

# Review of 2007-2010 Council Initiatives - Status Update

## Recommendation:

That the November 9, 2010, Deputy City Manager's Office report 2010DCM061 be received for information.

## Report Summary

**This report provides an update on the status of the 2007-2010 Council Initiatives.**

## Previous Council/Committee Action

At the November 9, 2010, City Council meeting, the November 9, 2010, Deputy City Manager's Office report 2010DCM061 was postponed to the January 19, 2011, City Council meeting.

## Report

- The 2007-2010 Council Initiatives are in their third year of implementation. Detailed updates for each initiative have been prepared in collaboration with sponsor Councillors and are provided in Attachments 1-31.
- Under City Policy C518, once established by Council, Administration must include Council initiatives in subsequent business plans and budgets.
- Under City Policy C518, Council will hold one City Council meeting each year for the purpose of:
  - discussing the status of future steps for current Council Initiatives
  - determining which Council Initiatives can be closed because

required policy and administrative changes have been implemented or the initiative has been successfully completed

- providing direction on new initiatives
- The January 19, 2011, City Council meeting, is an opportunity for Council to add, delete, or amend its Council Initiatives.

## Policy

- This report complies with Policy C518, Council Initiatives.

## Focus Area

- The 2007-2010 Council Initiatives support all six 10-year goals in The Way Ahead: City of Edmonton Strategic Plan 2009-2018.

## Attachments

1. Update: Aboriginal Initiative
2. Update: Affordable Housing
3. Update: Arts
4. Update: Avenue Initiative
5. Update: Biotech Value-added
6. Update: Circumpolar Initiative
7. Update: City of Learners
8. Update: Environment
9. Update: Expo 2017
10. Update: Government Relationships
11. Update: Jasper Place Revitalization
12. Update: McCauley Revitalization
13. Update: Multiculturalism
14. Update: Northern Strategy
15. Update: Port Alberta
16. Update: Provincial MLA Relationships
17. Update: Public Transit
18. Update: River Valley
19. Update: Safe Edmonton/Drug Strategy

20. Update: Senior Issues
21. Update: Sports and Recreation
22. Update: The Quarters
23. Update: Transforming Edmonton
24. Update: Winter City/Winter Festival
25. Update: Youth Initiatives - Edmonton  
Youth Council, Child Friendly  
Edmonton, Next Gen
26. Update: Northeast Edmonton  
Industrial Development Strategy
27. Update: Post-Secondary  
Relationships
28. Update: Public Involvement in the  
Planning and Development Process
29. Update: Regional Initiatives
30. Update: Traffic Safety
31. Update: Edmonton in Bloom

### **Others Reviewing this Report**

- Corporate Leadership Team

## Update: Aboriginal Initiative

<b>Initiative Title:</b>	Aboriginal Initiative
<b>City Council Lead(s):</b>	Councillor R. Hayter Mayor S. Mandel
<b>Department Lead(s):</b>	Mike Kroening, Deputy City Manager's Office Leona Carter, Deputy City Manager's Office

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### Objective:

Edmonton is recognized as a welcoming community where “Aboriginal Peoples take their rightful place in building a strong Aboriginal presence and voice in the cultural social an economic future of Edmonton”. (Edmonton City Council Declaration, August 30, 2005).

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- In January 2010 improved demographic information about Aboriginal Edmonton was released by the Aboriginal Relations Office and Business Planning and Measurement, with support from Alberta Aboriginal Relations. The demographic data from Stats Canada has been organized on the basis of Ward and Traffic District boundaries. The lengthy technical report has been transposed into a user-friendly format, *Aboriginal Edmonton – A Statistical Story – 2009*. The reports have been well received with requests for more copies promoting a second printing of the user-friendly version. Requests for the reports are also being received from other Canadian Municipalities. Data have been made available to Mayor and Council, City departments, City staff and community and government partners to support planning and decision making. The Aboriginal Relations Office is conducting presentations for internal and external partners to showcase the data and ways it can influence work with the community.
- The City, United Way, Edmonton Community Foundation and Alberta Aboriginal Relations have contributed to the Environics national Urban Aboriginal Peoples Study (UAPS) to obtain improved and comparative information on urban Aboriginal peoples' experiences, aspirations and identities. Wicihitowin has formed a Research Circle where this information is being vetted. The City's Aboriginal partners must be satisfied with the study's methodology, analyses and results for the intended collaborative, constructive use of results here in Edmonton. Environics released the national report in April 2010 through national media. It will serve as a basis for broadened engagement of Aboriginal and non-Aboriginal people matters important to the community.
- The City, other orders of government and community organizations last year supported the *Wicihitowin Circle of Shared Responsibility and Stewardship* achieving

non-profit, incorporated status. In 2009 the three orders of government jointly announced funding of *Wicihitowin* at a community focused public event, including the City's annual contribution of \$75,000 and the organization re-located to United Way's new office space in the west end. *Wicihitowin*'s first round facilitation of a collaborative granting process was completed in fall of 2009 and was determined a success by agencies that applied for grant and by program funders from the Partners Resource Circle, which included federal and provincial governments, City of Edmonton (FCSS) and United Way. The second round of the collaborative granting process was implemented by *Wicihitowin* in spring of 2010 and the organization's annual gathering in June of this year attracted improved community participation. Aboriginal Relations Office staff have supported the work of Community Action Circles which now include an Economic Development Circle. *Wicihitowin*'s Board has established new leadership, is in the process of consolidating its staff secretariat complement and has indicated interest in providing an update on its activities to City Council, possibly later this year.

- Related positive developments include: the significant interest of the University of Alberta, NAIT, Grant MacEwan and other educational organizations in promoting the development of Aboriginal-sensitive programming; Homeward Trust Edmonton creating a new Aboriginal portfolio with a strengthened focus on Aboriginal housing; and Edmonton Northlands placing strong emphasis on Aboriginal programming, mainly through Kiyânâw during Capital Ex.
- The City is represented by the Aboriginal Relations Office on a stakeholder advisory group established by the federal government to guide development and implementation of multi-service concept for newly arrived Aboriginal people. The concept was first discussed by Mayor Mandel and Councillor Hayter with community members as *Edmonton Aboriginal Welcome House*. The Alberta Native Friendship Centres Association's was contracted to conduct local service and gap research and identify options. This work, now referred to as the Edmonton Aboriginal Transition Initiative, was completed in January 2010. The study is now being shared with the community with the intention of implementing recommendations later in 2010. The Office of the Mayor has advocated with the other orders of government for appropriate levels of support for the capital construction component of this initiative to proceed.
- Following Mayor Mandel's relationship building presentation to All Chiefs gathering in Edmonton, Councillor Hayter and the Mayor responded to a request from Treaty 8 chiefs' to discuss their specific interest in a parcel of city-owned land for consolidated band offices, urban programs and services, and affordable Aboriginal student housing. The Aboriginal Relations Office has had follow-up meetings with Band administrators and City Administration to facilitate Treaty 8's understanding of City land acquisition processes and requirements. The City awaits further expression of interests and intentions from Treaty 8.

- Mayor Mandel's and Councillor Hayter's relationship building with Chiefs of Treaty 6 in fall or 2009 resulted in the Chiefs' expression of interest in collaboration on Aboriginal housing in the Boyle Renaissance Project. Although subsequent discussion at an All Chiefs meeting did not result in specific commitments, Aboriginal leaders have expressed sincere appreciation of the City's active engagement of them in Aboriginal relevant matters and protocol items at City Council. The urban Aboriginal community has been well represented throughout Phase 2 of the Boyle Renaissance Project. Proposals were developed and sent to appropriate Provincial and Federal departments.
- Aboriginal appointments to the Mayor's initiative REACH Edmonton, Council for Safe Communities have contributed to significant Aboriginal community funding.
- The Edmonton Urban Aboriginal Affairs Committee has indicated its wish for role clarification. Following EAUAC's influential role in the community's formation of *Wicihitowin* and the City's establishment of the Aboriginal Relations Office, Committee membership retention and role clarity became a challenge. In fall of 2009, Executive Committee tasked EAUAC with addressing specific issues. The EAUAC Chair reported back to Executive Committee in April 2010 and met with City Council on July 8<sup>th</sup>, 2010 and will be engaged in a role clarification process with Administration.
- The Human Resources Branch, though its continued work with the Aboriginal Workforce Participation Initiative (AWPI), has continued to develop relationships with Aboriginal employment agencies, service providers, and educational institutions. The Aboriginal Outreach Human Resources Consultant has continued to attract and support hiring of Aboriginal job applicants through information sessions, face-to-face coaching, and focused community involvement. This program provides competency-based training to meet hiring requirements at the City of Edmonton. Additionally, 18 Aboriginal summer students were hired in 2010; two of these students were funded through our new partnership with Enoch Cree Nations. Internal to the City, the Aboriginal Outreach Consultant is working with the Aboriginal Relations Office to develop an Edmonton Aboriginal Employee Resource Network (EAERN) webpage. A webpage is also being developed for the AWPI to attract Aboriginal employment seekers.
- The Aboriginal Relations Office, Community Service and Asset Management & Public Works facilitated the Indigenous Elders Resource Circle in finalizing its program statement and public consultation plans on land use at Fox Farm for community cultural practices. The Indigenous Elders circle continues to offer programs at this site pending Community Services return to Council later this year with additional information to support recommendations on the area plan. The Indigenous Elders Resource Circle is pursuing additional program funding from a number of sources including the City.

- Facilitation of Aboriginal community participation in the Racism Free Edmonton Community Summit had began a dialogue between Aboriginal and other racialized communities, with potential for relationship building and mutual efforts to counter and prevent racism.
- Community Services' Clareview Community Recreation Centre, as a result of comments, consultations, will include depiction of local Aboriginal History.
- The Aboriginal Relations Office has updated its Guide to Aboriginal Services in Edmonton with distribution planned for July 2010. The annual newsletter, *The Bridge* was released in April. Both communications have been well received by the community and by City Administration. The Office also had continued its support of the Aboriginal Employee Resource Network and support for annual celebration of National Aboriginal Day.
- The Aboriginal Relations Office has supported Neighbourhood and Community Development staffs' relationship building with external Aboriginal and non-Aboriginal organizations. The resulting Aboriginal Family Night now regularly attract and benefits more than 100 Aboriginal residents of Mill Woods.
- The Aboriginal Relations Office is developing Aboriginal Cultural Awareness Training for City staff. Several City business units have expressed interest in participating in the pilot sessions this fall.
- The Aboriginal Office is in discussion with Office of the Mayor about a proposed 2011 Aboriginal Youth Leadership Summit, previously discussed by the Mayor with his Regina and Winnipeg counterparts. Local Aboriginal organizations and programs have expressed interests in collaborating on such an initiative.

**Future Steps:**

- The Aboriginal Relations Office will continue its role in advancing and supporting these and other initiatives of importance in the City's relationship building and service delivery with the Aboriginal Community.

## Affordable Housing

<b>Initiative Title:</b>	Affordable Housing
<b>City Council Lead(s):</b>	Councillor K. Leibovici
<b>Department Lead(s):</b>	Walter Trocenko, Planning and Development

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### Objective:

As sponsored by Councillors Leibovici and Phair: The primary objective of the 2005 Council-approved *Cornerstones: Edmonton's Plan for Affordable Housing Report (2006-2011)* is three-fold:

1. To create 2,500 long-term affordable housing units by the end of 2010;
2. To advocate for increased housing, income supports and support services to meet short-term housing (e.g. homeless) needs; and
3. To achieve progress on 13 recommended actions to support achievement of the above two objectives.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

#### Objective 1: Creation of Affordable Housing

As of year-end 2009, 1,946 long-term affordable housing units have been created pursuant to the *Cornerstones* Plan. An additional 1,246 affordable units are forecast to be achieved with remaining approved *Cornerstones* funds. The City is on track to exceed the original Council *Cornerstones* target for 2,500 additional units by 2010 by using a range of providers and delivery approaches.

#### Objective 2: Advocacy for Housing, Income and Service Funding and Supports

Approved by Council in 2006 and led by Councillor Leibovici, the *Cornerstones Advocacy Strategy to Increase Supports and Support Services for Homeless Persons* has guided key advocacy initiatives including:

- City representation (Councillor Leibovici) to the *Alberta Affordable Housing Task Force - February 2007*;
- Councillor Leibovici presentation on *Cornerstones* to the all-party Standing Committee on Managing Growth Pressures - October 2007; and
- Increased funding for support services and the planned creation of an additional 195 transitional housing units by year-end 2010 through Homeward Trust Edmonton using *Cornerstones* funding.

These advocacy efforts helped the Mayor and Council influence federal and provincial decision makers to fund the development and implementation of the City and Provincial 10-Year Plans to End Homelessness. Since 2009, Homeward Trust Edmonton's

implementation of these Plans has resulted in the placement of over 900 homeless individuals.

### Objective 3: Cornerstones Initiative Actions

Significant progress has been made on several fronts, including zoning amendments to encourage secondary suites, fixed rate rent supplement program, encouraging provision of inclusionary housing requirements in major developments, and identifying homeless and affordable housing as a key priority in the Capital Region Plan. More recently, in tandem with the provincial government, efforts are now underway to pilot mixed use, mixed income, inclusionary housing developments in Edmonton.

