



**WHAT WE HEARD FROM  
THE SEPTEMBER  
NEIGHBOURHOOD  
ENGAGEMENT & POP-UP**

*Communications & Engagement*  
SEPTEMBER 2023



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# CONTENTS

WHAT WE HEARD FROM THE SEPTEMBER NEIGHBOURHOOD ENGAGEMENT & POP-UP .....	1
CONTENTS .....	2
ABOUT THE PROJECT .....	3
EXECUTIVE SUMMARY .....	4
<i>PARTICIPANTS</i> .....	4
<i>COMMUNICATION CHANNELS</i> .....	4
<i>ENGAGEMENT TACTICS</i> .....	4
<i>KEY FINDINGS</i> .....	5
OVERVIEW .....	5
<i>FALL TRADE SHOW AND ARTISAN MARKET</i> .....	5
<i>NEIGHBOURHOOD ENGAGEMENT AT PARSONS CREEK</i> .....	6
WHAT WE TALKED ABOUT .....	6
WHAT WE HEARD .....	6
NEXT STEPS .....	9



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***

This report contains the feedback that residents shared with facilitators at the September public engagement Pop-Up and Neighbourhood Engagement Series at Parsons Creek.

Public Engagement Pop-Ups provide the opportunity to meet residents where they are, touch base on service delivery, and share information on RMWB projects and initiatives.

The Neighbourhood Engagement Series (NES) features ongoing Municipal engagement sessions held in alternating urban neighborhoods on a regular basis. The sessions focus on building meaningful relationships by encouraging open and honest input and feedback from residents.

## EXECUTIVE SUMMARY

In September, the RMWB engaged with residents from the region at the Fall 2023 Trade Show & Artisan Market. Additionally, we met with residents in Parsons Creek for a neighbourhood engagement session. To share information and gather feedback, we provided an online engagement option, a pop-up event, and an in-person open-space meeting and community barbecue. At these events, the RMWB had conversations with residents to learn about what was important to them in their communities.

## PARTICIPANTS

Holding our public engagement pop-up at the Fall 2023 Trade Show & Artisan Market allowed residents from across the region to participate and share feedback.

## COMMUNICATION CHANNELS

- ✓ Social media posts, stories, and reels
- ✓ Facebook events
- ✓ Electronic traffic signs
- ✓ Lawn signs
- ✓ Mac Calendar
- ✓ Employee email
- ✓ Email to public engagement newsletter subscribers
- ✓ [Rmwb.ca/participate](https://rmwb.ca/participate)
- ✓ Radio
- ✓ News release
- ✓ School newsletter

## ENGAGEMENT TACTICS



- In-Person Open Space Meeting
- Online engagement portal with questions, FAQs, and ideas tools
- Event Pop- Up with and survey options
- Community Barbecue
- Dotmocracy



**AWARE**  
**42,630 times**

people saw  
communications and  
advertisements.

**INFORMED**  
**2,970 times**

people learned more  
about these projects.

**ENGAGED**  
**534 times**

people took action to  
provide feedback on  
these engagements.

## KEY FINDINGS

Participants brought forward the following themes through conversations and online engagement tools.



**ENFORCEMENT**



**SAFETY**



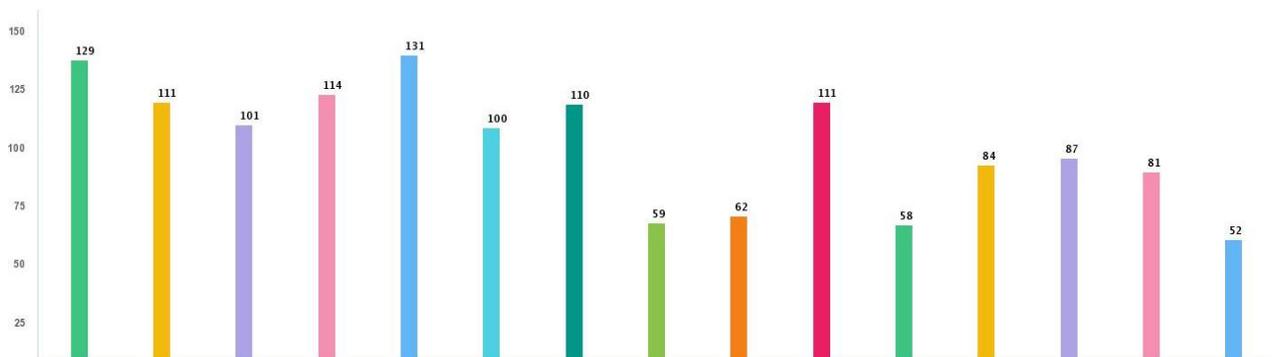
**MAINTENANCE**

## OVERVIEW

### FALL 2023 TRADE SHOW & ARTISAN MARKET

We popped up at the Fall 2023 Trade Show & Artisan Market from September 22 to 24. Our objective was to educate residents on ways to take an active role in their communities, answer questions, obtain feedback, and form connections. We connected with 2,652 residents from across the region. From these interactions, 252 residents requested more information about how they could support the Snow Angel program, 287 expressed interest in volunteering with Victim Services, and 255 requested additional information about joining a Council appointed board and committee.

Residents also registered for news and alerts updates. The top four topics selected were: river breakup, events and involvement, employment, and bylaw and animal services.



Question options  
(Click items to hide)

Transit Utilities and Water Roads and Construction Property Taxes Permits and Development Parks and Recreation Mayor, Council and Administration Indigenous and Rural Relations Garbage and Recycling  
Fire and Emergency Services Events and Involvement Employment Community Services and Social Support Bylaw and Animal Services River Breakup Community Update



## NEIGHBOURHOOD ENGAGEMENT AT PARSONS CREEK



**In-person engagement:** We met in the foyer of Dave McNeilly Public School to share multiple information displays. This was a drop-in event featuring onsite subject matter experts, community barbecue and no formal presentation.



