

Draft Design Engagement Summary

Ottewell Neighbourhood Renewal

REFINE



Survey

- + An online survey with two components was conducted between December 17, 2021 and January 14, 2022 on the City of Edmonton website. Residents were encouraged to answer both parts or select the one that held the most interest for them. The survey components were:
 - main and local roads
 - parks and open spaces
- + People were asked to provide feedback on the proposed design changes for main and local roads, and for parks and open spaces
- + To help people understand the proposed designs, a booklet illustrating the draft design was created and posted to the City website. This booklet provided information and drawings to help people form opinions for the survey



How We Communicated

- + To promote this engagement opportunity we sent **5,170** newsletters to Ottewell addresses and non-resident property owners and mailed **454** letters to individuals to identify specific proposed changes near their properties
- + **Six** road signs were used between December 15, 2021 and January 14, 2022 to help promote the surveys
- + The project webpage received **3,238** unique visitors and the design booklet was opened by **112** people
- + To promote the survey, the City of Edmonton ran a Facebook campaign, which had people click the link to the project website page **791** times
- + The surveys were also promoted through the City of Edmonton's email distribution to **236** subscribers
- + Project staff spoke with representatives of neighbourhood schools, School Boards, Ottewell Community League and Ottewell Place seniors' residence. Over **50** people phoned and emailed with their comments



Response Breakdown

- + There were **340** responses to the Main and Local Roads survey and **206** responses to the Parks and Open Space survey



Next Steps

- + The project team is currently reviewing the survey findings and comments. The team may make adjustments based on this feedback and other considerations and will prepare the final designs for the neighbourhood
- + The community will have an opportunity to provide feedback on the final designs, tentatively set for late spring, 2022



For more information and updates on **Ottewell Neighbourhood Renewal**, please visit:
edmonton.ca/BuildingOttewell

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