

shape our region

Municipal Development Plan

Phase 1 Engagement Summary
January 2021



REGIONAL MUNICIPALITY
OF **WOOD BUFFALO**

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Executive Summary

What We Did

PUBLIC ENGAGEMENT



2 Open Houses



Online Survey



Interactive Mapping



Online Discussion Forum



Idea Sharing Platform



Workshops, In-Person & Virtual Meetings

STAKEHOLDER & INDIGENOUS ENGAGEMENT

Public, Stakeholder, & Indigenous engagement opportunities were held from September 28, 2020 to November 1, 2020, and reached over 700 people.

What We Heard

21 THEMES GATHERED FROM FEEDBACK

Substantial feedback was gathered during Phase 1 Engagement. The Project Team then analyzed the data and were able to identify common findings, patterns, and connections; resulting in the following 21 overall main themes.



Arts, Culture, & Entertainment



Attract People



Collaboration & Recognition



Community Spirit



Develop Responsibly



Economic Opportunity



Education



Essential Services



Family



High Quality of Life



Image



Innovation & Expertise



Nature



Place-Based



Oil & Gas, & Related Industries



Truth & Reconciliation



Recreation



Renewable & Green Industries



Retail



Thrive



Tourism

Next Steps

THEMES GROUPED INTO 5 CATEGORIES:

Potential foundations for the draft MDP goals



FEBRUARY 2021 - ENGAGEMENT PHASE 2: DRAFT PLAN

Visit rmwb.ca/mdp for details.



About the Project

The Regional Municipality of Wood Buffalo (RMWB) is preparing a new Municipal Development Plan (MDP) to reflect changes in the social, cultural, and economic conditions of the region. The new MDP will be created with input from residents throughout Wood Buffalo to ensure it reflects local values, opportunities, and challenges, and sets a clear vision for the Region’s future.

What is the Municipal Development Plan?

The MDP sets out the vision and blueprint for how growth and development will happen in Wood Buffalo over the next 20 years. The MDP will:

- › Provide a comprehensive land use policy framework
- › Outline a strategic path forward to manage growth across the region
- › Guide both short- and long-term decision making by Council and Administration

Why is it important?

The current MDP was completed in 2011, a time when Wood Buffalo was experiencing rapid growth. Projections indicated that Wood Buffalo’s population would more than double by 2030, reaching over 230,000 people. This growth has not happened due to several factors, including the 2013 floods, the 2014 global drop in oil prices and the resulting economic downturn, the 2016 Horse River Wildfire and the 2020 floods.

In an ever-changing social and economic environment, the Regional Municipality of Wood Buffalo is committed to keeping pace with planning for our future. As a result, the Municipality now has an opportunity to reflect today’s conditions through a new MDP. Over the course of the project there are two opportunities for engagement to provide feedback into the Wood Buffalo MDP, share thoughts and ideas, and ask questions. The feedback gathered will help to shape the plan and formulate the necessary policies to shape the future of the municipality. The first of the two engagement opportunities took place from September 28, 2020, to November 1, 2020. The second phase of engagement is planned for February, 2021.



Figure 1. The engagement period timeline indicates the two opportunities for engagement throughout the MDP Project.

How To Use This Document

This document summarizes the key findings and themes that arose from the first of two engagement opportunities, Phase 1: Visioning. These findings and themes directly informed the new vision, goals, and strategic directions of the MDP, and contributed to the preparation of the draft MDP, which will be the topic of discussion for the second phase of engagement, Phase 2: Draft Plan.

Engagement Approach

The intent of Phase 1: Visioning, was to gather information about what people love about Wood Buffalo, what is important about the community and what people want to see in the future. Phase 1 asked what are Wood Buffalo’s values, and what should the vision look like? The answers to these two questions are summarized in this Engagement Summary.

In response to the global COVID-19 pandemic, the Project Team employed a variety of both in-person and online engagement tactics for Phase 1 to ensure the safety and comfort of everyone involved, while ensuring maximum opportunity for input and reducing any potential barriers to participation. Phase 1 included both Public Engagement and Stakeholder and Indigenous Engagement opportunities, both of which provided online and in person options for participation.

GOALS:

- Introduce the project
- Create awareness about the project and opportunities to engage
- Identify values, vision, and priorities
- Learn about any initial concerns, issues, and opportunities
- Incorporate feedback to inform the vision, goals, and strategic directions

