



ZONING BYLAW RENEWAL PUBLIC ENGAGEMENT SUMMARY

Zoning impacts everyone—and public engagement is a crucial tool that helps the City listen to and learn from Edmontonians. Since 2018, the City has made a concerted effort to bring Edmontonians along on the journey, helping them understand how zoning impacts Edmonton, its residents and their experiences through focused research, community conversations, discussions with stakeholder groups and public engagement. This May 2023, the Zoning Bylaw Renewal Initiative has reached a significant milestone by launching the final chapter of its multi-phase public engagement on the draft Zoning Bylaw.

Administration took the following steps to reduce barriers for Edmontonians to participate in engagement activities:

- + used simple language and avoided the technical terminology, where possible
- + developed resources to break down complex zoning topics
- + reached out to communities and met people where they were at (such as pop-up events)
- + combined engagement activities with other City projects to reduce engagement fatigue
- + used a variety of traditional and digital marketing and communications tactics to invite a wide range of Edmontonians to participate
- + ensured people from underrepresented and marginalized communities were invited to participate

This document provides highlights of key public engagement activities at each phase of the Initiative. Various other engagement activities and presentations were conducted throughout all phases of the Initiative. Details of all engagement activities can be found within the *What We Heard* reports which are linked below.

Phase 1 - Research and Foundations (2018 to February 2021)

This phase of the initiative focused on research, analysis and leaned into public engagement to help inform the philosophy and direction of the initiative.

Pre-initiative Engagement: From 2018 to 2019, Edmontonians participated in engagement activities to help shape the initiative's foundations, including new potential direction for new zoning regulations and alignment with longer-term city-building goals. A complete summary of engagement activities can be found in the [2018 & 2019 Public Engagement Events: What We Heard Report](#).

2018 and 2019 Engagement Snapshot

- + 629 participants
- + 10 pop-up sessions
- + 8 facilitated workshops
- + 1 online survey

Discussion Papers: From July through November 2020, Administration released a series of [discussion papers](#) that presented the new Zoning Bylaw's philosophy and a preliminary approach to land use regulations. These papers were supported by public engagement, where Edmontonians were able to share feedback through Engaged Edmonton and a number of virtual sessions, presentations and conversations. A summary of engagement activities can be found within the [Discussion Papers What We Heard Report](#).

Community Conversations: In November 2020, conversations with 23 community members were facilitated to explore and understand how zoning impacts Edmontonians' daily lives. Explicit attention was given to ensure people—specifically Black, Indigenous and racialized, underrepresented and marginalized communities—were invited to participate. The [GBA+ & Equity Toolkit Community Conversations Summary](#) highlights insights shared while honing in on perceptions of zoning and the barriers it has created, as well as potential solutions.

Phase 2 - Develop and Build (February 2021 - April 2023)

This phase of the initiative focused on writing and refining the draft Zoning Bylaw and preparing the rezoning map.

Initiative Direction and Approach: In June and July 2021, Administration further explored the approach to zones, uses and residential areas with Edmontonians. This engagement aimed to test, confirm and refine the new Zoning Bylaw's direction and approaches. Engagement activities and results can be found in the [What We Are Hearing Report: June & July 2021](#).

Indigenous Engagement: In the fall of 2021, Administration hosted a virtual round table with Indigenous organizations and three separate virtual engagement sessions with Indigenous Memorandum of Understanding partners to share and receive ideas and perspectives to help guide the initiative. The sessions and round table served as a starting point to build relationships and foster shared understanding.



Youth Engagement: In 2021, in collaboration with Edmonton Public Schools and City Hall School, students shared their ideas around land use and concepts like housing, open space and mobility through a variety of engagement activities. Ideas were incorporated into *The Builders* comic book which was printed and distributed across schools and libraries in Edmonton in the spring of 2022. More information can be found in the [Youth Engagement Report](#).

Draft Zoning Bylaw and Rezoning Map: From September through December 2022, Administration released the draft Zoning Bylaw and "Know Your Zone" Rezoning Map on Engaged Edmonton for public feedback. Engagement activities included a series of online and in-person engagement sessions, including

Discussion Papers Engagement Snapshot

- + 12 Discussion Papers
- + 4,238 visits to Engaged Edmonton
- + 6 Digital information Sessions
- + 15 Stakeholder Meetings & Presentations

open houses, pop-ups, digital workshops, zone testing workshops and 'Chat with a Planner' sessions. The [Phase 2 What We Heard Report](#) provides a summary of the engagement activities and results.

