

# WHAT WE ARE HEARING







# 1.0

## EXECUTIVE SUMMARY

As Edmonton verges on becoming a city of one million people, we need to look forward. We need to be ambitious in our outlook and clear in our intention. As Edmontonians, we make things happen; it is that drive that will push us beyond what we are today and help us plan and define our city at two million people. Because, like you, other people want to make Edmonton home. Edmonton is ours. We need to plan together for the two million people who will choose Edmonton.

The City Plan is about our people today but also about the people who are not yet here. It is about the young who will grow old in our community. It is about babies that are yet to be born. It is about the people who make up this place – the Indigenous peoples, newcomers, settlers, investors, longtime residents and visitors. It is also about our spaces and places and how we move around the city. It is about our community and what we will need to do to together to grow, adapt and succeed in a resilient future city.

The City Plan is about making choices together. What do we want our city to be? How can we build better connections? Who will we become?

Public consultation has started and Edmontonians are answering those questions and telling us what they value about our city.

# 2.0

## THE CITY PLAN

Vision 2050 is the aspirational description of where Edmonton wants to be in the future. Four goals and one principle were approved by Council in June, 2018. The City Plan will help realize those goals. It is the physical growth plan that puts Council's four goals into action on the ground. It talks about our future transportation needs and how things will be built in our city. It outlines, broadly, how we will steward our existing natural and social assets and considers how emerging technologies like autonomous vehicles might change our mobility patterns in the future. It isn't about today, but it is about many years in the future, and the many different steps we will need to take along the way to realize our future city. The City Plan is about building on the many assets we have inherited as a community of one million people, and getting ready to become the city we want, can, and will be, as our population doubles. It starts now.



# 3.0

## HEARING FROM EDMONTONIANS

It is critical to ensure the voice of Edmontonians is heard through the development of The City Plan. The current phase of the project included an integrated engagement, marketing and communications strategy.



### Communications and Engagement Outcomes

- Public feels they have the opportunity to contribute to City Plan decisions
- Public understands how their input informs decisions
- City Plan project team has meaningful data to use in City Plan decisions
- Council is pleased with the level of engagement for City Plan
- Edmontonians will have opportunities to participate in public engagement

The engagement activities for Phase II of The City Plan, summarized in this report, fall primarily in the 'refine' element of the Public Engagement Spectrum. Communications with the public was continuous through out Phase II.



# 4.0

## ENGAGEMENT APPROACH

### The Question

What choices do we need to make to be a healthy, urban, and climate resilient city of two million people that supports a prosperous region?

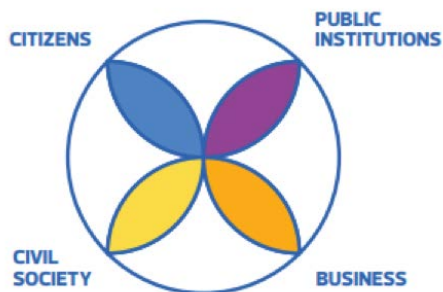
This is the question that is driving the development of The City Plan. While the City of Edmonton needs a plan with clear choices to guide its decision-making over the coming years, The City Plan is not solely a plan for municipal government. It is a plan for the entire city, affecting everyone across the community. It is a plan that will shape and reshape who we are and the city we make for ourselves: physically, socially, culturally and economically. As we add a million people, Edmonton won't be the same place. We have choices to make – what will we choose?





## Approach

The City Plan will guide where and how Edmonton grows physically, economically, ecologically, socially, culturally. We recognize there are many systems, directions and policies that work together to build and care for our city. The City Plan needs to consider a full range of perspectives to ensure that it is responsive to the needs of the city. To do this, the engagement methodology is structured to incorporate four perspectives:



Source: Dr. Marilyn Hamilton, *The Integral City Model*

As the whole city system makes the city--citizens, civil society, the businesses and public institutions--the whole system will contribute to what the collective city is reaching for. The City Plan is a plan for the whole city, not a "city hall plan".

