



***ENGAGEMENT SUMMARY REPORT
MUNICIPAL DEVELOPMENT PLAN
PHASE 3***

January 31 – June 9, 2022





CONTENTS

Executive Summary.....3

Introduction.....4

Engagement Approach6

Engagement Summary8

Next Steps14



We humbly acknowledge that the land on which we live, learn, work and play is Treaty 8 Territory, the traditional and ancestral lands of the Cree, Dene, and unceded territory of the Métis.

EXECUTIVE SUMMARY

WHAT WE DID



Online
Survey



Phone
Survey



Virtual/
In-person
Open Houses



Quick
Poll



Online
Forum



Engagement
Workshops



Coloring
Contest

Public, stakeholder, and Indigenous engagement opportunities were held between January 31 to June 9, 2022. Through engagement and communication channels over 204,000 people were aware of the project with over 1,400 individuals choosing to participate. Residents were provided numerous engagement opportunities promoted through multiple communication channels, both which are highlighted in this report.

WHAT WE HEARD

Substantial feedback was gathered during Phase 3 engagement. The Project Team then analyzed the data and were able to identify consensus opinions on modifications to the draft MDP. Several common themes were identified throughout engagement. These include:

- Diversified Economy
- Winter City and Tourism
- Regional Linkages
- Reconciliation
- Equity, Inclusion and Diversity
- Research and Institutional Center

NEXT STEPS



PRESENT TO COUNCIL – PUBLIC HEARING

Information will be provided on rmwb.ca/mdp when available.

INTRODUCTION

The Municipal Development Plan (MDP) is a high-level document that supports the future planning for the entire region. The draft includes the region's growth concept, vision, and actionable goals for all in Wood Buffalo.

Continuous engagement has occurred since 2020 with the objective to create a unique and diversified plan for residents of the region. The information within this engagement report includes engagement approaches and outcomes that occurred in Phase 3 engagement from January 31 – June 9, 2022.

Gaining public validation regarding the draft MDP was imperative, ensuring the plan was moving in the right direction. Previous engagement included Phase 1 in fall 2020 gaining feedback for the vision, and priorities, and Phase 2 in winter 2021 presenting the plan's vision, goals, and big moves. Throughout engagement feedback was collected and considered to be integrated into the plan.

Ensuring diverse feedback was captured throughout engagement was an important aspect of the project which included stakeholders and Indigenous partners from all over the region. Due to Covid-19 restrictions the engagements held were virtual either through meetings, workshops, or open houses. Alternative methods were created to support a wide range of engagement tactics to support different resources preferred for each community. The information collected in Phase 3 engagement provides important direction how to define Wood Buffalo's future.

VISION

"A flourishing region and community of choice with a strong sense of identity, history, and optimism, to call home, today and tomorrow."




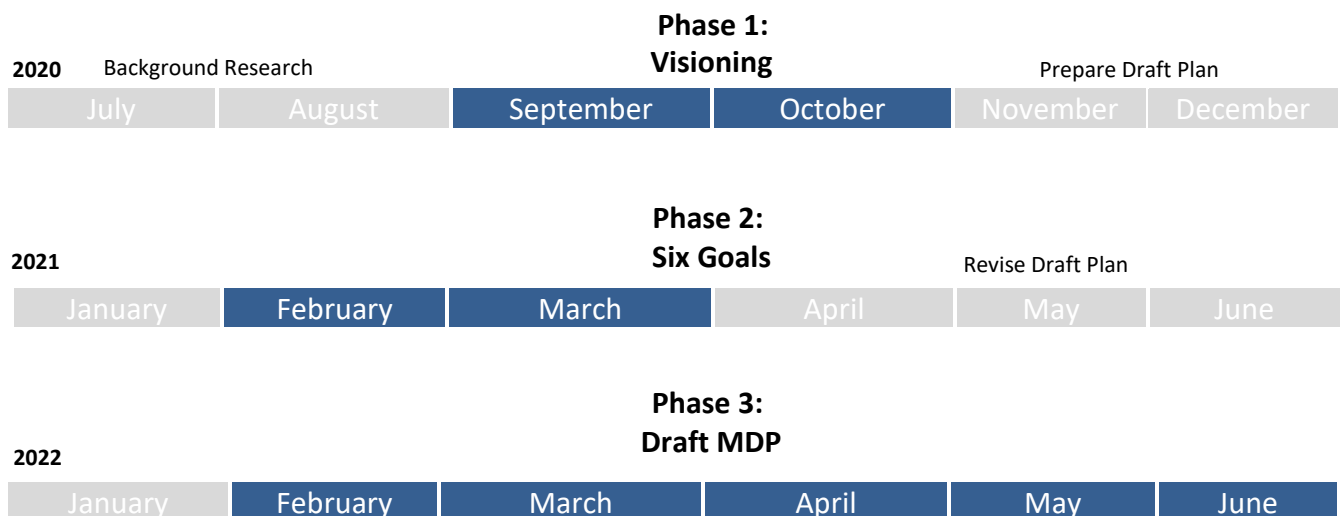
WHAT WILL THE MDP ACHIEVE?

