



ROGERS PLACE

GOOD NEIGHBOUR PROGRAM

Draft – February 2017

Beginning in 2016, the Oilers Entertainment Group will be the producer, partner, facilitator and host of many events, both indoor and outdoor, for Rogers Place.

The Oilers Entertainment Group and the City of Edmonton are committed to developing and maintaining a good relationship with the surrounding community as well as the citizens of Edmonton at large. As per Schedule D of the Master Agreement between the City of Edmonton and the Edmonton Arena Corporation (Oilers Entertainment Group), this document, *Rogers Place Good Neighbour Program*, represents a summary of the good neighbour policies and guidelines developed between all parties.

This is a living document. As other elements of the Ice District develop, the scope of the Good Neighbour Program may be adjusted. The City of Edmonton and Oilers Entertainment Group commit to reviewing guidelines, policies or related agreements and the Good Neighbour Program on a yearly basis and amending as appropriate.

The *Program* includes elements identified by the neighbouring communities and businesses during consultation sessions hosted in 2014 and 2015.

The development of the Rogers Place Good Neighbour Program is supported by three parties:

- Oilers Entertainment Group;
- The City of Edmonton; and
- Arena District Local Advisory Committee

Overview

Oilers Entertainment Group conducts indoor and outdoor events including festivals, concerts, sporting competitions, industry events, and community events that benefit the residents residing within Edmonton, the greater Edmonton region, and Northern Alberta.

As a producer, partner, facilitator and host of many events, both indoor and outdoor, that serve the community, Oilers Entertainment Group, in partnership with the City of Edmonton, will deliver events and programs with efforts to minimize the impact on the surrounding community. Oilers Entertainment Group is a respectful neighbour and manages the impact of Rogers Place events on the surrounding community residents and businesses.

Oilers Entertainment Group and the City of Edmonton will strive to increase public awareness of the Good Neighbour Program and encourage responsible and respectful fan behaviour.

Definitions

City of Edmonton Community Standards Bylaw 14600: A Bylaw that regulates the conduct and activities of people on privately owned property and immediately adjacent areas in order to promote the safe, enjoyable and reasonable use of such property for the benefit of all citizens of the City.

Traffic Bylaw 5590: A Bylaw that regulates the use of roadways under the direction, control and management of the City and to regulate the parking of vehicles on such roadways as well as on privately owned property.

TSA offences: Traffic Safety Act that is regulated under the Province of Alberta.

Emergent Events: Events not included in seasonal schedule community notification.

Rogers Place: The term Rogers Place includes all areas within the building, including the main arena, Ford Hall, pedestrian corridor, LRT link, and the Downtown Community Arena.

Elements of the Good Neighbour Program

1.0 Arena District Local Advisory Committee

The Arena District Local Advisory Committee has been established and meets up to four times annually with one representative from each party, specifically; Community Stakeholders, the City of Edmonton, and the Oilers Entertainment Group. Membership from each organization may change from year to year, and the City of Edmonton will take a leadership role in assembling the committee each year.

The Committee will be a central point of contact between the Oilers Entertainment Group, the City of Edmonton, and Community Stakeholders for concerns related to cleanliness, access and egress, parking management, safety and security, outdoor programming, and other issues as they arise.

- ***Oilers Entertainment Group*** will ensure a senior member of their administration team and a senior member of the Rogers Place operations team will participate in meetings on a quarterly basis
- ***The City of Edmonton, Citizen Services*** will schedule and manage the Arena District Local Advisory Committee.
- Membership from each organization may change from year to year, and the City of Edmonton will take leadership role in calling the committee together each year.
- Community Membership includes:
 - Central McDougall Community League
 - Downtown Community League
 - Oliver Community League
 - Queen Mary Park Community League
 - McCauley Community League
 - Boyle Street Community League
 - Bissell Centre
 - Edmonton Federation of Community Leagues
 - North Edge Business Association
 - Little Italy Business Association
 - Chinatown Business Association
 - Downtown Business Association
 - Council of Business Revitalization Zones
 - Boyle Street Community Services