Implementation of the Cornerstones Plan has resulted in improved relations between the City, provincial and federal government housing providers. These governments have welcomed the City's collaboration and direct participation in advancing common housing goals linked to improved community outcomes. Since 2006 these orders of government have made significant investments (over \$110m) in Cornerstones and other City sponsored housing programs and services.

### **Future Steps:**

The City's *The Way Ahead* Strategic Plan 2009-18 identifies increasing the supply and range of affordable housing as a priority goal to improve Edmonton's liveability. *The Way We Grow* and *Way We Live* Plans identify housing as a major priority. These strategies and further Council directed actions as highlighted below will influence the delivery of affordable and homeless housing efforts by the City, our partners and other governments:

- Recommendations from the *Cornerstones* evaluation completed by Nichols Applied Management;
- Recommendation by the City Auditor audits on "*Development Permit and Cornerstones Funding*" and on "homeEd" (The City of Edmonton Non-Profit Housing Corporation);
- Executive Committee direction for a protocol to allocate future government funding for non-market housing using an "incentive-based flex-cap" approach;
- Reports on trends and "future state ideas" stemming from discussions with other governments, Capital Region Board, Homeless Commission, Homeward Trust, homeEd, Capital Region Housing Corporation, industry, and others. Administration is committed to periodic reporting back through Executive Committee in 2010 and 2011. A one-day Council retreat on Cornerstones will be scheduled in early 2011.

The Housing environment is changing and significant work is anticipated to adapt and align policy and resources to ensure Council outcomes are achieved. Council direction for a post-Cornerstones strategy and continued implementation of the 10-Year Plans to End Homelessness to be confirmed.



**Update: Arts**

**Initiative Title:** Arts  
**City Council Lead(s):** Mayor S. Mandel,  
**Other Lead(s):** Edmonton Arts Council  
**Department Lead(s):** Heather McRae, Community Services Department  
 Staff Supports: Paul Loosely and Marian Bruin

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**Objective:**

Promote Edmonton as an arts and cultural center and encourage recreational, cultural, artistic and entertainment opportunities for all residents.

**Key Outcomes, Projects or Activities and their Status as of July 2010:**

The Art of Living plan, prepared by the Edmonton Arts Council (EAC), was approved in principle by City Council on April 30, 2008. The plan provides a vision that addresses the unique cultural milieu and attitude of the city through 28 recommendations - 17 Arts and Culture and 11 Heritage recommendations. Together, these recommendations support the City's vision of Edmonton as a "*recreation city, an arts city.*"

Three key phases of implementation have been identified:

- Phase 1: Recommendations requiring no new City investment in 2009 to implement.
- Phase 2: Foundational Initiatives which are seen as key to moving forward. In some cases they are prerequisites to the successful implementation of other recommendations.
- Phase 3: Recommendations which will require the development of a comprehensive funding strategy

A phased-in funding strategy is planned. City Administration is working with the EAC to implement the Art of Living Plan.

**Edmonton Public Art Master Plan (MAP)**

Concurrent to the work on the Art of Living Implementation Plan, work has also been proceeding on the development of the Edmonton Public Art Master Plan (MAP).

On September 17, 2008, City Council approved the MAP and requested that the Edmonton Arts Council (EAC) and City Administration develop an implementation plan for the policies and programs identified in the MAP and report back to Community Services Committee.

MAP focuses on three key areas to achieve the purposes of public art in Edmonton as follows:

- Addressing critical needs of implementation and maintenance of existing public art programs and artworks;
- Meeting current national standards in public art policies and procedures;
- Creating a new vision with bold, innovative projects, as well as effective public awareness of and participation in public art in Edmonton.

EAC has hired two persons to commence this MAP work.

### The Art of Living Implementation Plan

- The following are highlights of the progress made since September, 2008 on The Art of Living recommendations.

#### Arts Recommendations

1. *Arts Habitat Association (ArtsHab)* – A general manager was hired in May and has established an office. One major community consultation has been completed, beginning the Board rejuvenation. Progress has been made on the Space Clearinghouse in partnership with Community Services Department, Edmonton Chamber of Voluntary Organizations (ECVO), and EAC. ArtsHab has begun work, with Arts on the Ave, on developing the Alberta Cycle building, purchased by the City for arts space development.
5. *Retain Elder Artists* – PAL Edmonton received seed funding from Canada Mortgage and Housing Corporation to complete a Needs Assessment Survey and a Business Plan. The survey was completed in May, 2009.
14. *Poet Laureate/Cultural Senate* – A partnership with the Edmonton Public Library has been formed. Roland Pemberton was chosen as Edmonton's third poet laureate. This announcement received extensive national attention and positive commentary. Funding from a new private donor has been secured for the first year of the appointment.

#### Heritage Recommendations

1. *Create and support a Heritage Council* – An Interim Executive Director and Program Manager have been hired, and will move into Prince of Wales Armouries this fall. A Steering Committee has been struck to plan the creation of the Heritage Council.
2. *Recognize the Artifact Centre as a major asset to the City.* Asset Management and Public Works Department is conducting an assessment of the current Artifact Centre. Community Services Department has prepared a Program Statement for a new or refurbished Artifact Centre that could also answer archives space needs as well. City Council approved a service package of \$220,000 for the Artifacts Centre during the 2010 budget deliberations. A report was provided to City Council in February 2010, outlining how the \$220,000 will be used.
4. *Support the City Archives' Role* – The Archives has expanded its online catalogue to make more of its collection accessible to the public. Expanded

school and public programming using new program space in Prince of Wales Armouries will commence this fall.

7. *Establish a Historian-in-Residence* – On July 6, 2010, Edmonton made history in selecting Ken Tingley as the first municipal Historian Laureate in Canada.

### Funding the Implementation Plan

Several service packages for arts and heritage recommendations were brought forward during the 2009 budget deliberations. The Arts Habitat and Heritage Council recommendations received ongoing funding approval commencing 2009.

A further report on funding strategies for the remaining arts and heritage recommendations was prepared for the May 2009 meeting of the Community Services Committee.

- Strategies are in place for financing of 2010 activities through current City of Edmonton programs, the Edmonton Arts Council, and the new Edmonton Heritage Council.
- A supplementary capital budget adjustment request has been submitted by Community Services Department for capital improvements to the Artifacts Centre.
- Of the 28 Arts and Heritage recommendations, 20 are being implemented with existing or external funds.
- Strategies are being prepared for the remaining 8 recommendations. Funding requests for some of those recommendations may come forward in subsequent years for City Council's consideration.

Other significant Arts initiatives in Edmonton include:

- Film/Television Industry support
- Mayor's Celebration of the Arts
- Festival-In-A-Box
- Edmonton Artists Featured

### **Future Steps:**

- Administration will be providing an annual progress report on the Art of Living Implementation Plan to the September 2010 meeting of the Community Services Committee.

### Update: Avenue Initiative

<b>Initiative Title:</b>	Avenue Initiative
<b>City Council Lead(s):</b>	Councillor E. Gibbons, Councillor T. Caterina & Mayor S. Mandel
<b>Department Lead(s):</b>	Kathy Barnhart, Community Services Department Staff Support: Judy Allan

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#### Objective:

Facilitate the revitalization of neighbourhoods in need and facilitate community-based partnerships to promote safety and security and a vibrant shopping area.

#### Key Outcomes, Projects or Activities and their Status as of June 2010:

- Outcomes to be achieved:
  - Safe streets and space
  - Community life
  - Thriving economy
  - Environmental well-being
  - Establish 118th Avenue as a Community Arts area.
- A continued focus for 2010 will be beautification through greening of the area and cleanliness of the commercial strip, including tree and flower planting, graffiti removal and litter control.
- In partnership with the Alberta Avenue Business Association, a Business Recruitment and Marketing Plan was developed to draw new business and new development to 118th Avenue. A Business Directory and “Taste of the Ave” brochure was also funded.
- Purchased the Old Alberta Cycle Building which will become a Community Arts Centre in 2011.
- Ongoing Capital funding is based on the Neighbourhood Revitalization Envelope within the Great Neighbourhoods Capital Allocation Framework.
- Current activities and priorities include:
  - Streetscape construction – phase 3 to be completed in the fall of 2010
  - Beautification initiatives – ongoing in 2010 greening projects and utility box art
  - Neighbourhood Revitalization matching grants program – ongoing with \$100K to support community initiatives including festivals, events, programs, cleanup and beautification
  - Programs and Events – ongoing including Kaleido Arts Festival, Avenue Goes to the Dogs, Eastwoodfest and Deep Freeze bringing more than 20,000 people to the Avenue.
  - Community Safety initiatives – ongoing with Safe Streets Working Group hosting a Community Safety event, summer Walkabouts reporting bylaw infractions, a dedicated Bylaw Community Liaison Constable assigned to the

area and the NET Team implementing “We Believe in 118” to promote safety among Businesses.

**Future Steps:**

- Project continues to be supported by staff in the Office of Great Neighbourhoods and through the involvement of a Corporate Integrated Services Team.

**Update: Biotech Value-added**

**Initiative Title:** Biotech Value-added  
**City Council Lead(s):** Councillor Batty & Mayor Mandel  
**Department Lead(s):** Office of the Mayor (J. Waltz)

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**Objective:**

- In 2009, this initiative began to look at ways in which to diversify the Capital District's economy because the core of the region's enviable economic strength – the Oil and Gas Sector – is also the source of its greatest vulnerability, the “boom and bust” nature of this industry.
- Through partnership with four regional mayors this initiative looked at how to diversify the economy in order to improve the stability of the Capital District's economy and therefore the quality of life of its many citizens.

**Key Outcomes, Projects or Activities and their Status as of June 2010:**

- The Regional Economic Development Committee (REDC) was formed in the fall of 2009 to explore ways to diversify the Capital District's economy
- City of Edmonton, City of Leduc, City of Spruce Grove, the City of St. Albert and Strathcona County participated in the development of the Regional Economic Development Committee Plan.
- Four sector areas of the economy were identified to pursue further: Agri-food, Medical Devices, Clean Technology, and Information Technology.
- After much evaluation and analysis by the REDC's Working Committee, “The Venture Capital”: The Report of the Regional Economic Development Committee was created and presented to the five Capital District Mayors.

**Future Steps:**

- Develop an implementation plan in consultation with the regional Mayors/municipalities.

## Update: Circumpolar Initiative

<b>Initiative Title:</b>	Circumpolar Project
<b>City Council Lead(s):</b>	Councillor K. Leibovici and Councillor J. Batty
<b>Department Lead(s):</b>	Brian Hlus, Deputy City Manager's Office

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### Objective:

Explore opportunities to develop and expand Edmonton's partnerships with the communities, institutions and governments of the Circumpolar North (also simply referred to in this initiative as "the North"), with the dual aims of benefiting the people of the North and positioning Edmonton as a global leader with respect to Northern issues<sup>1</sup>.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- Ongoing discussions with the Chamber of Commerce and potential partners in Canada's Northern region to better understand the expectations and needs of communities and institutions in the Circumpolar North.
- Ongoing work with local stakeholders – including the Edmonton Space and Science Foundation, the Telus World of Science and the University of Alberta – to determine what role Edmonton can play with respect to the North, including the potential to develop a Canadian Circumpolar Science Centre.
- Such a centre could be a connecting point and resource for communities and institutions both in Edmonton and the North, promoting a greater common understanding of the opportunities and challenges for a range of scientific, cultural, environmental and economic development issues affecting the North.
- Efforts on this Council Initiative could align with the Northern Strategy Council Initiative in terms of the common aim of building lasting and meaningful relationships with – and supporting the ambitions of – a range of northern partners.

### Next Steps:

- Advance discussions with the University of Alberta and the Edmonton Space and Science Foundation to:
  - help Edmonton make the most of its status as the largest northern urban centre in Canada;
  - position Edmonton globally as a leader in resources, research, health and infrastructure; and
  - advance the realization of a Canadian Circumpolar Science Centre.
- Consider options for future alignment with the Northern Strategy Council Initiative.
- Explore potential for connections with the Federation of Canadian Municipalities' Northern Strategy.

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<sup>1</sup> For the purpose of this Council initiative update, "the North" loosely refers to Edmonton's immediate Northern or Circumpolar neighbours in the area surrounding the Arctic Circle, with a primary focus on areas comprising the Yukon, the Northwest Territories and Nunavut.

## Update: City of Learners

<b>Initiative Title:</b>	City of Learners Initiative
<b>City Council Lead(s):</b>	Councillor Don Iveson
<b>Department Lead(s):</b>	Heather McRae, Community Services Department Staff Supports: Paul Loosley, Bart Szopiak

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### Objective:

The Learning City initiative will employ partnerships to stimulate the creation of conditions in which every citizen of Edmonton has the opportunity to be engaged with meaningful lifelong learning that enhances our personal and community lives by learning to live together; learning to know; learning to do; learning to be. This will be achieved by establishing a network where issues related to lifelong learning can be discussed and measured in a community-wide context, which can improve quality of life, empower workforces and citizens and help cultivate Edmonton as a “City of Learners.”

