

Update: Edmonton's NextGen Initiative

Initiative Title: Edmonton's NextGen
City Council Lead(s): Councillor A. Knack
Department Lead(s): Citizen Services, L. Brenneis / E. Betchinski

Recommendation - Renew for 2017-2021 Council Term

Objective

Created in 2006, Edmonton's NextGen is an initiative of the City of Edmonton. NextGen is powered by a group of young next generation community leaders and volunteers working together to create a city shaped by citizens ages 18 to 40. Through the work of the NextGen Committee and their initiatives such as NextGen Month, MEÆT, Pecha Kucha Nights and City Jam, NextGen connects people, places, communities and ideas to ensure that Edmonton is a city shaped by the lives and leadership of the next generation.

Key outcomes, projects or activities and their status as of May 2017

NextGen is currently working on the following projects, initiatives and events in May and June:

- Municipal election civic engagement ward ambassador project to provide awareness to NextGen'ers about the importance of voting, attending town hall meetings and connecting candidates with voters.
- Promoting the importance of being involved in community and volunteerism, NextGen will be hosting City Jam in December of 2017. With volunteer hours, not dollars, as the price of admission, the only way into City Jam is to complete the 15 qualifying volunteer hours with a volunteer organization. The planning of this event is currently underway.
- In June, NextGen will be celebrating NextGen Month and will host a Next Canada 150 Pecha Kucha Night as part of Reconciliation Week and its 11th Birthday Party to celebrate this milestone.
- Recruitment and succession planning of new members for the NextGen Committee; a number of Committee member terms are expiring this year.
- A 2016 Annual Report will be presented on July 6 to the Community and Public Services Committee.
- A survey of NextGen volunteers to gather information on their experience being involved with NextGen.
- A calendar of events and projects as a result of the Strategic Planning Session and to ensure that all of NextGen's projects are aligned with strategic goals.
- NextGen visited City Hall and attended the Urban Planning Committee on June 7 and received an educational information session from the Office of the City Clerk on the civic process.

- MEÆT, the micro-funding event that provides crowd-funding to local projects is planned to be held in July in partnership with the Edmonton Food Council.
- Partnering with Volunteer Edmonton to collect volunteer stories as part of the 100in1Day event that is being organized by Make Something Edmonton.
- Walking in the Pride Parade on June 10 to show support of the LGBTQ community and diversity.

Future Steps

Work on NextGen's strategic goals and ensure action plan for 2017 is aligned with its goals. The strategic goals are:

- To grow and diversify our network through events, partnerships and brand awareness
- To foster, develop and encourage volunteerism and community leadership amongst citizens aged 18 to 40
- To maintain meaningful relationships with the City of Edmonton's Administration and City Council
- To develop and practice a clear, effective and sustainable governance model, including transparent reporting
- To establish an issues agenda to present a unified approach to the activities of the various working groups

Plan, organize and host approximately nine to ten projects taking place at the end of May until December of 2017.

Evaluation

It is recommended that NextGen continue its work with the NextGen Committee, volunteers with support from Administration.

The following opportunities have been identified to explore for next year:

- Grow the size and scale of City Jam and continue to encourage people to volunteer in their communities.
- Ensure that NextGen presents their Annual Report or an update in May of every year to City Council to provide a recap of their past year's work and what is upcoming.
- Continue to engage civic members at the City of Edmonton and encourage membership on the NextGen Committee.
- Engage young families and consider hosting family friendly events such as hosting a family friendly Pecha Kucha event during the day and partnering with initiatives such as Child Friendly Edmonton.
- Connect with NextGen alumni who have families and survey them for ideas on how NextGen can engage them with events, projects and initiatives.