

The Way Ahead: Corporate Outcomes Description

Corporate outcomes	What it means
1. Edmonton is attractive and compact	Keep and attract residents, business and visitors by creating a clean, affordable and vibrant city with a compact urban form, diversity of neighbourhood forms, and well-designed buildings and places. Investment in high quality urban spaces, buildings, streets and the redevelopment of existing neighbourhoods continually improves Edmonton. Integrated transportation and land use enables areas of increased density and employment, helps to build and sustain great places, and leverages the City's return on investment while meeting the needs of citizens.
2. The City of Edmonton has sustainable and accessible infrastructure	The City optimizes public infrastructure, ranging from buildings and parks to libraries and affordable housing; from roads and bridges to light rail transit. Infrastructure is designed, operated and maintained so that it is accessible to all Edmontonians – regardless of physical, geographic, demographic or socio-economic barriers.
3. Edmontonians use public transit and active modes of transportation	Public transit and active transportation are the modes of choice for Edmontonians. Transit is accessible and affordable to Edmontonians and ridership grows as the city population grows. Active transportation is used by Edmontonians who walk and bike to work. Commuters use smart transportation programs, such as carpooling.
4. Goods and services move efficiently	Goods and services move efficiently throughout the city. Businesses are satisfied with accessibility to major routes and to rail, airports, and highways. Traffic congestion is managed.
5. Edmontonians are connected to the city in which they live, work and play	Edmontonians take pride in their city. They recommend Edmonton to others and report feeling it is a great city in which to live. Edmontonians feel connected to and volunteer in their community. They celebrate its diversity and enjoy its many cultural offerings and recreational opportunities.
6. Edmontonians use facilities and services that promote healthy living	Edmonton's physical and social environment, and variety of programs and services, enables all Edmontonians regardless of circumstance to lead healthy, active lives.
7. Edmonton is a safe city	Edmonton programs and services promote safety and security for all Edmontonians, including those at risk, by meeting existing needs and working with others to address underlying social and economic barriers to a safe city. Edmontonians feel safe and are effectively protected from crime and risk through services that are sustainable as the population grows.
8. The City of Edmonton's operations are environmentally sustainable	Leading by example, the City of Edmonton strives to minimize significant adverse environmental impacts caused by its operations.
9. Edmonton is an environmentally sustainable and resilient city	Edmontonians live in a way that meets the needs of the present and does not compromise the ability of future generations to meet their own needs. Edmonton is recognized as an environmentally sustainable city. Edmonton has the capacity to withstand and recover from significant disruption.
10. The City of Edmonton has a resilient financial position	The City's financial resilience is distinguished by the ability to thrive under conditions of adversity. This is achieved by the City's establishment of financial policies which help to preserve good practices through changes in elected officials and administrative officials. Through the enactment of good

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	policies and practices, the City has the capacity to sustain services in economic downturns by maintaining liquidity and stable revenue sources. The City's resilience is also built on transparency and accountability that are inherent within the long-term financial planning process and governance process, which allows the City to make consistent decisions on the operating and capital budgets, financial policies, and service policies.
11. Edmonton has a globally competitive and entrepreneurial business climate	The City of Edmonton creates an environment for innovation through its policies, services and effective partnerships and collaborations. This environment supports the development of a diverse and sustainable local economy.
12. Edmonton Region is a catalyst for industry and business growth	Edmonton supports business growth, development and diversity through its policies, services and responsiveness to emerging economic and business trends. Edmonton capitalizes on its location, as the hub within the Edmonton region, for investment and industrial development. Edmonton's positive image and reputation is known nationally and internationally.

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