



## **WHAT WE HEARD ABOUT THE ANZAC CHURCH MEMORIAL**

*Public Works*

*Anzac Church Memorial*

*August 21 – September 14, 2023*



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December 18, 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***

The Anzac Church Memorial will commemorate the Willow Lake Church by creating an inviting space for residents to gather for years to come. The Willow Lake Church was a landmark used by various faiths and responsible for many community memories. In 2016, the church was deemed unsafe for public use and was demolished. To honor the site, community residents advocated to Council for a memorial. In 2022, engagement commenced to gain community insight on design features, location, and use of original relics.

Three conceptual designs were developed from participant feedback and, in August 2023, were presented through further engagement to identify design preferences from the community. Each design represented different entry features, seating layouts, and positioning of original relics. Residents were encouraged to prioritize design elements rather than picking an overall design.

The information in this report summarizes residents' feedback which will assist in defining the final design. Once completed, it will be shared publicly, with construction expected to start in 2024.

## EXECUTIVE SUMMARY

Engagement took place from August 21 to September 14, 2023, with the objective to gain residents' preferences on three conceptual designs. Numerous communication methods were used to ensure residents had the opportunity to provide feedback on design preferences to create a memorial for all to enjoy.

Multiple engagement tools were provided to support residents' comfort levels to participate. This included an online survey, paper-copy survey, Q&A forum, one-on-one conversations, and hybrid open house (in-person and virtual engagement). Overall feedback identified simplicity, seating, accessibility, and original relic usage to be key components to implement into the final designs.

## ENGAGEMENT PARTICIPANTS

Anzac residents, Indigenous partners, and organizations were the primary audience, although residents from the entire region could participate.

1. Anzac residents
2. Community organizations
3. Indigenous partners
4. All residents

## COMMUNICATION CHANNELS

Providing engagement tools that were inclusive ensured residents had the opportunity to provide feedback. Residents of Anzac received a mail-out package with a paper survey delivered straight to their door. Direct communications were provided to numerous Indigenous partners and community organizations. Various communication channels were used, including:

- ✓ Participate Wood Buffalo
- ✓ Mailouts to Anzac residents
- ✓ Community posters and signs
- ✓ Electronic/Entrance sign
- ✓ Direct communications
- ✓ Social media
- ✓ Facebook event
- ✓ Rural newsletter
- ✓ Participant Wood Buffalo newsletter

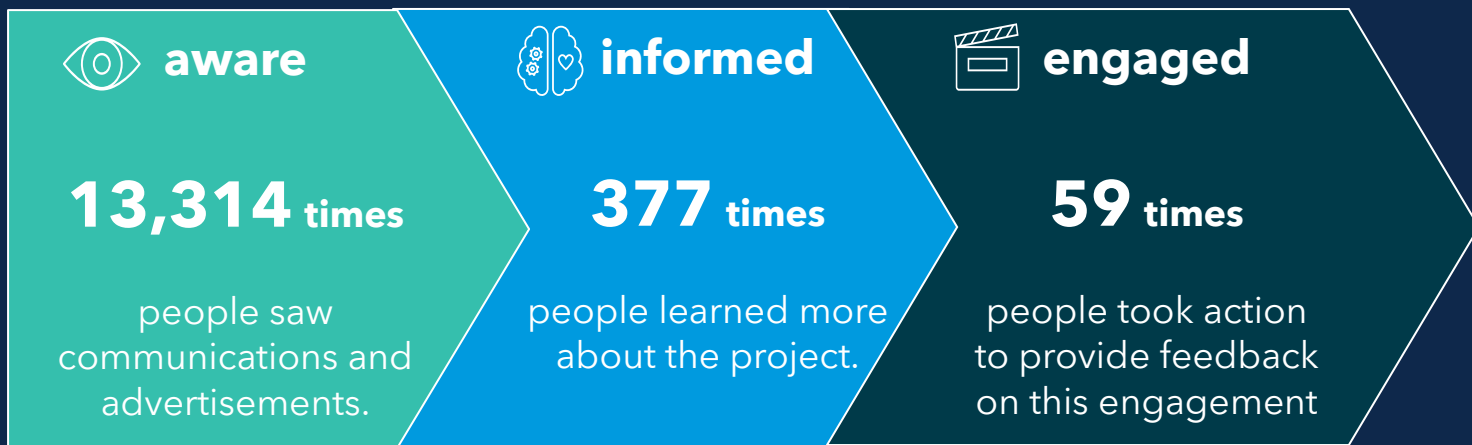
## ENGAGEMENT TACTICS



- One-on-one Conversations
- Hybrid Open House (In-person and virtual)
- Online and paper-copy survey
- Q&A forum



