

Engaging with Edmontonians

This attachment provides a summary of engagement, communications and marketing initiatives that will support the development, understanding, acceptance and implementation of the new Zoning Bylaw, zoning map, bylaw format and technology.

A diverse demographic of people — from residents, to developers, to builders to businesses — will be invited over the course of the year to identify issues, solutions and approaches to collaboratively advance the Zoning Bylaw Renewal Initiative. This attachment provides an overview of current and upcoming opportunities for all stakeholders to meaningfully participate.

Engagement Approach

Edmontonians have shared that the Zoning Bylaw and its impacts are overly complicated and the City needs to spend more time communicating how regulatory reform can support the aspirational visions and policy directions articulated in The City Plan. They have also expressed how zoning's technical nature presents barriers to participating in engagement activities. To respect the pace of community awareness and involvement, Administration will provide a range of tools and resources for Edmontonians to effectively and actively participate, and to ensure that time and space is held to thoughtfully consider/steward input, insights and feedback. The Zoning Bylaw Renewal Initiative will also coordinate with District Planning to make it easier and more convenient for Edmontonians, industry and community organizations to participate.

The range of methods will prioritize the following, and will span 2022:

- Educate — to create awareness and understanding, and to ensure Edmontonians have the tools/resources to fully participate
- Listen — to gather initial insights, perspectives, and experiences related to zoning
- Discuss — to facilitate two-way conversations on the draft Zoning Bylaw and zoning map
- Refine — to validate feedback and input shared and to loop back with Edmontonians (extending into 2023)

Due to the pandemic and public health orders, engagement in 2020 and 2021 with Edmontonians was facilitated virtually. Feedback, perspectives and input shared will help to test and refine the draft Zoning Bylaw, zoning map, service

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improvements and technology. Engagement will take place through every phase of the Zoning Bylaw Renewal Initiative. For project phases and timeline, visit edmonton.ca/zoningbylawrenewal.

Engagement Method		Estimated Timing
University Partnership	Work with the University of Alberta's School of Urban and Regional Planning to explore methods for equitable engagement and co-create materials, resources and approaches to engage Edmontonians.	January to March 2022
Stakeholder Meetings or Rountables	Targeted stakeholder sessions to provide details about the new Zoning Bylaw, with a focus on key changes and rationale, testing and on new online tools (technology). These sessions will also invite stakeholders to help identify and develop solutions.	January to June 2022
Information Hub	A webpage on the City of Edmonton's website to provide Edmontonians with tailored resources, documents and tools to meaningfully participate in engagement activities.	May 2022 to November 2023
Engaged Edmonton	A series of online tools on the Engaged Edmonton platform for participants to provide feedback on the new Zoning Bylaw, zoning map and other supporting tools.	May 2022 to November 2023
Information Sessions	Virtual meetings to prepare Edmontonians with appropriate and relevant information before engagement activities are held.	August or September 2022
Surveys	An online survey inviting Edmontonians to provide feedback and input on a series of specific zoning topics.	August 2022
Online or in-person Workshops	Online or in-person workshops to gather input and feedback on the draft Zoning Bylaw.	September to November 2022
Council Meetings and Public Hearing	Meetings with Council are opportunities for Edmontonians to provide feedback and comments on the draft and final proposed Zoning Bylaw and zoning map.	Various points in 2022 and 2023

Communications and Marketing Approach

Communications and marketing efforts are designed to:

- Educate audiences on zoning and how the Zoning Bylaw Renewal Initiative connects to The City Plan, ConnectEdmonton, District Planning, and Economic Action Plan
- Inform audiences of engagement opportunities, committee reports and public hearing, and invite them to participate
- Implement and celebrate the new Zoning Bylaw, zoning map, service improvements and technology with Edmontonians and City staff.

Meaningful feedback on the Zoning Bylaw Renewal Initiative will be achieved by connecting Edmontonians’ daily neighbourhood experiences with the Zoning Bylaw. Communications and marketing tactics will seek to translate Edmonton’s values — as stated through The City Plan and ConnectEdmonton — to the Zoning Bylaw’s regulations, and inspire everyone to take part in this important initiative.

Special attention will be made to language and translation services, in addition to dedicated staff support, to guide Edmontonians and their ability to engage with the Zoning Bylaw Renewal Initiative.