- Identifies a new vision to guide the future growth and development of the Municipality over the next twenty years;
- Identifies six goals;
- Outlines a community and people-focused approach to growth;
- Formal document to assist in the coordination of Municipal decisions about land use, transportation, infrastructure, recreation, the arts, and community services;
- Proposes new policies, programs, and objectives for the Municipality to investigate to provide a better quality of life and economic opportunity for all;
- Affirms the Municipality's commitment to ongoing reconciliation and relationship-building with the Indigenous community throughout Wood Buffalo
- Helps residents and landowners understand how they can expect the Municipality to prioritize future growth and development throughout Wood Buffalo; and
- How to implement the policies and key performance indicators.



ENGAGEMENT TIMELINE

 Engagement Period



ENGAGEMENT APPROACH

The objective in Phase 3 was to present the complete draft MDP which included policies and implementation tools and metrics. Creating a diverse engagement strategy to support high accessibility for all residents to review and comment on the draft MDP was of top priority throughout Phase 3 engagement. Various approaches and outcomes are provided below.

QUANTITATIVE DATA

316

Online Surveys

171,154

Social Media Impressions*

974

Quick Polls

204,154

Awareness*

6

In-person or Virtual Open Houses

96

In-person or Virtual Open House participants

28

Engagement Workshops

113

Engagement workshops participants

33,000

Flyers distributed in the region

**Social Media impressions means the number of times content published was displayed on a person's screen. Content includes status, photos, links, videos, and more.*

** Awareness is the number of times a trackable advertisement was seen. This value includes social media posts and flyers.*

COMMUNICATION CHANNELS

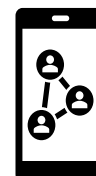
- Participate Wood Buffalo website
- RMWB website
- Social Media posts, events and advertisements
- News Release
- Mix 103.7 FM McMurray Matters
- Internal Communications Employee Messenger
- Rural newsletter
- Community Posters
- Radio
- Electronic advertising signs
- Billboard signs
- MacDonald Island Park
- Mail Outs to all urban and rural residential dwellings



3,900 VISITORS ON
PARTICIPATE WOOD
BUFFALO



3
PROMOTIONAL
VIDEOS



72 SOCIAL
MEDIA POSTS



PARTICIPANT LIST

Understanding perspectives, recommendations, and opinions from the entire region was crucial in creating a community plan. Detailed participate mapping was conducted ensuring a diverse group of individuals from several sectors of the region had the opportunity to provide feedback, some of these sectors included industry, education, social, Indigenous and non-profit. The list below outlines those that choose to participate through either an online survey, workshop, open house, or direct communications.

- **Residents**
- **Mayor & Councillors**
- **Internal Stakeholders**
- **External Stakeholders**
 - Bild Wood Buffalo
 - Centre of Hope
 - Community Features Wood Buffalo
 - Critical Incident Stress Management for Communities
 - Fort McMurray International Airport
 - Fort McMurray School Division
 - Fort McMurray Wood Buffalo Economic Development and Tourism
 - FuseSocial
 - Girls Inc.
 - Local Hero Foundation
 - Oil Sands Community Alliance
 - Support Through Housing Team Society
 - Qualico Fort McMurray
 - Wood Buffalo Housing
- **Indigenous Partners & Rural Communities**
 - Conklin Resource Development Advisory Committee
 - Draper Community Spirit Association*
 - Draper Road Resident Society of the Clearwater River Valley*
 - Fort McKay First Nation
 - Fort McKay Métis Nation
 - McMurray Métis
 - Mikisew Cree First Nation
 - Nistawoyou Association Friendship Centre
 - Sapræ Creek Resident Society
 - Willow Lake Métis Nation
- **Council Appointed Committees**
 - Advisory Committee on Aging
 - Community Identification Committee
 - Public Art Committee
 - Regional Advisory Committee on Inclusion, Diversity and Equity
 - Wood Buffalo 2023 Arctic Winter Games Host Society
 - Wood Buffalo Development Advisory Committee
 - Wood Buffalo Downtown Revitalization Advisory Committee
 - Wood Buffalo Waterfront Advisory Committee

*Draper residents participated in the public MDP survey engagement but requested further targeted questions related to Draper specifically. To review the detailed outcome of the targeted survey visit participate.rmwb.ca/draper.