THEME IDENTIFICATION & APPLICATION

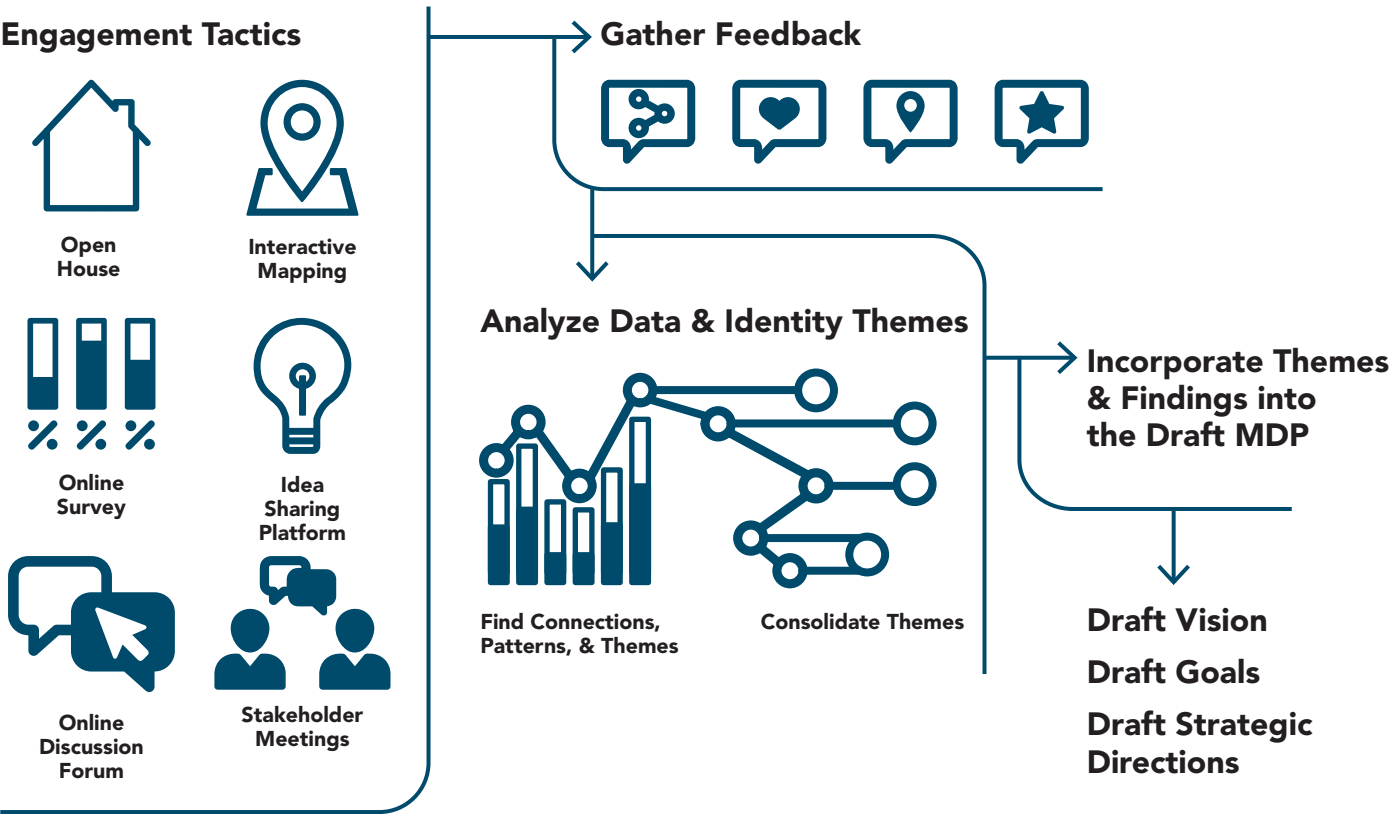
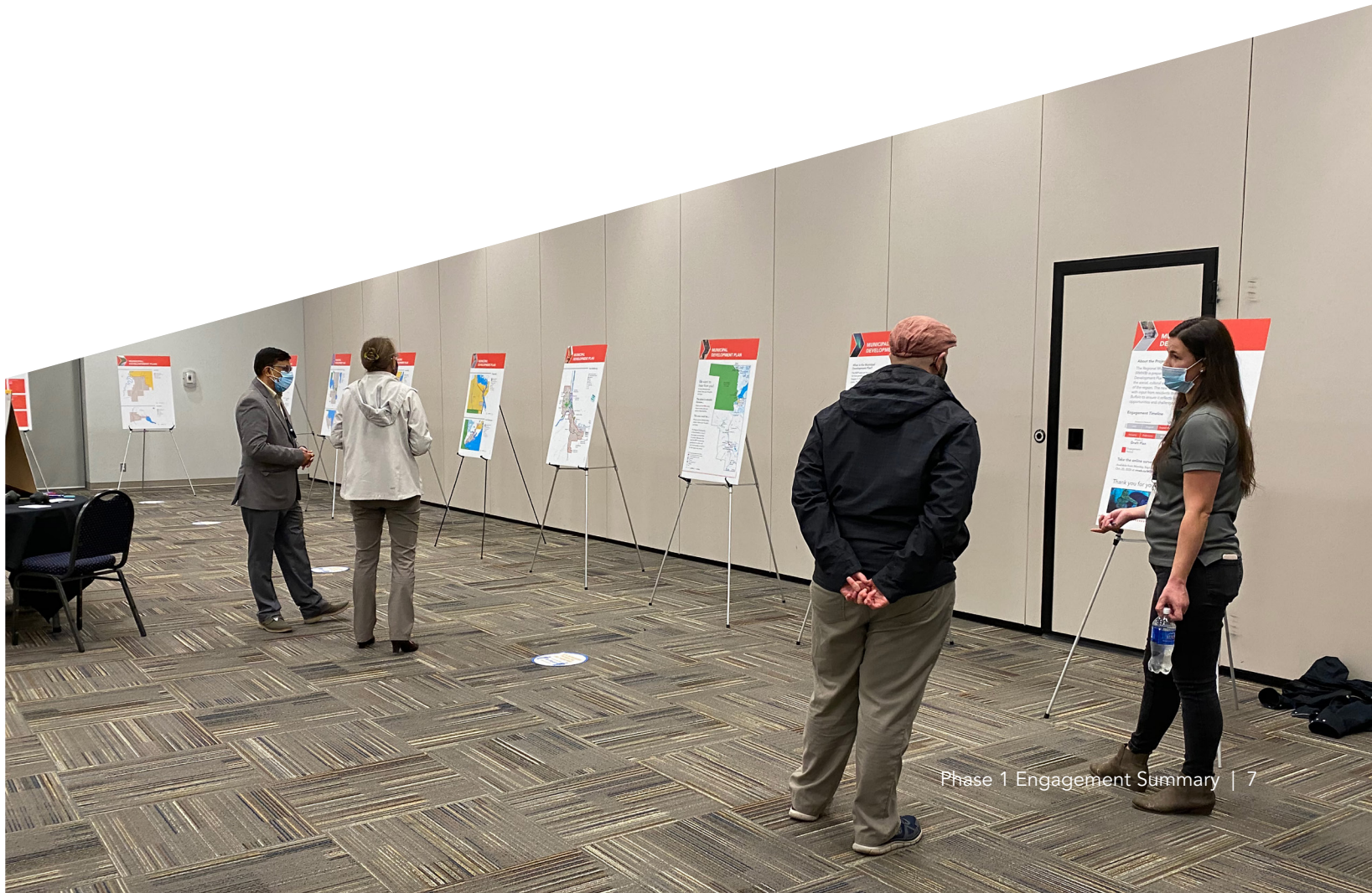


Figure 2. The flow chart above outlines how the themes summarized in this document were derived, and how they will inform the new MDP.





Public Engagement

Phase 1 was advertised via *Participate Wood Buffalo*. This online platform included additional background information about the project, frequently asked questions, and informative videos produced by the Municipality. Public engagement was further promoted via the Municipality's social media platforms including, Facebook, Twitter, Instagram, and LinkedIn. Additional promotion included radio advertisements, video advertisements, signage, and email and mailout RMWB newsletters.



Public Engagement opportunities were available for five weeks, from September 28, 2020 to November 1, 2020. During this time, two open houses were held, October 7 and October 15, 2020, with approximately 15 people in attendance. However, most participants provided feedback through the RMWB's online platform, Participate Wood Buffalo, which provided four avenues for engagement:

- › Discussion forum,
- › Interactive mapping tool,
- › Idea sharing platform, and
- › Survey.

The online survey garnered significant attention, with over 450 respondents. The vast majority of survey participants self-identified as living full time in Wood Buffalo (99%), with ages 26-65 being the largest age group represented (88%). The Interactive Mapping tool attracted 18 contributions, with all the pins placed around the Urban Service Area of Fort McMurray. The Discussion Forum had 4 contributions and the Idea Sharing Platform had 86 contributions.

Age of Survey Participants

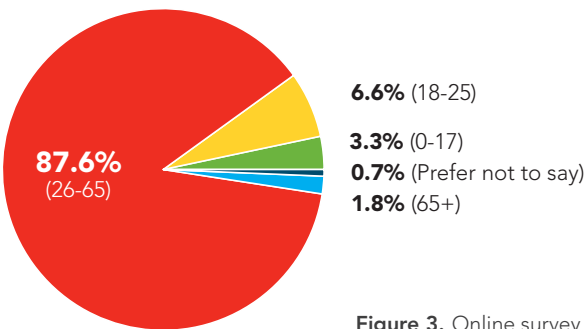


Figure 3. Online survey participants indicated that they were primarily between the ages of 26-65.

Stakeholder & Indigenous Engagement

The Project team reached out to both internal and external stakeholders and Indigenous community partners for focused engagement. All groups were contacted directly via email or phone call to arrange either in-person or online meetings.

