

WHAT WE HEARD

JASPER PLACE ARP PUBLIC CONSULTATION SURVEY

The City of Edmonton is committed to engaging citizens in decisions that could affect them, as set out in Policy C513: Public Involvement. As such, the City organized a number of activities throughout the ARP process for community members to provide their input on the ARP.

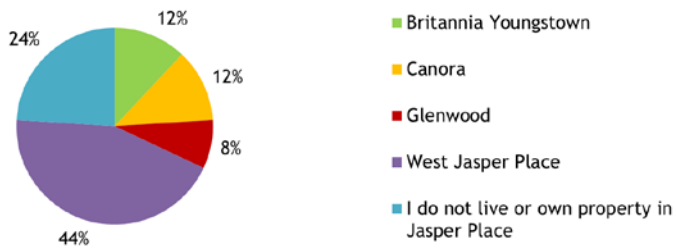
We requested your feedback about our engagement process for the Jasper Place ARP through an online survey from November 5 to December 13, 2015. This report summarizes the comments we received, which included a range of different views.

We're grateful for the time and energy that community members dedicated to the ARP process. We will use the information gathered to help us improve our practice and meet the different needs of all of our stakeholders when we undertake engagement activities for future projects.

OVERVIEW

Who we heard from

We received 25 responses to our online survey, broken down by neighbourhood as shown in the graph below.



Engagement Activities

Our survey asked which engagement activities community members were aware of and participated in. This information will help us to improve our communication about engagement opportunities, and understand which activities different community members are interested in.

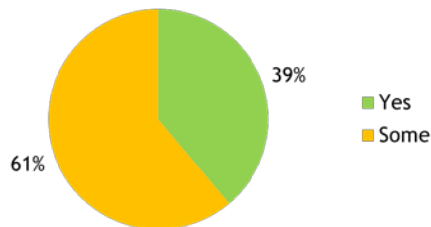
- There was highest awareness about the project website, online surveys, email distribution list, and open house events.
- The highest participation was in online surveys, the email distribution list, and open houses.
- There was high awareness, but low participation in the Executive Committee meeting and Council Public Hearing.
- The lowest participation and awareness was for the Learning Scenarios activity and ARP booths at community events.

Further detail on the perception of engagement activities is provided on the following pages.

PROJECT WEBSITE

72% of survey respondents visited our project website.

Did you find the information you were looking for?



“Thorough and easy to understand”

“Needs a complete do-over - larger font, information presented in a clear, logical manner.”

Things people liked about the website:

- Information presented well
- Kept people informed
- Images helped show proposed changes

Things people didn't like about the website:

- Information was difficult to find
- Sometimes information was not available in a timely manner
- Perception that staff withheld documents that were part of the supporting information for the ARP

Suggestions for improvement:

- Larger font and more clarity in how information is presented.
- More complete, meaningful and respectful responses to resident concerns

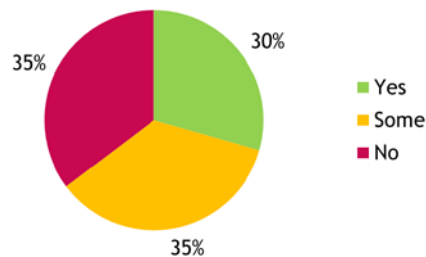
OPEN HOUSE EVENTS

68% of survey respondents attended open house events for the Jasper Place ARP.

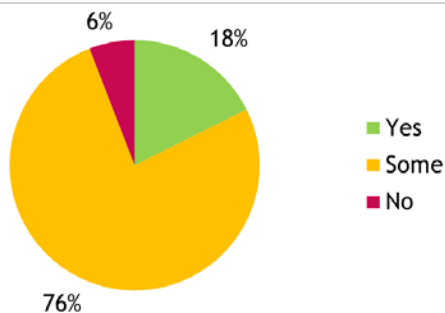
Of those, 65% attended more than two, 18% attended two, and 17% attended one open house.

Most people found out about open houses through our road signs and email notification.

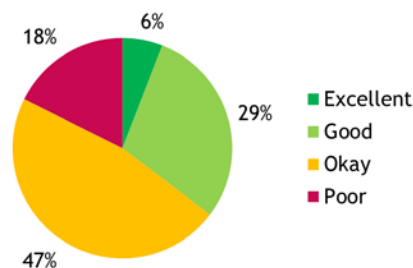
Did our open house events provide the feedback opportunities you were looking for?