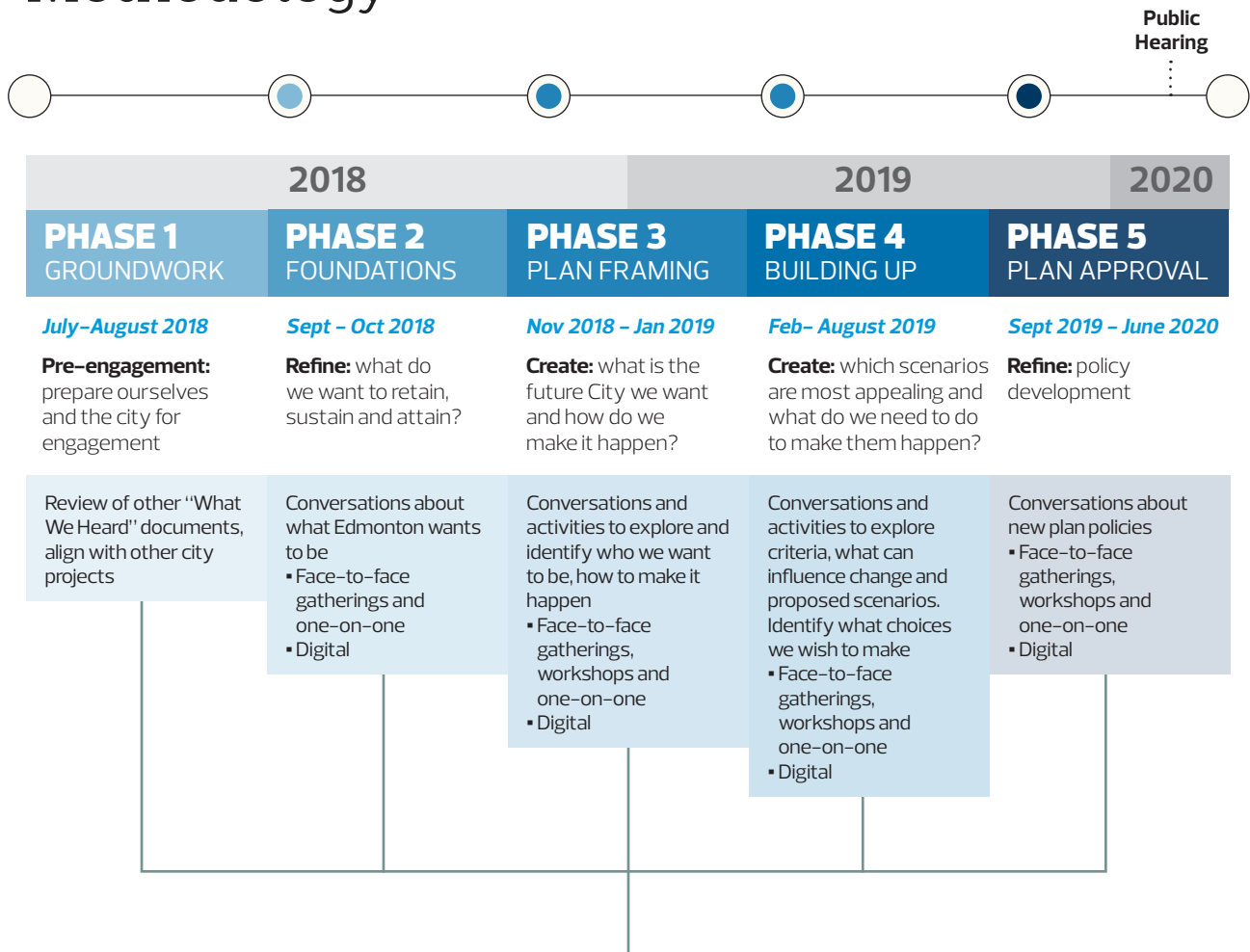
The purpose of Phase II engagement was to lay the foundation for future phases of engagement and understand what Edmontonians want to retain, sustain and attain in Edmonton as we plan for a community of two million people. At this stage, engagement activities have not differentiated the perspectives of citizens, civil society, businesses and public institutions.

In Phases III and IV of The City Plan engagement, activities and feedback summaries will reflect all four perspectives – citizens, civil society, businesses and public institutions – allowing each to be heard clearly, and enabling wise integration of varied ideas and values.

The engagement processes for the Mature Neighbourhood Overlay and the creation of the Infill Roadmap 2.0 used this model successfully.

Formal presentations to City Council with opportunities to hear presentations from the public

# Methodology



## Principles of Engagement Activities

### Each phase of engagement, and the design of each activity, will:

- Demonstrate to Edmontonians that The City Plan is their plan, and that input will impact decision-making in The City Plan process
- Create places where the community can interact with high-level, long-term, city-wide planning ideas and information in tactile and technical ways
- Create places for gathering diverse feedback from the community about our city
- Engage at multiple scales (such as, metro, district, local)
- Engage the whole city system (citizens, community organizations, the business community and public institutions)
- Ensure The City Plan incorporates the Vision 2050 goals
- Report back to the community in clear ways about what they have said