ENGAGEMENT SUMMARY

A summary of feedback is provided below including numerous engagement approaches such as virtual workshops, quick polls, and surveys.

KEY THEMES

Reoccurring topics and recommendations occurred throughout conversations in virtual engagement sessions, workshops and open houses. The overall themes captured included:

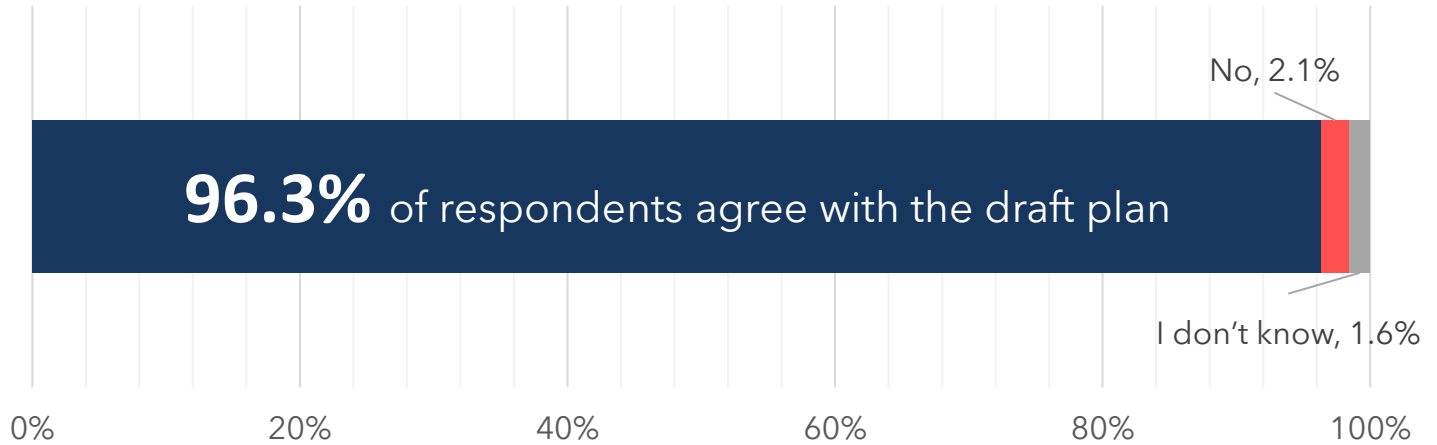
- Diverse economy
- Quality of life and citizen's well-being
- Sustainable economy and social services
- Prioritize business and service attraction
- Reconciliation
- Regional linkages
- Continuation of Indigenous collaborations
- Tourism
- Responsible development with oil sands and Camps
- Service sector and parallel economy
- Equity, Inclusivity and Diversity
- Winter city/Four season development
- Universal design
- Educational hub for specialized skills
- Institutional/Research centre and world leader in oil sands
- Focus on senior population
- Apprehension regarding implementation
- Development in Draper
- Attracting and sustaining residents



