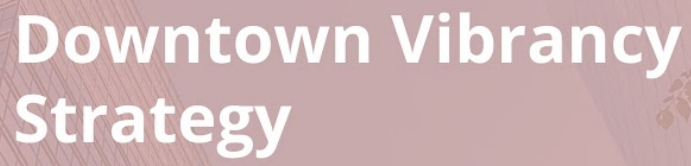


The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a dark blue rectangular background.The title "Downtown Vibrancy Strategy" is centered on the page in a large, white, sans-serif font. A thin white vertical line is positioned to the left of the text. The background is a low-angle photograph of several modern glass skyscrapers reaching towards a blue sky with light clouds. Green leaves from trees are visible in the foreground, partially obscuring the buildings.

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## LAND ACKNOWLEDGEMENT

*The City of Edmonton acknowledges the traditional land on which we are gathered today, is on Treaty 6 territory. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as the Cree, Dené (Denn-ay), Sauteaux (sawl-toe), Nakota Sioux (Soo) and Blackfoot peoples. We also acknowledge this as the Métis' homeland and the home of the largest concentration of Inuit south of the 60th parallel. It is a welcoming place for all peoples who come from around the world to share Edmonton as a home. Together, we call upon all of our collective, honoured traditions and spirits to work in building a great city for today and future generations.*

## INTRODUCTION:

### Why a Vibrancy Strategy?



*This Vibrancy Strategy is a call for action over the next two years. At its core are a series of concrete steps and actions we can take in the short term to promote vibrancy in our downtown. The strategy is an agile and nimble approach to supporting vibrancy, based on collaboration and partnership between a number of organizations and entities with a vested interest in the future of downtown Edmonton. A number of the actions contemplated in this strategy are already underway by a range of downtown partners.*

Downtown Edmonton is the heart of the Edmonton region. Nowhere else features such an exciting mix of attractions, businesses and events, all anchored in an employment and growing residential hub with excellent accessibility to the rest of the city. Our downtown is a place where commerce, diversity and creativity flourish. It's a place for everyone to gather to celebrate, share ideas, learn, trade and innovate. It's often the first impression we make on visitors and is a big part of our reputation. Downtown Edmonton is central to the vision of the City Plan as an attractive place that is easily accessible to all and one that supports and grows economic, cultural, institutional and residential prosperity.

At the same time, an active and thriving downtown is key to attracting and retaining new talent and capital. People and businesses choose locations to live, work and operate businesses based on the quality of life around them. Downtown vibrancy is critical to the attraction of talent and capital in both downtown and the entire city and region.

As they say, "As goes your downtown, so goes your City."

The COVID pandemic has dealt a blow to our entire city, but our downtown has faced unique challenges. Public health restrictions, distancing and individuals' caution have cancelled festivals and limited how businesses can operate. Working and learning from home has meant tens of thousands fewer visits downtown every day. This hurts businesses and our social fabric, making our downtown seem empty - far from the energetic hub we know it can be.

The City's commitment to investing in downtown remains strong in 2020/21, with \$42 million invested in improvements to Jasper Avenue, Green and Walkable projects in the Ice District, pedestrian wayfinding and Kinistinaw Park. A \$22.9 million grant program was established for developments that start residential construction in 2021 and \$1.48 million received from Western Economic Diversification Canada was used to fund Downtown Spark and Digital Main Streets. The City will invest an additional \$80 million in the next few years in the Warehouse District Park, Centennial Plaza Redevelopment, Kinistinaw Park Phase Two, Columbia Avenue, Green and Walkable projects and the McDougall Pedestrian Bridge.

*This Vibrancy Strategy is a call for action over the next two years. At its core are a series of concrete steps and actions we can take in the short term to promote vibrancy in our downtown. The strategy is an agile and nimble approach to supporting vibrancy, based on collaboration and partnership between a number of organizations and entities with a vested interest in the future of downtown Edmonton. A number of the actions contemplated in this strategy are already underway by a range of downtown partners.*



## Downtown in Context

### A Decade of Transformation

Prior to the COVID pandemic, downtown Edmonton was experiencing an unprecedented transformation. Since 2015, more than \$4.4 billion was invested in downtown development. More than 6 million square feet of new buildings have been constructed, across residential, office, cultural, educational and entertainment sectors.