## ENGAGEMENT IN NUMBERS



## KEY THEMES



**FISCAL  
RESPONSIBILITY**



**SEATING**



**VANDALISM**



**ACCESSIBILITY**



**SIMPLISTIC DESIGN**

## INTRODUCTION

Engagement findings from the Anzac Church Memorial have been gathered and provided in detail below. The information includes feedback from one-on-one conversations, a hybrid engagement session, online and paper-copy surveys and an online forum. Feedback collected will be reviewed and considered for the final design as part of the decision-making process for the project.

### ABOUT THE ONE-ON-ONE CONVERSATIONS

Residents were invited to join the project team on September 7, 2023 from 9 a.m. to 4 p.m. to provide feedback through one-on-one conversations. This allowed residents to express feedback in a private setting based on their availability.

Throughout the day, ten residents visited the project team and provided thoughtful feedback. The overall themes included: vandalism, graffiti protection, durability, accessibility, and option three design elements.

### ABOUT THE HYBRID ENGAGEMENT SESSION

A hybrid open-house was held on September 7, 2023, at 6p.m., which supported an online and in-person engagement occurring simultaneously. This tool had been identified as a preferred method due to its enhanced accessibility.

Seven residents participated and identified the following themes: location, graffiti prevention, seating, pathways, and preferred elements from design.

### ABOUT THE ONLINE FORUM

Residents were able to ask questions pertaining to the project in the online forum on Participate Wood Buffalo. The forum was a public space for residents to ask questions and gain answers that would be published for all to see. The following was the one question asked and the response from administration:

**Question: Why aren't the stained-glass windows from the old church that are in storage being used at the new memorial?**

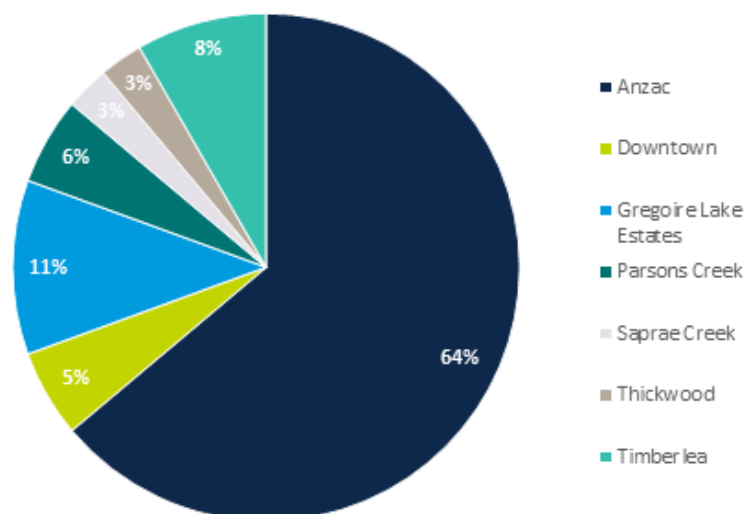
*Response: Many of the original relics were intended for an interior environment, exposing them to the outdoors would risk water, exposure, and vandalism damages. All three conceptual designs utilize the original bell and mirror original church elements such as, the roofline and stained-glass telling stories, or integrated into seating.*

### ABOUT THE ONLINE SURVEY

Participants provided their opinions for the memorial through a short survey. The questions were developed to gain residents preference on specific design elements rather than picking one design. That means residents may prefer the pathway shown in Design 1, but the entry in Design 3 as preferred elements. The survey was made available from August 21 to September 14, 2023 through online and paper-copy surveys. Paper copy surveys were also available at the Anzac Recreation Centre. Where applicable, the overall sentiment of open-ended questions is captured in this report through a data analysis system. Both the themes and tone are captured from these questions.

