

A photograph of a man and a woman walking a large, fluffy white dog on a sidewalk. The man is on the left, wearing a light-colored short-sleeved button-down shirt and blue jeans. The woman is on the right, wearing a teal-colored top and blue jeans with rolled-up cuffs. They are both smiling and looking at each other. The background is a lush green hedge or wall of bushes.

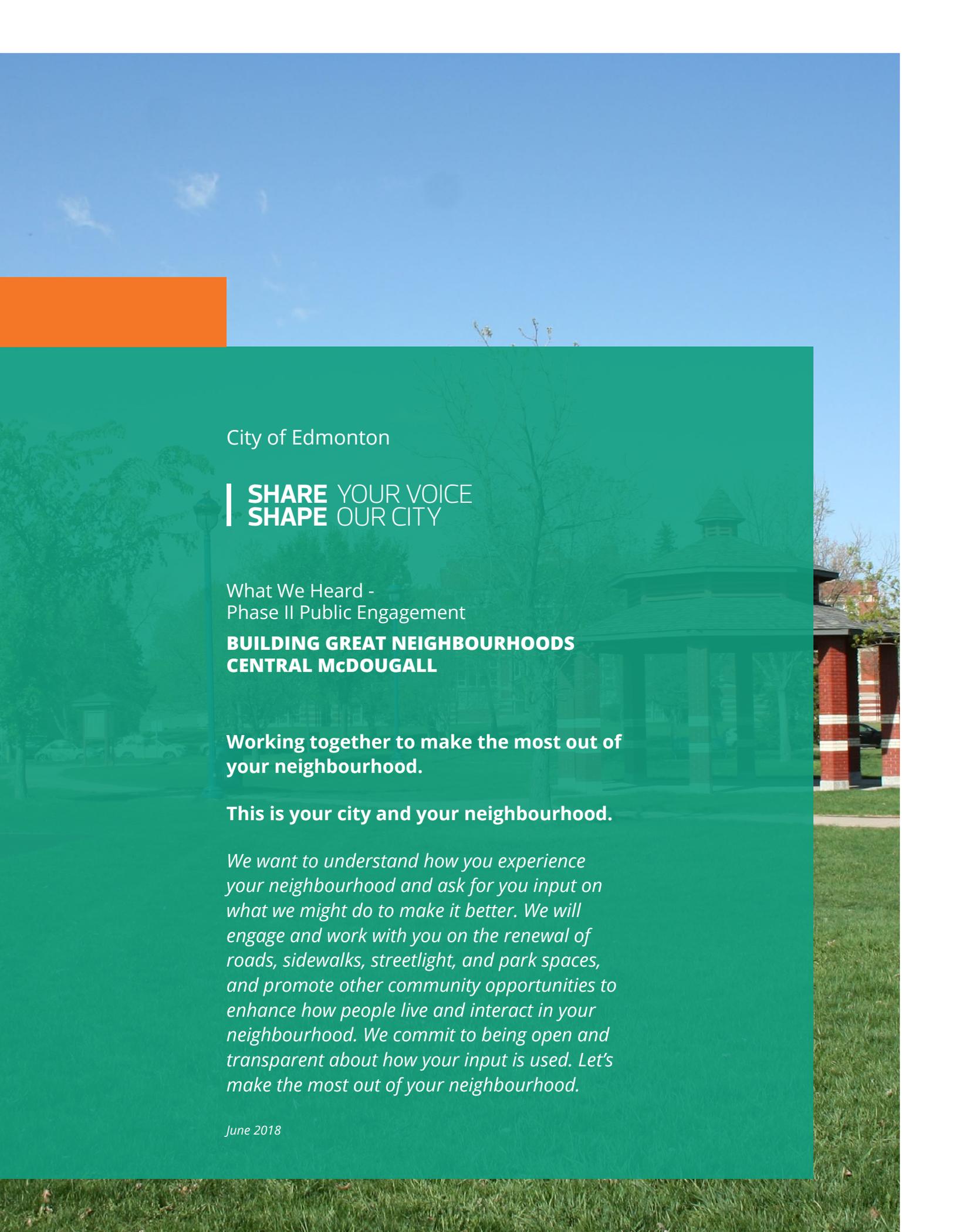
SHARE YOUR VOICE
SHAPE OUR CITY

What We Heard – Phase II Public Engagement

BUILDING GREAT NEIGHBOURHOODS

CENTRAL McDOUGALL

June 2018



City of Edmonton

SHARE YOUR VOICE
SHAPE OUR CITY

What We Heard -
Phase II Public Engagement

**BUILDING GREAT NEIGHBOURHOODS
CENTRAL McDOUGALL**

**Working together to make the most out of
your neighbourhood.**

This is your city and your neighbourhood.

