

RIVER VALLEY PLANNING MODERNIZATION

Ribbon of Green & River Valley ARP

Public Engagement & Communications Plan

February 2021

The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a dark blue square background. A decorative green ribbon graphic runs diagonally across the right side of the page, starting from the top right and ending at the bottom left.

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Introduction & Project Overview

It is important that the public, stakeholders and Indigenous Nations and Communities be involved in shaping the planning of Edmonton's river valley to create stronger, more relevant and effective plans.

This Public Engagement and Communications Plan outlines our approach to engaging the public and stakeholders, and gathering their insight and feedback to inform the Ribbon of Green and North Saskatchewan River Valley ARP projects.

PROJECT BACKGROUND AND CONTEXT

Edmonton's North Saskatchewan River Valley and Ravine System ("River Valley") is a vital and highly-valued ecological, recreational and active transportation corridor; a place of incredible cultural significance and a draw for visitors throughout the region. As the residential population of Edmonton's core neighbourhoods grows, as Edmontonians increasingly seek out opportunities for natural recreation, and as a range of River Valley development projects are proposed, planned and implemented, pressure on the River Valley is increasing. With demands on the system becoming increasingly complex, there is a need for clear policy, sound planning guidance and a strong regulatory framework.

Building on *Ribbon of Green SW+NE*, *Breathe: Edmonton's Green Network Strategy* and *Natural Connections Strategic Plan*, and taking direction from *ConnectEdmonton* and *The City Plan*, this project will create an integrated planning and regulatory framework for Edmonton's River Valley to ensure that it remains a protected, vibrant and resilient open space network as the city grows.

This River Valley Planning Modernization project includes two streams of work that will be developed in coordination with one another:

RIBBON OF GREEN – COMPLETION:

The *Ribbon of Green* is Edmonton's strategic plan for the River Valley. The original plan was initially developed in the early 1990s to guide appropriate public use and enjoyment of the River Valley and to protect ecologically sensitive areas. In 2020, the City completed an update to the vision, guiding principles and policy framework of the plan, and also developed spatial program and ecological guidance for the southwest and northeast reaches of the River Valley ([*Ribbon of Green SW+NE*](#)).

The stream of work to complete the Ribbon of Green will confirm and refine the system-wide vision and policies developed as part of the *Ribbon of Green SW+NE*, and develop spatial guidance for the remainder of the River Valley. Once complete, there will be one comprehensive, up-to-date Ribbon of Green Plan for the entire River Valley system.

NORTH SASKATCHEWAN RIVER VALLEY ARP – MODERNIZATION:

The North Saskatchewan River Valley Area Redevelopment Plan, Bylaw 7188 (River Valley ARP) was adopted by City Council in 1985 and serves as the primary statutory plan regulating development within the River Valley. The purpose of this stream of work is to update and modernize the policy and regulatory framework for the River Valley, with a focus on the River Valley ARP. The updated framework will build on the vision and principles of *Breathe* and *Ribbon of Green SW+NE*, introduce regulatory best practices and standardized environmental management methodologies, and reflect the City's modern planning and development context. Together with the Ribbon of Green stream, a comprehensive River Valley planning framework will be developed and presented to City Council.

PROJECT TIMELINE

The Ribbon of Green and the North Saskatchewan River Valley ARP will be developed together from 2021-2022.