Did the open house events provide the information you were looking for?



How would you rate our open house events?



“The displays were well positioned around the room and there was easy access to the project folks. They were very well versed on the project details and made time to answer questions.”

“I think that some people were there just to vent and did not believe that they had the power to change any of the project outcome.”

“Disappointed to observe a dismissive attitude that was expressed openly by some of the staff, towards residents that were concerned or asking questions.”

“I commend you for trying to improve things in my neighbourhood.”

Things people thought worked well about the open houses:

- Convenient and accessible venues with parking
- Information presented clearly
- Neighbourhood by neighbourhood information well explained and illustrated
- City staff and Council members available to speak to
- Opportunity to share comments on a bulletin board

Things people thought did not work well about the open houses:

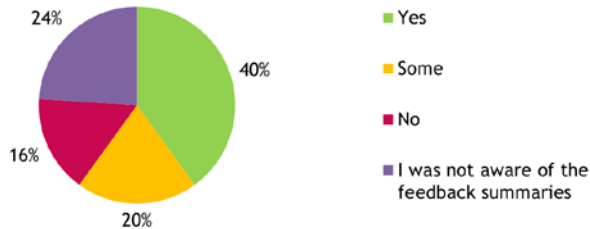
- Presentation visuals were hard to see (font too small, colours unclear)
- Not enough copies of the draft ARP available
- Some questions were not answered
- Too little verbal information, too few opportunities for interaction among community members
- Group activities
- Poor facilitation
- Perception that some participants were there just to vent
- Perception that Council and City staff had already made decisions, and didn't meaningfully consider different ideas

Additional feedback about the open houses:

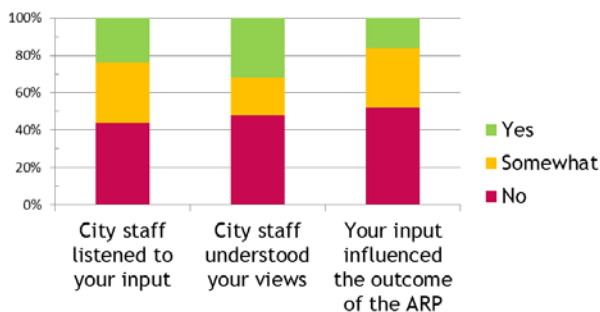
- City staff should listen to citizen input and provide meaningful and respectful responses to questions and concerns
- City staff should clearly state that community member input is important to the ARP process
- City staff should accept negative feedback graciously
- Open houses should be held on two or three different days and times

LISTENING AND RESPONDING TO FEEDBACK

Did you review the feedback summaries that we provided following engagement events?



Do you feel that we listened to and understood your views, and that your input influenced the outcome of the ARP?



“The bottom line is city council is in charge and they need to ensure that administration follows their policies.”

“My years of feedback to planning staff fell on deaf ears until I was able to engage Councillor Knack.”

“I think your staff at the open house sessions were very good at receiving feedback and had a positive outlook.”

Feedback about how we listened and responded to public input:

- Public engagement is not worthwhile, because decisions were already made, and City staff didn't listen or respond
- City staff tried to guide participants to the City's point of view, and feedback summaries misrepresented input as aligning with the City's position
- Administration ignores Council policies they don't like
- Engagement is not meaningful if ideas that do not align with existing citywide policy are not considered as options
- Valid concerns were not addressed adequately
- Residents should have had more input into the Stony Plain Road streetscaping
- It would have been better to do individual ARPS for each neighbourhood
- Councillors did not listen to all citizen presentations at the Public Hearing

Suggestions for improvement:

- Start public engagement early in the process, and begin by just listening, not trying to influence people
- Ensure presentation visuals are clear and legible
- Share feedback results by showing proportions for different responses
- Provide more opportunities for input (rather than information out) at open houses
- Provide a number of options for streetscaping and let the public pick the best design
- Recognize that residents know best what their communities' issues are and how they should be addressed
- Really listen and act on community feedback; do not make decisions ahead of the engagement process

THANK YOU!

Thank you for contributing your time and energy to the Jasper Place ARP. Community knowledge and insight is crucial to building a successful vision for the future, and the ARP process wouldn't have been possible without your contributions.

We're grateful for your feedback about what worked well and what we could do differently next time, and will use these learnings to support continuous improvement in public engagement and future projects.