

The background of the cover features a photograph of a community meeting. Several people are seated around a large table, looking at documents and talking. A man in the foreground is holding a pen over a large sheet of paper. The entire image is covered with a semi-transparent green overlay. A thin white vertical line is positioned to the left of the title.

# What We Heard Vision2050

April 2018

| **SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**



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This report summarizes what we heard throughout the engagement process for the Vision 2050 project.

The feedback reflects the energy of Edmontonians, the honesty of participants and their excitement for the future of this city. Quotes from the many sessions have been included to express the voices of the participants in the facilitated discussions.

The project team is grateful for the time, generosity and wisdom shared by all participants.

# Executive Summary

The development of Council's Strategic Plan is among the most important initiative the City completes as a municipality. The strategic plan provides the direction that guides everything the City of Edmonton does. Looking ahead to the next million people who will call Edmonton home, the City has been facilitating the development of Council's Strategic Plan for 2019 – 2028.

## WHAT WE DID

Since Council's strategic plan drives everything that the City of Edmonton does, various methods and opportunities were provided to invite diverse input and participation into the plan. The public engagement approach was comprehensive and unique given the strategic focus, and relied on a large number of diverse networks. Edmontonians were invited to participate in facilitated discussions, public meetings and surveys.

The information heard through the facilitated discussions was further validated and prioritized through a survey. The survey was offered through an online open link, through the City's Insight Community and via a random, quota-based telephone survey. Facilitated conversation participants were asked to review and comment on the draft of the vision, principles and strategic goals. Survey respondents were asked to prioritize goals, and rate concepts, focus areas and opportunities for the goals.

Over a 10-week period, the project team connected with 260 organizations via email, phone or in person, and met in person with 160 organizations through 76 sessions, which included:

- 35 small group conversations
- 14 sessions with high school students and youth under 13
- 4 pop-up sessions for hard-to-reach Edmontonians
- 7 pop-up sessions for city staff
- 11 public meetings
- 8 teleconferences
- 2 Discussion Guides received

## WHAT WE HEARD OVERALL THEMES

Throughout the discussions, despite the diversity of the participants and organizations engaged, five common themes emerged. The concepts and statements verified through the survey are captured in the overall themes. These themes were:

### Community of Communities

The word "community" came up in nearly every conversation, referring either to a neighbourhood, or people with similar interests and backgrounds. Community is important to Edmontonians to feel included and safe, and to remove feelings of isolation. People see Edmonton as a community of communities – a city with all the amenities and opportunities of a big city, but with the feeling of belonging, like that of a small town.

### Character of Edmonton

Participants expressed that the plan should reflect the uniqueness of Edmonton, be tailored to our character, and reflect what makes us unique and vibrant as a city.

### Equity

Edmontonians want a people-first mindset, recognizing that everyone has a different starting point and need different supports, resources, and environments to succeed. Lifelong learning was identified as an important contributor to an equitable society, and as a tool to help create one.

### Attractive Economy

The economy should be leveraged as a tool, as it is an enabler for the quality of life Edmontonians desire and aspire to. A strong economy will attract





and retain investment and jobs, and build on the unique identifiers of Edmonton, such as its post-secondary sector and provincial capital status.

#### **Collaboration**

As a community, Edmontonians take pride in the creative spirit that resides here, and values how the community comes together to help, connect and uplift one another. The notion of collaboration was mentioned in a variety of ways, from institutions and organizations working together, to Edmonton and surrounding communities joining forces. Participants want to be involved in the success of the plan, and they want to know what their role is in achieving this success.

## WHAT WE HEARD DRAFT VISION FOR 2050

The concepts and statements within the draft vision were liked, but not considered sufficiently bold or exciting. Participants said the vision seemed to be addressing the issues of today, rather than those of the future. In addition, people felt that the vision was not unique to Edmonton and could apply to any city. Overall, participants were curious about their role in helping Edmonton achieve its vision and wanted to understand how to contribute.

## WHAT WE HEARD DRAFT PRINCIPLES

People liked the titles of the five draft principles, gravitating most to the principle title "connected". All the principles resonated as important values, but participants could not see how they would all be applied as a lens for decision making. Participants also pointed out that the principles appeared to be a mix of the collective values for Edmonton as a city, and values for Council and City Administration.

## WHAT WE HEARD DRAFT GOALS

Facilitated discussions around the goals were positive, particularly for Healthy City. The Open and Effective Government goal was the least discussed goal. Overall, the goals were not seen as transformational, and many commented that the draft goals did not align to the draft vision. Participants didn't understand what the goals were intended to accomplish, and wanted clarity on their purpose.

# Introduction

Council's strategic plan guides everything the City of Edmonton does. In 2008, Edmontonians helped City Council build a common vision for the future—its ten-year strategic plan—*The Way Ahead* 2009 – 2018. This plan has been the road map for the City of Edmonton's work in serving the citizens of Edmonton. *The Way Ahead* paved the way for the City to help transform the downtown core, expand the LRT, reduce its carbon footprint, and build new recreation centres, fire halls and libraries.

Council's strategic plan is up for renewal. Since developing *The Way Ahead* over ten years ago, many things have changed in Edmonton. Edmonton is now home to close to a million citizens, and is one of the youngest, fastest growing cities in the country. According to the 2016 Statistics Canada census, in the last ten years approximately 200,000 people have moved to Edmonton proper. This is equivalent to the combined populations of the cities of Red Deer and Lethbridge, moving to Edmonton. By 2044, the Edmonton Metro region is expected to have roughly the same population (i.e. 2.2 million) as the current metro area populations of Vancouver, Portland, Denver, Stockholm or Liverpool.

In addition to population growth, other factors are influencing the character and direction of the city. Immigration, economic shifts and changes in technology are expected to continue to shape and influence Edmonton and the decisions of Council over the next ten years; these factors need to be considered in the development of the revised strategic plan.

Building on the lessons learned from *The Way Ahead*, the renewal of Council's strategic plan started with a public engagement process to review and discuss the draft of the vision, principles and strategic goals. The revised strategic plan should reflect the voices of its citizens. Council understands the importance of harnessing the passion and ideas of Edmontonians to develop an impactful and relevant strategic plan, and wanted to hear from the people who live and work here.

The City of Edmonton acknowledges the traditional land, within which its boundaries are located, is Treaty 6 Territory. We thank the diverse Indigenous peoples whose ancestors' footsteps have marked this territory for centuries, such as Cree, Dene, Saulteaux, Nakota Sioux and Blackfoot peoples. We also acknowledge this as the Métis' homeland and the home of the largest concentration of Inuit south of the 60th parallel. The development of the strategic plan is intended to honour the knowledge and wisdom of the Indigenous peoples who call Edmonton home.

Council wanted to reflect the diversity of who Edmontonians are, where they come from, their families, jobs, and life plans. A robust engagement plan was designed to harvest voices from the various businesses, organizations, groups and people that reflect the diversity of the city's demographics and geographic footprint. The energy these businesses, organizations, groups and people generate drives Edmonton forward, and creates a sense of excitement about what Edmonton will become.

This document summarizes what we heard between January 16 to April 7, 2018.





*"I would not live in any other city.  
Friendly, easy going. It's the right  
place and the right time for me to  
build my career and family."*

# Council's Draft Strategic Plan

The strategic plan provides the direction that collectively shapes the city.

The draft of the vision, principles and goals were shared with participants during the Vision 2050 public engagement for refinement.

## DRAFT VISION 2050

The vision is an aspirational description of where Edmonton wants to be in the future.

*We are an uplifting city that embodies the spirit and intent of Treaty No. 6, where prosperity is shared and enjoyed by all, whether your ancestors date back 8000 years or you just arrived last week. We deeply believe that when every Edmontonian thrives, Edmonton thrives. This is a city for all, connected and cooperative – a we city, not a me city.*

*We are the most family-friendly big city in Canada; a safe and inclusive city that's free from racism. No one lives on the street, and no one is trapped in poverty. Our children have access to education that drives a workforce that is the most creative in the country. Our food, festivals, and culture reflect the diversity and creativity of our community and invite anyone to participate. We embrace outdoor activity year round – particularly in our river valley – which contributes to a healthier population that is more productive and experiences fewer chronic diseases.*

*The Edmonton Metro Region is a global powerhouse in the areas of technology, life sciences, design, manufacturing, food, and logistics. This is because our business-friendly environment has nurtured new companies and helped established industries to adapt and grow despite ferocious competition and disruption. Our entrepreneurs compete with confidence, exporting their ingenuity far and wide to solve some of the world's most pressing challenges.*

*The wealth and prosperity that our resilient economy generates helps Edmonton to achieve its vision.*

*Housing is affordable here and – whatever their life stage – Edmontonians have choices throughout the city on where they live. That means when people move around their neighbourhoods, they meet and are enriched by a diversity of others. Edmonton is interconnected and efficient thanks to higher density near key locations and roadways, and to a transportation system that adapts to changing technology, and gives options – from transit to biking to walking – to commuters to safely move past big-city traffic congestion. All of this adds up to greater vibrancy and connectedness across the city.*

*Edmonton lives up to its reputation as a leader in open and transparent governance. It tackles bigger problems, more effectively delivers services and projects, and continually seeks new areas for improvement.*

*Recognizing that the land and nature sustains us and must also sustain future generations, our air and our water are clean, we are resilient to a changing climate, and biodiversity thrives; we leave things better than we found them.*



## DRAFT PRINCIPLES

In a strategic plan, the principles are the lenses to guide decision-making for the term of the plan.

### **INNOVATIVE**

We encourage and support new ideas and solution, wherever they come from, when something does not work, we have the courage to change.

### **RESILIENT**

We build capacity to deal with unanticipated change. Each decision about what we build and how we build it has an impact on the environment, on the beauty of our city, on our economy and our culture, and on the health of Edmontonians.

### **INCLUSIVE**

Everything we most love and admire about Edmonton we build together, as a community. We create with and serve all citizens, and each other, with respect, openness and curiosity. We welcome, we help, we connect, we uplift.

### **CONNECTED**

We serve people first and foremost, and care about the quality of our work and the impact it has on all the people we touch – citizens, employees, business partners and communities.

### **STEWARSHIP**

We are grateful and recognize where we come from. We honour those who come after us by building a legacy and the future we wish to leave them.



## DRAFT STRATEGIC GOALS

Council's strategic goals facilitate progress towards the city's vision. While the vision has a 30-year perspective, the goals identify areas of transformation for the next 10 years.

### **HEALTHY CITY**

Edmonton is a city that thrives, where every member of our community has equitable opportunity to be healthy and fulfilled.

### **URBAN SHIFT**

Edmonton is a city with infrastructure design, smart land use, transportation options and public spaces that enable the population to live safe and healthy lives.

### **REGIONAL ECONOMIC RESILIENCE**

The Edmonton Metro Area has a robust, diversified economic system founded on ingenuity, regional collaboration and shared economic prosperity.

### **ENERGY AND CLIMATE**

Edmonton is a low-carbon city with smart energy options and innovative energy delivery systems. Our infrastructure is resilient to shocks and disturbances from climate change.

### **OPEN AND EFFECTIVE GOVERNMENT**

The City of Edmonton government is open, transparent and accountable to Edmontonians.



# Engagement Approach

Engagement for this project reflects the Engagement Spectrum created in the Council Initiative on Public Engagement – the Public Engagement Policy. The City of Edmonton is committed to involving the people affected by the decisions it makes. The City seeks diverse opinions and experiences, so that a wide spectrum of information is available for decision makers.

## PUBLIC ENGAGEMENT SPECTRUM



FIGURE 1: PUBLIC ENGAGEMENT SPECTRUM

The City of Edmonton Public Engagement Spectrum explains the four roles the public can have when they participate in City engagement activities.

The public engagement process for the renewal of Council's strategic plan was titled Vision 2050. Starting at the **ADVISE** phase in 2017, the public involvement planning phase involved having conversations to gather input for the development of the public engagement plan. The public involvement planning conversations highlighted a need to build relationships. It also helped identify 12 key clusters who should be intentionally engaged.

In March and April 2017, the project team leveraged existing relationships and invited community and business leaders, outside of City Administration,

to identify what was on their horizon, and to share their best practices for engagement. The conversations gathered insights about Edmonton, and advice on how to conduct a meaningful consultation and engagement process. This innovative approach was unique and ensured that the engagement efforts cast a wide and relevant net, leading to a focus on having quality strategic conversations with diverse groups. The feedback gathered in April and May 2017, from the community and business leaders, helped shape the approach for the broader public engagement, which took place between January 16 to April 7, 2018.

Once the public engagement kicked off in January 2018, engagement moved to the **REFINE** phase.



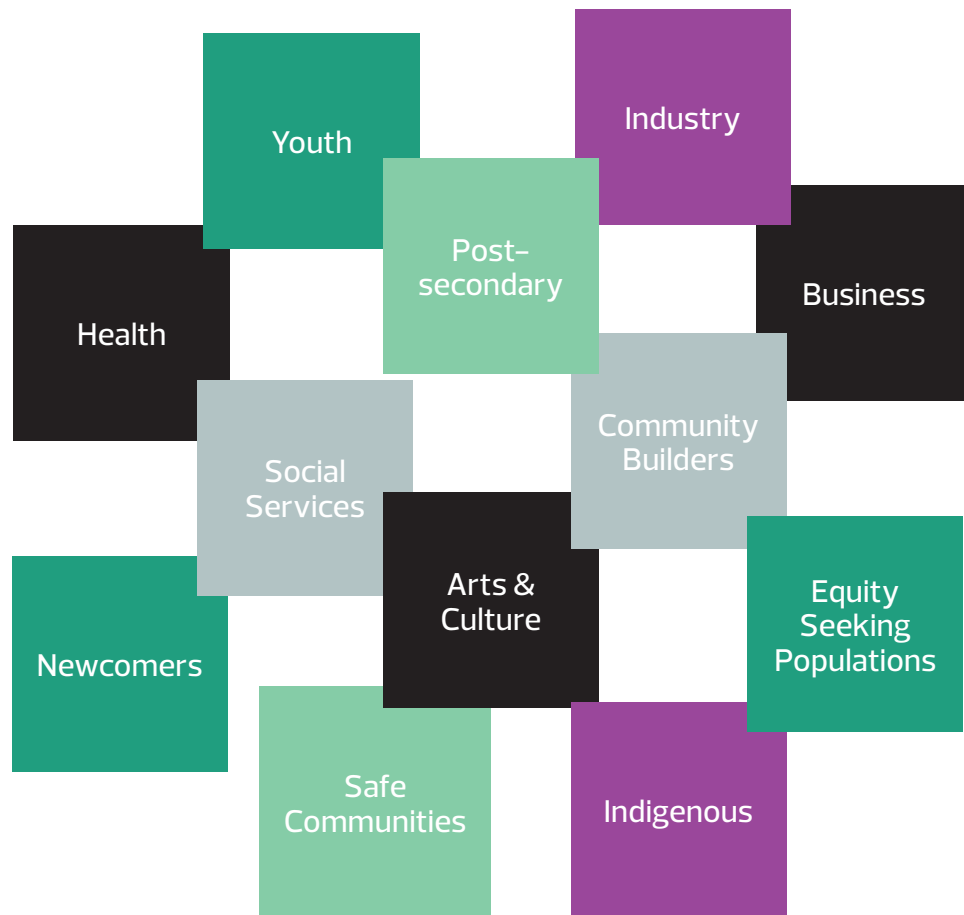


FIGURE 2: PARTICIPANT ORGANIZATION CLUSTERS

Various groups and volunteers from across the city shared their views on the draft of the vision for 2050, the principles and strategic goals. A diverse cross section of Edmontonians representing different demographics, cultural backgrounds, geographic locations, and interests participated in facilitated discussions across the city. From the public involvement planning process it was identified that 12 clusters should be engaged, specifically engagement should include children and youth, since as they grow they will be the ones living, working and playing in Edmonton in 2050. Specific facilitated group sessions were held with grades 5, 6 and 7, as to gather their feedback about the draft vision. A full listing of the organizations who attended the facilitated sessions is included in Appendix B.

To work towards a diverse and inclusive engagement approach, the team also held local pop-up events with agencies and in neighbourhoods, sessions with City of Edmonton staff and, teleconferences. A survey was also and publicized through a multi-channel outreach campaign which included, and distributing postcards to makeing people aware of the survey at public meetings, as well as the Edmonton Tower Service Centre, radio ads and road signs to name a few.

## PROJECT TIMELINE

- **Spring 2017**  
Public Involvement Planning Phase
- **January to April 2018**  
Facilitated Discussions
- **March to April 2018**  
Online Survey and Telephone Survey
- **March to April 2018**  
Drop-in Public Meetings

FIGURE 3: PROJECT TIMELINE





and council

I will be 43 of the way that Edmonton

but there are some

3. have prices for guns

is less criminals in

ts, teenagers, and adults

while walking home

walk walking home

a person following

change that up!

from Zachary





## FACILITATED DISCUSSION STRUCTURE

To understand the opinions and ideas of Edmontonians regarding Council's draft strategic plan, 36 facilitated discussions were hosted with different groups and individuals across Edmonton. At meetings, participants were asked the following questions to spark discussions. Their responses were recorded and analyzed for the results captured later in this report.

1. **What words or phrases did you like in the draft 2050 Vision? Please explain why.**
2. **What words or things were potentially missing from the draft 2050 Vision? Please explain why.**
3. **Which goals and principles stood out? Please explain why?**
4. **What are the opportunities and challenges to achieving our goals?**

With the support of the Edmonton Public and Catholic school boards, discussions took place with school children from Grades 5 to 12, as well as a specific workshop with Indigenous youth. The facilitated discussion structure for high schools students was consistent with the questions asked of other participants. A modified facilitation approach was developed for youth under 13, focusing specifically on the vision. Students were led through a discussion asking them to imagine how old they would be in 2050. Then, they were asked to write letters to the Mayor and Council about what they would like to see at that age. Copies of the children's letters are available in Appendix F.

Participants in the facilitated discussion sessions were invited to evaluate the engagement process. Their feedback is captured in Appendix D. Overall, evaluations indicated that the sessions were a valuable and positive experience.

*"Thank you for inviting me to participate. Was very insightful."*

# DROP-IN PUBLIC MEETINGS

Edmontonians were invited to attend any of the 11 family-friendly, drop-in public meetings hosted across the City. Note takers and facilitators interacted with attendees, and documented comments, ideas and opinions. Storyboards were dispersed around the room, and are attached as Appendix C. Project staff answered questions, and also documented comments and ideas. A graffiti wall at each session allowed participants to provide additional comments.

Child minding was available at all sessions to allow parents time to focus on the information and discussions while their children were safely supervised and engaged in their own engagement activities. The recreation centre locations attracted many young people, who shared their views with staff and Councillors; this was important as the draft vision for 2050 covers the timeframe of their teenage years, as well as their young adult life.

Data was collected and analyzed using the same framework established during the strategic facilitated conversations.

## DROP-IN PUBLIC MEETINGS WARD MAP

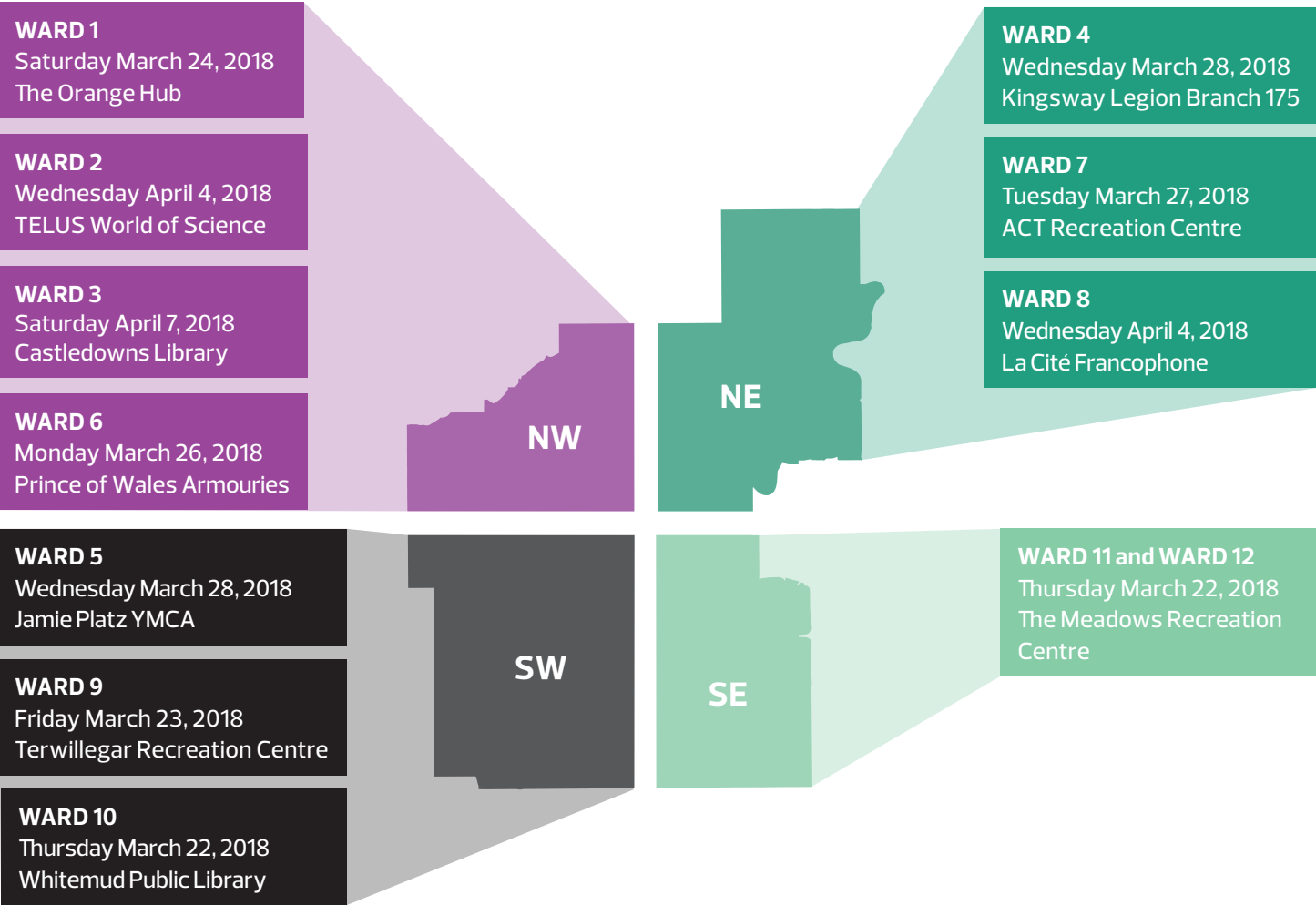


FIGURE 3: WARD MAP WITH SESSION DATES AND LOCATIONS

# SURVEY

To maximize participation and facilitate inclusiveness in the conversation, a survey was developed to quantitatively gain perspective on the qualitative themes arising in the strategic conversations. Input from the facilitated discussions helped identify the top concepts and themes which were then used to develop the survey. Survey questions were specifically designed to check the feedback already gathered on the draft vision for 2050, principles and goals from the facilitated sessions. This approach accomplished two things:

- It prioritized the information heard; and
- It verified what the project team had heard during the facilitated sessions was reflecting the views of Edmontonians in general.

The survey asked Edmontonians to:

- Identify the most relevant vision related concepts;
- Prioritize the most important strategic goals that relate to the draft vision for 2050;
- Rate the importance of focus areas and opportunities pertaining to the most important strategic goal; and
- Provide their level of agreement that the strategic goals, statements and opportunities will help the city achieve its vision by 2050.

More than 4,800 Edmontonians participated in the survey.

The survey was available from March 17 to April 7, 2018, and used three data collection modes: online through the website (Open Link), emailed through the Edmonton Insight Community online citizen panel, and by an automated random, quota-based telephone dialing process. The two online surveys were completed by 4,047 people in total; 2,240 were completed through the Open Survey Link, and 1,807 were completed by the Edmonton Insight Community. There were 800 telephone surveys completed. The telephone survey is a randomized, representative sample of all Edmontonians with a margin of error +3.46%, 19 times out of 20. This report highlights the results from the telephone survey.

The sample size for the 'Opportunities' question is lower than the overall sample as the question was only asked if respondents prioritized the goal as their top goal. For more details, please see detailed survey results in Appendix E.

# DISCUSSION GUIDE

A Community Discussion Guide was available on [Edmonton.ca/Vision2050](http://Edmonton.ca/Vision2050), allowing members of the general public to host their own gathering and submit comments from their discussions. People who weren't able to attend a public session could gather a group of friends, colleagues or neighbours and use the online guide to facilitate a discussion. From sending out invitations, to discussion prompts and submitting feedback, the guide walked Edmontonians through the steps to ensure they had a productive conversation about the future of our city. Two completed guides were submitted to the project team, and were analyzed using the same framework established during the strategic facilitated conversations.

## POP-UP SESSIONS

Intimate pop-up sessions were held around the city to engage hard-to-reach or marginalized Edmontonians. Small facilitated sessions or booths similar to the public meetings were set up, and project team members gathered feedback from participants. Data was collected and analyzed using the same framework established during the strategic facilitated conversations.

## STAFF ENGAGEMENT

City staff were invited to pop-up sessions held in multiple locations across the city. Project team members attended staff meetings, or set-up booths similar to the public meetings, and encouraged City staff to provide feedback by leaving a comment, or by speaking to a team member. Data was collected and analyzed using the same framework established during the strategic facilitated conversations. Staff were also invited to participate in the online survey.

*"We need more Edmonton identifiers. This could be any city's vision."*

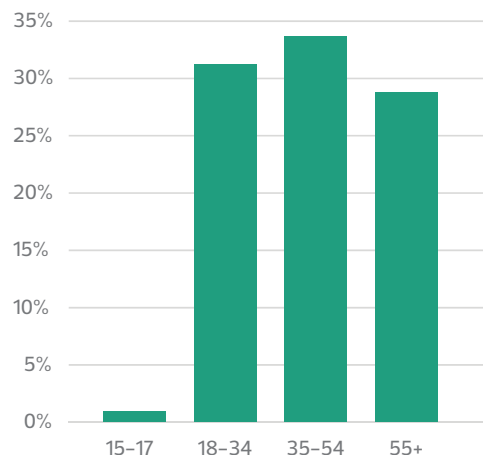
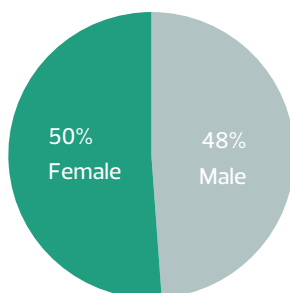


160  
different  
groups

76  
facilitated conversations

## BY THE NUMBERS PARTICIPATION

gender and age  
breakdown of  
facilitated sessions



6,407  
participants  
including sessions and surveys



11

drop-in public  
engagement  
sessions

4,047  
online surveys

800  
telephone  
surveys



social media engagement \*

9,094

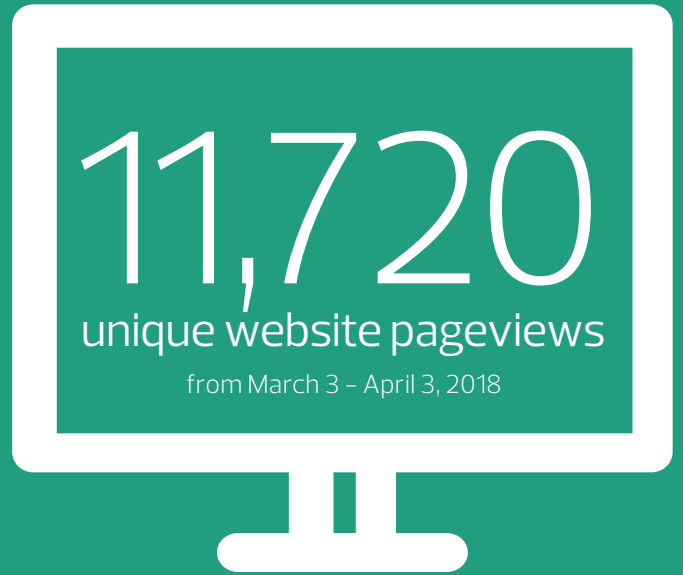


\* Engagement = the sum of clicks, reshares, likes, and comments on Facebook, Twitter and Instagram.

11,720

unique website pageviews

from March 3 - April 3, 2018



23 road signs

## BY THE NUMBERS OUTREACH

2,155,438

digital online impressions  
including paid and organic promotions



10  
radio  
stations

1,716,829

display advertising impressions  
including transit station and office elevator & lobby screens



7  
print publications

# What We Heard – Themes

Edmontonians are passionate about their city and welcomed the opportunity to be engaged. Participants in Vision 2050 discussions and surveys were generous with their time, and provided thoughtful, insightful ideas and comments. People want their voices heard so they can make a difference, make Edmonton better, and make life in Edmonton of a high quality. Participants also want to understand how the plan will affect them, what their role is in achieving the plan, and how the plan will be measured.

## THEMES

From the diverse facilitated discussions, five common themes, which capture everything that the project team heard at a high level, emerged. These themes can be further broken down into the specific feedback that was recorded on the vision, principles and goals. The online and telephone surveys validated and supported these themes, as the key concepts, focus areas and opportunities prioritized through the survey are components of the overall themes.

### Community of Communities

The word “community” came up in nearly every discussion, referring either to a neighbourhood, or people with similar interests and backgrounds. Community is important to feel included, to remove feelings of isolation, and to feel safe. Feeling connected to a community, and connecting communities to each other is important. People described Edmonton and its communities as welcoming, lively with festivals, arts and sports programs, making it a great place to raise a family.

There are many aspects that make a city thrive, including opportunities for jobs, education, safety, a healthy environment, recreational and cultural opportunities and space to grow. Edmonton is the name we give the community where people live, and people must be at the core of all that the city does. Participants advised that the City must look at all the people who call Edmonton home, and ensure that a level of diversity is reflected in the final version of the vision, principles and goals. Some comments included considering the impact on different kinds of families when using terms

like family-friendly, relegating culture to food and festivals only, or prioritizing industries which may not even exist in a few years.

People said Edmonton is a big city that feels like a small town, a big small town, or a small big city, and they want to keep that feeling. Those who grew up in Edmonton consider it a big town with great sports teams, and a safe place to live. Participants commented based on their own experiences, and said that people will typically come to a city for a job, but stay if the city also offers an opportunity to comfortably raise a family, be part of a community and have a sense of connection. People see our city as a community of communities, because it is diverse, inventive and receptive. Edmonton is a space of sharing, where people feel connected with each other. This attribute needs to be amplified, and neighbourhoods must be well-connected through trails, infrastructure and transit, with communal gathering spaces. These connections combat urban isolation, leading to a feeling of a unified community that cares for each other, and finds solutions together, for the city and for others



*"I feel if I leave Edmonton now,  
I will be missing something."*

## Character of Edmonton

People liked the positive image that the draft strategic plan created, and found it hard to disagree with its statements. However, it was felt that this plan could apply to any city, and lacked the excitement and passion of Edmonton. Instead, the plan needs to reflect the uniqueness of Edmonton, and be tailored to Edmonton's character, and what makes it a vibrant community.