External included industry groups, community groups, rural stakeholders and Indigenous communities. These external sessions took the form of workshops, rural community meetings or Indigenous community meetings. Internal groups included RMWB Council, municipal departments and committees. This engagement took place through meetings with staff, committee members and RMWB Councilors.

External

Four workshops were held from October 6, 2020 to October 8, 2020. Each workshop was scheduled for 2 hours. These workshops brought together representatives from the oil and gas industry, the development industry, local businesses and community organizations. In total, nine representatives attended these workshops.

Nine virtual meetings were held with rural and Indigenous community leaders during Phase 1, each meeting was scheduled for 2 hours.

All external stakeholder and Indigenous partner meetings provided valuable insights on municipal development and how the new MDP could influence their respective communities, industries and organizations.

Internal

The RMWB entities engaged included representatives from Planning and Development and the Wood Buffalo Economic Development Corporation, RMWB Councilors and Committees of Council. These internal groups provided their feedback on the MDP through meetings and presentations to Council Committees.

STAKEHOLDER & INDIGENOUS COMMUNITY REPRESENTATIVES

| | | |
|---|---|---|
| Advisory Committee on Aging | Oil & Gas Industry | Rural communities |
| Business Community | Public Art Committee | Subdivision and Development Appeal Board |
| Development Industry | Regional Advisory Committee on Inclusion, Diversity, & Equality | Wood Buffalo Communities in Bloom Committee |
| Indigenous Community Partners | RMWB Councilors & Mayor | Wood Buffalo Waterfront Advisory Committee |
| Mayor's Advisory Council on Youth | RMWB Departments | Community Organizations |
| Wood Buffalo Economic Development Corporation | Wood Buffalo Development Advisory Committee | Response & Recovery Advisory Committee |



4 WORKSHOPS

35 IN-PERSON & VIRTUAL MEETINGS

Key Findings

The engagement approach yielded substantial feedback for Phase 1. The Project Team analyzed the data and were able to identify common findings, patterns, and connections. These findings translated into 21 themes, as shown in the table below. Many themes were repeated throughout the findings, helping the project team understand what is important to the people of Wood Buffalo and illuminate the regional vision for the future.

The key findings from the public, stakeholder and Indigenous engagements are summarized in the following sections. Themes per section are visualized using the icons outlined in the table below.

THEME ICONS

| | | |
|--------------------------------|------------------------------|---------------------------------|
| Arts, Culture, & Entertainment | Attract People | Collaboration & Recognition |
| Community Spirit | Develop Responsibly | Economic Opportunity |
| Education | Essential Services | Family |
| High Quality of Life | Image | Innovation & Expertise |
| Nature | Place-Based | Oil & Gas, & Related Industries |
| Recreation | Renewable & Green Industries | Retail |
| Thrive | Tourism | Truth & Reconciliation |

THEME ICONS:

Each section of this document has been tagged with **theme icons** that denote the most common ideas or themes that arose from public, stakeholder, and Indigenous engagement methods, questions, and discussions.

Public Engagement: Values

When asked what people valued most about Wood Buffalo they responded overwhelmingly that they love the ease of access to nature, the economic opportunities, and the recreational opportunities available throughout the region. Family connections and the community spirit of Wood Buffalo were also highly valued features that respondents appreciate.

Participants also indicated what was missing from Wood Buffalo. In particular, Wood Buffalo residents indicated they frequently leave the region, traveling to other communities that provide big box retail opportunities (e.g. Costco, IKEA), more local retail and business options, and recreation facilities and services not provided in the Region, indicating potential service gaps.

When asked why people became residents or decided to stay in the region, employment opportunities were the number one reason cited. Conversely, loss of employment was identified as the number one reason one might move away. These results clearly indicate the importance of providing job opportunities in the region to both attract and retain Wood Buffalo residents.

The following sections summarize the insights provided from the open houses, online survey, and online discussion forum of Phase 1.





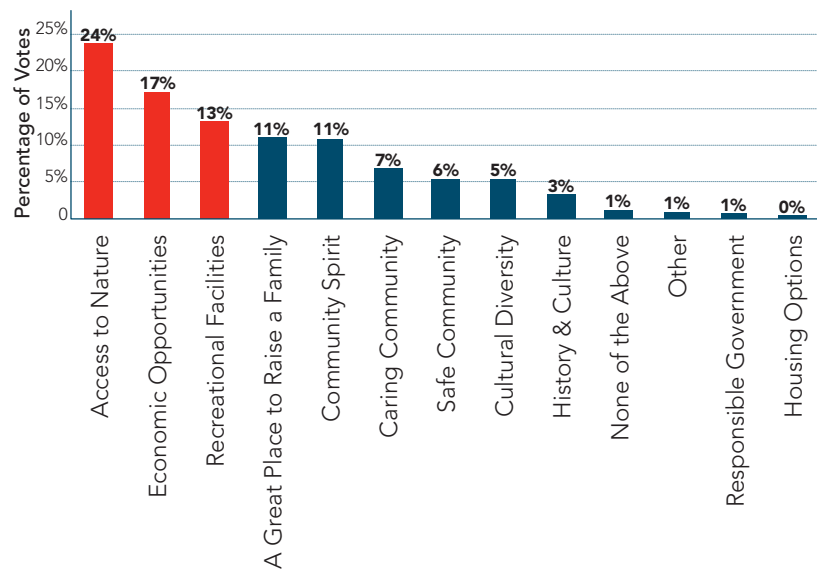
What do you love most about Wood Buffalo?

The responses to this question clearly highlighted the importance of nature in Wood Buffalo. Overall, the top four most loved features of the community are:

- › The natural landscape of Wood Buffalo.
- › The economic opportunities.
- › Access to recreational facilities.
- › The fact that the community is a great place to raise a family and full of exceptional community spirit.

Of the 13 respondents that selected “other,” their responses included their love of the seasons, in particular summer, access to jobs and to amenities such as restaurants, and the Keyano Theatre.

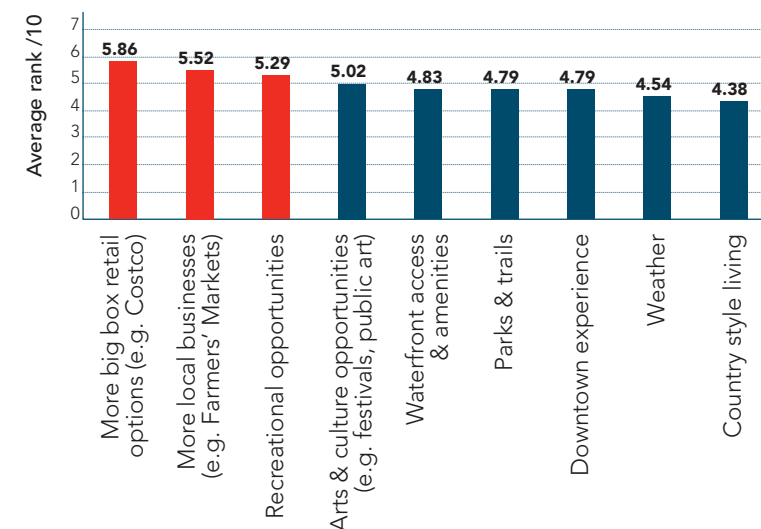
This question was also asked via the Forum on Participate Wood Buffalo. Those that answered here cited that they value the easy access to nature, the outdoors, the community spirit, and job opportunities.