### Key Outcomes, Projects or Activities and their Status as of June 2010:

Desired outcomes for City of Learners Initiative identified in phase one and their status:

- The Learning City Steering Committee was formed to advance the work of the initiative. A vision and a working definition of a ‘Learning Community’ along with some preliminary direction for the initiative were established.
- A Civic Declaration with respect to the importance of Learning to our community was prepared, and on May 12, 2010 Edmonton City Council declared Edmonton a City of Learners.
- “Edmonton City of Learners Dialogue” was held in June with public and partner agency representatives. The workshop examined opportunities and challenges in the area of learning and helped to identify priorities and specific recommendations for action that could be adopted to enhance learning opportunities. This information will be used to create a Community Learning Plan.
- A “White Paper” on priorities that will help shape learning community strategies is currently being developed.
- The initiative is also in the process of developing an Asset Inventory of potential partner agencies, operating in Edmonton, which deliver learning opportunities in our community. An online survey was conducted which identified learning organizations in order that the committee might better understand those organizations’ role and interests within the community.

### Future Steps:

- Consult with organizations in the project network to obtain additional input on the “White Paper’s” recommendation, related to Community Learning Plan.
- Continue to network and to work collaboratively with partner agency



representatives to aid in identifying partners required for implementing recommendations and for determining how the recommendations can best be achieved.

- Obtain a buy-in from partners, and develop an inclusive Learning Community Plan that will focus on particular area first including measurement.
- Develop a transition plan for the initiative to become self-sustaining.

## Update: Environment

<b>Initiative Title:</b>	Environment
<b>City Council Lead(s):</b>	Councillor D. Iveson, Councillor L. Sloan & Mayor S. Mandel
<b>Department Lead(s):</b>	Harvey Crone, Deputy City Manager's Office

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### Objective:

1. The City of Edmonton has had an environmental strategic plan in place since 1999.
2. The 2006 Environmental Strategic Plan contains strategies for addressing environmental issues in a range of foundational areas including clean air, climate protection, environmental emergency response, natural area systems, resource conservation, solid waste management, toxics reduction, and water.
3. An important aspect of the plan is the establishment of performance measures that indicate how well the plan's strategic objectives are being achieved.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

The scope of work related to this objective involves: (a) continued implementation of the Environmental Strategic Plan, (b) continued implementation of the City's ISO 14001 environmental management systems, (c) production of an annual report to Council detailing the implementation of the Environmental Strategic Plan, (d) hosting of the International Council for Local Environmental Initiatives (ICLEI) World Congress, and (e) working with the Federation of Canadian Municipalities through the Big City Mayors on a set of standards for measurement of the environmental impact of municipalities and towards lobbying for green funding for cities, and (f) other initiatives.

- ***Continued implementation of the Environmental Strategic Plan***

The 52 strategic objectives contained in the Environmental Strategic Plan have been prioritized based on the ten- and three-year goals contained in the City of Edmonton Strategic Plan. Seventeen of the strategic objectives emerged as having the highest priority. These objectives are being managed through cross-departmental task forces, under the auspices of the Environmental Policy Leadership Committee (EPLC). Detailed action plans have been developed for each objective and are being implemented by Administration. Reporting on the implementation of these plans is provided in the EcoVision Annual report (see item c).

- ***Implementation of the City's Environmental Management Systems***

The Community Facility Services environmental management systems achieved ISO 14001 certification in 2010:

This new registrations bring the total number of certified systems in the City of Edmonton to eight including: (1) Drainage Services Branch, (2) Waste Management Branch, (3) Mobile Equipment Services Branch, (4) Fire Rescue Services Branch and

Operational Services Branch, (5) Road Construction Branch and Transportation Operations Branch, (6) Parks Branch, (7) Edmonton Transit, and (8) Community Facility Services Branch.

- ***Annual Report to City Council***

The fourth annual EcoVision Annual Report was presented to Executive Committee on June 16, 2010. This report provided progress on the implementation of the 2006 Environmental Strategic Plan. The Report also provided a summary of implementation progress (EcoVision-At-A-Glance) identifying the status and trend in each priority strategic objectives.

- ***ICLEI - Local Governments for Sustainability World Congress***

The City of Edmonton successfully hosted the ICLEI World Congress held from June 14-18, 2009. The Congress, which is held every three years, attracted more than 600 delegates from around the world to exchange ideas on local government sustainability issues. A key message from the Congress was the “*need for faster and pervasive action*”.

- ***Standards for Measurement of the Environmental Impact of Municipalities***

The Federation of Canadian Municipalities and ICLEI Canada have joined forces to identify actions that Canadian municipalities are taking to reduce greenhouse gas (GHG) emissions and the magnitude of those reductions. The project (part of the Partners in Climate Protection project), was initiated through FCM by Mayor Mandel who leads the initiative nationally. The first *Demonstrating Results: Municipal Initiatives for Reducing GHGs* report was released in the fall of 2009 and quantifies emissions reductions from 350 initiatives submitted from 16 communities representing 38 per cent of the Canadian population.

- ***Other Initiatives***

Kennedale End-of-Pipe Constructed Wetland Project: Edmonton’s first end-of-pipe treatment wetland is a cornerstone project of the Stormwater Quality Strategy and is designed to reduce suspended solids from storm water by 44% before entering the North Saskatchewan River. This project received a 2010 Federation of Canadian Municipalities Sustainable Community Award.

#### **Future Steps:**

- The ***Way We Green***, which will update the 2006 Environmental Strategic Plan and become the environmental sustainability component of the suite of six The Ways plans, is under development. This plan will be provided to Council in the first quarter 2011.

**Update: EXPO 2017**

**Initiative Title:** EXPO 2017  
**City Council Lead(s):** Jane Batty, Karen Leibovici  
**Department Lead(s):** Office of the City Manager – Candice Stasyne

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**Objective:**

To advance the bid for 2017 EXPO.

**Key Outcomes, Projects or Activities and their Status as of June 2010:**

- 1) The national bid document and business plan was submitted to the Governments of Alberta and Canada for review/approval on November 30, 2009.
- 2) Provincial support for the project was announced on May 13, 2010.
- 3) Federal support is pending and expected before fall 2010.
- 4) Relationship building and influencing work continues - meetings with provincial and federal officials; international BIE delegates; Shanghai Expo Commissioner Generals and officials
- 5) Recruitment of key staff positions and expert consultants is in progress
- 6) Progress in key areas of work – theme development, site development, building the next stage governance structure, community engagement and communications.

**Future Steps:**

- Secure federal support
- Continue relationship building and influencing nationally and internationally
- Further develop the international lobby strategy
- Finalize and implement the next stage governance model
- Advance work in site and theme development
- Develop framework for the international bid document and start to create

**Update: Government Relationships**

**Initiative Title:** Government Relationships  
**City Council Lead(s):** Mayor S. Mandel  
**Department Lead(s):** Brian Hlus, Deputy City Manager's Office

See Provincial MLA Relationships initiative.

## Update: Jasper Place Revitalization

<b>Initiative Title:</b>	Jasper Place Revitalization
<b>City Council Lead(s):</b>	Councillor K. Leibovici, Councillor L. Sloan & Mayor S. Mandel
<b>Department Lead(s):</b>	Kathy Barnhart, Community Services Department Staff Support: Wendy Kinsman

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### Objective:

This initiative is intended to facilitate the revitalization of neighbourhoods and business areas to facilitate community-based partnerships to promote safety, security and community connectedness.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- For the neighbourhoods of West Jasper Place, Canora, Glenwood and Britannia Youngstown, the three priority goals are:
  - Feeling safe in our community
  - Connecting our community
  - Building our community.
- The Urban Design and Streetscape Plans are on hold until December 2010 when Council approves the West Route LRT Concept Plan.
- Council approved the Jasper Place Revitalization Strategy including the vision, community action plan, Stony Plain Road redesign and implementation plan in January of 2009.
- Ongoing Capital funding is based on the Neighbourhood Revitalization Envelope within the Great Neighbourhoods Capital Allocation Framework.
- Current activities and priorities include:
  - Beautification initiatives – focused on flower barrels, street banners, “Parkwatch” activities and rehabilitation of the Jasper Place Transit Centre, as well as the addition of a new Bylaw Enforcement officer for the JPR area to promote clean up of private property (residential and commercial).
  - Neighbourhood Revitalization Matching Grants program – ongoing adjudication to support local initiatives
  - Programs and Events – ongoing and supporting the JPR Strategy Outcomes to improve safety and crime prevention, connecting citizens and businesses, and planning to improve the physical infrastructure along Stony Plain Road to become more pedestrian friendly.
  - Community Safety initiatives – ongoing and including the development of a JPR Crime Prevention Survey to be implemented in September 2010.

**Future Steps:**

- Detailed Urban Design and Streetscape drawings to move forward once Council approves West Route LRT Concept Plan
- Project continues to be supported by staff of the Neighbourhood Revitalization Section of the Office of Great Neighbourhoods within Neighbourhood and Community Development (NCD) and through the involvement of a Corporate Integrated Services Team.

### Update: McCauley Revitalization

<b>Initiative Title:</b>	McCauley Revitalization
<b>City Council Lead(s):</b>	Councillor J. Batty, Councillor B. Henderson & Mayor S. Mandel
<b>Department Lead(s):</b>	Kathy Barnhart, Community Services Department Staff Support: Jane Molstad

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#### Objective:

This initiative is intended to make recommendations for improving the physical, social, environmental and economic conditions of McCauley Neighbourhood.

#### Key Outcomes, Projects or Activities and their Status as of June 2010:

- Outcomes to be achieved:
  - Creating a Safe Community
  - Celebrating the Community
  - Building the Community
  - Providing Sustainable Housing and Service Options
- The McCauley Revitalization Strategy is near completion and will be presented to City Council in early 2011.
- Safety and crime reduction is a focal point for partnerships in McCauley with private corporate sponsorship of vacant lot clean up and community gardens.
- Celebrations of Culture continue to be successful with events such as the “Primavera” Garden Festival organized by the Italian seniors with more than 870 in attendance and the East meets West Festival, a 3 day culturally rich event highlighting the Asian, Italian and African communities.
- Evidence of Building Community can be witnessed through the attraction of new businesses to the area such as the Works, a Multicultural Tea House, proposed Artist’s Village and new endeavors in Chinatown.
- Ongoing Capital funding is based on the Neighbourhood Revitalization Envelope within the Great Neighbourhoods Capital Allocation Framework.
- Current activities and priorities include:
  - Beautification initiatives – ongoing including Trees Please, flower basket planting, mural paintings, community gardens on vacant lots, partnership with projects to clean up abandoned houses, streets and areas with new landscaping opportunities
  - Neighbourhood Revitalization matching grants program – ongoing to support community initiatives including festivals, events, programs, cleanup and beautification
  - Programs and Events – ongoing including the Primavera, East Meets West, Heart of Saturday Night and Large Item Pick Up.



- Community Safety initiatives and Service Options – ongoing with Block by Block, Public washrooms and Good Neighbour agreements

**Future Steps:**

- The Finalized Strategy is planned to go to City Council by early 2011. The project continues to be supported by staff of the Neighbourhood Revitalization Section of the Office of Great Neighbourhoods within Neighbourhood and Community Development (NCD) and through the involvement of a Corporate Integrated Services Team.

## Update: Multiculturalism

<b>Initiative Title:</b>	Multiculturalism
<b>City Council Lead(s):</b>	Councillor Sohi and Mayor Mandel
<b>Department Lead(s):</b>	Mike Kroening, Deputy City Manager's Office John Reilly, Deputy City Manager's Office

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### Objective:

Encourage and champion inclusive municipal activity and projects that welcome newcomers to Edmonton, recognize their contributions, increase the ethno-cultural diversity of Edmonton and the City workforce, and achieve intercultural learning and harmony.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- The City of Edmonton is the only municipality in Canada to have an approved Immigration and Settlement Policy. The Office of Diversity and Inclusion has prepared an Immigration and Settlement Procedure, for Corporate Leadership Team review and approval, which will support consistent corporate-wide implementation of Policy objectives.
- High demand for the Edmonton Newcomer Guide has prompted reprints and preparation of additional guides in Somali and German languages for fall 2010.
- The City continued to host Immigration and Settlement gatherings in partnership with community groups. Most recently these involved diverse community members providing input to the City's *The Way We Live* plan and a major Youth Career Symposium that attracted more than 120 youth from multi-cultural communities.
- A review of evaluations from all gatherings conducted thus far has been completed and a report summarizing participants' input is in preparation.
- Mayor Mandel and Councillor Sohi have very actively engaged diverse multicultural community groups on issues of concern and on opportunities for problem-solving and improvement. Engagement with members of African communities and African Centre has been particularly strong.
- Community Services department has incorporated a "Multicultural Centre" element in the Clareview Recreation Centre development, and a Women's Swim program is being designed to meet the specific cultural needs of newcomers.
- Community Services department, through partnerships with groups such as Community Connexions, is addressing barriers to recreation experienced by immigrant youth.
- Racism Free Edmonton:
  - Institutional and community advocacy partners have been active in the Initiative and have contributed to the development of the Racism Free Edmonton website, which will be launched in July, and the *I'm Committed to a Racism Free Edmonton* public awareness campaign which will be launched starting in educational institutions in September.