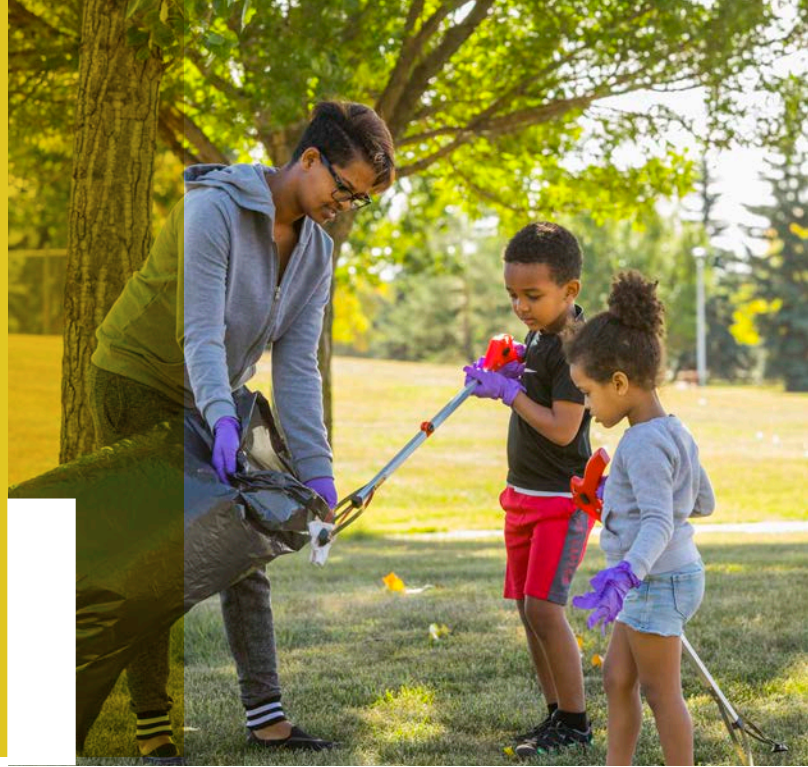
# 5.0

## WHAT WE HEARD

### Vision 2050 Foundations

Foundational to The City Plan are Council's four goals – Healthy City, Urban Places, Regional Prosperity and Climate Resilience – and one principal “connected.” This link to the four goals provided the administration the opportunity to use Vision 2050 engagement data as a starting point for conversations with residents.

To date, there are approximately 4000 individual engagement records from Vision 2050, gathered by consulting with residents and numerous stakeholders over a two-year period. If the four goals are foundational to our plan, the engagement needs to be as well. This data, alongside the current City Plan engagement, provided the foundation for the City Plan's guiding values and city-building outcomes.