Downtown welcomed Rogers Place, the Royal Alberta Museum, expansions to MacEwan University and Norquest College. And roughly 2,400 residential units were built as demand for downtown living grew.

Over the last number of years, a range of downtown partners have worked deliberately to achieve greater outcomes in urban wellness with initiatives that include responding to homelessness, gender based violence prevention, fostering connections and combating isolation. Through this work, the City and its partners have collectively forged new programs, prototyped different ideas and strengthened relationships. This

important work has also supported the transformation of downtown and provides a strong foundation for more action.

### Impact of COVID-19

COVID-19 has had an acute impact on downtown vibrancy because there are fewer people downtown on a daily basis, which strikes at the heart of what makes downtown vibrant. Almost all the usual activity is reduced; office workers are working from home, students are learning online, festivals have been cancelled, as have concerts, conferences and sporting events. 2020 saw 3 major events versus 74 in 2019.

Businesses are struggling with fewer patrons and fewer “eyes on the street” has created perceptions that downtown feels less safe. These challenges cascade.

The impact of COVID-19 has been pronounced for people from marginalized communities, including those experiencing homelessness. Public health measures have reduced the capacity of homeless-serving agencies to meet the demand for overnight shelter and other essential daytime services, substantially limiting the number of people who can be served. Public places

such as City Hall and the Stanley A. Milner Library have also been temporarily closed.

COVID-19 has undoubtedly created unprecedented challenges for our downtown. The Downtown Vibrancy Strategy is a call to action to support recovery..

## Direction from City Policy

With long term policy for downtown from City Plan and cascading direction from the Edmonton Economic Action Plan, Edmonton's Urban Wellbeing Plan: RECOVER and the Capital City Downtown Plan, the policy framework exists to support our downtown in an integrated and strategic manner. The Downtown Vibrancy Strategy further cascades from this work and sets the framework for short term actions to support downtown vibrancy. Appendix 1 illustrates alignment between specific vibrancy actions and existing policy.

Downtown's physical area spans promenades, roadways, bridges and the River Valley and its boundaries are often defined differently depending on who you ask. Each action in this strategy may be targeted to a specific geographical area, depending on its focus. In general, the actions apply to the area within the Downtown Business Improvement Area's boundary (Appendix 2 - Downtown Vibrancy Map) and have the potential to expand to include other areas of the Centre City.

## An Inclusive Downtown



Successful implementation of the actions in this strategy requires careful attention to who is included and who is left behind. An equity lens (Gender-Based Analysis Plus GBA+) is required to help us understand more about the potential opportunities and

impacts of our plans and actions on diverse individuals and communities. It ensures that we identify actions and recommendations that will reduce barriers to groups based on their intersectional identities and take steps to support equity for all Edmontonians. RECOVER Urban Wellbeing created a framework designed to help people feel more connected to themselves, the land and others, to build healthier communities and safe, vibrant public spaces. The framework's tools or levers for strengthening the connections were used in the design of this strategy and will be applied during implementation.

## Partnership Approach + Resource Requirements

Putting this strategy into action requires intentional partnerships, coordinated efforts of the City of Edmonton, other orders of government, agencies, industry, downtown employers, land owners and Edmontonians. Appendix 3 contains more detail on the network of potential partners who will need to work together to realize this strategy. Continuing to be agile and nimble as partners will be key, as new opportunities and challenges emerge.

Actions in this strategy require resources to implement and estimates are provided using the following ranges: under \$200 k, \$200 k - \$1 m and \$1 m+. Total implementation costs range from \$7 million to over \$28 million and will fluctuate depending on the scope and scale of each action as well as their prioritization. Actions are intended to be scalable dependent on the level of funding available. It is critical to note that funding will be required from a variety of partners, including other orders of government and partners included in the strategy.

## Vibrancy Pillars and Actions

The actions contained in the Downtown Vibrancy Strategy are organized under four pillars which represent the essential, interconnected components of a vibrant downtown; what feeds downtown as a destination also nurtures business; and a safe and welcoming downtown is a place people want to call home.