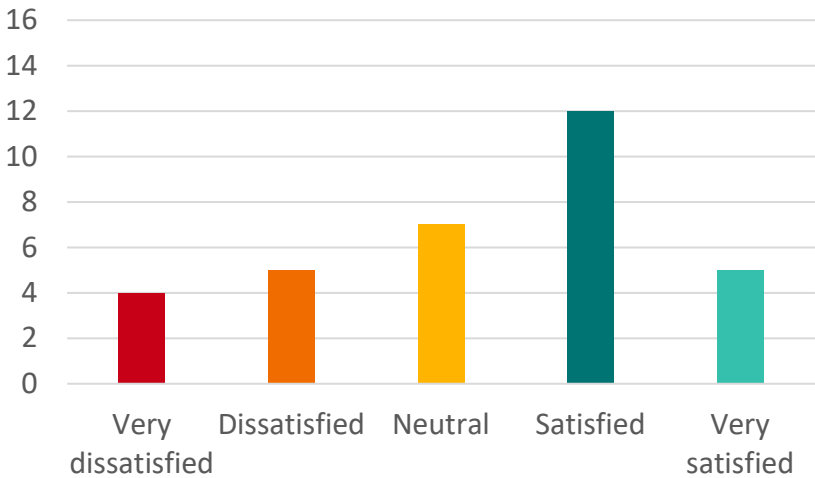
Residents of Anzac received a mail-out package of the paper-copy survey to strengthen accessibility to participate.

#### Q1: What community do you call home?

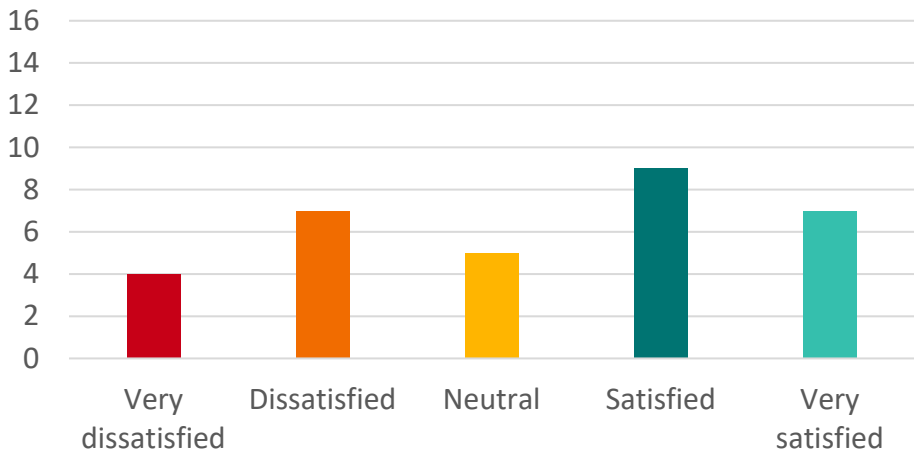


Q2: What’s your opinion on how Design 1 honors the memory of the Willow Lake Church?

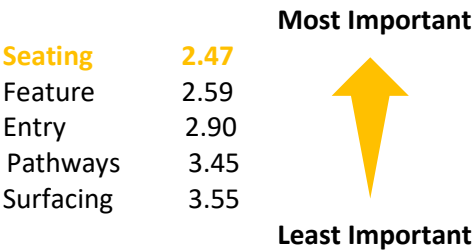
A detailed design can be found [here](#).



Q3: What’s your opinion on using the space for Design 1?



Q4: It’s important to understand what design elements are important to you. Rank the level of importance for Design 1, with 1 being the most important and 5 being the least important.

