

# THE CITY PLAN

## Phase II: Building Foundations (CR\_6407)

**November 13, 2018**

URBAN PLANNING COMMITTEE



**SHARE AND POST ON A STICKY NOTE**  
**WHAT YOU LOVE ABOUT EDMONTON**

Think about what Edmonton really means to you, and how you talk about it with friends or family who have never been to the city.

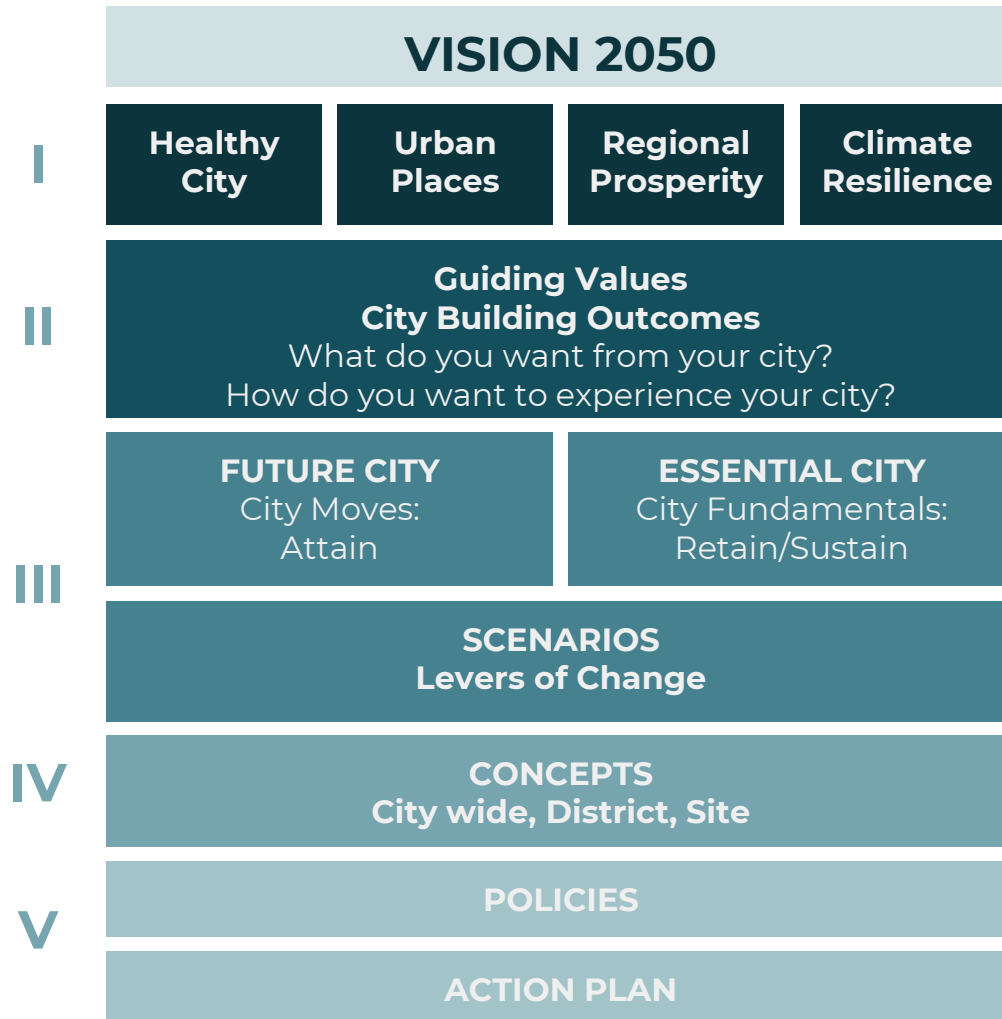
**What do you tell them is the best thing about our city?**