<b>Downtown as a Home</b>	<b>Downtown as an Economic Hub</b>	<b>Downtown as a Destination</b>	<b>Downtown as a Safe, Welcoming Place</b>
<i>A place with a thriving and inclusive population where people continue to want to live and enjoy a high quality of life.</i>	<i>A place that supports a strong, diverse economy, where businesses, infrastructure, and amenities are connected and coordinated.</i>	<i>A place that people love, where tourism, retail, services, festivals, arts and culture, and attractive, accessible, and well-activated public spaces flourish..</i>	<i>A place that prioritizes participation and quality of life for everyone, regardless of race, gender, class, age, ability, culture or other identity.</i>

The actions are informed by feedback from a range of downtown partners (Appendix 4 - Downtown Vibrancy Roundtables - What we Heard) and public

engagement done through the Public Places Plan. They are further informed by the consultation undertaken through the Edmonton Economic Action Plan.

## Downtown as a Home

*Our goal is to ensure downtown is a place with a thriving and inclusive population where people continue to want to live and enjoy a high quality of life.*



*12,423 people live downtown and the population has doubled since 2001. There is a 9.1% residential vacancy rate (City-wide vacancy rate is 8.0%).*

### Action 1 - Expand public spaces for more people and in new ways.

Providing more outdoor space for people to gather, play and celebrate is critical to vibrancy. This action prioritizes tactical and temporary uses in parks and public places to be realized through a range of partnerships. Activities could include:

- continuing activation of the Warehouse Campus Central Park with opportunities for tactical installations until construction begins
- prioritizing links to the River Valley and aligning temporary commercial opportunities
- furthering red tape reductions to make temporary initiatives easier for Edmontonians and organizations to do
- exploring options for play in public space (i.e. pop-up playgrounds etc.)
- closing roads on a regular basis for pop up or ongoing events

**Resource Requirements:** \$1 m+

**Potential Lead Partners:** Arts District, Downtown Business Association, Downtown Edmonton Community League, City of Edmonton

**Potential Partners:** Post Secondaries, Edmonton Community Foundation, Explore Edmonton Corporation and others

### Action 2 - Optimize four season experience for pedestrians, parks and patios.

This action will implement temporary and permanent winterization features in the designs of open spaces including wind mitigation and architectural outdoor heating elements and will explore further incorporation of the WinterCity Strategy principles. Activities could include:

- supporting all season patio opportunities including partnership based campaigns and temporary activations
- providing heating elements and fire pits in public places
- piloting warming huts and shelters
- exploring other temporary opportunities that emerge

**Resource Requirements:** under \$200 k

**Partners:** Downtown Business Association, Downtown Edmonton Community League, Post Secondaries, Explore Edmonton Corporation, Government of Alberta, and others



### Action 3 - Make it easier to live downtown.



Our downtown community is deeply diverse and ensuring a range of housing options is important. This action will identify opportunities to support and incentivize the creation of a range of housing options that are affordable, accessible and differently-sized. This could also include exploring commercial and community

amenity opportunities to service people who live downtown. Activities could include:

- analyzing lessons learned from the Downtown Economic Recovery Construction Grant to inform potential future incentives
- exploring a housing grant incentive that could include office retrofits
- expanding existing green building incentives to include retrofits and conversions
- seeking opportunities and alignment with the Urban Reserve initiative
- advocating for increased investment from other orders of government for capital and operational funding for supportive housing
- supporting downtown developers through streamlined processes to ensure that the development process is as easy and efficient as possible
- explore opportunities with school boards to expand grade school offerings downtown

**Resource Requirements:** \$1 m+

**Potential Lead Partners:** City of Edmonton

**Potential Partners:** Government of Alberta, Government of Canada, School Boards

### Action 4 - Welcome package for new residents, students, businesses and startups.

Attracting residents downtown requires future residents and businesses to see the many benefits of living and operating downtown. This action will develop packages for targeted sectors in support of choosing downtown as a great place to live and work. Activities could include:

- creating a welcome package for new residents, students, businesses and startups moving to downtown, with special offers to local restaurants and bars and information on downtown attractions and services
- creating a package for developers with special offers to local restaurants and bars that can be provided to potential residents; may also include cross-promotional opportunities for businesses

- developing information packages for realtors who are showing downtown homes and commercial properties

**Resource requirements:** under \$200 k

**Potential Lead Partners:** Downtown Business Association, BOMA, NAIOP, Downtown Edmonton Community League, Post Secondaries, Innovate Edmonton

**Potential Partners:** Large Employers, Explore Edmonton Corporation, Edmonton Chamber of Commerce, Edmonton Global and others

## Downtown as an economic hub



*Downtown is home to 61% of the City's office space. Office employment makes up the bulk of the 64,865 downtown jobs. Office vacancy rates are 20%. When The Bay closes, retail vacancy is expected to rise to 16%. This compares to 5.3% vacancy City-wide. In a typical year, 47,500 students attend post-secondary programs in downtown.*

*Our goal is to ensure downtown is a place that supports a strong, diverse economy, where businesses, infrastructure, and amenities are connected and coordinated.*

### Action 5 - Support an innovative and smart downtown.

Innovation and technology plays an important role in fostering vibrancy and increasing inclusivity. This action supports growth and diversity in the technology and innovation sector and extends to piloting smart and innovative technology solutions to improve the downtown experience.

Activities could include:

- exploring options to expand free wifi on downtown streets
- holding hackathons to create apps that enhance the downtown experience
- piloting a downtown civic accelerator program
- exploring incentives for startups and scale-ups to return or locate downtown in partnership with realtors/landlords

**Resource Requirements:** \$200 k - \$1 m

**Potential Lead Partners:** Innovate Edmonton, Telecommunication Companies, Post Secondaries, Government of Alberta

**Potential Partners:** City of Edmonton, BOMA, NAIOP, Edmonton Chamber of Commerce

### Action 6 - Customized business retention and expansion support.

Retaining and supporting businesses in downtown Edmonton is critical to downtown's success. This action will offer services to downtown businesses, as part of the City business retention and expansion program and in partnership with other organizations. Activities could include:

- creating dedicated retention and expansion supports for downtown businesses
- working closely with partners to understand the unique needs of the downtown business community and tailor business services to those needs
- developing an aftercare program to support those businesses already operating downtown

- implementing simple and tactical ideas to support businesses such as a 'thank you for choosing downtown' letter to recently opened businesses

**Resource Requirements:** under \$200 k

**Potential Lead Partners:** City of Edmonton

**Potential Partners:** BOMA, Edmonton Global, Innovate Edmonton, Downtown Business Association, Edmonton Chamber of Commerce and others.

### **Action 7 - Support return to work and reopening strategies.**

Bringing people back downtown to visit, work and study is key to downtown vibrancy and presents opportunities to ensure that old habits of the morning coffee or after work cocktail resume. This action will support return to work strategies of various sectors. Activities could include:



- creating a downtown loyalty card or passport book with special offers from local restaurants and bars
- aligning cross promotional initiatives between downtown office employers, post secondaries and other local businesses
- coordinating events and activities centered on return to downtown
- exploring opportunities for large downtown employers to work together on timing and strategies on return to work plans
- exploring opportunities for downtown destinations (libraries, museums, cultural venues) to reopen in a coordinated manner that can build excitement and energy in downtown vibrancy

**Resource Requirements:** under \$200 k

**Potential Lead Partners:** Downtown Business Association, Large Employers, Post Secondaries, BOMA, NAIOP, Edmonton Chamber of Commerce

**Potential Partners:** Explore Edmonton Corporation, Innovate Edmonton, City of Edmonton, Arts District, Edmonton Public Library, and others

### **Action 8 - Ensure adequate data and information is available to support vibrancy.**

Consistent data and measurement is critical to understanding challenges and monitoring performance. This action will undertake a gap analysis of data related to downtown and will establish consistent data collection, analysis and action on measures that directly impact downtown businesses. Activities could include:

- amalgamating downtown data collected by a range of partners to evaluate what is missing and to ensure all partners have a joint understanding of breadth and depth of data available
- exploring and collecting new data that needs to be tracked such as pedestrian counts, business openings and closures by sectors, consumer spending etc.
- developing models to test how economic scenarios downtown impact city-wide property taxes
- researching and analysing what motivates businesses to locate and stay downtown - use findings to support COVID recovery

**Resource Requirements:** \$200 k - \$1 m

**Potential Lead Partners:** Downtown Business Association, City of Edmonton

**Potential Partners:** Post Secondaries, Innovate Edmonton, BOMA, Edmonton Chamber of Commerce and others

**Action 9 - Entice retailers to remain in and open downtown.**

Active, contiguous retail and retail anchors are key reasons people visit downtown. With the recent closure of a number of retailers, there is less reason for people to choose downtown as a shopping destination. This action will explore mechanisms to entice retailers to remain and open downtown.

Activities could include:

- exploring grants and tax incentives as tools to entice new retailers downtown
- developing tools to support existing retailers
- working with landlords to ensure retail remains contiguous and that the vacant storefront effect is minimized

**Resource Requirements:** \$1 m+

**Potential Lead Partners:** Downtown Business Association, City of Edmonton, NAIOP

**Potential Partners:** Post Secondaries, Innovate Edmonton, BOMA, Edmonton Chamber of Commerce and others

*Edmonton's premier attractions draw 6 million + visits to downtown each year. Downtown has 15 hotels with more than 3,000 rooms. Edmonton's tourism and hospitality sector is heavily based on business travel and conventions rather than leisure travel, making downtown particularly vulnerable to pandemic impacts. City-wide, hotel occupancy sat at just 19.3% in January 2021.*

## Downtown as a destination

*Our goal is to ensure downtown is a place that people love, where tourism, festivals and events, arts and culture thrive, and accessible, well-activated public spaces flourish with people.*

### Action 10 - Promote downtown.

A clearly aligned brand and marketing campaign for downtown is essential for the attraction of talent, promoting inclusivity and drawing visitors of all ages. This action will lead the development of a downtown Edmonton communications and marketing plan that includes input and strategies from the wide range of partners working downtown. Activities could include:

- aligning the communications work of partner organizations involved in promoting downtown
- partnering to create a multifaceted campaign that showcases all that downtown has to offer
- creating a “downtown is for everyone” campaign focus on safety (perceptions/real) from a holistic lens
- working with media outlets to narrate the importance of downtown and stories of the residents, organizations, businesses and non-profits who are supporting inclusion and equity
- establishing an annual State of the Downtown event with downtown partners, to support public awareness, benchmarking and accountability
- establishing a consistent ‘look and feel’ between various organizations’ marketing and promotions materials

**Resource Requirements:** \$200 k - \$1 m

**Potential Lead Partners:** Downtown Business Association, Explore Edmonton Corporation, Large Employers, NAIOP, City of Edmonton

**Potential Partners:** Edmonton Global, Post Secondaries, Stanley A. Milner Library, Edmonton Chamber of Commerce, Arts District and others

### Action 11 - Prioritize making downtown more fun.

New and creative ways are needed to attract visitors downtown. This action will focus on working in partnership to enable events and experiences throughout the year that continually give people a reason to come downtown and have fun. Activities could include:

- developing a dedicated funding source for fun tactical urbanism
- enabling activations and pop ups of street level retail space (vacant or conversion)
- encouraging conversion of downtown streets for pedestrian, bike, patio, festivals and events
- exploring opportunities for a night economy manager or other initiatives that are focused on life at night time
- creating digital advertisements showcasing events and activities happening now



- exploring opportunities for pop-up or broadcast concerts and events in Churchill Square or other venues

**Resource Requirements:** \$1 m+

**Potential Lead Partners:** Downtown Business Association, Arts District, Edmonton Arts Council, The WORKS, Explore Edmonton Corporation, Downtown Edmonton Community League, BOMA, NAIOP, City of Edmonton

**Potential Partners:** Property Owners, Paths for People, Government of Alberta, Government of Canada, Stanley A. Milner Library, Post Secondaries and others

### **Action 12 - Position vibrancy as an ongoing goal.**

Vibrancy isn't an end point, it is an ongoing conversation. This action will see the public engaged through a series of competitions and conversations for vibrancy ideas and interventions. This will help ensure the vibrancy strategy is living, nimble and responsive to ongoing changes. Activities could include:

- holding competitions for the student population, for adopt a block initiatives and for new festivals and events etc.
- supporting social media conversations and speaker series
- encouraging the short term activation or interim-uses of vacant or underutilized properties and parking lot and development sites etc.

