



Improving Edmonton's Sociability

2009 Award Winner
Sociable City

*Edmonton tops 9 American cities, named
Most Sociable City in North America*

The Responsible Hospitality Institute named Edmonton the most Sociable City in North America at the first Sociable City Awards held in Austin, Texas.

Sociable cities are proactive in planning, managing and policing dining and entertainment districts.

"We're honoured for the recognition. Our work through Responsible Hospitality Edmonton (RHE) and partners in industry, community and government, definitely contributes to Edmonton's high quality of life," says Angela Turner, RHE Project Manager.

The City of Edmonton created Responsible Hospitality Edmonton (RHE) to plan, manage and police hospitality and entertainment district zones. RHE supports community development, revitalization, safety and economic development.

RHE has partnered in the creation of many programs that address social and safety issues within Hospitality Districts to foster vibrancy and/or mitigate the impacts of the nighttime economy.

For more information about Responsible Hospitality
Edmonton call 311 or visit
www.responsiblehospitalityedmonton.ca



Edmonton's well-managed hospitality districts bring added value by providing:

- Social options for all generations and lifestyles
- A draw for post-secondary students and faculty
- Enhancements to sporting and concert experiences
- Expansion of conventioner activities and retail opportunities
- Reduction of social disorder and nuisance behaviour
- An appealing climate for the creative class of entrepreneurs
- Expansion of employment opportunities



Venue and Public Safety

Through education, prevention and enforcement the Public Safety Compliance Team (PSCT) works with the hospitality industry to improve the level of safety for patrons

and staff and to improve the relations between licensed establishments and their surrounding communities.

Edmonton Police Service, Edmonton Fire Rescue Services, City of Edmonton Community Standards and the Alberta Gaming and Liquor Commission make up PSCT.



Community Policing

The City of Edmonton's entertainment districts offer year-round activity. RHE and Edmonton Police Service (EPS) work with community leaders, business owners and residents to build

vibrant and safe entertainment districts. EPS Old Strathcona Beat Officers set the foundation for Edmonton's Hospitality Policing Model. As Edmonton's hospitality industry grows, EPS officers continue to connect with local leaders and industry to promote best practises and provide an on-street presence Wednesday through Sunday till 4:00 am. They can be found on foot, bike or car patrol.



Vibrancy

Music and entertainment contribute to developing and sustaining vibrant hospitality districts. Working with area stakeholders, large and small events create an energy that identifies the uniqueness of a hospitality district. Food truck events, art displays in alleyways, operas underground to large music festivals all create energy across Edmonton.

Pedestrian pathways, sidewalks, and bicycle amenities support social spaces. RHE and partners to encourage more social and cultural activities on sidewalks in the city's hospitality districts.



Late-night Integrated Transportation

The ebb and flow of the night time economy means the continual evaluation of public and private transportation services. Public safety, reducing impaired driving and finding more efficient ways to access and egress is paramount to successful and sustainable hospitality districts. Taxi stands, late night bus service and other transportation methods are important elements of a vibrant night life.



Quality of Life

Quality of life initiatives in multi-use districts provide services and programs to achieve balance. Reducing noise levels, providing public toilets, outdoor ashtrays, enhanced street cleaning and lighting are some of the improvements RHE addresses. Graffiti removal, pedestrian management (counts, traffic light changes, safety at cross walks), and street landscape are also important elements in promoting a safe, vibrant place to socialize.



Patron Responsibility

Every year countless hours of partying are lost to excessive behavior that ends the party too soon. Violence, vandalism, and disruption are acts committed by a few people, but they affect all partiers. RHE supports research, delivery and messaging of Social Responsibility campaigns aimed at 18 to 30 year-olds. RHE's successful campaigns, produced and now used by other cities, include *Be a Lover not a Fighter*, *Turn it Down!* and the 2011 *Be a Party Hero (take a cab)*.