

NTES Recommendations and Current City Alignment

*Recommendations are defined by letter (e.g. A-G) with Actions numbered under each recommendation.

NTE Strategy Recommendations	Status	Current City Actions (in Alignment with Recommendation)	For Consideration
A. Establish and implement a framework for a Night Mayor (Nighttime Economy Lead) and accompanying Nighttime Economy Alliance			
1. Nighttime Economy Lead will represent Edmonton’s night time economy strategies and agendas at a municipal level	Not started		Administration proposes this as an initial implementation action if directed
2. Nighttime Economy Lead will facilitate the creation of a Nighttime Economy Alliance	Not started		Administration proposes this as an initial implementation action if directed
3. Nighttime Economy Lead will set up the Nighttime Economy Alliance membership	Not started		Administration proposes this as an initial implementation action if directed
4. Nighttime Economy Lead will create internal project plans with key performance indicators (KPIs) to assign tasks within the strategy implementation	Not started		Administration proposes this as an initial implementation action if directed
5. Nighttime Economy Lead will organize and chair annual program	Not started		Administration proposes this as an initial implementation action if directed

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6. The Nighttime Economy Alliance will develop a marketing strategy and brand identity	Not started		Administration proposes this as an initial implementation action if directed
7. The Nighttime Economy Alliance will curate and update a website for the Nighttime Economy Alliance to be used as a tool to inform residents and consumers of work underway	Not started		Administration proposes this as an initial implementation action if directed
8. The Nighttime Economy Alliance will work with EPS and the City of Edmonton to create a data protection protocol to enable and facilitate sharing of real-time information and data, and the creation of a data dashboard	Not started		Administration proposes this as an initial implementation action if directed
B. Create a Nighttime Inventory			
1. Monthly report on nighttime economy footfall data	Not started	- Administration has limited capabilities in tracking vehicle and pedestrian traffic, but enhanced and on-demand tracking remains a priority for organizations such as Business Improvement Areas	- The Edmonton Downtown Business Association is exploring piloting pedestrian counters which can help to gather this data - Administration is also involved in pilots and programs to help with gathering footfall data
2. Quarterly nighttime economy business report establishing expenditure trends and transaction value	Not started		
3. List of current nighttime economy venues and businesses (after 5 p.m.)	Aligns to work underway	- A Business Census began in 2023 and will scale up in the coming	- Limited details could be available from Business

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		years, providing Administration initially with data on Ward O-Day/Min and parts of Alberta Avenue	Licensing data
4. Work with business and educational facilities to collate a full list of all current nighttime economy venues and businesses providing student, under 18's, non-drinking, LGBTQIA2s+, family, or other specific or targeted events or discounts	Not started		
5. Calendar of annual events	Aligns to work underway	<ul style="list-style-type: none"> - Explore Edmonton has an event calendar on their website, however it may not be inclusive of all events. A Nighttime Economy Lead and NEA can help ensure inclusivity - Edmonton Arts Council has recently established a new event calendar that is intended to promote arts and culture public focused events in Edmonton 	
C. Create a city-wide culture and creativity action plan			
1. Review current spaces and places for installation of new street art to improve vibrancy	Aligns to work underway	<ul style="list-style-type: none"> - Edmonton Arts Council (EAC) seeks to find locations where street and permanent public art can be used to promote vibrancy - The WORKS/Public Art in Public Place Program helps to facilitate public art projects in the downtown, especially in partnership with private investment 	<ul style="list-style-type: none"> - Percent for art funds collected from the Downtown Community Revitalization Levy (CRL) projects must be spent within the Downtown CRL boundaries

