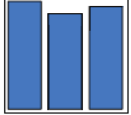


Proposed Outcome Measures and Target - Context Chart

(New measures in purple)

Corporate Outcome	Performance Measure			Frequency	Type	Baseline Value	Historical Trend <i>*NOTE graphs not to scale</i>	Future Trend <i>*NOTE graphs not to scale (assumes linear trend unless otherwise specified)</i>
	Measure Name	Measurement Method	Target					
1. Edmonton is attractive and compact	1.1 New Residential Units in Mature Areas	# of net new residential units in mature areas/new residential units city-wide Units: %	25% (2018)	Annual	Quantitative		5% (2009) 17% (2010) 19% (2011) 15% (2012) 14% (2013)	
1. Edmonton is attractive and compact	1.2 Edmontonians' Assessment: Well-Designed Attractive City	% of Citizen Perception Survey (CPS) respondents who are satisfied or very satisfied that Edmonton is a well-designed, attractive city Units: %	55% (2018)	Annual	Qualitative	42% (2010)	42% (2010) 42% (2012) 38% (2013)	
2. The City of Edmonton has sustainable and accessible infrastructure	2.1 Infrastructure Density	[Edmonton population] / [Total Infrastructure] where Infrastructure = Arterial, Collector and Local Roads + Alleys + Sidewalks + Sanitary, Storm and Combined Sewers Units: capita/km	Increase over previous year	Annual	Quantitative	52.31 (2010)	52.31 (2010) 52.96 (2011) 53.44 (2012)	
2. The City of Edmonton has sustainable and accessible infrastructure	2.2 Edmontonians' Assessment: Access to Amenities and Services that Improve Quality of Life	% of CPS respondents who agree to statement re: access to services and amenities that improve my quality of life Units: %	70%	Annual	Qualitative	72% (2012)	62% (2010) 69% (2012) 71% (2013)	
3. Edmontonians use public transit and active modes of transportation	3.1 Transit Ridership	Annual total transit system ridership / population Units: # / capita	105 (2018)	Annual	Quantitative	96.2 (2010)	87.5 (2009) 96.2 (2010) 98.8 (2011) 101.2 (2012)	
3. Edmontonians use public transit and active modes of transportation	3.2 Journey to Work Mode	Sum of % of respondents who select "Auto Passenger", "Transit", "Walk", "Cycle" or "Other" as commute to work mode Units: %	25.9% (2018)	Biennial (once every two years)	Qualitative	23.7% (2012)	25% (2006) 22.3 (2011) 23.7% (2012) (3 different data sources) 	
4. Goods and services move efficiently	4.1 Business Satisfaction: Goods and Services Transportation	% in Business Satisfaction Survey respondents who are satisfied or very satisfied with transportation system performance Units: %	53% (2018)	Every 3 years	Qualitative	49.5% (2011)		

Corporate Outcome	Performance Measure			Frequency	Type	Baseline Value	Historical Trend <i>*NOTE graphs not to scale</i>	Future Trend <i>*NOTE graphs not to scale (assumes linear trend unless otherwise specified)</i>
	Measure Name	Measurement Method	Target					
4. Goods and services move efficiently	4.2 Good and Service Travel Time Reliability	The weighted average of the vehicle travel time / km and travel time reliability / km during the PM peak period on Yellowhead Trail, Whitemud Drive, 75 Street, and 170 Street Units: sec/km	<75 +/- 7 sec/km	Annual	Quantitative	<75 +/- 7 sec/km (2009)	68.2 +/- 7.1 sec/km (2008) 73.8 +/- 5.8 sec/km (2010) 70.5 +/- 5.6 sec/km (2011) 68.0 +/- 4.1 sec/km (2012) Travel Time: Variance:	
5. Edmontonians are connected to the city in which they live, work and play	5.1 Reported Volunteer Rate	% of CPS respondents who report volunteering over last 12 months Units: %	≥ 75%	Annual	Qualitative		47% (2007) 52% (2010) 74% (2012) 75% (2013)	
5. Edmontonians are connected to the city in which they live, work and play	5.2. Edmontonians' Assessment: Connected to Community	% of CPS respondents who report feeling connected to their community Units: %	45% (2017)	Annual	Qualitative		51% (2010) 35% (2012) 41% (2013)	
6. Edmontonians use facilities and services that promote healthy living	6.1 Health & Wellness	% of Registered Participants Survey respondents (Edmontonians) who report increased health and wellness due to participation in services and programs offered by the City of Edmonton Units: %	90%	Quarterly	Qualitative	89% (2010)	89% (2010) 87% (2011) 87% (2012) 87% (2013)	
6. Edmontonians use facilities and services that promote healthy living	6.2 Recreation Facility and Library Attendance	City of Edmonton community and recreation facilities and Edmonton Public Libraries attendance / capita Units: # / capita	≥ 12	Annual	Quantitative		10.7(2011) 11.1 (2012) 11.7 (2013)	