**Online engagement:** September 18 - 29, 2023.

Virtual option through online public engagement platform [rmwb.ca/participate](https://rmwb.ca/participate)

The public engagement team joined neighbours from Parsons Creek on September 27 for a conversation on all things related to their neighbourhood. Fifty residents attended the engagement in person and fourteen residents engaged online through our [rmwb.ca/participate](https://rmwb.ca/participate) platform. Team members from Planning and Development and a member from Fort McMurray Wood Buffalo Economic Development & Tourism joined us to answer questions that residents had about land development. The public engagement team shared information on construction projects in the neighbourhood and sought feedback on the Solid Waste Management Plan.

Residents shared their safety concerns and desire to get a traffic assessment on Callen Drive at Heritage Drive and Blackburn Drive at Heritage Drive; requested more up-to-date communication when streets within a winter maintenance zone are missed; provided new amenity requests; expressed their wish to see their neighbourhood developed--and provided many suggestions on what stores and services they would like to see in it.

## WHAT WE TALKED ABOUT

- How to get involved in your community.
  - [Snow Angels](#).
  - [Victim Services Volunteer opportunities](#).
  - Join a [Council appointed board or committee](#).
  - Share feedback at a [public engagement](#).
- What matters most to you in your neighbourhood?
- [Land Development](#)
- [Solid Waste Management Plan](#)

To see the result of your feedback on the Solid Waste Master Plan please [subscribe](#) to project page.

## WHAT WE HEARD

Thank you to all residents who participated and shared what is impacting you and your neighbourhoods. All the feedback from residents that is listed below has been shared with Council and the appropriate departments in the Regional Municipality of Wood Buffalo (RMWB) for their review and consideration. The feedback below has been grouped by topic and includes information about some of the main points raised by residents.



## **PARKS**

### **Community Gardens**

RMWB community gardens are created by the Municipality, then planted, and maintained annually by volunteer gardeners. Interested in participating in an RMWB community garden? While most gardens currently have a waitlist, you can email [contact.parks@rmwb.ca](mailto:contact.parks@rmwb.ca) to begin the application process, find an open plot, or reserve the next available spot.

### **Community Rinks**

The Community Rinks program allows volunteers to build and maintain a temporary, non-boarded skating rink in their neighbourhood for the winter season. Residents may apply to build their own rink or request that the Municipality's Parks team assist with rink construction. It is the responsibility of neighbourhood volunteers to maintain and clean the rink, keeping it safe and accessible. Add winter fun to your neighbourhood with a skating rink for all to enjoy!

Complete an application [here](#).

### **Parks & Trails**

To explore the parks and trails maintained by the RMWB please visit our parks and facilities page [here](#).

- **Trail maintenance:** We need the path around the pond cleared in the summer (excessive goose messes).
- **Trail maintenance:** Continue maintenance of the parks and paths of what we already have.
- **Can we put barriers on the greenbelt behind Dixon Rd to stop dirt bikes/snowmobiles?**
- **Gardening:** Can we buy land on the green belt and use it for gardening please?
- **Beautification:** Parsons entrance flower bed and sign has been neglected.
- **New amenity requests:**
  - Outdoor Rink. (10)
  - Basketball court. (6)
  - Outdoor Pool. (5)
  - Enlarge the Dave McNeilly/Elsie Yanik playground. (3)
  - Tennis court. (2)
  - Upgrade splash park. (2)
  - Another skatepark.
  - Soccer field.
  - Volleyball court.
  - Finish the path around the pond. (6)
  - Bicycle Park (BMX) with track and dirt hills. (5)
  - Can the storm ponds water be made usable? (4)
  - A sandy area by the ponds. (3)
  - A lake with edible fish. (2)
  - Outdoor Auditorium.
  - Bike lanes
  - Another gazebo in the skatepark, mature trees for shade and some more benches for sitting.



Do you have questions about land development? Please read through our [frequently asked questions](#). Municipal development plans can be found [here](#).

- Something needs to be done about the desert in the middle of the neighbourhood.
- Empty lots creating dust and overgrown weeds (spreading weeds to neighbouring property) (2)
- Clean up empty lots.
- Upkeep for Parsons and new development on the empty lands.
- Empty lots causing dirt on houses. (2)
- Please force the upkeep of the empty lots – garbage, weeds, snow, and dust.
- Rent price for retailers is too high.
- Can we provide an incentive for developers to purchase?

## 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. The Neighborhood Engagement Series will continue with visits to communities throughout the year. Want to be among the first to know when we are coming to your neighbourhood? Subscribe to our newsletter at [rmwb.ca/participate](https://rmwb.ca/participate).

Still have questions or concerns? You can reach out to the public engagement team directly at [participate@rmwb.ca](mailto:participate@rmwb.ca) or submit a Pulse inquiry at [rmwb.ca/pulse](https://rmwb.ca/pulse). Pulse inquiries are tracked and sent to the team members that can support you with answers, explain process and request maintenance.

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



WHAT WE HEARD FROM THE SEPTEMBER NEIGHBOURHOOD ENGAGEMENT & POP-UP | pg. 9

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Communications and Public Engagement

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**PARTICIPATE**  
WOOD BUFFALO

A large, white speech bubble with a black outline is positioned in the bottom right corner. Inside the bubble, the words 'PARTICIPATE' and 'WOOD BUFFALO' are written in a bold, white, sans-serif font, stacked vertically.