**What do you hope Edmonton still has when the population hits 2 million?**

# CONTEXT FOR CHANGE



## PLAN STRUCTURE



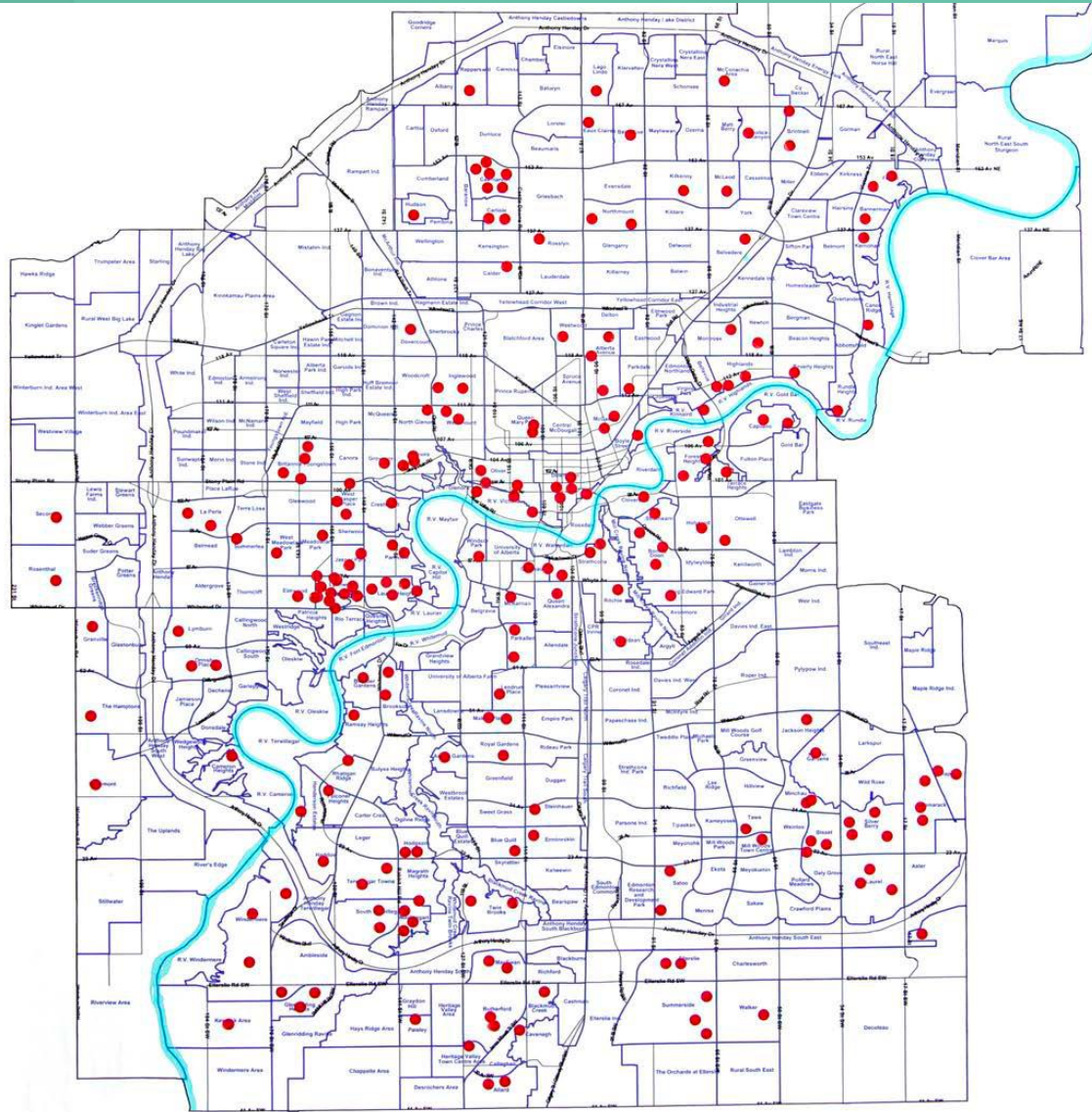
What **choices** do we need to make to be a healthy, urban, and climate resilient city of two million people that supports a prosperous region?



PUBLIC ENGAGEMENT: IN PERSON



# PUBLIC ENGAGEMENT: COVERAGE



# PUBLIC ENGAGEMENT: SOCIAL

## FACEBOOK LIVE



### DAY OF LIVESTREAM

- 4837 people reached
- 113 post engagements
- 60 positive reactions
- 1 negative reaction
- 40 comments
- 5 shares

### STATS TO DATE

- 19375 people reached
- 198 post engagements
- 92 positive reactions
- 3 negative reaction
- 95 comments
- 11 shares

## FACEBOOK



395,367  
IMPRESSIONS

190,708  
PEOPLE REACHED

869  
REACTIONS, COMMENTS  
OR SHARES

#8  
TOP FACEBOOK POST  
BY TOTAL VIDEO VIEWS  
IN 2018

## INSTAGRAM



200,345  
IMPRESSIONS

131,935  
PEOPLE REACHED

339  
REACTIONS, COMMENTS  
OR SHARES

#6, 7, 8  
FOR TOP INSTAGRAM POST  
BY TOTAL VIDEO VIEWS  
IN 2018

## TWITTER

Sep 2018 - 30 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 24.6K impressions

What does Edmonton's Future look like to you? What choices do we need to make to get there? We're asking Edmontonians what #EdmontonsFutures. Help write The #YEGCityPlan.

