

## 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	
<b>Name</b> <b>Date</b> <b>Location</b>	The Way Ahead Renewal Project February 13th - 26th, 2018 Santa Maria Goretti Centre, City of Edmonton Tower, Concordia University, Canadian Home Builders Association Office
<b>Contact information</b>	vision2050@edmonton.ca
<b>Level of public engagement</b>	
<b>Description</b>	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 sessions held between February 13th and February 26th.

Sessions were held from February 13<sup>th</sup> to 26<sup>th</sup>, 2018 with the following groups:

## Reporting Back

- City of Edmonton Volunteer Agencies, Boards and Commissions
  - Accessibility Advisory Committee
  - Child Friendly Edmonton Advisory
  - Early Learning and Care Committee
  - Edmonton Chamber of Voluntary Organizations
  - Edmonton Design Committee
  - Edmonton Federation of Community Leagues (EFCL)
  - Energy Transition Advisory Committee
  - ETS Advisory Board
  - Greater Edmonton Foundation Seniors Housing
  - Naming Committee
  - River Valley Alliance

*\*Please note the above list comprises the attendees, not the invitation list for the session*

- Canadian Home Builders Association
- NextGen and Youth Council
- Concordia Student Union Executives
- Social Service Agencies
  - Child Friendly Edmonton Advisory Committee
  - Family for Family Literacy
  - Early Childhood
  - 123 Grow
  - Childhood Development Coalition
  - ABC Head Start
  - Canadian Red Cross
  - Child Friendly Housing
  - Brent Arrow
  - Canadian Multicultural Education Foundation

## Reporting Back

*\*Please note the above list comprises the attendees, not the invitation list for the session*

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 five 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 were identified:

#### Vision

- **Identity, Passion and Language**

- The vision should be shorter and speak with passion.
- The vision could be for any city. We must examine what makes us unique, and ensure the vision reflects that.
- Words in the vision that participants are happy to see: "we city, not a me city", family friendly, racism-free, safe, inclusive, connected, creativity, culture, resilient, inter-connected.
- The vision draws attention to negatives, such as 'traffic congestion.' The vision should be presented in positive terms, instead of reinforcing the negative concepts.

## Reporting Back

*“We will adapt and grow despite...why was this framed negatively?”*

### Goals

- There are no people in the goals. We need to consider what it feels like to be a community member in Edmonton.
- The goals are disconnected from the vision.
- The goals of Healthy City and Urban Shift aren't clear.
  - “Inclusive city” needs to be defined to include all ages, cultures and types of families.
- **Arts and Culture**
- There is a strong creative and arts community in Edmonton missing from the vision and goals.
- **Connectivity**
  - If Edmonton were denser, than people wouldn't struggle to get around as much, and there would be more connectivity.
  - Urban isolation needs to be addressed by connecting people through good transit and creating a walkable city.

*“We are a community of communities.”*

### Inclusion

- Children are only mentioned as students. Education is part of who children are, but it is not their whole identity.
- The vision mentions Indigenous people at the beginning, but they should be highlighted throughout the document.
- Although some participants say that housing is currently affordable in Edmonton, affordable housing was identified as an important aspect of inclusion. It would be helpful to have a clear definition of what the term means. When we talk about affordable housing, it must be accessible and adaptable for all ages.

### Education is Quality of Life

- Education is only presented in the context of planning for the workforce. Edmonton is recognized for its choices for education, with four universities.
- Education enhances quality of life, not just employment—this should be recognized.

### Beyond City Limits

- Collaboration with neighbouring municipalities, the province, and the global community is missing.

## Reporting Back

*“Edmonton needs to be the stronghold of regional prosperity.”*

- 

### **Small Businesses Drive Edmonton**

- Edmonton has a thriving sector of small-medium businesses started by Edmontonians, which are not reflected.

### **Mental Health**

- A healthy population includes a holistic perspective, including mental as well as physical health.

### **City Outreach**

- Open and effective leadership should better explain how decisions are made and how the public is engaged.
- The city consults with citizens, but then doesn't follow up on what happened with the feedback.

### **River Valley is an Asset**

- The river valley is our biggest natural asset. It could have a stronger place in the vision and goals, as it was what our city was built around.

***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](http://www.edmonton.ca/publicengagement).