

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 30 th – 12 th , 2018 Grant MacEwan University, Edmonton Mennonite Centre, Edmonton Inn and Conference Centre, University of Alberta
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.

This report summarizes the feedback heard at the session held between January 30th and February 15th.

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Four sessions were held from February 5th to 12th, 2018 with the following groups:

- Students Association of Grant MacEwan University (SAMU).
- Newcomers.
- Business Improvement Areas (BIA).
- University of Alberta, NAIT and Kings College Student Unions.

The objectives of the meetings were to:

- Share Council's draft vision, principles and goals
- Gather feedback and insights to refine the vision, principles and goals

This report summarizes the participants feedback.

WHAT WAS DONE

Events were structured as small-group facilitated discussions. Participant feedback was collected by notetakers and used to create event summaries. The themes below are derived from the summaries of the four sessions held. The following questions were asked:

- 1) What are the words in the vision that jump out at you?
- 2) What are your general thoughts around the city's goals? What did you notice?
- 3) Will these goals lead to the kind of Edmonton that you would feel proud to call home?
- 4) 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 with supporting opportunity areas were identified:

Vision Words

- Words in the vision that participants are happy to see: prosperity shared and enjoyed by all, global powerhouse, density, housing is affordable, entrepreneurs, end poverty, family friendly, festivals, food, cultural diversity, innovation.

“Good job of what our city needs; this resonates very strongly.”

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“Reading this, I feel like the City has been listening to me.”

Clarity

- The verb tense is confusing and suggests these things are currently happening.
- Goals and vision are disconnected; they appear to have been written by different people.

“The goals should create action to work towards the vision.”

- There’s a disconnect in the writing of the principles and goals: “Edmonton” is identified in the goals versus “we” in the principles.
- Description of goals is confusing.

Inclusion

- Indigenous needs to be added to goals. Use Indigenous language.
- Large and small businesses fuel the economy and need to be included and emphasized.

“Small business needs to be articulated. 96% of our business is small business. This is a strong Alberta theme.”

- The way racism is handled is negative. Instead of “city free of racism,” say “accepting of all races.”

“Envisioning a city free of racism is not helpful instead, allow and encourage critical thinking and dealing with it.”

- When you say family friendly, be more inclusive and acknowledge different types of families.
- Need to address aging population and new population.

“Edmonton wants to welcome all. There should be something for everyone.”

Who We Are

- The vision and goals don’t reflect the spirit or brand of Edmonton. They aren’t fun. This is trying to be everything to everyone.

“Where is the risk-taking, boldness, vitality that we are known for?”

- Edmonton is a young city that has a government and post-secondary focus.
- Are we a big town, or a city? Our community spirit and neighbourliness should be captured and we should be on the map.
- Energy and Climate Goal seems anti-oil. Edmonton should be proud of what it has added to the field of clean energy, making technologies more carbon efficient.

“Edmonton is a prosperous city because it is an energy city.”

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- Think critically about how Edmonton can culturally define itself and exploit opportunities.

Mental Health

- The goals should include mental health.

Beyond the City Limits

- Goals should connect Edmonton to outlying regions that service Edmonton every day. Connecting with St. Albert, Sherwood Park, northern communities and Calgary is important.
- Goals should connect internationally.

Connectivity

- Community connectedness is important, sharing prosperity among Edmontonians and the broader regional metropolitan area.
- Urban isolation is a problem.
- Transportation is an important part of connecting people and communities.

Urban Sprawl and Densification

- Edmonton has spread as far as it can; now it must become more dense.

People First

- For the Healthy City goal, consider the whole person: spiritual and economic aspects, being free of illness and that everyone feels equal and accepted for who they are.
- Too much on economics and economy versus compassion.

“Should be something for everyone not just the economy”

Education

- Should include that education is affordable.
- Be cautious when tying education to economic indicators. Don't tie education to the workforce.

Community integration

- People don't stay downtown, they go to the suburbs after work.

“In Edmonton, where you work and play is different from where you live. After work you go home.”

City Engagement and Promotion

- The City should continue to look for alternative ways to engage its citizens.

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The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a blue square background.

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- The City should promote its services.

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.