September - December 2022 Engagement Snapshot

HOW WE LISTENED

- + 6 online workshops
- + 14 open houses
- + 13 pop-up events
- + 3 zone-testing workshops
- + 30+ stakeholder meetings and presentations
- + 12 'Chat With a Planner' virtual meetings
- + 36 emails received via zoningbylawrenewal@edmonton.ca
- + 21 general feedback form responses
- + 10,600+ Engaged Edmonton webpage views
- + 48,635 views and 849 comments on the draft Zoning Bylaw
- + 26,269 views and 66 comments on the Overview of the draft Zoning Bylaw
- + 3,500+ comments received altogether

WHO WAS ENGAGED

- + Residents, property owners, and community league representatives
- + Non-profit organizations, school boards and other public agencies
- + Business Improvement Area (BIA) representatives
- + Developers and builders
- + Regional partners
- + University of Alberta students and youth
- + Equity-seeking groups
- + Indigenous groups
- + Technical reviewers/agencies

Phase 3 - Finalize (May - October 2023)

This phase of the initiative focuses on the final review and refinement of the draft Zoning Bylaw and "Know Your Zone" Rezoning Map, as well as notification for the public hearing.

Refined Draft Zoning Bylaw and Rezoning Map: From May 1 to 31, the refined draft Zoning Bylaw and "Know Your Zone" Rezoning Map are available on [Engaged Edmonton](#) for review and feedback. This is the final round of Administration's multi-phase public engagement process, where Edmontonians can share feedback on the draft Zoning Bylaw and map before the upcoming City Council Public Hearing scheduled for October. Engagement activities include virtual information sessions, 'Chat with a Planner' sessions and opportunities to 'share ideas' through virtual post-its on the Engaged Edmonton website. A What We Heard report will be prepared and posted to the initiative's website by the end of August 2023.

Communications Approach

The Zoning Bylaw is a complex and lengthy document that can be difficult for many to understand and engage with. In earlier phases of engagement, a number of tools and resources were created to break down zoning topics and help Edmontonians better understand zoning's connection to The City Plan. The award-winning [Making Space podcast](#) and [the City Building Youtube video series](#) are two key educational resources released by Administration to help Edmontonians to meaningfully engage with the project.

Additional resources included:

- + Overview of the New Zoning Bylaw
- + Small Scale Residential Zone Modelling Document
- + Trending Topics
- + Proposed Zone Equivalencies
- + Rationale for Retiring the Main Streets Overlay
- + Rationale for Retiring the Mature Neighbourhood Overlay
- + Approach to Special Areas
- + Glossary of Terms
- + Frequently Asked Questions

Administration has used a variety of traditional and digital marketing and communications tactics to create awareness about the Zoning Bylaw Renewal Initiative and provide a diverse range of stakeholders opportunities to participate in engagement. These include:

- + Organic social media
- + Paid social media (Facebook, Instagram, Reddit ads)
- + Monthly newsletters (City Building Newsletter, Building Edmonton Newsletter)
- + Zoning Bylaw Renewal's Engaged Edmonton and edmonton.ca websites
- + City of Edmonton public service announcements (PSAs)
- + A mailed taxation notice insert (2022)
- + Postcard drops
- + Digital posters in LRT stations and Ice District area
- + Radio and newspaper ads
- + Spotify podcast ads
- + Marketing packages with sample social media and newsletter content for stakeholders to share with their networks
- + Direct emails and letters to a variety of stakeholders

Research

Two studies were conducted to support the Zoning Bylaw Renewal Initiative:

1. [Technology and Implementation](#): This study explores the City's services, processes and technology, and how changes to the new Zoning Bylaw can improve the user experience, for both internal and external stakeholders.
2. [University of Alberta Study](#): This study, funded by the Social Sciences and Humanities Research Council (SSHRC), explores the intersection between zoning, equity and human rights.

Urban Planning Committee Reports

Public reports provided regular updates on the Zoning Bylaw Renewal Initiative to Urban Planning Committee.

- + [Report 1](#): Zoning Bylaw Renewal Principles and Approach - April 9, 2019
- + [Report 2](#): Zoning Bylaw Renewal Initiative Update and Next Steps - February 2, 2021
- + [Report 3](#): Zoning Bylaw Renewal Approaches and Structure of the New Zoning Bylaw - June 29, 2021
- + [Report 4](#): Proposed Zones, Initiatives Updates and Next Steps - April 12, 2022
- + [Report 5](#): Draft Zoning Bylaw - November 22, 2022
- + Report 6: Draft Zoning Bylaw - June 20, 2023