**Resource Requirements:** under \$200 k

**Potential Lead Partners:** Edmonton Arts Council, Edmonton Heritage Council, Downtown Edmonton Community League, Post Secondaries, Explore Edmonton Corporation, City of Edmonton

**Potential Partners:** NAIOP, Arts District, Stanley A. Milner Library, Downtown Business Association, Edmonton Chamber of Commerce and others

### **Action 13 - Make it easy and fun to get around.**

Moving around downtown in a safe and efficient manner is critical. This action creates more

downtown transportation options and animated transit spaces to entice visitors, make the spaces feel more safe, help employees get to work and help residents get around. Activities could include:

- encouraging multi-use of transit spaces for commercial, community activation and arts and cultural programming
- creating an integrated marketing campaign and contest(s) for transit users to cross promote downtown businesses and amenities





*Each year the City measures businesses' and patrons' perception of safety in Business Improvement Areas (BIA). Businesses' and Patrons' perception of safety in the downtown BIA is declining. Reporting from 2017 to 2020 showed a 37.3% drop in the response from patrons who agree that the area is safe, while businesses reported a drop of 18.7%..*

- working with transportation innovators to expand access to bicycles, e-bikes, e-scooters, electric skateboards, shared bicycles, etc. as well as solutions for reducing clutter
- targeting parking initiatives to encourage visitation and longer-term stays
- ensuring that road and sidewalk closures as a result of construction are done as quickly as possible to make it as easy and efficient as possible to move downtown

**Resource Requirements:** \$200 k - \$1 m

**Potential Lead Partners:** Edmonton Arts Council, The WORKS, Explore Edmonton Corporation, multi-modal vehicle hire providers, private parking operators, City of Edmonton

**Potential Partners:** Arts District, Downtown Business Association, Downtown Edmonton Community League, Stanley A. Milner Library, Government of Alberta, Government of Canada, Post Secondaries, Edmonton Chamber of Commerce

#### **Action 14 - Implement quick light-touch improvements to public spaces.**

Though some improvements to downtown's public realm are longer term and costly, a range of short term quick-fixes can be undertaken. This action starts with an audit of downtown's public spaces and light-touch solutions over the short term. Activities could include:

- painting worn streetlights, fences, walls, bike racks and other surfaces
- providing temporary fixes to longer term challenges using tactical solutions and creativity
- providing an inventory of creative materials and supplies to organizations to contribute in specific areas or through specific projects

**Resource Requirements:** \$200 k - \$1 m

**Potential Lead Partners:** Downtown Edmonton Community League, City of Edmonton

**Potential Partners:** Downtown Business Association

## **Downtown as a safe, welcoming place**

*Our goal is to ensure downtown is a place that prioritizes participation and quality of life for everyone, regardless of race, gender, class, age, ability, culture or other identity factor.*

#### **Action 15 - Encourage inclusive, connected, walkable streets.**

An active and safe public realm is critical to vibrancy. This means streets and sidewalks that feel safe, animated and inclusive. This action will help create a network of connected, attractive pedestrian corridors. Activities could include:

- establishing a grant program for enhancing lighting and security in publically accessible spaces including alleys
- exploring an adopt a block program for local engagement and empowerment

- implementing tactics from the Downtown Public Art Guide like transitory art installations, funded expanded murals and street art
- bringing a GBA+ lens to the audit of public spaces

**Resource Requirements:** \$1 m+

**Potential Lead Partners:** Edmonton Arts Council, The WORKS, Downtown Edmonton Community League, Post Secondaries, City of Edmonton