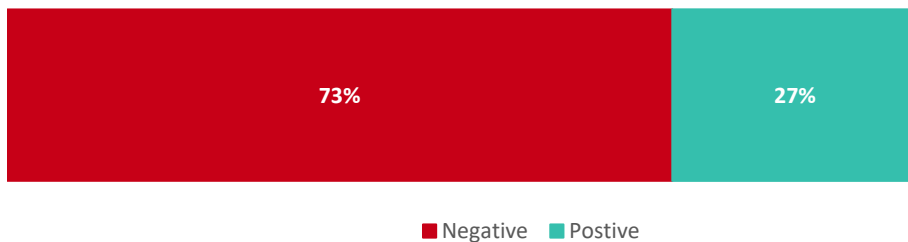


### Q5: Do you have any additional comments on Design 1?

Participants could provide qualitative feedback through this open-ended question. Several design elements and/or sentiments were consistently provided; these include but are not limited to:

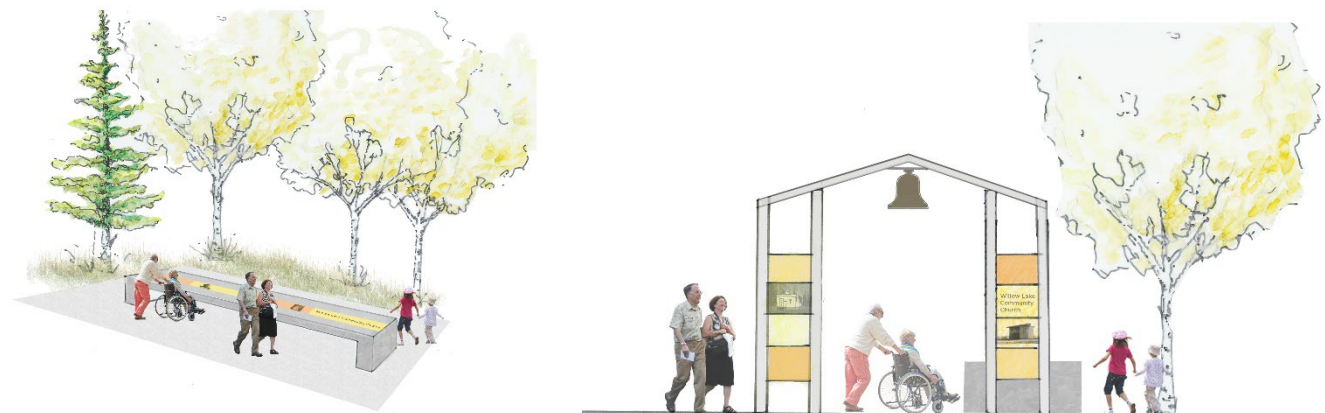
- Fiscal Responsibility;
- More original relics;
- Design not functional for community needs; and
- In favor of wood material.

Survey reporting can compile sentiment analysis to determine overall feeling from the feedback (e.g., positive, negative, neutral). This approach uses text analysis and natural language processing to gain a deep insight into open-ended responses. Results that capture sentiment from this question are below.

