

# Downtown **Public Places Plan**

**PUBLIC ENGAGEMENT  
& COMMUNICATIONS PLAN**

January 2018

**Edmonton**

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# INTRODUCTION & PROJECT OVERVIEW

*Downtown public places provide respite, relief and room to socialize, celebrate and recharge. Specifically, Downtown public places support Edmonton's civic life, cultural expression, economic development, community wellness and ecology while functioning as important local parks for residents and workers.*

*These different interests, functions and users require a comprehensive engagement program to ensure the Downtown Public Places Plan meets community needs and desires to realize a sustainable, vibrant, well-designed and accessible Downtown through its public places.*

## PROJECT BACKGROUND

Edmonton's Downtown is transforming. New investments, including the refurbished Legislature Grounds, Ice District and LRT Valley Line, are attracting new development and people. This new development includes high-density residential, mixed-use buildings and office towers. Despite this recent investment and development, the number of public places within the Downtown remains limited. As the public and private sector investment in the Downtown continues, the coordination of investment in public places is needed to support existing and new residents, workers and visitors.

The amount of people living in the Downtown is expected to more than double by 2030. As this population grows, the amount, quality, functionality and accessibility of public places become more important. New strategies to improve public places within the Downtown is required to meet the needs of a growing population, attract families and support a vibrant Downtown.

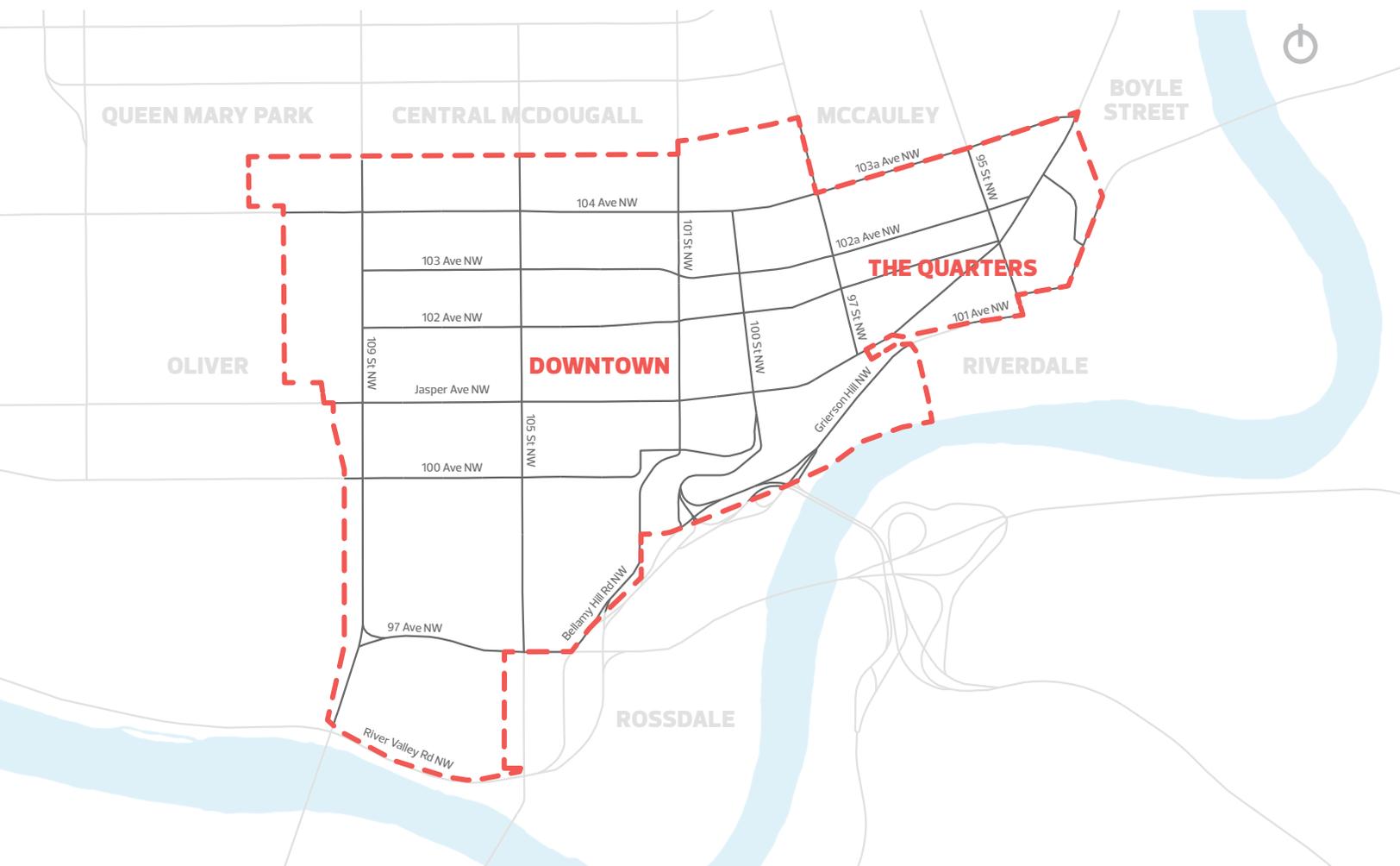
The existing Downtown public places offer limited opportunities for recreation, exercise, relaxation and socialization. Though each individual public place needn't offer everything, it is important that all public places within the Downtown work together to provide a range of amenities. In the past, Downtown public place projects focused on one place at a time, concentrating on the immediate area instead of examining each place's role in the broader network. This has resulted in spatial and functional gaps in this network. This is why a Downtown Public Places Plan is needed.

