



EDMONTON CDC

Meeting Notes
Fraser Engagement Planning
January 18, 2019
(at the Fraser Community League)

Present: Matthew Taylor (Communities United), Mohamed Elsaghir (C5), Mike Grue (Clareview and District Area Council (CDAC)), Jeff Ku (Urban Matters), Liz Kalisvaart (Fraser Community League), Julie Aliosio (Fraser Community League), Rebecca Henuset (City of Edmonton)

After introductions, Karen and Jeff explained the proposed co-creation process between Urban Matters and Edmonton CDC and how it would work for the Fraser project.

The group brainstormed ideas about what the community might want to know:

- Who would own the property
- How is this development different
- What are we doing for engagement
- What are we doing engagement
- How long will it take before we build
- What will we build
- Who is involved in the process of engagement
- How are we different from other developers
- Why would they want to get involved
- How can they find out about the development
- Where will funding come from
- Will we compete for funds
- What's next, always keep people informed about what is coming up next

The above ideas are the basis for key messages when we share information about the ECDC, the collaboration with the Community League, Communities United and C5.

From a discussion with Cheryl Whiskeyjack, ED at Bent Arrow Society, the topic about the history of the land led to determining the park land has been vacant for as long as the neighbourhood was established, about 40 years. We don't know anything about the land and so it was recommended that we seek information from the City such as the environmental assessment. It would be helpful to know what was originally on the land in the event that there is some historical significance that we need to keep in mind. Karen confirmed that the City is committed to ensuring that the property we receive has no environmental issues so an environmental site assessment would be completed prior to the Edmonton CDC taking possession. We could find out if an ESA I has been completed.

After discussing what residents may want to know, the group discussed how we could share information with people in the community. We identified that the residents who live adjacent to the land may have an attachment to the land and as such, a door knocking campaign would be helpful in getting the message out.

Additional suggestions included:

- Letters to residents delivered through Bannerman and Fraser School
- Translate letters to residents
- Connect with Giant Tiger manager as we may be able to get information to their customers
- Newsletter articles for distribution through newsletters of partners in C5
- Going to ice rink and handing out a letter
- Social media such as Facebook pages of Community League and other partners
- Posters in places where people gather directing people to the website

Matthew and Karen have a few more meetings scheduled with key influencers to learn how to connect to their circles of influence and we may garner some additional ideas through them.

Ideas about how to receive information from residents were also discussed and included:

- A Block Party on the land
- Going to the ice rink and handing out surveys using coffee and hot chocolate as a prize for completing the survey
- Small group discussions or focus groups at the schools – would need to confirm child care, food, child minding etc.
- Survey monkey
- Link on websites of partners such as Community League, Communities United, C5 and the websites of individual partners in C5.
- Going to community events and showing concept sketches

- Holding a feedback session at parent teacher night
- Holding a feedback session at a parent council night
- Have a feedback session at C5 location

There aren't public services in Fraser. The nearest library is Clareview, the Rec Centre is located in Clareview so feedback sessions could be at these locations which poses an interesting conundrum as there would be residents from other communities. (We could use postal codes to try to distinguish between people in Fraser and elsewhere.) However, the group felt that it would be important to consider other adjacent communities such as Hairsine, Bannerman and Kirkness.

The group decided to have another meeting on Feb 1, at the Fraser Community League to confirm who will be doing what and when. Karen will work on the engagement plan along with timelines for review at the meeting and will seek to obtain any environmental site assessments (ESA) or at the least, conclusions from an ESA.