We want to understand how you experience your neighbourhood and ask for your input on what we might do to make it better. We will engage and work with you on the renewal of roads, sidewalks, streetlight, and park spaces, and promote other community opportunities to enhance how people live and interact in your neighbourhood. We commit to being open and transparent about how your input is used. Let's make the most out of your neighbourhood.

June 2018

TABLE OF CONTENTS

Summary	4-5
Purpose of this report	6
Building Great Neighbourhoods: Central McDougall Renewal Project Scope	6
The Path to Good Design	7
Project Vision and Important Elements	10
Public Input: What We Heard	14
What's Next	18



SUMMARY

The City of Edmonton is planning to start construction in the Central McDougall neighbourhood in 2019 and 2020. Before construction begins, designs are being created. The designs will take into consideration City policy, technical requirements (i.e., standards and guidelines), and public input.

This report shares the results of Phase II of the City's public engagement efforts held in April. In April, the City of Edmonton invited people to attend one of two identical workshops or participate in an online or hard copy survey. People who participated were asked to share ideas to refine a project vision and set of important elements to guide the City's work in the neighbourhood. They were also asked to share advice about the neighbourhood. This information helps the City create designs.

54 people participated in the public engagement activities.

- 26 people attended at least one of two identical workshops on April 3 and 5
- 15 people completed either an online or hard copy survey
- 13 people attended at least one workshop and completed a survey

The input that people shared about the vision and set of important elements aligned well with what was shared about their neighbourhood.

As a result of the public input, the City has adopted a project vision and set of important elements to guide Central McDougall's neighbourhood renewal Project.

VISION

Central McDougall is a safe neighbourhood. People feel comfortable walking and crossing roads, driving routes focus on providing access to local organizations and gathering spaces, and everyone has opportunities to make use of outdoor parks and green spaces.

IMPORTANT ELEMENTS

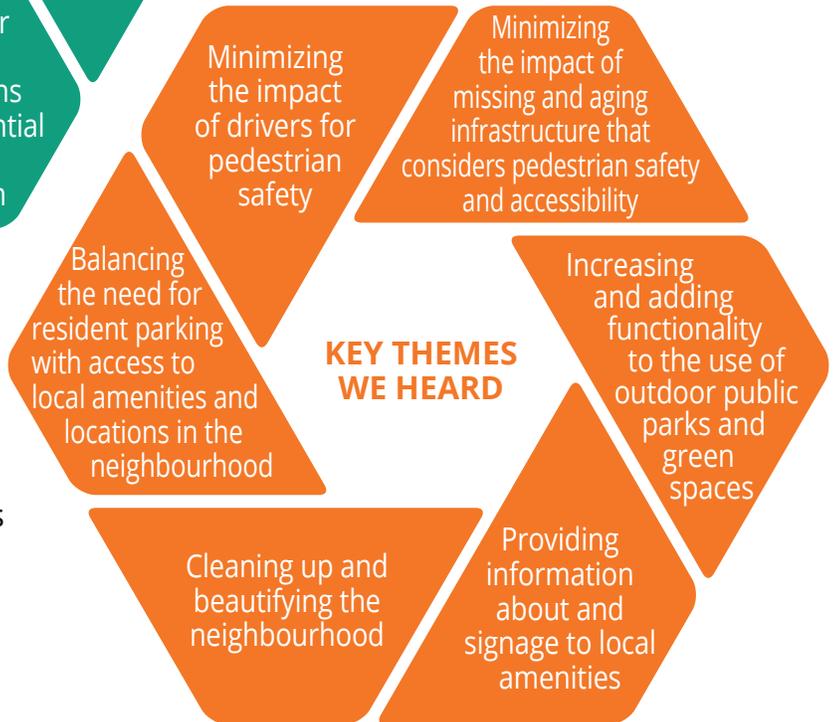
- Safety for people walking in the neighbourhood, with an emphasis on providing good lighting, accessible design and design features, and safe crossings in high pedestrian areas
- Roads that support drivers, including transit and buses, to access local amenities and help limit the amount of shortcutting and speeding in the neighbourhood
- Outdoor spaces that support active living and people of all backgrounds enjoying each other's company
- Signs that make it easy for people to find their way and locate and learn about historic, cultural and important neighbourhood sites
- Trees that are protected and flowers, public art, and community gardens that help to bring people together and build community pride

The input that people shared will help the City to create designs. Information shared included thoughts on Central McDougall's strengths, issues, and opportunities, in context of Central McDougall's neighbourhood renewal Project.

