <p><i>To build and continue relations with Indigenous communities</i></p>	<p>Indigenous communities</p>
<b>Events for Harder to Reach Groups</b> (CoE)	<ul style="list-style-type: none"> <li>» Pop-up engagement and intercept surveys</li> <li>» (Resourcing to be discussed)</li> </ul>	<p><i>Go to where people are and encourage participation from those not normally engaged</i></p>	<p>Newcomers</p> <p>Economically disadvantaged</p> <p>Children and youths</p> <p>People with disabilities</p> <p>Seniors</p> <p>Families</p>
<b>Let's Talk Parks Style Event</b> (CoE)	<ul style="list-style-type: none"> <li>» Display materials and feedback opportunity</li> </ul>	<p><i>To provide another opportunity to engage with the public between engagement periods</i></p>	<p>General Public</p>
<b>Focused Events for Indigenous Groups</b> (CoE & O2)	<ul style="list-style-type: none"> <li>» Telephone</li> <li>» Calls</li> <li>» Project Introductory Letter Package with Brochure</li> <li>» Project Bulletins</li> <li>» Indigenous Relations Office electronic newsletter/blog</li> <li>» In-Community Meetings</li> <li>» Feedback sheets/opportunity</li> </ul>	<p><i>Provide Project Overview and gather concerns, issues, opportunities and ideas</i></p> <p><i>Discuss the project and opportunities for Indigenous engagement / involvement</i></p> <p><i>Identify elements unique to Indigenous communities that should be incorporated into the Land Management Planning Units and policies</i></p>	<p>Indigenous communities</p>



# COMMUNICATIONS

## KEY MESSAGES

Key messages are the core of every communications and engagement piece. Key messages help start and support a conversation with the audience, and will create clarity and focus, while directing cohesive communications across all platforms.

## PROJECT MESSAGING

The following key messages will help build capacity and excitement around the project, while encouraging audiences to participate or learn more about the project:

- Together, let's protect, connect and enhance Edmonton's Ribbon of Green.
- The North Saskatchewan River Valley and Ravine System is the Edmonton Region's greatest natural asset and a significant contributor to the quality of life of Edmontonians. Long established as a gathering place for First Nations and then fur traders, Edmontonians continue to value the conservation and celebration of the natural and cultural heritage of the River Valley.
- In the early '90s, the original Ribbon of Green plans were created to guide the protection, connection and use of the North Saskatchewan River Valley.
- From early 2017 to late 2018, the City of Edmonton will be expanding the Ribbon of Green plan of the North Saskatchewan River Valley and Ravine System, with a focus on areas in the northeast and southwest corners of the city. Share your ideas with us to protect, connect and enhance the river valley across the City.
- Both study areas are environmentally, culturally, historically and recreationally significant, we need to understand this significance and create respectful, balanced and locally relevant guidance for their future.

- Both study areas provide opportunities for neighbouring communities and the city as a whole to connect with nature, appreciate local history and culture, respect important ecosystems and enjoy; this plan will define appropriate locations and uses for each of these different activities to create a space for all Edmontonians.
- Ribbon of Green (2018) will provide a conceptual plan for both study areas. A conceptual plan outlines appropriate uses and their general location, highlights areas for preservation and conservation, defines important connections and provides design guidance to inform future master planning. Master plans then provide a detailed design for implementation.
- We want to listen, share stories and hear from you.

## FEEDBACK OPPORTUNITIES

Each communications and engagement piece should drive an opportunity for feedback, and include information pertaining to when and how, for example "Attend the open house on April 1 to share your thoughts" or "Tell us what you think through this survey by April 1".

In addition to encouraging stakeholders and the public take an action or make a decision, a general statement to motivate participation is also recommended. Here are some samples:

- Why participate? This is your opportunity to share your thoughts and vision for areas within Edmonton's River Valley and Ravine System.
- Help shape the future of the River Valley and Ravine System.

## COMMUNICATIONS

Communications for Ribbon of Green will start by creating awareness of the project and the engagement opportunities and continue the conversation beyond the completion of the project towards implementation, including:

- > Scope of the project
- > Why is the project important
- > Why the City wants input
- > How people can become engaged
- > Results of this engagement will inform the plan that will be taken to Council

To reach out to all affected and interested stakeholders, the public and landowners, the Ribbon of Green team will communicate regularly and effectively throughout each stage of the project. This includes advertising engagement opportunities, such as workshops, online surveys and open houses, regular updates on project status, and check-ins regarding “what we heard”.

Additionally, the communications will cultivate an interest and understanding of the study areas, why they’re important to the Ribbon of Green, and why people should provide input into this project. This will be done through:

- > Two promotional videos that advertise the project (one to launch the project, and another at the end of the project)
- > Clear messaging about opportunities for engagement and how feedback will be used
- > Clear communications that build awareness and excitement about the project’s significance and potential evolution of study areas

The following diagram summarizes the communication tools, engagement activities and strategic recommendations for the public engagement process. These processes occur within each of the engagement activities:



## Communications will be integrated across five main tools:

**Ribbon of Green backgrounder:** A backgrounder will be designed to summarize project goals and key messages for all audiences, including internal stakeholders, external stakeholders, Indigenous communities, the public and members of the media. The information and visuals contained in this communications piece will then be distributed across platforms (email, online, print, in-person events). As the project progresses, the backgrounder is updated and can continue to be used as a supplementary tool for engagements.

