

Terms of Reference: Winter Cities

Council Term:	2017-2021 Council Term
City Council Sponsor(s):	Councillor B. Henderson
Supporting Department:	Citizen Services
Administration Lead:	Rob Smyth / Jackie Foord
Initiative Status:	Existing

Mandate

This initiative will continue to implement the WinterCity Strategy, transforming Edmonton into a great winter city. The strategy has four pillars: Winter Life, Winter Design, Winter Economy, and Our Winter Story. Implementation of the strategy is in its fifth year of a ten-year timeframe, 2013-2023.

Desired Outcomes

- Outcome #1: Edmontonians have more opportunities to play and be active outside and are able to get around using active transportation modes.
 - Continue to support community groups organizing outdoor events and activities.
 - Provide support to increase the number of winter cyclists in Edmonton.
 - Increase cross-country ski trail connectivity.
- Outcome #2: Streets and open spaces are vibrant, attractive, and enjoyed year-round.
 - Host a number of educational events and activities on winter design.
 - Incorporate winter design principles into revised Zoning Bylaw.
 - Complete the Integrated Lighting Strategy.
- Outcome #3: Edmonton provides support to the growth and sustainability of local and emerging winter festivals, winter businesses, and business in winter time.
 - Facilitate winter-focused local economic development initiatives in Edmonton.
 - Continue to work with winter festivals to address festival capacity and sustainability.

Existing Related Corporate Programs

- Art of Living Strategy Update
- Light Efficient Community Guidelines
- Pilot project for lighting heritage buildings
- Downtown Public Places Plan
- River Valley Ice Strategy
- RECOVER: Edmonton's Urban Wellness Plan
- Zoning Bylaw Update
- Child Friendly Edmonton
- Age Friendly Edmonton
- Snow and Ice Control Policy Update

Timelines

- The work plan will be presented to City Council on June 12, 2018.
- This Council Initiative will report to the Community and Public Services Committee twice a year, with the exception of the final year in which the second report will be made to City Council.

Key Stakeholders

- Edmonton Federation of Community Leagues
- Edmonton Tourism
- Winter Festival Producers
- Paths for People and Edmonton Bicycle Commuters
- Edmonton Arts Council

Financial Implications

Any estimated financial and human resources for future work will be identified in the work plan that will be presented to City Council on June 12, 2018.