The **strengths** we heard cover six key themes:



The **issues and opportunities** we heard are well-aligned and fall into six key themes. In most cases, participants identified issues (i.e., gaps and concerns) in the neighbourhood and then identified some opportunities to consider to help overcome them.



The City's next steps are to:

1. Share the project vision and set of important elements, as well as this summary of public input with project stakeholders and post to the project webpage at: edmonton.ca/BuildingCentralMcDougall
2. Develop designs that reflect a combination of the following:
 - a. The information from this report, along with the detailed location-based input collected through these and future engagement activities
 - b. City policy
 - c. Technical information

In Summer/Fall 2018, the City will begin its next phase of public engagement to invite input into and refine the designs. Between now and then, we will share project updates with anyone who joins Central McDougall's Building Great Neighbourhoods mailing list found at edmonton.ca/BuildingCentralMcDougall.

PURPOSE OF THIS REPORT

- Share what we heard from the April workshops and survey
- Provide information about the City's next steps with neighbourhood renewal in Central McDougall

BUILDING GREAT NEIGHBOURHOODS CENTRAL McDOUGALL RENEWAL PROJECT SCOPE

The City of Edmonton is planning neighbourhood renewal construction for Central McDougall in 2019 and 2020.

Construction typically involves the renewal of:

- Roads and gutters
- Missing sidewalk links
- Streetlighting

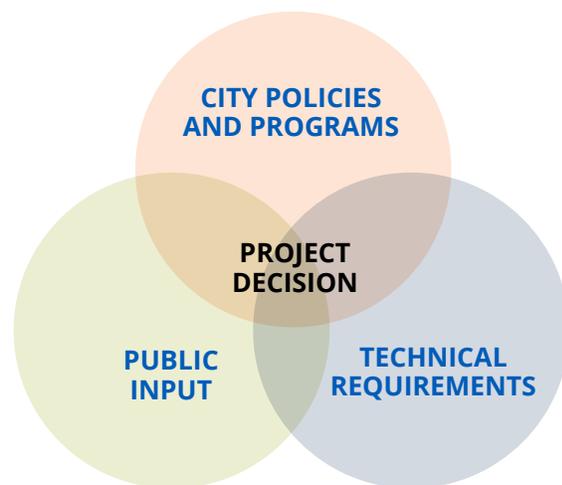
Depending on the level of interest in the neighbourhood, construction may also include two local improvements tax levies, sidewalk renewal and the addition of decorative streetlighting.

It can also include an opportunity to discuss other neighbourhood initiatives important to residents, such as:

- Ways to make the neighbourhood more beautiful
- Reflecting the neighbourhood identity
- Enhancements to outdoor public areas

Before the City begins neighbourhood renewal construction, it is working on a good design for it. The design takes three things into consideration:

- City policy and programs
- Technical requirements (i.e., accepted guidelines and standards)
- Public input



THE PATH TO GOOD DESIGN

The City has outlined a number of steps to take before proceeding with Central McDougall's neighbourhood renewal construction.

At the end of 2017, we started with pre-project meetings, where the Project Manager, Cathy Dytiuk, shared information about and listened to both the excitement and concerns of interested community groups. We also started to gather and review background documents related to previous, current, and scheduled projects in the neighbourhood.



In March, we invited representatives of neighbourhood-based organizations and groups to a meeting to learn about neighbourhood renewal construction, form a neighbourhood outreach network, and provide us some initial input to help craft a draft a vision and set of important elements for the project.

In April, we hosted two identical public workshops and offered an online and hard copy survey.

We used the workshops and survey to ask people for two types of input:

1. Input to **REFINE** the vision and set of important elements drafted based on the input from neighbourhood-based organizations and stakeholders in February.

2. Input to **ADVISE** the City on what it needs to consider, relative to City policy and technical requirements, as it drafts designs.