What do you like about other Communities you frequently visit?

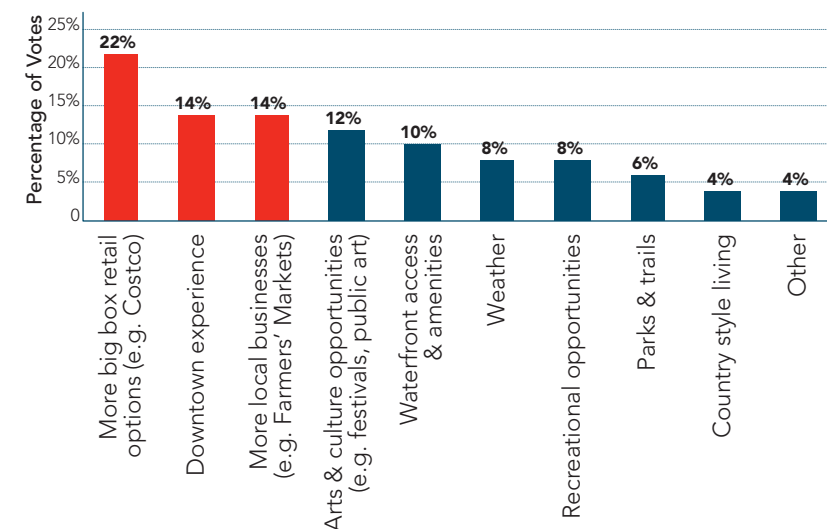
ONLINE SURVEY

Online survey respondents ranked “more big box retail (e.g. Costco, IKEA)” as the number one feature they liked about other communities, indicating a desire for increased retail choice in Wood Buffalo. “More local businesses (e.g. farmers’ markets, and cafes)” were the second-most popular suggestion, and “recreational opportunities” ranked third, indicating that residents of Wood Buffalo are visiting other communities, at least in part, due to their additional amenities.



OPEN HOUSE

Like the online survey, “big box retail”, was selected most by open houses attendees, followed by local businesses. However, open house participants were more likely to select the “downtown experience” and “arts and cultural opportunities” as things they liked in other communities. Again, these results highlight amenity gaps in Wood Buffalo.





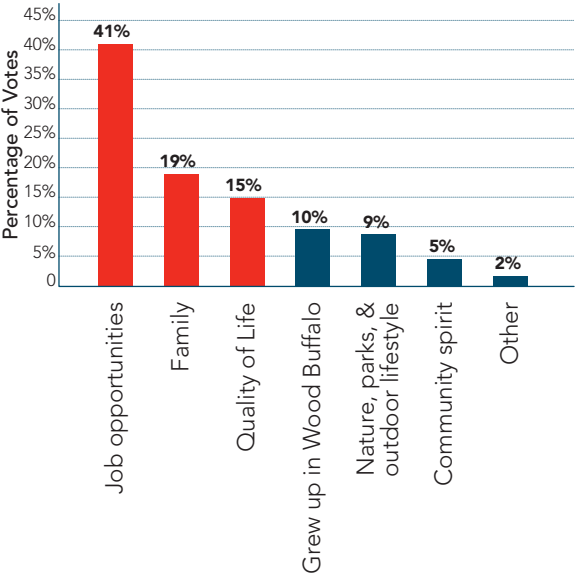
Why did you decide to become a full-time resident of/stay in Wood Buffalo?

Wood Buffalo residents become full-time residents of the region for many reasons, but the most common findings cited in the engagement included:

- › Job opportunities
- › Family
- › Quality of life
- › Grew up in Wood Buffalo
- › Nature, parks and outdoor lifestyle

Those that selected “other” indicated related categories to the ones listed above like: family, having a spouse employed and/or living in Wood Buffalo, job opportunities, and money.

From the results of this engagement question, it is clear that job opportunities, family connections, and lifestyle are the primary drivers leading people to relocate or stay in Wood Buffalo, and that there are opportunities for the municipality to build upon these reasons to settle in the community.



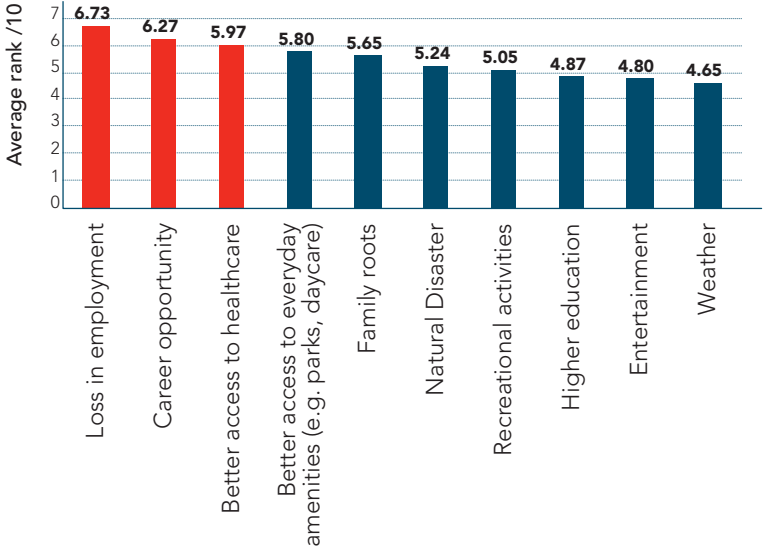
What would make you choose to move away from Wood Buffalo?

In contrast to the preceding question, the most common reasons for people to move away from Wood Buffalo include:

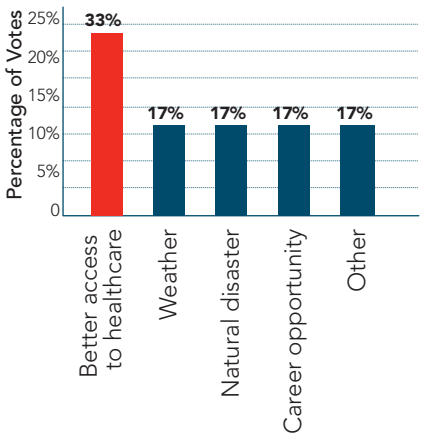
- › A loss in employment and a new career opportunity.
- › Improved access to healthcare.

Those who selected “other” in the open house mentioned that they would move away if the economy did not recover or if their family moved away.

ONLINE SURVEY



OPEN HOUSE



*Options not displayed on this graph were not selected



Public Engagement: Vision

Several key themes emerged when participants were asked what their vision for Wood Buffalo was. Many indicated that they would like to see Wood Buffalo attract more people to live locally, stay, and grow in the community. Others suggested a desire for increased retail, amenities, and essential services, as well as additional entertainment opportunities including music, concerts, live theatre, events, and festivals.

