



Public Engagement Plan

EVOLVING INFILL

City of Edmonton



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DESIGN OVERVIEW

Residential infill is an ongoing and normal process for growing cities. Providing housing for a diverse population requires continuous responsible and strategic stewardship to ensure the best possible outcomes for residents now and into the future. A dedicated effort to support more and better infill was supported through Edmonton's Infill (2014–2016), which resulted in a solid foundation for reinvestment in low density housing within our mature and established neighbourhoods. The conversations that continue today support a mutual understanding of how and why our city grows and what that means for Edmontonians who live and work here today, and those who will do so in the future.

Now that work has begun on all the actions in Edmonton's Infill Roadmap, the City will once again proactively explore with Edmontonians what the next best steps for supporting great infill and sustainable city growth. This engagement project will continue to be called Evolving Infill and will build on the momentum that has been achieved to date.

There are three objectives for Evolving Infill:

- 1.** To produce a final document aimed at supporting great infill in Edmonton, with a focus on medium to high scale contexts,
- 2.** To produce an implementation plan to support the final document, and
- 3.** To welcome new people and homes into our neighbourhoods.

SCOPE

The objective of the 2017 Evolving Infill project is to identify the next best steps the City of Edmonton can take to support great infill outcomes, particularly in medium and high scale development contexts within key areas of core, mature and established neighbourhoods. We want to see how we can best leverage opportunities to provide new housing in established areas of the city to make the best use of reinvestment in our neighbourhoods, address emerging pressures and support housing diversity and choice for residents.

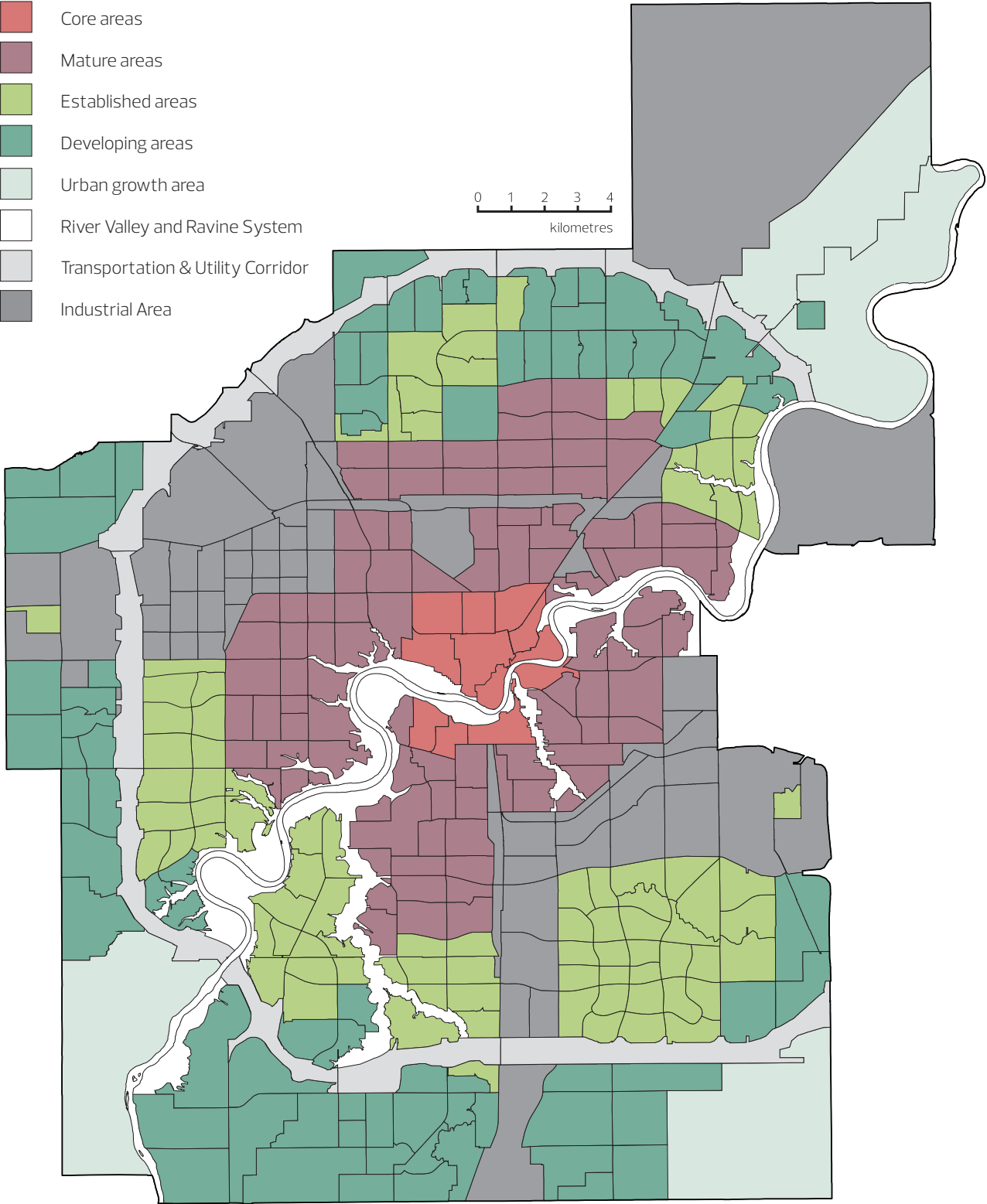
Evolving Infill will also provide an opportunity to address several motions from City Council, including a framework to address the “missing middle” housing typologies, the uneven distribution of lot subdivision applications, and a possible laneway strategy.