*Breathe: Edmonton's Green Network Strategy* (2017) and the *Capital City Downtown Plan* (2010) both identify the need to develop the Downtown Public Places Plan. **This Plan will provide clear direction for the programming, design, development and acquisition of Downtown public places.** This direction will inform Council decisions, direct Administration priorities and guide community partnerships, engagement and collaboration.

Investing in the Downtown benefits all Edmontonians. Public-place improvements are necessary to meet the needs of a growing population, to support families, stimulate business and tourism, support employment and help create a vibrant Downtown. Exceptional Downtown public places help attract new residents, businesses, festivals and events while contributing to civic pride, improving safety and creating a positive impression of Edmonton. A functional and attractive public-place network will support and enhance the health and vitality of Downtown Edmonton.

## STUDY AREA

The study area includes the parks and other public spaces in the neighbourhoods of Downtown Edmonton and the Quarters Downtown, plus a 400-metre buffer into adjacent communities.



## **DOWNTOWN VISION STATEMENT**

**Downtown Edmonton is aiming to become...**

### **Sustainable Environmentally**

- Sustainable and a regional hub for green innovation.
- Known for its distinct neighbourhoods and the strong sense of community, diversity, social interaction and engagement that they offer.

### **Vibrant**

- The economic driver for the region and provide a range of housing options for all Edmontonians.
- A regional, national and international centre for arts, culture, festivals, and entertainment.

### **Well-designed**

- Well-designed in all areas of the public and private realm and include a comprehensive network of public places.
- Celebrated in its role as the Capital City of Alberta and as a winter city.

### **Accessible**

- Pedestrian-oriented and will provide transportation options that are multi-modal and accessible to all.

## **PROJECT OBJECTIVES**

**The Downtown Public Places Plan objectives are to...**

- Apply BREATHE: Edmonton's Green Network Strategy approach to Downtown Edmonton to improve the quality, functionality, connectivity and supply of public places.
- Provide clear direction to inform the acquisition, development, design and programming of Downtown public places.
- Improve connections between the Downtown and the North Saskatchewan River Valley.
- Inform and/or align current and future projects in the study area.



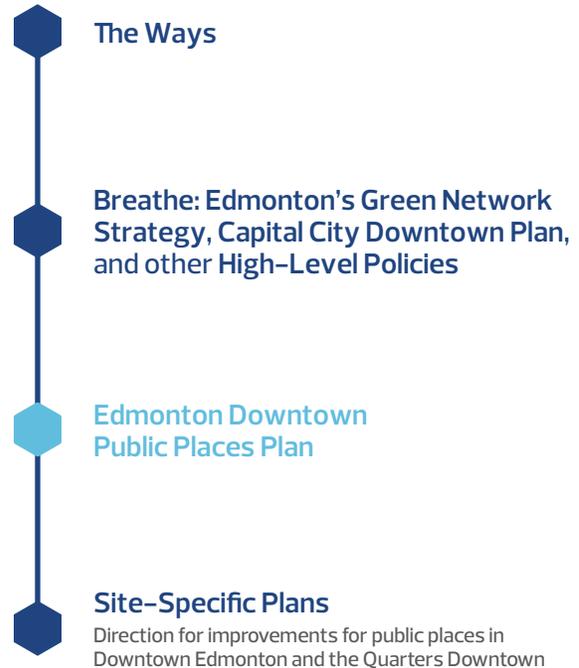
## PLAN COMPONENTS

The Downtown Public Places Plan will include:

- Maps illustrating the Downtown's public places including important connections and functions.
- Design and program recommendations for existing and proposed public places.
- Policy directions to guide decision-making, processes and actions that will apply to city and privately-owned public places, directing:
  - Programming
  - Size
  - Configuration
  - Connections
  - The relationship with surrounding buildings and land-use
- An implementation plan with budgets, proposed projects and priorities for public-place acquisition, development, design and programming.