VISION & PRINCIPLES

RIBBON OF GREEN

STRATEGY

Long-term planning and policy guidance for the River Valley

RIVER VALLEY AREA REDEVELOPMENT PLAN

GOVERNANCE

Who makes decisions

REGULATION

The rules that guide decisions

DECISION-MAKING

The process by which decisions are made

1 SHARE YOUR IDEAS

Spring 2021

2 SHAPE OUR RIBBON

Fall 2021

3 PLAN OUR RIBBON

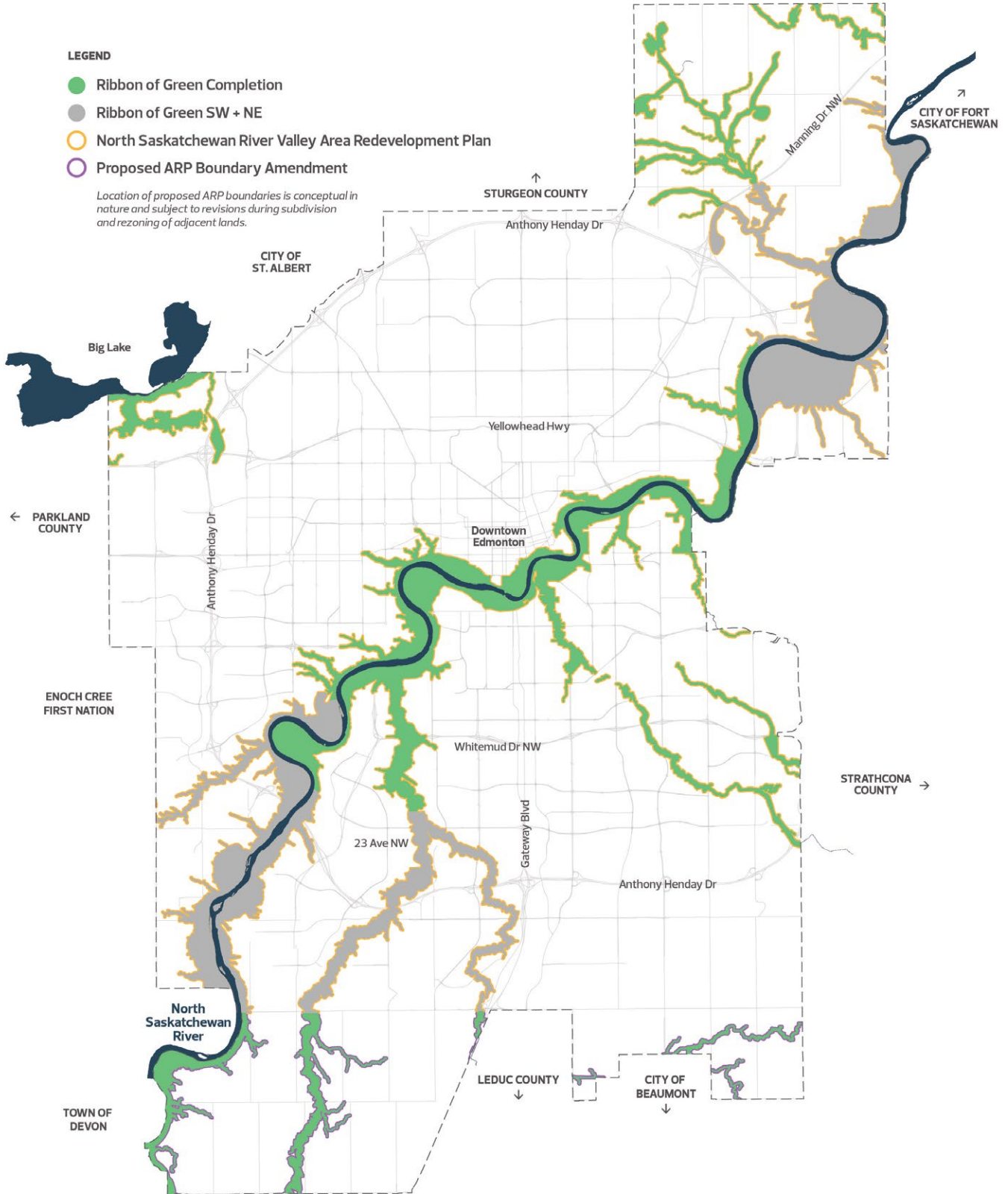
Spring 2022 (Tentative)

4 CONFIRM OUR RIBBON

Fall 2022 (Tentative)

PROJECT STUDY AREA BOUNDARIES

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



Public Engagement Overview

ENGAGEMENT PRINCIPLES

The following principles will anchor our actions and thinking as we engage with the public and stakeholders.