		<ul style="list-style-type: none"> - Both the EAC and WORKS co-authored the Downtown Public Art Guide and Initiatives that identified location considerations for art and called out the need to establish a downtown public art working group to identify strategic locations for public art - Downtown Vibrancy Fund has provided funding to projects that involve public art, lighting and placemaking elements - CO01974 Opportunities to Enhance Transit Safety and Security - Further Information and Plan was presented to Council on October 26, 2023 and included plans to activate transit spaces with public art and artistic/cultural performances - The City of Edmonton Public Art Program is annually funded through a dedicated "Reserve Fund". The Edmonton Arts Council administers the funds and is responsible for art selection and care of the collection. The EAC can allocate funds where they feel art is best suited in the city. - New Vibrant Streets programs within Parks and Roads Services provides opportunities for Decorative Crosswalks and Decorative Traffic Control Boxes. 	
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<p>2. Develop and submit funding applications for implementing creative animation and street art projects</p>	<p>Aligns to work underway</p>	<ul style="list-style-type: none"> - Festivals and Events Micro Grant launched in 2023 for smaller, outdoor community or niche festivals and events - Capital City Pilots, led by Edmonton Unlimited, is seeking proposals to activate The Quarters 	<ul style="list-style-type: none"> - Could enhance the Festivals and Events Micro-Grant or develop another program aimed directly at nighttime opportunities
<p>3. QR codes that can be placed throughout the city to promote the history and heritage of Edmonton</p>	<p>Aligns to work underway</p>	<ul style="list-style-type: none"> - Each public art piece in the Civic Collection has a plaque with a QR code that leads to further info on the EAC website - A pilot is underway for lighting heritage buildings, with seven projects being funded under this pilot program (owners are required to maintain the lighting for a minimum five year period) 	<ul style="list-style-type: none"> - Decorative Traffic Control Boxes Program - Continuation of Light Heritage Building program to be determined
<p>4. Collaboration between the Nighttime Economy Alliance and Edmonton’s licensing and regulatory bodies to assess opportunities for increased activity in the open space areas of downtown Edmonton, Whyte Avenue and the surrounding areas</p>	<p>Aligns to work underway</p>	<ul style="list-style-type: none"> - The Event Growth and Attractions Strategy articulates the importance of events in advancing Edmonton as a vibrant, creative and desirable city where people want to live, visit and operate a business - Downtown Vibrancy Fund has awarded funding to projects that attract people downtown for events and activities in open space - Initial work has begun on how to establish entertainment districts, from the possible development of a bylaw, to funding opportunities and strategic 	<ul style="list-style-type: none"> - BIAs in core areas were engaged for actions included in UPE01333 Closed and Shared Streets in Downtown - Some BIAs have interest in entertainment districts

		stakeholder engagement	
5. Create a governing body for festivals to improve collaboration with the City	Aligns to work underway	- The Festival Consortium aims to build the capacity, share knowledge and resources and act as a collective voice for established local festivals in Edmonton	- Several ongoing Administration-initiated discussions with festivals to improve collaboration with the City and other partners. Examples include the Old Strathcona Festivals & Events Good Neighbours group and the Festivals and Events Round Table which includes Signature and Foundational festival and event organizers, Explore Edmonton and the Edmonton Arts Council
D. Create a robust engagement strategy for sustainable access to the nighttime economy and information sharing with new initiatives			
1. Annual e-surveys	Not started	- For transit, build upon existing robust rider research program	- City's Edmonton Insight Community could assist with surveying
2. Quarterly night "surgeries" (audits/walkabouts/building industry connections)	Aligns to work underway	- Members of the City's senior leadership routinely take part in downtown walkabouts during daytime hours	
3. Develop a series of research and engagement pieces to consider marginalized groups	Not started		