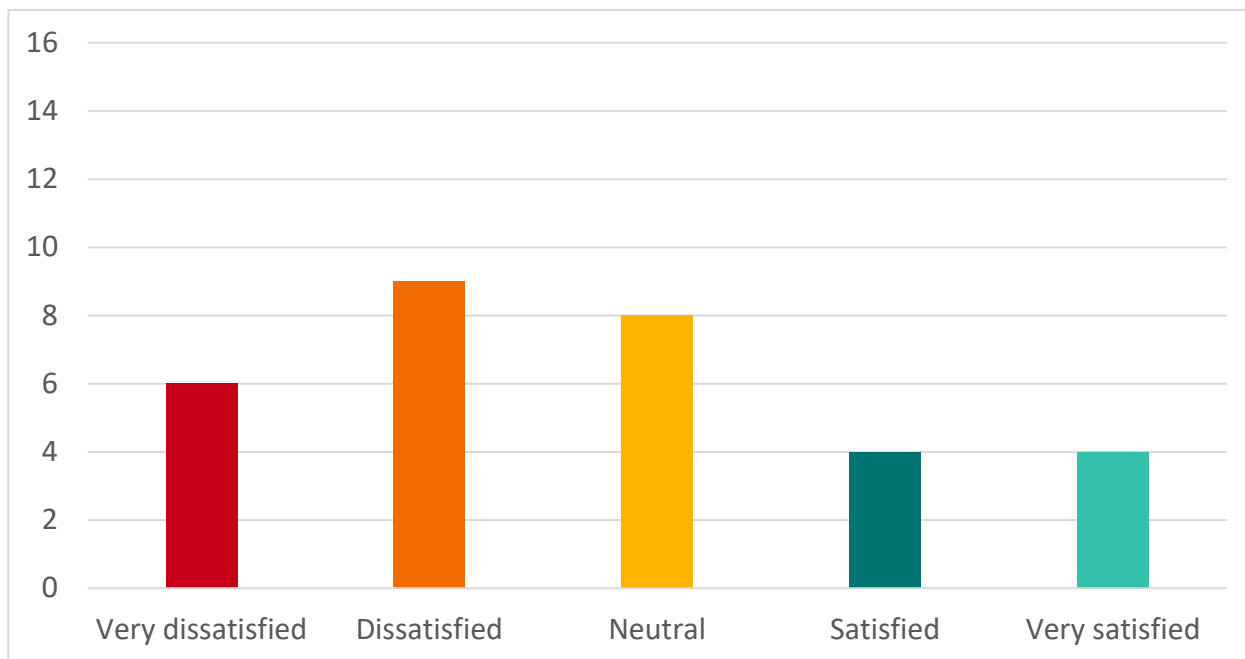


### Q6: What's your opinion on how design option 2 honors the memory of the Willow Lake Church?

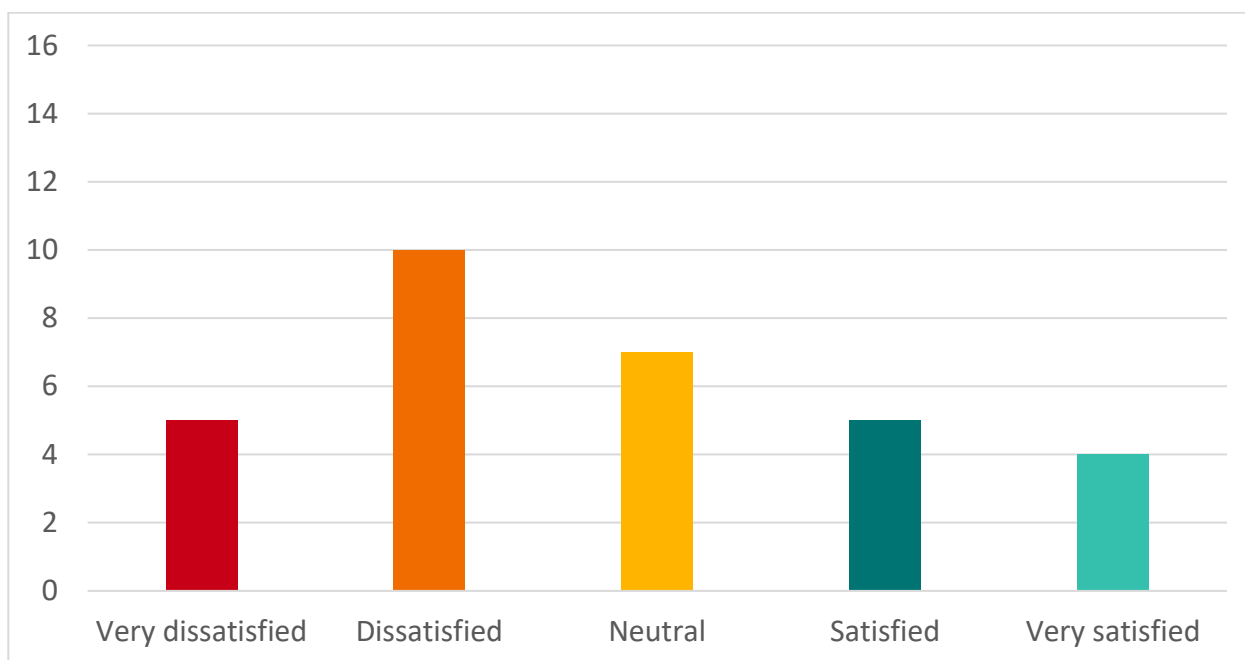
A detailed design can be found [here](#).



