



WHAT WE HEARD FROM MAY NEIGHBOURHOOD ENGAGEMENTS

*Communications & Engagement
May 2023*



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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.

ABOUT THE PROJECT

In May the Communications & Engagement department ran a booth at the Chamber of Commerce Spring Trade Show. Later in the month, we held a Neighbourhood Engagement at Jubilee Plaza.

At these engagements we informed participants about municipal projects and listened to emerging issues impacting residents. Pulse supported with an agent, inquiry sheets, and online submission forms. Additionally, we consulted the public and sought feedback on urban community mapping and how to enhance their public engagement experience.

EXECUTIVE SUMMARY

Feedback from the two May Neighbourhood Engagements has been gathered and is reviewed below in detail. This information includes feedback from both the Spring Trade Show, and the Neighbourhood Engagement held in May at Jubilee Plaza.

PARTICIPANTS

Residents from across the region participated in our neighbourhood engagements.

COMMUNICATION CHANNELS

- ✓ Social media posts/stories/reels
- ✓ Facebook events
- ✓ Lawn signs
- ✓ Mac calendar
- ✓ Intranet
- ✓ Insider
- ✓ Email to subscribers of public engagement newsletter
- ✓ [Rmwb.ca/participate](https://rmwb.ca/participate)

ENGAGEMENT TACTICS



- In-Person Open House
- In- Person Open Space Meeting



19,740

Social Media Reach

849

Online Visits to RMWB Engagement Portal

522

Survey Submissions

3,029

New News & Alert Subscriptions

3087

Total Participants

46.4%

Portal Engagement Rate

KEY THEMES

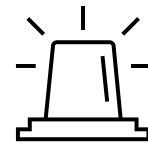
Please find the below themes that were brought forward by participants in the May engagements through conversations, inquiries and news and alerts subscriptions.



EVENTS &
INVOLVEMENT



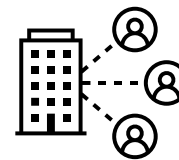
PARKS &
RECREATION



FIRE & EMERGENCY
SERVICES



BEAUTIFICATION



RMWB
EMPLOYMENT
OPPORTUNITIES

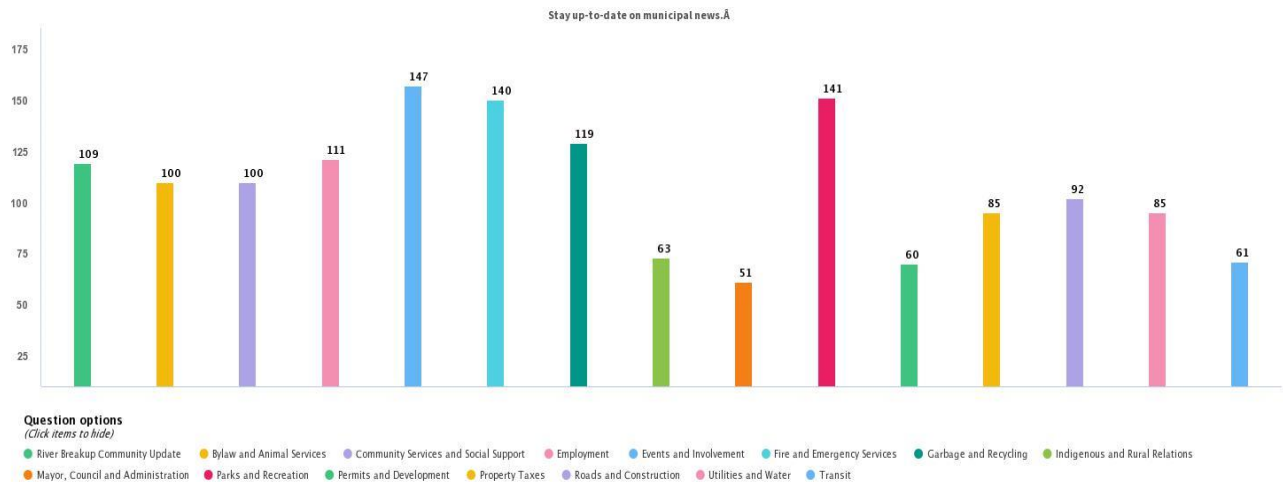




OVERVIEW

SPRING TRADE SHOW

The Chamber of Commerce Spring Trade Show ran May 5-7 and was held at MacDonald Island Park. To obtain our goal of gaining more subscriptions to Municipal news and alerts, we ran a contest for participants to win a Nintendo Switch. This contest ran until May 12, and received 522 registrants and 2,911 new subscriptions. The top topic for those interested in municipal news was Events and Involvement followed closely by Parks and Recreation and Fire and Emergency Services.



We were able to connect with 3000 trade show attendees and support them with answers or guide them to where to find the information or the action they were seeking. Pulse inquiry sheets and online submission form were made available to participants that had targeted questions or action that needed support from other Municipal team members.

We hosted a question-and-answer sessions for participants with subject matter experts from across the organization, the topics included:

- Playground, Parks & Trails
- Road Maintenance
- Garbage & Recycling
- Bylaw Questions
- Youth in Wood Buffalo

We received 522 registrants to the public engagement newsletter and 2,911 total new subscriptions to Municipal news or alerts.