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

OVERALL ENGAGEMENT GOALS

While each project, and each phase, will have its own specific aims, there are several overarching goals that all public engagement processes will aim to achieve.

- + Provide opportunities throughout the project for participants to provide meaningful, appropriate and actionable input that will be used to complete the Ribbon of Green plan and update the River Valley regulatory framework
- + Implement an engagement process that is open, transparent and respectful
- + Provide opportunities for involvement that are convenient and accessible
- + Creatively engage and communicate with the general public, stakeholders, and communities, including adjacent municipalities
- + Provide opportunities to engage communities of interest that are harder to reach
- + 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

PLAN-SPECIFIC ENGAGEMENT GOALS

In addition to the overall goals guiding how engagement is conducted, each plan has specific aims for how public feedback will inform a range of project decisions and deliverables.

RIBBON OF GREEN

- + Refining the River Valley vision, guiding principles, policy framework and Land Management Classification system developed through prior engagements during the Ribbon of Green SW+NE to reflect the unique conditions of the entire river valley
- + Informing a vision and priorities for each reach, or segment, of the river valley within the study area
- + Sharing knowledge of the study area, its features and amenities, and its challenges and opportunities, through the lenses of ecology, celebration and wellness
- + Informing the Land Management Classification within the study area, including areas for Preservation, Conservation and Active/Working Landscapes
- + Informing the development of ecological and program guidance for the study area - what areas need to be preserved or could be restored, and the general distribution of trails, amenities and infrastructure
- + Reviewing and refining components of the draft plan

NORTH SASKATCHEWAN RIVER VALLEY ARP

- + Reviewing and confirming guiding and operating principles for the modernized governance structure and decision-making process
- + Reviewing standardized environmental management methodologies that reflect regulatory best practices and the current state of science
- + Informing the development of land use regulation for the river valley that is complementary to and supports implementation of the strategic guidance of the Ribbon of Green
- + Developing environmental protection tools, mechanisms and frameworks in response to the Ribbon of Green's Land Management Classifications, visions, priorities and policies
- + Informing the overall legibility of the regulatory framework and its relationship with the strategic planning direction in the Ribbon of Green
- + Reviewing and refining the draft plan

ROLE OF THE PUBLIC IN ENGAGEMENT

All public engagement opportunities will be at the *ADVISE* position on the City of Edmonton Public Engagement Spectrum, while some engagement with stakeholder groups will be at the *REFINE* level. Information gathered from engagement will be one of several inputs to decision-making for the project, alongside policy direction and technical assessments.

PARTICIPANTS AND AUDIENCES

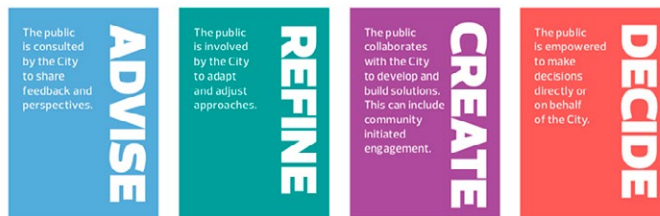
The City is committed to involving the people affected by the decisions it makes, and seeks diverse opinions, experiences and information so that a wide spectrum of information is available to decision makers. This project will strive to engage a diverse public, as well as relevant stakeholder organizations, partners and landowners.

Public and Stakeholders:

The public audiences for this project include:

- + **Stakeholder organizations:** Groups representing a variety of existing and potential River Valley users and uses, including:
 - + ecological conservation and nature appreciation
 - + recreational activities
 - + active transportation
 - + festivals, events, and tourism
 - + cultural/historic resources
 - + residential/commercial development
 - + resource extraction
 - + accessibility and inclusivity
- + **Partner facilities:** Partners the City works with to develop, operate and program River Valley open spaces and facilities
- + **Commercial operators:** Business owners that currently operate or seek to operate commercial activity within the River Valley.
- + **Landowners:** Private landowners who own land within the River Valley.
- + **Adjacent communities:** Residents and community leagues of neighbourhoods adjacent to the River Valley.
- + **Equity-seeking groups/vulnerable populations:** Those who face barriers to equal access, opportunities and resources due to disadvantage and discrimination.
- + **General public:** All Edmontonians who live, work, and play in and around the River Valley.