- An initial framework for a public response mechanism has been designed and consultations are underway to develop tools and processes that will help institutions to respond quickly to high-profile racially motivated incidents and address issues related to issues of racism that persist within their organizations.
- Local racism experts and international expert Tina Lopes were contracted to conduct a March 2010 Community Summit with Aboriginal and racialized community members. Councillor Sohi's direct involvement and Office of Diversity and Inclusion support has facilitated participants to subsequent meetings where the option of their development of a community council focused on anti-racism activity is being explored.
- Nearly 50 representatives of the Racism Free Edmonton partner organizations attended the March 2010 Institutional Leaders Summit facilitated by the contracted racism experts. Participants explored their perspectives on racialization and anti-racism, considered approaches to auditing their organizations and committed to further personal and institutional action.
- Funding has been secured for an anti-racism education program for institutions that has been contracted to the Centre for Race and Culture and will be launched this fall. Funding has also been secured to support research into benchmark indicators that will form the foundation for assessing the initiatives success. A request for proposals is in development.
- John Humphrey Centre for Peace and Human Rights has been contracted to conduct child and youth focused activities through the schools and other venues that will further the aims of Racism Free Edmonton. The Centre's has been very effective in developing and sustaining a very engaged Youth Group that now has a formal role on the Racism Free Edmonton Management Group.
- Federal funding commitments remain in place, however Province of Alberta funding ceased in April with a policy decision by the provincial government to no longer fund several categories of municipal programs. This resulted in lay-off of the Coordinator and shifting of workload priorities to enable the Racism Free Edmonton project manager to take on some coordination responsibilities.
- Project Manager John Reilly and Councillor Sohi attended the Third Meeting of the Canadian Coalition of Municipalities against Racism and Discrimination (CMARD) and the CMARD workshop at the Federation of Canadian Municipalities Conference in Toronto in May. John Reilly's workshop presentation "Racism Free Edmonton: Community and Institutional Engagement Strategies" was attended by more than 50 participants, received many positive comments and prompted subsequent requests for additional information.

**Future Steps:**

- The annual meeting of the Racism Free Edmonton CEO Committee will be convened in September by the Deputy City Manager and will be followed by a detailed report to City Council.

## Update: Northern Strategy

<b>Initiative Title:</b>	Northern Strategy
<b>City Council Lead(s):</b>	Mayor S. Mandel, Councillor R. Hayter & Councillor E. Gibbons
<b>Department Lead(s):</b>	Brian Hlus, Deputy City Manager's Office

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### Objective:

Edmonton establishes positive, effective and sustainable relationship with the North.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- Undertake regular consultation with northern neighbours to identify and address mutual issues.
- Ongoing development of the City's capacity as a staging area for energy and other development projects in the North, with linkages to Port Alberta initiative and the Alberta Industrial Heartland Association.
- Ongoing liaison with Northern Mayors' and Reeves' Caucus. Caucus meets three times a year in Edmonton with stakeholders and makes recommendations to provincial and federal governments on policy direction, financial implications for municipalities.
- Edmonton hosted Meet the North conference in 2009.
- City participated in 2009 Canadian Capital Cities Organization conference in Whitehorse

### Future Steps:

- Continued to be run through the Office of the Mayor, with connections through the Deputy City Manager's Office, City departments and EEDC as specific projects develop.
- Efforts on this Council Initiative could align with the Circumpolar Project Council Initiative in terms of the common aim of building lasting and meaningful relationships with – and supporting the ambitions of – a range of northern partners. Options for future alignment with Circumpolar Project will be considered.

## Update: Port Alberta

**Initiative Title:** Port Alberta  
**City Council Lead(s):** Mayor S. Mandel  
**Department Lead(s):** Gary Klassen and Ken Mamczasz

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### Objective:

To ensure the Edmonton Region maximizes opportunities to make the region an inter-modal hub and centre of global trade and transportation.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

Port Alberta is a long term initiative to enhance and develop strong transportation and logistics capabilities in the Greater Edmonton Region. The City of Edmonton has put forward resources to ensure successful implementation of work plans for the Port Alberta project. In 2009, the City funded a six month contract for the Project Lead to carry out initial government relations and communications work. In addition, the Planning & Development Department provided the Executive Director position for the project who has been allocated on a part time basis to Port Alberta for 3 days per week. The desirable outcome for the Port Alberta project is to have this initiative transition from a government led and sponsored concept into a fully functional industry led organization.

- Research

One of the key work objectives for Port Alberta in 2009 was to complete the major market research and economic analysis to define the value proposition for Port Alberta. In addition there was a review of infrastructure in the Edmonton Region to develop an optimized transportation network to support the transportation and logistics sector. In 2009, the project completed three major research modules to:

- analyze the existing industry and opportunities in the Edmonton Region;
- analyze the supply capabilities and competitiveness in the Edmonton Region and develop the Value Proposition for Port Alberta The current work plan for Port Alberta includes the following tasks and;
- review the existing and planned infrastructure in the region identifying strengths, and weaknesses to develop a plan for an optimized regional network as well as a review of significant policies affecting the transportation and logistics industry.

The resulting Value Proposition from this work identified three major opportunities for Port Alberta:

- Establish a Northern Gateway Transportation Partnership

The research confirmed that Port Alberta should stay focused and build on the key strengths in the region. Edmonton has long been known as a Northern Gateway, but the research identifies specific strategies to take full advantage of the tremendous economic activity that is planned for areas north of Edmonton. Establishing a Northern Gateway Transportation Partnership could address a wide range of issues for development, implementation, logistics and resource management for the north. This Gateway opportunity for Port Alberta can be expanded to strengthen the southern gateway energy corridor between Alberta and Texas and the Asia Pacific gateway to the west.

- Develop a Logistics Service Centre (three stage plan)

There is a need for coordinated logistics support in the Region which will fill gaps identified during extensive consultations with industry representatives. The Logistics Service Centre (LSC) would exploit current needs for intermediary services and position Port Alberta as both a service centre and physical cargo hub. It would design scalable systems, including physical and technological platforms to improve cargo management through fully integrated logistics software and other services. The LSC Plan was proposed to be developed in three stages:

Stage 1 – A “virtual” cargo consolidation logistics service centre. Through the use of software and on-line resources, there is the potential to develop a valuable logistics tool to benefit small and medium size businesses.

Stage 2 – A container depot to address transport inefficiencies. Consultations revealed that there was an unreliable supply of shipping containers in the region and some businesses said that they might be able to increase production and exports with a consistent supply of containers.

Stage 3 - An integrated multi-modal logistics park. An independent logistics park would maximize efficiencies to move goods in and out of the region.

- Develop a ‘Super Energy Hub’ in the Region

Building on the tremendous energy production in Alberta and the value of energy related construction, supply and services, Port Alberta has the potential to coordinate and facilitate energy related logistics. A one stop service provider for Energy logistics could attract new and expanding energy companies into the area. Port Alberta is also aligning its Energy Super Hub Strategy with the Province’s Energy Corridor Strategy by working with other corridor initiatives such as the Ports to Plains initiative which is dedicated to establishing a highway corridor network from Texas to Northern Alberta. A Super Energy Hub could also support the proposed Petrochemical developments in Alberta’s Industrial Heartland.

- Corporate Structure, Governance and Industry Engagement.

The research has confirmed the major opportunities for Port Alberta. Work is ongoing to engage industry to achieve the ultimate goal of transitioning the Port Alberta from a government led initiative to an industry led, sustainable corporation. This transition to an industry led board and new governance model is the primary focus of the work in 2010. In 2009, a legal analysis of various governance models, with input from stakeholders concluded that the best corporate model for Port Alberta would be to incorporate as a not for profit corporation under part 9 of the Alberta Companies Act. As of July, 2010, the Executive Director with support from the Edmonton Chamber of Commerce, Edmonton Economic Development Corporation and Edmonton International Airports have been actively recruiting new Industry members to guide the incorporation process and develop a new corporate business plan for Port Alberta. It is anticipated that this work will be completed in the fall of 2010.

- Communications

A third objective for Port Alberta was to develop a communications plan for the project. In 2009, Port Alberta developed its website, logo and key messaging to be used for both government relations and public relations work. This work is continuing in 2010 but it is currently not being implemented until the new Industry led board is in place to assist with implementation of the communications plan.

### **Future Steps:**

The key future steps for Port Alberta will be to:

- Complete the incorporation process to become a fully incorporated not for profit organization;
- Develop an interim industry led board of directors to confirm and develop the Port Alberta business plan and a strategic communications plan for the future.
- Develop a long term sustainable funding model for Port Alberta involving private corporate memberships as well as a government membership structure that will allow all levels of Government to stay involved in this regional initiative.
- As Port Alberta moves towards being an industry led organization, the City will be able to reduce its resource and financial commitments while maintaining its position as a supporting stakeholder.

**Update: Provincial MLA Relationships**

**Initiative Title:** Provincial MLA Relations  
**City Council Lead(s):** Mayor S. Mandel and Councillor E. Gibbons  
**Department Lead(s):** Brian Hlus, Deputy City Manager's Office

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**Objective:**

To further develop positive relationships between provincial MLAs and Edmonton City Council.

**Key Outcomes, Projects or Activities and their Status as of June 2010:**

Regular network and relationship building with the provincial government in order to present Edmonton's perspective and needs on a variety of issues.

**Future Steps:**

This initiative is ongoing and in coordination with the Mayor's Office, Councillor's Office and Administration as required.



## Update: Public Transit

<b>Initiative Title:</b>	Public Transit
<b>City Council Lead(s):</b>	Councillor D. Theile
<b>Department Lead(s):</b>	Charles Stolte, Transportation Department

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### Objective:

The ongoing business of the Edmonton Transit System (ETS) Branch of the Transportation Department is to provide a variety of public transportation services, including buses, Light Rail Transit (LRT) and Disabled Adult Transportation Services (DATS).

As part of the City's Transportation Master Plan, these projects ensure the City's roads and transit system are ready to meet the needs of our growing population, give residents a greater range of travel options and reduce the community and environmental impacts of expanding roads.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

#### Objective 1: Continue to provide and operate public transportation services

Unprecedented ridership increases pose significant challenges to provide and maintain quality service. With the need to prevent overcrowding, increase transit frequency, and add new service, ETS requires significant and additional resources beyond its current allotment. ETS has already undergone many cost saving exercises, such as a Fleet and Facility reorganization; overhauling and managing transit fare distribution; upgrading the DATS fleet to increase seat capacity and reduce the number of vehicles required; implementing DATS 24-hour self-service and interactive voice technology to improve service and to reduce wait times; GPS installation on work vehicles for deployment efficiencies; expediting the trolley decommissioning; decommissioning high-floor buses (currently entire fleet is low-floor accessible); removing an underutilized Operator Take-Home Pick-Up Garage Service; decreased incident costs related to unsafe driving with Vigil training technology; Safety and Security's Control Centre upgrades and installation of Interactive Driver-Dispatch Communication System for direct and more timely communication.

ETS has also generated business-to-business activities that are instrumental for workforce recruitment and retention strategies, higher revenues and operational efficiencies. Programs, such as UPass, ETS@Work, Safeway Vendor Pass Sale Agreement, AirMiles Rewards, Convention Pass, and Metro Ad (ad space for ETS at no charge) are a few of the initiatives that have contributed to transit's sustainability ("through appropriate cost recovery ratio" - City's Way Ahead Strategic Plan 2009-2108 Three Year Priority Goal).

### Objective 2: Major transit infrastructure

LRT Expansion to the south was celebrated with the opening of two new LRT stations (Southgate and Century Park); opening of Meadows and Lewis Farms Transit Centres; addition of the Century Park Temporary Park 'n Ride; acquisition of 26 new Light Rail Vehicles (plus an another 11 cars to handle rider-ship growth); electrification and signal upgrades (to increase safety, reliability and for operation of 4-car trains), as well as the bus service improvements and increased service. Centennial Garage was also opened - Leed Certified and named in honour of ETS' 100<sup>th</sup> Anniversary - and houses 250 buses that support south LRT expansion. Disabled Adult Transportation Services completed a garage extension that shelters 48 buses. DATS also achieved \$500,000 in new revenue and efficiencies, directly attributed to the recent implementation of Smart Bus technology.

Work continues on the planning, design and construction to further expand Edmonton's LRT network. Design is nearing completion on the LRT segment from Downtown to NAIT and work is underway with utility relocation and property acquisition. Council has approved LRT alignments system extensions including a further extension from NAIT through the Edmonton City Center Airport lands towards St. Albert and new low-floor line from the Lewis Farms Transit Centre to Mill Woods Towne Centre.

