

What We Heard

Summary

The objectives of the one-on-one interviews were to gather feedback on the:

- Draft visions
- Principles
- Goals
- Engagement list

The 'What We Heard' summary compiles the feedback collected from all the interviews conducted with members of Council between November 8-17, 2017.

1 What we heard about the visions

Key Takeaways

Council's vision should be rolled to 2050, be aspirational and uniquely Edmonton.

Direct Feedback

- The vision needs to reflect the city of the future
- Include human values
- Vision needs to be more inclusive, welcoming and reflective of minority perspective
- It is a placemaking vision - it needs to explain "we are this and we do this because..."
- Vision should be people focused and include first people
- Focus on opportunity and prosperity for everyone
- Make Edmonton a place to stay, live and grow
- Vision needs to be intergenerational and recognize stewardship responsibility
- Healthy for individuals, healthy for community
- Everyone has an opportunity to be entrepreneurial here
- Recognize Edmonton's strengths, collaborative, high volunteerism
- Key themes
 - Uplifting
 - Thriving
 - Create
 - Prosperity
 - Inclusion
 - Choice
 - Participate

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What we heard about our current Principles in the Way Ahead

Key Takeaways

Principles need to be specific and positive .

Direct Feedback

- Explain what innovation is and how we will know we are being innovative
- Stewardship - our responsibility to the future
- Communicate why we do this through principle definitions
- Connection is more than leadership
- Innovation should capture courage to take risks, be termed around emerging possibilities

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What we heard about our current Draft Strategic Goals

Key Takeaways

Current draft goals generally resonate, should highlight a prosperity focus and include a goal "Open and Effective Government"

Direct Feedback

- Land use and transportation happen together
- Dense, compact, holistic neighbourhoods designed to combat urban isolation
- Build for the future (aging population, changing lifestyle preferences)
- Active transportation that incorporates a carless future
- Wellness, inclusion, respect and welcoming all forms of families
- An accountable government which learns from the past
- A community which actively participates in the community they identify with
- Opportunity for everyone, to thrive, be creative, entrepreneurial, prosper
- Bold environmental targets
- Support for businesses and a diverse, mixed economy
- Being intentional about who we attract (businesses, communities, individuals)
- Rich cultural elements and a recognition of Edmonton's strengths
- Old time community in modern day city
- Accountability through measurement is important
- Keep taxes low, think of tradeoffs

Additional Draft Goals suggested

- Open and Effective Government