From May to June the City will analyze the input from the April workshops. From summer to fall, we will be looking for additional public input to help **REFINE** the City's designs for Central McDougall's neighbourhood renewal.

Moving into 2019, the City will host a pre-construction meeting to ensure that everyone who is interested has an opportunity to see the final design for Central McDougall's neighbourhood renewal and learn about the planned construction.

When the City of Edmonton asks people to **ADVISE**, we are asking you to share feedback and perspectives that we can consider to draft designs for the Central McDougall Renewal Project.

When we ask people to **REFINE**, we are inviting you to provide input into the designs for the Central McDougall Renewal Project.

ADVISE and **REFINE** are part of the City of Edmonton's Public Engagement Spectrum, a tool that explains the four roles the public can play when they participate in City of Edmonton public engagement activities. As you move within the spectrum, there is an increasing level of public influence and commitment from the City and the public.



For more information on the how public engagement shapes decision making visit edmonton.ca/PublicEngagement.

DATA COLLECTION

The City's public engagement was targeted to people who live, work, play, or hold a specified interest in Central McDougall.

A total of 54 people participated in:

- Two identical in-person workshops at the Prince of Wales Armouries Heritage Centre on April 3 and 5, 2018 between 6:30 and 9:00 p.m.
- An online survey, available between April 3 - 19, 2018 at edmonton.ca/BuildingCentralMcDougall
- A hard copy survey available between April 3 - 19, 2018 and distributed to representatives of organizations and groups located in and around Central McDougall, as well as everyone who was interested.

The communication to encourage participation in the public engagement activities included:

- Direct mail to reach people in multi-family dwellings as well as single-family homes
- Emails and information packages to community organizations, institutions, and businesses
- Signs along roads in and out of Central McDougall
- The City of Edmonton website

The City also enlisted support from local community organizations, institutions, and businesses to both distribute and collect survey-based feedback from the populations they serve.

PARTICIPATION RATES

48 per cent:

In-person workshop

28 per cent:

Online or hard copy survey

24 per cent:

Workshop AND survey



PROJECT VISION AND IMPORTANT ELEMENTS

As part of both the in-person workshops and surveys, participants were asked to review and refine a draft vision statement and set of important elements and:

- Indicate whether or not they support the drafts, and,
- If not, provide feedback on how to refine the drafts.



Reasons for the refinement to the vision:

- Thirty-nine (39) of 54 participants provided input on the vision. Twenty-two (22) of them supported it with no changes and 17 made suggestions on how to refine it.
- The recommendations to refine the vision were also key themes in the input people provided to help the City create our designs.
- These themes include:
 - Central McDougall is already a friendly and welcoming neighbourhood. Safety should be the main focus
 - The renewal needs to address safety issues caused by motorists and, at the same time, prioritize pedestrians' needs as well as support accessibility, especially along high pedestrian corridors
 - Drivers need to be able to reach amenities and locations in the neighbourhood, but not be able to shortcut through the neighbourhood
 - Outdoor public parks and green spaces are important to building pride in the neighbourhood, and providing more reasons (i.e., amenities) to make use of them will help to contribute to a safer neighbourhood

Original VISION

Central McDougall is safe and friendly. We welcome everyone and make it easy for people to walk, get to places in the neighbourhood, sit and get together to visit and play.

Refined VISION

Central McDougall is a safe neighbourhood. People feel comfortable walking and crossing roads, driving routes focus on providing access to local organizations and gathering spaces, and everyone has opportunities to make use of outdoor parks and green spaces.



Original IMPORTANT ELEMENTS

- Common spaces that are open, safe, and can be used by everyone.
- Common spaces that fit with the look and feel of the neighbourhood.
- Common spaces that provide places for people of all ages and backgrounds to sit, gather, cook and eat together and play.
- Streets and sidewalks that are well lit for people walking and driving.
- Signs in many different languages that make it easy for people to find their way.
- Ramps to get onto sidewalks, sidewalks that are smooth and easy to walk, and gutters that help remove large puddles.
- A pedestrian focus that includes safe street crossings, especially near schools.
- Trees that are protected and help keep our streets welcoming and beautiful.



Refined IMPORTANT ELEMENTS

- Safety for people walking in the neighbourhood, with an emphasis on providing good lighting, accessible design and design features, and safe crossings in high pedestrian areas.
- Driving routes that help motorists, including transit and buses, access local amenities while also limiting the amount of shortcutting and speeding in the neighbourhood.
- Outdoor spaces that support active living and people of all backgrounds to enjoy each other's company.
- Signs that make it easy for people to find their way and locate and learn about historic, cultural and important neighbourhood sites.
- Trees that are protected and flowers, public art, and community gardens that help to bring people together and build community pride.