Topics that are out of scope for Evolving Infill include:

- Additional changes to the Mature Neighbourhood Overlay. There is a current ongoing review of the Overlay and input is best directed to that project.
- Non-market or subsidized housing. Work is currently ongoing to implement the Affordable Housing Strategy, which was approved by City Council on November 3, 2015.
- Large scale commercial or industrial infill without significant residential components. This exclusion will ensure a tight focus on residential issues, while still acknowledging that mixed-use buildings with integrated small-scale commercial components may be part of the conversation.
- Surplus school sites, as these are managed through the Building Housing Choices initiative.
- Neighbourhood-specific issues that are particular to only one or two neighbourhoods. The intent of Evolving Infill is to take a high-level and strategic approach. Input gathered about neighbourhood-specific issues will be shared with the appropriate members of City Administration.

Public engagement will intersect with the 2017 election season. Out of respect for the election process, the Evolving Infill team will complete the Phase 2: Listening and Learning public engagement at the end of June to allow residents to focus on the municipal election. Public discussions will resume in Phase 4: Public Review and Discussion.

NEIGHBOURHOOD CLASSIFICATION



CITY POLICY

The Way We Grow, Edmonton's Municipal Development Plan (MDP), is aimed at supporting a more compact, transit-oriented, liveable, healthy and sustainable urban form for Edmonton. It contains a number of policies that support residential infill, liveable neighbourhoods and increased housing choice. It also sets the current annual target for new housing units in core, mature and established neighbourhoods (25%).

Evolving Infill will explore ways to welcome new people and homes into our neighbourhoods and support the implementation of the MDP.

THE TEAM

The Evolving Infill team is a cross-Branch City team from City Planning and Development Services. It includes Hani Quan, Senior Planner for CITYlab, Yvonne Pronovost, Principal Planner with CITYlab, and Daniel Boric, Planner with the Infill Liaison Team.

Supporting the project is Green Space Alliance (GSA), with POPULUS Community Planning Inc., Intelligence House, Colliers International, McElhanney, and the Edmonton Heritage Council.

PRINCIPLES FOR PUBLIC ENGAGEMENT

In alignment with the guiding principles developed by the Council Initiative for Public Engagement, the Evolving Infill team is committed to the following principles while we host Edmonton's citizens, development and business community, community organizations and public institutions in ongoing conversations about infill in Edmonton.

