

Imagine Jasper Avenue
Community, Business, and Residents Committee
Terms of Reference

Background

Jasper Avenue is Edmonton’s main street. It has the potential to be a vibrant place and destination that serves the diverse needs of our community – as a gathering place, a commuter route and a place where people work, shop and play. In recognition of its importance of the diverse needs of all of those who use Jasper Avenue, the City of Edmonton is engaging in a design process to imagine its future. The purpose of the ***Imagine Jasper Avenue*** project is to envision a relevant, innovative, and vibrant streetscape from 109 Street to 124 Street. The City of Edmonton has retained the consulting team of ISL / DIALOG to assist in the project.

The approach to Public Engagement for Jasper Avenue recognizes and builds upon previous consultation efforts and the input and knowledge that exist within the community. Due to the diversity of issues facing Jasper Avenue, and the need to address the concept opportunities and constraints in a broad and visionary way, it is essential for the Project Team to engage the community in dialogue. One of the key project requirements will be to understand the issues, concerns and opportunities for Jasper Avenue, and how that will ultimately influence the development of the streetscape concept.

The goal of the ***Imagine Jasper Avenue*** public engagement process is to obtain input from key internal and external stakeholders, user groups and the general public. The public involvement process has been designed to align with the City’s Corporate “Involving Edmonton Framework”, and reflects best practices of the International Association for Public Participation (IAP2).

As a key component of the public involvement plan, the Community, Business, and Residents Committee (CBRC) is being formed as one way to ensure stakeholders, residents, community groups, the general public and City staff have the opportunity to provide input and ideas throughout the process.

Purpose

The CBRC is a group of people invited to act as representatives of the community, businesses, residents and stakeholder groups who may have an interest in Jasper Avenue. The CBRC is intended to act in an advisory role, assisting the Project Team (made up of City staff and consultants) in the development and testing of the Project Vision and design options. The CBRC will be asked to provide background information and ‘local knowledge’ that the Project Team may not be aware of otherwise. The CBRC may also be asked to provide feedback on public engagement materials and approaches. Agreement between CBRC members is not necessary, nor expected.



This counsel from the CBRC enables the Project Team to obtain various independent perspectives on the opportunities, constraints and risks associated with the redevelopment of Jasper Avenue. This will allow the concept design to be developed with a rigorous understanding of the complex context the project exists within.

Scope of the Community, Business, and Residents Committee

Many of the decisions and items raised for discussion will be subject to City policies and guidelines, industry and safety standards, financial considerations and technical feasibility. The Project Team will engage the CBRC in order to build knowledge and receive feedback on elements of the project such as:

- Strategies to integrate existing private developments and promote high-quality infill and re-development;
- Strategies to develop an authentic representation of the identity of the avenue and the surrounding precincts and communities;
- Strategies to promote and incorporate transit use and amenities;
- Pedestrian facilities, connections, and amenities;
 - E.g. Approach to sidewalks, crosswalks, and weather protection;
- Cyclist facilities, connections, and amenities; and,
- Public realm improvements;
 - E.g. Approach to landscaping, furnishings, lighting, public art, and amenities.

The project team will share information and build capacity for meaningful engagement with the CBRC by presenting information about:

- City policies and the influence of other relevant projects, e.g. LRT, 102 Avenue Bike Lane, Jasper Avenue New Vision (109th Street east), 104 Avenue Area Redevelopment Plan, ICE District, etc.
- Best-practice in sustainable transportation engineering, public realm design and Place-Making;
- Principles of Crime Prevention Through Environmental Design (CPTED) that will be incorporated into the concept design; and,
- Constraints and risks associated with the project relative to budget and/or City standards and policies.

The following items are outside the scope of the project:

- Detailed discussions regarding private land development along the study corridor; and,



- Historical or cultural features, specific development parcels, or land use outside of the project area.

The operation of the Committee will be undertaken in accordance with the City of Edmonton's *Public Involvement Policy* (C513).