### Objective 3: Councillor-Transit Manager Communication

Higher numbers of safety-related incidences coincide with higher rider-ship. The City Mayor and Edmonton Police Chief conducted a joint press conference to communicate to the public that violence against transit operators would not be tolerated. A number of safety initiatives were implemented, such as, increasing Special Duty Inspectors at Transit Centres; deploying Transit Peace Officers to interact directly with drivers and to board buses; increasing LRT fare enforcement; and engaging in special ETS-ETS joint operations. The ETS Transit Manager was also elected as Chair of the Canadian Urban Transit Association (CUTA), which has been instrumental for national policy generation and has increased Edmonton's credibility on regional initiatives. CUTA recently awarded Councillor Thiele for his hard work and dedication to promote transit over the years, and ETS was awarded for "Seniors on the Go" and "AirMiles Reward" programs.

### **Future Steps:**

- Ensure that public transit elements in the various City strategies (The Way Ahead, The Way We Move, The Way We Grow, The Way We Live) and the Transportation Master Plan are kept active through action, budgets and monitoring by Council.
- Ensure there is appropriate participation in the Capital Region Board through the Regional Transit Committee to enable an integrated public transit system that benefits the entire Region.
- Ensure that other orders of government are aware of the funding needs for public transit in the City of Edmonton, especially a new source of ongoing funding dedicated only public transit.

- Enhance the image and awareness of public transit through public events and announcements related to improved services, increased safety measures and future plans.

## Update: River Valley

<b>Initiative Title:</b>	River Valley
<b>City Council Lead(s):</b>	Councillor Linda Sloan & Mayor S. Mandel (alternate Councillor D. Iveson)
<b>Department Lead(s):</b>	Doug Costigan, Acting Manager Parks Branch, Asset Management & Public Works, Gabriele Barry, Senior Planner, Asset Management & Public Works

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### Objective:

The objective of this initiative is support to the River Valley Alliance (RVA). The vision of the RVA is to “Create a continuous river valley park system in the Alberta Capital region, from Devon through Parkland County, Leduc County, Edmonton, Strathcona County and Sturgeon County to fort Saskatchewan.

This will be accomplished by protecting, preserving and enhancing the capital region’s river valley park system for year round accessibility for the enjoyment of its citizens and visitors.”

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- In 2010, the RVA revised their governance and received Council approval from all member municipalities; and the federal government issued the RVA charitable status.
- The Council members appointed to this initiative serve on the Board of Directors of the River Valley Alliance by attending monthly meetings, promoting the regional park, and speaking on behalf of the COE. Council members’ scope of involvement includes:
  - Provide advice and information to the RVA on COE policies and strategic direction for the river valley.
  - Provide input to plan implementation processes and advise Council members and administration.
  - Provide input to the development of strategies to leverage approved municipal and provincial funding with potential federal funding for land acquisition, trails and pedestrian footbridges in the capital region (in progress 2010).
  - Advancing the CRRVP Plan of Action for funding endorsement to Council by supporting RVA projects which improve public access, achieve short and long-term acquisition priorities, provide water-based connectivity where possible (in progress 2010).

### Future Steps:

- Resources are required to implement the priority RVA capital projects including planning, design and project management. A funding request will be identified in

2011. Some financial assistance may be available through application to the RVA.

## Update: Safe Edmonton/Drug Strategy

<b>Initiative Title:</b>	Integrated Community Approach to Addictions in Edmonton Drug Strategy Initiative (formerly a part of Safedmonton)
<b>City Council Lead(s):</b>	Councillor A. Sohi & Mayor S. Mandel
<b>Department Lead(s):</b>	Kathy Barnhart, Community Services Department
	Staff Supports: Kate Gunn, Jonathan Clark

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### Objective:

The Integrated Community Approach to Addictions in Edmonton (ICAAE) project builds on the legacy of Edmonton Community Drug Strategy (ECDS) and Safedmonton. The ICAAE project, supported by our multi-sector community partnership, aims to develop and implement coordinated actions to prevent and reduce the harmful impacts of alcohol and drug misuse among Edmonton youth to age 24. This project stresses the development of community based solutions to illicit drug use among youth and promotes community awareness of the concerns around drugs, addictions and young Edmontonians.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- The Edmonton Community Drug Strategy's work was revived as the new Integrated Community Approach to Addictions in Edmonton (ICAAE) project, funded in part by Health Canada. The Safedmonton working group previously referred to as the Social Development Working Group morphed to become the Learning Team, an advisory committee for this new phase of the ECDS project.
- Following the launch of the REACH Report, Safedmonton and its main related working groups were dissolved. Stakeholders were invited to sit on the ICAAE Learning Team until further opportunities for involvement on issues related to community safety were available through REACH Edmonton.
- The ICAAE project's actions focus on:
  - A Community Safety Coordinator and Youth Engagement Coordinator were hired to coordinate the project.
  - On-going support of the Edmonton National Addictions Awareness Week (NAAW) by both ICAAE coordinators and some financial support. The NAAW committee holds an annual commercial contest for Edmontonians to submit short commercials about living an addictions-free lifestyle and making healthy choices. Winners of the contest are then announced at a gala during National Addictions Awareness week in November.
  - On-going support of the Edmonton Urban Games by both coordinators, including participation at the advisory committee level, financial support, as well as youth mentorship. Nine youth with open justice files have been hired to plan and hold a festival at Churchill Square in September featuring "urban" events, such as rap debates, skateboarding and urban fashion.

- The creation and coordination of Youth Action on Addiction, a youth advisory group to serve the purposes of the ICAAE project. Eight youth volunteers were selected to be a part of this group, including one member of the Edmonton Youth Council that provides a link between both groups. Youth Action on Addictions participates in ICAAE events, including the launch of the Parent Resource Toolkit and community safety fairs. The group is planning an event for youth and parents on making good decisions regarding the use of illicit substances.
- The launch and distribution of the second version of the “It’s Never Too Early...Talk to your Kids about Drugs and Alcohol” Parent Resource Toolkit. The toolkit is now available in 12 languages. As of June 30, 2010, almost 9000 toolkits were distributed, not counting internet downloads. More toolkits to be printed during the summer of 2010 and distributed at community safety fair and related events, as well as by individual requests through 311.
- Involvement with Edmonton Youth Justice. Youth are sanctioned to complete a determined number of community service hours under the supervision of the Youth Engagement Coordinator and in exchange will avoid criminal charges for the crime committed. Two youth are currently fulfilling hours with the ICAAE Youth Engagement Coordinator, and referrals will be made on an ongoing basis.
- Other commitments mentioned in the past, including the Fight Violence Campaign, Stop Marijuana Coalition, Sexual Exploitation Working Group, Good Neighbour Awards and the Community Safety Leadership Council now fall under the larger umbrella of the REACH Edmonton Council for Safe Communities and not the ICAAE Project.

**Future Steps:**

- The coordinators will continue to engage with a diverse cross section of agencies and organizations within Edmonton to improve current projects. New stakeholders will be engaged with the Learning Team as opportunities and needs arise. A sustainability plan will be created and implemented before the end of the ICAAE project (June 2011) to ensure that projects and initiatives continue to be supported or are wrapped up, as appropriate for each individual case.
- This initiative is part of the REACH Edmonton vision, and has become part of this new organization’s investment in children, youth and families.
- The work of this initiative now continues through REACH Edmonton.

## Update: Senior Issues

<b>Initiative Title:</b>	Seniors Issues
<b>City Council Lead(s):</b>	Councillor L. Sloan & Mayor S. Mandel
<b>Department Lead(s):</b>	Heather McRae, Community Services Department Staff Supports: Elaine Betchinski and Brenda Wong

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### Objective:

This initiative's objective is to continue to target programs and services to specific segments and issues of the senior's community.

### Key Outcomes, Projects or Activities and their Status as of May 2010:

- The current Seniors initiatives and their status are:
  - City of Edmonton's Aging in Place Pilot project proposal was approved for one year funding (of up to \$360,000) from Alberta Health and Wellness. The pilot project will develop community based initiatives to help support seniors to remain in their homes longer in the community. A key focus will include facilitating informal and formal neighborhood-based volunteer support, strengthening existing resources and encouraging community engagement. There will be two demonstration sites – one site will focus on older seniors in 6 neighborhoods in Southeast Edmonton, and the second site will help support the needs older immigrant seniors in the Mill Woods area.
  - Support to seniors centres included approval of 2009 Seniors Centre Grants. A Long Range Capital Plan for Seniors Centres is being completed and a study to explore future expansion plans for Mill Woods Seniors Centre is also being developed. Southeast Edmonton Seniors Centre received federal funding to complete final phase of their capital expansion plans.
  - Collaboration with Edmonton Seniors Coordinating Council (ESCC) and seniors organizations continued. Ongoing community development support was provided to seniors' groups. A Board Leadership Event was held for board members of all seniors centres, and a Seniors Centre Mentoring Group was established to support the development of Mill Woods Seniors Centre. Seniors Assisted Transportation Society was assisted to develop a business plan.
  - Two Creative Age Arts Festivals were held in June 2009 and 2010. In 2010, the festival was held for nine days attracting over 1770 participants. New features in 2010 included an Aboriginal Arts and Aging Symposium, storytelling workshop, community events, and a Seniors Art Exhibit at the Art Gallery of Alberta. Plans are underway for the 2011 Creative Age Festival.
  - Edmonton's Seniors Declaration was approved by City Council on May 12, 2010, and a Seniors Declaration Event was held at City Hall on June 3, 2010. The Seniors Declaration is the first of its kind in Canada and outlines Edmonton's commitment to being an age friendly city.



- Transportation for seniors' initiatives included a new Seniors Transportation Guide/ Resource, a Seniors Transportation Workshop and continuing to develop an assisted senior's transportation plan. AMA, ESCC and the City of Edmonton developed a new Driving Angel Program to encourage and recognize volunteer drivers, and driving services which offer good customer service to seniors. The Driving Angel program has been adopted by communities across Canada and was recently received a national award by Canadian Automobile Association (CAA) as a "best practice".
- Home support services included research on accessible housing for seniors, Mayor's Seniors Accessible Housing Roundtable and Making our Homes Lifelong Homes-Accessible Housing for Seniors Final Report, to summarize research and roundtable recommendations. A one day Seniors Housing Forum in September 2009 was hosted for seniors, family members and community groups.
- The Snow Angel Program continued to encourage and recognize volunteers who shovel the walks of seniors in Edmonton.
- A five year strategic vision is currently being completed by Edmonton Seniors Coordinating Council and seniors organizations to help Edmonton to become more of an "age friendly" city. Research and consultation is complete. It is anticipated that "A Vision for an Age Friendly Edmonton" will be available by fall 2010.
- Edmonton Seniors: A Portrait, a report on the demographic information, needs and interests of seniors in Edmonton, was developed this year. The final report will be released by fall 2010.
- Increased seniors focus within the City of Edmonton continued through ongoing support to city staff. Seven Mayor's Seniors Coffee Parties were held during Seniors Week in 2009. Seniors input is provided on a regular basis to strategic civic plans and strategies, as well as facility/park development.

#### **Future steps:**

- Support to the 2011 Creative Age Arts Festival. Continue plans to become a major festival in Edmonton, increase funding and promotion, and enhance arts for seniors on year-round basis. A Creative Age Festival Workshop and a Creative Age Festival Decision Maker Event with keynote speaker Susan Perlstein are planned this fall.
- Two Aging in Place Demonstration Projects will be implemented until fall 2011. Pilot project will be evaluated and learnings will be shared with other communities across Alberta. A toolkit will also be developed and disseminated.
- Increased seniors focus by providing support to city staff by sending resource information, and hosting a minimum of one workshop.
- Continue to promote Edmonton's Seniors Declaration within the City of Edmonton and encourage other community stakeholders to adopt the vision of the declaration within their work.
- Support follow-up committee to review and begin addressing suggestions from the

Seniors Housing Roundtable. Support Seniors Housing Forum plans for September 25, 2010.

- Complete and disseminate Edmonton Seniors: A Portrait and Vision for an Age Friendly Edmonton reports.
- Complete Senior Centre Capital Plan.

## Update: Sports and Recreation

**Initiative Title:** Sports and Recreation  
**City Council Lead(s):** Councillor B. Anderson & Mayor S. Mandel  
**Department Lead(s):** Rob Smyth, Community Services Department  
 Staff Support: Roger Jevne

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### Objective:

This initiative is intended to increase and improve the quality and quantity of sport and recreation facilities in the city by fixing/upgrading current facilities and building new facilities.

