

Learning and Exploring Opportunities Engagement Summary

124 Street Business Improvement Area Alley Renewal

January – February 2024

ADVISE

The 124 Street Business Improvement Area (BIA) Alley Renewal Project Team organized the following opportunities for community members to **ADVISE** us on how the alleys are currently being used and how they can be improved, including identifying opportunities to enhance safety and ease of movement.



In-person community event

On February 1, 2024, we hosted a community drop-in event where the Project Team introduced the Alley Renewal project, met community members and shared project information.

We asked participants to share how they use the alleys in the project area and provide feedback through a printed feedback form, interactive activities or the online survey.

20 participants



Survey

An online survey was available to the public from January 29 to February 12, 2024, asking participants to share feedback on how they use the alleys in the project area.

Over 240 survey responses



How we communicated

- + Nine A-frame signs
- + 78 posters delivered to businesses
- + 6,000+ postcards delivered
- + 94,635 social media ad views
- + 1,613 unique views on the project webpage

The Project Team will provide a **What We Heard** report later in 2024.

For more information and updates on 124 Street BIA Alley Renewal, please visit edmonton.ca/124StreetBIAAlleyRenewal.

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SHAPE OUR CITY

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