Increasing influence of the public →



Indigenous Nations & Communities:

Indigenous Nations and communities have significant historical and cultural connections to the river valley. In order to respect the unique engagement interests, cultural context and capacity of Indigenous Nations and Communities, Indigenous engagement will be carried out through a separate engagement stream (not included in this Public Engagement Plan).

Boards & Other Jurisdictions:

Various levels of government, boards, and jurisdictions will be incorporated within this process, including:

- + Government of Alberta
- + Edmonton Metropolitan Region Board
- + River Valley Alliance

Public Engagement Process

PHASE 1: SHARE YOUR IDEAS

Timeline: **Spring 2021** | Level of Public Engagement: **ADVISE**

	RIBBON OF GREEN	RIVER VALLEY ARP
Phase 1 Engagement Outcomes	<ul style="list-style-type: none"> + Introduce the Ribbon of Green + Confirm/refine the system-wide elements developed through Ribbon of Green SW+NE + Inform the study area priorities and Land Management Classification (LMC) areas 	<ul style="list-style-type: none"> + Introduce the River Valley ARP + Inform potential changes to land use direction, governance structure, and planning tools to be used + Inform the development of other environmental protection tools, mechanisms and frameworks
Information to Share	<ul style="list-style-type: none"> + About the project (goals, scope, timelines, engagement opportunities) + Breathe themes and functions (Ecology, Celebration, Wellness) + How the Ribbon of Green fits with other River Valley plans and projects, and the River Valley ARP project + History and current state of the study area's open space networks (Ecology, Celebration, Wellness) + Ribbon of Green SW+NE framework (vision, guiding principles, Land Management Classifications) 	<ul style="list-style-type: none"> + About the project (goals, scope, timelines, engagement opportunities) + Existing land use direction + Current ARP governance structure, operating principles for decision-making, and implementation practices + Draft implementation items and priorities
Questions to Ask	<ul style="list-style-type: none"> + What, if anything, needs to change? (vision, guiding principles, Land Management Classifications) + What is valuable and should be preserved? + What are the challenges, opportunities, priorities you see for each reach? (Consider Breathe functions.) 	<ul style="list-style-type: none"> + Are the plan concept, goals, and objectives of the existing ARP appropriate? What would you change? + How can the decision-making process be made more transparent? + What are the most important environmental, social, and economic issues that need to be considered in the River Valley? What are your priorities for balancing recreational, commercial, and residential land uses in the River Valley?
How Input will be Used	<ul style="list-style-type: none"> + Confirm system-wide vision, guiding principles and LMC system + Determine vision and priorities for each study area reach + Inform LMC areas + Confirm Ecology, Celebration and Wellness network assessments 	<ul style="list-style-type: none"> + Review and confirm the goals, objectives, and overall intent of the River Valley ARP + Review and assess the current governance structure and decision-making processes + Identify and prioritize implementation items to be developed in subsequent phases + Identify and articulate principles and priorities for the modernized plan

1 SHARE YOUR IDEAS Spring 2021	2 SHAPE OUR RIBBON Fall 2021	3 PLAN OUR RIBBON Spring 2022 (Tentative)	4 CONFIRM OUR RIBBON Fall 2022 (Tentative)
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PHASE 2: SHARE OUR RIBBON