<p>4. A feasibility study on future implementation of an Edmonton 'City Pass' to promote internal and external tourism</p>	<p>Not started</p>	<ul style="list-style-type: none"> - Arc fare payment system is the contracted provider for transit fare payment 	
<p>5. Review current engagement practices available for different community groups</p>	<p>Not started</p>		
<p>E. Develop a public realm master plan for Edmonton</p>			
<p>1. Regular audits should be performed by the Nighttime Economy Alliance to assess the themes highlighted in this report</p>	<p>Not started</p>	<ul style="list-style-type: none"> - Various functions within Administration conduct their own audits of their areas of responsibility (i.e. transit stations, BIA infrastructure, etc.) but a single source for audit results of all nighttime related infrastructure is not currently available 	<ul style="list-style-type: none"> - Audit methodology from strategy development could be replicated on a regular basis to maintain nighttime operator contact and to assess issues requiring attention
<p>2. Develop a guide to public and private realm considerations</p>	<p>Aligns to work underway</p>	<ul style="list-style-type: none"> - The city-wide Public Washroom Strategy implementation is currently underway with temporary public washrooms and roll-out of new permanent locations. This also includes increasing access to private facilities and partnerships. While nighttime hours are limited currently, washroom availability will be a key consideration to a night time economy focus in Edmonton. 	<ul style="list-style-type: none"> - Opportunity for area-specific management plans - An opportunity for nighttime and entertainment areas to work with the BIAs and City on area-specific guides about how areas are serviced and managed - The Downtown Pedestrianization Plan, prepared by the Urban Development Institute, Edmonton Metro and

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			<p>Paths for People, identifies opportunities, challenges, and actions to improve pedestrian experience in the downtown. The plan was prepared with support from the Downtown Recovery Coalition, Edmonton Downtown Business Association, and Downtown Edmonton Community League</p>
<p>3. Creative lighting solutions across Edmonton’s downtown core</p>	<p>Aligns to work underway</p>	<ul style="list-style-type: none"> - Continued work with BIAs on decorative lighting installations - Supported by the BIA Infrastructure Team, Parks and Roads Services - Downtown Vibrancy Fund has awarded over \$1 million in funding to support lighting projects that improve the public realm, both on City owned land and private property 	
<p>4. Install additional LED lighting in LRT stations and stairways</p>	<p>Aligns to work underway</p>	<ul style="list-style-type: none"> - Upgraded lighting to central LRT completed May 2021 - Lighting level survey in 2023, and based on the data, more upgrades are possible subject to funding availability 	
<p>5. The Nighttime Economy Alliance and police should work together to assess the feasibility of installing additional</p>	<p>Aligns to work underway</p>	<ul style="list-style-type: none"> - Edmonton Police Services (EPS) continues to work with Telus towards completion of a video 	<ul style="list-style-type: none"> - EPS is forming a video intake steering committee which will

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CCTV cameras		aggregation initiative and platform	intake requests for video to decide which video feeds should be ingested by the EPS - A contemplated part of this work is to identify “high risk areas” where no cameras exist but where they could be installed to increase public safety
6. Signage installations throughout the city, directing to landmark locations and highlighting their walking distance to promote walkable areas and increase ease of transportation	Aligns to work underway	<ul style="list-style-type: none"> - There is an incremental approach to wayfinding as well as an update to wayfinding in the downtown pedways; the initial roll-out of signage covered the Downtown, Old Strathcona and Stony Plain Road as well as the pedways - Next is to create a signage standard for top of bank parks to complement the River Valley Parks Signage Standard - wayfinding signage and a unique identifier (address markers) system is being developed in the pedway system 	
7. Review current procedures relating to waste management, specifically paraphernalia clean-up	Aligns to work underway	<ul style="list-style-type: none"> - A policy and procedure refresh for current Roadway Cleaning Policy C550 is underway 	
8. Review of the impacts of the wider use of CCTV cameras and associated surveillance	Aligns to work underway	<ul style="list-style-type: none"> - A privacy impact assessment has previously been conducted in regard to video cameras - EPS is reviewing and refreshing 	<ul style="list-style-type: none"> - The potential proactive use of cameras to deploy resources to deal with problematic