### Key Outcomes, Projects or Activities and their Status as of July 2010:

- Current initiatives include the implementation of the following Council-approved direction-setting Plans and Strategies.
  - Recreation Facility Master Plan 2005-2015
  - Recreation Facility Master Plan 5-year Review/Update
  - Medium Term Recreation Facility and Sports Field Plan (through 2015)
  - 10-Year Arena Capital Development Strategy (2009-2019)
  - Outdoor Aquatic Strategy (2008-2017)
  - Fort Edmonton Park Land Use Master Plan Update, 2001
  - Fort Edmonton Park 2010 Master Plan Update
  - Muttart Conservatory Master Plan and Land Use Plan, 2001
  - Valley Zoo Master Plan Update, 2005
  - John Janzen Nature Centre Development Plan
  - Artificial Turf Plan (2009-2015)
  - Enhancing Community Facility Services through Partnerships Policy
- The following Plans and Strategies are in development.
  - Seniors Centre Capital Development Plan
  - Cemeteries Master Plan
  - 10-year Gymnasium Strategy
  - Capital Priority Plan for Golf Courses
  - Community Facility Services Partnership Capital Development Grant
- New development and redevelopment projects were completed over 2009 to early 2010 at the following facilities:
  - Muttart Conservatory
  - Grand Trunk Leisure Centre
  - Callingwood Arena
  - JP Bowl Artificial Turf Installation at Johnny Bright Sports Park
  - Commonwealth Stadium Artificial Turf Installation and Field Lights
  - John Walter Museum conservation
  - Bill Hunter Arena

- Fred Broadstock Outdoor Pool
- Fort Edmonton Park Administration Building
- Valley Zoo Big Horn Sheep and Nocturnal Wing Exhibits
- St. Francis Xavier Sports Centre (with Edmonton Catholic Schools)
  
- New development and redevelopment projects currently in various stages of planning and construction, include:
  - Terwillegar Community Recreation Centre
  - Commonwealth Community Recreation Centre and Field House (with Edmonton Eskimos)
  - Clareview Community Recreation Centre and District Park with Artificial Turf
  - Meadows Community Recreation Centre and District Park
  - Multi-Sport Tournament and Recreation Site (with various partners)
  - Queen Elizabeth Outdoor Pool at Kinsmen Park
  - Valley Zoo Polar Extremes
  - Valley Zoo Vet Clinic
  - Valley Zoo “The Wander” component of the Zoo Master Plan
  - Fort Edmonton Park – Capitol Theatre
  - John Janzen Nature Centre
  - Artifacts Centre
  - Mill Woods Artificial Turf Installation
  - Hardisty Pool Rehabilitation
  - Victoria Golf Course Driving Range and Maintenance Building
  - Confederation Arena Rehabilitation
  - O’Leary Pool Rehabilitation
  - Peter Hemingway Pool Rehabilitation

**Future Steps:**

- Work continues with new development and redevelopment projects.

## Update: The Quarters

<b>Initiative Title:</b>	The Quarters Downtown
<b>City Council Lead(s):</b>	Councillor J. Batty, Councillor B. Henderson & Mayor S. Mandel
<b>Department Lead(s):</b>	Walter Trocenko, Planning and Development Department

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### Objective:

Originally established in 2005 as Downtown East, the vision for this project is to create a safe, welcoming, exciting and inspiring residential environment in one of Edmonton's oldest downtown communities located east of 97 Street to 92 Street from 103A Avenue southward to the top of the river valley. The Quarters Downtown includes the Boyle Renaissance Initiative.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

Since March 2009 significant milestones have been achieved for the project. These are as follows:

- The Quarters Family of Documents was approved by Council on April 15, 2009. The Family of Documents includes:
  - The Quarters Downtown Area Redevelopment Plan
  - The Quarters Downtown Statutory Plan Overlay
  - The Direct Control Development Provisions (zoning) and
  - The Quarters Downtown Urban Design Plan approved by resolution
- The draft Regulation for The Quarters Community Revitalization Levy was submitted to the Province for approval in April, 2010.
- Design charrettes involving developers, property owners and NextGen were held in August 2009 to further develop the concept for The Armature and the Urban Balcony.
- The Master Plan for The Armature was presented to the Edmonton Design Committee on June 1, 2010 and supported by them as an exemplary design plan.
- The Boyle Renaissance Master Plan was presented to the Boyle Renaissance Advisory Committee and given their endorsement.
- Proposed redevelopment program and development projection analysis are nearing completion.
- The land acquisition program for properties required to implement The Quarters Downtown and Boyle Renaissance successfully completed 70% of the required purchases.
- A significant land sale was initiated for a future hotel development – the first major project within The Quarters Downtown.
- Significant progress has been made to start construction of the Boyle Renaissance Phase I Community Hub and YMCA Housing projects in the fall of 2010.

- Significant Community support continues in the project area.

**Future Steps:**

- Inclusive, mixed use, mixed income housing demonstration projects are being evaluated with several developers to pilot innovative housing developments in the Quarters.
- Concept plans, development forecasts and their resulting tax lifts, risk analysis and mitigation plans and recommended phasing plans are nearing completion.
- Upon receipt of the approved Regulation from the Province the Community Revitalization Levy Plan will be presented to a Public Hearing of Council in Q4.
- The Community Revitalization Levy Plan will be submitted to the Province for approval subsequent to Council approval (Q1 2011).
- Budget impacts, implementation timelines and project phasing will be finalized upon Provincial approval of the Community Revitalization Levy Plan.

## Update: Transforming Edmonton

<b>Initiative Title:</b>	Transforming Edmonton
<b>City Council Lead(s):</b>	Councillor Leibovici & Councillor Caterina
<b>Department Lead(s):</b>	David Faber, Deputy City Manager's Office

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### Objective:

The principle objective of this initiative is to ensure that there is an integrated/aligned approach to long-term planning. This approach would then provide a context for decision-making that is in tune with the current dynamic operating environment and is directed at a desired future state.

The project involves two phases:

- Phase 1: Conclude envisionEdmonton, the city visioning exercise
- Phase 2: Provide clarity on how the approved vision will be used to anchor the development of corporate business strategy.

### Key Outcomes, Projects or Activities and their Status:

#### **Key Outcome from Phase 1:**

- Approval of *The Way Ahead: City of Edmonton Strategic Plan 2009-2018* which contains a vision and six 10-year strategic goals that support the vision. Completed in 2008.

#### **Key Outcomes from Phase 2:**

- A corporate planning framework has been developed and refined. The framework helps to ensure that the City is appropriately positioned to implement the vision. The framework identifies the hierarchy of plans and linkages between them.
- Work has concentrated on:
  - aligning directional plans to the vision;
  - aligning City operations to the vision; and,
  - setting a framework to measure progress toward achieving the vision.
- As a result, Council achieved a number of outcomes:
  - Alignment of The Ways Plans (The Way We Move, The Way We Grow, The Way We Live) to the vision and 10-year strategic goals. Each of *The Ways* plans provides corporate direction to realize one of the six 10-year strategic goals.
  - Approval of a set of corporate outcomes for each 10-year goal. These outcomes show the results the corporation is striving for and collectively serve as a roadmap demonstrating how the operations of the City align to the City's vision.
  - Approval or discussion of a set of performance measures for each corporate outcome. These measures provide indicators of how well outcomes are being achieved.

Other outcomes and activities achieved in Phase 2 are:

- Refinement of terms of reference for the Transforming Edmonton Committee whose mandate is to promote and support the integration of long-range and strategic planning processes for the City of Edmonton.
- Development and Council approval of corporate outcomes for the four conditions of success contained in *The Way Ahead*. These outcomes contribute to the corporate-wide work called “Transforming Edmonton Through Organizational Excellence”.

**Future Steps:**

- Continue to refine and implement the corporate planning framework.
- Continue to build a communication strategy so that results are easily understood by both internal and external stakeholders and the public.
- Develop performance measure targets to help measure progress on corporate outcomes. Anticipated completion date: 1<sup>st</sup> quarter of 2011. Performance measures support the City of Edmonton vision and strategic goals. They address environmental, social, transportation, urban form, financial and economic aspects.
- Liaise with Boards and Authorities to strengthen alignment to The City of Edmonton vision.
- Continue alignment of three more *Ways* plans (*The Way We Green, The Way We Prosper, The Way We Finance*)
- Review policy alignment to the strategic plan.
- Continue alignment of operating and capital budgets to the strategic plan.



## Update: Winter City/Winter Festival

**Initiative Title:** Winter City / Winter Festival  
**City Council Lead(s):** Councillor B. Henderson & Councillor K. Krushell  
**Department Lead(s):** Ellen Finn, Deputy City Manager's Office (Festival), Heather McRae, Community Services (Winter City) and Staff Support: Bea Fricson, Community Services (Winter City)

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### Objective:

To understand how Edmonton can implement municipal programs, services and developments that incorporate elements of light, warmth and outdoor activity, enhancing Edmonton's appreciation and enjoyment of winter and pride as a leading winter city.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

#### 1. 2010 WinterLight Festival

- The second annual WinterLight Festival was hosted January 6 – March 13, 2010 with over 120,000 people attending 10 events – a dramatic increase in attendance over the inaugural year.
- The Edmonton Arts Council continues to provide leadership and direction for the Festival. A small number of staff is now responsible for the overall production of the festival. They are supported by a large number of artists for specific elements of the festival (over 140 artists in 2010).
- Planning has already begun for the 2011 version of the festival, which will be the 3<sup>rd</sup> year of a 3 year proposal that was supported by City Council in 2008. City Council approved \$750,000 per year for the festival, and separate fundraising and sponsorship efforts have been marginally successful in 2010.
- Edmonton Arts Council will request the final installment of the 2011 Festival funding through the 2011 budget process. The Steering Committee has prepared a statement paper on the future of the WinterLight Festival for 2011 and beyond. The Steering Committee will formulate recommendations to the Edmonton Arts Council for City Council's consideration

#### 2. WinterLights Celebration (national program)

- This program was cancelled in late March 2010. No competition will be held next year or in the near future, the program is being revisited by the Community in Bloom Board and they are looking to more year round programming.

### 3. *WinterCity*

- Efforts are underway in Community Services to develop a 10 Strategic Plan for Edmonton as a winter or northern city. Winter Cities Exploration Forum attracted a small working group, of internal and external community stakeholders on June 15<sup>th</sup> and 29<sup>th</sup>. The working group reviewed issues related to Edmonton's winter, and started work on building a new vision that would transform Edmonton into an internationally recognized winter city. Formation of a formal steering committee and term of reference is now being developed that will inform future direction setting.
- Further opportunities to engage and connect people, organizations and communities will commence in fall of 2010.
- Staffs are now investigating ways to move forward on the City's role in conveying a positive image through wintertime services, programs and public realm improvements that encourages residents and visitors to engage in more varied winter activities and events.

#### **Future Steps:**

- The WinterLight Festival will operate for one more year (winter 2011) with the future of the festival to be determined in the next 6 – 12 months.
- The WinterLights Celebration program is no longer operating, although any replacement national winter based program should be considered as part of this Council Initiative
- The WinterCity initiative is gathering momentum and will become a focus of this Council Initiative.

## Update: Youth Initiatives – Edmonton Youth Council, Child Friendly Edmonton, Next Gen

<b>Initiative Title:</b>	Youth Initiatives - Edmonton Youth Council, Child Friendly Edmonton, Next Gen
<b>City Council Lead(s):</b>	Councillor K. Krushell, Councillor D. Iveson & Mayor S. Mandel
<b>Department Lead(s):</b>	Heather McRae, Community Services Department Staff support: Elaine Betchinski,

### Objective:

Youth Initiatives encompasses three initiatives with the following objectives:

**Edmonton Youth Council:** educates youth on municipal issues, helps youth become meaningfully involved in civic processes and planning, and empowers them to raise awareness about youth issues.

**Child Friendly Edmonton:** in the spirit of cooperation and collaboration, works with citizens, community groups and orders of government to create the best possible results for children and their families.

**Next Gen:** focuses on making Edmonton a community of choice for the Next Generation and on engaging Next Gen Edmontonians in civic life and affairs. Next Gen encourages young people to be leaders and take action in shaping their city

### Key Outcomes, Projects or Activities and their Status as of June 2010:

#### Edmonton Youth Council:

Advise City Council and City Departments on issues that affect Youth:

- Input and support to yEdmonton.ca site development (ongoing)
- Co-lead with Child Friendly Edmonton the creation of tools for municipal employees to meaningfully engage youth (ongoing)
- Engaged in the public involvement processes for The Way We Live and The Way We Green and consulted on recreation facilities development, graffiti management and the Wiser is the Path project (ongoing/complete based on individual project timelines)
- Filmed a 'video' Annual Report to present to Community Services Committee (ongoing)

Provide networking opportunities:

- Networking meeting with Somali youth group SCREDO (complete)
- Presentations about Youth Council to Community Services Advisory Board, at the Global Youth Assembly and for various areas in city administration (complete)

Oversee a General Assembly of Youth Delegates:

- Internal skill-development opportunities (complete, annual)
- Trial of accepting mid-year members through mentorship (complete)

- Recruitment and orientation of new members (complete, annual)
  - Coordinated annual Mock Council educational events (complete)
- Coordinate Community Events:
- Hosted Youth Week 2009 & 2010 with kick-off events each year
  - Coordinated the first Edmonton Youth Excellence Awards 19 youth honoured (complete)
  - Streets Speak Mural project creation and hosted exhibition and educational event with external youth group partner iPulse and the United Way (complete)
- **Child Friendly Edmonton:**
    - Pilot Projects:
      - Creation and promotion of yEdmonton.ca website for kids and teens (ongoing)
      - Active Literacy project through Active Edmonton (and external partners) (almost complete)
    - Awareness and Events:
      - Hosted National Child Day (complete)
      - Supported Youth Week 2009 & 2010 (complete)
    - Corporate and Strategic:
      - Co-lead with Edmonton Youth Council in developing tools for municipal staff to use to meaningfully engage young people (ongoing)
      - Report on Edmonton's Children and Youth – under review
      - Child Friendly has vacancy been filled, with successful candidate commencing August 10
  - **Next Gen:**

Next Gen has accomplished a number of projects and events based on its 2009 Strategic Plan and they include (from April- December 2009):

    - **June:** Next Gen hosted Pecha Kucha Night 4 at the Shaw Conference Centre in conjunction with the ICLEI World Congress (local governments supporting sustainability) and the theme for this PKN was on sustainability. Over 600 people attended the event.
    - **July:** Next Gen hosted the Community Challenge with the EFCL on how to engage young people to join their Community League. Over 80 people attended this event.
    - **September:** The City of Edmonton's Planning and Development Department consulted with Next Gen on the design process for the Armature located in the Quarters downtown.
    - **September:** The City of Edmonton's Community Services Department consulted with Next Gen on *The Way We Live Plan*.
    - **October:** Next Gen hosted a reception with the Senior Management Team at the City of Edmonton to meet with SMT in an informal setting.

