

## Refining Edmonton's Plan

Following the 2017 draft plan that was endorsed for engagement, the content and the concept of the plan were both significantly enriched by Edmontonians. This engagement refined CONNECTEDMONTON, which is the reflection of this collaboration with Edmonton.

Overall, there were five themes that summarized Vision 2050 feedback. Four of these themes are reflected in the content of the plan: maintaining Edmonton as a community of communities was incorporated into both the healthy city goal language as well as the connected principle; making the plan reflect the character of Edmonton was tailored into the revised vision; promoting personal equity was captured in the healthy city goal for Edmontonians; and leveraging Edmonton's attractive economy has been maintained in the regional prosperity goal.

Finally, collaboration was identified as paramount to this plan where participants want to be involved in the success of the plan, and they want to know what their role is to achieve this success. This theme is being reflected in the concept of approach to the plan.

Specifically, CONNECTEDMONTON includes the content changes as a result of Edmontonians input:

- A new vision was created to respond to feedback that it should be short, bold and describe the unique characteristics and strengths of Edmonton, including the people.
- Connected, became the unifying principle for the plan and four principles were removed (stewardship, innovation, resilient, inclusive) based on participants' feedback that a principle should guide the decision making for the plan, and that it needs to be concrete and specific, with a mechanism of accountability.
- The four strategic goals were refined to be clear, bold, measurable, establish priority and use "people focused language."
- Goal names were adjusted where they were not intuitive for Edmontonians (for example, "urban shift" became "urban places").
- One goal was removed ("open and effective government") as it was not seen as a strategic goal for all of Edmonton to contribute to improving.
- To arrive at current 33 indicators, 2 indicators were refined and 5 were removed based on the input of the community and business leaders.

In addition, the concept or approach to CONNECTEDMONTON has been reflected as follows based on Edmontonians' input:

- Given that Edmontonians, organizations, businesses, and groups are excited for the future and want to be a part of building and shaping it, the approach for the plan shifted from a plan directing the City of Edmonton, to a plan for all of Edmonton to build a future together.
- The subheader name has been updated from Council's Strategic Plan to Edmonton's Strategic Plan.
- Indicators have been added to reflect observable changes from the collaboration of many organizations and partners, rather than the results of any single organization.
- Progress will be shared through annual reporting led by Administration, with support from people and organizations in and around Edmonton that developed, or use the indicator information.
- As data, technology and priorities change, reporting will reflect these shifts and the most current and relevant indicators will be presented.
- Edmontonians said that they are proud of their city and want to be a part of the plan, but they also recognized that this plan is based on where change is required to achieve the vision and goals and it is not intended to be everything to everyone.