Many groups discussed how Edmonton is defined by its northern geography relative to other major cities, which leads to innovation and creativity – Edmonton's northern spirit. This culture is welcoming, lively, and generates trailblazers, go-getters, change leaders, and inventors, which help the city prepare for the changes it will face through 2050. Edmonton is a hub for business from the north, including transportation, shopping, restaurants and health services. People from the north will choose Edmonton over other cities for the amenities, as well as the Oilers!

People are proud of the river valley and trail system, which encourage people to stay active and connected to the environment.

The North Saskatchewan River and surrounding valley is spectacular; however, people are divided on its access. Some want greater access to the river valley and want to see restaurants and more accessible trails for walking and biking; others want the river valley to have greater environmental protection, and less development.

Edmonton was recognized for its choices in education, with excellent post-secondary institutions providing a range of education, from skills-training, to university education, and faith-based education. Lifelong learning is already a big part of Edmontonians' lives, and should continue to be highlighted to build a strong society, as well as address the effects that technology and artificial intelligence will have in the future on jobs. People disagreed with education just in the context of planning a workforce; instead, education should be seen as something that enhances people's quality of life.





## THEMES

### Equity

Equity emerged as a key theme, not to be confused with the term equality. Equity is giving people what they need to be successful; equality is treating everyone the same. Equity in the context of the plan covered concepts such as trauma-informed care, reconciliation, racism, homophobia, intergenerational poverty, religious freedoms, and sexism.

Participants saw the importance in understanding different cultures, and moving towards interculturalism, a melding of cultures which goes beyond acceptance. The spirit of reconciliation provides a lens to address racism, mental health, addiction, social isolation and foster equity.

For Indigenous peoples, we heard equity allows for their unique history, culture and circumstances to be considered. To be meaningfully engaged with Indigenous peoples, the city should follow their proper protocols with Elders, allow ceremony, and step back so that Indigenous peoples can lead their own change. Indigenous youth specifically discussed the intergenerational bias which sees indigenous peoples as being incapable of proposing and leading solutions to the challenges they face.

An observation was made regarding education and children, indicating that children should be included as more than just students. Education is part of who children are, but it is not their whole identity. Factors that should be considered include quality, affordable care for children and places where children can play.

Affordable housing was often raised as key to being able to include people of all ages and income levels. Indigenous youth participants said that there needs to be a focus on racism and homelessness, particularly focusing on the indigenous population, and greater opportunities for indigenous youth to connect with their culture and traditions. When housing and poverty are addressed, it affects all aspects of people's lives, and the services the city provides. People believe efforts in this area should continue, even when they recognized that market forces can make this a difficult issue to manage.

Interesting discussions emerged around the jurisdiction and the power the city has to address and effectively change some of these large social issues. Some felt that the City could be an influential leader for change by addressing affordable housing and poverty issues.



# THEMES

## Attractive Economy

It was recognized that a strong economy will attract and retain investment and jobs. Participants and survey respondents recognized the importance of jobs, especially those in the younger demographic, (including school children), who realized that jobs will keep them in Edmonton. Instead of using the word "diversification", one group extolled the importance of "shifting" the economy from a focus on energy to services provided to a global market.

Businesses, specifically small and medium businesses, play an important role in Edmonton. People believe the city must be business-friendly, which means reducing red-tape and regulatory burden, and supporting businesses in attracting and retaining employees. More local businesses are wanted in communities, yet this creates tension for affordability as the prices at a local grocery store may be higher than at big box stores. The City must make doing business in Edmonton simpler to avoid missed opportunities.

Businesses and young professionals expressed that they will stay in Edmonton if it remains welcoming and family-friendly and continues to provide options for education, affordable housing, arts, culture and recreation.

Edmonton's arts and culture scene are an integral part of the community, and should be included in the plan. There is economic and societal value in the arts. Artists are leaders and capacity builders, whose aspirations can be fulfilled in Edmonton.

## Collaboration

Collaboration was mentioned in different contexts: post-secondary institutions working together for a city-wide campus, a Council of Elders working with the City to address issues, nonprofits collaborating to take a holistic approach, and Edmonton and surrounding communities joining forces in addressing common opportunities, where appropriate. The City can be a connector of individuals, businesses and academia by creating and maintaining strategic relationships.

Edmonton's connections go beyond the city limits. People believe Edmonton should be connected to outlying communities, the region, other municipalities, the north and the global community in the vision. This regional perspective should go further than an economic focus. The draft vision and goals were seen as missing an opportunity to highlight what Edmonton contributes and brings to the world.



*"Collaboration differentiates Edmonton from any other place."*

# What We Heard

## Components of Strategic Plan

### DRAFT VISION

People liked the statements contained in the draft vision, particularly how they introduced ideas related to equity. Discussion participants responded positively to the aspirations of eliminating poverty and racism, however they suggested focusing more on the larger systemic issue, and being prepared to tackle the next 'ism', focusing less on elimination. They emphasised the importance of education for the love of learning, to increase awareness and tolerance and address complex social issues; education was identified as more than a means to getting a job.

Many recommended narrowing the focus of the vision so that it would be more easily embraced as a guiding document to focus Edmonton. Discussions largely centered around how the vision needs to be about who Edmonton is, rather than what Edmonton is. Edmontonians are proud of who they are, and as the city grows and evolves, they want to hold onto what makes Edmonton the great city it is – its people.

The surveys validated the top five key concepts, as summarized below:

The public engagement highlighted that the vision wasn't sufficiently bold or inspiring, didn't reflect the characteristics and excitement of Edmonton, and was too utopic. Some thought the vision was attempting to describe the current challenges of Edmonton, instead of inspiring people and organizations to evolve. Participants liked the concepts of shared prosperity, promoting diversity, inclusivity, ending poverty, affordable housing, interconnectivity, being free from racism, and Edmonton as a "we city not a me city." but felt the vision was too long.

Sessions with the children and youth reflected concerns around wanting a clean, environmentally friendly city, and hoping to see alternative sources of energy, such as solar power, being a part of their future. The children and youth groups also discussed the importance of having housing for everybody, eliminating poverty and better transit.

Key Concept	Insight Community		
	Telephone Survey N=800	Survey N=1,807	Open Link Survey N=2,240
Housing for all	34%	29%	26%
Family Friendly	34%	24%	23%
Community feel, big city amenities	24%	43%	42%
Technology	23%	19%	28%
Reduce the city spread	21%	38%	33%

TABLE 1: KEY FIVE CONCEPTS FROM SURVEY





## DRAFT PRINCIPLES

The principles in a strategic plan are the lenses to guide and form the basis of decision-making. Participants liked the titles of the five draft principles, and although there was no exception taken to the principles as important values, participants could not see how they all could be applied and prioritized as the lens through which decisions should be made.

Edmontonians asked for the principles to be more concrete and specific, and for there to be a mechanism of accountability attached so Council's adherence to the principles could be measured over time. Participants also pointed out that the principles appeared to be a mix of the collective values for Edmonton as a city, and the values for the Council and Administration.

"Connected" and "Inclusive" were the principles most discussed. Participants liked the words "Connected", "Inclusive" and "Innovative", but didn't connect them back to the associated draft definitions. In that context, the principles as stand-alone words received positive feedback.

Many people wanted to be more than "Resilient", which they saw as a word describing what happens when things go wrong. People instead asked for proactive leadership, and to be successful, rather than simply being able to come back from a disaster or crisis i.e. "Resilient".

During public engagement concepts such as physical form, strong communal relationships, relationship with the land, access to resources, connecting affordable housing and affordability of the energy costs over the lifetime of the house and intersectoral collaboration were mentioned repeatedly. These ideas were rolled into the key concept of "community feel, big city amenities" which was supported by a majority of the online survey respondents who identified it as a key concept.

43% of the Insight Community, 42% from Open Link and 24% of the telephone respondents identified this concept as one of top key concepts of the ten provided. In various forms, the recurring idea shared by participants was that the stronger our people are, the stronger Edmonton will be.



*"The goals should create action to work towards the vision."*

## DRAFT STRATEGIC GOALS

Public engagement feedback around the goals was positive. On the whole, the goals were said to be what every city should strive for, but they need to be clearer, bolder and use more "people focused language". Consistent comments were that the goals need to be measurable and applied to achieve the vision, as well as be transformational and bold. The Open and Effective Government goal was the least discussed goal, while Urban Shift was the least understood.

Participants identified a disconnect between the vision and the goals, and noted that it was difficult to see how the goals would facilitate achieving the vision.

As part of the idea of alignment, people re-iterated similar comments they made about the vision: the goals should better highlight people first and foremost. Many also mentioned that Edmonton's diversity, Indigenous perspectives, business, and the arts could be better included in the goals.

Participants had difficulty seeing what the priority was in the goal statements, and what the focus needed to be. Participants wanted the intended aims of the goals to be clearer. Some of the high-level ideas behind the goals resonated, but their supporting descriptions were vague, or didn't capture what people were looking for. Participants consistently asked "how will these be accomplished?", and "how will their success be measured?", and felt that the goals needed more accountability to measure their effectiveness.

Amongst the telephone survey respondents, 68% agreed that the strategic goals, focus areas and opportunities will help the City achieve its vision by 2050.

The survey ranked the priority of the goals as follows:

Strategic Goal	Insight Community		
	Telephone Survey N=800	Survey N=1,807	Open Link Survey N=2,240
Healthy City	28%	24%	26%
Regional Economic Resilience	23%	21%	21%
Energy and Climate	21%	17%	20%
Open and Effective Government	17%	16%	13%
Urban Shift	10%	22%	20%

TABLE 2: PRIORITIZED GOALS



# DRAFT STRATEGIC GOALS

## Healthy City

*Edmonton is a city that thrives, where every member of our community has equitable opportunity to be healthy and fulfilled.*

Although the idea is broad, and it wasn't clear what exactly a healthy city means, overall people liked the goal of a healthy city. Specifically, many people didn't understand the term "equitable opportunity" in the definition, yet earnestly discussed equity and what it meant to them. Some thought equitable opportunity meant inexpensive access to recreation centres, and wanted the City to look beyond that.

Many comments included that a healthy city should include the whole person, physical, mental, spiritual, including social connectedness and economic health. Healthy generally means to be free of illness, but should also mean feeling accepted by others for who you are. This included living without racism, acceptance of diverse sexual identities, reconciliation, etc. Mental health was mentioned most frequently as a gap in the goal that should be addressed. The importance of education came up in this goal, as well as the role of education beyond securing employment and in creating a healthy society. In general, education, the arts as a social connector, our natural environment and efficiencies in transportation came up as supporting a healthy city.

The Healthy City goal was prioritized as most important across all survey modes and favoured more by females across all survey modes.



*"If you don't have healthy citizens, you don't have a healthy city."*

Survey respondents rated the following focus area and opportunities as most important for the Healthy City goal:

Healthy City		Insight Community		
		Telephone Survey N=800	Survey N=1807	Open Link Survey N=2240
Focus Area	Opportunities to be physical active	86%	87%	85%
	Opportunities to enhance mental and emotional wellness	82%	83%	80%
Opportunities	Affordable public transportation system	91%	94%	91%
	Affordable physical recreation	91%	93%	93%

TABLE3: HEALTHY CITY GOAL

NOTE: SAMPLE SIZE FOR THE 'OPPORTUNITIES' QUESTION WILL BE LOWER THAN THE OVERALL SAMPLE, AS THE QUESTION WAS ONLY ASKED IF RESPONDENTS PRIORITIZED THE GOAL AS THEIR TOP GOAL. FOR MORE, PLEASE SEE DETAILED SURVEY RESULTS IN APPENDIX E.

# DRAFT STRATEGIC GOALS

## Urban Shift

Edmonton is a city with infrastructure design, smart land use, transportation options and public spaces that enable the population to live safe and healthy lives.

The goal title of "Urban Shift" was questioned the most, as was the meaning of this goal. Participants in the facilitated discussions debated changes in transportation, and the need for purposeful housing density to have access to additional resources and services.

Most felt that Edmonton needs to become more interconnected, from an infrastructure, transit and people perspective, so it should densify. Densification was viewed as a tool to support less dependency on cars, have more access to amenities, nightlife and the arts. Most facilitated session participants wanted to stop urban sprawl, and have closer proximity between where people work, live and socialize to avoid commuting long distances.

How people get around is a critical aspect of being an interconnected city, and so many brought up transportation in the context of urban shift. People spoke about the modes of transportation they rely

on, and how they were impacted by service levels and infrastructure. Having a transit system that is efficient and effective is important. Others focused on bike lanes and walkability as key contributors to a connected city.

Urban Shift was ranked as the lowest priority goal by telephone respondents, but the second highest by Insight Community respondents. This difference might be due to the complexity of the goal title. In the Insight Community respondents, the 18-34 demographic favoured this goal the most.

Survey respondents rated the following focus area and opportunities as most important for the Urban Shift goal:

Urban Shift		Telephone Survey N=800	Insight Community Survey N=1807	Open Link Survey N=2240
Focus Area	Ability to move around the city quickly	87%	88%	89%
	Building a city which is friendly to people of all ages	85%	88%	82%
Opportunities	Easy to use and accessible public transportation system.	88%	96%	91%
	Availability of amenities such as grocery stores, coffee shops within a walkable distance	80%	94%	89%

TABLE 4: URBAN SHIFT GOAL

NOTE: SAMPLE SIZE FOR THE 'OPPORTUNITIES' QUESTION WILL BE LOWER THAN THE OVERALL SAMPLE, AS THE QUESTION WAS ONLY ASKED IF RESPONDENTS PRIORITIZED THE GOAL AS THEIR TOP GOAL. FOR MORE, PLEASE SEE DETAILED SURVEY RESULTS IN APPENDIX E.

"The shift is a tool. In itself it is neither good or bad."

# DRAFT STRATEGIC GOALS

## Regional Economic Resilience

*The Edmonton Metro Area has a robust, diversified economic system founded on ingenuity, regional collaboration and shared economic prosperity.*

Regional Economic Resilience was seen as an important goal, and participants saw the need for strong relationships with other municipalities. The regional reference resonated most strongly, and people saw collaboration with neighbouring municipalities, and within the city, as necessary. However, people felt that they wanted the goal to look beyond resilience (for similar reasons as for the draft principle of resilience), and not be exclusive to the economy.

Participants indicated a gratefulness for the ideas, organizations and industries that have put Edmonton on the map, and suggested acknowledging that history, and building on those strengths as Edmonton evolves and diversifies. Some examples mentioned were Edmonton's status as a provincial capital, and the presence of governmental offices, the innovations which made the oil and gas sector more efficient, and Edmonton's historical approach to waste management.

In the facilitated discussions, this goal resonated most with the business community. Business groups wanted this goal to reflect a service provision focus, instead of product delivery. Groups and Edmontonians with a non-business focus, however, found this goal to be missing small and medium-sized businesses. Overall, participants felt that the intention behind this goal was collaboration to improve the quality of life of residents of the Edmonton region by using the economy as a tool.

With that mindset, questions were raised whether the goal should focus on the economy or something different. Participants voiced that there was also an opportunity for Edmonton and its people to be innovators. Edmonton is already a city with strong entrepreneurialism and innovations extending beyond the business sector, which this could be built upon.

Participants discussed the impacts technology will have on the city, and employment opportunities within the region in the future. Participants believe the city needs to be prepared for advances in technology to support people for the transition into the future. Because of technology and artificial intelligence, significant changes are expected to employment opportunities and working arrangements in the next 30 years. Participants expect these changes to have a ripple effect on the quality of their lives and choices where they work, live and play in the region.

Lifelong learning was identified as necessary to provide opportunities for people to transition work options, with youth mentioning a guaranteed basic income as a potential safeguard for their futures.

Regional Economic Resilience was ranked as the second priority by telephone respondents and the third priority goal by the Insight Community. This goal was favoured more by men across all survey modes.

Survey respondents rated the following as most important for the Regional Economic Resilience goal:

Regional Economic Resilience		Telephone Survey N=800	Insight Community Survey N=1807	Open Link Survey N=2240
Focus Area	An economy with a wide range of industries and jobs	93%	95%	93%
	Partner with neighbouring municipalities to develop a strong economic region	79%	84%	77%
Opportunities	Provide more support to small business	77%	82%	75%
	More support to entrepreneurs	73%	75%	71%

TABLE 5: REGIONAL ECONOMIC RESILIENCE

NOTE: SAMPLE SIZE FOR THE 'OPPORTUNITIES' QUESTION WILL BE LOWER THAN THE OVERALL SAMPLE, AS THE QUESTION WAS ONLY ASKED IF RESPONDENTS PRIORITIZED THE GOAL AS THEIR TOP GOAL. FOR MORE, PLEASE SEE DETAILED SURVEY RESULTS IN APPENDIX E.





# DRAFT STRATEGIC GOALS

## Energy and Climate

*Edmonton is a low-carbon city with smart energy options and innovative energy delivery systems. Our infrastructure is resilient to shocks and disturbances from climate change.*

The Energy and Climate goal resonated with people, and most participants felt that it was needed, although some were unclear on what "energy delivery systems" referred to.

Some participants commented on a relationship to the land, and said that the importance of the river valley was not sufficiently captured in the goal. Most saw a need for the economy to diversify and move beyond fossil fuel development, understanding that Edmonton's economic engine has been linked to the prosperity of the oil and gas sector up to the present day. Participants reiterated comments made during the Regional Economic Resilience goal discussions; acknowledging and building on Edmonton as a leader in making gas and oil more efficient, contributing to a better environment through innovation, and transitioning that knowledge into renewables and other forms of energy production and generation. The majority of the discussion time was spent on how aggressive this goal should be, with some believing Edmonton should be carbon-neutral by 2050, and others saying Edmonton should be competitive in a low carbon economy. All participants agreed that alternative sources of energy are the way of the future, and Edmonton must be part of the transition.

*"We consume energy and we create energy."*

The Energy and Climate goal was ranked as the third priority by telephone and open link respondents. It was ranked as the fourth priority by Insight Community members.

Survey respondents rated the following as most important for the Energy and Climate goal:

Energy and Climate		Telephone Survey N=800	Insight Community Survey N=1807	Open Link Survey N=2240
Focus Area	Support technologies that make existing energy sources more environmentally friendly	79%	82%	78%
	Growing and adopting new green energy sources	77%	79%	76%
Opportunities	Promote low-carbon and renewable energy industries	94%	97%	97%
	Public transportation system which makes it possible to not be dependant on cars	88%	91%	88%

TABLE 6: ENERGY AND CLIMATE

NOTE: SAMPLE SIZE FOR THE 'OPPORTUNITIES' QUESTION WILL BE LOWER THAN THE OVERALL SAMPLE, AS THE QUESTION WAS ONLY ASKED IF RESPONDENTS PRIORITIZED THE GOAL AS THEIR TOP GOAL. FOR MORE, PLEASE SEE DETAILED SURVEY RESULTS IN APPENDIX E.



# DRAFT STRATEGIC GOALS

## Open and Effective Government

*The City of Edmonton government is open, transparent and accountable to Edmontonians.*

From the perspective that people expect the government to be accountable to its citizens, this goal received positive feedback. However, participants did not see an Open and Effective Government as a ten-year goal to aspire to; instead, they said it should be a requirement today. This goal was seen as a goal for government and administration, not for the city as a community.

Participants agreed that local government must be accountable to the electorate, and that City Council should be more accessible and encourage greater engagement involving all citizens.

During the facilitated discussions, the biggest discussion point was a desire for better engagement of Edmontonians in decision-making, and knowing how their feedback was used.

Open and Effective Government was ranked as the fourth highest priority in the telephone survey but as the least important priority by both the Open link and Insight Community respondents. In the telephone survey, this goal was favoured most by the 55+ demographic.



*"Democracy will be different in 2050 because of technology. There will be more opportunities for citizens to drive government."*

Survey respondents rated the following focus area and opportunities as most important for the Open and effective Government goal:

Open and Effective Government		Telephone Survey N=800	Insight Community Survey N=1807	Open Link Survey N=2240
Focus Area	Easy to contact City departments	83%	88%	80%
	Municipal government decisions are based on data and evidence	79%	94%	87%
Opportunities	Feedback from citizens is considered in municipal decision-making	89%	95%	91%
	Increase awareness of opportunities to be involved in municipal decision-making	80%	90%	88%

TABLE 7: OPEN AND EFFECTIVE GOVERNMENT GOAL

NOTE: SAMPLE SIZE FOR THE 'OPPORTUNITIES' QUESTION WILL BE LOWER THAN THE OVERALL SAMPLE, AS THE QUESTION WAS ONLY ASKED IF RESPONDENTS PRIORITIZED THE GOAL AS THEIR TOP GOAL. FOR MORE, PLEASE SEE DETAILED SURVEY RESULTS IN APPENDIX E.

# SUMMARY TABLE

A summary of what we heard on the goals through all methods of public engagement. As part of the survey, three to five focus areas and opportunities were developed for each goal based on the feedback collected. The most important focus areas and opportunities as selected by survey respondents are listed. The survey report in Appendix E contains a complete list of focus areas, opportunities and their ratings.

Goal	Facilitated Discussions Feedback	Focus Areas	Opportunities	Overall Feedback
Healthy City	<p>Definition needs clarity</p> <p>Goal resonates</p> <p>Mental health, equity and education is missing</p>	<p>Celebrating the diversity of the city</p> <p>Communities have opportunities to create social connections</p> <p>Formal and informal education opportunities for everyone</p> <p>Opportunities to be physically active</p> <p>Opportunities to enhance mental and emotional wellness</p>	<p>Affordable public transportation system</p> <p>Public spaces where people can gather</p> <p>Education just for the love of learning</p> <p>Affordable physical recreation</p> <p>Affordable art and culture</p> <p>Skills to talk about sensitive issues with each other</p>	<p>Shift focus to equity from inclusiveness</p> <p>Focus on wellness – the whole person</p>
Urban Shift	<p>Goal unclear</p> <p>Need to have interconnected transportation networks</p> <p>Need diverse housing</p> <p>Need purposeful density</p>	<p>Ability to move around the city quickly</p> <p>Build infrastructure that takes into account all people who are likely to use it</p> <p>Stopping the spread of the city</p> <p>Building a city which is friendly to people of all ages</p> <p>Diverse housing options for seniors, young professionals and young families in core and mature neighbourhoods</p>	<p>Easy to use and accessible public transportation system</p> <p>Public spaces where people can get together</p> <p>Availability of amenities such as grocery stores, coffee shops within a walkable distance</p> <p>Improving the city's core and mature neighbourhoods</p> <p>Ensure that public spaces and infrastructure are usable by everybody</p>	<p>Focus on enhanced mobility and diversity of housing and connecting places</p> <p>Recognize that density is a tool to achieving overall goal</p>
Regional Economic Resilience	<p>Good goal</p> <p>Need to focus on collaboration</p> <p>Build on strengths</p>	<p>An economy with a wide range of industries and jobs</p> <p>Partner with neighbouring municipalities to develop a strong economic region</p> <p>Highlight the strengths and uniqueness of Edmonton Metro Region</p>	<p>More support to entrepreneurs</p> <p>Provide more support to small businesses</p> <p>Integrate municipal services (such as transit, waste, libraries) with neighbouring municipalities</p> <p>Develop non-traditional industries</p>	<p>Highlight collaboration outside of economic sphere</p> <p>Refocus goal on its intent of prosperity for all</p> <p>Acknowledge historical strengths and how they will support Edmonton's evolution</p>
Energy & Climate	<p>Good goal</p> <p>Should be aggressive</p> <p>Learn from historical assets and build transition off Edmonton's strengths</p>	<p>Support technologies that make existing energy sources more environmentally friendly</p> <p>Growing and adopting new green energy sources</p>	<p>Promote low-carbon and renewable energy industries</p> <p>Public transportation system which makes it possible to not be dependent on cars</p> <p>Easier permitting process for constructing energy efficient buildings and homes</p>	<p>Aim to be a leader and embrace challenges unique to Edmonton</p> <p>Capture proactive work as well as ability to respond</p> <p>Acknowledge history and what has been accomplished as Edmonton transitions</p>
Open & Effective Government	<p>Not a goal for Edmonton as a community</p> <p>An expectation of government and shouldn't be a goal</p> <p>Focus on better engagement</p>	<p>Easy to contact Mayor and Councillors</p> <p>Easy to contact City departments</p> <p>Municipal government decisions are based on data and evidence</p>	<p>Easier permitting processes across all services</p> <p>Increase awareness of opportunities to be involved in municipal decision-making</p> <p>Feedback from citizens is considered in municipal decision-making</p>	<p>Responsibility of municipal government, not the community</p>

# Next Steps

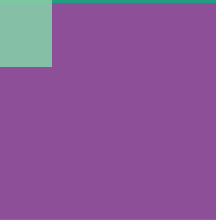
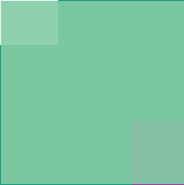
The vision, principle and goals are the foundational components of Council's Strategic Plan. Based on the input received, all components of the strategic plan (vision, principles and goals) will be updated and brought to Council for approval. Once approved, Administration will align current and future transformational work to the vision and goals. The vision, goals and principle inform the Corporate Business Plan and the 2019 – 2022 capital and operating budgets, which will be brought to Council in the Fall of 2018.


Council's Strategic Plan will also guide the development of the City Plan (the renewal of the Municipal Development Plan and Transportation Master Plan). These projects are integrated, and the public engagement for Vision 2050 will inform the public engagement process for the City Plan. The information collected through the public engagement for the renewal of Council's Strategic Plan will be incorporated into the renewal of the City Plan.

Council's final plan will also aim to include community indicators to gauge progress on the strategic goals. These indicators will be developed in collaboration with partners, including the community and business leaders who participated in both phases of the engagement. Using community indicators to report on Council's Strategic Plan will expand the plan's accountability beyond Administration, to include citizens and the community, maximizing the impact of the plan. The community indicators approach is aligned with the Enterprise Performance Management Policy that was approved by Council on May 8, 2018.

Administration will return in the first quarter of 2019 with a final designed version of Council's Strategic Plan 2019 – 2028. This will include the refreshed visual identity, a name for the plan, community indicators, and actions to achieve the goals.







## Appendix A. Who We Talked to: Schedule of Sessions

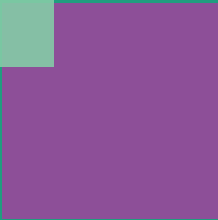
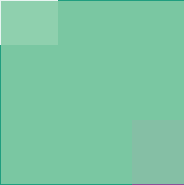
# WHO WE TALKED TO: SCHEDULE OF SESSIONS

GROUP	DATE
Touchpoint Event: Community and Business Leaders	January 16
MacEwan Student Council	February 5
Business Improvement Areas (BIA's)	February 7
Edmonton Newcomers	February 7
University of Alberta, NAIT and Kings Student Unions	February 12
Edmonton Chamber of Voluntary Organizations, Edmonton Federation of Community Leagues and Agencies, Boards and Commissions	February 20
Canadian Home Builders Association (CHBA)	February 21
Urban Development Institute	February 21
NextGen/Youth Council	February 22
Concordia Student Union	February 23
Social Service Agencies	February 26
Ending Homelessness-Affordable Housing systems planning cohort: Social Service Agencies	February 28
Edmonton Public School Board	February 28
Community Table	March 2
Post Secondary Conversation	March 5
Francophones: French School Board	March 5
Under 13 Youth @ Elizabeth Finch Elementary School	March 6
Under 13 Youth @ Our Lady Peace	March 7
Under 13 Youth @ Frere Antoine	March 7
Catholic Student Senate	March 8
Under 13 Youth @ St. Bernadette	March 9
Arts and Culture	March 9
Indigenous Professionals	March 9
Under 13 Youth @ Grandin	March 9
Under 13 Youth @ St. Basil	March 9
C5	March 13
EEDC	March 13
Under 13 Youth @ St. Alphonsus Elementary Junior High	March 14
End Poverty Edmonton	March 14
Edmonton Public Library	March 15
Stantec	March 15
LGBTQ2 Group	March 15
Under 13 Youth @ St. Gabriel Elementary (Session 1)	March 16
Under 13 Youth @ St. Gabriel Elementary (Session 2)	March 16
Interfaith Group	March 18
Edmonton Islamic Academy	March 19
Chamber of Commerce	March 19



# WHO WE TALKED TO: SCHEDULE OF SESSIONS

GROUP	DATE
Boyle Street Community Services	March 19
Youths Under 13 @ Prince Charles School	March 19
Edmonton Screen Industries - Board	March 19
Enoch Cree Nation	March 20
Rocky Mountain Seniors Ski Club Members	March 20
Internal Engagment: Millcreek	March 20
Internal Engagement: Millwoods	March 20
WAVE	March 20
Youths under 13 @ St. Leo Elementary	March 20
Downtown Business Association	March 22
Edmonton Construction Association Leadership and Board members	March 22
Public Meetings Ward 10 Michael Walters	March 22
Public Meetings Ward 11 Mike Nickel & 12 Mohinder Banga	March 22
St. Thomas Aquinas Youth under 13 Session	March 22
Grassroots: Nina Haggerty Centre for the Arts	March 23
Public Meetings Ward 9 Tim Cartmell	March 23
Public Meetings Ward 1 Andrew Knack	March 24
EPCOR	March 26
Public Meetings Ward 6 Scott McKeen	March 26
Alberta Health Services	March 27
Health City	March 27
Public Meetings Ward 7 Tony Caterina	March 27
Internal Engagement: Edmonton Tower	March 27
Alberta Innovates	March 28
Grassroots: Soup and Bannock ENHC	March 28
Public Meetings Ward 4 Aaron Paquette	March 28
Public Meetings Ward 5 Sarah Hamilton	March 28
Servus Credit Union	March 28
Internal Engagement: Claireview	March 28
Internal Engagement: Circle Square	March 21
Indigenous Youth Consultation	March 29
Grassroots: Old Strathcona Youth Society	March 29
Internal Engagement: PACS	March 29
Internal Engagement: Circle Square	March 29
Public Meetings Ward 2 Bev Esslinger	April 4
Public Meeting Ward 8 Ben Henderson	April 4
Touchpoint: Community and Business Leaders (Second Event)	April 4
Public Meeting Ward 3 Councillor Dziadyk	April 7





## Appendix B. Who We Talked to: Participants

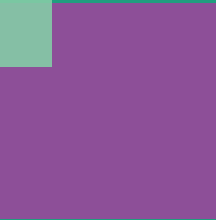
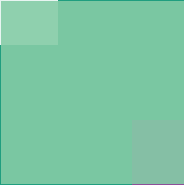


# WHO WE TALKED TO: PARTICIPANTS

#MakeitAwkward	Community Mental Health Action Plan
ABC Head Start	Compass Centre for Sexual Wellness
Aboriginal Women's Professional Association	Concordia Students' Association
Accessibility Advisory Committee	Concordia University
Akash Homes	Conseil Scolaire Centre-Nord
Alberta Blue Cross	Crossroads Business Association
Alberta Children Services	Downtown Business Association
Alberta Health Services	Early Learning & Care Steering Committee
Alberta Industrial Heartland Association	EDCSS
Alberta Innovates	Edmonton Senior Pride Group
Alberta Sex Positive Education and Community Centre	Edmonton Airport Authority
Aquarian Renovations	Edmonton Arts Council
Art Gallery of Alberta	Edmonton Catholic School Board
Arts on the Ave	Edmonton Chamber of Commerce
ArtsHabitat	Edmonton Chamber of Voluntary Organizations
Athabasca University	Edmonton Coalition on Housing and Homelessness
Bent Arrow	Edmonton Community Foundation
Beverly Business Association	Edmonton Construction Association
BILD Alberta	Edmonton Council of Voluntary Organizations
Bissell Centre	Edmonton Design Committee
BOMA Edmonton	Edmonton Early Childhood Coalition
Boyle McCauley Health Centre	Edmonton Economic Development
Boyle Street	Edmonton Energy Transition Advisory Committee
Boyle Street Community Services	Edmonton Federation of Community Leagues
Braided Journeys	Edmonton Folk Music Festival
Brookfield Residential	Edmonton Heritage Council
Canadian Home Builders Association	Edmonton Historical Society (EDHS)
Canadian Home Builders Association - Edmonton Region	Edmonton Immigration Services Association
Canadian Mental Health Association	Edmonton John Howard Society
Canadian Multicultural Education Foundation(CMEF)	Edmonton Men's Health Collective
Canadian Native Friendship Centre - Edmonton	Edmonton Mennonite Centre for Newcomers
Capital Region Housing Corporation	Edmonton Opera
CDEA	Edmonton Police Commission
Centre for Family Literacy	Edmonton Police Service
Chamber Municipal Affairs	Edmonton Pride Festival Society
Child Friendly Edmonton	Edmonton Public Library
Christenson Group of Companies	Edmonton Public School Board
City of Edmonton Youth Council	Edmonton Screen Industries Office
Clinisys	Edmonton Transit Service Advisory Board
	Edmonton Vocal Minority
	EEMC

# WHO WE TALKED TO: PARTICIPANTS

EISO	Pride Centre
Enbridge	REACH
Encore Homes	Rescom
End Poverty Edmonton	Rocky Mountain Seniors Ski Club
Enerspec	Rohit Communities
ESIO	Royal Park Realty
Franco Queer	RVA
Fruit Loop Society	Seniors Association of Greater Edmonton
Government of Alberta	Social Enterprises Fund
Greater Edmonton Foundation	Society of Northern Alberta Print-artists (SNAP)
Greater Edmonton Foundation – Seniors Housing	Southeast Edmonton Early Childhood Community Coalition
Greater North Central Francophone Education Region No. 2	Spirituality: Aboriginal
Health City	Spirituality: Jew
HIV Edmonton	Spirituality: Muslim (Ismaili)
Homeward Trust	Spirituality: Scientology
House Next Door	Spirituality: United Church
HVOS(Heavy Users of Service)	Spirituality: Hindu
iHuman Youth Services	Stantec
Infill Development in Edmonton Association	StartUp Edmonton
Institute of Advance of Aboriginal Women	Stony Plain Road & Area
Institute of Health Economics	Street Performers Festival
Insurance Bureau of Canada	Student Association of McEwan University (SAMU)
Interfaith Centre	Spirituality: Sweden Borgian Church
Janssen Pharmaceuticals	Team Edmonton
JPWC	TEC Edmonton
Kings University	Telus
Kingsway District Association	The Mental Health Foundation
La Cite Ballet	The Quarters
MacEwan University	Theatre Network
MLA David Shepherd's Office	Kings University Student Association
Native Counselling Services of Alberta	UHF
NextGen	United Way
Niginan Housing Ventures	University of Alberta
Nina Haggerty for the Arts	University Hospital Foundation
Norquest College	University of Alberta Senate
Northern Alberta Institute of Technology	University of Alberta Student Union
Ogilvie LLP	Urban Development Institute
Old Strathcona Business Association	EPCOR
Old Strathcona Youth Society	Women's Advocacy Voice of Edmonton (WAVE) Committee
Omni Homes Master Builder Ltd.	
Pario Plan Inc	







# Appendix C. Storyboards & Graffiti Wall Photos

# Vision 2050 – Draft Vision

## Renewal of Council's Strategic Plan (2019–2028)

We are an uplifting city that embodies the spirit and intent of Treaty No. 6, where prosperity is shared and enjoyed by all, whether your ancestors date back 8000 years or you just arrived last week. We deeply believe that when every Edmontonian thrives, Edmonton thrives. This is a city for all, connected and cooperative — a we city, not a me city.