QUICK POLL RESULTS

955 Respondents

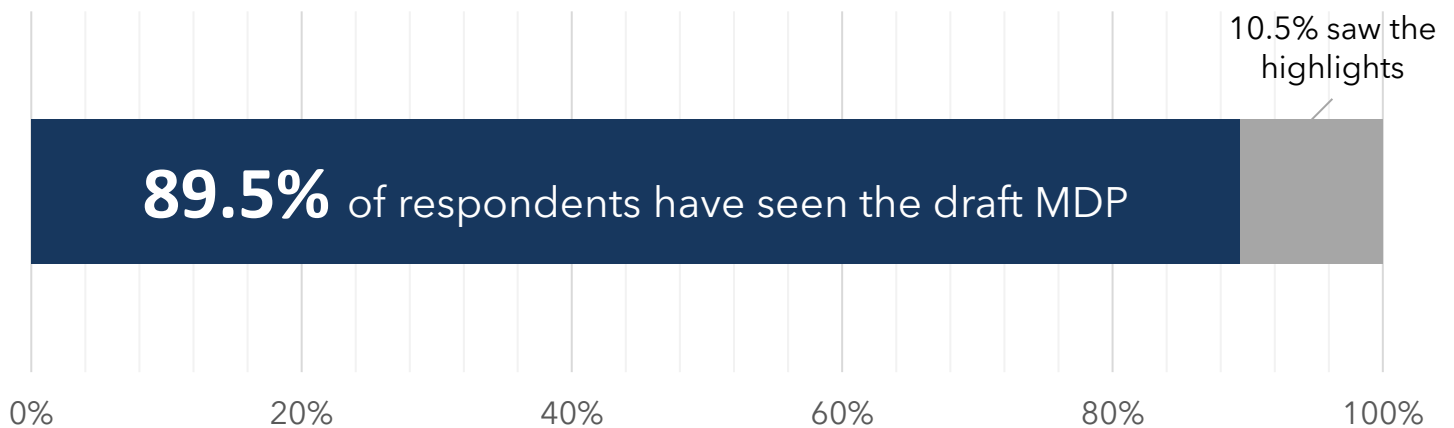
Do you agree with the draft plan?



QUICK POLL RESULTS

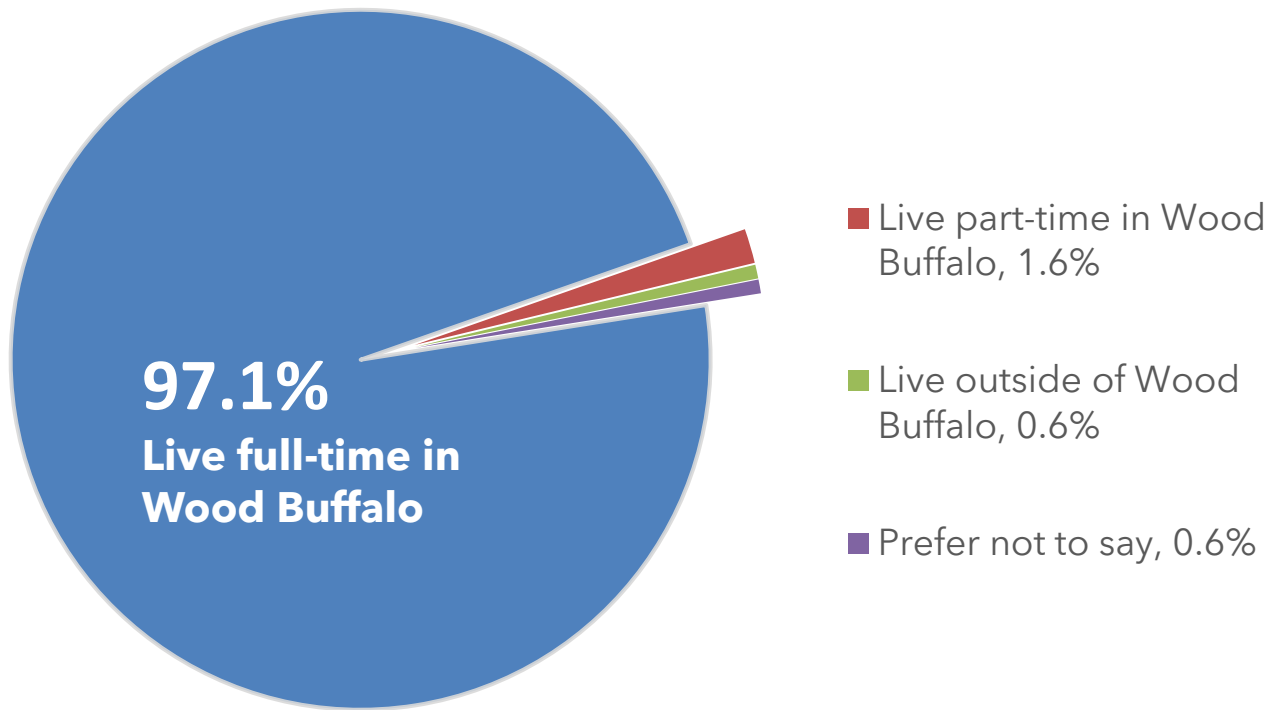
19 Respondents

Have you seen the draft MDP?