**Promotional videos:** A one- to two-minute video will publicly launch the project and encourage stakeholder and public input. The launch video will be designed to present the project challenge and objectives, and be structured as a series of seamless clips so the project team can deconstruct the full video into key topics and/or themes for use during in-person or multimedia presentations. The second video will build upon on the first video by answering the questions presented. The videos will be compatible across platforms.

**City of Edmonton Communications Tools:** The City of Edmonton has several communications channels to disseminate information about the project and promote engagement opportunities. From launch to final report, the Ribbon of Green team will reach out to the public, stakeholders and landowners through various means, including:

- City of Edmonton Ribbon of Green webpage: [www.edmonton.ca/ribbonofgreen](http://www.edmonton.ca/ribbonofgreen)
  - This website will be updated regularly and include a project overview, maps, summary reports, contact information, host online engagement and advertise the opportunity to sign up for the project newsletter
- Project specific email: [ribbonofgreen@edmonton.ca](mailto:ribbonofgreen@edmonton.ca)
- Social media: Twitter, Facebook and Instagram through The City of Edmonton accounts and the Plan Edmonton twitter account
- City of Edmonton 311
- City of Edmonton Insight Community Survey

- Ribbon of Green newsletters and the newsletters of associated projects
- YouTube: one video at launch; one at project completion
- #ribbonofgreen
- Project posters and postcards

## Traditional advertising:

- Newspaper advertisements
- Temporary signs along prominent roads prior to Public Open Houses

## Communications Tools for Indigenous Communities:

- Telephone calls
  - An initial call to introduce the project, schedule, and project contact
  - Follow-up calls with further information, discuss engagement opportunities and follow-up on project bulletins
- Indigenous Relations Office electronic newsletter/blog
- Project bulletins
- Meetings

## Community Leagues and Relevant Organization

**Newsletters:** From the project onset and throughout its span, we will build relationships with organizations and associations to leverage their existing networks and communications vehicles to support the distribution of messaging, project materials, and opportunities for engagement.

# REPORTING & EVALUATION

## REPORTING

What We Heard reports and the wrap-up video will be used to report back to the public and stakeholders. These will be available to the public through the project web portal, distributed to stakeholders and newsletter subscribers via email.

- What We Heard #1: April 2017
- What We Heard #2: November 2017
- What We Heard #3: April 2018
- Engagement Report: End of 2018

Each What We Heard report will include a summary of the public engagement, the stakeholder engagement and the Indigenous engagement. Separate Project Bulletins that provide a summary of the Indigenous engagement will be sent out to Indigenous communities throughout the project. These documents will inform the planning and conceptual design for the study areas in the Ribbon of Green. Each report will demonstrate how feedback was used to inform the plan and if some comments and feedback weren't used, it will include an explanation why.

## PUBLIC ENGAGEMENT EVALUATION

The Ribbon of Green Project Team will have an opportunity to pilot various public engagement evaluation tools, identified in the Council Initiative, including participant, staff and leadership surveys, and an engagement evaluation and learning report, that will be completed following each stage of engagement. Project evaluation and impact evaluation will be reported on.

"Numbers" are not always the best indicator of success. Quantitative data is useful in terms of making people aware of Ribbon of Green, but often, the best information gathered comes from conversations had with small groups of individuals. Qualitative data from small group conversations can be, at times, more meaningful and relevant, and help advance the project.

## QUESTIONS TO ASK FOR EVALUATING

### Qualitative Measures

- Did we provide involvement opportunities for the public, stakeholder and Indigenous communities through each stage of the project?
  - Did we offer engagement opportunities that were accessible for the public, stakeholders, Indigenous communities, communities of interest (location and time)?
  - Did we provide enough engagement opportunities through online sources for the public, stakeholders, Indigenous communities, and communities of interest?
- Were our questions to the public, stakeholders and Indigenous communities answered?
- Did we provide two-way conversation?
  - Did we report back to the public, stakeholders, Indigenous communities and communities of interest with relevant material?
  - Did we report back to the public, stakeholders, Indigenous communities and communities of interest in a timely and accessible manner?

### Quantitative Measures

- The widest ranging audiences will attend the
  - Public launch (75 to 100 people)
  - Stakeholder Workshops (10 to 15 participants)
  - "Hard to reach" events (20 to 30 at each pop-up or for each intercept survey outing)
  - Public events (75 to 100 people each)
- Online survey
  - 3,000 responses survey responses total throughout the project
  - 1,000 comments received on the interactive maps

As part of our engagement tool kit we will also include feedback forms for workshops and a feedback poster for open houses to collect audience perceptions of the event's success.

## COMMUNICATIONS EVALUATION

Clear communications will support activities with the goal of fostering further trust and relationships with stakeholders, creating an understanding of The City's planning process with regards to river's edge and ravine planning. In addition, critical information will be provided to audiences about the development of the Ribbon of Green 2018 project.

The following evaluation measures will be used in assessing the success of communications activities and tactics:

### Qualitative Questions:

- Did we raise awareness about Ribbon of Green?
  - How often did we advertise, and through what streams?
  - How many people did we reach through mail-out information?
  - How many people signed up for our e-newsletter? How many opened? How many shared?
- Can the momentum be maintained beyond the completion of the project?

### Quantitative Measures:

- Media coverage: 80% response or better, positive or neutral tone
- Social Media Exposure
  - Key influencers on Social Media representing the following audiences:
- Fitness/Recreation Community
- Nature or environmental
- River Valley Alliance
- Festival community representative
- Representative from "hard to reach" audience
  - Twitter, Facebook, Instagram and YouTube (if applicable) posts will be measured on a per event basis. Number of posts TBD