**Potential Partners:** Arts District, Explore Edmonton Corporation, Downtown Business Association, BOMA, Government of Alberta, Stanley A. Milner Library

### Action 16 - Enhance safety.

Safety is critical to the future of downtown Edmonton. This action supports increased safety in public spaces for everyone regardless of gender, age, race, religion, sexual orientation, disability, ethnicity. Activities could include:

- developing bystander training for business owners and organizations through partnership
- offering training for Transit Peace Officers on how to respond to sexual violence
- engaging diverse stakeholders on how safety on transit can be improved
- extending the opportunity for front-line security personnel in public and private properties to be trained in de-escalation of situations involving marginalized citizens
- reviewing the network of security groups and communications for enhancing information sharing and best practices between major public and private properties
- informing and aligning the “downtown is for everyone” campaign with an inclusive lens



**Resource Requirements:** under \$200 k

**Potential Lead Partners:** Edmonton Police Service, Private Security Firms, Neighbourhood Empowerment, City of Edmonton

**Potential Partners:** Downtown Business Association, Post Secondaries and others

### Action 17 - Expand urban wellness thinking and practices.

Urban wellness in Edmonton is a multifaceted approach to improving people’s connections to life downtown. This action will dedicate resources within existing programs to focus work on downtown urban wellness. Activities could include:

- building on the learning from the City of Edmonton's Recover's Gallery prototype which is testing new ways of connecting the business community with street-involved people
- supporting the Socially Active Business Network which is endeavouring to develop healthy reciprocal relationships between businesses and marginalized community members
- extending the Safety Outreach prototype currently underway

**Resource Requirements:** \$200 k - \$1 m

**Potential Lead Partners:** Downtown Business Association, Neighbourhood Empowerment Team, North Edge Business Association, REACH

**Potential Partners:** Stanley A. Milner Library, Downtown Edmonton Community League, Urban Wellness Agencies, Property Owners, City of Edmonton, Edmonton Chamber of Commerce

### **Action 18 - Empower stewardship of public spaces.**

Clean and cared for sidewalks, squares and parks downtown sets the stage for vibrancy. This action enhances the collective responsibility for management of public spaces, with the objective of making them feel more safe, comfortable and welcoming. Activities could include:

- aligning public and private resources to coordinate snow removal, street cleaning and litter collection
- encouraging attractive and safe construction sites by focusing on ways to strengthen wayfinding, add lighting, use hoarding for art and colour and apply a Crime Prevention Through Environmental Design lens to site designs
- public education campaigns to encourage reporting of concerns through 211, 311 and 911 as situations may require

**Resource Requirements:** \$1 m+

**Potential Lead Partners:** Urban Development Institute, Downtown Edmonton Community League, City of Edmonton

**Potential Partners:** BOMA, Large Employers, Post Secondaries

### **Action 19 - Improve appearance of vacant lots and future development sites.**

Downtown properties that are well kept and cared for contribute to vibrancy. This action will focus on tactics to clean up properties that are underused or awaiting future investment. Activities could include:

- leveraging the Storefront Improvement Program to incentivize property improvements
- exploring ways to apply a Crime Prevention Through Environmental Design to vacant or underused properties
- establishing an enforcement program to address ongoing or nuisance properties

**Resource Requirements:** \$200 k - \$1 m

**Potential Lead Partners and Potential Partners:** BOMA, NAIOP, City of Edmonton

**Action 20 - Formalize a downtown collaborative to advance vibrancy work.**

Working together, as partners committed to our downtown, is critical to advancing this strategy. This action will form a collaborative to steward, and lead the strategy actions in alignment with the Economic Action Plan and City Plan. Critical to this action will be joint advocacy and a collective voice to other orders of government. Activities could include:

- measuring success of actions in this strategy and recommending refinements and adjustments
- representing a unified front for funding or support opportunities
- coordinating aligned story-telling
- advocating for funding from other orders of government

**Resource Requirements:** under \$200 k

**Potential Lead Partners and Potential Partners:** It is anticipated the partners listed throughout this (and potentially others) would take part