

# The Way We Live: Edmonton's People Plan

## Recommendation:

That Community Services Committee recommend to City Council:

That *The Way We Live: Edmonton's People Plan*, Attachment 1 of the June 22, 2010, Community Services Department report 2010CSS014rev, be approved.

## Report Summary

This report provides background information on *The Way We Live: Edmonton's People Plan*. The plan will help set directions, establish priorities and guide decisions about current and future people services.

## Previous Council/Committee Action

At the June 14, 2010, Community Services Committee meeting, the following motion was passed:

That *The Way We Live: Edmonton's People Plan*, as outlined in Attachment 1 of the May 25, 2010, Community Services Department report 2010CSS014, be referred back to Administration for further consultation with Members of Council and return to the June 28, 2010, Special Community Services Committee meeting.

## Report

### Update

- At the June 14, 2010, Community Services Committee, a Non-Statutory Public Hearing was held on

*The Way We Live: Edmonton's People Plan* to provide opportunity for the public to address the Community Services Committee.

- Overall, there was strong support for the strategic directions proposed in *The Way We Live: Edmonton's People Plan* during the public hearing.
- As directed, Administration consulted with members of City Council regarding their proposed changes to the plan. Attachment 2, Proposed Amendments to *The Way We Live: Edmonton's People Plan*, summarizes the input from a number of Councillors.
- A consolidated version of the plan will be prepared incorporating amendments after approval by City Council.

### Background

- In 2007, City Council initiated a strategic planning process involving thousands of Edmontonians that culminated in a City Vision.
- *The Way Ahead: The City of Edmonton Strategic Plan (2009-2018)* is City Council's Plan to realize the City's Vision. This plan identifies six 10-year strategic goals that will direct long-term planning and guide decision-making for the City. One of the goals of *The Way Ahead* is to improve Edmonton's livability.
- *The Way We Live: Edmonton's People Plan* is Edmonton's first People Plan. It's the result of extensive consultation with Edmontonians to develop an integrated vision of the kind of city they want to live in over the next 30 years.

- *The Way We Live: Edmonton's People Plan* acknowledges the diversity of Edmontonians and charts a course of inclusion where all people can be confident of the opportunity for success in our city.
  - It builds on Edmonton's strengths - its vibrant arts and culture sector, community leagues, volunteerism, sports programs, parks and natural areas, river valley, diverse retail sector and strong municipal government.
  - Creating a long-term people services plan:
    - provides the direction on how the municipal government can contribute to the well being of its citizens by guiding its resources, integrating its actions and funding its programs
    - prepares the City and its citizens to seize opportunities to create the city Edmontonians envision
    - aligns resources and energy toward achieving documented goals and objectives.
  - *The Way We Live: Edmonton's People Plan*:
    - reflects residents' advice and discussion
    - provides Edmontonians a roadmap for the future of their people services
    - provides important first building blocks for collaborative projects and initiatives to improve Edmonton's livability between the City of Edmonton, other partner groups, agencies and other orders of government
    - integrates with *The Way We Grow* and *The Way We Move* long-range plans
    - provides a cohesive policy direction for all people programs and services offered by the City of Edmonton including Edmonton Police Service, Edmonton Public Libraries and the Edmonton Economic Development Corporation
    - clarifies and demonstrates the various roles the City of Edmonton has when it comes to the provision of people services
    - confirms existing city policies, master plans and other strategic initiatives that advance the plan's six goals
    - identifies policies that need to be created to meet the plan's goals
    - provides all City Departments with a comprehensive set of strategic policy directions to guide and coordinate people services over the next decade
    - builds upon, integrates, complements, and adds to the efforts of individuals and communities that contribute to Edmonton's quality of life.
- The Way We Live: Edmonton's People Plan* has six overarching goals Edmontonians' said would improve Edmonton's livability:
1. Edmonton is a connected, engaged and welcoming city.
  2. Edmonton celebrates life!
  3. Edmonton is a caring, inclusive and affordable city.
  4. Edmonton is a safe city.
  5. Edmonton is a vibrant and attractive city.
  6. Edmonton is a sustainable city.
- Implementation Plan/Performance Measures
- Within six months of City Council approval, an implementation plan will be developed. The implementation

plan will identify immediate and long-term actions.

- *The Way We Live: Edmonton's People Plan* will develop performance measures in conjunction with *The Way Ahead* and the Council approved Corporate Outcomes. The performance measures will align *The Way We Live: Edmonton's People Plan* to the operational work in the various departments.

All documents are available online at:  
[www.edmonton.ca/TheWayWeLive](http://www.edmonton.ca/TheWayWeLive)

### Focus Area

The Way We Live: Edmonton's People Plan addresses the goal of improving livability in *The Way Ahead: City of Edmonton Strategic Plan 2009-2018*.

### Public Consultation

- The results from earlier public consultations were reviewed to capture previous public input about livability in Edmonton.
- The Public Involvement Process for *The Way We Live* was launched in September 2009 and completed in April 2010. The public consultations reached out to a diverse range of Edmontonians: youth, adults, seniors, businesses, multicultural communities and Aboriginal Peoples.
- *The Way We Live: Edmonton's People Plan* engaged thousands of residents using innovative in-person, online and self-directed public participation methods:
  1. Large format meeting and themed workshops with various stakeholders to explore specific aspects of improving Edmonton's livability.
  2. Front Room Forums: self-directed group discussions in people's homes.
  3. Multicultural gathering – the City hosted a large discussion with representatives from multicultural communities.
  4. Photo Voice – students from Grades 5, 6, 9, 11 and 12 in schools across the City took photos to express their ideas about people services they see as strengths or would like to see improved.
  5. Aboriginal focus group – sessions were held with Aboriginal groups to gather feedback in the first draft of the plan and to review the revised plan.
  6. Hosted sessions for all City Council Advisory Boards.
  7. Online surveys and discussion forums.
  8. City Builders Workshop - City leaders were invited to share their ideas on the six goals of *The Way We Live Plan*. The participants included members of City Council, General Managers, members of Edmonton's Next Gen Committee, representatives from Edmonton's post secondary institutions and business leaders.
  9. External Stakeholder Review – stakeholders from the business, social services sector, youth, and the academic community.
  10. Open House - two-day open house for the public was held to review and gather feedback of the draft *The Way We Live: Edmonton's People Plan*.
  11. Regional presentations to members of the Capital Region Board to review the goals and

objectives of the initial and final drafts of *The Way We Live: Edmonton's People Plan*.

- Extensive departmental consultations with senior management and front-line staff within the City were also conducted in two accelerator workshops and numerous meetings to gather feedback and review the draft plan.

### **Justification of Recommendation**

*The Way We Live: Edmonton's People Plan* advances and supports the vision and goals of *The Way Ahead: Edmonton's Strategic Plan 2009-2018*.

The plan will help set directions, establish priorities and guide decisions about current and future people services.

### **Attachments**

1. The Way We Live: Edmonton's People Plan (*previously distributed with the June 14, 2010, Community Services Committee meeting agenda and is available on our website at [www.edmonton.ca/meetings](http://www.edmonton.ca/meetings)*)
2. Possible amendments to The Way We Live: Edmonton's People Plan