We are the most family-friendly big city in Canada; a safe and inclusive city that's free from racism. No one lives on the street, and no one is trapped in poverty. Our children have access to education that drives a workforce that is the most creative in the country. Our food, festivals, and culture reflect the diversity and creativity of our community and invite anyone to participate. We embrace outdoor activity year round — particularly in our river valley — which contributes to a healthier population that is more productive and experiences fewer chronic diseases.

The Edmonton Metro Region is a global powerhouse in the areas of technology, life sciences, design, manufacturing, food, and logistics. This is because our business-friendly environment has nurtured new companies and helped established industries to adapt and grow despite ferocious competition and disruption. Our entrepreneurs compete with confidence, exporting their ingenuity far and wide to solve some of the world's most pressing challenges. The wealth and prosperity that our resilient economy generates helps Edmonton to achieve its vision.

Housing is affordable here and — whatever their life stage — Edmontonians have choices throughout the city on where they live. That means when people move around their neighbourhoods, they meet and are enriched by a diversity of others. Edmonton is interconnected and efficient thanks to higher density near key locations and roadways, and to a transportation system that adapts to changing technology, and gives options — from transit to biking to walking — to commuters to safely move past big-city traffic congestion. All of this adds up to greater vibrancy and connectedness across the city.

Edmonton lives up to its reputation as a leader in open and transparent governance. It tackles bigger problems, more effectively delivers services and projects, and continually seeks new areas for improvement.

Recognizing that the land and nature sustains us and must also sustain future generations, our air and our water are clean, we are resilient to a changing climate, and biodiversity thrives; we leave things better than we found them.

# Vision 2050 – Draft Strategic Goals

Renewal of Council's Strategic Plan (2019–2028)

## Healthy City

Edmonton is a city that thrives, where every member of our community has equitable opportunity to be healthy and fulfilled.



Edmonton is the **2nd youngest** in Canada with an average age of 37.7

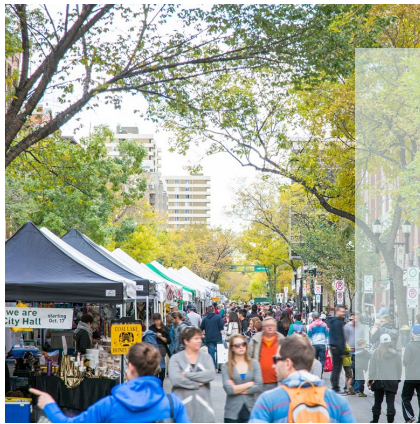
(CS Social Forecast – 2017)

# Vision 2050 – Draft Strategic Goals

Renewal of Council's Strategic Plan (2019–2028)

## Urban Shift

Edmonton is a city with infrastructure design, smart land use, transportation options and public spaces that enable the population to live safe and healthy lives.



Edmonton will require a minimum of **150,000 new housing units** by **2040**

(COE 2017 Growth Monitoring Report)

Edmonton



# Vision 2050 – Draft Strategic Goals

Renewal of Council's Strategic Plan (2019–2028)

## Regional Economic Resilience

The Edmonton Metro Area has a robust, diversified economic system founded on ingenuity, regional collaboration and shared economic prosperity.



Edmonton is the **fastest growing** major city in Canada

(COE 2017 growth monitoring report)

Edmonton

# Vision 2050 – Draft Strategic Goals

Renewal of Council's Strategic Plan (2019–2028)

## Energy and Climate

Edmonton is a low-carbon city with smart energy options and innovative energy delivery systems. Our infrastructure is resilient to shocks and disturbances from climate change.



By **2044**, the Capital Region will have roughly the **same population** (2.2 million) as the current metro area populations of **Vancouver, Portland, Denver, Stockholm** and **Liverpool**

(COE 2017 GMR)

# Vision 2050 – Draft Strategic Goals

Renewal of Council's Strategic Plan (2019–2028)

## Open and Effective Government

The City of Edmonton government is open, transparent and accountable to Edmontonians.



# Vision 2050

## Renewal of Council's Strategic Plan (2019–2028)

### Next Steps:

The City of Edmonton's public engagement framework is part of the City's overall commitment to open government — Edmonton as an Open City.

An open city creates opportunities for diverse input and participation, inviting citizens to play a larger role in shaping their community and enabling social and economic growth.





# Vision 2050

## Renewal of Council's Strategic Plan (2019–2028)

### Purpose:

*Public Engagement creates opportunities for people to contribute to decision making by City Council and Administration about the City's policies, programs, projects, and services, and communicates how public input is collected and used. The vision of Public Engagement is a City where we are connected, invested, and proud to participate in shaping our community.*

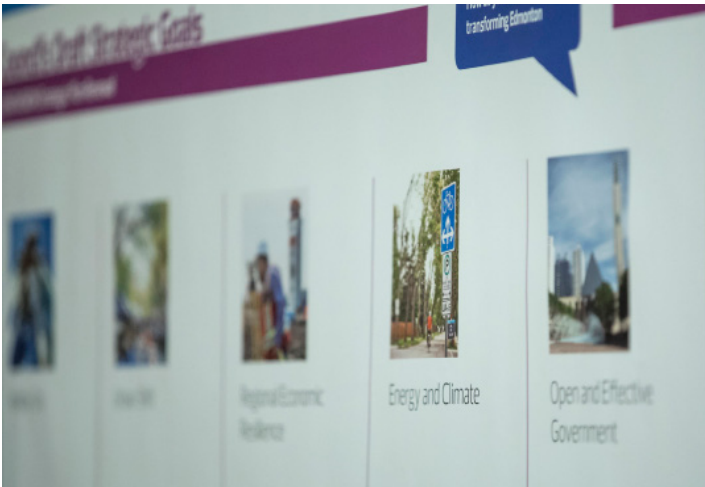
### Opportunity:

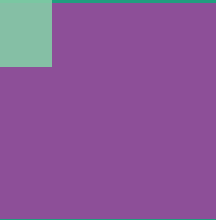
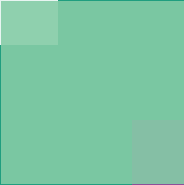
*The City of Edmonton is committed to involving the people affected by the decisions it makes. We seek diverse opinions, experiences and information so that a wide spectrum of information is available to decision makers. The City is asking all Edmontonians to get involved and share their feedback and perspectives about the draft 2050 vision, principles and goals.*

## GRAFFITI WALL PHOTOS



# GRAFFITI WALL PHOTOS





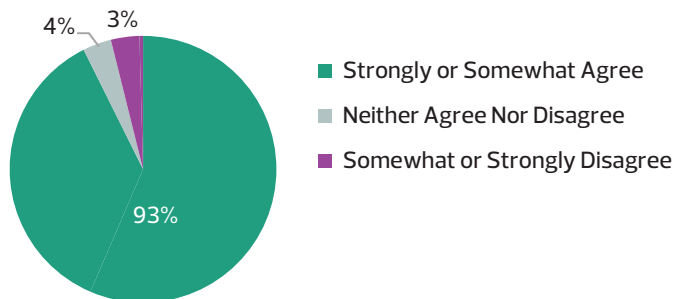




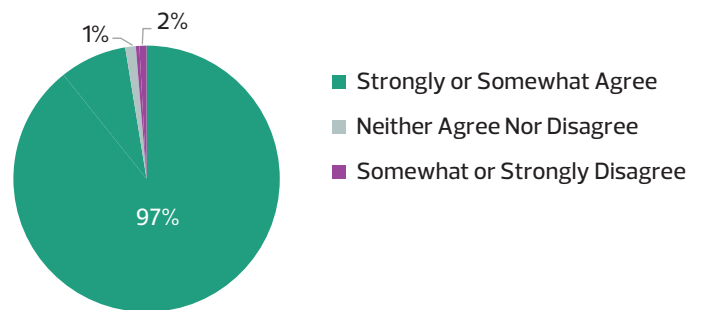
## Appendix D. Facilitated Sessions Evaluation

# PARTICIPANT EVALUATION

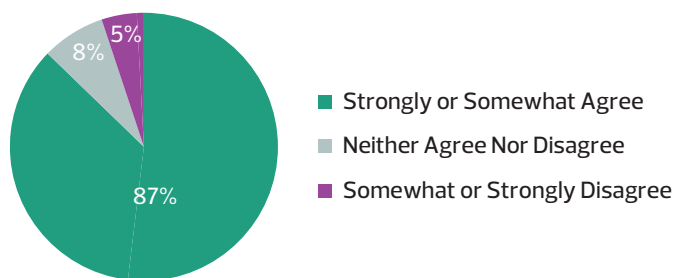
The purpose of this activity was clearly explained.



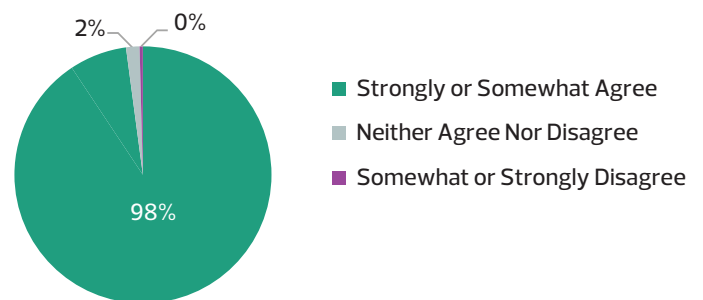
I felt respected during the activity.



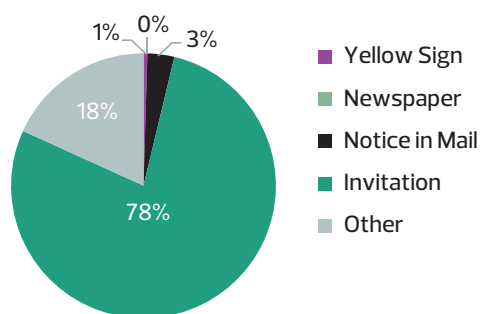
I had enough information to contribute to the topic being discussed.



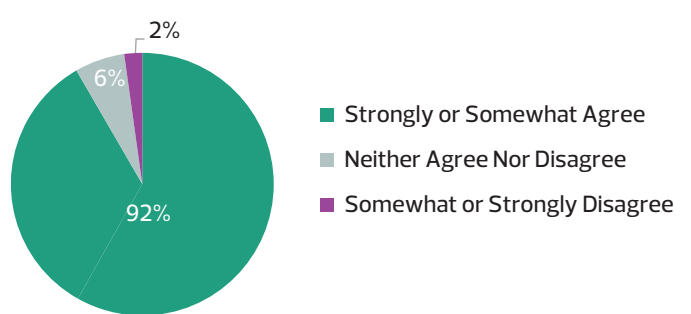
I felt safe during the public engagement activity.



How did you hear about this event?

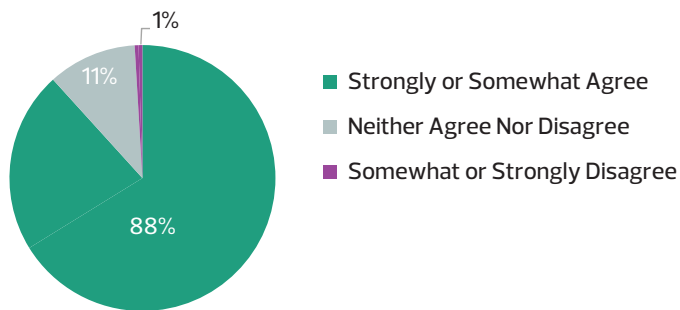


This activity was a good use of my time.

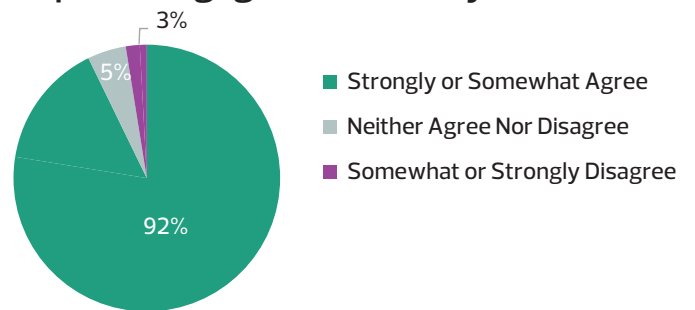


# PARTICIPANT EVALUATION

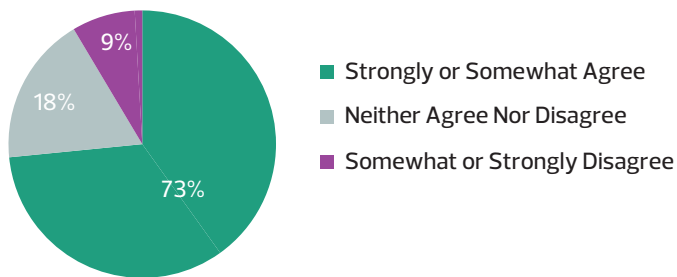
**I feel my input was adequately captured and recorded.**



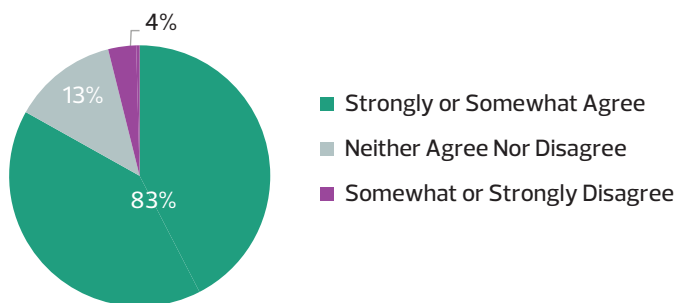
**I feel my views were heard during the public engagement activity.**

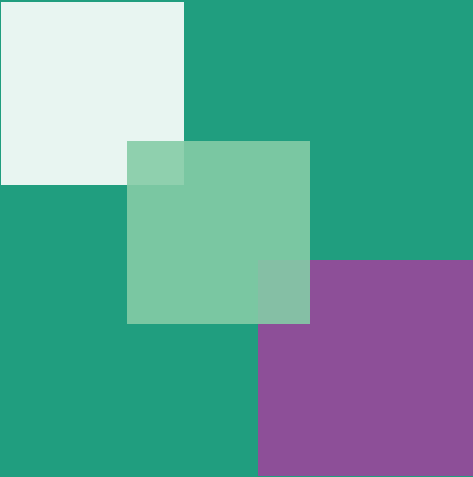


**I feel that the input provided through this public engagement activity will be considered by the City.**



**I understand how the input from this activity will be used.**









# Appendix E. Survey Report

# City of Edmonton Vision 2050

## FINAL REPORT

Prepared by



May 8, 2018



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## Introduction

The purpose of this report is to provide the detailed findings of the results from Edmontonians' inputs on the City's Vision 2050. More specifically, between March and April 2018:

- 800 Edmontonians participated in a random telephone survey;
- 1,807 members of the Edmonton Insight Community panel participated in an online survey; and
- 2,240 residents completed the survey through a survey open link placed on the City of Edmonton's website.

The report contains the following sections:

- Background and purpose of the study;
- Research methodology employed for the data collection and analysis;
- Executive Summary which highlights the overall results from the three data collection modes and provides the major findings of the research;
- Detailed results from the telephone survey data;
- Detailed results from the Insight Community data;
- Appendix A: results for the Open Link data collection mode; and
- Appendix B: copy of the survey instrument used for the telephone-based data collection.

## Background

Ten years ago, Edmontonians helped the City Council build a common vision for Edmonton. The result of this work was the City of Edmonton's 2040 vision and a 10-year strategic plan called "*The Way Ahead*." Since 2008, these plans have paved the way for the City to help transform the downtown core, expand the LRT, reduce its carbon footprint, and build new recreation centres, fire halls, and libraries.

The Edmonton City Council is now in the process of establishing the City's vision for 2050, wherein the Council envisions a more people-focused city, embracing Edmonton's diversity and community spirit.

The City, through a series of conversations with the general public and representatives from business, not-for-profits, educational institutions, and other community-based organizations, has identified ten key concepts around which the City should build its vision for 2050:

- Global Recognition;
- Reduce the City spread;
- Prosperity for all;
- Housing for all;
- Technology;
- Entrepreneurs;
- Urban Indigenous leaders;
- Cultures;
- Family-friendly; and
- Community feel, big city amenities.

All public engagement conversations have been captured in a *What We Heard* report.

In March/April 2018, Edmontonians had the opportunity to participate in a survey about the Council's Strategic Plan Renewal, through the Insight Community, online, or by telephone. The main findings of the study are highlighted in the Executive Summary/Overall Results section which is followed by detailed findings stemming from each of the data collection modes.

Appendix A includes the survey instrument used for the telephone collection mode.

## Research Methodology

The City implemented a research methodology by providing Edmontonians with multiple engagement channels to participate in this initiative. The City rolled out a multi-channel awareness campaign to inform citizens about the study and to encourage them to visit [Edmonton.ca/vision2050](http://Edmonton.ca/vision2050) to learn more about the draft vision and access an open link to the survey. A telephone survey of randomly-selected residents was conducted. The City also invited members of the Edmonton Insight Community's online panel to provide their input by responding to an online survey, which was made available to all members of the panel.

### Telephone Survey

The telephone survey was conducted using a random-digit dialing methodology where residents who met the over-18 age requirement were asked to complete a 15-minute questionnaire. Residents were contacted via landline and mobile phones between March 15 and March 27, 2018.

While the collected sample closely mirrored that of the actual city of Edmonton population, according to the most recent 2016 Federal Census, weights were applied to the data to ensure further that final results adequately represent the various segments of the population.

The final weighted sample does not adequately represent input from individuals whose household incomes fall below \$20,000 per year. It is important to note that individuals in the lower income brackets are generally less likely to participate in such studies. It is also more difficult to reach such target groups as they tend to be generally more transient and relatively less engaged in providing input into similar municipal studies.

Overall, 800 respondents completed the survey resulting in an overall margin of error of  $\pm 3.5\%$ , 19 times out of 20.

## **Insight Community**

The City of Edmonton maintains an online Insight Community panel. In late March 2018, members of the panel were invited to participate in the Vision 2050 survey. Overall, 1,807 respondents completed the questionnaire.

Unlike the Telephone survey, the Insight Community did not screen respondents for the age requirement. Weights according to gender, age and city quadrant were applied to the Insight Community survey data to ensure that the corresponding results are in line with the broader population of Edmonton.

While the resulting Insight Community sample closely matched that of the overall population along several demographic characteristics, the sample is confined to a population set of approximately 7,500 online panelists. As such, the results derived from this mode should be used to support the results of the telephone survey.

## **Open Link**

The Vision 2050 project team provided an open online survey link for all residents of Edmonton to provide input into the draft vision. Overall, 2,240 residents completed the online survey.

While the open link survey afforded everyone who lives in Edmonton the opportunity to provide input into the consultation, the City did not track whether individuals may have completed the survey more than once, or whether they in fact resided in Edmonton. As such, the results of this mode should be considered directional.

Overall results from the Open Link are provided in this report in the Executive Summary/Overall Results section. Complete results split by demographics are found in Appendix A.

## **Survey Instrument Design**

The City's Vision 2050 project team along with Pivotal Research Inc. developed a survey instrument that asked Edmontonians to:

- Identify the most relevant vision related concepts;
- Prioritize the most important strategic goals that relate to the draft Vision 2050;
- Rate the importance of focus areas and opportunities about their most important strategic goal; and
- Provide their level of agreement that the strategic goals, statements, and opportunities will help the City achieve its vision by 2050.

The survey instrument collected general demographic information, such as age, gender, length of residence in Edmonton, as well as the first three digits of their postal codes, which were used to determine the quadrant of the city where they reside. Additional demographics were also gathered from respondents to further examine how the various population groups differed on how they viewed the Vision 2050 initiative.

A copy of the telephone survey instrument is provided in Appendix B of this document.

## ***Note about the Report***

The key findings shown in this report are primarily based on results derived from the telephone survey. The telephone survey targeted all residents in Edmonton who were over the age of 18. The telephone survey also included a mix of landline and cell-phone numbers to ensure that we are able to reach a wide audience. Each adult in the City had more or less an equal chance of being selected to participate in the study. As such, through the combination of random-dialing and distribution by age, gender and city quadrants, the phone survey is considered statistically valid and representative of the opinions of Edmontonians.

The quantitative survey instrument was developed based on themes generated through a series of public consultations, stakeholder engagement sessions, targeted workshops, among other consultative means, before conducting the survey. The consultations and engagement sessions were exploratory and designed to engender themes and ideas. Once the themes were generated, the quantitative survey was used to validate and prioritize the themes. As a result, the survey reflects this critical input on the themes.

The survey included a prioritization exercise among the five strategic goals. It is to be noted, that even if a goal was identified as a relatively lower priority, it does not mean that the goal is not important by itself. A lower priority indicates that this goal is a less of priority to Edmontonians among the five goals that were shown.



# Executive Summary

## Background and Methodology

In an effort to update City of Edmonton's 2040 Vision, developed in 2008, the City launched a process to gather input through a series of conversations with the general public and representatives from business, not-for-profits, educational institutions, and other community-based organizations in order to identify key concepts and strategic goals in support of developing the City's new vision for 2050.

In March/April 2018, The City of Edmonton invited residents to participate in a survey to help validate the various key concepts around the City's vision for 2050 and to prioritize the various goals that help the City achieve this vision.

Overall, more than 4,800 Edmontonians participated in the study and completed the survey online, either through an Open Survey link (2,240) on the City of Edmonton webpage or the Edmonton Insight Community (1,807), or were randomly chosen via telephone (800).

## Survey Results

### Vision and Strategic Goals

Respondents were presented with ten key concepts related to the City's Vision 2050 and were asked to select the two most relevant concepts (Figure 1). They were also presented with five strategic goals pertaining to the vision and were asked to identify the goal of highest priority (Figure 2).

Figure 1. Vision Concepts



Figure 2. Strategic Goals

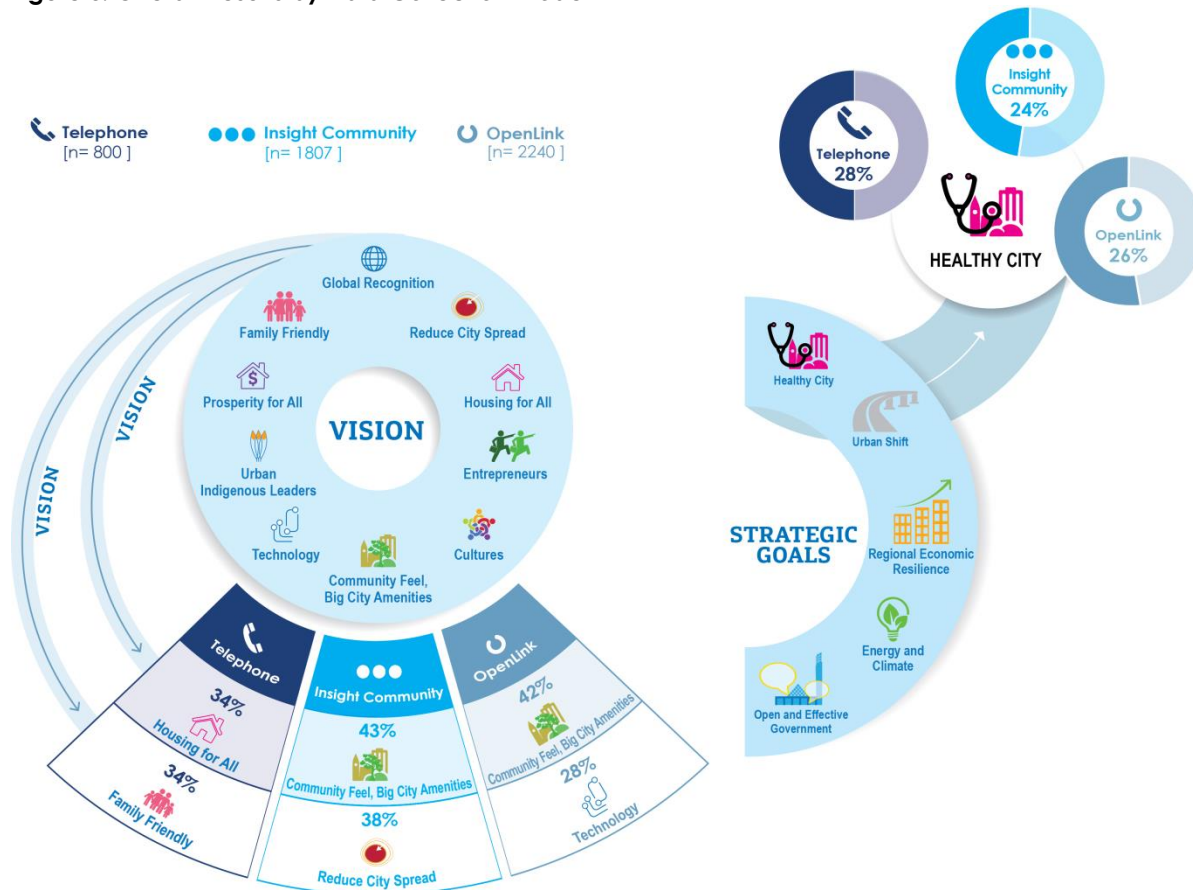


## Overall Results

Telephone respondents equally selected “*Housing for all*” and “*Family friendly*” as their most relevant vision statements/concepts. Insight Community and Open Link respondents selected “*Community feel, big city amenities*” most frequently, while their second most frequent choices were “*Reduce the city spread*” and “*Technology*”.

“*Healthy City*” is the highest priority strategic goals identified by Edmontonians across three data collection modes. (See Figure 3)

**Figure 3. Overall Results by Data Collection Mode**



## Focus Areas and Opportunities

To further understand how the City can achieve its vision, respondents rated the importance of a number of focus areas and opportunities pertaining to each of the strategic goals. With respect to “*Healthy City*”, respondents ranked “*Opportunities to be physically active*” as their most important focus areas and “*Affordable public transportation system*” as their most important opportunity.

## Achievement of Vision

In general, respondents agreed that the strategic goals, focus area statements and opportunities presented in the survey will help the City achieve its vision by 2050. The level of agreement (strongly agree or agree) ranged from only 58% to 68% for the various data collection modes. The results are an encouraging signal that the City has identified relevant and important goals.

## Results According to Demographic Group

### Gender

Telephone male respondents favoured “*Technology*” and “*Prosperity for all*”, while their female counterparts selected vision concepts that aligned with the overall telephone results. Both telephone and Insight Community telephone male respondents chose “*Regional Economic Resilience*” as their top priority, while females selected “*Healthy City*”.

