WHAT WE ARE HEARING
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.
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 throughout Phase II.
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:

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.
Methodology

<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>PHASE 2</th>
<th>PHASE 3</th>
<th>PHASE 4</th>
<th>PHASE 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>GROUNDWORK</td>
<td>FOUNDATIONS</td>
<td>PLAN FRAMING</td>
<td>BUILDING UP</td>
<td>PLAN APPROVAL</td>
</tr>
<tr>
<td>Pre-engagement: prepare ourselves and the city for engagement</td>
<td>Refine: what do we want to retain, sustain and attain?</td>
<td>Create: what is the future City we want and how do we make it happen?</td>
<td>Create: which scenarios are most appealing and what do we need to do to make them happen?</td>
<td>Refine: policy development</td>
</tr>
<tr>
<td>Review of other “What We Heard” documents, align with other city projects</td>
<td>Conversations about what Edmonton wants to be</td>
<td>Conversations and activities to explore and identify who we want to be, how to make it happen</td>
<td>Conversations and activities to explore criteria, what can influence change and proposed scenarios. Identify what choices we wish to make</td>
<td>Conversations about new plan policies</td>
</tr>
<tr>
<td></td>
<td>• Face-to-face gatherings and one-on-one • Digital</td>
<td></td>
<td>• Face-to-face gatherings, workshops and one-on-one • Digital</td>
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</tr>
</tbody>
</table>

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
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.
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.

**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.

**6 ENGAGE EDMONTON EVENTS**

(October - November 2018)

**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

(October 2018)

**Talking to residents**

**GEOGRAPHIC SNAPSHOT OF WHO HAS ENGAGED IN POP-UP SESSIONS TO DATE**
Social engagement

Facebook Live
- Day of Livestream
  - 48,37 people reached
  - 113 post engagements
  - 60 positive reactions
  - 1 negative reaction
  - 40 comments
  - 5 shares

Stats to Date
- 93,375 people reached
- 598 post engagements
- 92 positive reactions
- 3 negative reaction
- 95 comments
- 11 shares

Facebook
- Impressions: 395,367
- People Reached: 190,708
- Reactions, Comments, or Shares: 869
- #8 Top Facebook Post by Total Video Views in 2018

Instagram
- Impressions: 200,345
- People Reached: 131,935
- Reactions, Comments, or Shares: 339
- #6, 7, 8 for Top Instagram Post by Total Video Views in 2018

Twitter
- Top Tweet
  - Impressions: 62,797
  - Comments: 376
  - Labeled a 'hot/top' topic for two days
- Unique content featured on @PlanEdmonton

Reddit
- Edmontons Future is Unwritten
- One of the most successful Reddit engagement sessions in City of Edmonton history
- Comments: 376
- Labeled a 'hot/top' topic for two days

Email Newsletter
- The City Plan has issued 3 newsletters and has 236 readers
- What's new?

The City Plan has written and sent out three newsletters in cooperation with other people. It solicits ideas which we will make public as we learn from them. It is a shared road we hope to extend. We welcome your comments, questions and suggestions at info@cityplan.city.
EDMONTON’S FUTURE
THIS WAY
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 crystalized 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.
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, recreation 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 (autsmartation, 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

THEMES
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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**

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