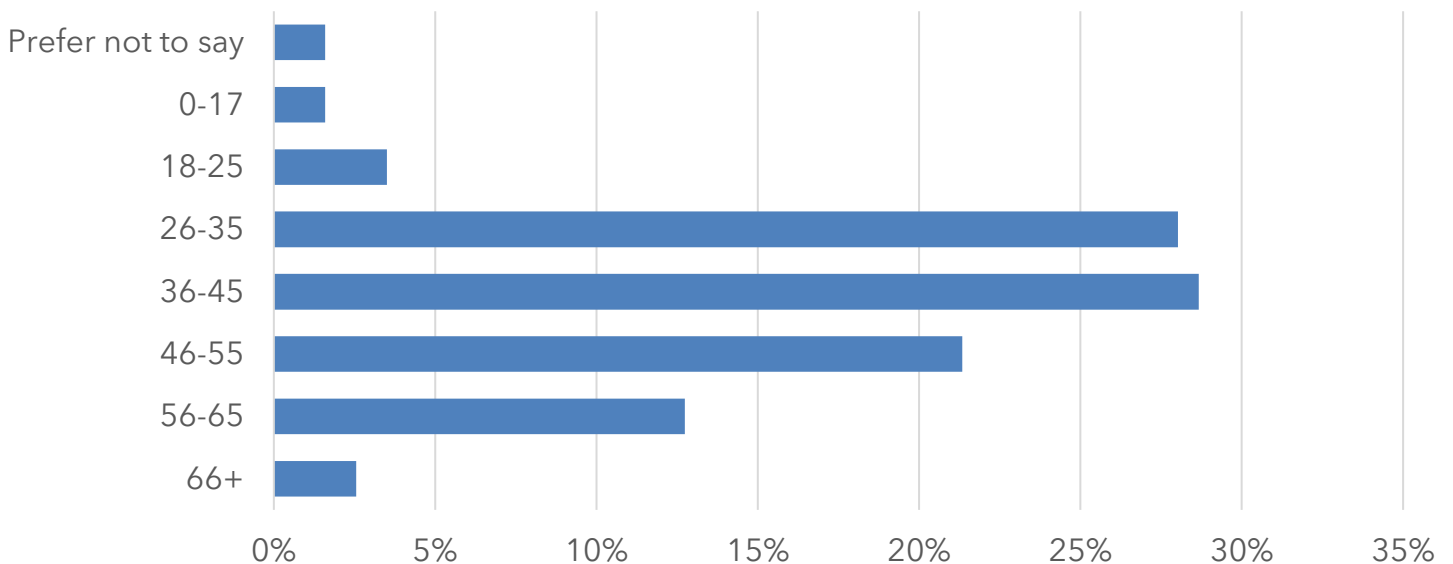


ONLINE SURVEY RESULTS

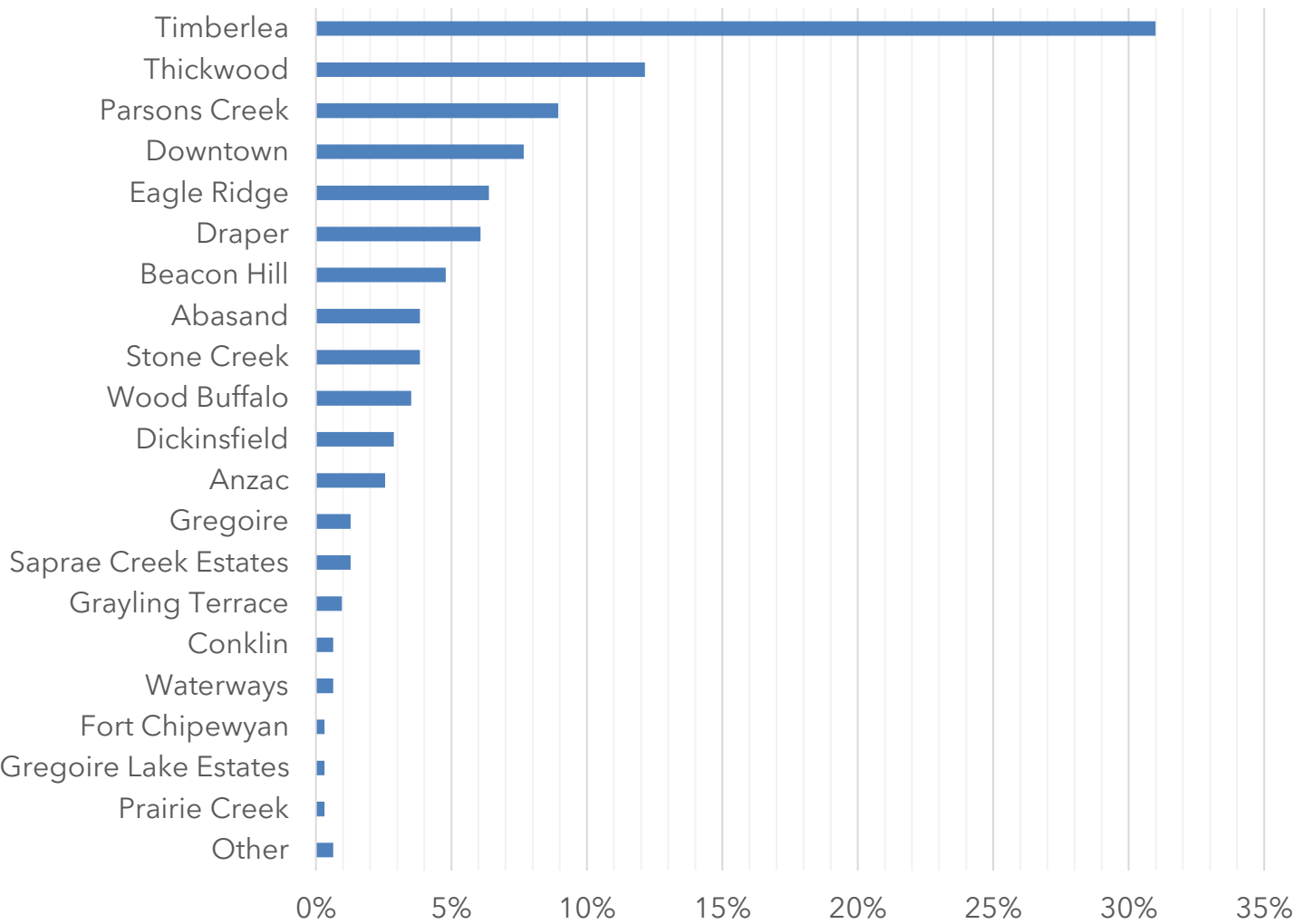