Recognizing the natural landscape as one of Wood Buffalo’s greatest assets, increasing the responsible access and use of the natural areas, and ensuring the conservation and protection of these spaces was another theme clearly indicated as important to participants. Leveraging nature into an expanded tourism industry was also supported as a means to diversify the economy. Many also suggested building on existing industry expertise to generate new economic opportunities such as renewable energy development, natural resource extraction beyond oil and gas, and automation technology, overall, encouraging an innovative atmosphere of Wood Buffalo.

The following sections summarize the insights provided from the open houses, online survey, and idea sharing online platform during Phase 1.

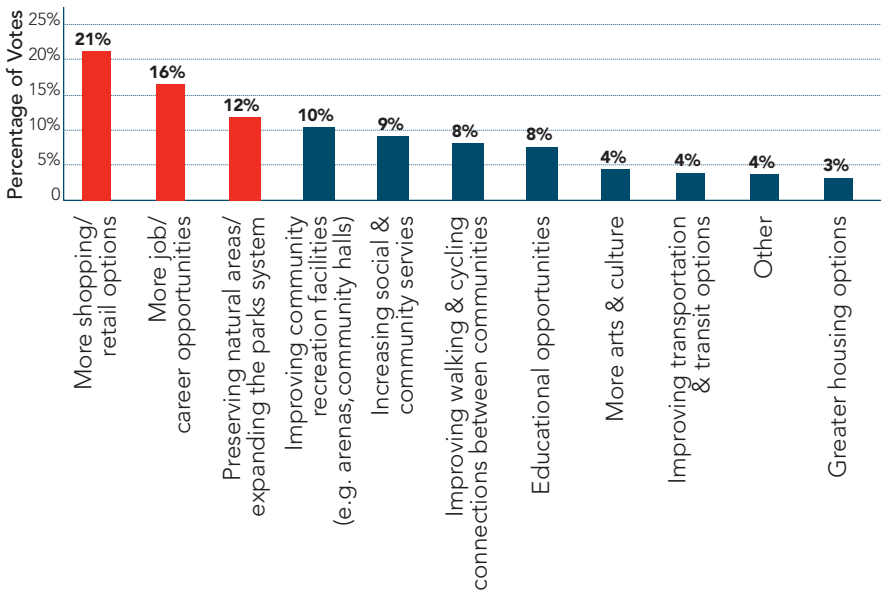


Wood Buffalo is always improving – what should be prioritized to make Wood Buffalo an even better place to live?

Participants were asked to select the three options from a list that they believed would make Wood Buffalo an even better place to live, and several priorities proved more popular:

- › Increasing the available shopping and retail options
- › Increasing the provision of job and career opportunities
- › Preserving natural areas and expanding the parks system
- › Improving community recreation facilities

Many specific recreation and amenity types were noted under the “other” category, such as increased access to and provision of power sports, equestrian and equine facilities, adult hockey, diversified retail, and economic opportunities.



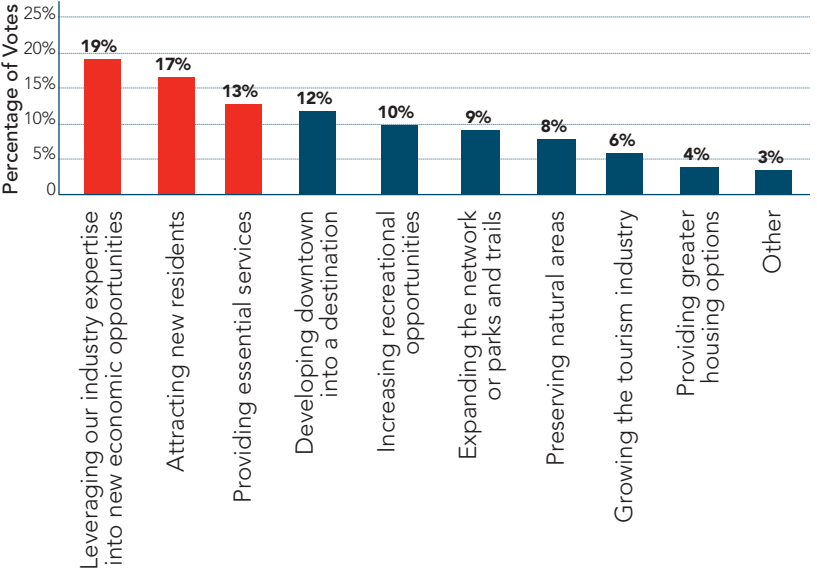


What do you think is most important to consider when planning Wood Buffalo’s future?

When planning the future of Wood Buffalo, engagement participants indicated the following:

- › Leveraging industry expertise into new economic opportunities.
- › Attracting new residents to live in Wood Buffalo.
- › Providing essential services (e.g. roads, fire department, water treatment).

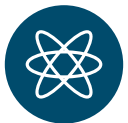
Additional suggestions noted under the “other” category include increasing commercial retail opportunities, attracting businesses, retaining residents, promoting living locally, and reducing the use of work camps and fly-in fly-out.



Our region’s economy is primarily based on oil and natural resource development. In what ways could economic diversification be best supported over the next 20 years?

The following common findings arose from engagement as suggestions for economic diversification:

- › Many recommended that tourism should be explored as a path to economic diversification. Suggesting that Wood Buffalo could make use of the beautiful landscape as an asset to explore, the large skies, and the opportunities associated with being the “gateway to the North”.
- › Several participants supported the expansion into the renewable resource and green energy sector. Participants suggested many opportunities in this sector including wind, solar, geothermal, and other green energy sources, as well as the research, innovation, and development of batteries to hold green energy, methods for greenhouse gas reduction, and carbon capture.
- › Participants continue to support the oil industry, potentially by adding a local refinery. Many spoke of the importance of this primary industry as well as the need to transition the oil industry into other sectors as supply and demand changes.
- › Many participants highlighted the opportunity to leverage the immense knowledge and expertise gained from the oil and gas industry into other natural resource industries, such as mining, hydrogen, minerals, and automation.



What does arts and culture mean to you? What types of activities, programs, and/or facilities would you like to see more of in Wood Buffalo?

In response, participants overwhelmingly indicated they would like to see more performing arts in Wood Buffalo, including the following:

- › More opportunities to view live music and attend concerts within the region.
- › Increased opportunities to attend live theatre, musicals, and plays. This response was often coupled with the desire for more live music.
- › Increased festivals and community events.

These three categories were the most popular responses, suggesting that the people of Wood Buffalo would love to see an increase in performing arts in the region. Primarily, Wood Buffalo residents would like to see more activities that they can attend, participate in, and/or make a day or evening out of.

Additional themes that respondents showed enthusiasm for included increasing art programs and classes for all ages and skill levels, nurturing visual arts, and teaching skills. Participants also showed a desire for increased recreation programs and activities for families and children, including affordable watersport outings, gyms, climbing, and equestrian opportunities.



What would you like Wood Buffalo to look like in the next 20 years?