- **October:** Next Gen hosted Pecha Kucha Night 5 with the U of A Alumni Association sponsoring the event that brought over 600 people to the Myer Horowitz.
- **October:** Next Gen provided their Annual update to Senior Management Team (SMT) at the City of Edmonton.

From January-June 2010, Next Gen has accomplished the following:

- **January:** Next Gen established a 2 year Strategic Plan for 2010-2012.
- **February:** Next Gen hosted Pecha Kucha 6 with 450 people in attendance at McDougald United Church.
- **February:** Next Gen hosted “Life in the Urban Core,” a first World Café Event. Over 80 participants attend this event giving their input on Edmonton’s urban core and downtown.
- **May:** Next Gen hosted the first Partnership Event where organizations that target next gener’s such as ArtsScene, InterVivos, EBL, Startup Edmonton, and JCI were invited. Approximately 50+ people in attended.
- **June:** Next Gen hosted Pecha Kucha 7 on June 3, 2010 at The Citadel, Maclab Theatre with over 400 people in attendance. Capital Power Corporation was a gold sponsor for the event.
- **June:** Next Gen created and hosted the first Edmonton Community Challenge (ECC) for the month of June which aimed at engaging the public to join their community league and participate in a friendly and fun challenge to win a community fund for their community. The partners involved included the EFCL, The Works Art & Design Festival, and the Edmonton Bicycle Commuters Society. Next Gen acquired sponsorship from Boardwalk Rental Communities for \$10,000, a donation from Telus for \$5,000. As a result, a \$15,000 Community Fund was awarded to the Sherbrooke Community League for an improvement project in their neighbourhood.
- **June:** Next Gen created its final report on *Life in the Urban Core, Your City Your Voice* which was shaped from the ideas and opinions collected at the world café in February. The final report was presented to City Council on June 21 at the Capital City Downtown Public Hearing.

#### **Future Steps:**

- **Edmonton Youth Council**
  - Youth Council is working on an environmental education project for high school students in conjunction with The Way We Green consultation process.
  - Youth Council is undertaking a youth survey to collect opinions on municipal issues from high school aged youth.
  - Youth Council will be educating their General Assembly on issues including the Downtown Plan, “green buildings,” Municipal Elections and other leadership skills.

- **Child Friendly Edmonton:**
  - Update the Child Friendly Edmonton Strategy and assess future direction and activities
  
- **Next Gen:**
  - Next Gen will be moving forward on the implementation of its strategic plan for 2011-2013. Next Gen's goals for 2011-2013 are to:
    - Develop partnerships with organizations that support the mission of Next Gen
    - Internally focus on committee operations to drive an action of effectiveness
    - Foster civic pride and build Edmontonians self confidence
    - Continue to provide Next Gen input and perspective to influence the decisions and actions of City Council and City Administration
    - Increase Next Gen's impact through its events and projects. Future projects include: Pecha Kucha 8 on Sept 23, and hosting two elections forums on Sept 29 and Oct 6
    - Increase Next Gen's outreach

## Update: Northeast Edmonton Industrial Development Strategy

<b>Initiative Title:</b>	Northeast Edmonton Industrial Development Strategy
<b>City Council Lead(s):</b>	Mayor S. Mandel, Councillors E. Gibbons & T. Caterina
<b>Department Lead(s):</b>	George Matteotti; Planning and Development Department

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### Objective:

- The initiative is intended to establish a staged industrial development to develop an industrial infrastructure to attract companies producing value-added products in close proximity to the emerging upgrader development in the Industrial Heartland.
- To increase employment opportunities, workforce levels and industrial tax base within the City of Edmonton.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- The Kline Study established the scope for petrochemical value-added development in Northeast Edmonton and was completed in October, 2008. This study confirmed the long-term product potential for mid-stream and down-stream operations, and identified the significant revenue potential to the City in terms of a long-term employment base, a skilled workforce opportunity, major residential increase projections and industrial taxation. This study provided support for the NE Edmonton Area Structure Plan parameters by establishing the economic potential of a variety of petrochemical value-added entities.
- Concurrently, the original land use planning schedule anticipated completion of the Regional Land Use Plan in the Fall of 2008. This was to be followed by the consideration of Edmonton's new Municipal Development Plan in November, 2008 and Council presentation of the NE Edmonton Industrial Area Structure Plan in mid-December. The Northeast Edmonton Industrial Area Structure Plan, incorporating 12,800 acres of land north and west of Manning Drive, was, in fact, completed within the prescribed schedule of December, 2008.
- The underlying assumption in preparing the Area Structure Plan (ASP) was to incorporate fundamental elements of ecological best practices for development of the NE Edmonton area. This will serve to minimize disruption of, and impact on, natural features through the incorporation of eco-sensitive features within transportation and utility design, including watercourse protection and protection of natural features. Currently, the Regional Land Use Plan was released on March 31, 2009. The Plan was approved by the Minister; the City's Municipal Development Plan received first reading at City Council Public Hearing on November 13, 2008, second reading on February 22, 2010 and third reading on May 26, 2010. The Horsehills Energy and Technology Park ASP received first reading at the City Council Public Hearing on January 18, 2010 and second/third reading on June 9, 2010.

- Predicated on the findings in the Kline Report, the City, EEDC and the Province undertook a more detailed Demand Study for mid-stream and down-stream value-added opportunities. This study was intended to confirm appropriate products and companies for participation within the proposed petrochemical cluster.
- The report, findings and recommendations was presented at the September 23, 2009, Executive Committee meeting and a detailed action plan for downstream industrial cluster went to the November 18, 2009, Executive Committee meeting.

### **Future Steps:**

- The Northeast Edmonton Industrial Strategy is acknowledged to be a long-term initiative requiring continuing efforts to ensure global recognition of the oil sands and the position of Edmonton, both physically and strategically, as a preferred location for the construction and operation of a variety of related activities.
- Direct dialogue with specific chemical companies is increasing awareness of the advantages of Edmonton as a global location, and a consolidated marketing strategy is underway, utilizing the input of the City of Edmonton, EEDC, the Alberta Industrial Heartland Association and the Provincial Departments of Energy and Finance & Enterprise.
- The current decrease in economic activity is providing the opportunity to ensure the necessary planning, infrastructure, land ownership and committed direction is in place for timely response to improving economic realities in the future.
- With the approval of the Horsehills Energy and Technology Park ASP, work is continuing on preparing the special area zoning and the Text Amendment to Zoning Bylaw 12800 Section 900 Special Areas Edmonton Energy and Technology Park is anticipated to be at City Council Public Hearing in November 2010. In addition to the special area zoning, Administration has engaged a consultant to provide a cumulative risk assessment and land use planning for the Horsehills Energy and Technology Park.
- The City of Edmonton remains committed to the original objectives set out for Northeast Edmonton. Significant progress has been accomplished and the attainable 2008 planning objectives have been achieved. The Northeast Edmonton Industrial Strategy initiative, both short term and long term, will continue to set the stage for important future revenue streams to the City of Edmonton.
- In order to ensure that momentum is not lost, it is considered essential that planning and marketing activities be maintained. The progress achieved in the last 30 months should be sustained in order to ensure that the investment to date will not be compromised. As well, the work related to moving forward cannot, in the eyes of the



global community, appear to be negatively impacted given the long-term view for the development.

- The suspension of current activities would communicate an undesirable message world-wide, and create doubt that the City's support for this long-term initiative remains in place. Municipal commitment is critical to the confidence of potential players globally.
- Work relative to the Horsehills Energy and Technology Park remains a priority throughout 2010 and beyond to reflect confidence that the economy will rebound, and to ensure the city is prepared to respond in a timely fashion to emerging opportunities for municipal growth.
- The initiative is nearly completed and once the special area zoning is completed, the focus will be on the marketing and implementation of the ASP.

## Update: Post-Secondary Relationships

**Initiative Title:** Post Secondary Relationships  
**City Council Lead(s):** Jane Batty and Mayor Stephen Mandel  
**Department Lead(s):** Office of the City Manager – Candice Stasyne

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### Objective:

This is an on-going business practice – to develop and evolve working relationships and partnerships with post secondary institutions to advance specific City of Edmonton program and services and to advance Edmonton’s reputation nationally and internationally.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- The City of Edmonton/University of Alberta Senior Advisory Committee (SAC) meet regularly and discuss common interests – government relationships, strategic activities, special initiatives and issues.
- City Council and the University of Alberta Board of Governors meet every 12 – 18 months to discuss special initiatives.
- Senior level information/strategy meetings occur with major post secondary institutions – University of Alberta, McEwan University, NorQuest College and NAIT.

### Future Steps:

- Continue with meetings and discussions

## Update: Public Involvement in the Planning and Development Process

<b>Initiative Title:</b>	Public Involvement in the Planning and Development Process
<b>City Council Lead(s):</b>	Councillor Henderson and Mayor Mandel
<b>Department Lead(s):</b>	Peter Ohm

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### Objective:

To improve the effectiveness of public involvement input and stakeholder satisfaction in the Planning and Development Process

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- **Develop an ongoing information and awareness building program for the general public and communities.**

The public involvement program encompasses several completed and ongoing initiatives. The Department continues to prepare and monitor Public Involvement Plans for all development applications to assess the appropriate degree of involvement for each application. For this update period (April 2009 to June 2010) the Department has held community information sessions on Pre-application for two new process and policy items: the Large Site Rezoning Process and Infill Design Guidelines.

The Joint Stakeholder Committee consisting of representatives of the EFCL, development, building and real estate industries and the Administration has outlined the recent activities to provide and improve the resources for public involvement in the Planning and Development process. Completed initiatives include changes to the content and language of notices for planning applications, new methods of notifying renters and the use of new social networking tools such as blogs and Twitter to connect citizens to the planning process. The Planning Academy remains the primary focus for educating the public and was featured in the "Connections 2010" event held in April. The Department is also developing new Planning Academy course materials for Heritage planning, updates for the Transportation Elective and a new course for Transportation Oriented Development for the 2011 schedule.

- **Develop strategies that provide resources to communities.**

### Process Facilitation and Pre-application

Mature communities with significant redevelopment interest and activity report they are challenged as volunteers to find the time to review and evaluate the volume of development proposals circulated or presented to them for comment. Process Facilitation continues to assist the stakeholders, and community on a limited number of high profile applications. Facilitator involvement has been effective in bringing stakeholders together to discuss and resolve key issues. The Administration has recognized that early structured involvement in a planning application is important for

effective public involvement and is currently examining enhanced Pre-application requirements beyond those existing in the Zoning Bylaw.

- **Mediation**

Since 2008, the Mediation and Restorative Justice Centre has been under contract to provide mediation services as requested. Initially these services were primarily for Bylaw enforcement issues; however for 2010 the contract has been expanded to include mediation for controversial planning applications and Subdivision and Development Appeal Board items.

**Future Steps:**

The following Action Plan was outlined and accepted as information by Executive Committee at its June 16/10 meeting.

- Develop criteria as to which DC2 applications merit Administration-led preliminary consultation.
- Develop a more structured response to development proposals at the pre-application stage.
- Expand the Planning Academy curriculum for 2011.
- Explore the development of the Terms of Reference for an independent review of the Public Involvement Plans.

## Update: Regional Initiatives

**Initiative Title:** Regional Initiatives

**City Council Lead(s):** Mayor Mandel

**Department Lead(s):** Greg Heaton

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### Objective:

To co-ordinate land use planning and the delivery of services and infrastructure for the 25 municipalities making up the Capital Region.

### Key Outcomes, Projects or Activities and their Status as of June 2010:

- The key outcome of this initiative is the creation of a comprehensive regional growth plan. This objective was completed on April 30 2010, when the Government of Alberta formally accepted the Capital Region Growth Plan and made it binding on all regional municipalities with the enactment of a new Capital Region Board Regulation.