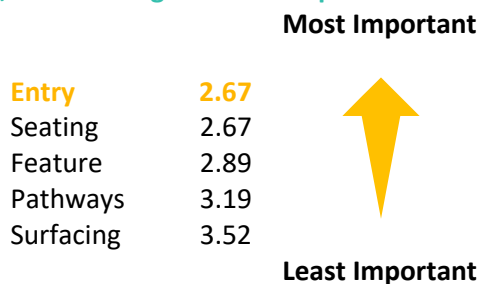




**Q7: What's your opinion on using the space for Design 2?**



**Q8: It's important to understand what design elements are important to you. Rank the level of importance for Design 2, with 1 being the most important and 5 being the least important.**

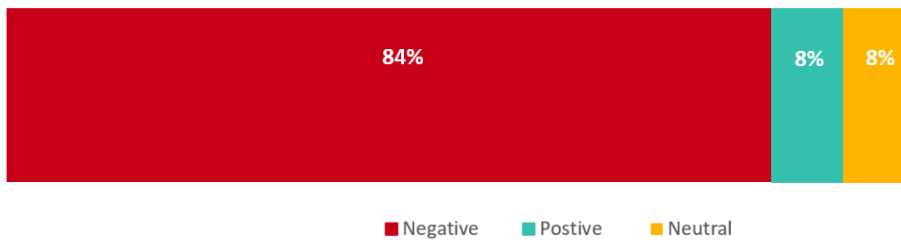


### Q9: Do you have any additional comments on Design 2?

Participants could provide qualitative feedback through this open-ended question. Several design elements and/or sentiments were consistently provided, these include but not limited to:

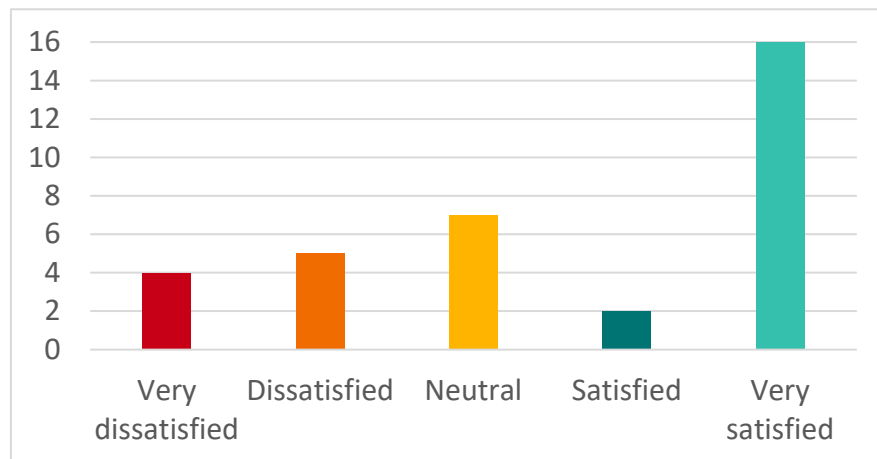
- Fiscal responsibility; and
- Design not functional for community needs.

Results that capture sentiment from this question are below.