The open houses and online survey concluded by asking people what they would like Wood Buffalo to look like, to capture participants vision for the community. Five theme arose from this feedback:

- › **Attract people:** Most respondents indicated the desire to create a place that attracted people to move to, settle, raise a family and stay. Respondent comments related to this theme commonly cited the need to decrease the area's reliance on fly-in, fly-out employment, and the need to increase people living locally to support the area.
- › **Increase Amenities:** Participants wanted to see Wood Buffalo become a place that can provide for its residents. People indicated they would like to see an increase in the amount and variety of amenities, retail, and shopping. People would also like to see an increase in entertainment options available and accessible to residents.
- › **Community Spirit:** Responses suggested the value of community spirit, neighbourhoods and the friendly, respectful, small-town feelings associated with being a tight knit community, without compromising on adequate servicing.
- › **Natural Areas:** Responses indicated that the natural landscape is one of Wood Buffalo's most important assets, and the protection of this needs to be a top priority. Additionally, access to natural areas, and increased ability to connect with nature through parks and trails, would be greatly appreciated by residents.
- › **Thriving:** Overall, many respondents indicated they would like to see Wood Buffalo thrive. They desired that people would be happy, economy would be booming, and that overall, life would be vibrant in Wood Buffalo.

Idea Sharing

In keeping with results from the online survey, the most common themes that arose from the idea sharing online platform included:

- › A desire to increase retail options and downtown development
- › Support the development of the rivers and waterbodies into waterfront amenities and family friendly park spaces
- › Enhancing access to trails and pathways and outdoor recreation opportunities such as camping and swimming.

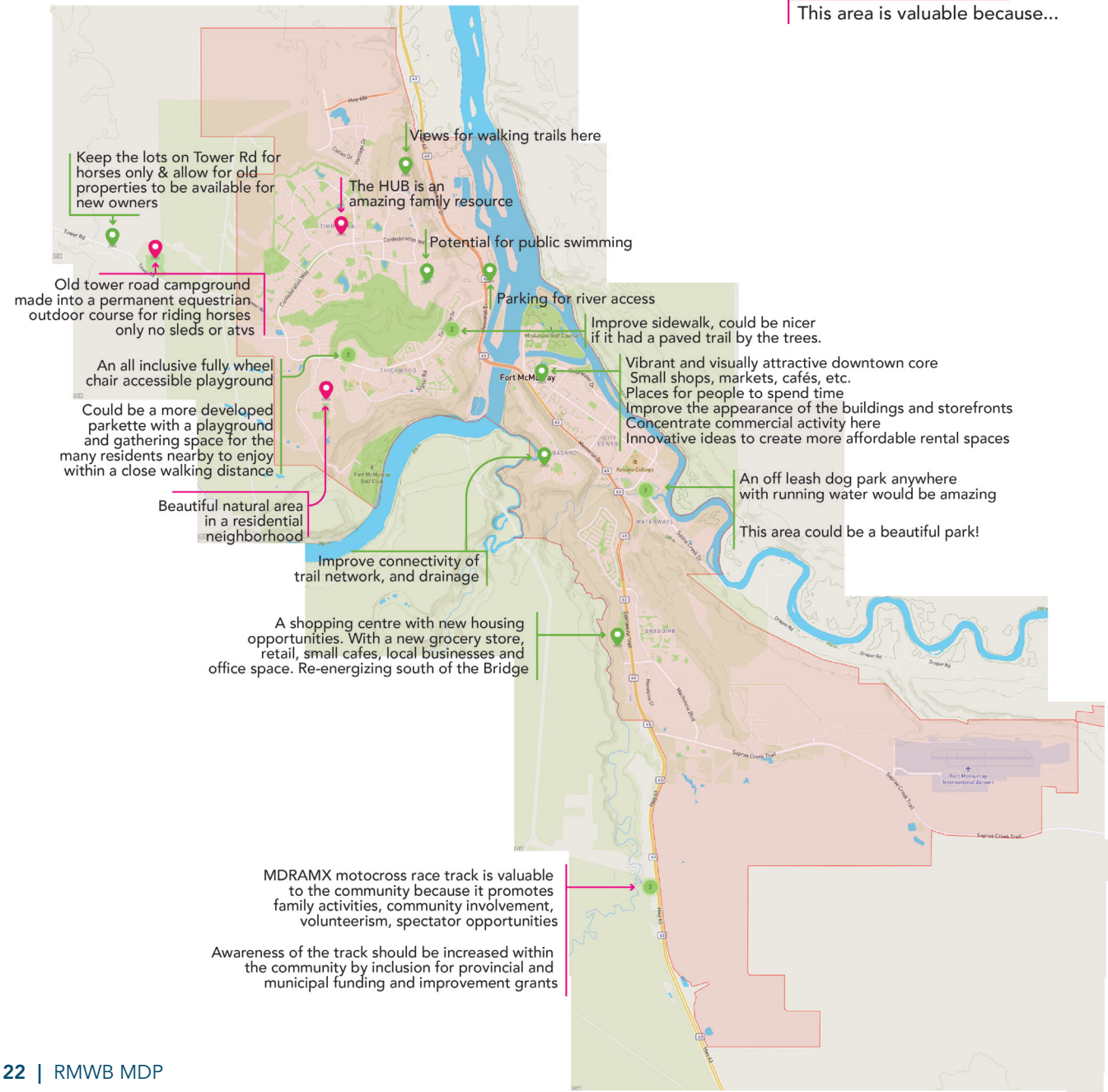


Interactive Map

The online interactive mapping tool, and physical maps at the open houses, provided participants the opportunity to pinpoint specific areas they thought were valuable or had potential. All interactive map points were placed in and around the urban service area of Fort McMurray. The major themes denoted here include:

- › Opportunities for parks, open spaces, connections to nature, and trail enhancement.
- › Opportunities for recreation, retail and shopping, and downtown revitalization.

Fort McMurray



This area could be...

This area is valuable because...

Stakeholder & Indigenous Community Engagement

During Phase 1: Visioning, the Project Team spoke with various internal and external stakeholder and Indigenous groups including representatives from the business community, development industry, oil and gas industry, community organizations, Council, committees of Council, RMWB departments and entities, rural communities, and Indigenous community partners.

These conversations largely echoed what was heard from the public engagement and suggested that stakeholders and Indigenous community partners are all largely supportive of the new placed-based approach. Many discussed a desire for increased Truth and Reconciliation action, recognition, and collaboration with government agencies, committees, and communities to reflect their specific contexts. Additionally, economic diversification and promoting an enhanced image of Wood Buffalo were also largely supported.

Several groups also held specific concerns or interests that are worth noting. In particular, RMWB departments and entities, industry stakeholders, and Indigenous community partners brought forward issues and policy directions they would like to see included in the new MDP that should be addressed specifically in the next phase of the project.

The following sections summarize the common themes and insights that were illuminated from Phase 1 internal and external stakeholder and Indigenous community engagement discussions.