### Future Steps:

- Administration will continue to work with the Capital Region Board and member municipalities to promote compliance with the policies and objectives of the plan.
- Administration will continue to support the implementation of the Capital Region Growth Plan (e.g. participating in the Board's Integrated Regional Transportation Study).
- Administration will support the CRB in advancing new initiatives (e.g. the preparation of a regional Economic Roadmap).
- Administration will support the Mayor and Council in proposing new regional initiatives that support the goals of *The Way Ahead*.

**Update: Traffic Safety**

**Initiative Title:** Traffic Safety  
**City Council Lead(s):** Councillor D. Thiele  
**Department Lead(s):** Brice Stephenson, Transportation Operations, Gerry Shimko, Office of Traffic Safety (OTS)

**Objective:**

Increase Traffic Safety awareness and reduce traffic collisions by 30% over 4 years

**Key Outcomes, Projects or Activities and their Status as of June 2010:**

The Office of Traffic Safety continues to undertake activities and projects that target the reduction of collisions in Edmonton. These projects include:

- 40 Km/h residential speed reduction pilot project in six neighbourhoods (May to October 2010)
- Development, implementation, and evaluation of the Speed Management Continuum (Ongoing)
- Integrated Corridor Safety Program (12 Corridors) being reviewed for traffic safety improvements (2009 to 2012) (See Figure #1)
- Installation of 25 Intersection Safety Camera's in 2009 and 25 additional Intersection Safety Camera's in 2010
- Two Edmonton International Traffic Safety Conferences held in 2009 and 2010. A third conference will be held in 2011.
- Ongoing research with the University of Alberta on the Curb the Danger Impaired Driving program (2009-2011) and other traffic safety related matters
- Engineering changes to policy on problematic intersection right turn cut-offs (see Figure #2, Yellowhead Trail and Victoria Trail) and a review of oversize collector road speeding prevalence and possible countermeasures.
- Reduction in Collision Property Damage from 2007, 2008 and 2009

	<b>Estimated Collision Property Damage per year</b>	
	2007	2008
	\$106,067,596	\$97,366,905
		2009
		\$88,264,858

	Reduced Injury Collisions per year		
	2006	2007	2008
	6,067	5,482	4,730
			2009
			3,962

- Collisions are down 19.3%, and injury collisions are down 18.3% in the first four months of 2010 compared to 2009 (Subject to change)

**Future Steps:**

- The Office of Traffic Safety is presently preparing its next traffic safety strategy for 2011 to 2015, and will review its performance at the end of 2010 against its objectives in the 2006-2010 Edmonton Traffic Safety Strategy.
- The City of Edmonton, Office of Traffic Safety, established through a Mayor's Task Force on Traffic Safety is now a permanent on-going City function which is a critical part of the City initiative "The Way We Move" (following from the Transportation Master Plan) and is highlighted in performance measures under the City Goal for Shifting Transportation Mode.

Figure

### Integrated Corridor Safety Program

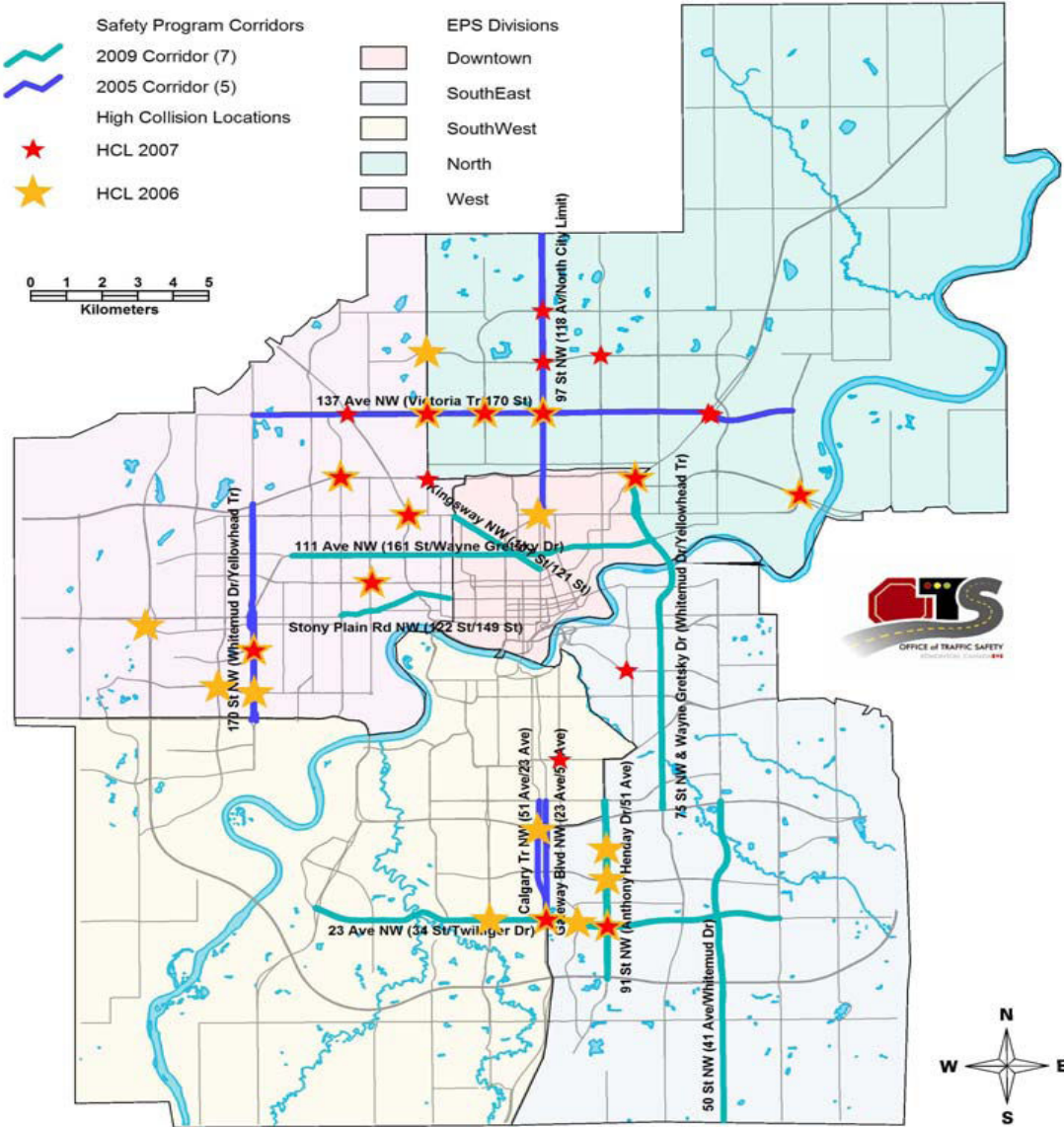
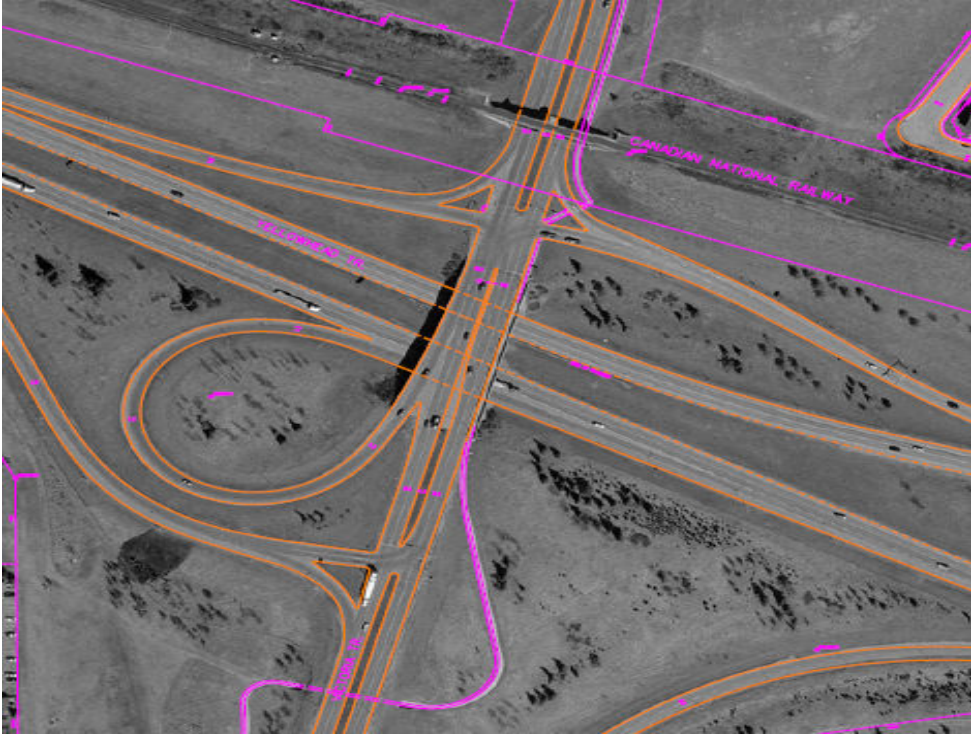
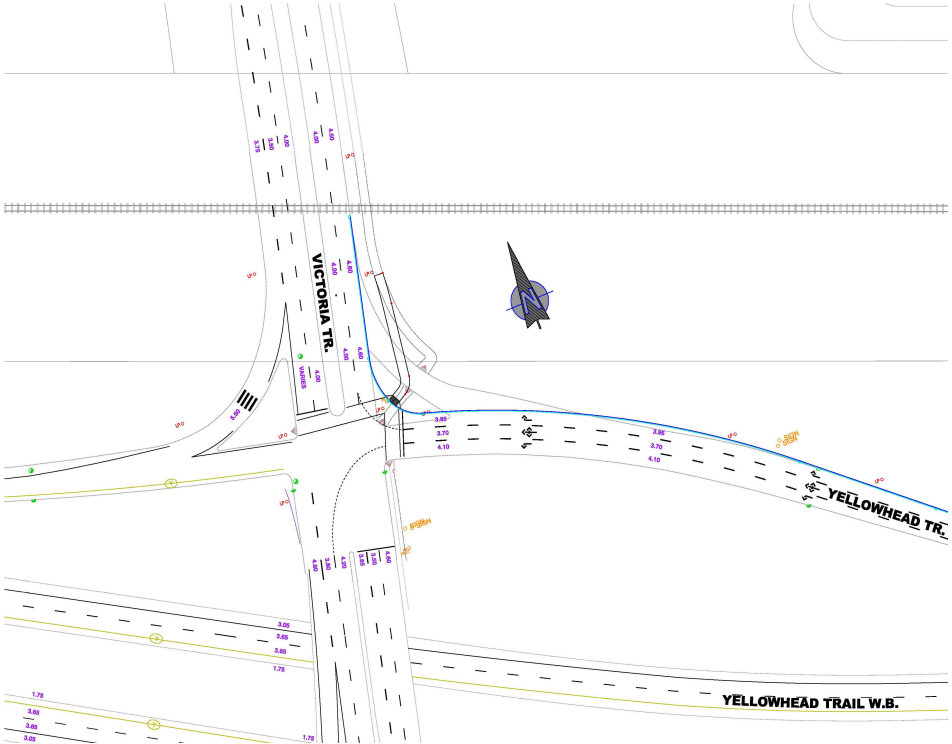




Figure #2  
Yellowhead Trail WE, off Ramp to Victoria Trail NB



Right Turn  
cut off  
before  
change



New  
design

## Update: Edmonton in Bloom

**Initiative Title:** Edmonton in Bloom  
**City Council Lead(s):** Councillor K. Krushell & Councillor B. Henderson  
**Department Lead(s):** Asset Management & Public Works (Parks Branch)

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### Objective:

Develop programming, based on community engagement, to enhance civic beauty and increase citizen contact with our natural environment.

### Key Outcomes, Projects or Activities and their Status:

Executive Committee of Council approved the Terms of Reference for this initiative on September 8<sup>th</sup>, 2010.

Outcomes will focus on landscapes, trees, natural areas, and streetscapes to enhance the look and feel of Edmonton's outdoor spaces as well as contact with our natural environment (groomed and natural areas).

- 1) The Edmonton Horticultural Society (EHS) has become the primary partner, with the City, to promote this Council Initiative.
- 2) Administration is receiving input from stakeholders, community groups and City units related to gardening, horticulture, and natural history.
- 3) Administration is working with communities in the Alberta Capital Region to host the national symposium and awards of Communities in Bloom (fall 2012).

### Future Steps:

- Seek involvement of all municipalities in the Alberta Capital Region to organize the 2012 Communities in Bloom symposium and awards.
- Present project plan to Council by April 2011:
  - Develop a brand for the concept.
  - Identify several current programs (by the City, EHS, or secondary stakeholders) which could be enhanced.
  - Identify two or three *new* programs which could be developed – particularly how to gain citizen engagement in Edmonton's trees and the new Urban Forest Management Plan.
  - Identify how Edmonton's corporate community could be partners in each program or project.