Corporate Outcome	Performance Measure			Frequency	Type	Baseline Value	Historical Trend <i>*NOTE graphs not to scale</i>	Future Trend <i>*NOTE graphs not to scale (assumes linear trend unless otherwise specified)</i>
	Measure Name	Measurement Method	Target					
7. Edmonton is a safe city	7.1 Fire Rescue Services Response	% of fire calls that meet first full alarm targets of being on scene within 8 minutes travel time Units: %	90%	Quarterly	Quantitative	84.2% (2013)	88.1% (2009) 88.0% (2010) 85.7% (2011) 84.2% (2012) 84.2% (2013)	
7. Edmonton is a safe city	7.2 Edmontonians' Assessment: Safe City	% of CPS respondents who agree Edmonton is a safe city Units: %	68%	Annual	Qualitative	51% (2010)	51% (2010) 62% (2011) 66% (2014)	
7. Edmonton is a safe city	7.3 Police Response Time	% of Priority 1 Emergency Calls with a first unit on-scene within 7 minutes Units: %	80%	Quarterly	Quantitative		75.4% (2009) 80.5% (2010) 79.1% (2011) 77.3% (2012) 69.7% (2013)	
8. The City of Edmonton's operations are environmentally sustainable	8.1 City Operations Greenhouse Gas Emissions	Emmission factor applied to City's energy consumption (electricity, natural gas and transporation fuels) +methane emissions from City owned landfills Units: CO2 Equivalent Tonnes	178,700 (2018) (Equivalent to a 42% reduction from 2008 levels)	Annual	Quantitative	308,103 (2008)	309,882 (2009) 313,640 (2010) 330,591 (2011) 340,272 (2012)	
8. The City of Edmonton's operations are environmentally sustainable	8.2 Watershed Contaminant Reduction Index	Quantity of sediments, nutrients, and bacteria discharged to North Saskatchewan river referenced to a baseline and adjusted for population (Higher index indicates less contaminants) Units: quantity / capita	7.8 (rated as "good")	Annual	Quantitative		6.6 ("fair" rating) (2013)	
9. Edmonton is an environmentally sustainable and resilient city	9.1 Community Greenhouse Gas Emissions	Emmission factor applied to city's energy consumption (electricity, natural gas and transporation fuels) +emissions from industrial processes and landfills Units: CO2 Equivalent Tonnes	Downward trend , actual value TBD by 2014	Annual	Quantitative	16,887,046 (2008)	16,488,080 (2009) 16,667,104 (2010) 17,035,168 (2011) 17,270,172 (2012) 17,250,000 (2013)	
9. Edmonton is an environmentally sustainable and resilient city	9.2 Ecological Footprint	Standardized methodology using conversion factors for resource consumption (ie. Electricity, natural gas, food, housing, etc) to calculate land area Units: hectare / capita	Maintain or decrease (2018)	Annual	Quantitative		7.67 (2012)	

Corporate Outcome	Performance Measure			Frequency	Type	Baseline Value	Historical Trend <i>*NOTE graphs not to scale</i>	Future Trend <i>*NOTE graphs not to scale (assumes linear trend unless otherwise specified)</i>
	Measure Name	Measurement Method	Target					
10. The City of Edmonton has a resilient financial position	10.1 City of Edmonton Credit Rating	Standard and Poor's Credit Rating	AA++	Annual	Qualitative (based on some quantitative data)	AA+ (2010)		
10. The City of Edmonton has a resilient financial position	10.2 City Asset Sustainability	Actual Capital Infrastructure Renewal Expenditure / Required Capital Infrastructure Renewal Expenditure (5 year rolling average) Units: %	1	Annual	Quantitative	1.07 (5 year rolling average 2009 - 2013)	1.04 (2007-2011) 1.02 (2008-2012) 1.07 (2009-2013)	
11. Edmonton has a globally competitive and entrepreneurial business climate	11.1. Edmonton's Industrial Permit Value	Annual dollar value for all Edmonton industrial building permits Units: \$	Trending upward (specific target TBD in 2014)	Annual	Quantitative	113,583,315 (2005)	98,673,686 (2010) 47,614,000 (2011) 137,935,000 (2012)	
12. Edmonton Region is a catalyst for industry and business growth	12.1 Edmonton Region's Industrial Permit Value	Annual dollar of all industrial permits in Edmonton Region Units: \$	Trending upward (specific target TBD 2014)	Annual	Quantitative	177,772,541 (2005)	186,947,502 (2010) 149,079,000 (2011) 283,170,000 (2012) 