External Organizations: Rural and Indigenous Communities

Engagement with rural communities and Indigenous community partners yielded specific needs and interests that should be addressed in the new MDP, specifically remedying the feeling of being ignored and undervalued by the Region. What became increasingly clear throughout these meetings was that each community has a unique story, distinct aspirations, economic realities, and natural settings, that should be respected and reflected in guiding their respective futures. Each community has a lot to offer and most groups indicated a desire for increased Truth and Reconciliation action, collaboration and recognition with the Municipality in the future, as well as increased attention to their unique contexts in the new MDP policies and strategies where appropriate.

External Organizations: Workshops

From the four industry and community workshops, the following themes emerged:

- › **Economic diversification:** Diversification was a consistent theme across all workshops, although different sectors had different ideas for what this should look like. Expanding the local retail economy was heard from several stakeholders, while those closest to the economic development and oil and gas industries were clear that any focus on diversification must leverage the considerable innovation, skills, and expertise of the oil and gas industry.
- › **Enhanced access to arts, culture, and recreational opportunities within the region:** Workshop participants identified opportunities to utilize existing municipal assets, such as recreational facilities, to accommodate increased access to arts and cultural programs. The use of existing facilities for multiple purposes could facilitate increased affordable access to facilities and programs within the region, while supporting the ongoing financial sustainability of recreational, cultural and arts organizations. There was also interest in the idea of the Municipality taking on an increased facilitator role, coordinating various committees, councils, and groups to find and pursue areas of mutual interest and avoid accidental work duplication.
- › **Ensure responsible growth over the next 20 years:** Groups emphasized that new growth areas should not be contemplated until the current oversupply of serviced land is addressed. In the stakeholders' view, opening up additional land for development could undermine the existing investments in regional infrastructure to service Parsons Creek and Saline Creek, and also reduce the overall ability of any future development areas to achieve full build-out over the 20-year lifespan of the new MDP. Restricting new growth areas could support the success of existing and developing amenities and commercial areas as well as facilitate their expansion.

Beyond these three themes, all participants were very supportive of the MDP's new place and community-based approach to municipal development, agreeing that this approach is imperative in enhancing the regional image and encouraging residents to stay.

Internal: RMWB Departments and Entities

RMWB Departments and entities, including representatives from Planning and Development and the Wood Buffalo Economic Development Corporation, agree that the 2020 Place Brand Strategy is a core document that the new MDP should align with. This strategic branding document envisions a new way to speak about Wood Buffalo, reflecting extensive community consultation. RMWB personnel indicated that the messaging included in the Place Brand Strategy should guide the development of the MDP's vision, goals, and strategic directions. Additionally, both the Place Brand Strategy messaging and RMWB personnel, support the new overall place and community-based approach to municipal development. By employing this lens, the MDP will achieve strategic alignment with the Wood Buffalo Economic Development Corporation, establishing a clear foundation for cooperation and mutual benefit over the next 20 years.

Internal: Committees of Council

During Phase 1, the Project Team met with seven Committees of Council. Committee representatives provided important insights and were very supportive of the place and community-based approach to the new MDP. Several common themes arose from these meetings including:

- › Desire for increased Truth and Reconciliation action, collaboration and recognition between the Municipality and Industry, Indigenous groups, and inter-governmental entities.
- › Emphasized the resiliency of Wood Buffalo and the strength of working together to make Wood Buffalo a better place, with many referencing the recent natural disasters as examples of times when the community has banded together.
- › Current employment opportunities and economic opportunities were of concern, noting that strong employment prospects are a major contributor to population retention.
- › The desire for a University or larger College with additional course options, to encourage youth to stay in the community for education, as well as attract students from elsewhere, recognizing that local secondary education is a crucial component for increased population retention.



Internal: RMWB Councilors

Members of Wood Buffalo Council were provided the opportunity to meet with Project Team members individually to learn more about the MDP project and express their views and ideas on how the MDP’s vision, strategic directions, and overall themes should be developed. Five members of Council took this opportunity to connect with the Project Team and provided a wealth of local knowledge and expertise that will contribute to the MDP’s ongoing development. Recognizing that the existing growth plan from the 2011 MDP is no longer relevant or applicable, RMWB Councilors praised a place and community-based approach as taking a truly region-wide perspective on planning, recognizing the importance of community and lifestyle when it comes to making Wood Buffalo a great place to be, while retaining flexibility for potential future events.

Building on this place and community-based perspective, RMWB Councilors comments fell into the following themes:

- › Promote the achievements of Wood Buffalo, including the environmental protection, reclamation, and green innovation being done by the oil and gas industry throughout the region.
- › RMWB Councilors emphasized a desire to enhance the image of Wood Buffalo, broaden the story of Wood Buffalo to include all aspects of the region, and align with the key takeaways from the Place Branding Strategy.
- › RMWB Councilors highlighted the need to integrate stronger language and a bolder presence regarding the Truth and Reconciliation Calls to Action.
- › The desire to share the diversity of Wood Buffalo and how many different cultures contributed to the Region’s heritage.



Conclusions

Overall, there was substantial alignment across both public, stakeholder, and Indigenous community engagements. The most consistent message was that Wood Buffalo is a great place to live, a place that people are proud to call home, and that the outside world’s perception of Wood Buffalo does not reflect its reality. This idea of being misunderstood and needing to better communicate what makes Wood Buffalo great were central themes of almost all conversations during Phase 1.

Engagement indicated overwhelming support for the new place and community-based approach of the MDP. This approach focuses on supporting the communities and people of Wood Buffalo and leveraging the considerable assets and expertise that already exist in the area, as noted and discussed throughout Phase 1.

Summarized in the table below are the 21 different themes that were noted by the public, stakeholder, and Indigenous community engagements. There was considerable crossover between the two groups, highlighting the need of increased economic, retail, and post-secondary education opportunities, and supporting existing recreation. As well as prioritizing innovation, responsible development and arts, culture and entertainment in the region. These themes contribute significantly to placemaking and the attraction and retention of future and existing Wood Buffalo residents.

The “Unique Themes” listed below indicate topics that did not cross over between the two different engagements, however they are equally as important. The unique themes raised through the public engagement included: valuing nature, attracting people, celebrating community, and promoting economic options, to ensure that Wood Buffalo will continue to thrive. The stakeholder and Indigenous community engagement unique themes focused on place, collaboration, recognition and enhancing the overall image of Wood Buffalo by telling the story clearly and representing the whole of the area.



Themes

The following tables summarize the Key Findings per section from Phase 1 of engagement. The tables indicate the values, vision and perspectives of engagement participants, and highlight crossovers, patterns and connections between the themes.

