

PUBLIC ENGAGEMENT

SHARE YOUR VOICE SHAPE OUR CITY

Edmonton

Reporting Back

SHARE YOUR VOICE SHAPE OUR CITY

This is your city.

We welcome your input on how we maintain, grow and build Edmonton.


We believe engagement leads to better decision-making.

We are committed to reaching out to our diverse communities in thoughtful and meaningful ways.

We want to understand your perspectives and build trusting relationships with you.

We will show you how you help influence City decisions.

Share your voice with us and shape our city.

Project/Initiative Background	
Name Date Location	The Way Ahead Renewal Project January 16, 2018 Heritage Room, City Hall
Contact information	vision2050@edmonton.ca
Level of public engagement	
Description	The City of Edmonton is renewing Council's strategic plan for 2019-2028, reaffirming the City of Edmonton's vision, principles, and strategic goals that together define Council's direction for Edmonton. Between January 16 and March 30, the City of Edmonton held facilitated conversations with Edmontonians to hear their views on Council's draft vision, principles and goals.

SUMMARY

The City of Edmonton is renewing Council's strategic plan for 2019-2028, reaffirming the City of Edmonton's vision, principles, and strategic goals that together define Council's direction for Edmonton. The renewed strategic plan will guide all of the City's transformational work that takes the City closer to Council's vision for Edmonton in 2050.

In March and April 2017, the City of Edmonton conducted public involvement planning with community and business leaders in small one-on-one meetings to gather input for the development of the Public Involvement Plan (PIP) for the renewal project. In January the public engagement was started and community and business leaders were

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invited to the first public engagement event.

The objectives of the first meeting were to:

- Share Council's draft vision, principles and goals
- Gather feedback and insights to refine the vision, principles and goals
- Ask for introductions to the networks, groups and tables the community and business leaders were connected to

This report summarizes there feedback. During the weeks of January 16 - January 29 no other sessions were held.

WHAT WAS DONE

The event was a breakfast meeting where participants were in small groups and participated in facilitated discussions. The following questions were asked:

- 1) What are your general thoughts around the city's goals? What did you notice?
- 2) Will these goals lead to the kind of Edmonton that you would feel proud to call home?
- 3) What will you see if these goals were to be achieved?

Participant feedback was collected by notetakers and used to create this event summary. To make this summary as clear and concise as possible, some recurring feedback has been consolidated, if it was appropriate, and enhanced understanding of the feedback.

RESULTS AND FINDINGS

The following themes were identified:

- **Define Goals**
 - Healthy City and Urban Shift are not understood: healthy is broad and urban shift needs clarity.
- **Indigenous perspective missing in goals**
 - The goals should reflect the diversity of the city and be inclusive. Several times participants raised that the goals should more explicitly include indigenous perspectives.
- **Goals lack people**
 - Participants wanted the goals to be more people-focused, as people will be impacted by them.
- **Support business**

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- Participants felt there was an opportunity to have the goals include the concept of attracting and retaining businesses, with small businesses specifically mentioned. The success of the goals may rest with a business-friendly environment, as that is how the goals may be resourced.
- The city needs to support business and make it attractive for them.
- **Diversity**
 - The goals should reflect the diversity of the City and be inclusive.
 - Culture is missing
- **The Previous Plan**
 - Participants asked how the City's previous 10-year strategy called *The Way Ahead* transitioned into these new goals. Participants also wanted to know about the progress on the previous goals.

Quotes

"It's not goals that makes me proud to call Edmonton home; it's accomplishments and results, or the process of implementation – it's what we do."

"Edmonton has great educational systems that could be amplified and harnessed."

Thank you for participating in sharing your voice and shaping our city.

For more information on City of Edmonton public engagement, please visit www.edmonton.ca/publicengagement.