Commitment of the Project Team

The Project Team, comprised of City staff and consultants from ISL / DIALOG, is committed to a meaningful, transparent and open public engagement process which will:

- Engage key external stakeholders, including businesses, community leagues and organizations, as well as the general public, to obtain input into developing the conceptual design for the Jasper Avenue Streetscape;
- Provide a variety of opportunities for key stakeholder groups and the general public to provide input into review and refinement of the draft concept plan options and design plans; and,
- Communicate to participants how their input affected decisions.

Membership of the Committee

Size, Composition and Representation

The CBRC is intended be inclusive and will seek members to represent the broader community and interests within the project area. The CBRC will be comprised of representatives of landowners, business owners, operators and employees, commuters, community members, and community groups. To ensure an efficient process and productive meetings, the CBRC will be limited to a size of 10 - 20 members (not including City staff or consultants).

Groups invited to participate in the Community, Business, and Residents Committee include:

- Oliver Community League
- Downtown Edmonton Business Association
- Glenora Community League
- Mightywheels
- Canadian National Institute for the Blind
- 124 Avenue BRZ Business Association
- Women's Advocacy Voice of Edmonton (WAVE)
- Edmonton Transit System Advisory Board (ETSAB)
- Jasper Avenue Beat Officers
- Commuters
- Residents
- Seniors
- Local Business and/or Landowners



Membership Term

CBRC membership will be for a term of nine months commencing in February 2016 and will include four meetings; one approximately every two months.

Attendance

CBRC members are encouraged to attend all meetings. As the information sharing and discussions at one meeting will build on those of previous meetings, it is important to have continuity. Regular attendance by CBRC members will help ensure informed discussion and consistent representation of the broader stakeholder groups. If any member cannot attend the meeting, substitutes are not allowed. Members will be provided with the meeting notes to understand what took place in the previous meeting.

Observers

As appropriate, interested individuals from the Project Team, City staff or other organizations may be invited to attend the CBRC meetings as experts and observers. The City will make the final decision to allow experts and observers. Where possible, CBRC members will be notified in advance that there will be an observer at the meeting.

Form and Function of the Committee

Responsibilities

1.1 Responsibilities of the Committee Members

- Accept and adhere to the Terms of Reference.
- Reach consensus on the General Principles.
- Actively participate throughout the process by attending all meetings, providing relevant information and input, and engaging in discussion.
- Provide perspectives from their area of expertise, while balancing inquiry into the views and opinions of others.
- Read the meeting notes and other materials provided and come to meetings prepared.
- Work in cooperation with the Project Team and other CBRC members in a positive, constructive way.
- Provide input, advice and comment that will support a meaningful public involvement process.
- Act as a communications conduit, bringing forward ideas, issues and information from the community or user group at meetings.
- Report back and share any non-confidential project information to their organization/s and interested groups/individuals.
- Bring forward issues and concerns for discussion at meetings.
- Adhere to the ground rules (section 2.2) which have been set up to ensure meetings continue in an orderly, respectful and productive fashion.

1.2 Responsibilities of the Facilitator

- Create a safe environment that fosters dialogue and encourages participation from all members.
- Host meetings to help maintain focus on the objectives and agenda, while also seeking to meet the needs of the members.
- Manage group dynamics and internal relationships and ensure ground rules are followed.
- Remain neutral and advocate for the process.
- Provide information on meeting dates, agendas, copies of presentation materials and meeting notes in a timely matter.
- Develop and distribute meeting notes.
- Develop and distribute copies of a final report that overviews the CBRC proceedings.

1.3 Responsibilities of the Project Team

- Provide ongoing project information to the CBRC for discussion and feedback.
- Review and provide professional judgement on concerns and issues relating to the project as brought forward from CBRC members.
- Strive to provide alternatives or solutions for consideration where possible.
- Provide details on how information from the CBRC is incorporated in the plans, and if it is not, an explanation about why not.
- Adhere to the ground rules (listed under 2.2), which have been set up to ensure meetings continue in an orderly, respectful and productive fashion.