PUBLIC ENGAGEMENT: VALUES

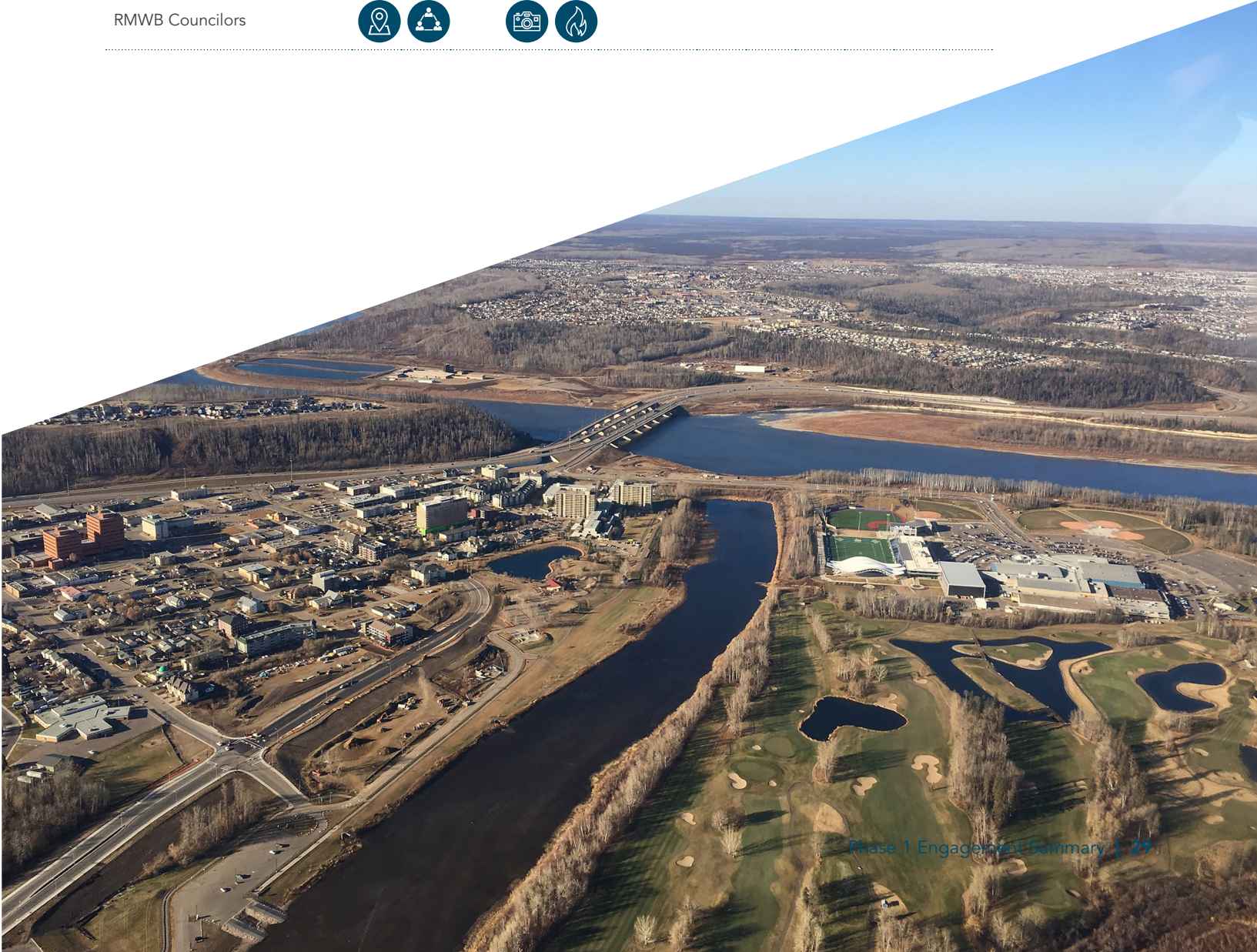
| | \$ | 👥 | 🌿 | ⚙️ | ⚙️ | 🏠 | 🏠 | + |
|---|----|---|---|----|----|---|---|---|
| What do you love most about Wood Buffalo? | \$ | 👥 | 🌿 | ⚙️ | ⚙️ | | | |
| What do you like about other communities you frequently visit? | | | | ⚙️ | | 🏠 | | |
| Why did you decide to become a full-time resident of/ stay in Wood Buffalo? | \$ | 👥 | 🌿 | | | | 🏠 | |
| What would make you choose to move away from Wood Buffalo? | \$ | 👥 | | | | | | + |

PUBLIC ENGAGEMENT: VISION

| | 🌿 | ⚙️ | 🏠 | 💡 | ⚙️ | \$ | + | 👥 | 🌿 | 🏠 | 🎵 | 🎓 | ⚙️ | ❤️ | 🏠 |
|--|---|----|----|---|----|----|---|---|---|---|---|---|----|----|---|
| What should be prioritized to make Wood Buffalo an even better place to live? | 🌿 | ⚙️ | 🏠 | | | \$ | | | | | | | | | |
| What do you think is most important to consider when planning Wood Buffalo's future? | | | | 💡 | ⚙️ | | + | | | | | | | | |
| In what ways could economic diversification be best supported over the next 20 years? | | | | | ⚙️ | | | 👥 | 🌿 | 🏠 | | | | | |
| What does arts and culture mean to you? What types of activities, programs, and/or facilities would you like to see more of in Wood Buffalo? | | | ⚙️ | | | | | | | | 🎵 | 🎓 | | | |
| What would you like Wood Buffalo to look like in the next 20 years? | 🌿 | | 🏠 | 💡 | | | | | | | | | ⚙️ | ❤️ | |
| Idea Sharing | 🌿 | ⚙️ | 🏠 | | | | | | | | | | | | 🏠 |

STAKEHOLDER & INDIGENOUS ENGAGEMENT

| | 📍 | 👥 | \$ | 📷 | 🔥 | 🎓 | ⚙️ | 🎵 | 🏠 | ⚙️ | 🏠 | + | 👥 |
|--------------------------------|---|---|----|---|---|---|----|---|---|----|---|---|---|
| Rural & Indigenous Communities | 📍 | 👥 | \$ | | 🔥 | 🎓 | | 🎵 | 🏠 | | 🏠 | + | 👥 |
| Workshops | 📍 | 👥 | \$ | | 🔥 | | ⚙️ | 🎵 | 🏠 | ⚙️ | 🏠 | | |
| RMWB Departments & Entities | 📍 | | | 📷 | | | | | | | | | |
| Committees of Council | | 👥 | \$ | | 🔥 | 🎓 | | | | | | | |
| RMWB Councilors | 📍 | 👥 | | 📷 | 🔥 | | | | | | | | |



Next Steps

The feedback received during Phase 1 has provided the Project Team with valuable insights into the values and priorities shared by the residents of Wood Buffalo. The themes and key findings that arose throughout this process confirmed a place and community-based approach to the MDP and illuminated five main categories that will contribute to the vision and goals.

- › People and Community
- › Nature and Recreation,
- › Responsible Development,
- › Economy and Innovation, and
- › Arts, Culture, and Representation.

FIVE MAIN THEME CATEGORIES:
Potential foundations for the draft MDP goals



Thank you for your participation!

Your feedback is essential for the creation and refinement of the new draft RMWB Municipal Development Plan. The findings from this round of engagement will inform the development of the new MDP’s draft vision, goals, and strategic directions.

Phase 2 of the public engagement process is scheduled to begin in February 2021, when the public and stakeholders will be invited to review and provide feedback on the draft vision, goals, and preliminary strategic policy directions for the new MDP.

Stay informed

Visit rmwb.ca/mdp to sign up for email project updates and learn about future project milestones and opportunities to engage.