- o Bissell Centre
 - o The Edmonton and District Labour Council
 - o REACH Edmonton
 - o Other agencies and/or committees as required and approved by the Arena District Local Advisory Committee
- The committee will meet (2) and up to four (4) times per year.
 - Additional meetings may be held to address specific issues that may arise over the season.
 - Emergent concerns should be directed to the facility operator (Oilers Entertainment Group contacts below) for immediate discussion and resolution in a timely manner. If required, the Oilers Entertainment Group will contact the Branch Manager of Community and Recreation Facilities with the City of Edmonton (call 311), to address any immediate concerns beyond Oilers Entertainment Group scope.
 - OEG Susan Darrington, (780) 414-1861, sdarrington@rogersplace.com
 - OEG Stuart Ballantyne, (780) 822-4930, sballantyne@edmontonoilers.com
 - Noise complaints should be directed to 311 call centre.
 - Litter complaints should be directed to 311 call centre
 - Criminal Activity should be reported to EPS call centre at 780-423-4567, or 911 if the matter is emergent.
 - Should any member of the committee become aware of a non-emergent issue, it should be directed to the committee for discussion and resolution at the next regular meeting.
 - Ongoing and regular communication is encouraged and welcomed throughout the year.

2.0 Parking Management

The City of Edmonton and the Oilers Entertainment Group will establish a Parking Management Strategy.

The Strategy will address the community residents offering parking for a fee, the parking lot owners, and those who park their vehicles on private property illegally while attending Rogers Place events.

Commercial locations are required to stay within the scope of their development permit and their existing business license. Selling parking as a service contravenes both the Business License Bylaw and the Zoning bylaw. Sustainable Development will evaluate and assess all new applied for licenses before permission is granted.

Residential locations are typically not allowed to sell or offer parking on private property without a business license or a development permit. Frequently offering parking for events creates

community safety and quality of life concerns, as residential communities typically cannot manage the increased intensity in vehicular traffic.

Oilers Entertainment Group and the **City of Edmonton** will work to ensure understanding of applicable by-laws are communicated to event participants/attendees and homeowners and businesses looking to make a profit by renting their parking space.

The **City of Edmonton** will:

- Launch a public education campaign addressing the appropriate parking opportunities in the Roger Place area, warning of the potential penalties for violations
- Develop a Parking Management Strategy, in collaboration with Oilers Entertainment Group
- Promote transit, LRT, and other modes of transportation
- Post portable signs on city road right of way in target areas
- Conduct site inspections to ensure vacant lots are adequately signed as “no parking”
- Notify in writing to tenants in rented residential properties the consequences for offering parking for a fee without a business license
- Dispatch teams of investigators in unmarked vehicles to seek out people offering parking for a fee on property without development permits or business licenses
- The City of Edmonton will take steps to immediately shut down offending properties
- Issue penalty tickets under the licensing bylaw to people offering such services
- Follow up with additional tickets as necessary and penalty tickets under the zoning bylaw to the property owner to ensure future compliance
- City of Edmonton will patrol area with marked vehicles and uniformed officers (Community Standards Peace Officers and Parking Enforcement) to enforce traffic bylaw, specifically with regards to driving over the sidewalk and parking on the boulevard

3.0 Safety and Security

The City of Edmonton, Edmonton Police Services, and the Oilers Entertainment Group will establish a Safety and Security Strategy for Rogers Place.

Security at Rogers place will be provided by the OEG, and policing services for events at Roger’s place will be provided by the Edmonton Police Services through Extra Duty Policing, as contracted between the Oilers Entertainment Group and the Edmonton Police Services.

Required policing services during non-events will be provided by the Edmonton Police Services as part of the normal policing practices and call for service guidelines of the Edmonton Police Services.

The Safety and Security Strategy for Rogers Place will also consider additional services provided by City of Edmonton Bylaw, Transit Peace Officers, Community Peace Officers, and private security hired/employed by the OEG.