### Age

Age also played a role in how respondents selected their vision concepts and prioritized their top goals. Only older telephone respondents (55+) deviated from the overall strategic goal (Healthy City) by choosing “*Open and Effective Government*”.

Insight Community respondents all differed according to age compared with the overall results:

- Younger respondents (18-34) appeared to favour “*Technology*” as a vision concept and “*Urban Shift*” as their highest priority strategic goal;
- Those between the ages of 35 and 54 chose “*Regional Economic Resilience*”;
- Edmontonians over 55 years old agreed with their telephone peers and selected “*Open and Effective Government*”.

### City Quadrant

While slight differences emerged according to the specific city quadrant, in general, those results did not deviate greatly from the overall results for the corresponding data collection mode. Most notably, telephone respondents in the Southwest quadrant of Edmonton chose “*Family friendly*” and “*Community feel, big city amenities*” as their most relevant vision concepts.

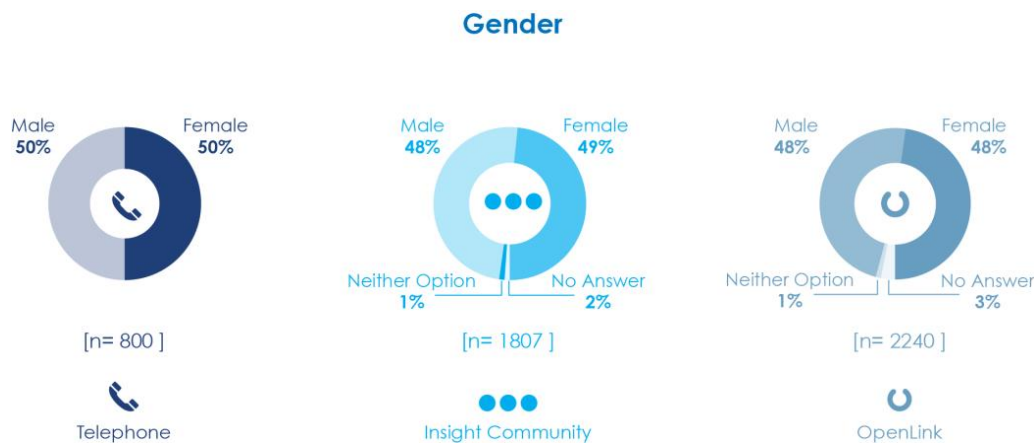
# Overall Results

## Key Demographics

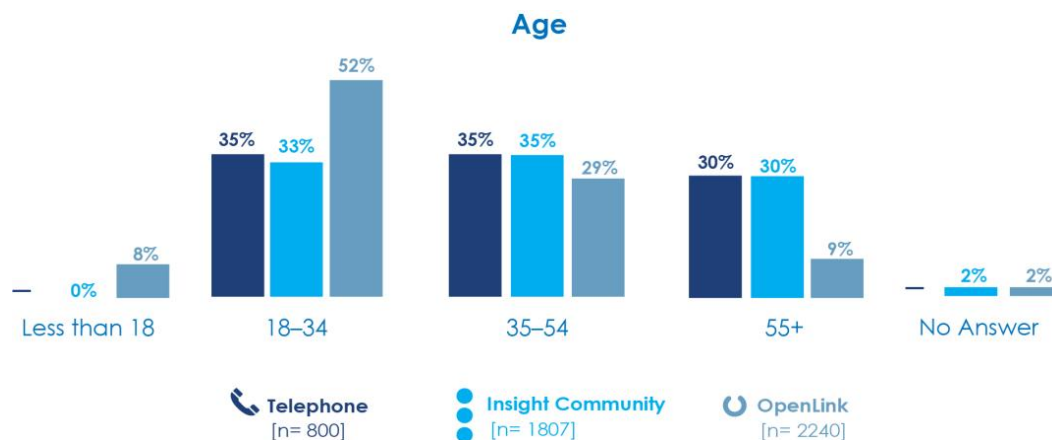
Respondents were asked to identify some key demographics, specifically: gender, age group, years lived in Edmonton, and the first three digits of their postal codes, which were translated into one of four city quadrants.

To ensure the results reflect the opinions of all Edmontonians and mirror a statistically valid distribution of the city, data weights have been applied to the telephone and Insight Community data sets.

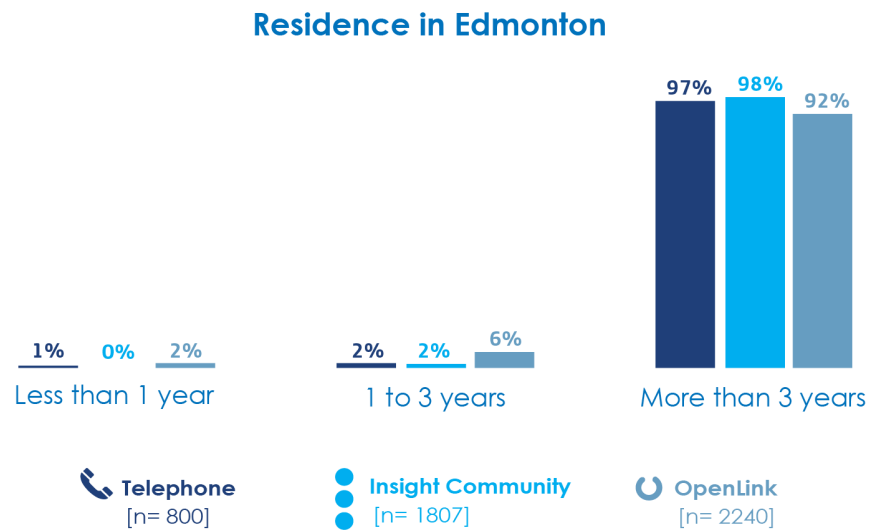
**Figure 4. Gender of Respondents**



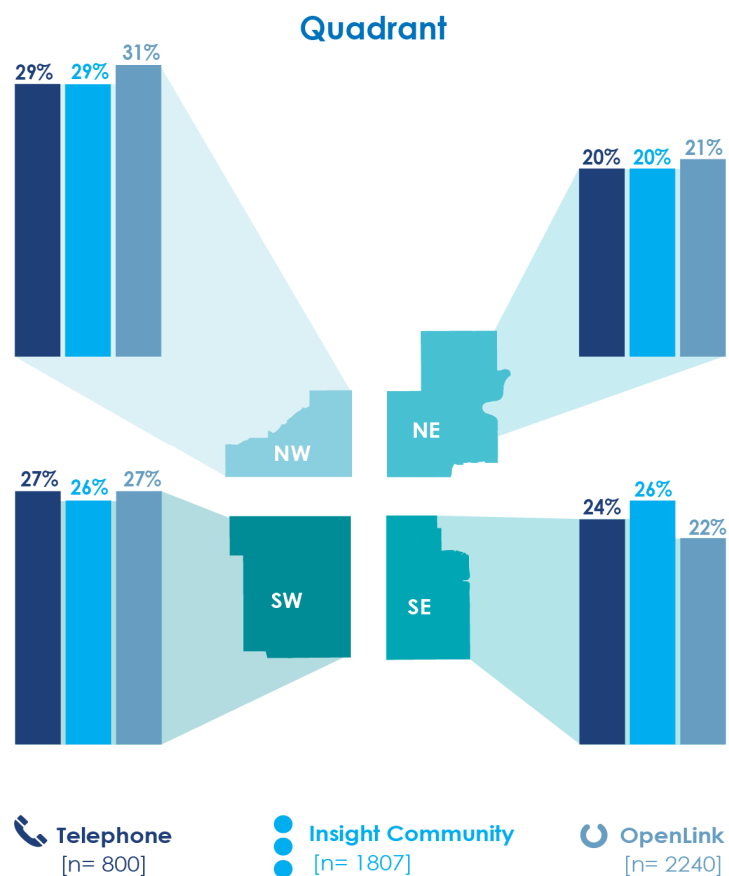
**Figure 5. Age of Respondents**



**Figure 6. Residence in Edmonton**



**Figure 7. City Quadrant**





## Vision

The survey listed ten concepts or short statements related to the full draft Vision 2050 statement. Respondents were asked to choose two of the ten concepts which resonated most with them.

**Figure 8. Vision Concepts**



Telephone survey respondents equally selected “Housing for all” and “Family friendly” (34%). Respondents who completed the survey through the Insight Community panel and the Open Link selected “Community feel, big city amenities” most frequently at 43% and 42% respectively. Table 1a summarizes the results, with the top two concepts for each mode highlighted in green.

**Table 1a. Vision Concepts**

Key Concept	Mentioned as One of the Two Key Concepts		
	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Housing for all	34%	29%	26%
Family friendly	34%	24%	23%
Prosperity for all	29%	25%	25%
Community feel, big city amenities	24%	43%	42%
Technology	23%	19%	28%
Reduce the city spread	21%	38%	23%
Entrepreneurs	15%	9%	12%
Cultures	10%	6%	8%
Urban Indigenous leaders	6%	4%	3%
Global recognition	5%	5%	10%
<b>TOTAL</b>	<b>201*%</b>	<b>202*%</b>	<b>200*%</b>

\*May not add up to 200% due to rounding

Respondents were also asked if there was any concept missing from the list of ten presented to them in the survey. Between 45% and 49% of survey respondents provided additional concepts. Some respondents repeated or provided details on the ten key concepts already provided.

Table 1b provides a summary of the additional key concepts provided by respondents for each mode of data collection.

Transit and environment/nature related concepts made up the top two for each of the three sets of respondents.

**Table 1b. Additional Vision Concepts**

Key Concept	Mentioned as Additional Key Concept		
	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Transit	7%	4%	8%
Environment/Nature	6%	10%	8%
Infrastructure	3%	2%	3%
Transportation	4%	3%	3%
Safety	2%	3%	2%
Recreation/Leisure	2%	1%	2%
Accessibility/Connectivity	2%	2%	2%
Taxes/Financial Accountability	2%	2%	1%
Other	18%	21%	13%
<b>No additional concepts provided</b>	<b>51%</b>	<b>55%</b>	<b>53%</b>
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

The following are examples of additional concepts provided by survey respondents.

*"Environmentally friendly living"*

*"Safety"*

*"Urban farming, local food production"*

*"Fiscal management"*

*"Help the homeless and the poor people"*

*"Public transportation"*

*"Good drinking water"*

## Strategic Goals

The City identified five strategic goals for which they asked Edmontonians to provide feedback on. Respondents were asked to identify the two strategic goals of highest priority to them.

**Healthy City:** Edmonton is a city that thrives, where every member of our community has equitable opportunity to be healthy and fulfilled.

**Urban Shift:** Edmonton is a city with infrastructure design, smart land use, transportation options and public spaces that enable the population to live safe and healthy lives.

**Regional Economic Resilience:** The Edmonton Metro Area has a robust, diversified economic system founded on ingenuity, regional collaboration and shared economic prosperity.

**Energy and Climate:** Edmonton is a low-carbon city with smart energy options and innovative energy delivery systems. Our infrastructure is resilient to shocks and disturbances from climate change.

**Open and Effective Government:** The City of Edmonton government is open, transparent and accountable to Edmontonians.

**Figure 9. Strategic Goals**



“Healthy City” was ranked highest by respondents from all three data collection modes. “Urban Shift” was ranked second by Insight Community respondents while “Regional Economic Resilience” ranked second for the other two groups. The results for prioritizing strategic goals for each data collection mode are shown in Table 2.

### Strategic Goals – Priority

**Table 2. Top Strategic Goals Selected– Overall Ranking**

Strategic Goal	Telephone	Insight Community	Open Link
	n=800	n=1807	n=2240
Healthy City	28%	24%	26%
Regional Economic Resilience	23%	21%	21%
Energy and Climate	21%	17%	20%
Open and Effective Government	17%	16%	13%
Urban Shift	10%	22%	20%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Strategic Goals - Supporting Focus Areas

After each strategic goal was presented, supporting focus areas statements (range of two to five statements) were presented for respondents to rate how important they believed each statement was to the corresponding strategic goal. Respondents used a five-point importance Likert scale, where 5 is "Very important" and 1 is "Not important at all".

The highest importance ratings (percentage of respondents who rated a 5 or 4) by each survey mode are highlighted in green in Tables 3 through 7.

For "Healthy City", "Opportunities to be physically active" received the highest importance ratings across the three data collection modes, as shown in Table 3.

**Table 3. Healthy City Focus Areas – Level of Importance**

Healthy City Statements	Top-two Box (4,5) Importance Score		
	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Opportunities to be physically active	86%	87%	85%
Opportunities to enhance mental and emotional wellness	82%	83%	80%
Formal and informal education opportunities for everyone	80%	80%	79%
Communities have opportunities to create social connections	66%	73%	68%
Celebrating the diversity of the city	54%	60%	59%

For "Urban Shift" focus areas, telephone and open link respondents gave "Ability to move around the city quickly" their highest importance rating (87% and 89%, respectively). Insight Community respondents identified "Build infrastructure that takes into account all people who are likely to use it" (89%), as shown in Table 4.

**Table 4. Urban Shift Focus Areas – Level of Importance**

Urban Shift Statements	Top-two Box (4,5) Importance Score		
	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Ability to move around the city quickly	87%	89%	89%
Building a city which is friendly to people of all ages	85%	88%	82%
Build infrastructure that takes into account all people who are likely to use it	82%	89%	84%
Diverse housing options for seniors, young professionals and young families in core and mature neighbourhoods	78%	81%	78%
Stopping the spread of the city	46%	64%	45%

Regarding the “*Regional Economic Resilience*” strategic goal, respondents from all three data collection modes identified “*An economy with a wide range of industries and jobs*” as their highest importance rating. Table 5 summarizes these results.

**Table 5. Regional Economic Resilience Focus Areas – Level of Importance**

Regional Economic Resilience Statements	Top-two Box (4,5) Importance Score		
	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
An economy with a wide range of industries and jobs	93%	95%	93%
Partner with neighbouring municipalities to develop a strong economic region	79%	84%	77%
Highlight the strengths and uniqueness of Edmonton Metro Region	57%	65%	58%

For “*Energy and Climate*”, respondents from all three modes ranked the statement “*Support technologies that make existing energy sources more environmentally friendly*” as most important, as shown in Table 6.

**Table 6. Energy and Climate Focus Areas – Level of Importance**

Energy and Climate Statements	Top-two Box (4,5) Importance Score		
	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Support technologies that make existing energy sources more environmentally friendly	79%	82%	78%
Growing and adopting new green energy sources	77%	79%	76%

When it comes to “*Open and Effective Government*”, respondents across the data collection modes slightly differ. Telephone respondents chose “*Easy to contact City departments*”, while the other two modes ranked “*Municipal government decisions are based on data and evidence*” as most important. Complete results are shown in Table 7.

**Table 7. Open and Effective Government Focus Areas – Level of Importance**

Open and Effective Government Statements	Top-two Box (4,5) Importance Score		
	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Easy to contact City departments	83%	88%	80%
Municipal government decisions are based on data and evidence	79%	94%	87%
Easy to contact Mayor and Councillors	64%	75%	65%



## Strategic Goals - Opportunities

After identifying the strategic goal of highest priority, respondents were then presented with a list of opportunities (range of three to six statements) related to their highest prioritized strategic goal. They were again asked to assign their level of importance using a similar five-point Likert scale. For each strategic goal, the opportunity rated the highest importance (percentage of respondents who rated a 5 or 4) for each mode of the survey is highlighted in green. Complete results are shown in Tables 8 to 12.

For “Healthy City”, telephone respondents equally ranked “Affordable public transportation system” and “Affordable physical recreation” as the most important opportunity (91%). Insight Community respondents ranked “Affordable public transportation system” (94%), while Open Link respondents ranked “Affordable physical recreation” (93%) as the most important opportunity to meet the “Healthy City” strategic goal.

**Table 8. Healthy City Opportunities – Level of Importance**

Healthy City Opportunities	Top-two Box (4,5) Importance Score		
	Telephone (n= 224)	Insight Community (n=441)	Open Link (n=582)
Affordable public transportation system	91%	94%	91%
Affordable physical recreation	91%	93%	93%
Public spaces where people can gather	77%	87%	82%
Education just for the love of learning	73%	75%	74%
Skills to talk about sensitive issues with each other	71%	69%	71%
Affordable art and culture	64%	73%	64%

Respondents across all three data collection modes ranked “Easy to use and accessible public transportation system” as highest importance among opportunities pertaining to “Urban Shift”.

**Table 9. Urban Shift Opportunities – Level of Importance**

Urban Shift Opportunities	Top-two Box (4,5) Importance Score		
	Telephone (n= 77)	Insight Community (n=345)	Open Link (n=440)
Easy to use and accessible public transportation system	88%	96%	91%
Availability of amenities such as grocery stores, coffee shops within a walkable distance	80%	94%	89%
Ensure that public spaces and infrastructure are usable by everybody	79%	86%	84%
Improving the city's core and mature neighbourhoods	78%	93%	84%
Public spaces where people can get together	73%	82%	80%

Respondents across all three data collection modes ranked “*Provide more support to small businesses*” as highest importance among opportunity areas pertaining to “*Regional Economic Resilience*”.

**Table 10. Regional Economic Resilience Opportunities – Level of Importance**

Regional Economic Resilience Opportunities	Top-two Box (4,5) Importance Score		
	Telephone (n=188)	Insight Community (n=396)	Open Link (n=477)
Provide more support to small businesses	77%	82%	75%
More support to entrepreneurs	73%	75%	71%
Develop non-traditional industries	63%	75%	69%
Integrate municipal services (such as transit, waste, libraries) with neighbouring municipalities	58%	67%	69%

Respondents across all three data collection modes ranked “*Promote low-carbon and renewable energy industries*” as highest importance among opportunities pertaining to “*Energy and Climate*”.

**Table 11. Energy and Climate Opportunities – Level of Importance**

Energy and Climate Opportunities	Top-two Box (4,5) Importance Score		
	Telephone (n= 167)	Insight Community (n=298)	Open Link (n=448)
Promote low-carbon and renewable energy industries	94%	97%	97%
Public transportation system which makes it possible to not be dependent on cars	88%	91%	88%
Easier permitting process for constructing energy efficient buildings and homes	84%	91%	88%

Similar to the previous opportunity areas, respondents across all three data collection modes ranked the same opportunity of highest importance for “*Open and Effective Government*”: “*Feedback from citizens is considered in municipal decision-making*”.

**Table 12. Open and Effective Government Opportunities – Level of Importance**

Open and Effective Government Opportunities	Top-two Box (4,5) Importance Score		
	Telephone (n= 144)	Insight Community (n=327)	Open Link (n=293)
Feedback from citizens is considered in municipal decision-making	89%	95%	91%
Increase awareness of opportunities to be involved in municipal decision-making	80%	90%	88%
Easier permitting processes across all services	66%	75%	77%

## Achievement of Vision

Respondents were asked their level of agreement that the strategic goals, focus area statements and opportunities presented in the survey will help the City achieve its vision by 2050. Telephone respondents had the highest (68%) agreement level (strongly agree or agree or top-two box score) among the various data collection modes. Level of agreement top two box scores for Insight Community and Open Link surveys came in at 58% and 57% respectively.

These levels of agreements indicate that respondents, in general, tend to support that the city has the right high-level tools in place to meet the vision by 2050.

**Table 13. Achieve Vision**

Level of Agreement	Telephone (n=800)	Insight Community (n=1807)	Open Link (n=2240)
<b>Top-two Box (4,5) Agreement Score</b>	<b>68%</b>	<b>58%</b>	<b>57%</b>
Strongly Agree	22%	12%	14%
Agree	46%	46%	43%
Neither Agree nor Disagree	22%	26%	25%
Disagree	5%	7%	7%
Strongly Disagree	5%	3%	3%
No Answer/No Opinion	1%	7%	7%
<b>TOTAL</b>	<b>101%</b>	<b>101%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

## Additional Demographics

Tables 14 through 21 summarize the demographics of respondents for each of the three data collection modes.

**Table 14. Educational Attainment**

Education	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Less than high school	1%	1%	6%
Graduated high school	18%	10%	17%
Graduated college, technical or vocational school	31%	26%	23%
Graduated university	49%	61%	49%
Prefer not to answer	1%	2%	5%
<b>Total*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

**Table 15. Work Status**

Work Status	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Working full time	59%	64%	63%
Working part time	12%	8%	8%
A student	5%	3%	21%
Not working outside the home	8%	5%	3%
Retired	16%	16%	2%
Prefer not to answer	1%	4%	3%
<b>Total*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

**Table 16. Household Size**

Household Size	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
1	16%	17%	11%
2	37%	42%	29%
3	17%	15%	16%
4	18%	13%	20%
5	6%	4%	7%
6 or more	5%	2%	5%
Prefer not to answer	1%	6%	12%
<b>Total*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

**Table 17. Household Income**

Annual Household Income	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Less than \$20,000	3%	1%	3%
Between \$20,000 and \$29,999	4%	2%	3%
Between \$30,000 and \$49,999	11%	5%	7%
Between \$50,000 and \$79,999	20%	14%	13%
Between \$80,000 and \$119,999	25%	24%	22%
\$120,000 or more	29%	35%	32%
Prefer not to answer	9%	19%	20%
<b>Total*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

**Table 18. Employment with City of Edmonton**

Work for City of Edmonton	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Yes	5%	13%	24%
No	95%	87%	76%
<b>Total*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

**Table 19. Home Ownership**

Home Ownership	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Own	72%	82%	70%
Rent	28%	18%	30%
<b>Total*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

**Table 20. Place of Birth**

Place of Birth	Telephone (n= 800)	Insight Community (n=1807)	Open Link (n=2240)
Born in Canada	80%	87%	81%
Moved to Canada from somewhere else	20%	13%	19%
<b>Total*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding



## Results – Telephone Survey

### Summary of Findings

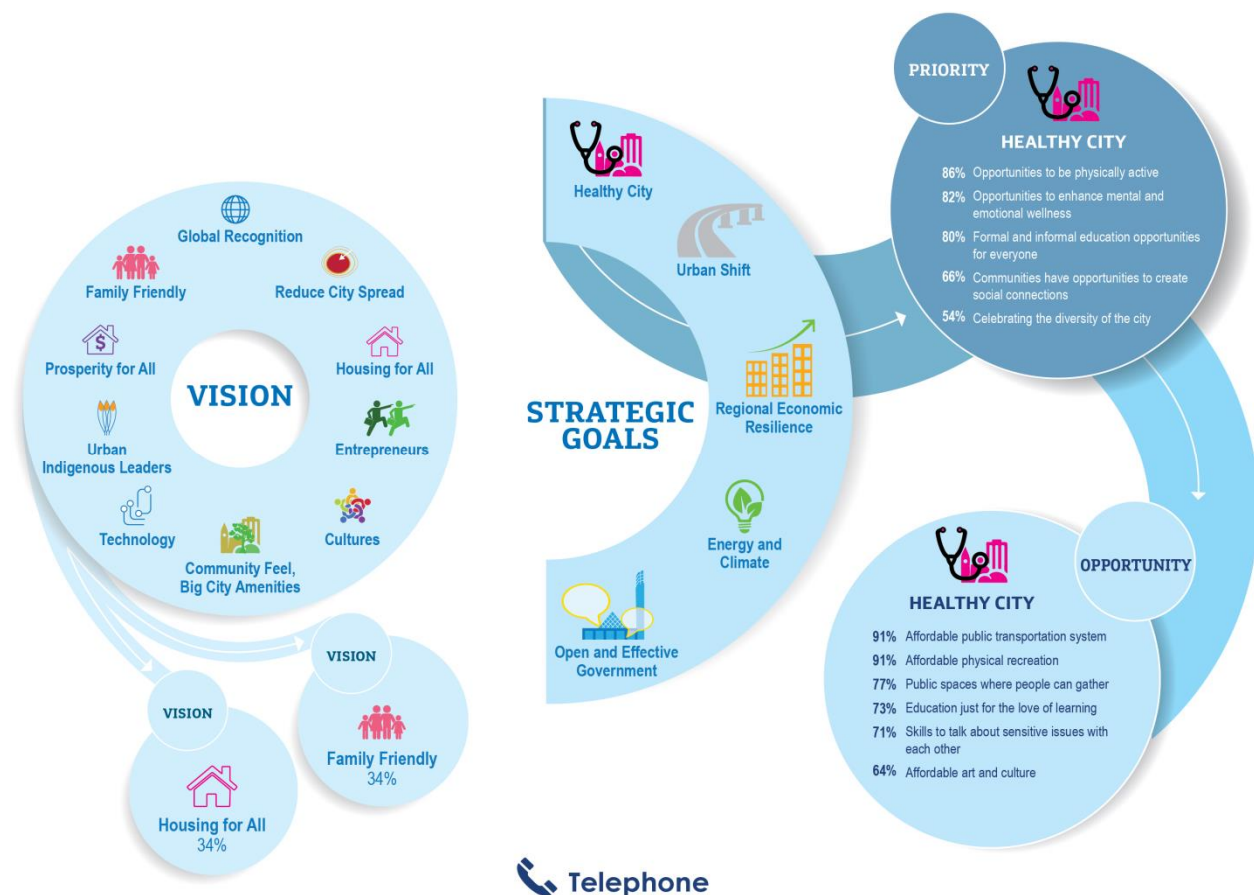
This section of the report details results of the telephone survey. We first present the overall main findings, followed by results grouped by key demographics.

Telephone respondents equally selected two concepts pertaining to the city's vision statement; "Housing for all and Family friendly" (34%). Among the five strategic goals, they assigned the highest priority to "Healthy City".

Their most important focus area which pertains to "Healthy City" was: "Opportunity to be physically active" (86%) while their most important "Health City" opportunity area was: "Affordable public transportation system" (91%).

Complete overall results for the Telephone mode are displayed in Figure 10.

**Figure 10. Summary of Results - Telephone**



## Results by Key Demographics

### Vision

Table 21 summarizes the frequencies of the top vision concepts for Telephone survey respondents. Both Housing for all and Family Friendly tied for first place among respondents.

**Table 21. Vision Concepts – Telephone**

Key Concept (n=800)	Mentioned as One of the Two Key Concepts
Housing for all	34%
Family friendly	34%
Prosperity for all	29%
Community feel, big city amenities	24%
Technology	23%
Reduce the city spread	21%
Entrepreneurs	15%
Cultures	10%
Urban Indigenous leaders	6%
Global recognition	5%
<b>TOTAL</b>	<b>202**%</b>

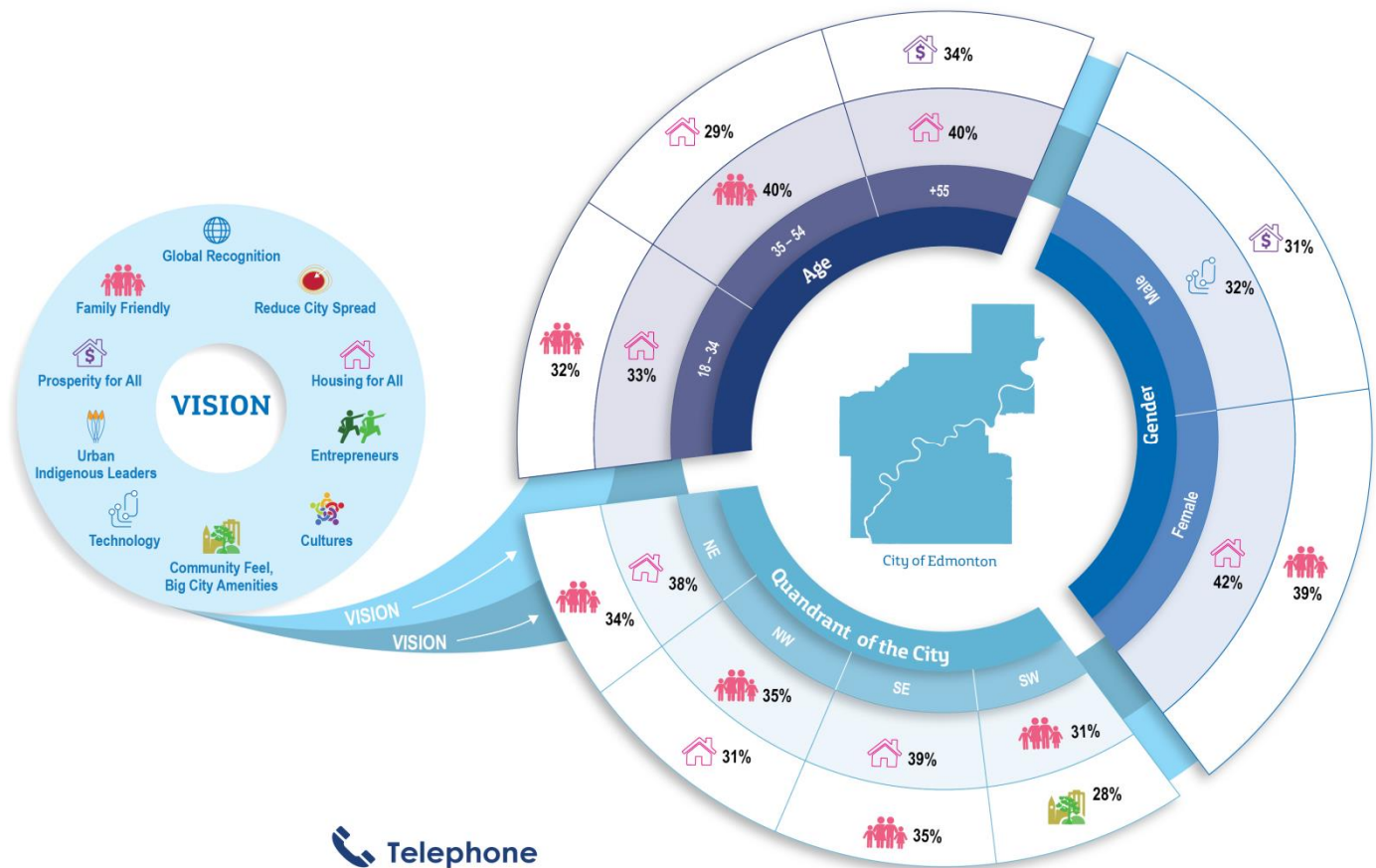
\*May not add up to 200% due to rounding

Several groups of respondents differed from the overall population by selecting other concepts. Those groups and their corresponding two concepts were:

- 55+ years of age: “Housing for all” and “Prosperity for all”;
- Male: “Technology” and “Prosperity for all”;
- SW Quadrant: “Family friendly” and “Community feel, big city amenities”.

Complete results by key demographic group for the Telephone mode are displayed in Figure 11.

Figure 11. Vision Concepts by Key Demographic Group - Telephone



## Strategic Goals

This section details the strategic goals that were identified by telephone respondents. Some differences emerged when breaking down the results by key demographics. More specifically, males selected "Regional Economic Resilience" as their top priority while those who are over 55 chose "Open and Effective Government".