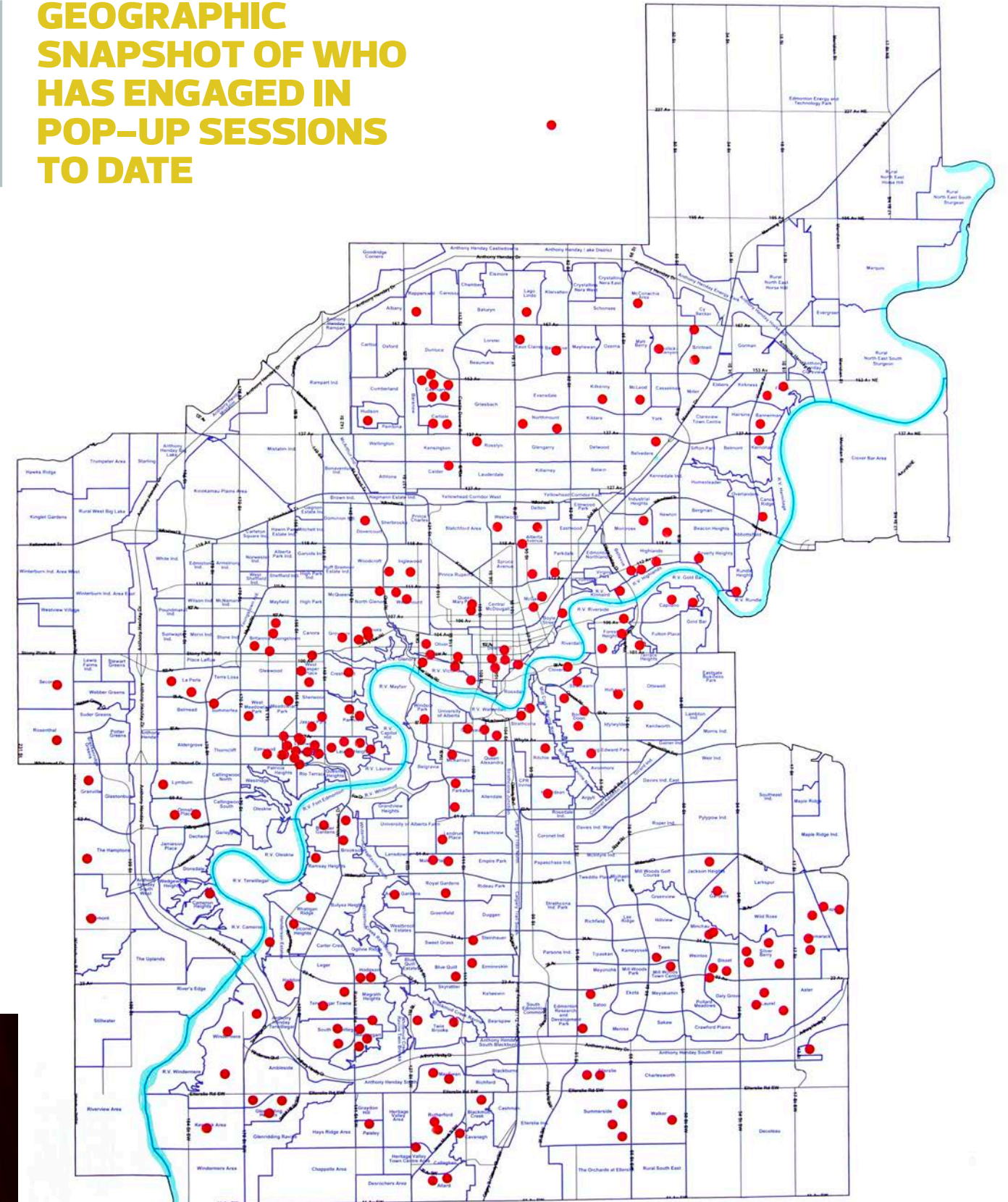


# WHAT WE ARE HEARING

Engagement is taking place in September – November 2018. At the time of writing, seven face-to-face events, and a series of social engagement activities have taken place.



# GEOGRAPHIC SNAPSHOT OF WHO HAS ENGAGED IN POP-UP SESSIONS TO DATE



# 6

**ENGAGE EDMONTON EVENTS**

(October – November 2018)

Talking to residents

# 7

**POP-UP SESSIONS**

750+ RESIDENT ENGAGEMENTS  
(September 2018)

# 300

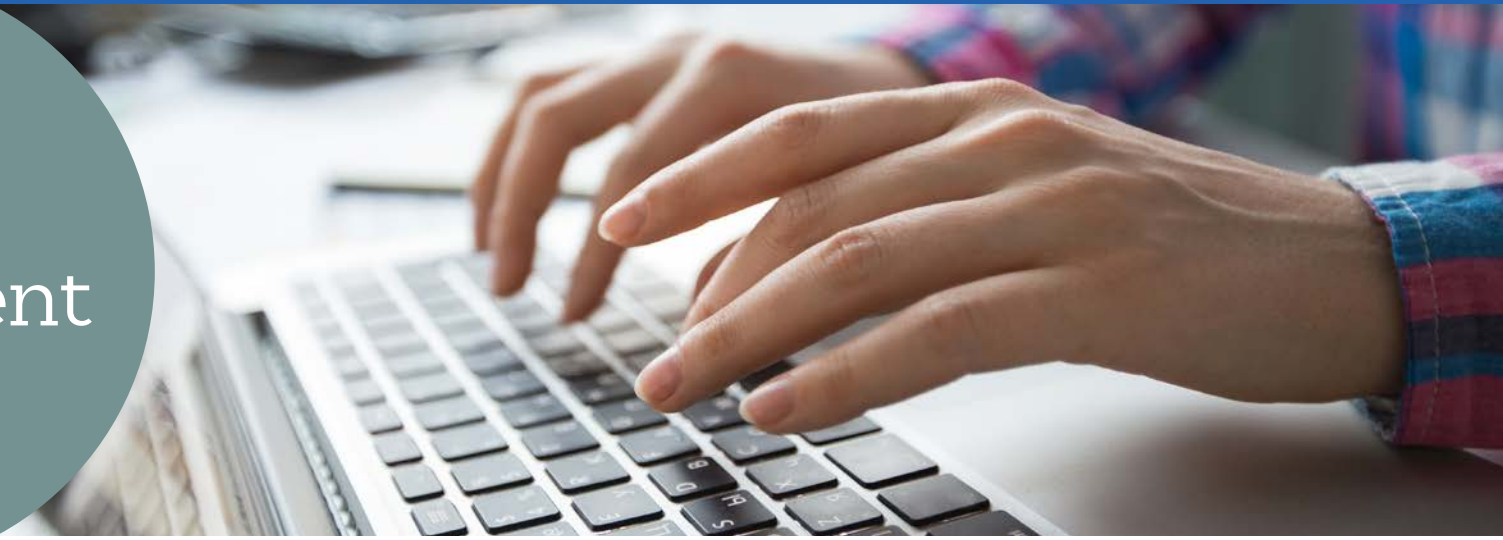
elementary school students engaged through City Hall School Read-in week activities  
(October 2018)

# 9

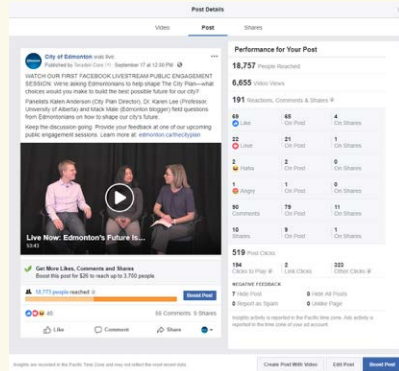
**PRESENTATIONS OR MEETINGS** with community groups to generate project awareness



# Social engagement



## FACEBOOK LIVE



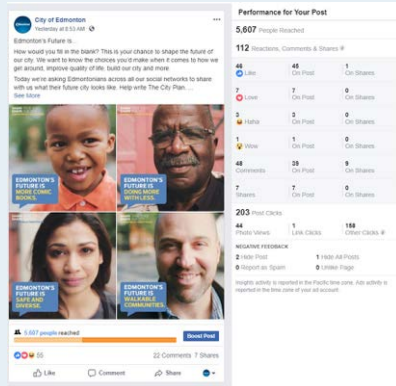
### DAY OF LIVESTREAM

- 4837 people reached
- 113 post engagements
- 60 positive reactions
- 1 negative reaction
- 40 comments
- 5 shares

