



Intergovernmental Update Report CE01872

Edmonton

City Council
April 17, 2023

Reviewing the election timeline

Alberta has a fixed election date. The next Provincial General Election is scheduled to be held on May 29, 2023.

April - Pre-election positioning

May 1 - Writs of Election issued (aka Writ drop)

May 11 - Nomination day (Nominations close at 2pm)

May 23 to May 27 - Advance voting

May 29 - Election Day (Unofficial results will be reported after the close of voting)

June 8 - Announcement of Official Results (allows time for recounts, etc.)

Ask About Edmonton communication approach

A non-partisan advocacy and education approach **informing, encouraging** and **empowering** voters to champion Edmonton during the Alberta general election.

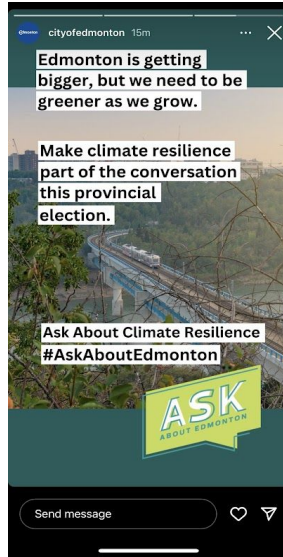


- Educate and increase literacy of Edmontonians on municipal issues and The City Plan
- Give Edmontonians the information they need to 'Ask About Edmonton' issues and priorities during the upcoming provincial election
- Emphasize action on City Priorities
 - Housing - Transportation - Inclusion - Economy/Downtown - Climate Resilience

Principles guiding the approach development and delivery

- No-spend communications approach
- Non-partisan
- Positive and collaborative messaging
- Team Community approach
 - Sharing messaging with over 160 of our stakeholders from sectors including business, education, not-for-profits, faith and cultural communities, the Edmonton Chamber of Commerce, BIAs and regional partners

Strategy & Tactics



Social Media Graphics & infographics



Web Page
edmonton.ca/AskAboutEdmonton



Edmonton is our home.

No matter who forms the next provincial government, **Edmonton is essential to Alberta's future.** We need to work together with the Government of Alberta to build a thriving, safe, sustainable and welcoming city for every Edmontonian.

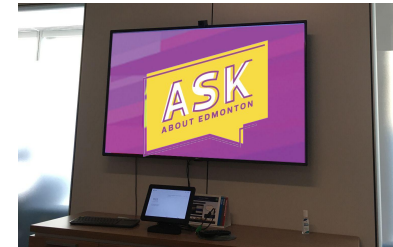
That's why, this provincial election, we need to **Ask About Edmonton.**

Asking about Edmonton is a great way to start a positive conversation about the kind of city we want to live in, and for your voice to be heard in the 2023 Alberta General Election.

Voter Toolkits



Council Toolkits



Digital Media Screens



Ask About Edmonton Timeline



Direct Communication from Council to Candidates

- Leveraging Council's channels, a direct non-partisan communication will be issued to all declared candidates emphasizing City Council's longstanding requests to the incoming government
- Priorities are themed as follows:
 - Economic revitalization and growth
 - Energy transition and climate resilience
 - Housing, affordability and community wellbeing
 - Equitable support for Edmonton and Calgary
- Full details are provided in Attachment 1; however, numbers and wording should be considered **draft** — Council is requested to provide feedback on the use of this tactic

If desired, a draft motion for Council

That the Mayor, on behalf of City Council, write a letter to all declared provincial government candidates emphasizing the City of Edmonton's advocacy priorities of Economic Revitalization and Growth, Energy Transition and Climate Resilience, Housing, Affordability, and Community Wellbeing and Equitable Support for Edmonton and Calgary.

Next Steps

- Council to receive updated Ask About Edmonton messaging
 - April 17, 2023
- Public launch of Ask About Edmonton website
 - April 18, 2023
- Mayor writes a letter on behalf of City Council to all declared candidates
 - To be sent later this week pending City Council approval and any new candidates after nomination day on May 11

Questions ?

The logo for the city of Edmonton, featuring the word "Edmonton" in white text on a blue square background. The background of the slide is a dark blue image of a modern building with a complex, geometric facade, possibly a stadium or arena, with a curved ramp in the foreground.

Edmonton