REASONS FOR THE REFINEMENTS TO THE IMPORTANT ELEMENTS

- Thirty-nine (39) of 54 participants provided input on the vision; all of them supported at least three of the draft elements.
- Only three of the eight elements drew less than 50 per cent support.

Fewer than 50 per cent of participants supported the following original Important Elements:

- Signs in many different languages that make it easy for people to find their ways
- Common spaces that fit with the look and feel of the neighbourhood
- Common spaces that provide people of all ages and background to sit, gather, cook and eat together and play

The majority of people, even those who supported all of the important elements, also recommended additions.

In reviewing the suggestions, the three elements that received less than 50 per cent support should be removed and the remaining five elements should be expanded and revised to emphasize different outcomes.

Specifically:

- Pedestrian safety is a priority, and must be good lighting, accessible sidewalks and paths through outdoor public areas, and the ability to safely cross roads and intersections.
- Achieving a safe neighbourhood depends on motorists, including transit and school buses, having the space and lines of sight to navigate to local amenities and locations. It also depends on limiting the amount of speeding and shortcutting through the neighbourhood.
- Outdoor spaces are very important; the priority is usable spaces that support active lifestyles and bring people together. The more people that use these spaces, the safer the neighbourhood will be.
- It is less important to have signs in other languages and more important to use signage and other visual displays to reflect the local identity and history of the neighbourhood, as well as help people find local amenities.
- Trees are worth protecting and there are other functional and beautifying features that help build community and neighbourhood pride.



PUBLIC INPUT: WHAT WE HEARD



To advise the City on things that we should consider as we draft neighbourhood renewal designs, participants were asked to provide input on the ways they currently and want to:

- Get around in the neighbourhood (i.e., walking, biking and driving/ on-street parking)
- Access public transit locations
- Use and enjoy outdoor public areas, natural assets and connections to the river valley
- Reflect the identity and character of the neighbourhood (e.g., landscaping, signs, historical and cultural displays)

They were also asked to advise us on:

- Infrastructure that is missing or needs attention
- Other ideas related to neighbourhood renewal

Participants input reflected what they view as Central McDougall's strengths, issues, and opportunities, in context of neighbourhood renewal.

STRENGTHS

When it comes to strengths, participants generally appreciate:

- Central McDougall's central location, proximity to downtown, and pedestrian access to local amenities (i.e., restaurants along 107 Avenue)
- Central McDougall Park, along with the variety of community-building activities (i.e., community BBQ) that are offered there
- The beauty, welcoming and community-building environment, and nourishment of the Central McDougall's community garden
- The natural beauty provided by the mature trees and beautification efforts (i.e., flower pots)
- The open air art park, located at the corner of 107 Avenue and 105 Street
- The addition of two-hour parking restrictions and, in some areas, residential parking programs to provide people living in the area access to on-street parking near their homes

ISSUES AND OPPORTUNITIES

When it comes to issues and opportunities, participants' input is related. Participants identified issues and, in most cases, also identified opportunities that they believe will help to overcome the issues. The issues and opportunities listed below are a reflection of the public input we received at the April 2018 public engagement workshops. The City will also use policy and technical information to develop designs for the neighbourhood. Participants input is outlined in the chart below, and it touched on six main themes:

Minimizing the impact of drivers for pedestrian safety	
Issues (i.e., concerns and gaps)	Opportunities
Drivers who speed and shortcut through the neighbourhood, creating safety issues for pedestrians	Implement traffic management measures, like: <ul style="list-style-type: none"> • Lower speed limits • Roundabouts • Speed bumps • Curb extensions • Raised crosswalks • Additional traffic signs and signals • Enforcement
Drivers who speed and shortcut through the neighbourhood, creating safety issues for pedestrians	Provide more active traffic and parking enforcement
Minimizing the impact of missing and aging infrastructure and infrastructure design on pedestrian safety and accessibility	
Issues (i.e., concerns and gaps)	Opportunities
Lack of streetlighting, and streetlighting that is blocked by the tree canopy	Install more, brighter, and lower streetlighting
Uneven and cracked sidewalks	Replace and sufficiently grade the sidewalks
Missing sidewalk links and thoroughfares	Add sidewalks where they are missing
Narrow sidewalks that cannot accommodate the number of people along high traffic corridors (i.e., 108 Avenue)	Replace existing sidewalks with wider design
Narrow sidewalks that cannot accommodate people pushing strollers, using wheelchairs or scooters, or using walkers and canes	Replace existing sidewalks with wider design
Poor grading that creates pools of water and, in the winter, icy sidewalks and intersections	Renew the roads and sidewalks, and ensure proper grading to promote good drainage
Challenges locating paths and safe crossings for the visually impaired	Install audible crossing, transit, and green space path signals for the visually impaired