Timeline: **Fall 2021** | Level of Public Engagement: **ADVISE**

	RIBBON OF GREEN	RIVER VALLEY ARP
Phase 2 Engagement Outcomes	<ul style="list-style-type: none"> + Confirm/refine draft reach visions, priorities and LMC areas + Confirm/refine system-wide policies + Inform ecological and program guidance 	<ul style="list-style-type: none"> + To inform the draft policy and regulatory framework, governance structure, decision making framework, and implementation tools
Information to Share	<ul style="list-style-type: none"> + Summary of Phase 1 What We Heard Report + Findings of the Central Reach Open Space Needs Assessment + Draft reach visions, priorities, and LMC maps + Draft high-level trail network, amenity nodes and trailheads + System-wide policies (key stakeholders) 	<ul style="list-style-type: none"> + Summary of Phase 1 What We Heard Report + Draft policy and regulatory framework + Draft governance structure and decision-making process (high level) + Draft toolkit (high level)
Questions to Ask	<ul style="list-style-type: none"> + What, if anything, needs to change? (reach visions and priorities, LMC maps) + What are the priorities for new or changes to existing amenity nodes, trail connections, ecological network? + Given the current study area, what changes to the system-wide policies are needed? 	<ul style="list-style-type: none"> + Do regulations within the River Valley ARP related to land use accurately reflect values and principles established in Phase 1? + Do the draft governance structure and decision-making process provide adequate opportunities for public awareness and input? What could be improved? + Do the implementation tools and mechanisms appropriately capture feedback received in Phase 1?
How Input will be Used	<ul style="list-style-type: none"> + Finalize draft reach visions, priorities, and LMC areas + Validate the findings of the Central Reach Open Space Needs Assessment + Confirm and refine system-wide policies + Develop ecological and program guidance + Identify priorities for new or changes to existing programming / amenities, trail connections, ecological network 	<ul style="list-style-type: none"> + Inform decisions about the planning tools to be used (geographic plan/bylaw/standards) + Inform the governance structure and decision-making processes + Review and confirm implementation tools and mechanisms

1 SHARE YOUR IDEAS Spring 2021	2 SHAPE OUR RIBBON Fall 2021	3 PLAN OUR RIBBON Spring 2022 (Tentative)	4 CONFIRM OUR RIBBON Fall 2022 (Tentative)
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PHASE 3: PLAN OUR RIBBON

Timeline: **Spring 2022** | Level of Public Engagement: **ADVISE**

	RIBBON OF GREEN	RIVER VALLEY ARP
Phase 3 Engagement Outcomes	<ul style="list-style-type: none"> + To validate LMC mapping + To validate refined "reach" visions and priorities + To inform refinement of ecological and program spatial guidance 	<ul style="list-style-type: none"> + Validate proposed decision-making / governance process + Finalize implementation tools and mechanisms
Information to Share	<ul style="list-style-type: none"> + Summary of Phase 2 What We Heard Report + Revised LMC mapping, reach visions + priorities + Draft ecological and spatial guidance maps 	<ul style="list-style-type: none"> + Summary of Phase 2 What We Heard Report + Revised policy and regulatory framework + If guidance/instruction on each of the uses/themes was agreed upon in Phase 2, then guidance/instruction will be presented + Revised toolkit
Questions to Ask	<ul style="list-style-type: none"> + Review LMC maps, reach visions + priorities – does anything need to change? + Is there anything you would change or add to the ecological and spatial guidance proposed for each reach? 	<ul style="list-style-type: none"> + Is the level of transparency in the governance & decision-making framework right? Is anything missing? + Any last changes to the toolkit?
How Input will be Used	<ul style="list-style-type: none"> + Finalize LMC mapping + Finalize refined "reach" visions and priorities + Refine ecological and program spatial guidance + Develop any additional implementation direction 	<ul style="list-style-type: none"> + Complete the draft policy and regulatory framework, including draft bylaws, standards, or geographic plans forming part of the framework + Complete prioritized elements of the Environmental Impact Assessment and Mitigation toolkit + Develop implementation processes and guidelines