MAY 24 NEIGHBOURHOOD ENGAGEMENT

A Neighbourhood Engagement Series event was held on May 24 at Jubilee Plaza, where 87 residents connected with what matters to them most.

The Municipal news topic of most interest in was tied with Employment with the RMWB and Events and Involvement. River Breakup and Community Update followed in second.

We served iced coffee and invited participants to interact with displays and provide feedback on urban community partner mapping, public engagement styles, and techniques that residents would like to see the municipality undertake.

Participants were also invited to sit down in an Open Space Meeting, create their own agenda, allowing public engagement facilitators the ability to acknowledge the topics participants needed to discuss.

In addition, we ran an internal give-a-way to staff who registered for Municipal news and alerts, this received 28 entries and 118 new subscriptions.

WE PROVIDED UPDATES ON

- Construction
- Honour and remember art exhibit
- Street banner program
- Community cleanup and adopt a trail/roadway
- Canada Day float registration
- Property taxes
- Sapræ Creek Estates pedestrian trail & beautification What We Heard Report
- Playground, Parks & Trails
- Road Maintenance
- Garbage & Recycling
- Bylaw Questions
- Youth in Wood Buffalo

WHAT WE ASKED AND PARTICIPANT FEEDBACK

What matters most to you?

Pulse inquiry sheets from the Spring Trade Show were entered and shared with the Pulse team to support resident questions. Below are the general themes of the inquiries received at both engagements.

PARTICIPANTS FEEDBACK:

Requested signage on trails that provides Bylaw 24/hr. contact to report OHV vehicles

Please call Bylaw, 780-743-7000 or toll free 1-800-973-9663 any time you have concerns with safety on trails. This number is monitored 24/7. The Municipality just recently approved the Off-Highway Vehicle Compliance Strategy to educate increasing enforcement. To learn more about the OHV use and staging areas visit [here](#).

Update on FireSmart

There are a number of Fire Smart projects currently taking place throughout the region. The entire 2022 RMWB Wildfire Mitigation Strategy can be found [here](#).

Beautification of Highway 63

The highways and interchanges in the region are maintained by the Province. The Municipality does not have the jurisdiction to repair the road in this area. Please reach out to the Provincial contractor

Help us map out urban community partners. Engaging our community partners on municipal projects is very important for insight and collaboration. Who would you include?

This feedback will be incorporated in our public engagement urban community partners list.

PARTICIPANTS FEEDBACK:

- Minor Hockey
- Community Associations
- Music Events
- Social Profit Sector
- Economic Development
- Community Boards & Committees
- Multicultural Association
- Condo Associations
- CMHA
- Coaches Association
- Sport Clubs
- Dance Groups/Studios
- Ukrainian Dance, MDK
- Alberta Health Services
- Individuals Experiencing Homelessness
- Residents
- Filipino-Canadian Association
- Ptarmigan Ski Club
- Wood Buffalo Wellness Society
- Religious Organizations
- High School Students
- Library
- Chamber of Commerce
- Registered Voters
- Food Bank
- Seniors
- Fort McMurray Minor League Baseball
- RCCG
- The Hub
- Cricket Club
- Special Interest Groups
- Churches
- Softball & Slow-pitch Softball
- Clearwater Horse Club
- School Boards
- School Council Associations
- Art Council Wood Buffalo
- RCMP
- Schools
- Poverty Reduction
- Indigenous Groups
- Athabasca Tribal Council
- McMurray Metis
- Pride YMM
- Businesses
- Fort McMurray International Airport
- Youth Groups/Programs
- Artists
- Centre of Hope
- YMCA
- NLRHF/C
- Fuse Social
- Realtors' Association
- Snow Drifters
- Keyano
- WBHDC
- Victims SVOS
- Local Theater Groups
- Everyone
- Fort McMurray Search & Rescue Society



How can we enhance your engagement experience? Grab a dot or a marker and let us know what would make public engagement better for you.

We will use this feedback as we plan public engagement for the Municipality.

PARTICIPANTS FEEDBACK:

TACTICS	VOTES
Polls (Quick simple questions)	22
Surveys (A series of questions)	15
Comment Forms (A form given to participants in person or online to complete)	8
Advisory Groups	5
Tours & Field Trips	20
Symposia	19
Interviews	8
Public Meetings	13
Workshops	7

TIME OF DAY	VOTES
Morning 10 a.m. – 12 p.m.	1
Lunchtime 11 a.m. – 1 p.m.	8
Early Afternoon 1 – 3 p.m.	0
Early Evening 4 – 6 p.m.	9
Evening 6 – 8 p.m.	1

LOCATION	VOTES
Come to Me (In my neighbourhood, at a local store/community centre)	8
Live Online (Live streaming engagements you can engage with from your device)	16
Virtual (Accessible anytime online (recordings, surveys)	16

NEXT STEPS

The Regional Municipality of Wood Buffalo (RMWB) would like to thank participants for their valuable input. Engagement findings will be shared with the public, Administration and Council. Neighborhood engagements will continue by visiting communities throughout the year. To learn when we are coming to your community next subscribe to our newsletter at rmwb.ca/participate.

We encourage you to continue using your voice to make our region even better by learning about all current projects. Visit participate.rmwb.ca to stay connected! Thank you for participating!



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