

FRANKLIN AND MAIN PARK

PHASE 2 ENGAGEMENT SUMMARY REPORT



REGIONAL MUNICIPALITY
OF WOOD BUFFALO

RMWB.CA/FRANKLINANDMAINPARK

About the Project

The Franklin and Main Park project supports downtown revitalization and is one of Council's key priorities part of the 2018-2021 Strategic Plan. As part of downtown revitalization, significant public engagement was held between May and September 2019. Reoccurring themes from these engagements supported a new downtown park by indicating beautification, parks, outdoors, and addressing vacant land as priorities. In addition to approved Council documents, resolutions and the previous Land Planning and Development Committee recommendations.

In March 2020, the Wood Buffalo Downtown Revitalization Advisory Committee (WBDRAC) proposed the Franklin & Main Park and Council approved the Franklin and Main Park Project. Public engagement started fall 2020 and was separated into two phases; Phase 1 understanding focused priorities and appropriate amenities and Phase 2 understanding the community's preference from two concept designs (winter and summer).

The information within this public engagement summary report provides details of the poll, engagement tactics, and overall themes from Phase 2 public engagement.

Stakeholder list

- Council-Appointed Advisory Committees
- Non-Profit Organizations
- Business Community
- Indigenous Organizations
- Rural Community Organizations
- Regional Municipality of Wood Buffalo Internal Stakeholders

Communication Channels

The project was promoted through numerous communications channels such as social media, radio advertisements, outdoor billboards, news release and Participate Wood Buffalo.

Statistics

Engagement Tactics:



Online Poll



Video Presentation

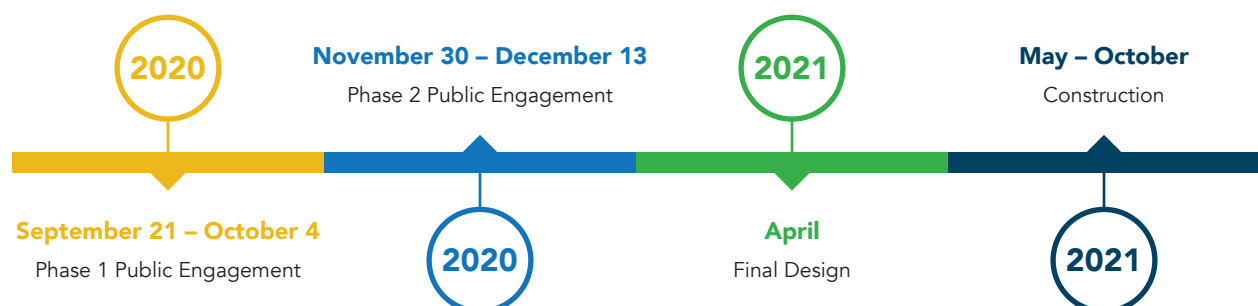


Virtual Meetings with Stakeholders & Indigenous Organizations

Online Engagement:

Online Poll	524
Online visits	2,200
Virtual Stakeholder Meetings	22
Group Stakeholder & Indigenous Organizations Engagement Workshops	3
Social media Impressions	158,445
Social Media Like, Share, Comments	465

Timeline





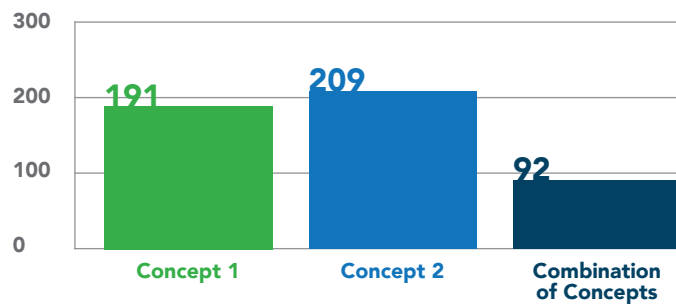
Overarching General Engagement Themes

The themes reflect amenities and services that people generally supported having included in the park.

- Combination of two Concept Designs
- Water Feature
- Walking and Skating Pathway
- Basketball Courts
- Public Art and Local Public Art/Artists
- Historical Elements and Storytelling
- Intergenerational Activities
- Onsite Power and Services
- Consider Operations (Hosting Events, Activities and Maintenance)
- Ongoing Community Engagement
- Creation of Memorable Spaces
- Less Parking
- Basketball Courts
- Micro Businesses
- Flag Poles / Ceremonial Site
- Trees/Greenery
- Lighting
- Reflect Indigenous Culture
- Stage
- Safety and Security
- Events
- Heaters for Winter Months
- Indigenous and Non-Indigenous Art
- Fencing
- Shaded Areas
- Year-Round Use
- Age Friendly Design Considerations
- Wayfinding
- Accessible Washrooms
- Remove the Skatepark
- Opposition with development

Online Poll Results

QUESTION 1: Which is your preferred preliminary park concept design?



Note: Question 1 was also asked during workshops and virtual meetings to participants. The online poll results above does not reflect feedback collected through those engagements.

QUESTION 2: Provide any additional feedback.

The following themes emerged from residents:



Next Steps

We thank you for your input and ideas throughout throughout the design phase of this project. The final design for the Franklin and Main Park will be provided in May 2021 followed by construction occurring this summer to fall 2021. To stay informed about the project, or to receive project updates visit rmwb.ca/franklinandmainpark.