PHASE 4: CONFIRM OUR RIBBON

Timeline: **Summer 2022** | Level of Public Engagement: **ADVISE**

	RIBBON OF GREEN	RIVER VALLEY ARP
Phase 4 Engagement Outcomes	<ul style="list-style-type: none"> + To inform the refinement of the draft plan + To validate the proposed integrated River Valley policy and regulatory framework 	<ul style="list-style-type: none"> + To validate the proposed integrated River Valley policy and regulatory framework
Information to Share	<ul style="list-style-type: none"> + Summary of Phase 3 What We Heard Report + Technical and engagement summaries + Draft Ribbon of Green Plan + Draft integrated River Valley policy and regulatory framework 	<ul style="list-style-type: none"> + Summary of Phase 3 What We Heard Report + Technical and engagement summaries + Final planning tools (e.g. draft bylaw or policy documents) + Final implementation guidelines and standards
Questions to Ask	<ul style="list-style-type: none"> + What in the draft plan needs to change? + Do these overarching strategy and bylaw documents work as they are, or are there any minor changes that need to be made to enhance their efficacy? 	<ul style="list-style-type: none"> + Do these documents accurately reflect feedback shared in previous engagement stages? Are any minor changes or corrections required?
How Input will be Used	<ul style="list-style-type: none"> + Refine and finalize the Ribbon of Green Plan (includes Ribbon of Green SW+NE) + Demonstrate alignment between Ribbon of Green Plan and River Valley ARP to form one integrated deliverable for Council 	<ul style="list-style-type: none"> + Finalize and confirm the proposed integrated River Valley policy and regulatory framework



Engagement Activities

To reach a wide range of Edmontonians and River Valley users, a variety of engagement methods and tools will be used, ensuring there are multiple avenues to choose from to participate in each phase. To ensure information is communicated clearly and opportunities to participate are accessible, the selection of tools and design of activities within each phase will consider:

Note: Due to the Covid-19 pandemic, in-person engagement opportunities may be limited during this project.

- + The amount of time people have/want to spend to participate
- + The various ways people learn and access information (e.g. written, verbal, visual)
- + The level of access to or comfort with using technological platforms

TACTICS TO SHARE INFORMATION ONLY

Tactic	Description	Audience	Format
Project Webpage	A hub for all project information and links to opportunities to participate.	Public	Online
Intro Video	Short video introducing the project purpose, the relationship between the plans, and the role of engagement to inform the process.	Public	Online
Presentations	Presentations filmed/narrated and placed online in-lieu of in-person explanations.	Public	Online
Backgrounder Documents	Whether through information panels at a drop-in session or supplemental PDF shared online, information about the project and proposed strategies should be shared clearly and effectively through a mix of maps, graphics and narrative.	Public / Stakeholders	Online/Print

TACTICS TO GATHER INPUT

Tactic	Description	Audience	Participation Time	Format
Survey	A means of collecting input through specific questions from a broad public audience. While the survey will primarily be online, a hardcopy will also be made available to those that require an offline version.	Public	Medium	Online / Print
Interactive Map	An online map tool where participants can drop pins onto the map to share their local knowledge of the area and identify issues and opportunities.	Public	Medium	Online
Sounding Board	A signage display posted at high-traffic locations in/around the area to inform users about the project, promote the online engagement opportunities, and ask a question in a quick poll format.	Public	Low	On Site
Pop-up	A staffed booth/tent/display that enables the project team to reach people where they are to raise awareness about the project and gather input. Enables access to a broad, diverse audience or a specific audience as needed. A quick, easy way for people to engage.	Public	Low	On Site / In-person
Interactive Drop-in	A staffed venue that enables people to engage with project material and staff and share their input at their own pace and at a time suitable for them (within the available timeframe. Depth of engagement is up to the participant. Should in-person engagement not a possible, a virtual alternative will be considered.	Public	Medium-High	In-person / Virtual
Registered Workshop	A 1.5- to 3-hour registered event that may include presentations, facilitated small-group discussion and/or other activities. The emphasis is on interaction with other participants, with an opportunity to dive more deeply into project material, explore different perspectives and provide input on more complex questions. Participants commit to the full session and are guided through a structured process, supported by an event facilitator, table facilitators and note-takers.	Stakeholders	High	In-person / Virtual
Discussion Guide	A booklet that includes key project material and provides an opportunity for comment. Content and questions could be tailored to different audiences, as required.	Stakeholders	Medium-High	Online / Print
Community/ Stakeholder Conversations	An opportunity to meet one-on-one or with a small group of highly-invested or highly-impacted stakeholders to discuss a specific aspect of the project that is of interest or concern. Format and length will be tailored as needed.	Stakeholders (if required)	High	In-person / Virtual