		this assessment regarding the use of cameras and camera footage	<p>persons and places prior to an incident occurring would require further study and resourcing</p> <ul style="list-style-type: none"> - The type of deployed resources could be contingent on what is observed, with the goal being to match the proper resource with what is being observed
F. Develop a night safety and welfare strategy			
1. Create a charter for safety at night for businesses and venues	Aligns to work underway	<ul style="list-style-type: none"> - Administration to engage Alberta Gaming, Liquor and Cannabis (AGLC) in discussions on how this could tie into the Best Bar None program or other programs 	
2. Develop an Edmonton-wide vulnerability management strategy and accompanying policies	Aligns to work underway	<ul style="list-style-type: none"> - Transit Safety Plan - Corporate Homelessness Plan - Community Safety and Well-being Strategy - Encampment Response Plan - Community Plan to End Homelessness (co-led by Homeward Trust and City of Edmonton) - Public Spaces Bylaw (possible) 	
3. Visible and well-communicated zero-tolerance approach to negative public behaviours inside and outside of venues	Aligns to work underway	<ul style="list-style-type: none"> - AGLC Best Bar None program incorporates elements of this approach, though not a zero tolerance 	
4. Review of daytime services which	Not started		

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should also be available at night			
5. Data analysis with focus on intersection between violent crimes, intoxication and ambulance call-outs	Not started	<ul style="list-style-type: none"> - The Community Safety and Well-being dashboard has publicly available data but not specifically around these points. 	<ul style="list-style-type: none"> - This action is targeted at EPS and Alberta Health Services (or alternative similar organizations). Additional data and analysis by these organizations would likely be required.
6. Feasibility review to assess the suitability of a contactless giving scheme	Not started		
7. Develop and roll-out a system to help report and record the houseless community and help connect them to local services that can support them	Aligns to work underway	<ul style="list-style-type: none"> - Homeward Trust Edmonton is the community based organization responsible for stewarding the collective efforts to prevent and end homelessness. - Homeward Trust manages the "By Names List", which is connected to 60+ partners in the homeless serving system of care 	<ul style="list-style-type: none"> - Provincial Navigation and Support Centre is providing additional resources to connect individuals to shelter and housing supports. This program is currently temporarily funded.
8. Develop and roll-out a service that provides accommodation for 16 to 25 year olds who are without houses or living in inappropriate accommodation	Aligns to work underway	<ul style="list-style-type: none"> - Youth Empowerment and Support Services (YESS) currently provides immediate and low-barrier 24/7 shelter and temporary supportive housing for youth ages 15 to 21, and daytime programs and resources and individualized wrap-around supports for young people ages 15 to 24. They are the only shelter of this type and a Youth 	<ul style="list-style-type: none"> - Provincial intervention is required to help fund additional spaces - Social agencies in the city are working on this. On going work in this area should involve connections with them to support and supplement efforts

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		Agency Collaborative has been established to develop youth support centers for more beds and holistic services.	
9. Improvement strategy for management of the houseless population on severe weather alerts at night	Aligns to work underway	- Extreme Weather Response, as per City Policy C620 Supporting Vulnerable People During Extreme Weather Conditions	- An administrative review of Policy C620 will be initiated in 2024
10. The roll-out of training for all staff members or volunteers for those who work with or encounter the houseless population within their roles	Not started	- Connected City training provides a course on Encouraging Positive Interactions and other safety presentations internally and to the public	- Centralized recording of training could help ensure minimum standards and requirements are met - There is no centralized recording or sharing of training resources and programming
11. Assess the viability of installing help points in areas of dense nightlife activity and crime rate	Aligns to work underway	- Existing phones connect to Transit Security Dispatch and many do not work; currently no plans to replace, repair or update these	
12. Provide alternative options for care in the nighttime economy aside from EPS and City response IE. Street Angels, safe walk program, safe taxi programs, etc.	Aligns to work underway	- Crisis Diversion provides 24/7 support for all individuals (included unhoused/marginalized) who may need support and transportation to a safer location	
13. Create an LGBTQIA2S+ toolkit to ensure inclusive and safe places are available to support the community	Aligns to work underway	- The Rainbow Pages provides an online guide of resources and supports that are safe and inclusive to the LGBTQIA2S+	- Align with Pride Edmonton and other organizations to ensure inclusivity in strategy