## PLANNING CONTEXT

The Downtown Public Places Plan will support the vision, guiding principles and policies of The Ways Strategic Plans and BREATHE: Edmonton's Green Network Strategy.



# EXTERNAL ENGAGEMENT OVERVIEW

The City of Edmonton is committed to excellence in public engagement. Building on Edmonton's shift towards an "Open City" system of public participation, the engagement process for Downtown Public Places Plan will aim to make the most of stakeholder's and citizen's problem-solving potential, build community and create advocates for Downtown public places.

## NEW PUBLIC ENGAGEMENT POLICY

The City of Edmonton's policy on public engagement (C593) is a guiding document for The City's approach to public engagement. The Council Initiative on Public Engagement was launched in 2014 with a goal of strengthening The City's public engagement. The City will be engaging with the public to *Advise* and *Refine* the project. For more information visit [edmonton.ca/programs\\_services/public\\_engagement/council-initiative-on-public-engagement.aspx](http://edmonton.ca/programs_services/public_engagement/council-initiative-on-public-engagement.aspx)

## THE BIG QUESTIONS

- ▶ How can we make a vibrant, well-designed, accessible and environmentally sustainable Downtown through its public places?
- ▶ What investments in the public realm are needed to support new residents, workers and visitors in the Downtown and Quarters neighbourhoods? How can The City strategically coordinate these investments?

### Engagement Values

The following values will guide the engagement process:

Respect

Honesty

Openness

Inclusion

Cooperation

Learning

### Engagement Principles

These principles will anchor our actions and thinking as we engage with the public and stakeholders:

Be open, timely and responsive.

Listen and share stories to understand.

Support informed engagement.

Follow through on commitments.

	TARGET AUDIENCE	ENGAGEMENT TACTICS	COMMUNICATION TACTICS
<b>STREAM 1:</b> Place-based	<ul style="list-style-type: none"> <li>▶ Downtown Residents</li> <li>▶ Downtown Workers</li> <li>▶ Downtown Institutions</li> <li>▶ Downtown Visitors</li> <li>▶ Communities of Interest</li> </ul>	<ul style="list-style-type: none"> <li>▶ Sounding Boards</li> <li>▶ Lobby Displays</li> <li>▶ Pop-Ups (including lunch hour)</li> <li>▶ Jane's Walk/Walking Tours</li> </ul>	<ul style="list-style-type: none"> <li>▶ Sounding Boards</li> <li>▶ Lobby Displays</li> <li>▶ Posters</li> <li>▶ Postcards (point-of-sale)</li> <li>▶ Installations (eg. spray chalk)</li> </ul>
<b>STREAM 2:</b> Strategic Interviews and/or Presentations/ Workshops	<ul style="list-style-type: none"> <li>▶ Development Industry</li> <li>▶ Downtown Institutions</li> <li>▶ Communities of Interest</li> <li>▶ Downtown Organizations</li> <li>▶ City-wide Organizations</li> </ul>	<ul style="list-style-type: none"> <li>▶ Interviews + Meetings</li> <li>▶ Presentations + Stakeholder Kit</li> </ul>	
<b>STREAM 3:</b> Online	<ul style="list-style-type: none"> <li>▶ Edmontonians</li> <li>▶ Downtown Residents</li> <li>▶ Downtown Workers</li> <li>▶ Downtown Visitors</li> </ul>	<ul style="list-style-type: none"> <li>▶ Online Questionnaire</li> <li>▶ Insight Survey</li> <li>▶ Online Interactive Map</li> <li>▶ Social Media</li> </ul>	<ul style="list-style-type: none"> <li>▶ Project Website</li> <li>▶ Project Email</li> <li>▶ Project Bulletins + Newsletters</li> <li>▶ Social Media</li> <li>▶ Advertisements (print + online)</li> <li>▶ Press Releases</li> </ul>
<b>STREAM 4:</b> In-person	<ul style="list-style-type: none"> <li>▶ Downtown Residents</li> <li>▶ Downtown Workers</li> <li>▶ Downtown Visitors</li> <li>▶ Communities of Interest</li> </ul>	<ul style="list-style-type: none"> <li>▶ Event Attendance (including lunch hour)</li> <li>▶ Public Workshops</li> <li>▶ Presentation/Talking Event</li> </ul>	<ul style="list-style-type: none"> <li>▶ Direct Contact</li> <li>▶ Communications Tree</li> <li>▶ 311</li> </ul>

## AUDIENCE

Effective engagement begins with considering the needs of different audiences and the engagement and communications tactics most appropriate for each group. The communications tactics are about spreading the word and the engagement tactics focus on collecting feedback. This audience analysis ensures that the project offers the variety required to generate broad interest and feedback. These different groups will be engaged at various times throughout the three stages of active engagement of the project.

