



The Parkallen Corner Store Improvements project team organized the following opportunities during the Exploring Opportunities stage. Participants were invited to ADVISE the project team to inform their understanding about the community's needs, enhancement opportunities and ideas for the Parkallen Commercial Area.

In-person meetings

In April and May 2025, the project team held in-person meetings with business owners, property owners and the Parkallen Community League. These "walk-and-talk" sessions allowed participants to share their concerns and ideas while moving through the commercial area.

————— 17 participants —————

Online engagement

The survey asked participants how they travel to the area, what prevents them from visiting more often, what improvements they would like to see and what they value most about the Parkallen Corner Store area.

————— 389 participants —————

How we communicated

- Project web page updates
- Social media ads
- Three lawn signs, one road sign and several posters placed in the commercial area
- Email notifications to interested parties and community groups
- Direct outreach to local businesses and property owners
- 1,516 postcards delivered to
- 10 targeted letters and posters delivered to businesses

The project's online communications methods received:

- 1,104 views on Engaged Edmonton
- 874 unique visitors
- 1,718 visits to the Edmonton.ca project web page
- 1,201 clicks on the Facebook and Instagram ad

The project team will provide a **What We Heard** report and will engage again about design options in summer 2025.

For more information and updates on the Parkallen Corner Store Improvements, please visit **edmonton.ca/ParkallenCornerStore**.