Communication/Marketing Method		Estimated Timing
EPSB Comic Book	To engage kids and kids-at-heart on the importance of zoning, and to take their ideas and translate them into a community story	Complete
Visualizations/ Graphics	To communicate complex zoning topics to prepare Edmontonians for engagement activities/workshops	March to July 2022
Videos	To educate Edmontonians on the integrated dynamics of The City Plan, District Plans and Zoning Bylaw, and distill complex zoning topics in a more accessible manner	April 2022
Podcasts	To communicate how zoning can address deeply entrenched inequities, honour stories shared by Edmontonians, and to connect zoning topics to the way people experience the city	May to July 2022

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Communication/Marketing Method		Estimated Timing
311 and other Dedicated Staff Resources	To provide all Edmontonians with support and information as the draft and final proposed Zoning Bylaw and zoning map are presented at Council meetings and Public Hearing	July 2022 to November 2023
Signage/ Advertising/ Billboards	To extend promotional reach into Edmonton neighbourhoods and to present calls-to-action for engagement	August to October 2022
External Website	To serve as the main hub of information for the Zoning Bylaw Renewal Initiative. Edmontonians can visit edmonton.ca/zoningbylawrenewal to see the project's timeline, work-to-date and what's coming up next	Throughout 2022 and 2023
Social Media	To direct audience attention to new resources and activities, encouraging Edmontonians to participate in the many engagement and information opportunities	Throughout 2022 and 2023
Monthly Blogs	To showcase how zoning impacts the city and the built environment. Edmontonians can visit transforming.edmonton.ca to read the stories	Throughout 2022 and 2023
Newsletters	To keep the conversation going with interested Edmontonians, highlighting upcoming events, zoning stories, zoning team members and thanking readers for their ongoing participation	Throughout 2022 and 2023
Targeted Stakeholder Emails	To provide ongoing awareness on the progress of the initiative	Throughout 2022 and 2023
Town Halls and Presentations	To support ongoing relationships with residents and community organizations, and to provide tailored information as requested	Throughout 2022 and 2023
Media Relations and Press Conferences	To highlight and celebrate milestones, and invite Edmontonians to participate in engagement activities	At key milestones
External Publications/	To educate key stakeholders on how changes to the Zoning Bylaw will benefit their industries, and to	November 2023

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Communication/Marketing Method		Estimated Timing
Brochures	encourage people to engage with the Zoning Bylaw	
Training	To educate residents, industry, staff, and Council on the new Zoning Bylaw and zoning map, and supporting technology and resources	November 2023 and continuing in 2023

Engagement To-Date

Engagement with the public has happened periodically throughout the initiative's lifecycle. This engagement has allowed for the public to become aware, learn about and provide input into the direction of the renewal of Edmonton's Zoning Bylaw. A high-level summary of the public engagement phases to date can be found below. Full engagement reports are found at edmonton.ca/zoningbylawrenewal.

Phase	Timing	Engagement
Phase 1	2018 to 2019	<ul style="list-style-type: none"> 25 engagement activities with nearly 700 participants helped shape the direction of the Zoning Bylaw Renewal Initiative, and explored options for simplification and consolidation of the bylaw, possible regulations, and changes
Phase 1	2020	<ul style="list-style-type: none"> 12 Discussion Papers presented a range of zoning topics for more than 4,000 Edmontonians (Engaged Edmonton) to review, with 200 providing direct commentary Community Conversations with 23 community members were facilitated to explore and understand how zoning impacts Edmontonians' daily lives. Explicit attention was given to ensuring people, specifically Black, Indigenous, and racialized, underrepresented and marginalized communities, were invited to participate 88 presentations and meetings with 845 attendees from stakeholder groups, like the Edmonton Federation of Community Leagues (EFCL), industry groups, other community organizations and municipalities across the nation
Phase 2	January to December 2021	<ul style="list-style-type: none"> 43 presentations and meetings with 1,007 attendees from stakeholder groups like the Edmonton Federation of Community Leagues (EFCL), industry groups, other

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		community organizations and municipalities across the nation
Phase 2	June to July 2021	<ul style="list-style-type: none"> Six virtual workshops and digital workbooks invited the public (698 Engaged Edmonton visitors; 364 workbook downloads) to provide feedback on the Zoning Bylaw Renewal Initiative’s approach to zones, uses and residential areas
Phase 2	July to December 2021	<ul style="list-style-type: none"> Targeted stakeholder meetings were held to provide ongoing feedback on specific zoning topics. Stakeholder groups included but were not limited to industry representatives, community leagues, business improvement areas, City of Edmonton internal staff and a variety of specific industry groups (e.g. sign industry)
Phase 2	November 2021	<ul style="list-style-type: none"> Engagement with Enoch Cree Nation, Métis Nation of Alberta, Confederacy of Treaty Six First Nations, in addition to Indigenous organizations within Edmonton, explored zoning’s impact on Indigenous peoples and groups, and opportunities to ensure housing of all types can be built, and gatherings, cultures and traditions can be supported