

Community Feedback on Draft Design

Engagement Summary

Hairsine Neighbourhood and Alley Renewal

REFINE

The Hairsine Neighbourhood and Alley Renewal Project Team organized the following opportunities for the public to share feedback on the draft design for the neighbourhood. This input will help the Project Team **REFINE** the draft design into a final design for Neighbourhood and Alley Renewal.



Surveys

- + An online survey was available to the public from April 17 – May 15, 2023. We shared proposed changes for Neighbourhood and Alley Renewal in Hairsine and asked you questions to help the Project Team **REFINE** the draft design
- + Paper copies of the survey and design booklet were made available upon request
- + Congratulations to the two winners of the prize draw!

107 completed surveys



Project web page

- + We asked residents to visit the project web page to access information about the project, view the design booklet and learn more about Hairsine Neighbourhood and Alley Renewal
- + As part of the online engagement, we provided the opportunity for residents to view the proposed draft designs for the neighbourhood through design videos. The videos included drawings and animations of the proposed designs

1,774 unique visits to edmonton.ca/BuildingHairsine
418 video views

200 design booklet views or downloads
2,067 visits to project web page



Community conversations

- + In-person community intercepts took place on April 22 and May 1, 2023
- + Online community open house took place on April 24, 2023
- + Events introduced the draft design for Hairsine Neighbourhood and Alley Renewal. Project Team members shared proposed changes associated with the draft design and gathered feedback from the community
- + 13 residents and/or stakeholder groups contacted the Project Team through the online form or directly by phone or email to learn more about the project and share their perspectives on the draft designs

24 participants online
98 participants in person
Over 122 conversations



How We Communicated

- + 3,500 newsletters
- + 3,500 postcards
- + 20 posters
- + 19 lawn signs
- + 2 road signs
- + 94,000 impressions on Facebook and Instagram posts
- + 1,774 website visits

Over 100,000 touchpoints with residents

The Project Team will provide a **What We Heard** Report online in summer 2023.

For more information and to sign up for project updates on Hairsine Neighbourhood and Alley Renewal, please visit edmonton.ca/BuildingHairsine

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SHAPE OUR CITY

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