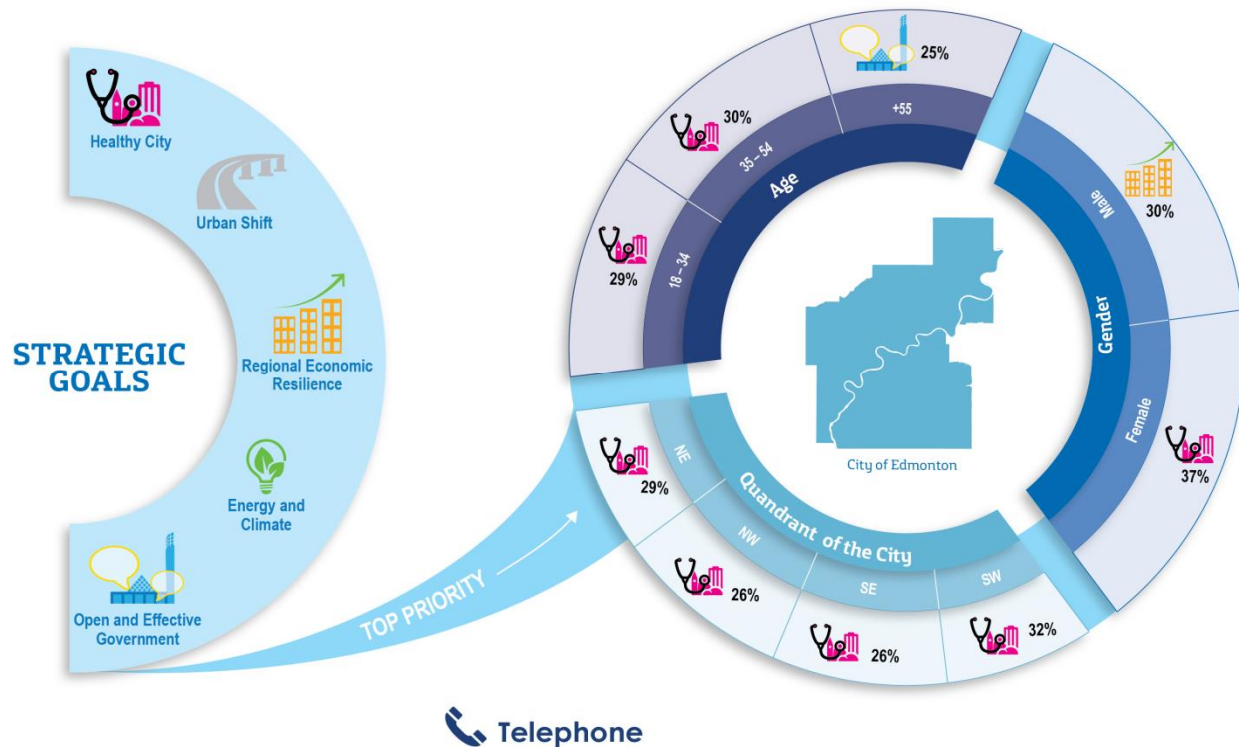
Table 22 shows the ranking of the five strategic goals for telephone survey respondents.

Table 22. Top Strategic Goals Selected – Telephone

Strategic Goal (n=800)	Telephone
Healthy City	28%
Regional Economic Resilience	23%
Energy and Climate	21%
Open and Effective Government	17%
Urban Shift	10%
<b>TOTAL</b>	<b>100%</b>

Figure 12 showcases the results according to key demographics. Table 23 presents the complete results for strategic goals by key demographics for telephone respondents.

**Figure 12. Strategic Goals by Key Demographic Group - Telephone**



**Table 23. Top Strategic Goals Selected by Key Demographics – Telephone**

Strategic Goal	Gender		Age Groups			Quadrant			
	Male (n=400)	Female (n=400)	18-34 years (n=205)	35-54 years (n=312)	55+ years (n=283)	NE (n=157)	NW (n=244)	SE (n=186)	SW (n=210)
Healthy City	19%	37%	29%	30%	25%	29%	26%	26%	32%
Regional Economic Resilience	30%	16%	20%	28%	22%	20%	25%	25%	21%
Open and Effective Government	19%	15%	13%	15%	25%	20%	17%	20%	14%
Energy and Climate	21%	21%	24%	18%	22%	24%	19%	21%	22%
Urban Shift	11%	10%	14%	10%	7%	7%	13%	8%	11%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

## Main Findings for Each Demographic Group

Table 24 presents for each key demographic group, the top priority they selected, along with the corresponding highest importance focus area and opportunity.

When telephone respondents choose “*Health City*” as their top priority, they tend to assign the highest importance to “*Opportunities to be physically active*” and “*Affordable physical recreation*”.

**Table 24. Top Strategic Goals Selected by Key Demographics – Telephone**

Respondent Type	Top Priority Strategic Goal	Highest Important Focus Area	Highest Important Opportunity Area
<b>Gender</b>			
<b>Male</b>	Regional Economic Resilience	An economy with a wide range of industries and jobs	Provide more support to small businesses
<b>Female</b>	Healthy City	Opportunities to enhance mental and emotional wellness	Affordable physical recreation
<b>Age Groups</b>			
<b>18 – 34</b>	Healthy City	Opportunities to be physically active	Affordable public transportation system Affordable physical recreation
<b>35 – 54</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation
<b>55+</b>	Open and Effective Government	Easy to contact City departments	Feedback from citizens is considered in municipal decision-making
<b>City Quadrant</b>			
<b>NE</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation
<b>NW</b>	Healthy City	Opportunities to be physically active	Affordable public transportation system
<b>SE</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation
<b>SW</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation

## Focus Areas and Opportunities

This section presents the results pertaining to focus areas and opportunities by key demographics for telephone respondents for each of the five strategic goals as ranked by respondents.

### Strategic Goal 1: Healthy City - Focus Areas and Opportunities

"Healthy City" was ranked the highest priority among telephone survey respondents.

Respondents across the various demographic groups assigned high importance ratings for most focus areas and opportunities pertaining to "Healthy City" with a somewhat lower rating for "Celebrating the diversity of the city" and "Affordable art and culture" coming from male respondents.

Tables 25 and 26 contain the complete results.

**Table 25. Healthy City Focus Areas – Level of Importance – Telephone**

Healthy City Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=400)	Female (n=400)	18-34 (n=205)	35 – 54 (n=312)	55+ (n=283)	NE (n=157)	NW (n=244)	SE (n=186)	SW (n=210)
Opportunities to be physically active	84%	87%	87%	88%	81%	84%	84%	88%	86%
Opportunities to enhance mental and emotional wellness	76%	89%	82%	85%	80%	83%	82%	85%	79%
Formal and informal education opportunities for everyone	76%	84%	83%	79%	77%	78%	78%	83%	81%
Communities have opportunities to create social connections	60%	72%	71%	67%	59%	64%	65%	64%	70%
Celebrating the diversity of the city	48%	61%	62%	52%	47%	48%	59%	53%	53%

**Table 26. Healthy City Opportunities – Level of Importance – Telephone**

Healthy City Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=77)	Female (n=147)	18-34 (n=60)	35 – 54 (n=94)	55+ (n=70)	NE (n=46)	NW (n=62)	SE (n=49)	SW (n=66)
Affordable public transportation system	86%	93%	95%	87%	90%	86%	94%	89%	92%
Affordable physical recreation	81%	96%	95%	96%	79%	92%	89%	89%	95%
Public spaces where people can gather	77%	77%	87%	77%	64%	72%	82%	78%	76%
Education just for the love of learning	67%	76%	80%	71%	66%	78%	77%	63%	74%
Skills to talk about sensitive issues with each other	62%	75%	80%	71%	57%	78%	75%	62%	68%
Affordable art and culture	56%	68%	67%	72%	49%	55%	69%	62%	66%



## Strategic Goal 2: Regional Economic Resilience - Focus Areas and Opportunities

"Regional Economic Resilience" was ranked second among other strategic goals in terms of priority for telephone survey respondents. The focus area of "An economy with a wide range of industries and jobs" received high importance levels from all key demographics while "Highlight the strengths and uniqueness of Edmonton Metro Region" and "Integrate municipal services (such as transit, waste, libraries) with neighbouring municipalities" received much lower importance scores.

Tables 27 and 28 contain the complete results.

**Table 27. Regional Economic Resilience Focus Areas – Level of Importance – Telephone**

Regional Economic Resilience Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=400)	Female (n=400)	18-34 (n=205)	35 – 54 (n=312)	55+ (n=283)	NE (n=157)	NW (n=244)	SE (n=186)	SW (n=210)
An economy with a wide range of industries and jobs	92%	94%	94%	93%	93%	96%	92%	94%	91%
Partner with neighbouring municipalities to develop a strong economic region	79%	79%	77%	80%	81%	82%	79%	78%	79%
Highlight the strengths and uniqueness of Edmonton Metro Region	56%	58%	59%	56%	56%	55%	58%	62%	53%

**Table 28. Regional Economic Resilience Opportunities – Level of Importance – Telephone**

Regional Economic Resilience Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=122)	Female (n=66)	18-34 (n=40)	35 – 54 (n=86)	55+ (n=62)	NE (n=30)	NW (n=65)	SE (n=46)	SW (n=47)
Provide more support to small businesses	78%	73%	80%	80%	68%	62%	70%	91%	80%
More support to entrepreneurs	77%	66%	80%	78%	60%	75%	66%	77%	78%
Develop non-traditional industries	68%	54%	63%	67%	58%	62%	64%	64%	63%
Integrate municipal services (such as transit, waste, libraries) with neighbouring municipalities	60%	56%	58%	56%	63%	50%	55%	62%	65%

### Strategic Goal 3: Open and Effective Government - Focus Areas and Opportunities

"Open and Effective Government" came in third place among various strategic goals. Respondents placed high importance on "Feedback from citizens is considered in municipal decision-making"

Tables 29 and 30 contain the complete results.

**Table 29. Open and Effective Government Focus Areas – Level of Importance – Telephone**

Open and Effective Government Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=400)	Female (n=400)	18-34 (n=205)	35 – 54 (n=312)	55+ (n=283)	NE (n=157)	NW (n=244)	SE (n=186)	SW (n=210)
Easy to contact City departments	79%	86%	83%	83%	81%	83%	84%	78%	85%
Municipal government decisions are based on data and evidence	75%	83%	84%	79%	73%	76%	79%	77%	82%
Easy to contact Mayor and Councillors	60%	68%	62%	65%	66%	66%	66%	61%	65%

**Table 30. Open and Effective Government Opportunities– Level of Importance – Telephone**

Open and Effective Government Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=78)	Female (n=66)	18-34 (n=27)	35 – 54 (n=46)	55+ (n=71)	NE (n=32)	NW (n=42)	SE (n=39)	SW (n=30)
Feedback from citizens is considered in municipal decision-making	87%	91%	81%	98%	87%	97%	85%	89%	85%
Increase awareness of opportunities to be involved in municipal decision-making	76 %	86%	85%	80%	77%	82%	88%	81%	70%
Easier permitting processes across all services	69%	62%	67%	78%	56%	69%	71%	68%	53%

#### Strategic Goal 4: Energy and Climate - Focus Areas and Opportunities

"Energy and Climate" ranked fourth among the five strategic goals. Respondents placed a high degree of importance to all focus areas and opportunities pertaining to this strategic goal.

Tables 31 and 32 contain the complete results.

**Table 31. Energy and Climate City Focus Areas – Level of Importance – Telephone**

Energy and Climate Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=400)	Female (n=400)	18-34 (n=205)	35 – 54 (n=312)	55+ (n=283)	NE (n=157)	NW (n=244)	SE (n=186)	SW (n=210)
Support technologies that make existing energy sources more environmentally friendly	77%	81%	81%	80%	76%	79%	82%	79%	77%
Growing and adopting new green energy sources	70%	83%	85%	76%	67%	76%	78%	76%	76%

**Table 32. Energy and Climate Opportunities– Level of Importance – Telephone**

Energy and Climate Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=84)	Female (n=83)	18-34 (n=50)	35 – 54 (n=56)	55+ (n=61)	NE (n=38)	NW (n=46)	SE (n=38)	SW (n=44)
Promote low-carbon and renewable energy industries	91%	97%	94%	95%	93%	98%	98%	91%	90%
Public transportation system which makes it possible to not be dependent on cars	81%	95%	98%	89%	74%	83%	83%	93%	93%
Easier permitting process for constructing energy efficient buildings and homes	85%	82%	86%	79%	85%	84%	87%	86%	77%

## Strategic Goal 5: Urban Shift - Focus Areas and Opportunities

"Urban Shift" received the lowest priority among the various goals. Nonetheless, respondents assigned higher levels of importance on "Ability to move around the city quickly" and "Easy to use and accessible public transportation system". Generally, "Spread of the City" did not score high among respondents from across the spectrum.

Tables 33 and 34 contain the complete results.

**Table 33. Urban Shift Focus Areas – Level of Importance – Telephone**

Urban Shift Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=400)	Female (n=400)	18-34 (n=205)	35 – 54 (n=312)	55+ (n=283)	NE (n=157)	NW (n=244)	SE (n=186)	SW (n=210)
Ability to move around the city quickly	84%	90%	91%	88%	82%	91%	83%	86%	90%
Building a city which is friendly to people of all ages	79%	91%	84%	85%	86%	87%	81%	87%	85%
Build infrastructure that takes into account all people who are likely to use it	78%	87%	84%	83%	80%	85%	80%	84%	82%
Diverse housing options for seniors, young professionals and young families in core and mature neighbourhoods	74%	82%	80%	76%	77%	80%	74%	78%	80%
Stopping the spread of the city	44%	48%	43%	43%	52%	41%	51%	41%	47%

**Table 34. Urban Shift Opportunities– Level of Importance – Telephone**

Urban Shift Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=39)	Female (n=38)	18-34 (n=28)	35 – 54 (n=30)	55+ (n=19)	NE (n=11)	NW (n=29)	SE (n=14)	SW (n=23)
Easy to use and accessible public transportation system	85%	91%	93%	83%	84%	83%	87%	100%	83%
Availability of amenities such as grocery stores, coffee shops within a walkable distance	83%	77%	86%	73%	79%	83%	73%	80%	89%
Ensure that public spaces and infrastructure are usable by everybody	74%	84%	71%	77%	100%	100%	63%	83%	89%
Improving the city's core and mature neighbourhoods	81%	74%	79%	80%	74%	83%	78%	68%	83%
Public spaces where people can get together	77%	68%	86%	60%	63%	57%	76%	66%	79%

## Achievement of Vision

Telephone survey respondents were asked their level of agreement that the strategic goals, focus area statements and opportunities presented in the survey will help the City achieve its vision by 2050. Younger respondents (18-34 years of age) agreed the most that this survey, strategic goals, and corresponding focus and opportunity areas would help the city achieve its vision. Females agreed directionally more than males while residents in the NW quadrant agreed slightly more than residents in the other quadrant of the city.

Table 35 contains the full results.

**Table 35. Achieve Vision Level of Agreement – Telephone**

	Top-two Box (4,5) Importance Score								
	Gender		Age Groups			Quadrant			
	Male (n=400)	Female (n=400)	18-34 (n=205)	35-54 (n=312)	55+ (n=283)	NE (n=157)	NW (n=244)	SE (n=186)	SW (n=210)
<b>Level of Agreement</b>	<b>66%</b>	<b>69%</b>	<b>72%</b>	<b>68%</b>	<b>61%</b>	<b>62%</b>	<b>68%</b>	<b>69%</b>	<b>70%</b>
Strongly Agree	18%	25%	21%	23%	20%	23%	22%	20%	21%
Agree	47%	45%	51%	45%	41%	39%	46%	48%	49%
Neither Agree nor Disagree	21%	22%	20%	20%	25%	24%	22%	21%	20%
Disagree	6%	5%	4%	6%	6%	5%	5%	4%	7%
Strongly Disagree	7%	2%	2%	4%	7%	8%	4%	5%	2%
No Answer/No Opinion	1%	2%	2%	1%	1%	1%	1%	1%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

# Results – Insight Community Survey

## Summary of Findings

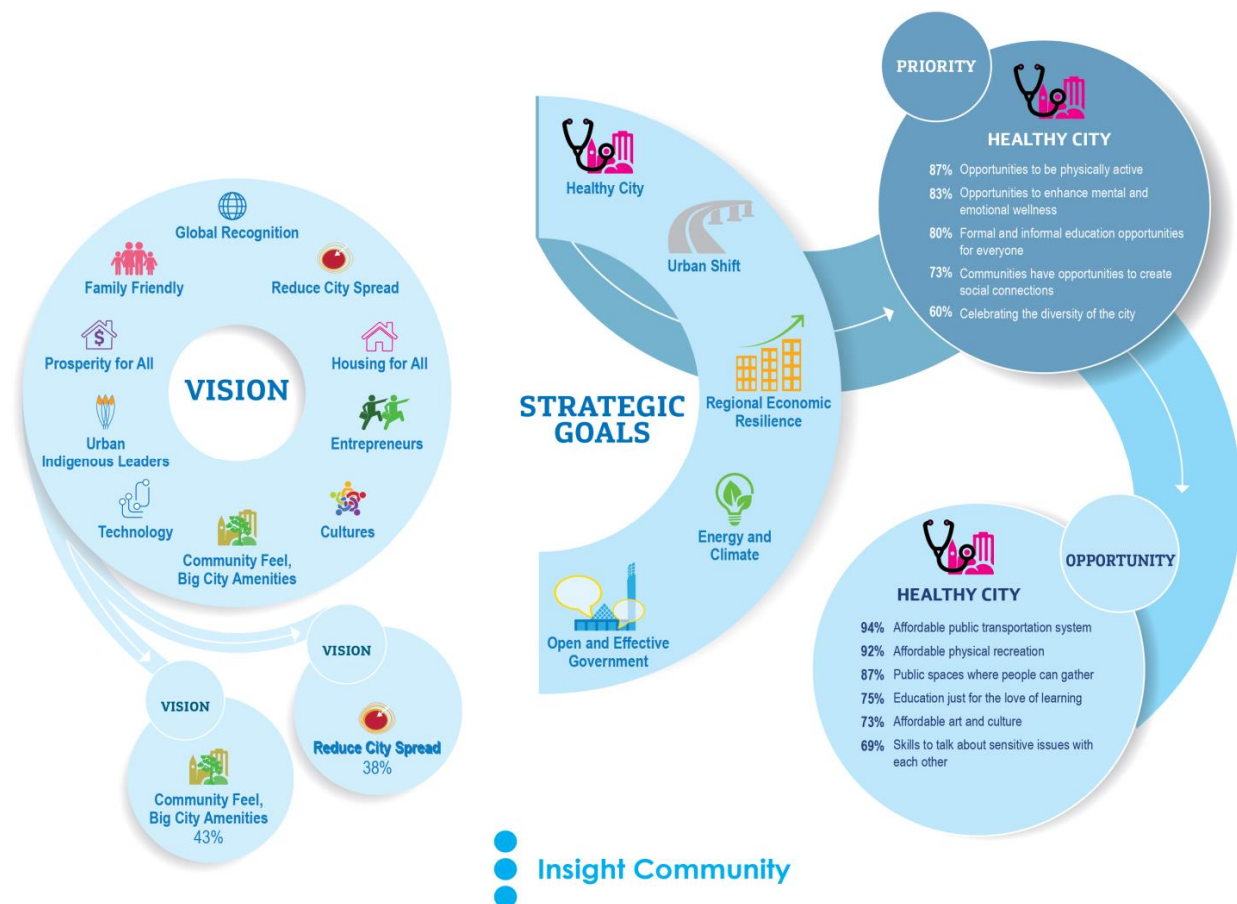
This section of the report details results of the telephone survey. We first present the overall main findings, followed by results grouped by key demographics. Similar to the Telephone survey, length of residence in Edmonton was not included in the splits since most respondents have lived in the City of Edmonton more than three years at the time they participated in the survey.

Insight Community respondents selected two concepts pertaining to the city's vision statement; "Community feel, big city amenities" (43%) and "Reduce city spread" (38%) as the top two vision statements. Out of the five strategic goals, they assigned the top priority to the strategic goal of "Healthy City".

Their most important focus area which pertains to "Healthy City" was the "Opportunity to be physically active" (87%), while their most important "Health City" opportunity was an "Affordable public transportation system" (94%).

Complete overall results for the Insight Community mode are displayed in Figure 13.

Figure 13. Summary of Results – Insight Community





## Results by Key Demographics

### Vision

Table 36 summarizes the ranking of the top key concepts that were selected by Insight Community survey respondents.

**Table 36. Vision Concepts – Insight Community**

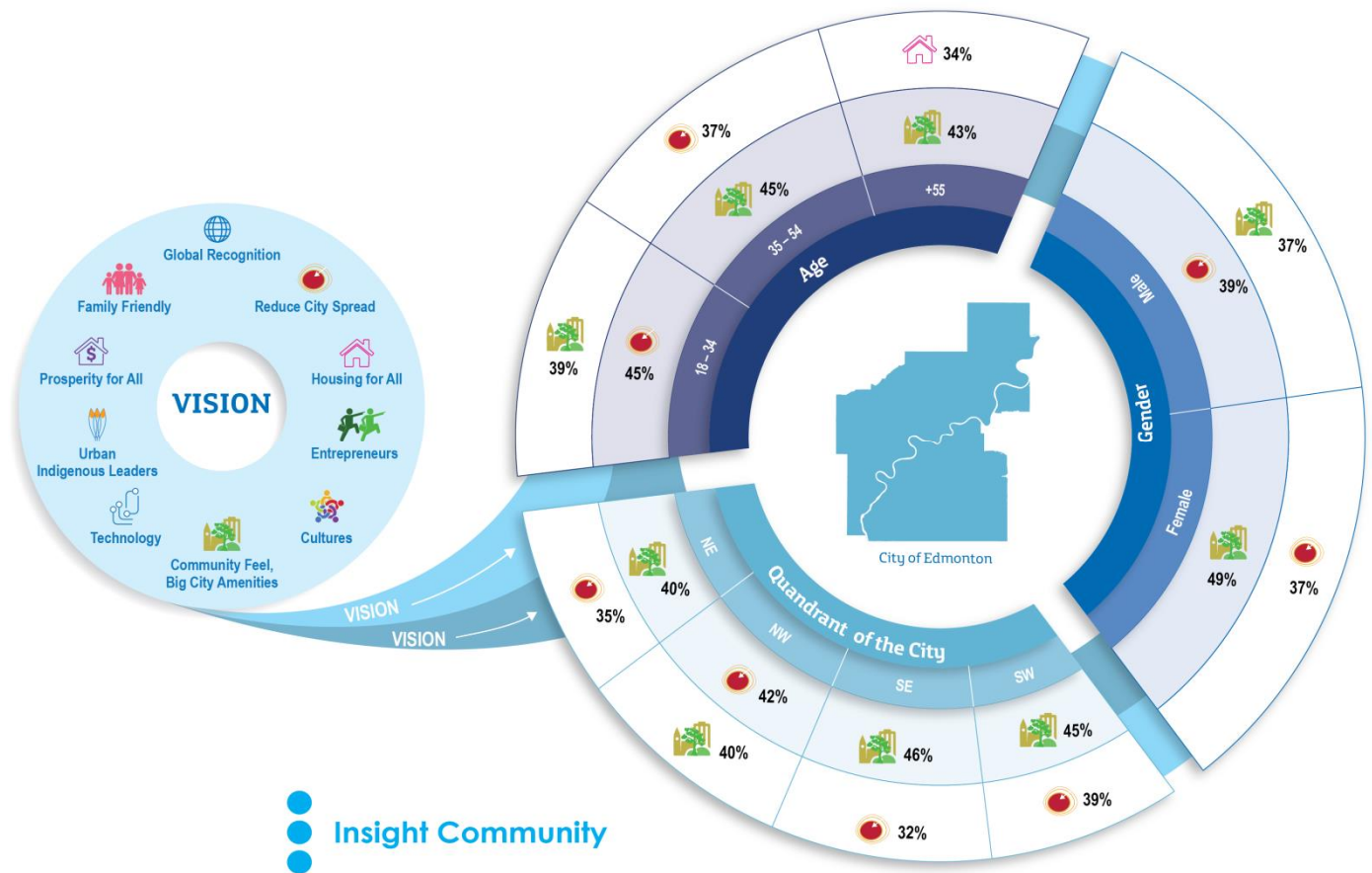
Key Concept	Mentioned as One of the Two Key Concepts
Community feel, big city amenities	43%
Reduce the city spread	38%
Housing for all	29%
Prosperity for all	25%
Family friendly	24%
Technology	19%
Entrepreneurs	9%
Cultures	6%
Global recognition	5%
Urban Indigenous leaders	4%
<b>TOTAL</b>	<b>202**%</b>

\*May not add up to 200% due to rounding

Respondents to the Insight Community survey across almost all key demographic splits selected “*Community feel, big city amenities*” as well as “*Reduce city spread*” as their top two key vision concepts. The exception to that were those over the age of 55 who chose “*Housing for all*” rather than “*Reduce city spread*”.

Complete results by key demographic group for the Insight Community mode are displayed in Figure 14.

Figure 14. Vision Concepts by Key Demographic Group – Insight Community



## Strategic Goals

This section looks at the strategic goals by key demographics in more detail. Among age groups, younger respondents (18-34) chose “Urban Shift” as their top priority, older respondents (55+) chose “Open and Effective Government”, while the middle group (35-54) went with “Regional Economic Resilience”. Females preferred “Healthy City” while Males opted for “Regional Economic Resilience”. All quadrants selected “Healthy City”.

Table 37 shows the ranking of the five strategic goals for telephone survey respondents.

Table 37. Top Strategic Goals Selected – Insight Community

Strategic Goal (n=1807)	Insight Community
Healthy City	24%
Urban Shift	22%
Regional Economic Resilience	21%
Energy and Climate	17%
Open and Effective Government	16%
<b>TOTAL</b>	<b>100%</b>

Complete results are provided in Figure 15 and Table 38.

Figure 15. Strategic Goals by Key Demographic Group – Insight Community

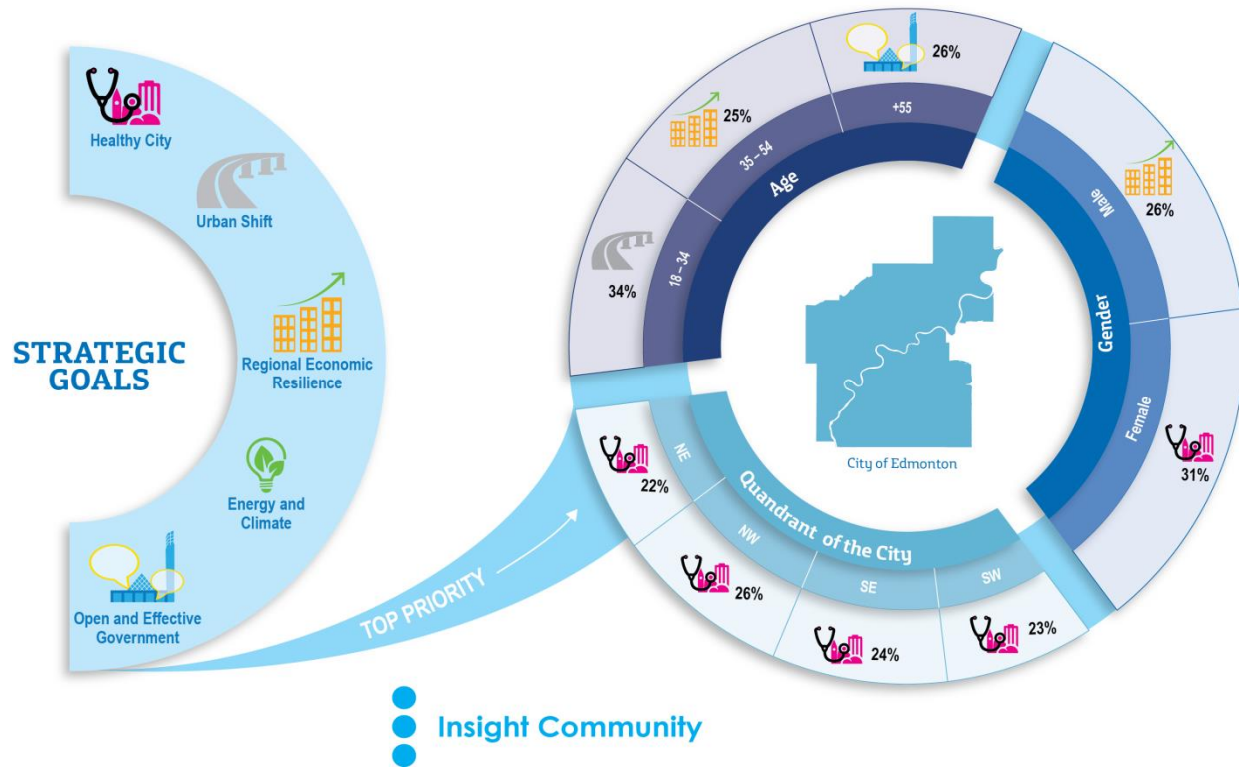


Table 38. Top Strategic Goals Selected by Key Demographics – Insight Community

Strategic Goal	Gender		Age Groups			Quadrant			
	Male (n=830)	Female (n=929)	18-34 years (n=350)	35-54 years (n=667)	55+ years (n=743)	NE (n=342)	NW (n=642)	SE (n=335)	SW (n=477)
Healthy City	16%	31%	24%	22%	25%	22%	26%	24%	23%
Regional Economic Resilience	26%	16%	15%	25%	23%	21%	21%	20%	22%
Open and Effective Government	17%	15%	9%	14%	26%	19%	14%	19%	15%
Energy and Climate	16%	18%	18%	18%	15%	18%	14%	20%	18%
Urban Shift	24%	20%	34%	21%	11%	20%	26%	17%	23%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

## Main Findings for Each Demographic Group

Table 39 presents for each key demographic group, the top priority selected, along with the corresponding highest importance focus area and opportunity.

When Insight Community respondents choose “*Health City*” as their top priority, they tend to mostly assign the highest importance to “*Opportunities to be physically active*”. When “*Regional Economic Resilience*” is selected, Insight Community respondents agreed with their telephone counterparts by placing more importance into “*Provide more support to small businesses*”. As to “*Urban Shift*” which was only preferred as top priority by younger respondents, their highest importance was placed on the “*Ability to move around the city quickly*” and “*Easy to use and accessible public transportation system*”.

**Table 39. Top Strategic Goals Selected by Key Demographics – Insight Community**

Respondent Type	Top Priority Strategic Goal	Highest Important Focus Area	Highest Important Opportunity Area
<b>Gender</b>			
<b>Male</b>	Regional Economic Resilience	An economy with a wide range of industries and jobs	Provide more support to small businesses
<b>Female</b>	Healthy City	Opportunities to enhance mental and emotional wellness	Affordable public transportation system
<b>Age Groups</b>			
<b>18 – 34</b>	Urban Shift	Ability to move around the city quickly	Easy to use and accessible public transportation system
<b>35 – 54</b>	Regional Economic Resilience	An economy with a wide range of industries and jobs	Provide more support to small businesses
<b>55+</b>	Open and Effective Government	Municipal government decisions are based on data and evidence	Feedback from citizens is considered in municipal decision-making
<b>City Quadrant</b>			
<b>NE</b>	Healthy City	Opportunities to be physically active	Affordable public transportation system
<b>NW</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation
<b>SE</b>	Healthy City	Opportunities to be physically active	Affordable public transportation system
<b>SW</b>	Healthy City	Opportunities to be physically active	Affordable public transportation system

## Focus Areas and Opportunities

This section presents the results pertaining to focus areas and opportunities by key demographics for Insight Community respondents for each of the five strategic goals as ranked by respondents.