1.4 Relationship to the Decision-Maker

The sole decision on whether to adopt the resulting conceptual design for Jasper Avenue will be made by City Council, based on recommendations from City Administration. The CBRC will provide information to the Project Team and City Administration. The Project Team and City Administration will review the input and incorporate it in the conceptual design as appropriate. The Project Team will communicate to the CBRC how its input affected the final recommendations. The CBRC is an Advisory Committee, not a decision making body.

Operations

2.1 Facilitation

To encourage open, productive discussions, the CBRC will use a Facilitator. This Facilitator will act as the process manager and will host the dialogue at meetings. The Facilitator will adhere to their responsibilities as outlined in section 1.2.

2.2 Ground Rules

May include the following:

1. Respect each other's right to speak and to be heard.



2. Respect each other's position on issues and subjects and make a genuine effort to understand what other members are trying to say.
3. Listen attentively and actively. If you feel that you don't understand what has been said, seek clarification.
4. Seize the opportunity. Participate actively and openly. Encourage others through your comments to do the same.
5. Speak only when recognized by the Facilitator. Indicate to the Facilitator that you wish to speak and they will recognize you in turn.
6. Refrain from side bar discussions with those around you. In the interests of open communication and understanding, all that is said should be accessible to all members of the CBRC.
7. Respect the role of the Facilitator to keep the meeting moving forward and to limit your time "with the floor" as may be necessary.
8. Refrain from making comments that are personal towards another member. React by stating your position, not by attacking someone else's.
9. All discussions taking place within the CBRC are to be treated as confidential by all members. Any confidential information will be identified by the City and members will be required to respect the confidentiality. Meeting notes will be developed and circulated, but they will be general in nature and will not allude to individual comments or positions.
10. Prepare for meetings. If there is preparatory work to be done for a meeting, it is important to complete that work. Other members and the Facilitator will assume that everyone has come prepared.
11. Fulfill your commitments. If you volunteer to bring forward a document or to follow -up on some action between meetings, ensure that you do that.
12. Meetings will be focused on moving forward.
 - There will be no alternative members permitted at the meetings.
 - Items discussed at a previous meeting will not be raised at a future meeting if a member missed the original meeting. Questions and concerns can be raised with project staff outside of the meeting.
 - If behaviour is demonstrated that is considered disrespectful, a member may be asked to leave the meeting and potentially the CBRC. Any decision in this regard will be made independently by the meeting Facilitator (acting neither in the City's nor the representative's interests). Once the Facilitator makes their decision, it will be considered final.

2.3 Meeting Frequency and Duration

Committee meetings will be held four times throughout the project, approximately every two months. Meetings will typically be two hours long. Light refreshments will be served, e.g. coffee,



juice and cookies. The exact dates, time and location will be determined on a meeting by meeting basis.

2.4 Confidentiality

CBRC members agree to respect that information distributed to members at or outside of meetings may be deemed as confidential (unless told otherwise). Specific key messages and ideas will be summarized and agreed to by CBRC members for communication back to their groups.

Documentation and Communication

3.1 Meeting Notes

The Facilitator will produce a set of meeting notes for each meeting (the Project Team may provide a scribe to take notes). Draft meeting notes will be distributed to members within one week of the meeting. Additions, deletions or corrections to meeting notes may be made at the beginning of the next meeting. After the changes are discussed, the meeting notes will be approved and become official.

3.2 Communication and Responding to the Media

CBRC members will act as communications conduits, bringing forward ideas, issues and information from the community. They will also convey non-confidential project information to their organizations and interested individuals. The project website will be updated regularly. Members are encouraged to pass on the website address and contents to others wishing to learn more about the project and opportunities for involvement.

The City will be the primary media contact for the project and the CBRC process. If members are approached by the media, they are asked to direct the media to the City contact.