### STATS TO DATE

- 19375 people reached
- 198 post engagements
- 92 positive reactions
- 3 negative reaction
- 95 comments
- 11 shares

## FACEBOOK



- 395,367 IMPRESSIONS
- 190,708 PEOPLE REACHED
- 869 REACTIONS, COMMENTS OR SHARES

#8 TOP FACEBOOK POST BY TOTAL VIDEO VIEWS IN 2018

## INSTAGRAM



- 200,345 IMPRESSIONS
- 131,935 PEOPLE REACHED
- 339 REACTIONS, COMMENTS OR SHARES

#6, 7, 8 FOR TOP INSTAGRAM POST BY TOTAL VIDEO VIEWS IN 2018

## TWITTER

Sep 2018 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 24.6K impressions

What does Edmonton's Future look like to you? What choices do we need to make to get there? We're asking Edmontonians what #EdmontonsFutureIs. Help write The #YEGCityPlan.

Share your voice. Shape our city. Here, or at our public engagement sessions: [#yegpic.twitter.com/ehyuPPUWDx](http://edmonton.ca/thecityplan)



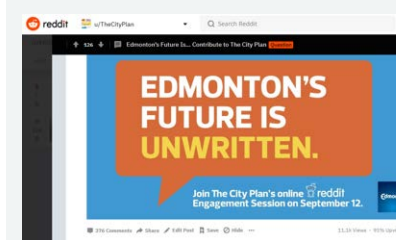
62,797 IMPRESSIONS



UNIQUE CONTENT FEATURED ON @PLANEDMONTON

TOP TWEET WITH 8,612 IMPRESSIONS

## REDDIT



ONE OF THE MOST SUCCESSFUL REDDIT ENGAGEMENT SESSIONS IN CITY OF EDMONTON HISTORY

376 COMMENTS

LABELED A 'HOT'/'TOP' TOPIC FOR TWO DAYS

## EMAIL NEWSLETTER



The City Plan charts how we will build our future city to a population of two million people. It describes the choices we will make about how we build and move around the city. It is a plan for how, together, we will adapt, prosper and succeed as we grow from a big small city to a small big city.

### WHAT'S NEW?

THE CITY PLAN HAS ISSUED 3 NEWSLETTERS AND HAS 236 READERS



# 6.0

## GUIDING VALUES

Articulates how Edmontonians want to experience their future city.

- I want to **BELONG** and contribute
- I want to **LIVE** in a place that feels like home
- I want opportunities to **THRIVE**
- I want **ACCESS** within my city
- I want to **PRESERVE** what matters most
- I want to be able to **CREATE** and innovate



The City's Analytics Centre of Excellence helped analyze engagement data from Vision 2050 and The City Plan using a natural language processing program to mine data against each of Council's four goals. Those four individual data sets were then mined against each of the six guiding values.

Common themes emerged from the analysis of data that began were crystallized into 24 city- building outcomes, unique to each intersection of a goal to a single value, and unique to Edmonton.

[See Vision 2050 themes on the following page.](#)



# VISION 2050 THEMES

## HEALTHY CITY + BELONG

- Healthy city/healthy communities/healthy people
- Inclusive of diverse people (seniors, newcomers, families, indigenous peoples, women, sex and gender minorities, people with disabilities)
- Communities support physical and mental health
- Help our vulnerable populations (focus on homelessness)
- Safe communities
- Vibrant and inclusive communities
- Protect and connect to natural environment

## HEALTHY CITY + LIVE

- Safety
- Access to recreation and leisure
- Vibrant city
- Affordable city / affordable housing
- Housing and amenities for seniors
- Job opportunities

## HEALTHY CITY + THRIVE

- Strong, diverse economy
- Citizens are productive and self-supporting
- Support those who need help
- Engaged citizens, engaged communities
- Affordability and choice in education

## HEALTHY CITY + ACCESS

- Access to leisure and recreation
- Barrier-free spaces
- Welcoming attitudes encouraging community participation
- Access to mental health services
- Prioritize active transportation
- Access to affordable childcare

## HEALTHY CITY + PRESERVE

- Protect the natural environment / stewards of nature
- Protect and restore agricultural land
- Cultural diversity
- Healthy city

## HEALTHY CITY + CREATE

- "Healthier citizens overall make for a happier, more dynamic, creative, productive community"
- Sustainable development for future generations
- Engaged citizens
- Cultural diversity
- Economic diversity

## URBAN PLACES + BELONG

- Sense of community / community feel
- Urban isolation / mental health
- Community design/aesthetic quality / identity
- Community /neighbourhood level hubs/centres
- Affordable housing /end poverty
- Celebrate what makes Edmonton unique in an authentic way (multiculturalism, history, river valley)
- Local goods/business
- Attractive to tourism
- Diversity (family friendly, seniors, ages, cultures)