## COORDINATING WITH OTHER PROJECTS

There are multiple active projects relating to Edmonton's public places generally and the Downtown specifically. They include:

- ▶ Downtown Street Typology and Design Manual
- ▶ Warehouse Campus Park Expropriation and Development
- ▶ Centre LRT Study (Strathcona/Downtown/Bonnie Doon)
- ▶ Tall Building Guidelines
- ▶ Downtown Bike Network/Bike Strategy
- ▶ Kinistina Park Development
- ▶ Valley Line LRT
- ▶ Recover: Urban Wellness Plan

Throughout the project, we will coordinate with these projects, when possible. This will involve the following strategies:

- ▶ Incorporating lessons learned and building on input received through recent engagement activities.
- ▶ Aligning messaging.
- ▶ Coordinating engagement activities, when possible.
- ▶ Distributing Downtown Public Places Plan communications materials at related events to spread the word.
- ▶ Arranging a display at related events, when possible.

AUDIENCE	AUDIENCE COMPOSITION
<b>Downtown Residents</b>	<ul style="list-style-type: none"> <li>▶ Owners</li> <li>▶ Renters</li> </ul>
<b>Downtown Workers</b>	<ul style="list-style-type: none"> <li>▶ Employees (Downtown businesses, government, education, etc.)</li> </ul>
<b>Downtown Visitors</b>	<ul style="list-style-type: none"> <li>▶ Tourists</li> <li>▶ Locals attending an event</li> <li>▶ Other</li> </ul>
<b>Downtown Organizations</b>	<ul style="list-style-type: none"> <li>▶ Community Leagues (Downtown Edmonton, Boyle Street, McCauley, Oliver, Central McDougall)</li> <li>▶ Downtown Business Association</li> <li>▶ Downtown Library</li> <li>▶ Other</li> </ul>
<b>Downtown Institutions</b>	<ul style="list-style-type: none"> <li>▶ The Government of Alberta</li> <li>▶ The Art Gallery of Alberta</li> <li>▶ The Royal Alberta Museum</li> <li>▶ Norquest College</li> <li>▶ MacEwan University</li> <li>▶ School Boards</li> <li>▶ Enterprise Square</li> <li>▶ Other</li> </ul>
<b>City-wide Organizations</b>	<ul style="list-style-type: none"> <li>▶ Edmonton Arts Council</li> <li>▶ Edmonton Heritage Council</li> <li>▶ Edmonton Tourism</li> <li>▶ Edmonton Economic Development Corporation</li> <li>▶ Other</li> </ul>
<b>Communities of Interest</b>	<ul style="list-style-type: none"> <li>▶ Lower-Income Groups</li> <li>▶ Seniors</li> <li>▶ People experiencing homelessness</li> <li>▶ People with disabilities</li> <li>▶ At-Risk Populations</li> <li>▶ Urban Indigenous Peoples</li> <li>▶ Newcomers</li> <li>▶ Multicultural Groups</li> <li>▶ Students (K-12, continuing education, post secondary, etc.)</li> <li>▶ Youth</li> <li>▶ Children</li> <li>▶ Parents</li> <li>▶ LGBTQ2</li> <li>▶ Arts Organizations</li> <li>▶ Festival Organizations</li> <li>▶ Recreation Organizations</li> <li>▶ Ecology Organizations</li> <li>▶ Other</li> </ul>
<b>Development Industry</b>	<ul style="list-style-type: none"> <li>▶ UDI</li> <li>▶ Downtown Developers</li> <li>▶ Landowners</li> <li>▶ Other</li> </ul>
<b>Edmontonians</b>	<ul style="list-style-type: none"> <li>▶ General Public</li> </ul>