Q1: Where do you live?



Q2: How old are you?



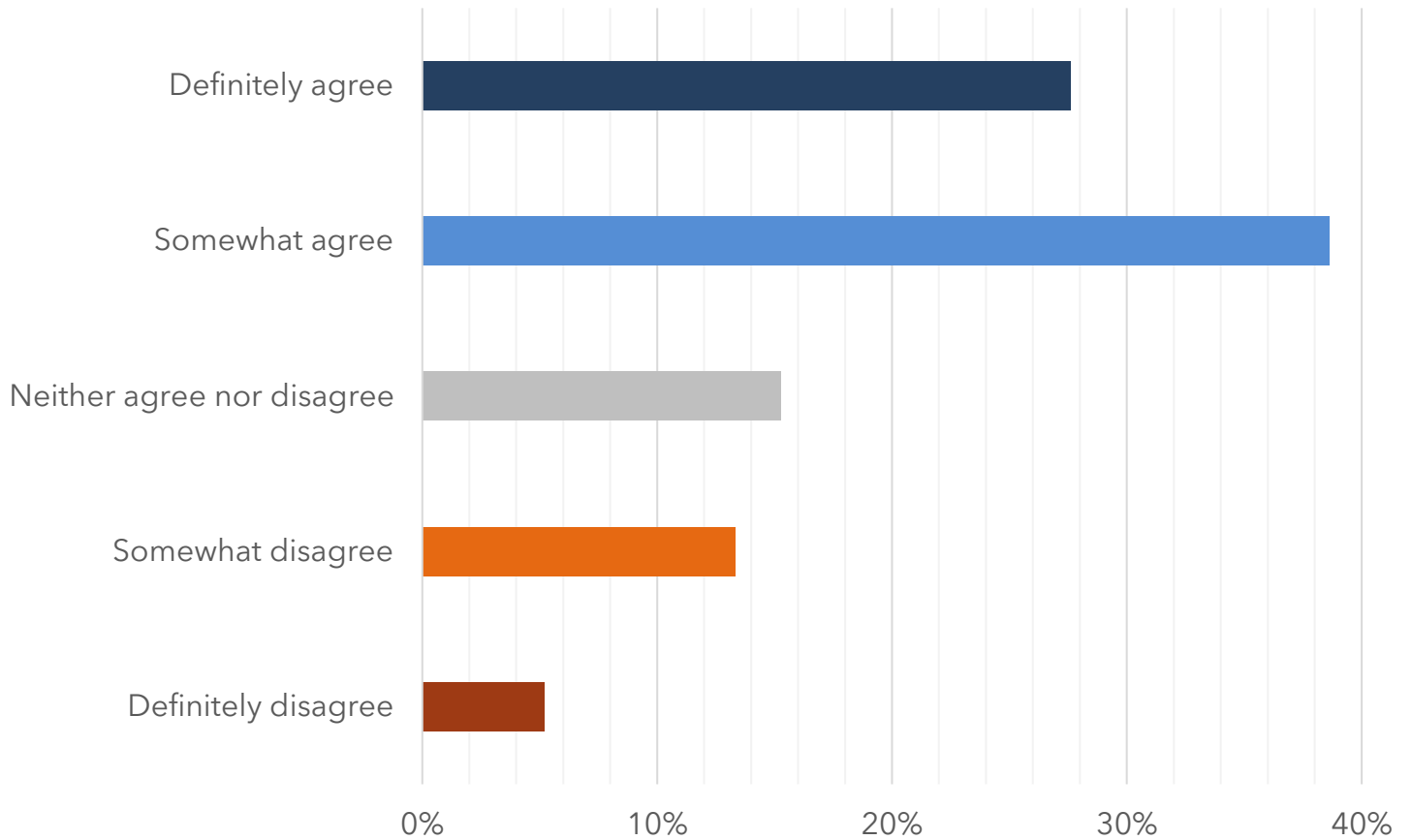
Q3: What community do you call home?