## URBAN PLACES + LIVE

- Family friendly /multigenerational/aging in place
- Move through the city quickly and affordably
- Walkability
- Local business /entrepreneurs
- Housing options/affordability
- Diverse multicultural activities
- Infrastructure that supports physical and social well-being
- Variety of activities and amenities
- Sustainability
- "a livable city is less about legacy projects, more about access and amenities for citizens"

## URBAN PLACES + THRIVE

- Sustainable growth and development / efficient use of resources
- Equitable opportunity
- support /encourage /incentivize local /small business /services /goods /entrepreneurs
- Diversify economy
  - Technological hub
  - Science research and innovation
  - Environmental innovation /energy transition /green city
  - Creative economy
- Develop /revitalize downtown
- Retain talent

## URBAN PLACES + ACCESS

- Increase density to support mass transit
- Pedestrian friendly /walkable communities
- Safe pedestrian and bike routes
- Safe public transit
- Efficient transportation
- Provide transportation choice (options other than driving)
- Larger bike network
- Larger public transportation network
- Affordable public transportation
- Improve connectivity within and between modes

## URBAN PLACES + PRESERVE

- Preserve our natural environment and greenspaces, particularly the river valley
  - Keep it as natural as possible
  - Protect local wildlife
- Preserve communities /neighbourhoods
- Sustainable and efficient use of resources
- Preserve historical assets (buildings/sites), cultural heritage
- Preserve soil /agricultural land
- Preserve indigenous heritage (placenames, art, land acknowledgement)
- Maintain existing infrastructure (buildings, transportation, green systems)

## URBAN PLACES + CREATE

- Innovative transportation, environmental protection, technology
- Creative economy
- Sustainability (economy and ecology)
- Tech hub, city wide technology, green technology
- Promote local goods and services
- Attract entrepreneurs and business with our culture
- Post secondary to attract and retain people, create a "home grown" advantage
- International recognition and attractiveness
- Partner with business/private sector

## REGIONAL PROSPERITY + BELONG

- Celebrate local history and connections to our province and country
- Celebrate local arts and culture
- Indigenous leadership, acknowledge Treaty 6
- Partner with other Alberta communities
- Be an attractive, inclusive city for newcomers

## REGIONAL PROSPERITY + LIVE

- World class infrastructure
- Economic sustainability
- Environmental sustainability
- "Prosperity for all", prosperity equals jobs and investment opportunities
- Equitable access to services and amenities
- Celebrate arts and culture
- Sustainable community, ecology, economy
- Balance urban core with surrounding area
- Food security
- Plan for aging population

## REGIONAL PROSPERITY + THRIVE

- Global recognition, global competitiveness
- Attract business to the region
- Economic diversity
- Diverse leadership, Indigenous leaders

## REGIONAL PROSPERITY + ACCESS

- Increased connectivity creates new opportunities
- Equitable access through design (year-round)
- Opportunity for best in class transportation infrastructure
- Opportunity for partnerships with municipalities for efficient transit throughout the region
- Regional integrated mass transit system (and beyond, to Calgary)

## REGIONAL PROSPERITY + PRESERVE

- Economic and ecological sustainability
- Local ecology (e.g., river valley)
- Non traditional industries which have benefited from investment, like recycling and AI.
- Maintain current road and sewer infrastructure
- Local culture

## REGIONAL PROSPERITY + CREATE

- Invest in alternative industry sectors and sustainable resources
- Invest in technology
- Systems thinking
- Develop arts sector
- Opportunities for entrepreneurship

## CLIMATE RESILIENCE + BELONG

- Shared environmental stewardship / environmental responsibility
- Leadership for environmental issues
- Community investment in renewable energy

## CLIMATE RESILIENCE + LIVE

- Edmonton is an example of /leader in sustainable living
- Meeting Paris Agreement targets
- Urban agriculture, food security, water security, local food production
- Community efforts (e.g., community solar initiatives, permaculture, net zero, reduced ecological footprint, rapid transit, walkability)

## CLIMATE RESILIENCE + THRIVE

- Diverse and resilient economy
- Insulate economy from effects of climate change
- Edmonton shows environmental leadership
- Transition energy source from fossil fuels to renewables
- Food security
- Support for innovation around green technologies / initiatives
- Sustainability

## CLIMATE RESILIENCE + ACCESS

- Improve public transit system
- Cycling and pedestrian infrastructure
- Energy transition away from fossil fuels
- Maintain existing /basic infrastructure
- Embrace new & green technologies (e.g. electric vehicles, autonomous vehicles)
- Reduce greenhouse gas emission

## CLIMATE RESILIENCE + PRESERVE

- Environmental conservation /protection / preservation of natural areas
- Maintain economic growth despite environmental change
- Renewable resources
- Maintain existing infrastructure
- Food and water security

## CLIMATE RESILIENCE + CREATE

- Foster innovation in green technology
- Be a leader in environmental initiatives
- Improve renewable /green energy technology
- "Use current economic strength to build future economic strength"