# PUBLIC ENGAGEMENT

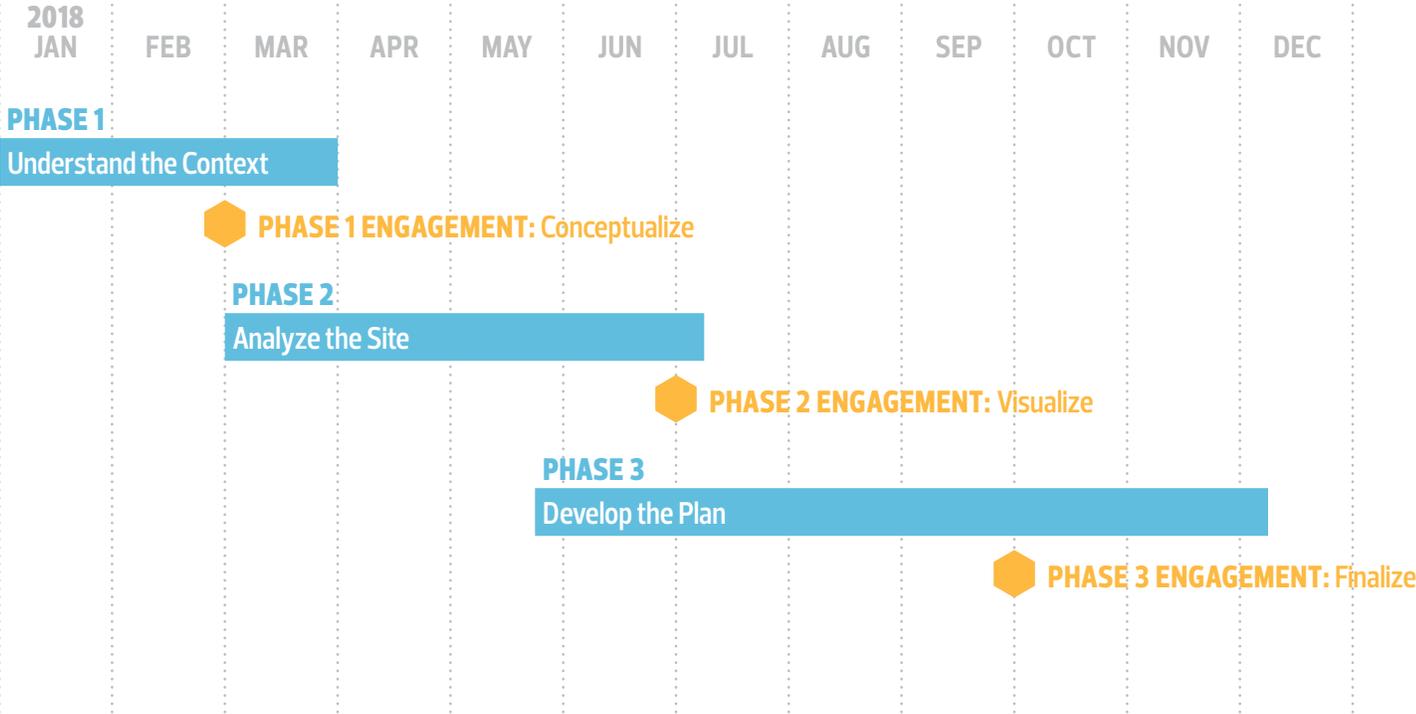
A robust public engagement process results in stronger, more locally relevant projects. The following goals will ensure that the public engagement process is transparent, focused and accessible.

## PUBLIC ENGAGEMENT GOALS

- ▶ Understand the strengths, weaknesses, gaps, issues and opportunities in the Downtown public place network to validate and refine the supply and needs assessment from BREATHE.
- ▶ Collect feedback on proposed public-place improvements, recommendations and their alternatives.
- ▶ Hear public and private development perspectives on creatively developing privately-owned public places.
- ▶ Develop priorities for public-place improvements to inform the implementation plan.
- ▶ Build relationships with stakeholders who will advocate for this Plan.
- ▶ Have conversations with a range of stakeholders, including residents, communities of interest, workers, visitors, institutions, organizations and more.
- ▶ Provide opportunities throughout the project for participants to provide meaningful, appropriate and actionable input that will be used to create the Downtown Public Places Plan.
- ▶ Implement an engagement process that is open, transparent and respectful.
- ▶ Provide opportunities for involvement that are convenient and accessible.
- ▶ Provide opportunities to engage communities of interest and under-represented communities that are harder to reach.
- ▶ Creatively engage and communicate with the general public, residents, workers and visitors.
- ▶ Clearly communicate the project goals, what the engagement process can and cannot influence, and how public input was used to help shape the Plan.
- ▶ Combine engagement events with other projects, when possible.
- ▶ Implement innovative and place-based tactics.
- ▶ Understand the needs of residents and the requirements for public places.
- ▶ Support community-led/created initiatives for Downtown Public Places.

# ENGAGEMENT PROCESS

The engagement process will take place from February/March to Fall 2018 with planned submission to Council at the end of 2018. There are three active engagement periods over three phases.



# STAGE 1: CONCEPTUALIZE



## Objectives:

*Gather input about the strengths, weaknesses, gaps and opportunities in the Downtown public-place network.*

*Validate and refine the supply and needs assessment from Breathe.*

*Refine decision-making criteria.*

## Information to Present:

- Downtown public-place maps.
- Photos of existing public places.
- Fact and figures to describe Downtown public places.
- The Breathe supply and needs assessment.
- The definition and purpose of decision-making criteria.
- Draft decision-making criteria.