### Strategic Goal 1: Healthy City - Focus Areas and Opportunities

"Healthy City" was ranked the highest priority among Insight Community respondents.

Respondents across the various demographic groups assigned high importance ratings for most focus areas and opportunities pertaining to "Healthy City" with a somewhat lower rating for "Celebrating the diversity of the city" and "Skills to talk about sensitive issues with each other" from male respondents.

**Table 40. Healthy City Focus Areas – Level of Importance – Insight Community**

Healthy City Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=830)	Female (n=929)	18-34 (n=350)	35 – 54 (n=667)	55+ (n=743)	NE (n=342)	NW (n=642)	SE (n=335)	SW (n=477)
Opportunities to be physically active	86%	88%	88%	88%	84%	84%	87%	85%	89%
Opportunities to enhance mental and emotional wellness	77%	89%	90%	81%	78%	80%	84%	85%	83%
Formal and informal education opportunities for everyone	75%	85%	82%	78%	81%	81%	81%	80%	78%
Communities have opportunities to create social connections	66%	80%	75%	73%	71%	72%	75%	73%	73%
Celebrating the diversity of the city	51%	69%	67%	59%	55%	56%	62%	63%	59%

**Table 41. Healthy City Opportunities– Level of Importance – Insight Community**

Healthy City Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=146)	Female (n=281)	18-34 (n=91)	35 – 54 (n=153)	55+ (n=184)	NE (n=80)	NW (n=167)	SE (n=81)	SW (n=113)
Affordable public transportation system	93%	95%	96%	93%	94%	93%	94%	92%	97%
Affordable physical recreation	90%	94%	92%	93%	94%	90%	95%	91%	93%
Public spaces where people can gather	89%	86%	95%	83%	84%	83%	90%	87%	87%
Education just for the love of learning	66%	79%	75%	72%	78%	82%	73%	73%	74%
Skills to talk about sensitive issues with each other	58%	74%	73%	72%	63%	73%	70%	71%	64%
Affordable art and culture	64%	77%	76%	72%	72%	74%	73%	79%	69%

## Strategic Goal 2: Urban Shift - Focus Areas and Opportunities

"Urban Shift" was ranked second by Insight Community respondents. All focus areas and opportunities received high levels of importance ratings among the various key demographic groups. Surprisingly, "Stopping the spread of the city" was ranked least important.

See Tables 44 and 45 for complete details.

**Table 42. Urban Shift Focus Areas – Level of Importance – Insight Community**

Urban Shift Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=830)	Female (n=929)	18-34 (n=350)	35 – 54 (n=667)	55+ (n=743)	NE (n=342)	NW (n=642)	SE (n=335)	SW (n=477)
Ability to move around the city quickly	89%	89%	92%	88%	87%	86%	88%	88%	91%
Building a city which is friendly to people of all ages	84%	92%	84%	89%	90%	86%	88%	89%	89%
Build infrastructure that takes into account all people who are likely to use it	87%	92%	90%	90%	89%	90%	91%	87%	89%
Diverse housing options for seniors, young professionals and young families in core and mature neighbourhoods	78%	85%	84%	80%	80%	82%	84%	83%	77%
Stopping the spread of the city	62%	65%	72%	61%	58%	62%	66%	62%	64%

**Table 43. Urban Shift Opportunities– Level of Importance – Insight Community**

Urban Shift Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=163)	Female (n=176)	18-34 (n=118)	35 – 54 (n=141)	55+ (n=83)	NE (n=60)	NW (n=137)	SE (n=50)	SW (n=96)
Easy to use and accessible public transportation system	95%	97%	98%	95%	93%	95%	94%	96%	99%
Availability of amenities such as grocery stores, coffee shops within a walkable distance	94%	94%	94%	94%	94%	92%	92%	96%	97%
Ensure that public spaces and infrastructure are usable by everybody	85%	86%	85%	83%	92%	88%	85%	85%	86%
Improving the city's core and mature neighbourhoods	92%	93%	93%	94%	91%	95%	92%	95%	92%
Public spaces where people can get together	86%	77%	84%	79%	80%	79%	84%	81%	80%



### Strategic Goal 3: Regional Economic Resilience - Focus Areas and Opportunities

"Regional Economic Resilience" was ranked third by Insight Community survey respondents. The focus area of "An economy with a wide range of industries and jobs" received high importance levels from all key demographics while "Highlight the strengths and uniqueness of Edmonton Metro Region" and "Integrate municipal services (such as transit, waste, libraries) with neighbouring municipalities" received lower importance scores.

See Tables 42 and 43 for complete details.

**Table 44. Regional Economic Resilience Focus Areas – Level of Importance – Insight Community**

Regional Economic Resilience Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=830)	Female (n=929)	18-34 (n=350)	35 – 54 (n=667)	55+ (n=743)	NE (n=342)	NW (n=642)	SE (n=335)	SW (n=477)
An economy with a wide range of industries and jobs	94%	96%	95%	94%	95%	96%	95%	94%	94%
Partner with neighbouring municipalities to develop a strong economic region	88%	82%	82%	83%	89%	83%	83%	83%	87%
Highlight the strengths and uniqueness of Edmonton Metro Region	66%	65%	64%	63%	69%	62%	68%	61%	67%

**Table 45. Regional Economic Resilience Opportunities– Level of Importance – Insight Community**

Regional Economic Resilience Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=230)	Female (n=158)	18-34 (n=49)	35 – 54 (n=162)	55+ (n=176)	NE (n=72)	NW (n=145)	SE (n=71)	SW (n=104)
Provide more support to small businesses	81%	85%	88%	84%	78%	75%	79%	84%	88%
More support to entrepreneurs	76%	77%	84%	79%	69%	71%	73%	69%	83%
Develop non-traditional industries	72%	79%	77%	74%	73%	66%	73%	71%	85%
Integrate municipal services (such as transit, waste, libraries) with neighbouring municipalities	66%	68%	56%	64%	78%	71%	71%	57%	67%

#### Strategic Goal 4: Energy and Climate - Focus Areas and Opportunities

"Energy and Climate" ranked fourth among the five strategic goals. However, respondents placed a high degree of importance, especially on opportunities pertaining to this strategic goal such as "Promote low-carbon and renewable energy industries", "Easier permitting process for constructing energy efficient buildings and homes", and "Public transportation system which makes it possible to not be dependent on cars".

See Tables 46 and 47 for complete details.

**Table 46. Energy and Climate City Focus Areas – Level of Importance – Insight Community**

Energy and Climate Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=830)	Female (n=929)	18-34 (n=350)	35 – 54 (n=667)	55+ (n=743)	NE (n=342)	NW (n=642)	SE (n=335)	SW (n=477)
Support technologies that make existing energy sources more environmentally friendly	77%	88%	85%	83%	79%	79%	85%	83%	81%
Growing and adopting new green energy sources	73%	85%	87%	79%	71%	75%	79%	78%	82%

**Table 47. Energy and Climate Opportunities– Level of Importance – Insight Community**

Energy and Climate Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=126)	Female (n=164)	18-34 (n=63)	35 – 54 (n=122)	55+ (n=107)	NE (n=60)	NW (n=89)	SE (n=63)	SW (n=84)
Promote low-carbon and renewable energy industries	96%	98%	96%	98%	98%	97%	98%	96%	98%
Public transportation system which makes it possible to not be dependent on cars	91%	91%	97%	89%	86%	92%	90%	95%	88%
Easier permitting process for constructing energy efficient buildings and homes	94%	87%	91%	89%	91%	82%	92%	94%	92%

## Strategic Goal 5: Open and Effective Government - Focus Areas and Opportunities

"Open and Effective Government" came in the last place among the five strategic goals for Insight Community respondents. Respondents placed high importance on "Municipal government decisions are based on data and evidence" and "Feedback from citizens is considered in municipal decision-making".

See Tables 48 and 49 for complete details.

**Table 48. Open and Effective Government Focus Areas – Level of Importance – Insight Community**

Open and Effective Government Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=830)	Female (n=929)	18-34 (n=350)	35 – 54 (n=667)	55+ (n=743)	NE (n=342)	NW (n=642)	SE (n=335)	SW (n=477)
Easy to contact City departments	87%	89%	88%	85%	93%	88%	86%	91%	89%
Municipal government decisions are based on data and evidence	93%	94%	95%	94%	94%	94%	94%	94%	94%
Easy to contact Mayor and Councillors	72%	78%	72%	71%	82%	75%	73%	77%	77%

**Table 49. Open and Effective Government Opportunities– Level of Importance – Insight Community**

Open and Effective Government Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=165)	Female (n=150)	18-34 (n=29)	35 – 54 (n=89)	55+ (n=193)	NE (n=70)	NW (n=104)	SE (n=70)	SW (n=80)
Feedback from citizens is considered in municipal decision-making	93%	96%	92%	91%	97%	96%	91%	99%	94%
Increase awareness of opportunities to be involved in municipal decision-making	88%	93%	89%	87%	92%	92%	89%	93%	85%
Easier permitting processes across all services	76%	73%	80%	75%	71%	78%	72%	75%	75%

## Achievement of Vision

Insight Community respondents were asked their level of agreement that the strategic goals, focus area statements and opportunities presented in the survey will help the City achieve its vision by 2050. Younger respondents (18-34 years of age) agreed the most among the various groups of respondents that this survey will help the city achieve its vision. Females agreed more than males while residents in the NW quadrant agreed slightly more than residents in the other quadrants of the city.

Table 45 contains the full results.

**Table 50. Achieve Vision Level of Agreement – Insight Community**

	Top-two Box (4,5) Importance Score								
	Gender		Age Groups			Quadrant			
	Male (n=830)	Female (n=929)	18-34 (n=350)	35-54 (n=667)	55+ (n=743)	NE (n=342)	NW (n=642)	SE (n=335)	SW (n=477)
Level of Agreement	56%	61%	66%	56%	52%	56%	60%	55%	58%
Strongly Agree	11%	12%	16%	10%	9%	12%	12%	12%	11%
Agree	44%	49%	50%	46%	44%	44%	48%	43%	47%
Neither Agree nor Disagree	25%	26%	16%	28%	33%	29%	25%	27%	24%
Disagree	9%	5%	6%	6%	9%	7%	7%	8%	7%
Strongly Disagree	3%	1%	2%	3%	2%	3%	1%	3%	3%
No Answer/No Opinion	7%	6%	10%	7%	4%	5%	6%	6%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

\*May not add up to 100% due to rounding

## Appendix A: Results – Open Link Survey

### Results by Key Demographics – Open Link

#### Vision

Table 51. Vision Concepts – Open Link

Key Concept	Mentioned as One of the Two Key Concepts
Community feel, big city amenities	42%
Reduce the city spread	23%
Housing for all	26%
Prosperity for all	24%
Family friendly	23%
Technology	28%
Entrepreneurs	12%
Cultures	8%
Global recognition	10%
Urban Indigenous leaders	3%
<b>TOTAL</b>	<b>199*%</b>

\*May not add up to 200% due to rounding

#### Strategic Goals

Table 52. Top Strategic Goals Selected – Open Link

Strategic Goal (n=2240)	Open Link
Healthy City	26%
Regional Economic Resilience	21%
Urban Shift	20%
Energy and Climate	20%
Open and Effective Government	13%
<b>TOTAL</b>	<b>100%</b>

**Table 53. Top Strategic Goals Selected by Key Demographics – Open Link**

Strategic Goal	Gender		Age Groups			Quadrant			
	Male (n=830)	Female (n=929)	18-34 years (n=350)	35-54 years (n=667)	55+ years (n=743)	NE (n=342)	NW (n=642)	SE (n=335)	SW (n=477)
Healthy City	17%	35%	25%	25%	27%	27%	24%	28%	25%
Regional Economic Resilience	28%	15%	18%	28%	25%	22%	20%	21%	23%
Open and Effective Government	13%	12%	10%	14%	25%	13%	13%	14%	13%
Energy and Climate	19%	21%	24%	15%	11%	17%	21%	18%	21%
Urban Shift	23%	16%	23%	18%	13%	20%	22%	18%	18%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*May not add up to 100% due to rounding

## Main Findings for Each Demographic Group

**Table 54. Top Strategic Goals Selected by Key Demographics– Open Link**

Respondent Type	Top Priority Strategic Goal	Highest Important Focus Area	Highest Important Opportunity Area
<b>Gender</b>			
<b>Male</b>	Regional Economic Resilience	An economy with a wide range of industries and jobs	Provide more support to small businesses
<b>Female</b>	Healthy City	Opportunities to enhance mental and emotional wellness	Affordable public transportation system
<b>Age Groups</b>			
<b>18 – 34</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation
<b>35 – 54</b>	Regional Economic Resilience	An economy with a wide range of industries and jobs	Provide more support to small businesses
<b>55+</b>	Healthy City	Opportunities to be physically active	Affordable public transportation system Affordable physical recreation
<b>City Quadrant</b>			
<b>NE</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation
<b>NW</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation
<b>SE</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation
<b>SW</b>	Healthy City	Opportunities to be physically active	Affordable physical recreation



## Focus Areas and Opportunities

### Strategic Goal 1: Healthy City - Focus Areas and Opportunities

**Table 55. Healthy City Focus Areas – Level of Importance – Open Link**

Healthy City Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=1085)	Female (n=1064)	18-34 (n=1163)	35 – 54 (n=649)	55+ (n=202)	NE (n=440)	NW (n=641)	SE (n=454)	SW (n=558)
Opportunities to be physically active	84%	87%	86%	86%	80%	83%	85%	88%	85%
Opportunities to enhance mental and emotional wellness	73%	89%	84%	78%	69%	81%	79%	82%	82%
Formal and informal education opportunities for everyone	74%	85%	82%	76%	68%	80%	78%	81%	79%
Communities have opportunities to create social connections	64%	74%	70%	71%	59%	69%	72%	72%	63%
Celebrating the diversity of the city	51%	67%	62%	56%	45%	58%	59%	60%	62%

**Table 56. Healthy City Opportunities– Level of Importance – Open Link**

Healthy City Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=186)	Female (n=376)	18-34 (n=288)	35 – 54 (n=160)	55+ (n=54)	NE (n=120)	NW (n=155)	SE (n=129)	SW (n=140)
Affordable public transportation system	84%	94%	90%	90%	91%	91%	90%	93%	89%
Affordable physical recreation	91%	94%	94%	95%	91%	93%	92%	97%	89%
Public spaces where people can gather	79%	83%	81%	84%	85%	81%	86%	84%	79%
Education just for the love of learning	69%	76%	76%	71%	69%	73%	75%	73%	73%
Skills to talk about sensitive issues with each other	65%	74%	77%	63%	65%	78%	74%	72%	66%
Affordable art and culture	56%	68%	64%	64%	78%	62%	68%	64%	66%

## Strategic Goal 2: Regional Economic Resilience - Focus Areas and Opportunities

**Table 57. Regional Economic Resilience Focus Areas – Level of Importance – Open Link**

Regional Economic Resilience Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=1085)	Female (n=1064)	18-34 (n=1163)	35 – 54 (n=649)	55+ (n=202)	NE (n=440)	NW (n=641)	SE (n=454)	SW (n=558)
An economy with a wide range of industries and jobs	93%	93%	94%	93%	89%	93%	93%	94%	92%
Partner with neighbouring municipalities to develop a strong economic region	81%	75%	77%	78%	83%	79%	75%	79%	79%
Highlight the strengths and uniqueness of Edmonton Metro Region	62%	56%	59%	61%	54%	57%	59%	62%	59%

**Table 58. Regional Economic Resilience Opportunities– Level of Importance – Open Link**

Regional Economic Resilience Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=300)	Female (n=162)	18-34 (n=211)	35 – 54 (n=179)	55+ (n=50)	NE (n=97)	NW (n=128)	SE (n=97)	SW (n=127)
Provide more support to small businesses	75%	77%	74%	78%	74%	74%	78%	78%	73%
More support to entrepreneurs	73%	69%	69%	74%	74%	72%	72%	73%	72%
Develop non-traditional industries	66%	73%	67%	72%	72%	67%	65%	70%	73%
Integrate municipal services (such as transit, waste, libraries) with neighbouring municipalities	71%	65%	70%	69%	70%	71%	63%	75%	67%

### Strategic Goal 3: Urban Shift - Focus Areas and Opportunities

**Table 59. Urban Shift Focus Areas – Level of Importance – Open Link**

Urban Shift Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=1085)	Female (n=1064)	18-34 (n=1163)	35 – 54 (n=649)	55+ (n=202)	NE (n=440)	NW (n=641)	SE (n=454)	SW (n=558)
Ability to move around the city quickly	90%	89%	93%	87%	83%	89%	90%	90%	90%
Building a city which is friendly to people of all ages	79%	86%	81%	84%	82%	83%	82%	84%	82%
Build infrastructure that takes into account all people who are likely to use it	83%	87%	86%	86%	81%	85%	85%	86%	84%
Diverse housing options for seniors, young professionals and young families in core and mature neighbourhoods	73%	85%	82%	75%	74%	80%	79%	78%	76%
Stopping the spread of the city	44%	47%	45%	51%	49%	43%	49%	42%	46%

**Table 60. Urban Shift Opportunities– Level of Importance – Open Link**

Urban Shift Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=248)	Female (n=174)	18-34 (n=268)	35 – 54 (n=118)	55+ (n=26)	NE (n=88)	NW (n=141)	SE (n=82)	SW (n=103)
Easy to use and accessible public transportation system	89%	95%	93%	89%	92%	91%	94%	90%	90%
Availability of amenities such as grocery stores, coffee shops within a walkable distance	90%	90%	90%	87%	100%	84%	92%	88%	94%
Ensure that public spaces and infrastructure are usable by everybody	83%	86%	82%	88%	85%	84%	82%	83%	87%
Improving the city's core and mature neighbourhoods	85%	84%	82%	89%	85%	86%	81%	87%	86%
Public spaces where people can get together	81%	78%	80%	76%	92%	77%	82%	85%	78%

## Strategic Goal 4: Energy and Climate - Focus Areas and Opportunities

**Table 61. Energy and Climate City Focus Areas – Level of Importance – Open Link**

Energy and Climate Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=1085)	Female (n=1064)	18-34 (n=1163)	35 – 54 (n=649)	55+ (n=202)	NE (n=440)	NW (n=641)	SE (n=454)	SW (n=558)
Support technologies that make existing energy sources more environmentally friendly	74%	84%	81%	76%	69%	77%	77%	81%	77%
Growing and adopting new green energy sources	71%	83%	81%	72%	61%	76%	77%	76%	76%

**Table 62. Energy and Climate Opportunities– Level of Importance – Open Link**

Energy and Climate Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=207)	Female (n=226)	18-34 (n=284)	35 – 54 (n=99)	55+ (n=22)	NE (n=76)	NW (n=135)	SE (n=83)	SW (n=117)
Promote low-carbon and renewable energy industries	96%	98%	98%	95%	100%	100%	96%	99%	96%
Public transportation system which makes it possible to not be dependent on cars	83%	92%	87%	92%	95%	88%	92%	86%	88%
Easier permitting process for constructing energy efficient buildings and homes	88%	89%	88%	90%	86%	92%	87%	88%	87%

## Strategic Goal 5: Open and Effective Government - Focus Areas and Opportunities

**Table 63. Open and Effective Government Focus Areas – Level of Importance – Open Link**

Open and Effective Government Focus Areas	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=1085)	Female (n=1064)	18-34 (n=1163)	35 – 54 (n=649)	55+ (n=202)	NE (n=440)	NW (n=641)	SE (n=454)	SW (n=558)
Easy to contact City departments	80%	81%	80%	79%	87%	80%	79%	84%	79%
Municipal government decisions are based on data and evidence	88%	86%	88%	88%	90%	87%	88%	87%	87%
Easy to contact Mayor and Councillors	62%	67%	65%	63%	69%	67%	61%	67%	66%

**Table 64. Open and Effective Government Opportunities– Level of Importance – Open Link**

Open and Effective Government Opportunities	Top-two Box (4,5) Importance Score								
	Gender		Age			Quadrant			
	Male (n=144)	Female (n=126)	18-34 (n=112)	35 – 54 (n=93)	55+ (n=50)	NE (n=59)	NW (n=82)	SE (n=63)	SW (n=71)
Feedback from citizens is considered in municipal decision-making	89%	93%	88%	94%	90%	93%	94%	89%	90%
Increase awareness of opportunities to be involved in municipal decision-making	89%	91%	89%	90%	90%	90%	85%	89%	89%
Easier permitting processes across all services	83%	76%	73%	77%	88%	78%	74%	87%	75%

## Achievement of Vision

**Table 65. Achieve Vision Level of Agreement – Open Link**

	Top-two Box (4,5) Importance Score								
	Gender		Age Groups			Quadrant			
	Male (n=1085)	Female (n=1064)	18-34 (n=1163)	35 – 54 (n=649)	55+ (n=202)	NE (n=440)	NW (n=641)	SE (n=454)	SW (n=558)
Level of Agreement	58%	59%	59%	55%	50%	58%	57%	60%	56%
Strongly Agree	16%	13%	16%	12%	8%	14%	14%	15%	13%
Agree	42%	47%	43%	43%	42%	44%	43%	45%	44%
Neither Agree nor Disagree	25%	26%	24%	29%	32%	26%	25%	25%	25%
Disagree	8%	6%	6%	8%	11%	9%	7%	6%	7%
Strongly Disagree	4%	1%	2%	3%	4%	2%	4%	3%	3%
No Answer/No Opinion	6%	8%	9%	5%	3%	6%	8%	6%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

\*May not add up to 100% due to rounding



## Appendix B: Survey Instrument (Telephone)

## Vision 2050 - Survey

Hello, my name is \_\_\_\_\_, calling on behalf of the City of Edmonton. Your household has been randomly selected to participate in a 15-minute survey about the vision and strategic direction of the City of Edmonton for its Vision 2050 initiative. Vision 2050 is a citizen-built vision that happens once every ten years. City Council is reviewing and updating its strategic plan, which is intended to guide everything the City of Edmonton does. We would like to hear your thoughts. Please know that we are not selling or promoting anything and your responses will be kept completely anonymous.

**[If they have questions about the legitimacy of the study they can be referred to 3-1-1 service with the City of Edmonton]**

### Section 1 – Key Demographics

1. For this study, I need to speak to a member of the household who is at least **18 years of age**. Would that person be available?

Yes, speaking

**CONTINUE**

Yes, I will go get them

**RE-READ INTRO, CONTINUE**

Not now

**ARRANGE CALL BACK**

2. Record gender: **DO NOT ASK**

Male

Female

Unsure

3. In which of the following age categories do you belong? Please stop me when I read the correct one.

18 – 24

25 - 34

35 - 44

45 - 54

55 – 64

65 years and over

[Do not read] Refused **TERMINATE**

4. How long have you lived in Edmonton?

Less than 6 months

6 months to less than 1 year

1 year to less than 3 years

3 years to less than 5 years

5 years or more

5. What are the first 3 digits of your postal code?

— — —

**Check quotas by region**

## Section 2: Vision

6. The City, through a series of conversations with the general population of Edmonton and representatives of groups such as businesses, not for profits, educational institutions, etc., has identified ten key concepts around which the City should build its vision for 2050. I will read out the entire list to you. At the end, I will ask you to select the top two key concepts that are most relevant to you. **RANDOMIZE**

### READ LIST

Global Recognition  
Reduce the City spread  
Prosperity for all  
Housing for all  
Technology  
Entrepreneurs  
Urban Indigenous leaders  
Cultures  
Family friendly  
Community feel, big city  
amenities

Which two key concepts are most relevant to you?

### SELECT OPTIONS GIVEN BY RESPONDENT

### DO NOT RECORD ORDER

7. Are there any other key concepts that you believe should be included?  
[Open ended]

## Section 3: Strategic Goals

8. The City has also identified five strategic goals that they would like Edmontonians to provide feedback on.

I will read out the strategic goals along with their corresponding descriptions.

### READ GOAL AND DESCRIPTION. RANDOMIZE GOALS

Strategic Goal	Description
Healthy City	Edmonton is a city that thrives, where every member of our community has equitable opportunity to be healthy and fulfilled
Urban Shift	Edmonton is a city with infrastructure design, smart land use, transportation options and public spaces that enable the population to live safe and healthy lives
Regional Economic Resilience	The Edmonton Metro Area has a robust, diversified economic system founded on ingenuity, regional collaboration and shared economic prosperity
Energy and Climate	Edmonton is a low-carbon city with smart energy options and innovative energy delivery systems. Our infrastructure is resilient to shocks and disturbances from climate change
Open and Effective Government	The City of Edmonton government is open, transparent and accountable to Edmontonians

I am going to read out a list of statements that pertain to “STRATEGIC GOAL”. I will ask you to rate each of the statements using a five-point importance scale where 1 is “not important at all ” and 5 “very important” (Will allow for no opinion/no answer) **RANDOMIZE ATTRIBUTES WITHIN GOALS**

Healthy City	Level of Importance
✓ Celebrating the diversity of the city	1 – Not important at all
✓ Communities have opportunities to create social connections	2
✓ Formal and informal education opportunities for everyone	3
✓ Opportunities to be physically active	4
✓ Opportunities to enhance mental and emotional wellness	5 – Vey important
Urban Shift	
✓ Ability to move around the city quickly	1 – Not important at all
✓ Build infrastructure that takes into account all people who are likely to use it	2
✓ Stopping the spread of the city	3
✓ Building a city which is friendly to people of all ages	4
✓ Diverse housing options for seniors, young professionals and young families in core and mature neighbourhoods	5 – Vey important
Regional Economic Resilience	
✓ An economy with a wide range of industries and jobs	1 – Not important at all
✓ Partner with neighbouring municipalities to develop a strong economic region	2
✓ Highlight the strengths and uniqueness of Edmonton Metro Region	3
	4
	5 – Vey important
Energy and Climate	
✓ Support technologies that make existing energy sources more environmentally friendly	1 – Not important at all
✓ Growing and adopting new green energy sources	2
	3
	4
	5 – Vey important
Open and Effective Government	
✓ Easy to contact Mayor and Councillors	1 – Not important at all
✓ Easy to contact City departments	2
✓ Municipal government decisions are based on data and evidence	3
	4
	5 – Vey important



9. Now that you have learned about the five strategic goals, I would like for you to identify the Strategic Goal of highest and second highest priority to you. And to remind you, the Strategic Goals are:

**READ OUT LIST. (RANDOMIZE)**

Strategic Goal		Priority Level	
Healthy City			
Urban Shift			
Regional Economic Resilience	1 – Highest priority	2 – Second highest priority	
Energy and Climate			
Open and Effective Government			

10. You have selected "STRATEGIC GOAL" as your top priority. I am going to read out a list of opportunities that pertain to "STRATEGIC GOAL". I will ask you to rate each of the statements using a five-point importance scale where 1 is "not important at all" and 5 "very important" (Will allow for no opinion/no answer) (Will allow for no opinion/no answer). **RANDOMIZE STATEMENTS WITHIN GOALS**

Healthy City	Level of Importance
✓ Affordable public transportation system	1 – Not important at all
✓ Public spaces where people can gather	2
✓ Education just for the love of learning	3
✓ Affordable physical recreation	4
✓ Affordable art and culture	✓ 5 – Vey important
✓ Skills to talk about sensitive issues with each other	
Urban Shift	✓
✓ Easy to use and accessible public transportation system	1 – Not important at all
✓ Public spaces where people can get together	2
✓ Availability of amenities such as grocery stores, coffee shops within a walkable distance	3
✓ Improving the city's core and mature neighbourhoods	4
✓ Ensure that public spaces and infrastructure are usable by everybody	✓ 5 – Vey important
Regional Economic Resilience	✓
✓ More support to entrepreneurs	1 – Not important at all
✓ Provide more support to small businesses	2
✓ Integrate municipal services (such as transit, waste, libraries) with neighbouring municipalities	3
✓ Develop non-traditional industries	4
	✓ 5 – Vey important
Energy and Climate	✓
✓ Promote low-carbon and renewable energy industries	1 – Not important at all
✓ Public transportation system which makes it possible to not be dependent on cars	2
✓ Easier permitting process for constructing energy efficient buildings and homes	3
	4
	✓ 5 – Vey important
Open and Effective Government	✓
✓ Easier permitting processes across all services	1 – Not important at all
✓ Increase awareness of opportunities to be involved in municipal decision-making	2
✓ Feedback from citizens is considered in municipal decision-making	3
	4
	✓ 5 – Vey important

## Section 4: Achieve Vision

11. On a scale of 1 to 5 where 1 is "Strongly Disagree", 2 is "Disagree", 3 is "Neither Agree nor Disagree", 4 is "Agree" and 5 is "Strongly Agree", do you think the strategic goals, statements, and opportunities which we discussed will help the city achieve its vision by 2050?

Strongly Disagree

Disagree

Neither Agree or Disagree

Agree

Strongly Agree

Prefer not to answer/no opinion

## Section 5: Additional Demographics

As different people may have different views and needs, the next few questions allow us to group and analyze responses. Again, all the information you provide will be kept completely anonymous.

12. What is the highest level of education you have achieved? READ OUT LIST

Less than high school

Graduated high school

Graduated college, technical or  
vocational school

Graduated university

Prefer not to answer

13. Are you currently... READ OUT LIST

Working full time

Working part-time

A student

Not working outside the home

Retired

Prefer not to answer

14. Including yourself, how many people are there in your household?

\_\_\_\_\_

Prefer not to answer

15. IF MORE THAN 1 IN Q14: How many people in your household are...

Under 10 years of age

Between 10 and 17 years of age

Between 18 and 65 years of age

Over 65 years of age

Prefer not to answer

16. Which of the following best describes your **total annual household income** before taxes? **READ OUT LIST**

Less than \$20,000

Between \$20,000 and \$29,999

Between \$30,000 and \$49,999

Between \$50,000 and \$79,999

Between \$80,000 and \$119,999

\$120,000 or more

Prefer not to answer

17. Do you work for the City of Edmonton?

Yes

No

18. Do you currently own or rent your place of residence?

Own

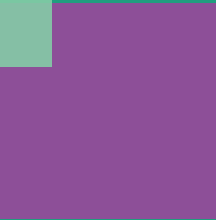
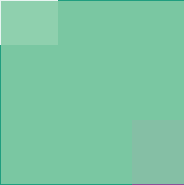
Rent

19. Were you?

Born in Canada

Moved to Canada from somewhere else

Thank you for your participation in this survey. We appreciate your time and valuable feedback.