# CITY PLAN ENGAGEMENT THEMES

## I WANT TO **BELONG** AND CONTRIBUTE

- Citizens are engaged in decision making, there is a sense of ownership in our city
- Support diversity of cultures, equity across the city (including gender equity, geographical equity, indigenous, newcomer and ethnic communities)
- End poverty, everyone has access to accessible and affordable housing
- Edmonton has a strong spirit of volunteerism
- Build community through recreation, social and physical connectivity, community leagues, community hubs, public space that is connected via active and public transit
- Community designed for mental, physical and social health

## I WANT TO **LIVE** IN A PLACE THAT FEELS LIKE HOME

- Easy access to parks and the river valley
- Affordable housing for low-income, senior and newcomer populations, accessible housing for people with disabilities
- Healthy city supporting wellness and physical activity (active transportation)
- Safe communities, safe, affordable and accessible public transportation
- Friendly communities
- Local amenities: places to gather, rec facilities, natural spaces, libraries
- Focus on the river as a gathering place, space to enjoy for physical activity
- Family-friendly city, senior-friendly city

## I WANT OPPORTUNITIES TO **THRIVE**

- Diverse economy: knowledge economy, urban agriculture, entertainment, public sector, local business, innovation & technology
- Indigenous business and involvement in development
- Volunteerism, human & social capital
- Resilience and adaptation in a changing economy (automation, oil/resources)
- Appreciate local diversity
- Local entrepreneurial spirit
- Climate sustainability: global leader in addressing climate change and living sustainably, food security through urban agriculture

## I WANT **ACCESS** WITHIN MY CITY

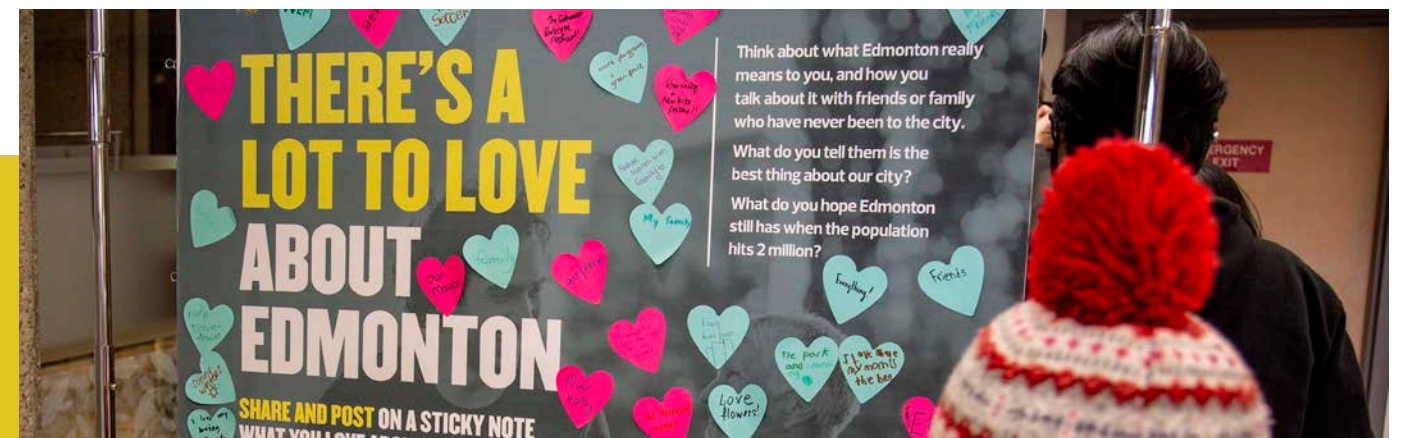
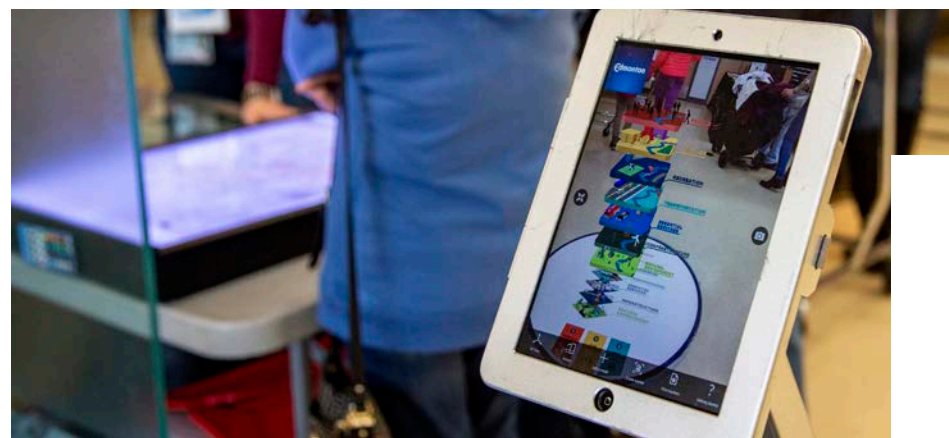
- Increase opportunities for active transportation: bike lanes and trails connect, designed to accommodate different users (e.g., separate bike lanes and sidewalks, fit different types of bikes)
- Transit and active transportation connections to river valley and parks
- Suburbs: improve transit and bike infrastructure and accessibility
- Safe trails, bus/LRT, roads
- Walkable connections to local amenities, easy and safe for kids to navigate independently
- Efficient public transportation: more lines, faster construction, consider above or below ground crossings
- Improve public transportation to the airport