## Questions to Ask:

- What are the strengths of existing Downtown public places?
- What are the weaknesses of existing Downtown public places?
- Where are the gaps in the existing Downtown public place network?
- What are the opportunities to improve the Downtown's public places?
- What is your vision for the Downtown public-place network?
- Review the supply and needs assessment from Breathe and let us know what you think.
- Review the draft decision-making criteria and let us know what you think.

## How will input be used?

- The input will define the current state of public places in the Downtown and highlight areas for improvement that the Plan needs to address:
  - Strengths to maintain and enhance
  - Gaps to fill
  - Weaknesses to improve
  - Opportunities to realize
- The feedback will also inform the vision statement that will, in turn, direct the content for the Plan.
- The input will be used to inform any refinements or adjustments to the supply and needs assessment.
- The input will inform the refinement and adjustment of the decision-making criteria.

## Deliverables:

- In-person engagement materials
- Online survey + interactive map
- "What We Heard" engagement summary report #1

# STAGE 2: VISUALIZE



## **Objectives:**

*To work with the public and stakeholders to review the analysis and evaluate the draft framework.*

## **Information to Present:**

- The results of the analysis.
- The draft framework.

## **Questions to Ask:**

- Have we missed anything in the analysis?
- Review the draft framework, have we missed anything? Does it respect the decision-making framework?

## **How will input be used?**

- The input will be used to refine the analysis and revise the draft framework.
- The input will inform the draft Downtown Public Places Plan.

## **Deliverables:**

- In-person engagement materials
- Online survey + interactive map
- "What We Heard" engagement summary report #2

# STAGE 3: FINALIZE



**Objectives:**

*To gather feedback on the proposed draft Plan.*

*To prioritize public place improvements to inform the implementation plan.*

**Information to Present:**

- The draft Downtown Public Places Plan.

**Questions to Ask:**

- Present all the improvements for people to rank according to their priority.
- Ask people their level of agreement for the direction and to comment if they feel anything is missed or should be changed.

**How will input be used?**

- This will inform final revisions to the Plan before presentation to Council for approval.

**Key Deliverables:**

- In-person engagement materials
- Online survey
- "What We Heard" engagement summary report #3



## BETWEEN ACTIVE ENGAGEMENT PERIODS

To maintain interest and supplement the feedback acquired during the official engagement periods, the following communication tactics will be considered.

### Goals:

- Maintain momentum.
- Provide updates on project progress and 'what we heard' from previous engagement periods.

### Information to Present:

- Interesting facts, stories, photographs
- What we heard
- Progress updates
- Display and information material



# PROJECT BRIEF

Key messages are the core of every communications and engagement piece. Key messages help start and support a conversation with the audience and help create clarity and focus, while directing cohesive communications across all platforms.

## PROJECT MESSAGING

### Policy Direction

- ▶ Breathe: Edmonton's Green Network Strategy (2017) and the Capital City Downtown Plan (2010) both identify the need to develop a Downtown Edmonton Public Places Plan.

### Key Definitions

- ▶ Open Spaces are areas of outdoor land or water that are publicly owned or publicly accessible, including municipal parks, civic spaces, provincial or federal parkland, institutional campuses and other public spaces.
- ▶ Public places are an aspiration — to turn "spaces" into places where people want to be. For the Downtown Public Places Plan, these are parks, plazas and privately-owned public places.
- ▶ Public Places Network — In a public places network, all places are connected and each individual place contributes an experience, function or plays a specific role to create a well-rounded, complete network.

### The Importance of Downtown Public Places

- ▶ Downtown public places provide accessible space for all Edmontonians to socialize, celebrate, recharge — and live life.
- ▶ Downtown public places support Edmonton's cultural expression, community wellness, ecology and economic development.
- ▶ Downtown public places are important for the City at both a local and international level. These places function as local public places for residents and workers, while also providing premiere locations for world-class festivals, events, commerce, arts, culture, and civic discussion.
- ▶ Investing in the Downtown benefits the entire city.

- ▶ Having an exceptional Downtown public realm is critical to a city's success in attracting talent, growing civic pride, improving safety and setting a positive impression.