## Appendix F. Letters – Youth Under 13



Dear Mayor Iveson and Councillor  
Vickel,

In 2050 I would like to see a  
lot like

- Flying car's
- Secur lock's
- Teacher's coming to your door
- Devices that protect children from  
Harm
- Everyone has a Home

Thank you for your attention

Sincerely,

Evangeline Dumas

Evangeline Dumas

March 7 2018

Dear Mayor & Councillor Nickel,

I think you are doing an amazing job.

I recently moved from Lloydminster. At first I  
was not sure I was going to enjoy Edmonton.

As soon as I got into my new home I  
instantly fell in love with Edmonton.

In the future I want to live in a city  
that is safe and friendly. I think Edmonton  
could become that city.

Sincerely,

Molly

March 7 2018

Dear Mayor Iveson & Councillor Nickel,

In the year 2050, I would like to see lots more housing  
cool robots and lots of ways to solve terrible illnesses

Sincerely,

Laida

Dear Mayor Iveson and councillor Nickel

Wed  
March 7  
2018

I am here to inform you of the future of in my vision of Canada. I would like to lower the prices in the houses or in shopping markets, so when people are broke or don't have enough money for something they can lower the prices of the stuff they need. I would also like for people to feel safe when they walk outside in an alley, for example someone can walk safely without being scared of getting shot.

Im 2050,

signed Tristan

TR

Dear Mayor Iveson and Councillor Nickel,

Hello. I am a big fan of yours. Today I would like to talk about our future. In the year of 2050, I think that everything will be full of technologie and very high tec. I would like that everything will be full of life and happy. IF I put myself in my parents shoes, I would want to have time for more things to be also be full of culture and history. I would also love if everybody could have a home. This includes humans, animals, and if there are aliens! Everybody deserves to be given a chance at our lives. I would love that our town words are:

- Innovative
- Resilient
- Inclusive
- Connected
- Stewardship
- Happy

Sincerely  
Emilia Dubuc

March 7 2018

Dear Mayor Iveson, Councillor Nickel,  
in My futer Edmonton I would  
like to see every one together  
and welcoming of new peopel and  
Strong leaders and room for  
improvement with a creative work-  
places and thriveing Spirits with  
the CONFidence to effeiently  
get education. With the knowlege  
of our reputation, as a city.

thank you,  
Addison



Dear Mayor Iveson and Councillor Nickel,

What I would like to see in 2050 in Edmonton is a place where everybody is invited and nobody is left out. I don't like seeing anybody left out and it makes me sad. I would like to see an environment that is clean and nothing is smoky or it looks like garbage on the ground. I want everybody to ~~get~~ a chance to say their ideas. I want <sup>get</sup> everybody to have a 2<sup>nd</sup> chance to make things right and learning from their mistakes. Everybody deserves a 2<sup>nd</sup> chance, right? I want everybody to have a good education. Everyone should have a good education too. Thank you for reading!

From, Halle  
Frère Antoine



March 7, 2018

Dear, Don Iverson + Mike Nikel,

You are <sup>n</sup>doing a great job as the mayor / coandor, but there are some people that have disadvantages and this is what I want from you guys.

- No one living on the streets
- Food for everyone
- And more

Sincerely, Nicholas

Nick

March 7  
2018

Dear Mayor Iveson & Councillor Nickel,

My name is Yram from frère antoine.

My vision for edmonton is that  
no one suffers from poverty.

Everyone will be able to participate  
in activities just as everyone  
else.

Edmonton would be a safe environ-  
ment. Everybody is open to each  
other. No one would feel left out.  
I think that ~~ever~~ we should all  
be friends.

Another thing that is in my  
vision is that there would be  
no racism. Each person would  
be treated equal.

- Yram Abalos.

March 7 2018

Dear Mayor Iveson & Councillor Nickel,

My name is Ryley from École Frère Antoine!  
When I'm 40 in 2050, my edmonton like to  
go like this...

...  
My future vision is that we have a flying  
couch (when I'm in University, i'll try to  
make it myself). Another thing is that we  
can hopefully bring back pennies. Pennies  
can come in handy sometimes (ex: 4.36\$). More  
garbage cans! Sometimes people are very...  
not the best at putting things in the garbage  
cans. Cars and trucks that you say "start!"  
and they start automatically.

Thank you!

-Ryley Chinn-Vigneau



March 7th 2018

Dear Mayor Iveson + Councillor Nickel,

Hi! My name is Olivia, I go to Ecole Frere Armand and I am the president of our student council. My future vision is to see children running and playing with their friends outdoors (because we have a very safe city) to hear birds singing and chirping, and to hear bees buzzing. I would also love to see self driving cars, and artificial intelligence. Another amazing thing to have would be fridges that come to you with a press of a button.

- Olivia Kellar ♥

07/03/18

Dear Iveson and Councillor Nickel

In the futur I would like a flying William McDermott.  
More advanced technologie.

No homeless people.

I want a flying school

I wanna meet Logan Paul

Keegan

March 7 2018

Dear Mayor  
Iveson & Councillor  
Nickel

This is what I Think life is going  
to be in 2050

We are the most family-friendly City in  
Canada, a safe and inclusive City that's free  
from racism. No one lives on the street,  
and no one is trapped in poverty. Our children  
have access to education that drives a workforce  
that is the most creative in the country. Our  
food, festivals, and Culture reflect the diversity and  
and Creativity of our community and invite anyone  
to participate. We embrace outdoor activity year  
round.

Sincerely,

Anisha

Dear Mayor Don Iveson and council

You are doing a great job managing  
our city but here are some ideas  
I have

- \* More recreational zones for people
- \* Provide education for less fortunate
- \* Provide accessible places for handicapped  
people or so disabled,
- \* equal rights to first nations.
- \* basic income annually.



Kofi

Dear Mayor Iverson, In the year 2050 I'd like Edmonton to be a futuristic city. Also, Edmonton should be very friendly and easy to live in, with no poverty and racism. I want to be able to look back and say Edmonton has really improved.

Bradley turnbare

march

blidiversity in the year 2050 my edmonton

Keeping it Clean for the future

So we can leave the city environment the same,  
and keep it green, I don't like the idea of flying  
cars cause it brings pollution if we don't take care  
of them there will be no future in edmonton, also  
we don't need all those things cause we have each  
other, cause the friendly economy, Thank you  
so much for reading this little letter

# Dear Mayor

Don Iveson,  
in 2050 I will be 43  
years old. I want the city  
to be filled with trees. the  
trees help us breathe. please  
Don't cut down trees. If you cut  
down trees animals will lose homes.  
From: Piper

P.S.

I love art and forests

---

10 / I am the  
one with

P.S.S.

I can't  
spell.

Dear Mayor Iveson

in 2050 I will Be 43 Because im  
11 now and soon 12. In 2050 I hope  
Edmonton will Be a thriving and  
Biodiversity city and we will not  
have racism. in the picture i'm  
the girl with lots of words.

from yours truly. Emma pearl tweedle

have a  
great  
Day!

-Emma



Dear Mayor Iveson,  
In 2050, I will be  
41 years old. I  
like Edmonton in 2050  
to be nice and  
people to be living  
in a home and kids  
to eat ~~the~~

by Rose

Dear mayor Iveson, I am  
currently 10 years old. In 2050  
I will be 42 years old

in 2050 I would like  
edmonton to be clean and  
for there to be education for  
everyone. And NO one living  
in the streets. there also  
should be lower prices on everything

Truly yours  
Keli'a  
Keli'a



DEAR:- DON IVESON.

I Am 11 YEARS old now. and I am  
43 in 2050. AND I WANTED Mon.  
-ton Clean and Pollution-free. AND  
Very Big House For All the PEOPLE.  
AND Healthy food. AND Cheaper  
things in 2050.

Dear Mayor Don Iveson,

In 2050 I will be

42. In 2050 I

would like the City  
to be clean and for

lots of houses to be

built. I am currently

10 and when I am

older it would be

great to have a Clean

City.

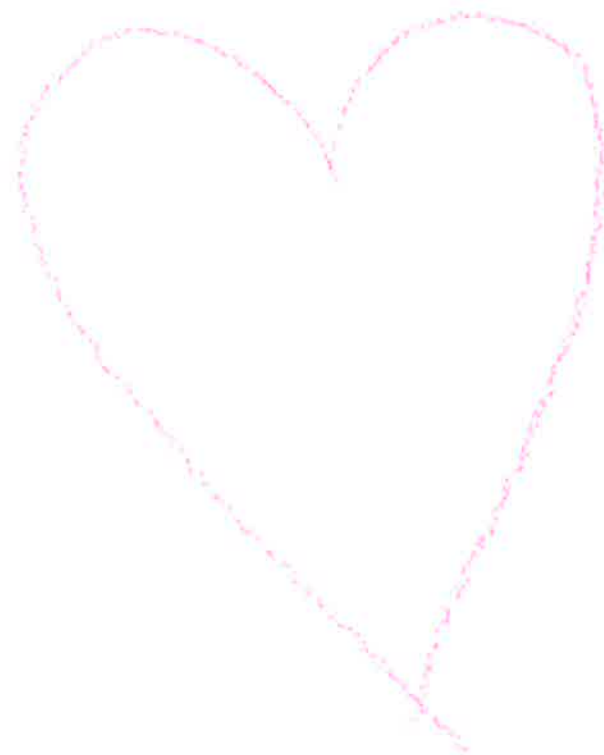
Truly yours,

Angelina

Dear mya daniel

Hayly M

In 2050 I will be 42. In 2050 I would like  
Edmonton to be clean, no bad or  
pollution. I would also like more  
modern Houses. I would also love  
healthy food and more gyms.



yours truly Hayly M  
PS I am the one with the word  
beautiful with polkadots.

Dear Mayer Don Iveson In 20~~00~~ I will  
be 43 and I want the houses in Edmonton  
to be more Modern and more futuristic just incase  
i'm still here. To be cleaner less racism and less  
pollution.

Sincerely: Andrew  
!

Dear, Mayor Don Iveson

In 2018 I am currently 11 and in  
2050 I will be 43 and I want no more  
racism more job's for everyone ~~also~~ so I can  
get more knowlegde so can go to different jobs  
That I am Intrested.

Sincerly, Tyson

Thank you  
for  
makeing  
Edmonton  
a safe  
place.



DEAR

Mayor DON

Iveson. IN 2050

I will be 44 years

Old. I want better  
privacy and less poverty

and NO Racism, NO →

scammers or thefts

---

Sincerely, NOOH

the best there was  
the best there is  
the best there ever will be



Dear Mayor Don Iveson,

I am currently 12, in 2050  
I will be 43. My name is  
Evangelina Desjarlais.

I go to Prince Charles  
and I am in Grade 6. I  
think in 2050 there will  
be no pollution and racism.

I know you guys who  
work in the city of Edmonton  
don't just think about 2 or  
3 years in the future you  
think about like 100 years  
ahead.

Sign,

Evangelina Desjarlais

DEAR Don  
iverson

In 2050 i will be 44 yrs

i want no poverty, racism, pollution,  
scammers, people who fart in the  
car while the windows are closed,  
ob users and theifs. I WANT  
<sup>and smokers.</sup>  
more schools, more hospitals, mental Hospitals,  
more money, ~~free therapy~~ more therapy, more  
payments, to families, and less use of gas



Dear Mayor

Don't ~~see~~ ~~son~~

im the  
awesome  
one on the  
phone

hi im kevin kp in 2018 im 10  
soon 11.5. ~~it~~ Shut down  
the pipe line. Because...  
..it will kill us you see

it will pollute every  
thing I want a clean  
city NOT a dirty City  
plz plz plz  
Love  
Kevin U. Looks  
at back

Dear Mayor and Councillors,  
In 2050 I will be  
42 years old. I want Edmonton  
to be more safe, Healthy and Clean

Sincerely, Katelin Mercer

Help Save People in

Natural



disasters by

Joining

the postmen  
♡

Plz spread the news ♡

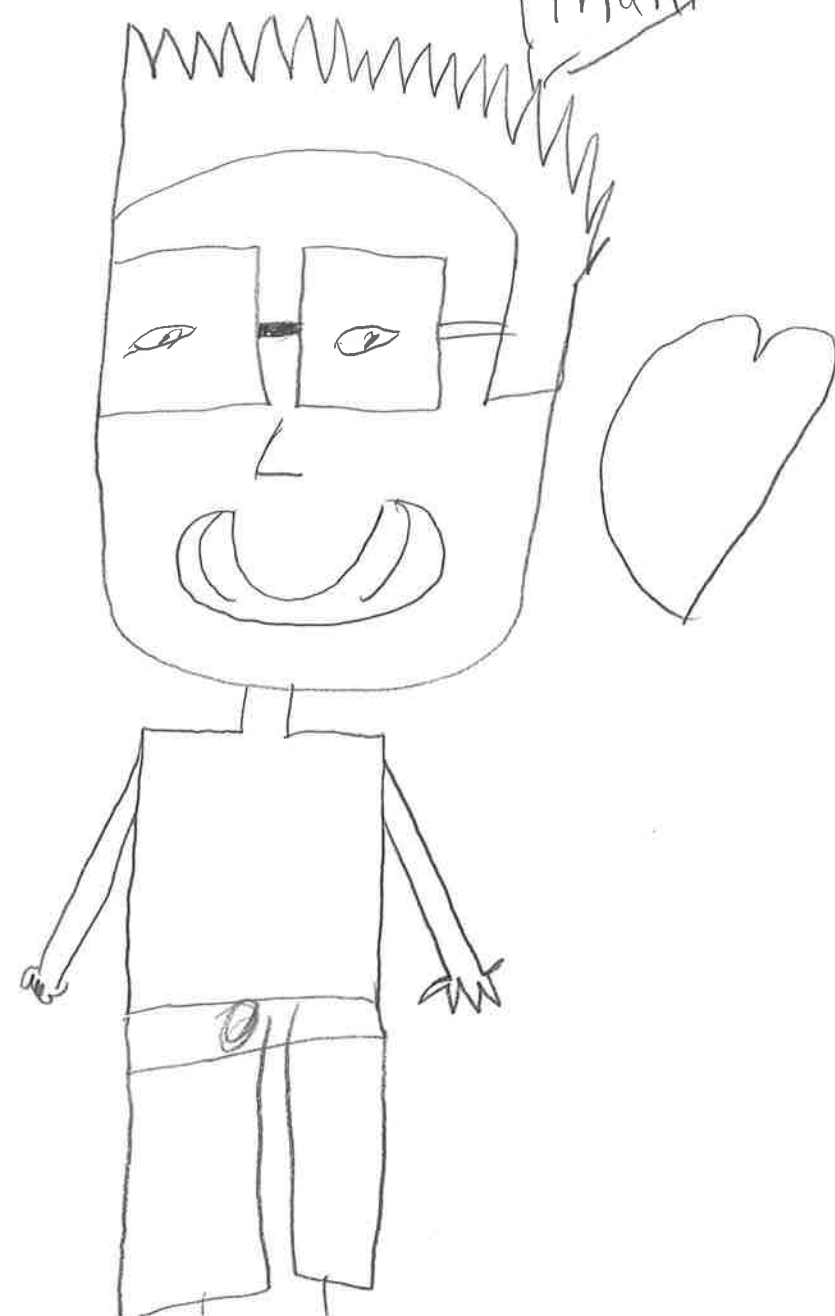
thx

Dear mayor Iveson and councillors,  
in 2050 I will be 43 I want  
Edmonton to have more Equality  
and house Thank you. ♥



From: Ricardo

Thank You



Dear Mayor Iveson and Concillors

In 2050 I will be 44 years old. When I grow old I will like it if we could have more safety and have schools thats for different cultures so people could still speak or tell storys about there past, and more safety in schools. Homeless kids have a chance of school and health care so the world could be a better place.

I drew a pictcher



From: Nisha Anjeli

Dear mayor Iveson and councillors,

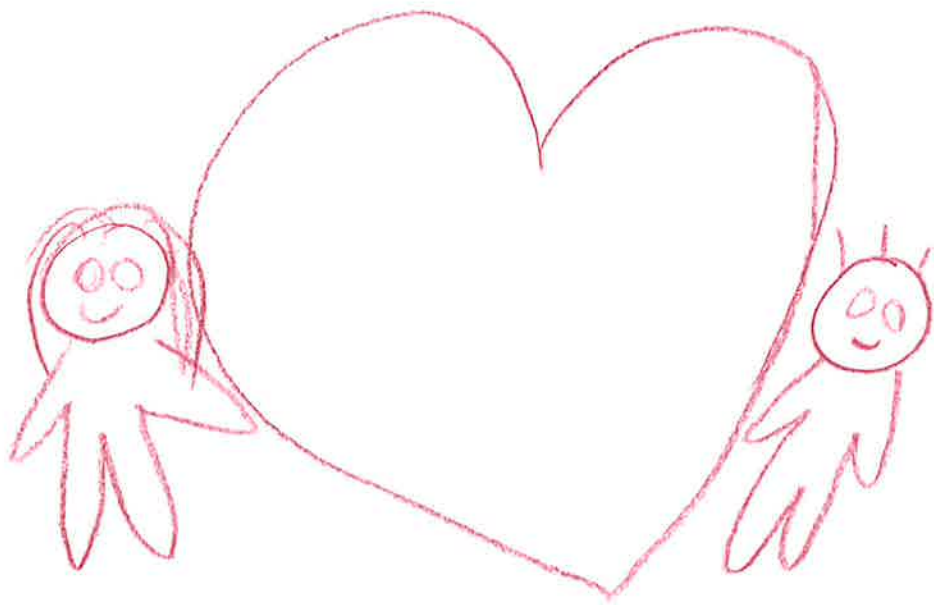
In 2050, I will be 44 years old,

I want Edmonton to have a better way to dispose garbage more efficiently.

It is because there are garbage in the forest, oceans and landfills. I also think that racism and sexism should eliminated. Women are becoming more insecure. People are less connected with their culture and judge other peoples culture. another thing about the sexism, women have to pay more for cosmetics products. They also divide products for men and women. Finally the costs for foods should be lowered. I am in a family of 4 and the costs for food ~~is~~ month is ~~\$~~ over \$400. Other families have 5-7, imagine how much it would cost. Thank you for reading this letter.

From Angelique Summer

Dear: Mayor and councillors  
In 2050, I will be 42 years old.  
I want Edmonton to be more ...  
Safe, Caring, flying cars, and  
more big Buildings, nice people.



from: Angel     Dianne ♡

Riley  
Dear Mr Mayor in 2050  
I will be 43 I was thinking  
that maybe there could be more  
job opportunities for the homeless  
or poor people. I want  
less pollution so the cars  
should be solar powered or  
actually floating hover boards  
so there's no roads so  
the trees can grow.

Dear ~~Mr~~  
~~Mr~~ mayor

I will be 43 in 2050. in 2050  
I would like more ~~of~~ Safety in  
Edmonton and more Health and Flying  
CARS  
From Logan Harrigan





in 2050 I will be 43  
from: Thereen ~~to~~

Dear mayor Iveson

more School

No more Plshin

more sports

Taylor Tate in 2050  
I will be 39

I think the Anneims  
sode be free Ahims  
in the sea ~~not~~ be  
same do the sode  
sode be the Thanks  
fish will alone if not  
that's dad. grow and  
bye bye !!

# Levon. Auger

Hello, my name is Levon. Auger

I am currently 11 years old but in

2050 I will be 43 years old. I will  
make a list of what I want in 2050.

---

1. I want there to be cheaper recreations

2. I want Edmonton to be more of  
a community.

3. I want residential schools to be  
closed forever.

Dear Mayor Iverson. I believe  
to make Edmonton a better place,  
I believe, the MRT, ETS ~~bus~~ transportation  
should cover more of the West, East, and  
North side. I'm pretty sure you're already  
working on this suggestion, but if you can  
hurry that up. That would be wonderful! Edmonton  
should also encourage people to exercise and  
sometimes (maybe) to take the bus. Solar panel  
houses would also benefit. !!

By: Euniqua S

TO: Mayor Don Iverson

in 2050 i will  
be 42

Dear  
Mayor Iveson

These are some things  
~~that~~ i would like to happen

in 2050. 1. I would like  
there to be less pollution in  
the world. 2. I want there  
to be no more racism.

3. I would like there to be  
housing for everyone. 4. I would  
like there to be food and  
water for everyone

Jonah Francis Ladouceur gladue



Jonell.Tamag Pg: 1  
March, 7<sup>th</sup> 2018

Hello, my name is Jonell and I hope  
Edmonton has my ideas.

My 1<sup>st</sup> idea was to have electrical  
cars instead of gas cars, because gas  
pollutes our world.

My 2<sup>nd</sup> idea was to have auto pilot  
cars, because people might have a head  
ache while driving and then crash or  
something else.

My 3<sup>rd</sup> idea was to have recycle  
bins separate from garbage bins, because  
peoples take too much time to organize  
garbage from recycles.



My ~~idea~~ idea is to have trees planted  
4th in a seperate place, because  
paper, and pencils are made of wood so we  
dont have to cut down forests but cut down  
our own trees. Thank you for reading

Signed, Jonell. Tamayo.

Jonell. T	Pg: 2
	March 7, 2018

Dear Mayor Iverson

Adison

6A

In 2050, Years from now I would like  
to be able to help animals from shelters.

Also find cures for cancer and other diseases  
like that. In Edmonton I hate seeing

Homeless people suffering <sup>from the cold</sup> - so maybe we  
can make more shelters, because homeless

People should have a home and also homeless

People should <sup>have</sup> ~~have~~ more respect from others

because they are not animals!!

In 2050 I will be

43 YEARS OLD!!

Dear Mayor Iveson,

I'd love it if in the future we could have Solar-powered cars and houses. I'd also like for there to be more ~~the~~ support for the homeless. On

T.V this man was robbed from a homeless person, and so I think there should be more homes.

Hopefully I will be 43 in 2050, and I hope to see more changes from the City of Edmonton.

With Respect, Chi Chi Eze

Grade 6A

Dear Mayor Iveson and Councillors,

In 2050, I will be 44 and my opinions on making Edmonton a better city ~~are~~ include getting rid of animal ~~equality~~ cruelty, racism, ~~and~~ giving homeless people homes, give the hungry food, and eliminate garbage related problems. Problems related to racism bother me because it can stop people from expanding their creativity and social life. It can stop them from showing things to others. Animal cruelty will make humans worse animals afraid. We also need to give homeless and hungry a ~~chance~~ chance. Please consider these changes.

From: Elisha-Mae J.



Dear Mayor and council,

In 2050 I'll be 42 years old.

And I want my city to be safe, clean,  
and great. I'll tell you how. Safe: Now

I know lots of people are saying  
they want our city to be high-tech.

Tomorrow I imagine our city  
with floating buildings and flying

cars. AI's that can think for  
themselves and self driving cars.  
Then I imagine a hacker that got

into the system all of  
a sudden  scream.

It would be chaos so

don't. Also I know how

we can make our city

more safer right now make  
Ambulances, police, and fire trucks  
just patrol ~~the~~ around the city.

clean: Get rid of those  
factories out side of  
Edmonton and promote  
energy efficient cars.

From Parker Gr.5



Dear Mayor.

In 2050 I will be 43 years old. In 2050 I want the city to be cleaner, so have garbage cans all over the city, ~~have~~ I want the city to be safe so younger kids don't get scared. Teach kids karate to be able to fight if there ~~was~~ were criminals in their house or something. Have a fun-er city too!

Byc Mayor

Dear Mayor, In 2050 I will be 43  
years old and when I am 43 I want  
the city to be clean and fun so  
we can live happy. 😊

By Mayor have a Awesome  
Day

Dear Mayor and Council

From Ethan Grs  
St. beronbete  
School

In 2050 I will be 43 of  
age, in Edmonton I feel that  
the city Should be eco friendly.  
And there Should be more Affordble  
Houses and Items also their  
Should be more tech for people  
that have disabilities for them to  
Move around and there Should  
be mor police monitoring the  
city So The crime level can  
go down and there Should  
be more Jobs maybe and  
I mean Maybe there Should be  
Jobs for younger kids like 12  
ex helping ~~at~~ At Stores

Dear Mayor and  
Council, in  
2050, I will  
be 41 years  
old I want  
clean place

Dear, Mayor and council

In 2050 I will be 42 years Old.  
I want Edmonton to be a economy  
friendly yet safe and clean place. Edmonton  
is ~~is~~ a good place right now but  
I think



Dear: Mayor and Council

Bipal

In 2050 i will be 43

I want Edmonton to improve by

- More Security
- Police to patrol the city more
- magnetic train's
- less pollution
- no more homeless people on the Road
- make security harder for hacker
- more affordable homes
- more community centers



Dear Mayor and council,

In 2050 I will be 42 years old and will wish that  
in 2050 Edmonton will be eco-friendly and litter/garbage  
is less noticeable and a city that would be ~~at least~~ more  
advanced so things would be more advanced and things  
like that ~~so~~ cars would't even produce pollution  
and rather use the same controls as a Maglev  
train so it could still float and not produce pollution.  
and it would be simply easy by laying magnets  
on the road and if you need to park it would  
slowly float to the ground. And or make  
robots that help people in everyday things  
like chairs that tuck themselves in which already  
have been invented.

Dear Mayor and council,

In 2050 I will be 42 I hope the city of Edmonton is not to the point where were too high tech to the point of floating buildings if all our city cared about is high tech and WiFi connection our city would not be a good one because we need to focus on things like global warming Pollution and no more poverty it might take a while but we need to focus on the things that put the citizens of Edmonton not high tech we can be at the point where we are behind but we can be at a medium rate of technology and we should make housing and

From: Natoro to <sup>the</sup> Mayor  
Dear ~~Mayor~~ and council

in 2050 I will be 43 years old I want  
the city to be High tech, Kid friendly environment  
and clean etc. I ~~think~~ **Know** that people  
wont live in poverty or on the streets,  
No Racism and No discrimination.

Dear Mayor and council

✓ In 2050 I will be 43 years old  
✓ I would like the city to be ~~be~~ cleaner  
Less ~~street~~ people  
Less cost for most thing



dear the mayor and council in 2050  
I will be 42, years old, there are  
a lot of thing ~~you~~ can do  
but before ~~we~~ <sup>you</sup> do that ~~we~~ <sup>you</sup> need  
to work on safer places or  
the promples like a save  
intrenet so hackers dont  
kill ~~us~~ <sup>we</sup> all on the invirnet  
so ~~we~~ dont live in a dirt  
city. please consiter theses  
ideas. from Natalia stb 5a

Dear Mayor and Council,

In 2050 I will be 43 years old. When I am 43 I will want a city to be clean because having a unclean is going to destroy the Earth. I also want to have a safe Edmonton. Like when someone calls the police because they feel unsafe, First you have to tell your problem then a person will say that it will be 20-30 minutes to get there by that time the person who called could have gotten robbed and the bad guy could have gotten away. So we should have police patrolling around neighbourhoods. I also want to have a eco-friendly environment, so we should have a cleaner earth and plant more trees. I have alot more Ideas but I can't write all of them so For my last one I want more recreational place because some recreational places are too expensive to get into. Thanks ü

From,  
Raan Vinayagasothy



Dear Mayor,  
In 2050 I'll be 42 years old,

In that year I want to see,

Advanced ~~cars~~ cars, TALL Houses/Buildings,

Dear, Mayor

In 2050 I will be 43 year old  
I want it to be more cleaner and less pollution  
and safe for kids

by. Benedicte

Dear mayor In 2050 I will be 43 years old  
In 2050 I want the city to be more clean and safe and  
friendly these should be ~~proper~~ ~~affordable~~ stuff for  
the homeless ~~and~~ affordable

Dear Mayor and Council,

In **2050** I will be 43 years old.

I want the city to be cleaner, safer,  
little bit more high tech.

Dear Mayor and I will be 42  
years old

Dear Mr. Mayor,

I 2050 I will be 43  
years old. I ~~am~~ hope the city of  
Edmonton will be more clean and  
eco friendly and have more  
recreational parks,

from,  
a grade  
6 student



Dear , mayor and council

I n 2050 I will be 43 of  
age . I love the way that edmonton  
is right now but there are some  
changes I want . I want prices for guns  
Boosted so there is less criminals in  
the city so kids , teenagers , and adults  
will be safe while walking home  
like me everyday whik walking home  
I see the same person following  
me so please change that up!

From:Zackary

Holo Mayor and Council,

If you would like to know who is writing this letter, well it's your lucky day. My name is Jezello (Jezelle). In 2050 I want faster Wifi and having the homeless have homes. I want us to get a better supply of energy, instead of oil we should use solar, lunar, wind, wave energy. I would also want people to be accepting to the population, instead of having people who are racist.

Thank you for reading my letter. Hope you understand what I'm trying to say and make my wish come true.

Sincerely,  
Jezelle Libo-on

Dear Mayor & council!

Hello my name is Ryan what I want in 2050 is the world to be peaceful and homeless people to be able to live like normal people. Also faster wifi! Also I hope that there will be more cures for sickness...

- Ryan Markham

Dear Mayor and council

I will be 44 in 2050, my name is Raymond and I would like to see more homeless shelters in Edmonton and maybe a Lego land.

- RAY

- uplifting
- embodies
- ferocious
- resilient
- vibrancy
- biodiversity
-

Dear mayor and council

In 2050 I will be 45 years old so the world will have changed. But I would want there to be more hospitals, more Parks for the public to enjoy less homeless people on the streets so more homeless shelters and some cures for diseases. Thank you for reading my letter -o

- Charles

(Charles from St Alphonse)

P.S. also more education

Dear Mayor and Council

When the year 2050 comes I will be around 4~~4~~<sup>4</sup> years and I would like to see that Edmonton would have more buildings for other convenient services. My name is Siepoe it pronounced like "Sea" and then "Po" like how Jack black played as poe the panda in Kungfu panda. Services will be more better to fill those empty spaces in our city and also that products<sup>new</sup> will come in.



Dear Mayor/Council,

In the year 2050 I will be 45 years old. In the future, I would want VR Fortnite. I would want more vacation places also, like more hotels, parks, and like Disneyland so kids in the future would have fun. I would also like kids to have better education, robots could teach them and schools should have more electronics. Thank you for reading my letter.

— Oliver 

(From St. Alphonsus)

- uplifting
- prosperity
- participate
- People won't be homeless

~~THANK~~  
~~THANK~~



Read  
Carefully  
Please

on 45. I  
be peaceful  
Peace. Every  
birthday I  
or for the

homeless to have a place to sleep  
that night. I wish for this because it  
always hurts my heart to see people  
fighting or asking for money. I also  
don't want weed to become legal  
because people will abuse the fact  
that it is available in stores. Also  
when I was younger my mom died  
of cancer. It was really upsetting but  
in 2050, there's a cure I think  
I would be the happiest person  
in the world!



Holo Mayor and Council,

If you would like to know whos writing this letter it's ME (Terra Nguyen).

In 2050 I want all the homeless to have a home, food to eat everyday, and I want people to accepting<sup>ing</sup> homeless people into there buisnesses so they can have a good life. If you grant this I am so thankful!

Thank you for reading.

~ Terra  
Nguyen

I draw you  
a picture, hope  
you keep it.



Dear Mayors Council

I'm Kaliyah I'm 12 years old and in the year 2050 I will be 45.