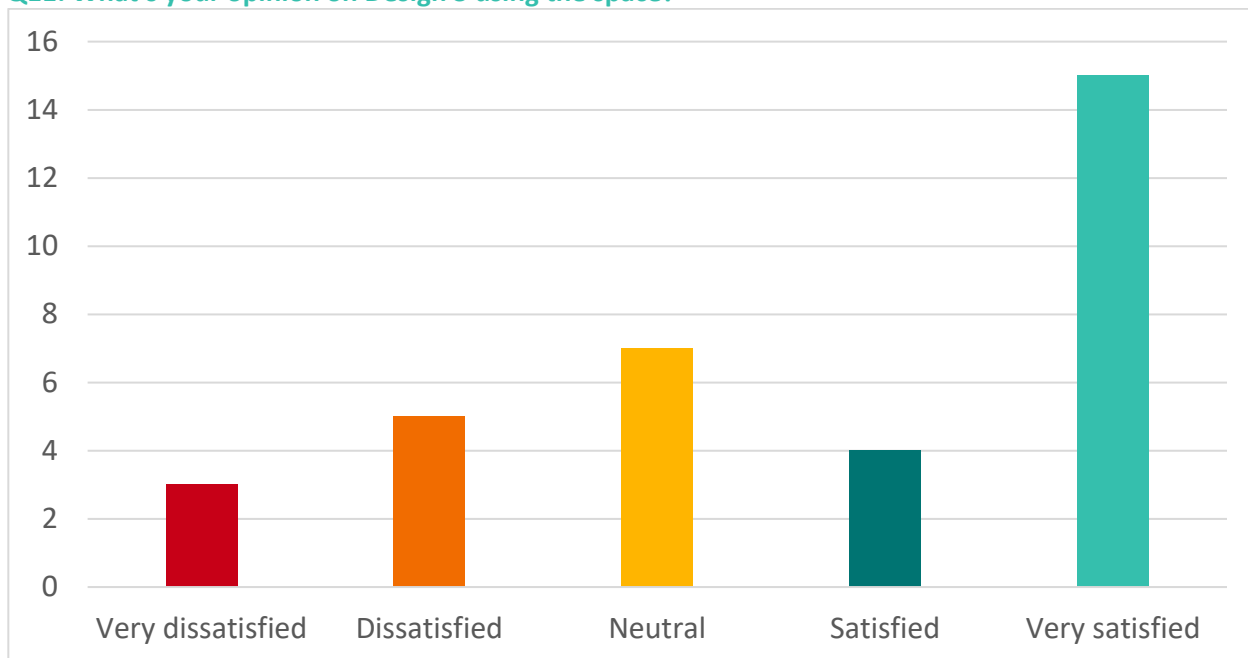


### Q10: What's your opinion on how the Design 3 honors the memory of the Willow Lake Church?

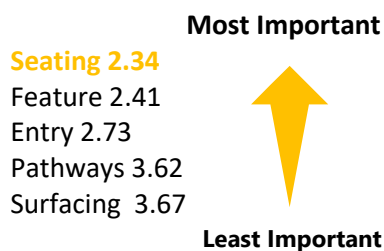
A detailed design can be found [here](#).



### Q11: What's your opinion on Design 3 using the space?



### Q12: It's important to understand what design elements are important to you. Rank the level of importance for Design 3, with 1 being the most important and 5 being the least important.



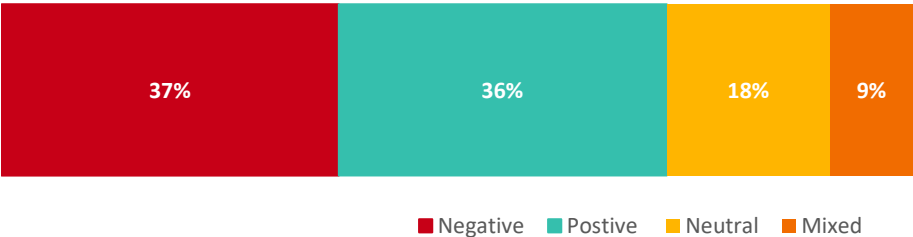
### Q13: Do you have any additional comments on Design 3?

Participants could provide qualitative feedback through this open-ended question. Several design elements and/or sentiments were consistently provided, these include but not limited to:

- Fiscal responsibility;
- In favor of simplistic design;
- Favorite design ;
- Accessibility; and
- Seating.



Results that capture sentiment from this question are below.



## NEXT STEPS

Thank you to participants who have contributed valuable input. Feedback will be reviewed and considered in a final design that reflects what we heard from a majority of participants. Once completed, the design will be shared publicly, and no further engagement is scheduled to occur. Construction is anticipated to start in 2024.

Residents are encouraged to subscribe to Participate Wood Buffalo to receive project related updates. Visit [rmwb.ca/participate](http://rmwb.ca/participate) to subscribe.





# **PARTICIPATE**

## **WOOD BUFFALO**

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