

Wîhkwêntôwin ᐃᓄᓐᓂᓄᓐ (Oliver) Neighbourhood Renewal Exploring Options and Tradeoffs Round 2

Engagement Summary | November/December 2024

REFINE

The Wîhkwêntôwin ᐃᓄᓐᓂᓄᓐ (Oliver) Neighbourhood Renewal Project Team organized a number of public engagement opportunities during the Exploring Options and Tradeoffs Round 2 project stage. Community members provided valuable feedback on what they like and what could be improved about design options for identified opportunity areas in the neighbourhood.



Public engagement events

Public engagement events were held on Thursday, November 28 and Saturday, December 7, 2024 at the Foundry Room at Oliver Exchange and Holy Child School respectively. Round 2 design options were shared and participants were encouraged to provide feedback by writing comments on sticky notes and attaching them to display boards featuring the design options. Hundreds of comments were received.

75 participants



100 Avenue Virtual Event

A virtual event was held specifically to provide information and answer questions on the design options for 100 Avenue from 121 Street to 109 Street. The webinar-style event was hosted on the Zoom platform on Wednesday, November 27 from 6:30 p.m. to 7:30 p.m.

37 attendees

Survey



An online survey was available for the public to complete from November 14 to December 13, 2024. The Canada Post strike delayed the delivery of communication materials to the neighbourhood, so the survey was extended to January 16, 2025. The survey asked participants what they liked and what could be improved about each of the design options.

A paper survey was available by request and completed by a few community members.

333 respondents

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Interested party meetings

During this engagement period, 12 meetings were held with property owners, churches and interest groups to share design options and gather feedback.

- + Averton - November 21, 2024
- + YEG Bike Coalition - December 4, 2024
- + Wihkwêntôwin ᐃᓪᓱᓪᓴᐃᓪᓴ Community League - December 4, 2024
- + Paths for People - December 6, 2024
- + Beljan Development - December 6, 2024
- + Wihkwêntôwin ᐃᓪᓱᓪᓴᐃᓪᓴ School / Edmonton Public School Board - December 9, 2024
- + Bike Edmonton - December 9, 2024
- + Connely McKinley Limited - December 10, 2024
- + Covenant Health - December 11, 2024
- + 124 Street & Area Business Association - December 13, 2024
- + Property Owner - 10303 124 Street - January 15, 2025
- + First Capital Property/Longstreet Shopping Centre - January 17, 2025

12 interested party meetings



How we communicated

We asked community members to visit the project web page to access information about the project and the engagement opportunities. Other tools to promote the engagement opportunities included:

- + 21,003 direct mail newsletters (delayed due to Canada Post strike)
- + 21,003 direct mail postcards (delayed due to Canada Post strike)
- + Six road signs
- + 40 yard signs
- + 20 pole signs
- + 50+ posters
- + 12 A-frame signs
- + 2,162 clicks on the Facebook and Instagram ads
- + 300 postcards delivered to coffee shops and placed on cars in neighbourhood
- + An email was sent to residents who signed up for email updates
- + An letter explaining the engagement opportunities was sent to project interested parties
- + Project Team members responded to email and phone inquiries
- + 20 additional yard signs were used to communicate the extension of the online survey

4,578 web page views

A What We Heard Report summarizing all feedback from **Exploring Options and Tradeoffs** Round 1 and Round 2 will be available in June 2025.

For more information and updates on Wihkwêntôwin ᐃᓪᓱᓪᓴᐃᓪᓴ Neighbourhood Renewal, please visit: edmonton.ca/BuildingWihkwentowin.

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