



ADVICE FOR THE WINTER CITY THINK TANK

NOTES FROM JANUARY 20, 2012 WINTERCITY STRATEGY SYMPOSIUM, EDMONTON CITY HALL

Public Life/Livability

- Must be accessible to all, winter-friendly for all: people with disabilities, seniors, newcomers
- Make involvement in all winter city activities (not just sports and recreation) affordable
 - make winter sport and activity equipment available and affordable
 - address mobility issues, including ease of transportation
 - priority signals to improve pedestrian movement, longer cross walk signals and mid block crossing
 - lighting to encourage activity /safety
 - facilitate connectivity and accessibility to amenities
- Remove restrictive regulatory barriers: zoning, regulations, restricting how we can use space, ticketing us for jaywalking when its really cold
- This strategy should help others through the winter- use of snow therapy
- We need education and awareness about winter weather in Edmonton: northern borealis, about clothing needed, etc
- This strategy should help others through the winter- use of snow therapy

Urban Design: Public Life, Spaces, Buildings

- We need incremental, positive change, rather than a paradigm shift
- Reinvest in existing infrastructure
- Maximize building on what we have
- Winter friendly for all ages – mobility issues must be addressed
- Facilitate connectivity and accessibility to amenities
- This should include natural environment as well as built spaces

Hospitality, Tourism, Business

- Incubation funding is essential
- Improve private-public sector collaboration
- This strategy needs to reflect the diversity of our economy

City Branding/Marketing

- Use common marketing strategies