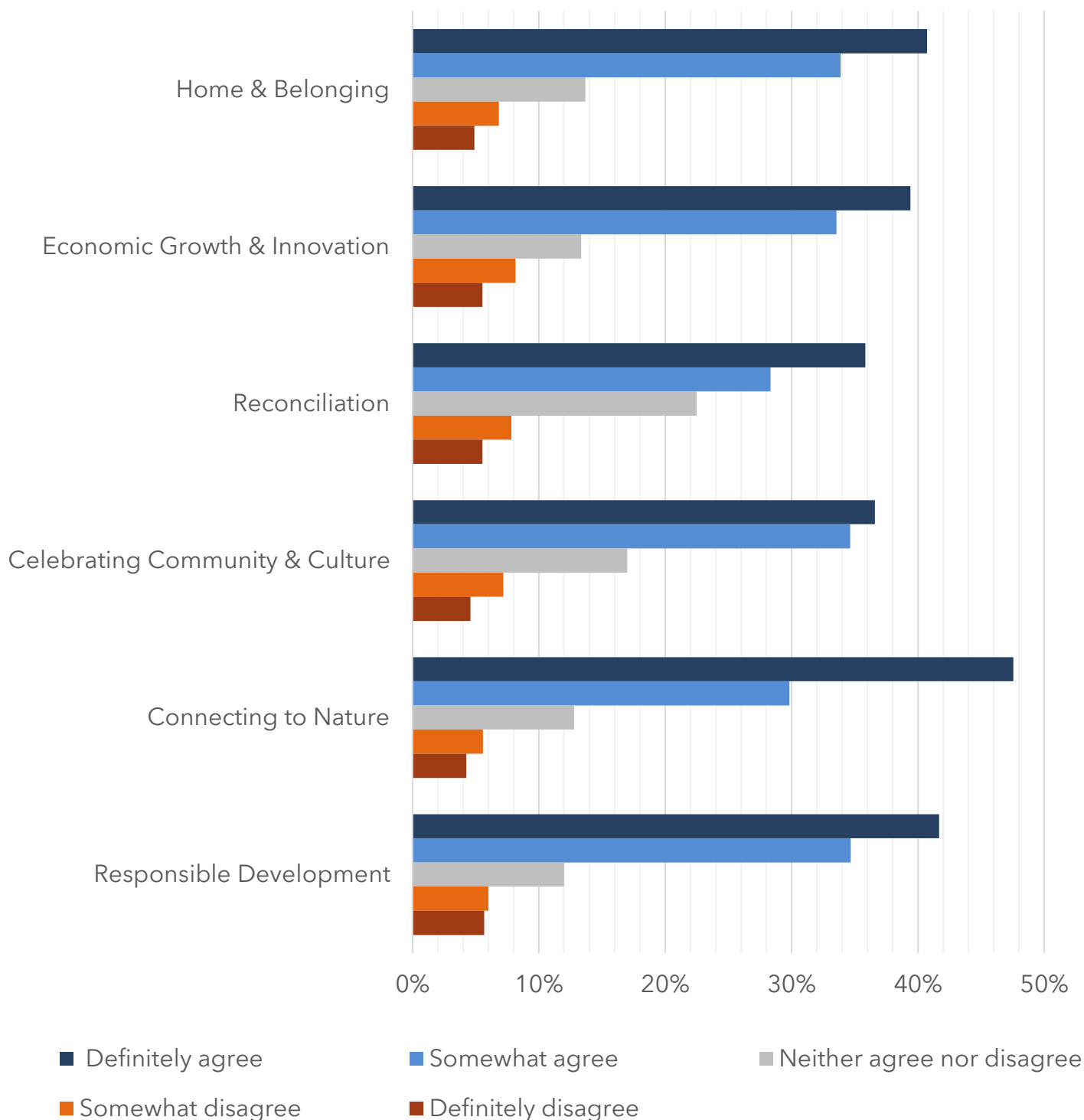
Q4: Have you reviewed the draft MDP?



