



Insight Community  
Mixed Topic Survey  
**June 2019 Results**

| **SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**

*Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help City of Edmonton Council and administration make decisions.*

*-Corporate Research Unit*

**11,509**  
**members**

As of June 2019, 11,509 Edmontonians are part of the Insight Community who engage with The City of Edmonton through different survey formats. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research advises on, plans, executes, and reports on research for almost every administrative area of the City.

From **June 11<sup>th</sup> to June 18<sup>th</sup> 2019**, 2,378 Insight Community members engaged with The City of Edmonton by answering a survey that was sent to them via email. The survey was designed to gather members' opinions on a variety of topics (Mixed Topics) including:

- River Crossing
- City Plan

**2,378**  
**respondents**

Mixed Topic survey is composed of a variety of questions on various topics that help different departments make decisions using public feedback. This document highlights what we heard from the Insight members on the topics included in the June 2019 Mixed Topics survey.

As it is a non-random online survey, a margin of error is not reported for these results. However, if a probability sample had been used results for a random sample of 2,378 would be accurate to  $\pm 2.0$  percentage points, 19 times out of 20.

*Note: 9 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this monthly report, we only include the survey results for the members.*

# WHAT WE HEARD

## RIVER CROSSING

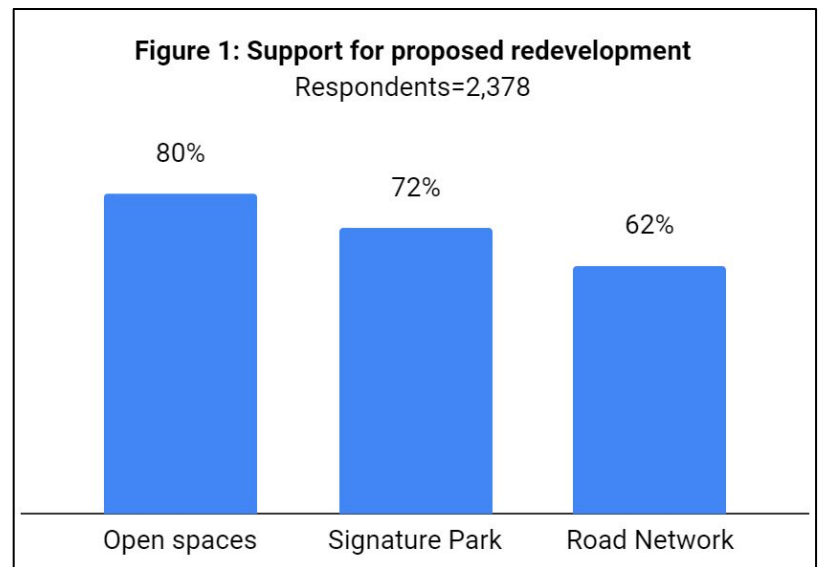


River Crossing is a long-term city building initiative that aims to transform the western area of the Rosedale neighbourhood. Insight Community members were presented with the business plan outlining the redevelopment objectives.

Two-thirds (65%) of survey respondents agree that the proposed development concept achieves the right balance of the objectives.

As shown in figure 1, the majority of Insight members support proposed River Crossing Business plan for redevelopment of open space, signature park and road network.

Four-in-five (83%) survey respondents think that reusing the Rosedale Power Plant for shops, restaurants, craft studios, events, exhibits, etc. is important to the success of the River Crossing becoming a city-wide destination.



We also looked at how residents of Rosedale felt about the proposed development. Seven-in-ten (69%) of survey respondents in Ward 6 agree that the proposed development concept achieves the right balance of the objectives.

## WHAT WE HEARD

### CITY PLAN

The City Plan is Edmonton's plan for our city as we grow to a population of two million people. There are different patterns for growth that we can learn from as we choose the best way for our city to develop.

#### CITY PATTERN A: DYNAMIC DOWNTOWN

This city concentrates growth in the downtown core. Transit allows for direct access to downtown, supported by easy pedestrian and cycling connections within the core. Jobs, services, residential and commercial areas are all concentrated in the downtown core, with direct access to the river valley as primary greenspace in the city.

#### CITY PATTERN B: VIBRANT VILLAGES

This city spreads growth across village-like hubs throughout the city. Transit efficiently moves people between hubs, with pedestrian and bicycle infrastructure prioritized within each destination. Jobs, services, parks, and residential areas are also clustered across the city.

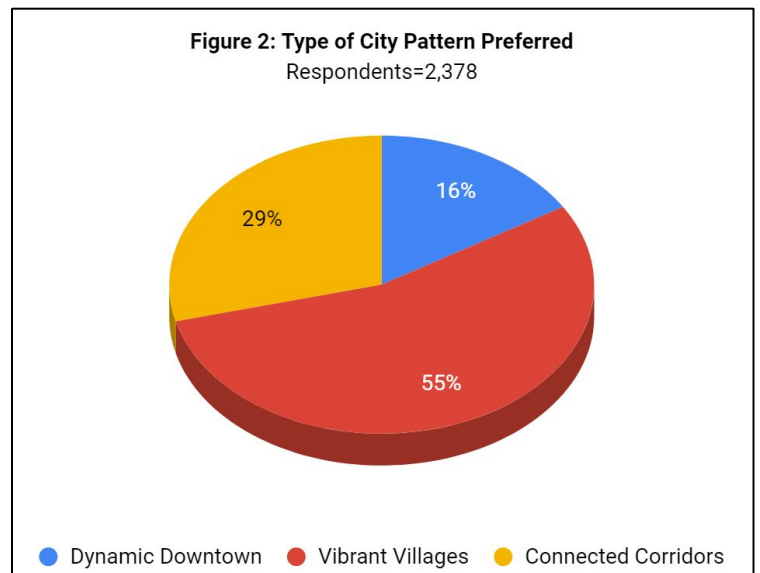
#### CITY PATTERN C: CONNECTED CORRIDORS

This city focuses growth along corridors throughout the city. Transit connects corridors to high density residential areas and other major corridors. Jobs, services, residential and commercial areas transform roadway corridors into places and destinations. Green space also functions as habitat and movement corridors for wildlife.

The Insight Community members were asked to choose their preferred pattern type (Dynamic downtown, Vibrant villages, or Connected corridors) for the following parameters:

- how Edmontonians move around
- how jobs should be distributed
- how to use green spaces
- how to intensify commercial and residential development

More than half (55%) of the respondents prefer city pattern "Vibrant Villages", 29% prefer "Connected Corridors," and 16% prefer "Dynamic Downtown" (Figure 2: calculated as an average of the 4 parameters).



### Questions?

E-mail [research@edmonton.ca](mailto:research@edmonton.ca) for more information, or visit [www.edmonton.ca/surveys](http://www.edmonton.ca/surveys)

### Interested in the Edmonton Insight Community?

Go to [www.edmontoninsightcommunity.ca](http://www.edmontoninsightcommunity.ca) to join or learn more.

### Looking for Data?

Visit [data.edmonton.ca](http://data.edmonton.ca) to find this and other City of Edmonton data on the Open Data Portal.

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