Share your voice. Shape our city. Here, or at our public engagement sessions: [edmonton.ca/thecityplan](http://edmonton.ca/thecityplan) #yegpic.twitter.com/ehyUPPUWDx



62,797  
IMPRESSIONS



UNIQUE CONTENT FEATURED  
ON @PLANEDMONTON

TOP TWEET WITH 8,612  
IMPRESSIONS

## REDDIT



ONE OF THE MOST  
SUCCESSFUL REDDIT  
ENGAGEMENT SESSIONS  
IN CITY OF EDMONTON  
HISTORY

376  
COMMENTS

LABELED A 'HOT'/'TOP'  
TOPIC FOR TWO DAYS

## EMAIL NEWSLETTER

EDMONTON'S  
FUTURE IS

The City Plan charts how we will build our future city to a population of two million people. It describes the choices we will make about how we build and move around the city. It is a plan for how, together, we will adapt, prosper and succeed as we grow from a big small city to a small big city.

### WHAT'S NEW?

THE CITY PLAN HAS ISSUED  
3  
NEWSLETTERS  
AND HAS  
260  
READERS

## TRANSLATING COUNCIL'S GOALS



## TRANSLATING COUNCIL'S GOALS



articulate how Edmontonians want to experience their future city



## TRANSLATING COUNCIL'S GOALS



## GUIDING VALUES

articulate how Edmontonians want to experience their future city



## CITY BUILDING OUTCOMES

describes what conditions will emerge in Edmonton's future when Council's four goals are actualized considering the residents' experience

## GUIDING VALUES &amp; CITY-BUILDING OUTCOMES



Urban Design principles - how Edmontonians can experience the built form



Data mining of Public Engagement - Vision 2050 and City Plan engagement to date



Evaluation of existing city policies, municipal best practices



Recognition of 'connective tissue' back to *The Ways*

## GUIDING VALUES

I want to **BELONG** and contribute

I want to **LIVE** in a place that feels like home

I want opportunities to **THRIVE**

I want **ACCESS** within my city

I want to **PRESERVE** what matters most

I want to **CREATE** and innovate



# CITY BUILDING OUTCOMES

	I WANT TO <b>BELONG</b> AND CONTRIBUTE	I WANT TO <b>LIVE</b> IN A PLACE THAT FEELS LIKE HOME	I WANT OPPORTUNITIES TO <b>THRIVE</b>	I WANT <b>ACCESS</b> WITHIN MY CITY	I WANT TO <b>PRESERVE</b> WHAT MATTERS MOST	I WANT TO BE ABLE TO <b>CREATE</b> AND INNOVATE
HEALTHY CITY	Edmonton fosters personal wellness and mental health by promoting connection for people of all ages and supporting those who feel isolated or vulnerable.	Edmontonians feel safe and secure in their communities and benefit from public spaces and infrastructure systems that support physical health.	Edmontonians are all Treaty 6 people who acknowledge and celebrate diverse cultures and welcome perspectives and experiences from around the world.	Edmonton encourages community participation through access to barrier-free spaces, facilities and transportation networks.	Edmontonians protect and steward the natural environment, local biodiversity, agriculture and food systems, and cultural landscapes.	Edmonton's communities are diverse, dynamic and support innovation and efficiency.
URBAN PLACES	Edmontonians are active in their community, events, connected to its diversity of people, and celebrate its heritage and image.	Edmontonians have the ability to live locally, in all seasons, with access to diverse and attainable housing options in communities that support their daily needs.	Edmonton's commercial areas support a diverse economy by attracting skills, talent and investment while supporting small business.	Edmontonians live closer to what they need and are supported by more walkable communities, safe bicycle routes, and greater connectivity across all travel modes.	Edmonton's river valley, natural environment, parks and open spaces are protected and expanded for future generations to connect with, explore and enjoy.	Edmonton is where creative spaces emerge and arts and culture flourish.
REGIONAL PROSPERITY	Edmonton's city design fosters a sense of place by celebrating our unique attributes, diversity and opportunities within the region.	Edmonton's infrastructure, businesses, schools, and services are sustainable, benefiting the city and region in turn.	Edmontonians have more opportunities, support, and incentives to develop and contribute to a growing, sustainable economy.	Edmonton's transportation system connects residents and businesses, creating opportunities and supporting partnerships throughout the region.	Edmontonians invest in the maintenance and care of regionally significant ecological assets, natural resources, and infrastructure services.	Edmontonians are creative, develop and invest in new ideas and sectors that contribute locally and are recognized globally.
CLIMATE RESILIENCE	Edmontonians demonstrate shared leadership as stewards of their environment and investors in their community.	Edmonton is a leader in sustainable community design, development and living.	Edmonton supports a diverse economy by embracing services and technologies adaptable to the impacts of climate change.	Edmontonians benefit from improved public transit and high-quality active transportation networks which reduce GHG emissions.	Edmonton's natural and physical systems ensure security and resilience against extreme weather events and other environmental hazards.	Edmonton uses its economic strength to foster innovation in technology, lead new initiatives and strengthen its future prosperity.

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# CITY BUILDING OUTCOMES





THANK-YOU

Edmonton