- We enable people to follow their ideas from beginning to end,
- We communicate simply and honestly,
- We value diverse perspectives,
- We listen to understand, and support others in listening and understanding,
- We provide opportunities for stakeholders to speak to and learn with each other, and
- We create space and place for Edmontonians to talk about our choices for long-term city building.

WHY: KEY QUESTIONS TO EXPLORE AND PROJECT OUTCOMES

Evolving Infill will explore how Edmonton can continue to welcome new people and homes into our communities. The project will provide space to discuss the next best steps to support great residential infill in Edmonton, with a focus on medium and high scale contexts in key areas of core, mature and established areas.

The project is divided into five phases, or stages:

1. Startup (Fall 2016 – Spring 2017)
2. Learning and Listening (Spring 2017 – Summer 2017)
3. Putting The Draft Together (Fall 2017)
4. Public Review and Discussion (Winter 2018 – Summer 2018)
5. Implementation (Summer 2018 onward)

The Evolving Infill team will seek public participation and feedback primarily in Phase 2: Listening and Learning and Phase 4: Public Review and Discussion.



Evolving Infill uses the new Public Engagement Spectrum identified through the Council Initiative on Public Engagement to explain the four roles the public can play when they participate in City of Edmonton public engagement activities. As you move within the spectrum, there is an increasing level of public influence and commitment from the City and the public.

Advise – The public is consulted by the City to share feedback and perspectives that are considered for policies, programs, projects or services.

Refine – The public is involved by the City to adapt and adjust approaches to policies, programs, projects or services.

Create – The public collaborates with the City to develop and build solutions regarding policies, programs, projects or services. This can include community initiated engagement.

Decide – The public is empowered to make decisions directly or on behalf of the City about policies, programs, projects or services.

PHASE 1: STARTUP

Phase 1: Startup was a work phase, and as such public engagement was limited.

The Evolving Infill team reached out to key stakeholder groups to discuss lessons learned from Edmonton's Infill Roadmap and the proposed main themes and ideas of the next Evolving Infill conversation. This stage included the development of an inclusive engagement process, initial best practices research, and conversations with City staff to better understand the overall context that Evolving Infill will be operating within.

PHASE 2: LISTENING AND LEARNING

Phase 2: Listening and Learning is an open public engagement phase.

In Phase 2, we will ask key stakeholders, citizens, public institutions, community organizations and industry to **CREATE** a foundation of knowledge that identifies **how we can best support quality infill in medium and high scale contexts within key areas of core, mature and established neighbourhoods**. This will be done through small workshops with key stakeholders, large workshops open to the public, an Infill Tour, surveys and through social media. The project team will make a special effort to include children, youth, multicultural groups and renters in this engagement.

The results of this conversation will be analyzed to identify common themes, conditions that support quality infill and potentially some ideas to explore for next steps. This will be communicated in a What We Heard report.