### Why this Plan is needed

- ▶ Downtown Edmonton and the Quarters Downtown are experiencing major transformation and redevelopment.
- ▶ Edmonton's Downtown is rapidly transforming. New investment and development are changing the structure, use and popularity of the Downtown. Despite this investment, the total number of municipal parks and publicly accessible places within the Downtown is limited.
- ▶ The residential population Downtown is expected to more than double by 2030. This growth will place pressure on existing public places and make the amount, quality, functionality and connectivity of Downtown public places increasingly important.
- ▶ New strategies will be necessary to meet the needs of a growing residential population and to attract families, employment, businesses and tourism.
- ▶ To support a vibrant Downtown, the City needs new strategies for providing public places, improving the public realm, coordinating investment, and getting more out of limited space.
- ▶ There are gaps in the Downtown public-place network that would benefit from a strategic approach to planning, specifically the need for child-friendly places, contemplative places for relaxation, trail routes, active recreation and more greenery.
- ▶ In the past, Downtown public places were planned one at a time. This strategy will examine the role and function of each public place in the larger context to ensure they work together to offer a breadth of experiences and functions.

### What the Downtown Public Places Plan will do

- ▶ The Downtown Public Places Plan will provide direction to inform public place acquisition, development, design and programming throughout the Downtown and the Quarters.
- ▶ The Downtown Public Places Plan will apply the green-network approach described in BREATHE to improve the quality, functionality and connectivity of Downtown public places and their connection to the River Valley.
- ▶ The Downtown Public Places Plan will include:
  - ▶ Maps illustrating the existing and future Downtown public places network.
  - ▶ Recommendations for public place design and programming.
  - ▶ Direction to guide the relationship between development and public places, privately owned public places and public-place connectivity.
  - ▶ An implementation plan with high-level budgets, proposed projects and priorities for acquisition, development and operation.
- ▶ The Downtown Public Places Plan is a comprehensive plan that provides direction for the future of the Downtown's public places anchored in data, analysis, best-practice research and public engagement.
  - ▶ The first phase of the project focuses on understanding the current condition of public places and gathering the public's aspirations for what the Downtown public-place network could be.
  - ▶ The second phase of the project will undertake a detailed analysis and recommend a framework for the public to review and provide feedback on.
  - ▶ The third phase of the project will prepare the Downtown Edmonton Public Places Plan and present it to the public for review before submitting it to Council for approval.

### Location

- ▶ The Downtown Public Places Plan will provide direction for public places within the Downtown and The Quarters.
- ▶ A 400-metre buffer into adjacent communities will consider connections outside the project boundary.

### Project Timeline

- ▶ The project will occur throughout 2018 over three distinct project phases:
  - ▶ The first phase of the project occurs from December to the end of March with public engagement occurring during the end of February/beginning of March.
  - ▶ The second phase of the project is occurring from March to June with public engagement scheduled for late May.
  - ▶ The third phase of the project is occurring from June to December with public engagement scheduled for late September.

### Get Involved

- ▶ How can we make a vibrant, well-designed, accessible and environmentally sustainable Downtown through its public places?
- ▶ Tell us how we can enhance, improve and energize our Downtown public places!
- ▶ Downtown is for everybody. We want to hear from you!
- ▶ Help us envision our future of Downtown Edmonton's public places.
- ▶ Let us know what you think!
  - ▶ Go online: [edmonton.ca/downtownpublicplaces](http://edmonton.ca/downtownpublicplaces)
  - ▶ Email us: [downtownpublicplaces@edmonton.ca](mailto:downtownpublicplaces@edmonton.ca)
  - ▶ Visit us during our engagement events.
- ▶ Your input will directly inform the Plan that will be presented to Council at the end of 2018.

## FEEDBACK OPPORTUNITIES

Each communications and engagement piece should drive an opportunity for feedback and include information pertaining to when and how, for example “Attend the open house on X to share your thoughts” or “Tell us what you think through this survey by X”.

In addition to encouraging stakeholders and the public take an action, a general statement to motivate participation is also recommended. Here are some samples:

- ▶ Why participate? This is your opportunity to share your vision for Edmonton's Downtown public places.
- ▶ Help shape the future of Edmonton's Downtown Public Places.

## COMMUNICATIONS

Effective communications lead to successful projects. Effective communications strategies require:

- ▶ Starting the conversation early.
- ▶ Enlisting a strong marketing and communications approach.
- ▶ Understanding that unique outreach strategies will need to be created.
- ▶ Understanding that specific communities will have different engagement needs.