Communications

The communication of information and opportunities is highly entwined with how engagement is conducted. The project communications consider two facets: the sharing of information about the project and draft documents (as outlined under Engagement Activities), and the promotion of engagement activities (outlined below).

Communications for the project will start by creating awareness of the project and the engagement opportunities. To reach out to all affected and interested stakeholders, the project team will communicate regularly and effectively throughout each stage of the project, from invitation to

reporting. A variety of online, print, and signage communications will be used to promote engagement opportunities to as many audiences as possible.

COMMUNICATIONS GOALS

- + Ensure as many residents and stakeholder organizations as possible have been provided the opportunity to provide informed feedback in the development of both the Ribbon of Green and the North Saskatchewan River Valley ARP.
- + To offer a variety of communications tactics that can be used especially in light of the restrictions caused by COVID-19.
- + To ensure the City of Edmonton's communications efforts are clear, use plain language and are accessible to as many residents as possible.

CALL-TO-ACTION COMMUNICATION TACTICS

Tactic	Description	Audience	Frequency	Format
Transforming Edmonton	Information shared through a Transforming Edmonton blog post.	Public	Once per phase	Online
Social media posts	Public service announcements posted on the City's Facebook and Twitter accounts.	Public	Multiple times per phase	Online
Promoted Facebook ads	Paid ads on Facebook, targeted to Edmontonians. (Currently suspended temporarily.)	Public	TBD	Online
Engaged Edmonton email	Email to people signed up for engagement updates.	Public (select)	Once per phase	Online
Project newsletter	Based on the Ribbon of Green NE + SW, send email to people that have indicated they are interested in receiving project updates.	Public (select)	Twice per phase	Online
Local newspaper ads	Ads placed in Edmonton newspapers, if deemed appropriate.	Public	Once per phase	Print/Online
Stakeholder newsletter ads	Advertisements or articles in materials distributed by stakeholder groups.	Public	Once per phase	Print/Online
Roadside signage	Bold signs located on the side of the road, directing to online engagement webpage.	Public	Once per phase	Print/On Site
Park signage	Signage placed at entrances into the River Valley. Could be integrated with Sounding Boards in select locations. Integrate QR codes for quick access to online content.	Public	Once per phase	Print/On Site
Stakeholder email invitations	Email invitation to attend stakeholder workshops and promote public engagement to members at large.	Stakeholders	Once per phase	Online
Stakeholder phone calls	Follow-up with key stakeholder groups, if required.	Stakeholders	If required	Phone/Online

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.