I feel that your goals (some of them) can not be met. No homeless people feels like a stretch and a family friendly city can't happen because people have different mind sets. Climate change is something we need to start trying to stop now.

Affordable housing can't happen in our economy.

- Kaliyah  
Coughlin

P.S. fix your  
city.

Dear Mayor and Council,

In the year 2050 I will be 45 years old. I would like that if we can have (if possible), cures for diseases that we do not have now. ~~Maybe~~ ~~Maybe~~ Maybe we can have a lot of shelters for homeless people.

-Ernesto Perez



03/14/18

Dear Mayor/Councilors,

My name is Keisha I am at St. Alphonsus school. In 2050 I will be 45 years old. I'm probably not going to be here in that era but my family is here, and I want the best for them. In 2050 I hope that all people who don't have homes get a roof on their head, and a higher education.

Thanks,

-Keisha  
Glor ✱





Dear.

Mayor Iveson or Cllr. Henderson  
in 2050 I will be 64 year old.

fling Hover board's

robot helping elder's

helping people what's right

Dear Maroy Iveson & Clr. Henderson:

in 2050 I will be 43 years old. I hope by that time you well ~~if~~ put a dent in poverty & be abell to buy medicine for our citizens, as<sup>m</sup> maybe the cure for disease's. and more technology for the better or more affordable things like house's or food and Taxes. And I redully hope that you well be abel to create a tax freeze

by: Jackson McCullough

Dear Mayor Iveson, Mr. Henderson

In 2050 I will be 44 years old.

Something I like about Edmonton is it helps

People that don't have any food or a home.

and if people don't have a job the city of Edmonton ~~it~~ helps them. and I like the technology that it provides up. and it is a very clean

Province and a country. Thank you for reading and listening.

Dear Mayor Iveson, Cllr. Henderson.  
In 2050 I will be 44 years old.  
I would like for there to be no more  
homeless people in ~~the city~~ Edmonton.  
I would like there to be a more  
friendly environment. Thank you.

Dear Mayor Iveson & the councilers of Edmonton:

In 2050 I will be 43 years old. When I'm forty-three years old, I want Edmonton to be a place where the children of Edmonton can live and have freedom to creativity and good education. Edmonton should be a place where people have confidence, choices, technology and the Edmontonian spirit; So that every one can enjoy and see how beautiful and vibrant this city can be. A place with adapting technology, diversity, improvement and a place with beauty and life.

- from a St. Gabriel student Darisse Acelar

Dear Mayor <sup>Iveson</sup> ~~Iveson~~; Cllr. Henderson:

In 2050 I will be 44 years old.

By then there will be a LOT of changes.

I suspect/recommend these following will happen:

- Diseases that are incurable now will have cures
- The drives between say Edmonton and Golden, BC will be shorter
- Schools will have way more security and safe-driving zones
- instead of sidewalks there would also be conveyor-belt type transportation

Thank you.



Dear Mayor Iveson; Cllr Henderson:  
In 2050 I will be 44 years Old.

- In 2050 I would like a safe <sup>environment</sup> ~~inviernment~~ for my family
- (In 2050) I would like cure's for diseases so no one else would have to go through them.
- I would like to have people go <sup>still</sup> to schools and talk about how there future looks like in 32+ years.
- I would want diffrenet types of transportation... (like ~~easy~~ easier ways of transportation.)

Please take these things to thought (thank you~)

Dear Mayor Iveson,

In 2056 I ~~will~~ will be 44.

By that time I will probably be in a community of my ~~own~~ own, and voting, and just being apart of my ~~community~~ community/government. In the ~~future~~ future, many things are going to ~~be~~ happen. Like new technology, its gonna be a very big change.

But I think that when that happens, Edmonton will be ~~be~~ prepared! But thats up to you. ~~Also~~ Please do whats best for our City.

Thank you.

March 2018

Dear Mayor Iveson & Clr. Henderson:

In 2050 I will be 43 years old. When I live in Edmonton, I don't want it to be submerged in technology. Some is good, and enough can be a lot. So I want human security guards, and human leaders. Not only robots! I would like:

- cure's to diseases, such as Cancer.
- Ways to see the future.
- Ways to teleport.
- Lots of Green spaces.

I would like to have ways of transportation, that are quick and efficient! I think Edmonton should be a place where everyone feels safe. A place where people don't worry about bullying/cyberbullying. A place without racism. I hope that when you send people to the Olympics, that they worked for it, and not just steroids that brought them there. I hope we all find a place in the city where we all feel safe and can be ourselves, without being embarrassed to go there.

From: Edyn Markija

for St. Gabriel school.

Dear Mayor Iveson

In 2050 I will be 43 years old. And I would like to happen in Edmonton Is to try to end poverty and to advance our technology.

My Ideas are to make teloporters, flying cars, self Driving cars. and a cure to all disease's and Sickness.

~~SICKER~~

Dear Mayor and Councillor

In 2050 I will be 42. My vision  
Of Edmonton is beautiful and clean. I  
also want in Edmonton more Parks for  
kids. And flying cars.

from: Cayden

Dear: Mayor and councillor.

In 2050 I will be 42.

My ~~vision~~ vision of Edmonton is

Clean Energy; more go kart  
~~frake~~ tracks and more technology.

And ~~and~~ a cure for all diseases.

~~Sincerely~~ From: Gethin



Dear Mayor in 2050  
I will be 42 and i want  
Edmonton to have  
cures for all diseases.  
I want parks to be  
huge so everyone can go  
have fun.

from Ethem

Dear Marge <sup>and Calover</sup> I like to see FLYING

CARS and ILBE <sup>✓ 43</sup> ~~20~~ YEARS OLD. IN 2050  
I MITE. ~~and~~ <sup>and</sup> a PLAN that BECAME



I think

FARM XALDER  
THANK YOU

Dear Mayor Iveson and Council

In the year of 2050 I would like to see more Parks and playgrounds. Children need more exercise and activity. I hope there will be more green space. Or at least the same amount. I hope there will be flying cars and Magnetic trains. I want more equality and no people on the streets.

I Hope Edmonton will be Wonderful!



From: Ada Schlender

Dear Mayor Iveson and council

In year 2050 i will be 43 and  
i would like to see a cure for cancer  
and some diseases. I would love our  
city to be family friendly and clean  
air and water. By the time 2050  
i might have kids and i would love  
it to be a safe area for them to  
run around and play. It would be  
really cool to have flying cars or  
other inventions.

Kayla Shykora

Dear mayor and council,  
I would like to see self driving cars,  
as they already exist. I would also  
like robot maids and robot assistants etc.  
electric cars too.

From: Sal  
To: Don Iveson



Dear Mayor Iveson & Councillors,

In the year of 2050 I will be 43 years old. And while I live with my family I would like this world to be more safe and equal. And that the world can be more civilized and a free-war zone. I hope less people spend their lives on streets and more in a safe, comfortable home.

From Allyssa Mae.



Dear Mayor Iveson & council,

In 2050 I will be 43. I  
want more trees being planted  
and bigger farm space. I  
would like flying cars. I  
would like more science  
and math camps. I would also  
like more jobs for every  
person in the city of Edmonton,  
and the metro ~~region~~ regions.

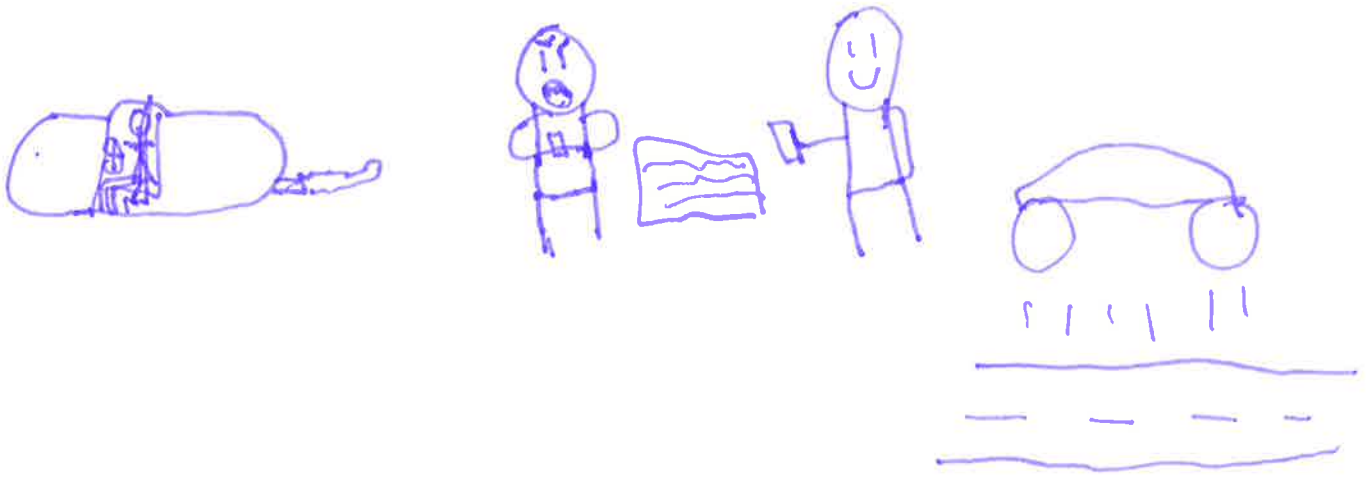
Sincerely, Kenneth Taylor

Dear Mayor and councillors

I will be in my -40s in 2050.

I'd like no racism in the city.

Dear Mayor. in 2050 i will be 43. I want  
edmonton to have flying cars no homeless people,  
cure for cancer, no racism, self driving cars,  
and thats what i want to see edmonton in 2050  
Form Dylan Norris.



Dear mayor and council.

In 2050 I'd be 43 and in 2050 I'd like  
no racism in our city and I like that  
we have lots of hockey. I'd like that  
any one can participate. In 2050 I'd like  
self driving cars, robot maids/butlers. And I'd  
like better hockey equipment and more  
sports.



From: Reese Tymchuk

DEAR mayor ivegon/coucillor i want are city  
to look like this fewer Diseases/NO Diseases.  
i want our world to treat Aboriginauls/ingenes people  
to Be treated nicely not like back then  
when people called the ingenows-people indians.  
i want every BODY to be who they are not  
some BODY i want every BODY to have there  
own imagination kids should have access to  
education i want you to be a good leader  
in the future.

---

Thank you for reading my  
note

---

By a student sage, DAVID, MCKINLEY,

Dear Mayor Iveson and Council,

In 2050 I will be ~~42~~<sup>44</sup> years old and I will probably have kids and I want a safe city for them to grow up in. In 2050 I don't want to have to ~~worry~~ worry about them walking to school ~~or going to the store~~ or going to the store because they might get hit by a car. In 2050 I want to see cars that have sensors in the front so that if they get too close to something the car will automatically stop. I would also like to see more ~~the~~ parks and greenery because there is never too much nature. Thank you for listening to what I have to say I hope you will consider my words.

from: Olivia Pereschitz



Dear Mayor Iveson and council,

In the year of 2050 I will be 43 Years old.

I will probely have kids and I want a safe city and I want it to be safe for them. I do not want to have to worry about them going to the store or ~~to~~ <sup>to</sup> there friends house because the might get hit by a car or a bus.

From: Peyton

tip of

like the city who how  
it is maybe a car dealer  
ship for new and vanst  
~~new~~  
new

Cars and advanced tires  
like the tire that is  
a sphere or a hover train  
and ~~others~~ a truck



by Tristan  
Tristan  
Douglas

Dear Mayor Iveson, Mr. Henderson in 2050 I will be 44 years old.

- How will you help make the city in your time as mayor/cir.
- Will you quere Homelessness By building Homeless Hotels.
- How will you Help fund Scientists ~~but~~ make Scientific break ~~these~~ thours.

I love needles



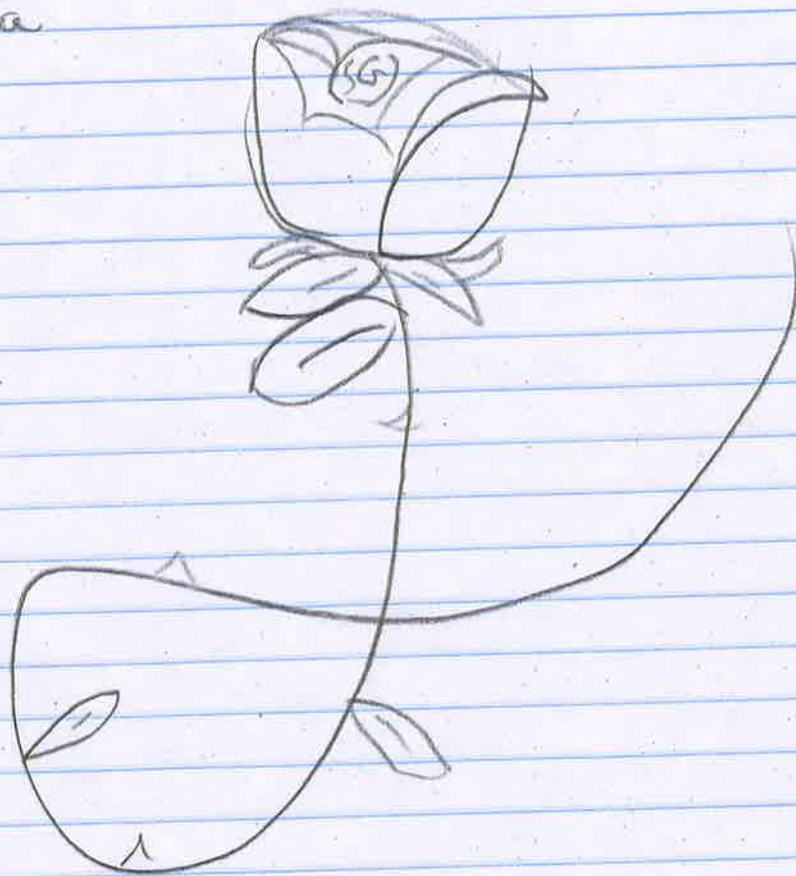
Dear mayor Iveson C/r. Henderson  
in 2050 I will be 44.

- flying cars
- teleporting
- ~~self~~ self driving cars
-

Dear Mayor Iveson / Cllr. Caterina

in 2050 , will be 43 years old , hope  
that education will be : racism free  
Supportive of LGBTQ eco friendly  
there will be no more road kill

From:  
Jada



Dear Mayor Iveson and Cln. Caterina,

In 2050, I will be 44 years old. I want our city to be amazing,  
~~directly between~~ <sup>I Grammar mistakes</sup> that's really all I ask for  
because our city is awesome in every way. ~~we can improve~~  
~~it by~~ I don't have any ideas on how to improve it because  
everything I think of is already awesome~

-Topaz, St. Lea



Dear Mayor Iveson and Councillor Caterina,  
In 2050, I will be 43 years old. I would like a new law where anyone who is being sexist, racist or homophobic, should go to jail for the day. Anyone who is poor or homeless should get a house, food, clothes and more, for free, and if they have no job they can get a job at somewhere they would love to work at. Everyone gets a proper schooling, for free.

Sincerely,

Rayven

P.S. sorry for bad printing

We are an uplifting city.  
Where prosperity is shared  
and enjoyed by all. This  
is a city for all, connected  
and cooperative. We city,  
not a me city. Family friendly  
Reputation as a leader.  
Biodiversity thrives. ❤️ Rayven

Dear Mayor Iveson and Councillor Caterina,

In the year 2050 I will be 43 years old. I would love to completely get rid of poverty and lower the cost of homes and fresh produce. In the future, I would love if downtown improved and became a safer and more artistic place. If all communities and neighbourhoods could become closer together and more like ONE community. Each community should be surrounded by safety and beautiful hills, maybe even a few rivers. I think that it isn't fair that a safe place to live has to be super expensive. Racism and Homophobia should be all wiped away in the next 40 years. I hope that in the future everyone in Edmonton is safe, healthy, happy and accepted!

Sincerely,

Chloe, a grade 6  
student at St. Leo

Dear Mayor Iveson and Clr. Cateria,  
In 2050 I will be 44 years old.

Eai Ter Der

We world not a me world

Dear mayor Iveson clr. Caterina

Nyateru

In 2050 I will be 43 years old and

I like to maybe live in bc and want

~~the~~ my big brother's Dop and hiey to ~~want to~~

be a famous basketball player ~~and~~

and I Nyateru want to get a job

and I don't want any robots because

what if there bad and I don't want

there to be anything bad to happen

in Canada and I want to be a doctor

me Nyateru.

I want to

live in Bc

with my family

PS



Dear Mayor Iveson and clr. Caterina,

In 2050, I will be 43 years old. In 2050, I want to live in BC with my family in a nice home. BC's nice.

From: Rachel in gr.6.

- uplifting
- embodies
- prosperity
- embrace
- contributes
- chronic
- manufacturing
- ferocious
- entrepreneurs
- ~~the~~ ingenuity

Dear Mayor Iveson and Mr. Caterina

In 2050 I will be 43 years of age

I want to live in Edmonton because it is such a good place

From, Riley boy Steele

Uplifting  
embodies

where prosperity is shared  
and enjoyed by all,

we are most family-friendly  
big city in Canada; a safe  
and inclusive city that's free  
from racism.

Recognizing that the land and nature  
sustains us and must also sustain future!



Dear Mayor Iveson &

Clk. Caterina

In 2050 I will be 43 years old. I would like a very ~~very~~ clean city, with advanced technology that can build ~~structures~~ structures in a short amount of time.

Bosco

embodies

Uplifting

A We city not a me city

Edmontonians

Dear Mayor Iveson and Councillor  
Caterina,

In 2050 I will be 43 years old. In 2050  
I wish to see ~~my~~ city free from racism,  
let every child in Edmonton have a right  
to go to school, I wish to see ~~my~~ city clean  
and free from disease.

What I love about  
my city is that housing is affordable  
and nobody lives on the streets.

In 2050 I want my city to be peaceful,  
clean, cultured, healthy and filled  
with diversity! Thank you for reading!

Love,

Keira.W.

End   
Poverty!  


In grade 6  
at St. Leo  
school.

Dear mayor Iveso & clr. caterina,  
In 2050 I will be 43 years old.  
In 2050 I wish to see no  
racism in the city, and no homeless.  
I also want to see my city  
Free from ~~the~~ disease.

From: Vanessa.P  
St. Leo  
Gr. 6.

Dear Mayor Iveson :

Clr. Caterina

In 2050 I will Be 43 Years old  
And I What a Clean city and  
I want the city to Be Free From  
racism and NO More People liveing  
on the Street it's Not Nice.

I want my city, to Be Fair to all the  
People, I want it to Be Fun like more  
thing to do in the City. ~~PLEASE~~  
~~PLEASE~~

NO one lives on the street, and  
no one is trapped in Poverty.  
a city that's Free From racism.  
Recognizing that the land and  
and nature sustains.



Dear mayor iveson &  
Clr. Caterina,

In 2050 I will be 43 years  
old, and when I am <sup>^</sup>that age  
and still living in this city  
I wish that there will be  
less racism and sexism, I kinda  
don't want anymore technology

Because ~~even just sitting~~ if we  
get more we will become even more  
unhealthy, and even just sitting  
on our Ipads/phones is unhealthy  
for us, in 2050 I ~~am~~ also wish  
~~for~~ ~~that~~ that all ~~stray~~ stray dogs/cats  
get taken safely  
gently to a shelter.

I do my research

Sincerely,  
Emma cardinal (age, 11)

Dear Mayor ~~Trason~~ & Mr. Caterina  
In 2050 I will be 44 years old I want there to  
be nobody living on the street

From CASSIDY ~~AKA~~ Billy  
Billy



Dear Mayor Iveson and Cllr. Caterina,

In 2050 I will be 43 years old. In our city I want the city to maybe less construction sites throughout the city all at once. What I'm saying is that there are way to many construction sites at once, so there is a lot of traffic.

Sincerely,

Elaine from St. Leo school

- Edmontonians have choices throughout the city
- biodiversity
- achieve it vision
- affordable
- diversity of others
- A we city - not a me city

Dear Mayor Iveson & Ckr. Caterina

In 2050 I will be 44 years old.

In the futer I belive that Edmonton will be Over Poplated and there will be too many drug babies and drugs on the Street. I and Mutiple of my friends have gone through experiences with DRUG filled homes.

I also belive that People in ~~Prisons~~ <sup>Jail</sup> should be treated Properly. My father has not got Cantine in 2 weeks and was SpCstc have Court for his reasease 3 times in the Past 5 months and is still in Jail.

also all the drug over doses in jails are Gaurds Fault.

How do the drugs get in there?  
Gaurds

Why are drugs not detected? LAZY Gaurds  
SUNSHINE - Taya

Dear Mayor Iveson,  
(Mr. Caterina)

In 2050 I will be 43 years old. I would love a city that is clean and no robbery, and lots of tecnolagey and, also one thing that I would be ok with not changing is hockey I love hockey and play hockey but it would be nice making the rinks nice and fancy. I'm also a big gamer so new and improved Consals would be cool too. Also back to hockey lots new NHL hockey teams and I would like Edmonton to be a Stanley cup Champion again. Thank you

P.S not many robots because you never now.

from: Jordan Gr. 6 St. Leo School.

Dear Mayor Iveson &  
clr. Caterina, I will  
be 43 years old in 2050.  
I want this world to  
be clean/safe in 2050  
Because outside it's  
dirty and not that  
safe.

That there is no  
racism.

Sincerely,  
Janika

Dear Mayor Iveson and Cln. Caterina,  
In 2050 I will be 43 years old  
and I will want our city to still  
be safe and clean. I hope we will have  
a good healthcare system and will all  
be wealthy so no one is on the  
street.

a safe and inclusive  
that's free from racism.



Dear Mayor Iverson & Ctr. Caterina.

I would like to live in a clean city, with no racism. In 2050 I'll be around 49  
I want to live ~~somewhere~~ in a city who accepts everyone, no matter what race, sexuality, and etc.

I'd also like to live in a safe city, with safe schools for kids. ~~and~~ ~~happy~~

♥ it's not own there  
but ~~not~~ LGBTQIA  
rights. Although we  
basically already have  
them. I like how  
it said no racism  
and ending  
poverty/no one  
being trapped in it.  
• A we city, not a me  
city.



Dear, Mayor Don <sup>Iverson</sup> ~~Wells~~ and Chr. <sup>Caterina</sup> ~~Wells~~

In 2050 I would be 43 year old

I think ~~Edmonton~~ <sup>Edmonton</sup> will have more  
people and i want ~~Edmonton~~ <sup>Edmonton</sup> to build  
New houses and library and i want you to  
make new cars in Edmonton and maybe get  
a ~~million~~ <sup>and</sup> get bones from different country.

~~Wells~~

From: Michael Foleghetto

Most family and friendly no one lives on the  
street or no ~~racism~~ <sup>racism</sup>

Edmonton <sup>lives</sup> ~~has~~ up tax <sup>is</sup> reputation

Dear Mayor Iveson : Cr. Caterina,

In 2050 I will be 43 years old. I hope it is a extraordinary city with flying cars, nanotechnology and teleporters. I also hope that there will be no homeless people.

Thank you.

From: Noah Samson-Dittus

A we city not a me city.  
~~Chronic diseases diseases~~  
~~Biodiversity thrive~~  
Biodiversity.  
We all have a choice

Dear Mayor Iveson & CLR. Caterina .....

In 2050 I will be 43 old

What I see in that year and future is ....

A clean city, end all homelessness, have a more fun city, and there will be peace, and maybe better technology, and of course amazing education!!

Cearna

- uplifting city
- embodies
- Edmontonian
- Metro
- logistics
- ingenuity
- entrepreneurs
- enriched
- biodiversity
- prosperity
- a we city not a me city

Dear Mayor Iveson and Crl. Carterina In 2050 I will be 43 years old and I think I will be a retired NBA player and I travel alot so I don't know where I would live.

- Uplifting
- prosperity
- Chronic
- manufacturing
- 

Groi Bithou

Dear Mayor Iveson and Clr. Caterina,

In 2050 I will be 44 years old. In 2050 I ~~was~~ would like Edmonton to be a more fun. What I mean when I say this is in 2050 I would love it if Edmonton had more activities. Like in the summer I wish we had more stuff to do.

Sincerely,

Beatriz, St. Leo

A we city, Not a me city  
Uplifting city  
city for all  
Diversity  
@



Dear mayor Iveson & Mr. Caterina,  
In 2050 I will be 43 years old  
and I would like a safe clean  
environment and to have fun  
activities for all ages because  
now I like going to tree house  
but I am to old so fun places  
for ages like 9-13 and  
to make it affordable.

- Abby  
(grade 6 student)

biodiversity  
no one is trapped in  
poverty  
we city not a me city



A SAFE and  
Inclusive City  
That's Free of  
Racism!

(we Need this)  
(Not exactly  
True)

NO one  
is trapped  
in Poverty.

Dear Mayor Iveson &  
Caterina

---

In 2050 I will be 44 years  
old.

In 2050 I am assuming I  
will still be living here and  
I hope to have kids. ~~and~~  
I would love my kids and  
I to have a good life  
and **I DO NOT** want to  
struggle to pay bills or  
just for daily needs  
in general.

I want to live in a world  
where **EVERYONE** is treated  
equally and bullying and  
suicide is at an end.

MY vision of 2050

Dear Mayor Iveson,

In 2050, I will be 42 years old.

I ~~like~~ would like the city of Edmonton to be a non poverty city and be able to give jobs to others that need jobs.

Sincerely: Dominik

St. Thomas aquinas

○  
A letter to ~~Don~~ Mayor Iveson


VISION  
2050



---

Dear Mayor Iveson,

In 2050, I will be 44 years old.

My wish for Edmonton is that more buildings will be built, but more importantly, everyone VES each other.

-Sincerely,  
Anonymous



- Dear Mayor Iveson

My name is G.J. and in 2050 ill be ~~40~~ years old  
in edmonton I think wesould have more Kidfriendly  
Places like a place called... The game house. Where  
Kids can play all sorts of games. But all so I think you  
Should lower the prices of stuff because my mom  
is a singel mom and she is suffering doing work  
she barley ever talks to me becaus she dose night  
shift and has a kid so I can't talk to her becaus  
I dont want to bother her So please please help  
and clean the roads!



- love GJ





Dear Mayor Iveson,  
In 2050, I will be 41-42 years old. I would like the City of Edmonton to have less pollution, by making there be more electric cars and busses. I would also like there to be more activities for kids and parents to do. I would also like for myself and all the edmontonians there that there should be more lanes in the roads. I would also love it if edmonton could eliminate poverty and also help the world eliminate poverty. For all the people in Edmonton they should all have enough money to afford houses, so affordable houses.

From a kid in Gr5,  
Zaryab

DEAR Mayor Iveson, in 2050, I would  
be 43 years old. I would like the city  
of Edmonton to have more high schools.  
Since Edmonton is growing larger and  
larger and with all the new elementary  
schools opening up and not enough high schools.  
I have a question, where will all the  
kids that finish grade 9 go? ALSO  
I would like more parks to open up  
because a lot of them are really  
poor P.S. since Mayor Iveson  
reaches over 1000 kids we need high  
schools fast.  
FROM: Delvin

Dear Mayor Iveson,  
In 2050 I will be 43 years old. I  
would like the city of Edmonton to  
be a green area, (wrong color) what I  
mean is there a lot of non artificial  
stuff like grass (I know lots of it is fake)  
and lots trees in parks and neighbor-  
hoods. Speaking ~~of~~ parks I would love  
for there to be lots, for me and my kids (I  
may be) and my grandkids. Also the things on  
the sheet ~~of~~ saying the vision of 2050, I  
would love to have everything on it real!

From a person in  
Edmonton,

/ Ryan

Dear Mayor Iveson,

In 2050 I will be 43 years old. I would like the city of Edmonton to be more kid-friendly. There are a few kid places like Treehouse, U-Play and other places, but most of the time, it is REALLY full. I have a little sister who loves Uplay and treehouse, but it's always full. Maybe an arcade or a fun place for kids to play would be nice. Maybe in those kid-friendly places, there could be a place for adults too. Lots of parents get "bored" while watching thier kids. Those are my main ideas. Thanks in advance if you choose my idea.

♥ Zhasnaye V.

Dear Mayor Iveson,

In 2050, I will be 43 years old. I would like the city of Edmonton to have a kid-family-friendly programs I would like to have more fun programs like K-days so that everyone enjoys and has something to do. I would like to have more services to help the needs of people and to help people. I would also like to have recreation centres near community. I would like to have more jobs for people that are trapped in poverty

♡ Czaryn . A.



Dear Mayor Iveson,

In 2050, I will be 44 years old. I would like the city of Edmonton to be more safe and diverse. In particular for diverse, I wish that there would be more programs that allows new citizens of the city to apply for passports and other residency and citizenship. I want Edmonton to look familiar and like a home to any person around the earth. For safety, I hope that younger kids like would be able to go on transportation. To have a anti-ice layer on sidewalks on winter. To be able to enjoy outside with no danger, please more modern buildings. Thank You for reading. Keep healthy and prosper.

Patricia  
2018



Dear Mayor Iveson,

In 2050, I will be 44 years old. I would like the City of Edmonton to have more high schools, family centers, rec rooms, and a summer camp or programs. I would love to meet you one day. I also have some questions for you!

1. Why do you want to be a mayor?
2. What did you really want to be when you were little?
3. Who's your role model?

Thank you for reading my letter, it has been a pleasure writing to you!

Noan (STA)

Dear mayor Iveson,

In 2050, I will be 43-44 years old. I would like the city of Edmonton to be more future like. I would want there to be more programs like this one and more High Schools and parks. I hope my dream comes true. I also would like for our city to change a lot. Thank you!

Signed,

Osamu ♥

Dear Mayor Iveson

In 2050 I will be 42 years old  
In 2050 I would like the city  
of Edmonton to be having more  
Jobs so there will be less people  
on the streets! For more  
Education like very good  
schools. Thank you!

OSA 😊

Dear Mayor Iveson,  
in 2050, I will be 42 years old. I would  
like Edmonton to be caring to all  
race and culture. I want my family to  
be able to have activities.  
This place will thrive as we grow  
and I want it to be a place  
where I want to stay the rest of  
my life. I want other kids to get  
education to grow up and get good  
jobs to feed kids.

Sincerely,  
Raiyan

Dear mayor Iveson,

In 2050, I will be 42 years old. I would like the city ~~of~~ edmonton to be, Less Poluted, more activitys in the winter and a better life style for example no smocking no bad stuff. let everyone be a beter person, and happy. I hope everyones safe and a healthier living.



Dear Mayor Ivesong

In 2050, I will be 43 years old. I would like the city of Edmonton to be friendly caring and have more respect, That no one will live in the street. No more poverty, and more ~~sew~~ service and more jobs for everyone!

love: Penny ☺



Dear Mayor Iveson,

In 2050 I will be 43 years old.  
I would like the city of edmonton  
to have more swimming pools! And  
we leave things better than we  
found them, And a healthier  
envierment. New areas for improvement!

from Jada!!!





**SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**