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		community, however it is focused on young people (24 and under)	and programming
14. Review current Alberta Basic Security Guard Training Course license holder training	Aligns to work underway	- Administration speaking with AGLC and the Best Bar None Program to understand requirements and adjust as needed	
15. Develop of a published door security complaints policy and procedure	Aligns to work underway	- Administration speaking with AGLC and their Best Bar None Program to understand requirements and adjust as needed	
16. Develop and circulate clear policies and procedures for crowd management and dispersal	Aligns to work underway	- Administration speaking with AGLC and their Best Bar None Program to understand requirements and adjust as needed	- Will need further understanding of EPS policies around this
17. Develop a grant program focused on supporting nighttime economy businesses and fostering vibrant nightlife	Not started		- Currently no actions devoted to nighttime operators but there are programs that could be adapted to apply (e.g. Storefront Improvement Program, Development Incentive Program)
18. Regular reviews and audits of nighttime businesses	Not started		- Regular visits and tours can help to understand issues and concerns of operators who may not report issues through 311 or other established channels

19. Implement incentivized grant programs that reward businesses for operating within these policies	Not started		
20. Nightlife economy training for EPS staff specifically working in the nighttime economy	Not started		- Public Safety Compliance Team members could be included as well as any municipal enforcement staff intersecting with the nighttime economy
21. A comprehensive review of policing the nighttime economy	Not started		
G. Develop a transportation improvement strategy and activation plan			
1. Feasibility study of an extension of routes and service hours for current bus and LRT services	Aligns to work underway	- ETS regularly monitors transit service needs and makes adjustments as part of an Annual Service Plan, using the Council approved Transit Service Policy C539A, supported by Transit Service Standards and budget	- Expanding Owl late night service is not prioritized relative to other needs in the network and gaps between service levels and service standards. - There are fleet, staff and budget constraints as well as low ridership demand, that prevent the expansion of span of service.
2. Quarterly audits of Edmonton’s car parks, pedways, LRT stations, alleyways, and green spaces at night	Aligns to work underway	- Can be aligned with previous audit recommendations and any audits being performed by Corporate Security and Transit as examples - Alignment with action around	- Inspections and audits of spaces are ongoing however may not be fully formalized. This action focuses on formalizing the process.

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		upcoming revised Public Spaces Bylaw	
3. A log of issues and repair times kept to assess contractor performance	Aligns to work underway	- Contractors for facility maintenance and cleaning are actively managed to ensure standards are met	
4. Review of current procedures in relation to transportation checks at night	Aligns to work underway	- Downtown Core and Transit Safety Plan - Clear procedures are in place for transit facility lock ups, with support from all partners involved in the transit safety plan	- this will involve a review of current checks being done and a review of procedures and practices for improvements as/if needed
5. Regular monitoring and surveying of footfall at stations	Aligns to work underway	- ETS closely monitors and reports on ridership across the network. This information is reported through Enterprise Performance Management and has been used for Council updates on the Transit Safety Plan. - Hot spot deployment model for enforcement personnel has been in place for many years.	
6. Create a feasibility assessment to explore the potential of offering additional park and ride options for commuters traveling from locations further away from the city center	Aligns to work underway	- Park and Ride Guidelines provide long term strategic direction on where the City should focus on developing Park and Ride locations and provide insight on achieving the City's multi-modal goal	- It does not provide direction on immediate needs or nighttime considerations or transit service to and from the core - Transit service decisions are guided by the Transit Service policy and service standards

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<p>7. Feasibility review of implementing turnstiles in LRT stations with high footfall</p>	<p>Aligns to work underway</p>		<p>- Administration currently developing a report to respond to the following motion was approved by City Council on December 12, 2023 "That Administration provide a report outlining a detailed plan for a two-year trial for the use of fare gates at two transit facilities, including one LRT station with an underground platform, including a cost-benefit analysis, recommendation, evaluation plan, and detailed costing for the trial."</p>
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