4.0 Event Impact Management (Noise and Litter)

Oilers Entertainment Group will provide services to manage noise and litter during Rogers Place events, in partnership with the City of Edmonton departments and services.

4.1 Noise Bylaw Waiver

For events that require a City of Edmonton noise by-law waiver, ***Oilers Entertainment Group*** will:

- Apply for the appropriate waiver
- Notify third party event organizers that they are responsible to have the appropriate sound monitoring procedures in place to monitor the sound and make required adjustments to remain within the parameters of the approved by-law waiver
- Work with the City of Edmonton to detail the sound monitoring procedures and requirements for the event

4.2 Managing Litter

Oilers Entertainment Group and ***the City of Edmonton*** will:

- Provide services to manage litter during Rogers Place events
- Work to ensure appropriate clean-up is provided following all events
- Advise 3rd party event organizers that appropriate clean-up is provided following an event

The ***City of Edmonton*** will:

- Clean surrounding roadways as per standard road cleaning schedule

5.0 Access and Egress – Game Days and Special events

An access and egress plan is required for game days and special event days to manage pedestrian and traffic flow to and from Rogers Place.

The ***Oilers Entertainment Group*** and the ***City of Edmonton*** will:

- Establish a Traffic Management Plan.
 - The Plan will outline the access and egress plan for Rogers Place.
 - The Plan will include consideration for Vehicles for hire, Charter buses, Taxi, Trucks access, DATS/Persons with a disability drop off, parking, and egress.

- The Plan will also include a strategy to promote alternative modes of transportation, including a bicycle parking strategy for the Rogers Place and a communication plan.
- The Plan will consider minimizing traffic congestion in surrounding communities

6.0 Communication

An updated event schedule will be provided on the Oilers website(s) at all times, and will be updated on a regular basis by ***Oilers Entertainment Group***.

- This schedule should include the dates of Edmonton Oilers and Oil Kings home games (regular and playoff), special games, special events, concerts, and large events planned to occur at Rogers Place. In addition, the dates of events and games that are expected to draw a higher than average attendance will be identified.
- It is understood that schedules are draft and subject to change through the year, and that emergent events may become available and hosted at any time. All efforts will be made to by ***Oilers Entertainment Group*** communicate changes and updates at the earliest possible date.
- The methods **may** include:
 - Electronic newsletters
 - Rogers Place website
 - Social Media such as, but not limited to: Face book, Twitter
 - Oilers App, or link to provide up to date information
 - Direct mail/ door-to-door flyer drop in mailboxes of all homes and businesses within the surrounding area
 - Print media
- ***Oilers Entertainment Group*** will email this schedule to the Arena District Local Advisory Committee and in the following neighbourhoods:
 - Central McDougall Neighbourhood
 - Downtown Neighbourhood
 - Oliver Neighbourhood
 - Queen Mary Park Neighbourhood
 - McCauley Neighbourhood
 - Boyle Street Neighbourhood
- As well as the following social agencies, business associations and organizations:
 - Bissell Centre
 - North Edge Business Association
 - Little Italy Business Association

- Chinatown Business Association
- Downtown Business Association

- Boyle Street Community Services
- Council of Business Revitalization Zones
- Edmonton Federation of Community Leagues
- 104 Street Condo Association
- REACH Edmonton
- The Edmonton and District Labour Council
- All business/organizations within 800 metres radius of the Rogers Place.

- The **Community Leagues** will use all reasonable mechanisms at their disposal to communicate the schedule to residents, such as League meetings, social media, website, newsletter, etc.
- The **City of Edmonton** will use all reasonable mechanisms at its disposal to communicate the schedule to the community and businesses at large, such as, roadway signage, City website, social media, etc.
 - Notifications are to include contact information for the events, as well as, the location and timing of all road closures and/or other possible impacts to surrounding neighbourhoods.

It is recognized that the Oilers Entertainment Group will be pursuing events and programs to maximize use of the facility, both indoor and outdoor, throughout the year.

Communication to the surrounding communities and businesses will be customized based on the anticipated impact of individual events.