



APPROACH 1

Accountability: Connect citizens and government

Values

- Accountability (e.g., learning, tradition, transparency, two-way communication)

What can be done?

- Create a clearinghouse for information.
- Ensure that communication efforts are continuous and ongoing.
- Engage and educate citizens for input.
- Offer information about programs and services in different languages.
- Create an information and dialogue network with NGOs and religious organizations.

Benefits

- Possibility of consensus leading to fewer conflicts.
- Increased credibility and acceptance of decisions made by our elected representatives

Concerns

- Delays could occur while appropriate methods and strategies are planned for gathering informed opinion from citizens.
- Citizens could develop unrealistic expectations.

Possible trade-offs

- Time, energy, and money would be shifted from solving problems to talking about them.

APPROACH 2

Efficiency: Keep our city moving

- Efficiency (e.g., convenience, transformation, conservation, stewardship)

- Continue expanding the LRT.
- Increase parking rates and eliminate parking in certain dense areas, such as downtown.
- Encourage the use of other forms of transportation such as multi-use trails and dedicated bike trails.
- Expand and improve bus service.

- Fewer cars on the roads, less congestion and fewer accidents.
- Long-term economic savings.

- Personal safety and health risks at night and in cold weather.
- Changing attitudes is not easy and takes time.

- We would have to accept the disadvantage of not using roads for driving in a city in which winter weather can be harsh.

APPROACH 3

Equality: Create a great place to live for all citizens

- Equality (e.g., diversity, design, incrementalism, comfort)

- Identify and mitigate barriers to livability.
- Carry out a cleanliness audit and develop a sustainable year round strategy in concert with educational partners.
- Promote the image of our city and create an "Edmonton Image" campaign.
- Create and support an improvement strategy for each neighbourhood.
- Improve the availability and quality of housing.

- A clean, engaged, safe, and welcoming community.
- Individual and collective emotional wellbeing.

- Quality of life is subjective and therefore difficult to define in a diverse community.
- Restricting the development of single-family homes could end up increasing prices if the demand continues to rise.

- The benefits of this approach may be intended for all citizens. In practice they may be enjoyed by only some. Not everyone would view this as a fair arrangement.