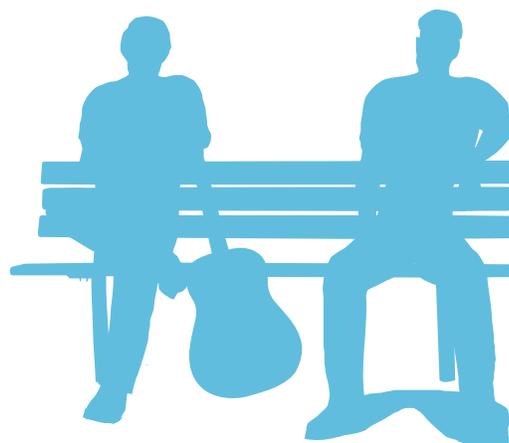
Communications for Edmonton Downtown Public Places Strategy will start by creating awareness of the project and the engagement opportunities and continuing the conversation beyond the completion of the project and towards implementation. Communications should include:

- ▶ The project's scope.
- ▶ An explanation about why the project is important.
- ▶ Why The City wants input.
- ▶ How people can become engaged.
- ▶ How the results of engagement will inform the Plan that will be taken to Council.

To reach out to all affected and interested stakeholders and the public, the Edmonton Downtown Public Places team will communicate regularly and effectively throughout each stage of the project. This includes advertising engagement opportunities, specifically online surveys and events, regular updates on project status and check-ins regarding “what we heard”.

Additionally, the communications will cultivate an interest and understanding of Downtown public places, why they're important and why people should provide input into this project. This will be done through:

- ▶ Clear messaging about opportunities for engagement and how feedback will be used through promotional material, engagement displays and What We Heard reporting.
- ▶ Clear communications that build awareness and excitement about the project's significance and potential evolution of study areas through promotional material.



# REPORTING & EVALUATION

Public–engagement evaluation will be administered during engagement activities with What We Heard Reports as the tool used to connect back with the community. The Project Team will follow guidance from the Public Engagement Procedure to develop measures of success based on the following goals:

- ▶ Edmonton demonstrates a culture of public engagement.
- ▶ Public engagement displays mutual respect and benefit.
- ▶ Public engagement is inclusive and accessible.
- ▶ Public engagement processes are effective.
- ▶ Public–engagement activities are well managed and efficient.

Broad themes of the evaluation will include:

- ▶ Overall acceptance of the engagement strategy (my voice was heard, this was a fair process).
- ▶ Awareness of the Plan objectives (I understand the information and how this impacts me).
- ▶ Inclusive and barrier–free engagement process.
- ▶ Participants agree they understand how the input from the engagement activity will be used.
- ▶ Participants agree they had enough information to contribute to the topic.
- ▶ Relationship building between city staff, individuals and groups (engagement displayed mutual respect and benefit).

## REPORTING

What We Heard reports will be used to report back to the public and stakeholders. These will be available to the public through the project web portal, distributed to stakeholders and newsletter subscribers via email.

- ▶ What We Heard #1: March 2018
- ▶ What We Heard #2: June 2018
- ▶ What We Heard #3: October 2018

Each What We Heard report will include a summary of the engagement tactics, numbers, themes, tensions and other relevant data. These documents will inform the development of the Downtown Public Places Plan.

## PUBLIC ENGAGEMENT EVALUATION

The Downtown Public Places Plan will implement Edmonton's public-engagement evaluation tools, specifically participant, staff and leadership surveys, and an engagement evaluation and learning report, which will be completed following each stage of engagement. Project evaluation and impact evaluation will be reported.

### Qualitative Measures:

A survey will be administered at every in-person engagement opportunity to collect opinions on the following:

- ▶ Was the time/location/date of the public-engagement event convenient for you?
- ▶ Was the time/location/date of this public-engagement event accessible for you?
- ▶ The purpose of the engagement opportunity was clearly explained.
- ▶ I understand how the input from this activity will be used.
- ▶ I had enough information to contribute to the topic being discussed.
- ▶ I felt respected during the activity.
- ▶ I felt safe during the public-engagement activity.
- ▶ I felt my views were heard during the public-engagement activity.
- ▶ I feel my input was adequately captured and recorded.
- ▶ I feel the input provided through this public-engagement activity will be considered by The City.
- ▶ This activity was a good use of my time.
- ▶ This activity was well organized.
- ▶ The information was easy to understand and informative.
- ▶ The event set-up was appropriate.
- ▶ What did you like most about this event?
- ▶ Do you have any additional suggestions on how The City could improve future events?

### Quantitative Measures:

The number of participants/responses will be recorded for the following:

- ▶ Targeted interviews
- ▶ "Hard to reach" events
- ▶ Public events
- ▶ Sounding board
- ▶ Lobby displays
- ▶ Online survey
- ▶ As part of our engagement tool kit we will also include feedback forms for workshops and a feedback poster for open houses to collect audience perceptions of the event's success

"Numbers" are not always the best indicator of success. Quantitative data is useful in terms of making people aware of Downtown Public Places Plan, but often, the best information gathered comes from conversations had with small groups of individuals. Qualitative data from small group conversations can be more meaningful and relevant, and help advance the project.