

Communications and Engagement Details

This document provides additional details on the communications and engagement work that will support the development and understanding of district plans.

Communication and engagement activities will introduce Edmontonians to what district plans will be, what they will include and how they are intended to be used. It will gather input from Edmontonians to help shape district plans to ensure alignment with The City Plan and provide insight on how to incorporate any existing content from plans in effect that should be repealed or retained.

Communications Approach

Communications work has been designed to achieve three objectives:

1. Create awareness about District Planning.
2. Educate Edmontonians on the connection between The City Plan, District Planning and integration with initiatives like Zoning Bylaw Renewal.
3. Inform Edmontonians and City staff on how and when to participate in the District Planning project.

Communication Methods		Estimated Timing
Website	To serve as the main hub of information for District Planning. Edmontonians can visit edmonton.ca/districtplanning to see communications content, draft materials, and what's coming up next	Throughout 2022 and 2023
Social Media	Leverage @PlanEdmonton and @CityofEdmonton to share information about the project, the intersections with Zoning Bylaw Renewal, encourage Edmontonians to sign up for information and promote engagement opportunities	Throughout 2022 and 2023
Project Email and Updates	Invite Edmontonians to sign up to receive project updates, when new materials are available and upcoming engagement opportunities	Throughout 2022 and 2023
Newsletters	Leverage existing City newsletters (e.g. Building Edmonton) to share information and generate engagement interest.	Throughout 2022 and 2023

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Communication Methods		Estimated Timing
Materials for Awareness and Capacity	Post and share materials that introduce key topics about District Planning to build understanding about the project and prepare Edmontonians for engagement	Spring & Summer 2022
City Plan Implementation Videos	Post and share videos that provide background on The City Plan and how different projects like District Planning and Zoning Bylaw Renewal are both contributing towards its implementation.	Summer 2022
Podcasts	Explore opportunities on existing local planning or municipally themed podcasts to share project information or how District Planning and Zoning Bylaw Renewal are implementing the City Plan	Summer 2022
311	Ensure reliable information is available to Edmontonians who contact the City	February 2022 through 2023
External Publications	Share or publish content to connect with different stakeholders (such as industry groups and community organizations)	Summer 2022
Print and Online Ads	Explore opportunities to advertise and generate awareness and promote engagement opportunities	Throughout 2022 and 2023

Engagement Approach

Edmontonians will be invited to both 'Refine' district plans and 'Advise' on their content following the City of Edmonton's Engagement spectrum. Not all participants will have the same level of familiarity with planning, so a variety of activities have been considered to help meet people where they are at. District Planning will also coordinate with the Zoning Bylaw Renewal Initiative to make it easier and more convenient for Edmontonians, industry and community organizations to participate.

Engagement Method		Estimated Timing
Open Houses	The open houses are targeted to be both online and in person, providing a variety of ways to familiarize	2022 Summer -

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Engagement Method		Estimated Timing
	Edmontonians with the project and gather input. They will be helpful for those who are just learning about the project or who have a general interest. Some of these will be jointly hosted with the Zoning Bylaw Renewal project team.	Fall (Refine); Spring 2023 (Advise)
Workbooks	The workbooks will provide an opportunity to review project content and provide input in greater detail.	2022 Summer - Fall (Refine); Spring 2023 (Advise)
Pop-Ups	Pop-ups will include opportunities for the project team to go where Edmontonians will be, such as festivals, markets or community-led events or at public places like libraries or recreation centres. It will introduce people to the project, engagement opportunities and how to provide input. They can be jointly attended with the Zoning Bylaw Renewal team.	2022 Summer - Fall (Refine); Spring 2023 (Advise)
Workshops	The workshops will include anyone who has a high level of interest in the project or desire to go more in depth on specific topics.	2022 Summer - Fall (Refine); Spring 2023 (Advise)
Engaged Edmonton	The Engaged Edmonton platform may be used to host the project's online public engagement materials and provide additional ways to provide input.	2022 Summer - Fall (Refine); Spring 2023 (Advise)
Surveys	Surveys will be available to gather input on project content as well as to gather input on the engagement process.	2022 Summer - Fall (Refine); Spring 2023 (Advise)
Council Meetings and Public Hearings	Meetings with Council are opportunities for Edmontonians to provide feedback and comments on district plans. There are two Council reports planned for 2022, and a public hearing in 2023.	2022 - 2023

Communication and Engagement To Date

In preparation for public engagement scheduled for 2022, Administration began raising awareness about the project in 2021. This included the launch of the project website, information sessions hosted by the project team and responding to or meeting with communities or stakeholders as requested. Engagement with a targeted group of stakeholders, as a precursor to full public engagement, was also held.

Phase	Timing	Communication and Engagement
Phase 1 - Groundwork	2021 Spring	<ul style="list-style-type: none"> Launched District Planning website
	2021 April & June	<ul style="list-style-type: none"> Tested the structure, content and level of detail proposed to be contained within district plans with a group of core stakeholders e.g Arts Habitat, the Business Improvement Areas, the Canadian Home Builders Association, the school boards, post secondary institutions, Edmonton Federation of Community Leagues, Urban Development Institute, Infill Development in Edmonton Association, YEGGarden Suites and Alberta Health Services
	2021 June & July	<ul style="list-style-type: none"> Hosted eight Information Sessions open to all Edmontonians to share information about District Planning and answer questions
	2021 July	<ul style="list-style-type: none"> Published six “District at a Glance” one pagers providing background information on the district planning project
	2021-2022 May to January	<ul style="list-style-type: none"> Presented to various stakeholders: BIAs (May), EFCL - Planning Committee (October), IDEA (November) and UDI (January) Replied to inquiries and/or met with from residents or community leagues reps (e.g. Prince Rupert, Avonmore, McKernan, Garneau, Parkallen, Mount Pleasant)
	2022 February	<ul style="list-style-type: none"> Presented, together with the Zoning Bylaw Renewal project team, at EFCL hosted “City Plan - Moving Forward with Focus” event