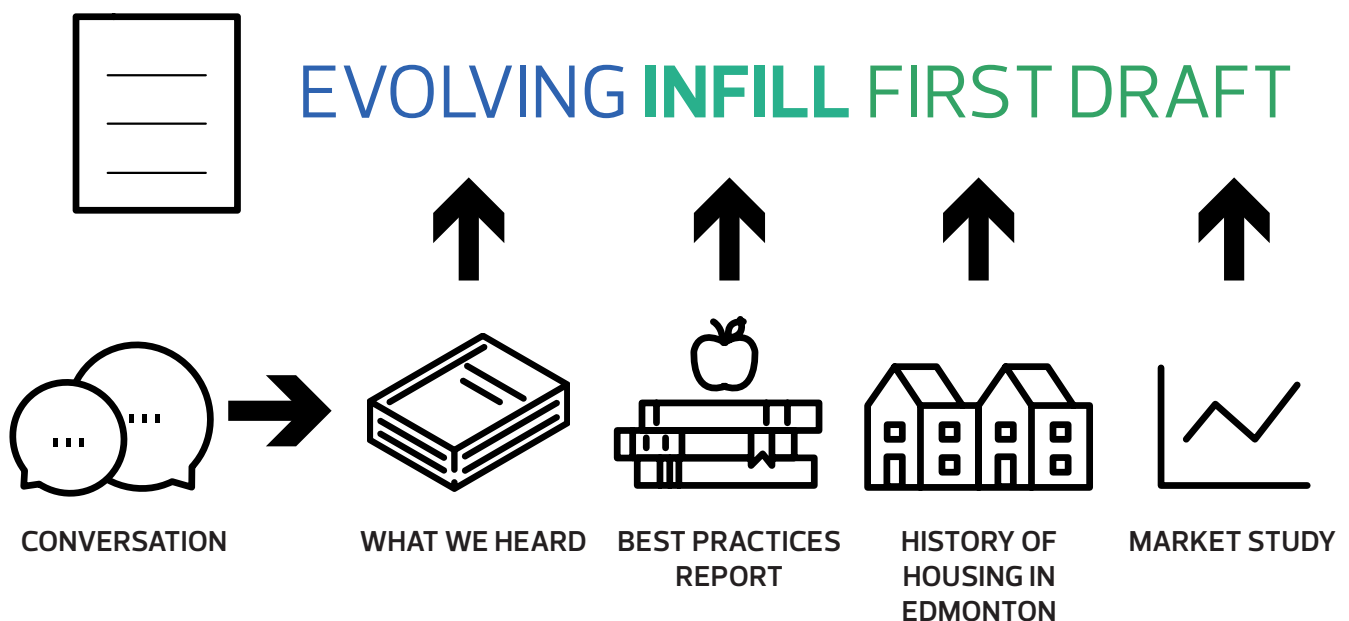
Communications tactics will be designed to support public engagement by raising awareness about the implications of city growth, the Evolving Infill project and opportunities to participate in the process.

PHASE 3: RESEARCH AND FIRST DRAFT

Phase 3: Research and First Draft will not involve public engagement out of respect for the election process. This will allow residents and stakeholders to focus their attention and time on the municipal election.

The Evolving Infill team will combine what we heard from stakeholders in Phase 2: Listening and Learning, along with information from a Market Study, History of Housing in Edmonton report, and the Best Practices review, in Phase 3: Putting It All Together. This information will be used to identify potential next steps the City can take to support growing “in”. We will review what we heard and learned in the previous phase to develop a list of emerging themes and high level directions. These themes and directions will then be matched with potential solutions drawn from the public conversations and the Best Practices Report. City Administration will critically evaluate the potential next steps to identify which ones best support the objectives for Evolving Infill, can be accommodated using existing resources and can be reasonably started within the next two years.

Communications tactics in this phase will focus on maintaining awareness of the project, as well as other City-led infill initiatives. Communication will be less intensive than Phases 2 and 4.



PHASE 4: PUBLIC REVIEW AND DISCUSSION

Phase 4: Public Review and Discussion is an open public engagement phase.

Potential next steps will be shared, discussed, and REFINED by key stakeholders and the public in the fourth phase of Evolving Infill. The Evolving Infill team will loop back with as many participants from Phase 2 as possible, as well as seeking out new participants. This will be done through small workshops with key stakeholders, large workshops open to the public, surveys, and through social media. The project team will make a special effort to include children, youth, multicultural groups and renters in this engagement.

An iterative approach will be used to incorporate what we hear into the draft document. The suggestions, discussions and refinements will be shared broadly through a What We Heard document.

The final document will be shared at Urban Planning Committee in summer 2018. This final document will provide a work plan for City Administration that will guide their work to support residential infill over the next two to five years.

Communication in this phase will be focused on the themes of city growth, what the potential next steps are and how to engage with the project.

PHASE 5: IMPLEMENTATION

In this phase, implementation of the steps identified in the final document will begin. Communication in this phase will focus on informing the public of the contents of the final document, and updating the public on the City's progress and opportunities to get involved. Some next steps may require additional public engagement, depending on the nature of the action or outcome.