## I WANT TO **PRESERVE** WHAT MATTERS MOST

- Environment: wildlife management, ribbon of green, river valley, green space, watershed, forests and existing tree stands
- Local agricultural and farmland
- Preserve, redevelop/repurpose existing buildings and infrastructure
- Live sustainably within our means
- Local indigenous knowledge and Treaty spirit

## I WANT TO BE ABLE TO **CREATE** AND INNOVATE

- Leadership in innovation and technology
- Diversity of culture is an asset
- Model citizen leadership
- Leadership in climate resiliency
- Diverse economy
- Leader in reconciliation



# 7.0

## CITY-BUILDING OUTCOMES

Describes what conditions will emerge in Edmonton's future when Council's four goals are actualized considering the residents' experience.

See the City Building Outcomes matrix on the following page.

### WHAT IT MEANS

These guiding values and city-building outcomes will form a foundation for the further development of plan elements such as key "city moves," objectives, and policies. The City Plan team will continue exploring ideas Edmontonians share over the course of the project.

### NEXT STEPS

Conversations with the public will continue at engagement sessions into the end of November. In addition, there will be more targeted face-to-face conversations and workshops for Edmontonians – as citizens, public institutions, the business community and our community organizations – to work together to identify what needs our attention as we grow to a city of two million people.



# What do Edmontonians want to experience in their future city?

## GUIDING VALUES + CITY BUILDING OUTCOMES

SHARE YOUR VOICE  
SHAPE OUR CITY

Edmonton

	I WANT TO BELONG AND CONTRIBUTE	I WANT TO LIVE IN A PLACE THAT FEELS LIKE HOME	I WANT OPPORTUNITIES TO THRIVE	I WANT ACCESS WITHIN MY CITY	I WANT TO PRESERVE WHAT MATTERS MOST	I WANT TO BE ABLE TO CREATE AND INNOVATE
HEALTHY CITY	Edmonton fosters personal wellness and mental health by promoting connection for people of all ages and supporting those who feel isolated or vulnerable.	Edmontonians feel safe and secure in their communities and benefit from public spaces and infrastructure systems that support physical health.	Edmontonians are all Treaty 6 people who acknowledge and celebrate diverse cultures and welcome perspectives and experiences from around the world.	Edmonton encourages community participation through access to barrier-free spaces, facilities and transportation networks.	Edmontonians protect and steward the natural environment, local biodiversity, agriculture and food systems, and cultural landscapes.	Edmonton's communities are diverse, dynamic and support innovation and efficiency.
URBAN PLACES	Edmontonians are active in their community, events, connected to its diversity of people, and celebrate its heritage and image.	Edmontonians have the ability to live locally, in all seasons, with access to diverse and attainable housing options in communities that support their daily needs.	Edmonton's commercial areas support a diverse economy by attracting skills, talent and investment while supporting small business.	Edmontonians live closer to what they need and are supported by more walkable communities, safe bicycle routes, and greater connectivity across all travel modes.	Edmonton's river valley, natural environment, parks and open spaces are protected and expanded for future generations to connect with, explore and enjoy.	Edmonton is where creative spaces emerge and arts and culture flourish.
REGIONAL PROSPERITY	Edmonton's city design fosters a sense of place by celebrating our unique attributes, diversity and opportunities within the region.	Edmonton's infrastructure, businesses, schools, and services are sustainable, benefiting the city and region in turn.	Edmontonians have more opportunities, support, and incentives to develop and contribute to a growing, sustainable economy.	Edmonton's transportation system connects residents and businesses, creating opportunities and supporting partnerships throughout the region.	Edmontonians invest in the maintenance and care of regionally significant ecological assets, natural resources, and infrastructure services.	Edmontonians are creative, develop and invest in new ideas and sectors that contribute locally and are recognized globally.
CLIMATE RESILIENCE	Edmontonians demonstrate shared leadership as stewards of their environment and investors in their community.	Edmonton is a leader in sustainable community design, development and living.	Edmonton supports a diverse economy by embracing services and technologies adaptable to the impacts of climate change.	Edmontonians benefit from improved public transit and high-quality active transportation networks which reduce GHG emissions.	Edmonton's natural and physical systems ensure security and resilience against extreme weather events and other environmental hazards.	Edmonton uses its economic strength to foster innovation in technology, lead new initiatives and strengthen its future prosperity.



FOR MORE INFORMATION VISIT  
[edmonton.ca/thecityplan](https://edmonton.ca/thecityplan)

Edmonton