Balancing the need for resident parking with access to local amenities and locations in the neighbourhood

Issues (i.e., concerns and gaps)	Opportunities
Lack of available parking for residents who live in the neighbourhood	Implement things like: <ul style="list-style-type: none"> • More residential parking programs • More active enforcement • A policy requirement for developers to add underground parking to new developments
The impact of street parking along narrow roads that restrict access into the neighbourhood, particularly on the east side of the neighbourhood and north of 107 Avenue	<ul style="list-style-type: none"> • Restrict parking to one side of the street, especially on the streets that buses and transit vehicles use to access the neighbourhood • Restrict parking close to intersections to ensure open turn lanes and good visibility

Cleaning up and beautifying the neighbourhood

Issues (i.e., concerns and gaps)	Opportunities
Issues with littering, furniture dumping, and general neighbourhood cleanliness	<ul style="list-style-type: none"> • Add more garbage cans along high pedestrian routes (i.e., 108 Avenue, Central McDougall Park) • Create a local garbage and furniture pick up location • Post more anti-littering and anti-dumping signage • Provide more education
Lower income neighbourhood with a lot of condos that lack opportunities to grow food or add natural beauty	<ul style="list-style-type: none"> • Expand the community garden • Add additional community gardens • Expand the “flower pot program” throughout the neighbourhood

Providing information about and signage to local amenities	
Issues (i.e., concerns and gaps)	Opportunities
Limited recognition of the history and amenities in the area	<ul style="list-style-type: none"> • Install signage, art and visual displays to locate, identify and provide information about local amenities • Install public art and murals by local artists and students that recognize and celebrate the local diversity and history
Poor grading that creates pools of water and, in the winter, icy sidewalks and intersections	Renew the roads and sidewalks, and ensure proper grading to promote good drainage
Challenges locating paths and safe crossings for the visually impaired	Install audible crossing, transit, and green space path signals for the visually impaired
Increasing and adding functionality to the use of outdoor public parks and green spaces	
Issues (i.e., concerns and gaps)	Opportunities
Undeveloped and underdeveloped green spaces in Central McDougall	<ul style="list-style-type: none"> • Develop undeveloped and underdeveloped green spaces. Some ideas include adding outdoor exercise equipment, public art, and children’s play areas • Attract people to undeveloped and underdeveloped public areas to help increase neighbourhood safety
Missing walkways and connections through public parks and green spaces	<ul style="list-style-type: none"> • Add sidewalks through and along the public parks and green spaces in high pedestrian areas • Add additional lighting along the sidewalks that run through public parks and green spaces



WHAT'S NEXT?

1. Based on participants' input, the City of Edmonton has adopted the refined vision and important elements for Central McDougall's neighbourhood renewal project. They will be posted to the edmonton.ca/BuildingCentralMcDougall web page.
2. Between May and summer, the City of Edmonton will use the content of this report, supplemented by the detailed location-based input collected through the engagement activities, along with policy and technical information to develop designs for the neighbourhood.
3. In Summer/Fall, the City will begin its next phase of public engagement to invite input into and refine the neighbourhood designs.
4. The City will share project updates, including notifications about public engagement opportunities, to anyone who joins Central McDougall's Building Great Neighbourhoods mailing list found at edmonton.ca/BuildingCentralMcDougall.

PUBLIC ENGAGEMENT TIMELINE



Thank you for participating in sharing your voice and shaping our city.

If you have any questions about this report, please contact:
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Email: cathy.dytiuk@edmonton.ca

Phone: 780-495-0323

For more information about the project, please visit edmonton.ca/BuildingCentralMcDougall or subscribe to the project's mailing list.

For more information on City of Edmonton public engagement, please visit edmonton.ca/PublicEngagement.





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