WHO WILL WE ENGAGE + HOW

The objective of Evolving Infill is to figure out how to welcome new people and homes into our neighbourhoods. It is the Evolving Infill team's intention to provide forums to "go deep" and explore infill-related issues in more detail.

Success also means that different stakeholders are engaged in ways that maximize their respective contributions. Below are the four key city-system perspectives we will tune into:

<p>Citizens</p> <p>This includes all the people who live in Edmonton both now and in the future, especially those who might not be affiliated with any specific group.</p>	<p>Public Institutions</p> <p>This includes the people who work for our city government and other government groups such as school boards.</p>
<p>Community Organizations</p> <p>This includes organizations who serve our city, like community leagues, not-for-profit groups, special interest groups and other community-based organizations.</p>	<p>Business / Development (Industry)</p> <p>This includes the people who build our city, such as builders, developers, realtors and other city-building professionals.</p>

ENGAGEMENT ACTIVITIES

The main tools for engagement are listed below, however the Evolving Infill team will employ additional opportunities or methods as they arise.

STAKEHOLDER MEETINGS AND WORKSHOPS

Workshops will be held with key stakeholders to create a foundation of knowledge that identifies how we can best support quality infill in medium and high scale contexts within key areas of core, mature and established neighbourhoods.

TAILORED ENGAGEMENT EVENTS

Housing and city growth is a key issue for a wide variety of stakeholders. Tailored events will be offered to communities that may require different invitations or levels of support to engage and share their thoughts. This will support the inclusion of a diversity of views which can then be reflected in the final document.

PUBLIC OPEN EVENTS

Large public events will provide the opportunity for the general public to deepen their understanding through conversations with others, and to share their thoughts and ideas for infill, especially in medium and higher density contexts. These events will be designed with multiple engagement techniques to provide options for how people want to engage.

INFILL TOUR

An Infill Tour to showcase different housing typologies will be offered in Phases 2 and 4 of Evolving Infill. This tour will have both a scheduled bus tour and a self-guided component so that participants can select how they'd like to participate. The tour will provide opportunities for discussion, and will be followed up with a survey to ensure that what people talked about and learned is recorded.

PUBLIC ONLINE SURVEYS

Public online surveys will be available during Phase 2: Listening and Learning and Phase 4: Public Review and Discussion.

BUILDING AWARENESS

A communications plan will be developed to ensure that there is a high level of public awareness throughout the project, and to share the ways that the public can be involved in Evolving Infill. The Evolving Infill team will use both existing Evolving Infill communications channels and new ways to communicate. Our primary means of communicating will be through the Evolving Infill e-newsletter, as well as information on the Residential Infill website (coeinfill.ca). Additionally, the project team will use social media and conventional advertising to promote opportunities to engage.

Methods for communication will include:

- Notices in Community newsletters (where timelines permit)
- Press releases and earned media
- Signage within the project area
- Information in libraries
- Infill videos
- Direct contact with key groups
- Communication with industry through their intergovernmental organizations such as CHBA, UDI Alberta Chapter and IDEA

The **#yeginfill** hashtag is already widely used in Edmonton to identify infill-related conversations. It will be supplemented by **#EvolvingInfill** when appropriate to help filter and track social media.

METRICS FOR SUCCESS

The following evaluation measures will be used in assessing the success of the public engagement for Evolving Infill:

- Number of people participating in different engagement events:
 - Number of workshops
 - Number of unique workshop attendees
 - Number of public events
 - Number of unique public event attendees
 - Number of Infill Tour participants
 - Number of survey responses
- Number of visits to coeinfill.ca
- Engagement on social media
- Percentage of people who feel as if they understood the Evolving Infill process and goals of the project.
- Percentage of people who feel as if they had the opportunity to share their thoughts.
- Percentage of people who understand how we got to the final steps identified in the final document.
- Percentage of people who can see one or two things in the final document that reflects their work.