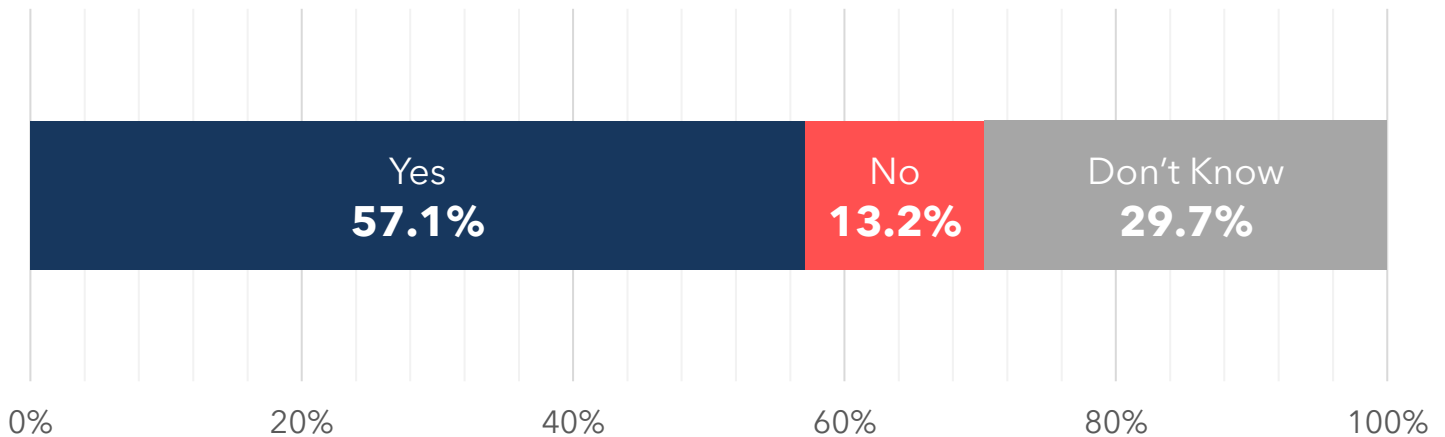
Q5: Do you feel that the MDP is written in a way that is easy to understand?



Q6: There are six goals in the draft MDP, what are your overall thoughts for each? For details on each goal click on the links below: [Home & Belonging](#), [Economic Growth & Innovation](#), [Reconciliation](#), [Celebrating Community & Culture](#), [Connecting to Nature](#) and [Responsible Development](#).



Q7: Do you agree with the Implementation Framework?



NEXT STEPS

The RMWB would like to thank residents, Indigenous partners, and stakeholders for their continued commitment and passion to contribute to this community focused plan.

Feedback gained throughout Phase 3 engagement will be considered to define the final Municipal Development Plan for the entire region. Administration will present the final document to Council in the future through a public hearing process. To receive updates regarding the project subscribe to the page at rmwb.ca/mdp.

If you have any questions related to engagement please contact participate@rmwb.ca.