	RIBBON OF GREEN	RIVER VALLEY ARP
About River Valley Planning	Edmonton's River Valley is the jewel of the city. River Valley open spaces provide opportunities for recreation, gathering, learning, quiet enjoyment and natural experiences. Decisions made about the preservation or development of our River Valley have long lasting effects. We must ensure that interested and affected Edmontonians can fully participate in the creation of a strategic plan and decision making structure that works today and for the city's future.	
About the Project	<p>This project will create an integrated planning and regulatory framework for the River Valley to ensure that it remains a vibrant and ecologically resilient green network as the city grows. There are two streams of work within this project:</p> <ul style="list-style-type: none"> + Completing the Ribbon of Green Plan + Modernizing the North Saskatchewan River Valley Area Redevelopment Plan, Bylaw 7188 ("River Valley ARP") <p>These two planning tools work together to provide guidance on River Valley protection, management and use:</p> <ul style="list-style-type: none"> + The Ribbon of Green provides the strategic direction: our overall vision for the future of the River Valley and how it is connected to the broader open space network, and to other networks; our high-level plans for the connected open spaces within it; and the policy that guides our decisions about what happens in that space. + The River Valley ARP provides the regulatory framework: the standards and rules that guide our evaluation of individual project proposals, and cumulative impacts, in the River Valley. <p>The intent in updating these tools together is to bring them into alignment with each other and the City Plan to support better decision making and reaffirm Edmonton's commitment to the continued protection and accessibility of the River Valley for all Edmontonians</p>	
Plan Goals	Building on the Ribbon of Green SW+NE and guided by <i>Breathe: Edmonton's Green Network Strategy</i> , develop a comprehensive strategic plan for the North Saskatchewan River Valley and Ravine System to guide appropriate public use and enjoyment while sustaining and restoring healthy and resilient ecosystems.	Develop a comprehensive regulatory framework for the River Valley that aligns with the City's strategic direction, reflects Edmonton's current planning and development context, and strengthens the City's ability to protect and preserve environmentally sensitive areas.
Background	<ul style="list-style-type: none"> + The Ribbon of Green is our highest-level strategic plan for the River Valley. + In 2020, the Ribbon of Green plan for the southwest and northeast parts of the city was completed. Now we're planning for the remaining area. We need your input to ensure the river valley remains protected, vibrant and resilient. + The Ribbon of Green helps to implement the <i>City Plan</i> and <i>Breathe: Edmonton's Green Network Strategy</i>. It will follow the direction and guidance provided by <i>Breathe</i> (e.g. Ecology, Wellness and Celebration). + The Ribbon of Green plan advances the <i>ConnectEdmonton</i> goals of Healthy City, Urban Places, and Climate Resilience. + We are building a Ribbon of Green plan that will support public access and use while sustaining healthy and resilient ecosystems to ensure a vibrant river valley now and into the future. 	<ul style="list-style-type: none"> + Edmonton's river valley is the jewel of our city. We need to ensure any regulations developed for the area meet our balanced needs now and into the future. Your input will help determine how future development opportunities in the River Valley are evaluated.
Call to Action	Help shape the future of Edmonton's River Valley! Your participation will help shape the strategic direction for the future of the River Valley and inform how decisions are made for this integral piece of Edmonton's landscape.	

Reporting & Evaluation

REPORTING

A What We Heard Report will be developed for each phase and shared on the project webpage. This public-facing document will provide a clear, concise summary of the engagement input received in that phase, and a description of how it was used to inform project decisions and deliverables. These reports, along with detailed internal engagement summaries, will be used to inform and refine the subsequent phases of the project.

EVALUATION

Measuring the success of the project's public engagement will establish consistent alignment with the City's Public Engagement Guiding Principles and will help the team celebrate success and ensure continuous improvement.

Evaluation will occur on two levels: event-based and project-based. The project team and participants will be asked to complete evaluation forms after in-person/virtual workshops. These forms support consistent reporting for the City as a whole to be able to track progress and evaluate how the City is doing in their engagement activities. They are also helpful for the project team to be able to understand how the engagement is going and whether they need to make changes to make it more effective. These tools address both the team's evaluation of the event, as well as the participants'.

Event Evaluation: Each engagement event will be evaluated by the event lead to capture the successes and areas for improvement after each event.

Project Evaluation: The Participant Feedback form will be made available for participants at all engagement events, both in-person and digital. These measures of success are tied to the City's Public Engagement Policy.

A critical consideration to keep in mind is that "numbers" are not always the best indicator of success. Quantitative data can be useful to understand the reach of the project's communications and participation of different audiences, but often, the best information gathered and conversations had are with small groups of individuals. Qualitative data from targeted engagement can be more relevant and help improve the process in meaningful ways. A combination of both quantitative and qualitative data will be used to evaluate the project's success.

