

ESG Outcomes and BIAs - from Annual Reports

In order to limit the resource requirement on the Business Improvement Areas for this reporting cycle, Administration has pulled key projects and items from the association annual reports and from Executive Director input to summarize ESG projects/outcomes of their work for the past year. Administration is working on providing training and on building and aligning reporting needs on this subject. This report is meant to help introduce the associations to ESG and to help set a baseline for further incorporation into their work.

Business Improvement Area	Environmental Outcomes	Social Outcomes	Governance Outcomes
Old Strathcona	<ul style="list-style-type: none">- Despite a reduction in budget for litter pick up, OSBA managed to keep a consistent schedule of cleaning every month with the Old Strathcona Clean team, a tripartite agreement with the City of Edmonton's Capital City Clean Up and the Mustard Seed. (500 garbage bags collected, 100+ needles disposed of, and 1,400+ hours of clean-up).- OSBA contracted Hire Good with Boyle Street Services to complete summer pressure washing of high traffic sidewalks (area cleanliness is a key priority for the business community)- Community Clean Ups are organized with Capital City Clean Up. On Earth Day, 20 businesses picked up cleaning kits and their cleaning efforts were shared on social media.	<ul style="list-style-type: none">- OSBA is in year two of a three year strategic plan with a focus on:<ol style="list-style-type: none">1. Strengthen the perception and reality of safety in the district.2. Develop a strategy that supports a balanced business mix for the district.3. Activate under-utilized spaces.4. Foster a healthy and thriving business community.- Committed to efforts to continuously improve and work with various partners to strengthen the services and support offered to the community. Partners include: City of Edmonton; Edmonton BIA Council; Old Strathcona Area Community Council (OSACC); Edmonton Police Service (EPS); Neighbourhood Empowerment Team (NET); The Mustard Seed; Boyle Street, Paths For People, neighbourhood	<ul style="list-style-type: none">- The Board underwent a board orientation session with City staff to learn more about governance and their roles within the BIA In January 2021/2022- Annual Report submitted April 22, 2022- Audited Statements submitted April 22, 2022- Budget and Board list submitted to City Council on Dec. 6, 2021- The BIA hosted a virtual Spring General Meeting in which 42 attendees joined- Virtual AGM conducted on Oct. 6, 2021- Quarterly variance reports submitted for Q1, Q2, Q3

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	<ul style="list-style-type: none">- OSBA worked with the City to get 18 new ashtrays installed and to increase service to empty to three times weekly.	<ul style="list-style-type: none">- festivals; and surrounding community leagues.- Offered expanded sidewalk space along Whyte Avenue in the summer of 2021 to help businesses with limiting impacts due to the health restrictions from COVID-19- Advocacy for temporary patio program support led to growth from 24 patios in 2020 to 30 in 2021. Again offering opportunities for members to limit impacts from health restrictions- Street improvements were secured by the BIA through participation in the following infrastructure projects: BIA Street and Alleyway Renewal, Gateway Boulevard Reconstruction and Rehabilitation and VIsion Zero (resulting in the installation of two scramble crosswalks)- A mural map has been launched for the area to help showcase the public art (70+ murals) on display that is adding vibrancy and attracting visitors to the area- Sponsored events such as Grindstone Theatre's Mural Massive, NextFest 2021, Edmonton Fringe and RADO Alley.- Worked with Five Star Holiday Décor to bring back the "Mega-Trees" in McIntyre Park to celebrate their annual Winter Whyte Light Up. A 10' tunnel made	
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		<p>of string lights also created some buzz and provided a photo op for visitors throughout December.</p> <ul style="list-style-type: none">- Clean Team program employed 30 individuals who face barriers to employment, including 8-12 working each month and 17 as part of a casual labour program.- Employment with the Clean Team has helped people move out of shelters and into stable housing, find regular and new jobs and return to trades and industries they had previously been employed in.- Rainbow crosswalks that celebrate Pride are a highlight of strolling through Old Strathcona in the summer. Three crosswalks were refreshed in their classic rainbow stripes and with a new chevron design in black, brown, blue, pink and white, representing queer people of colour and transgender individuals. This initiative, in partnership with the City of Edmonton, is just one way the BIA demonstrates their commitment to growing an inclusive community.- Advocacy for attendants at the public washrooms has helped keep permanent staff on site. The Whyte Avenue washrooms are among the most utilized in Edmonton, with more than 22,000 visits in 2021 (Jan-Oct), a 90 per cent increase	
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		<ul style="list-style-type: none">- over 2020, second only to Churchill Square.- A close relationship with Edmonton Police Services and particularly with the local beats team is maintained. In quarterly meetings they are engaged with members and safety contacts and resources are updated and shared out regularly. This helps keep a strong focus on things that can be done to improve safety in the area.- The Board supported efforts of the "Pride Corner" group to rename a portion of the intersection of Whyte Avenue and Calgary Trail in a sign of inclusivity and against 2SLGBTQ+ hate. The group continues to provide a safe and inclusive gathering on Friday evenings.- The following projects were supported by the BIA through planning support and advocacy: Southbark - a temporary pop-up dog park; Whyte Ave Street Car Stop - an extension of the High Level Street Car line; Station Park - A shipping container development to be activated during summer; Strathcona Back Street Project - the creation of a pedestrian plaza through public and private funding, with further development potential ahead- The board formed a business recruitment and retention	
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		<p>program to help build and support a balanced business mix for the district</p> <ul style="list-style-type: none">- Supported 55 members with connections to the Making Edmonton Digital project to help them build or update their presence online and mitigate impacts from pandemic related health measures- Connected six members to Business Links economic recovery programming providing five hours of one-on-one business coaching- Produces a member newsletter on a bi-weekly basis to share communication on activities, news, opportunities and period surveys- New member website and facebook page for members to connect, share and collaborate- Re-launched the summer ambassador team in 2021 with summer students delivering member support information including the Summer Survival Guide- The Winter Whyte festival was a partnership between Old Strathcona Farmers' Market, Flying Canoe Festival, Ice on Whyte, Edmonton Fringe, Goodwill, and Edmonton Public Library. The event welcomed 5,000 guests to the area.- Sponsorships:<ul style="list-style-type: none">- Ice on Whyte (Feb.)	
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		<ul style="list-style-type: none">- SkirtsAfire (March) 5,000 attendees (including online)- Nextfest (June) 5,000 online views, 400+ artist- Art Walk (July) 8,000 patrons, 350 artists- Grindstone Comedy Festival (July)- Edmonton Fringe (Aug.) 200,000 visitors, 900+ artists & volunteers- Grindstone Theatre's Mural Massive (Sept.)- Paths for People scooter mural tours (Aug-Sept.)- Edmonton Christmas Market (Dec.) 5,000-10,000 visitors- Manages a social media program to engage with members and patrons to the area- Provided information on resources available for businesses dealing with challenges due to the COVID-19 pandemic, and advocated for financial support for businesses from the City of Edmonton to help support jobs and the local economy through the pandemic	
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